AI Customer Sentiment Analysis

EXECUTIVE REPORT

Author: Mathews Mwangi

Content

- **Background**
- **Purpose**
- **Methodology**
- **Findings**
- **Recommendation**

Background

- As from last Quarter of 2023, **we have collected over 150,000 responses** from our customers.
- This data include review, rating and their respective time stamp from clients all over the world that use our product.

Purpose

Business Insight

Analyse our clients feedback on our product to understand if we are meeting their needs

Strength & Weakness

Understand our product strength and areas of improvement highlighted by our users

Brand Reputation

Analyse customer sentiment to get insight of our customer view on the business

Strategic Decision

Use data-driven insights to guide product development, marketing, and customer support strategies

Methodology

Data

Data collected from our website customer feedback section

Process

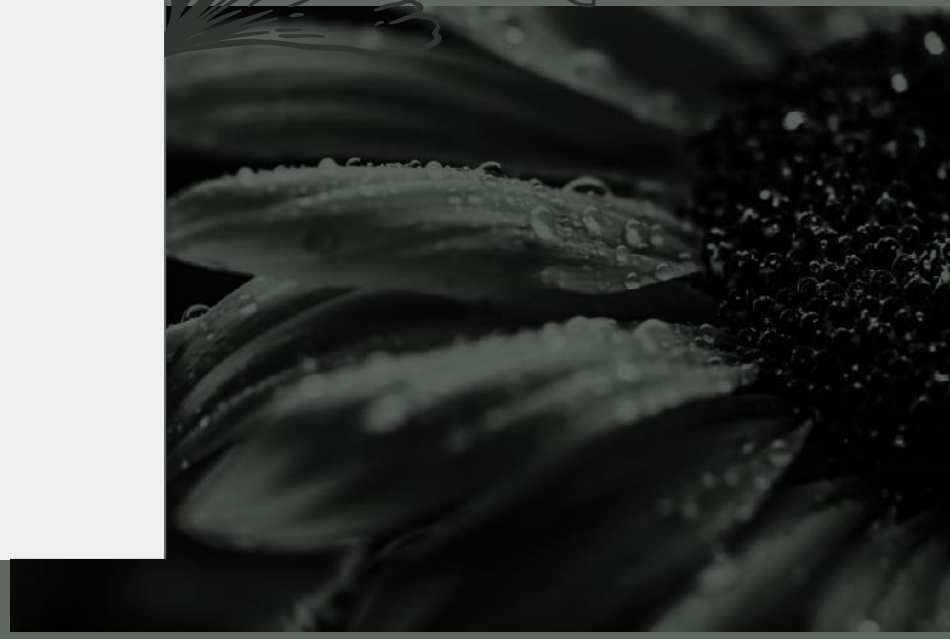
Translate data, EDA, Sentiment Analysis, Topic categorization and ML model to predict Sentiment

Tools

Tableau, Translate, Machine Learning (NLTK, LDA, Vader, Vectorizer & Logistic Regression)

Visualization

Visualize by topic the customers feedback to gain business insight in tableau



Findings

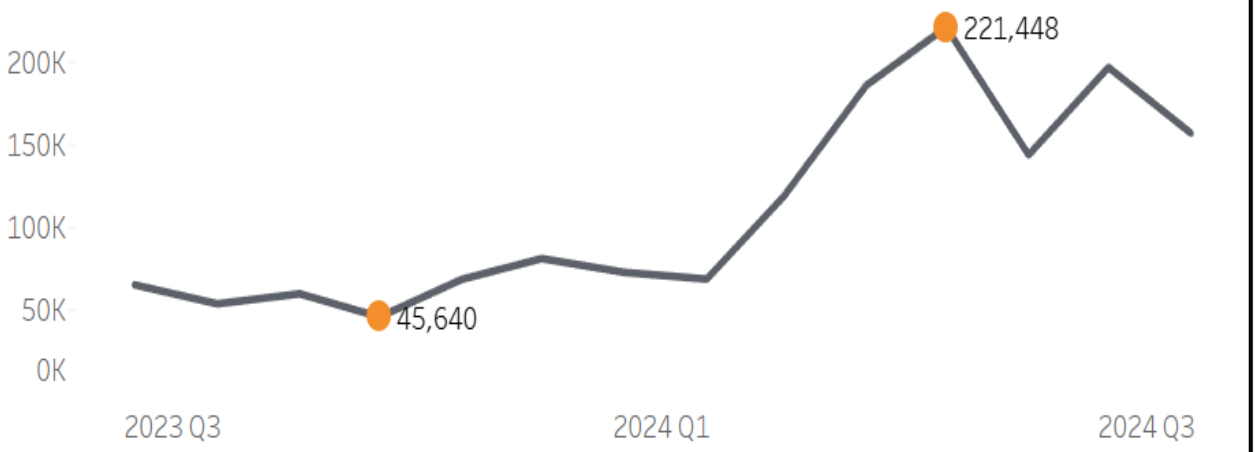
AI Customer Feedback

What are our customer saying?

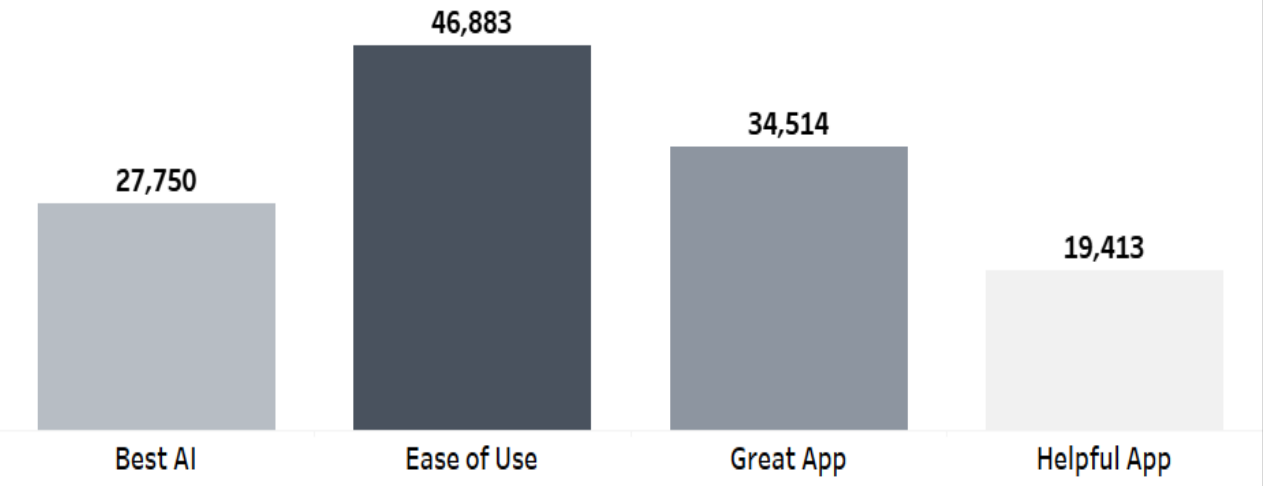
Select Feedback type

ositive Feedback

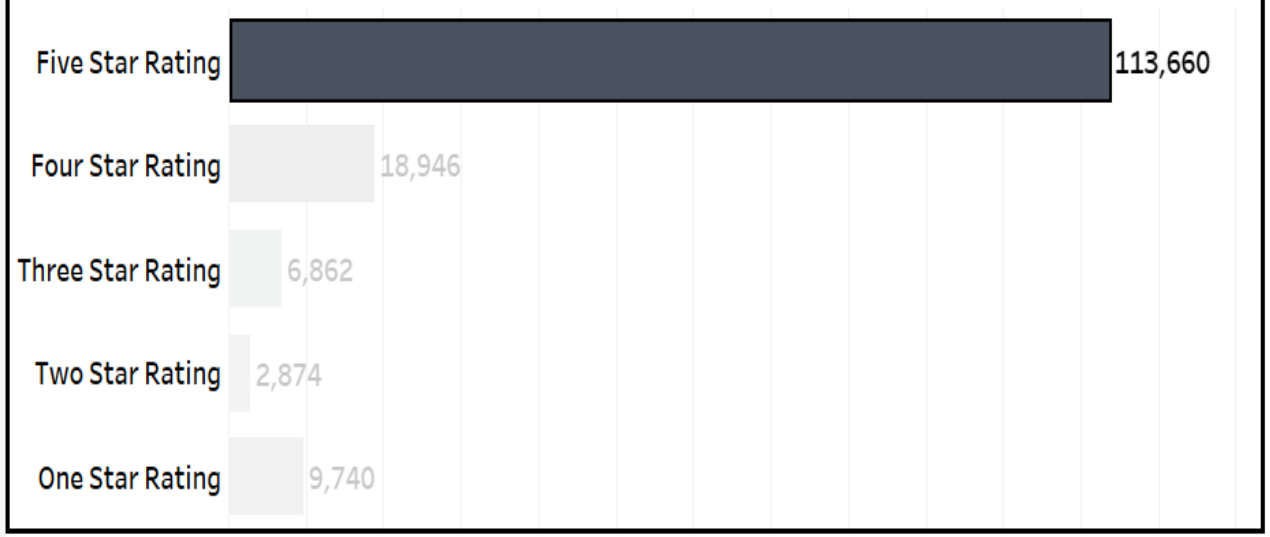
Since we started collecting our customer feedback, below is the **distribution of response over time**



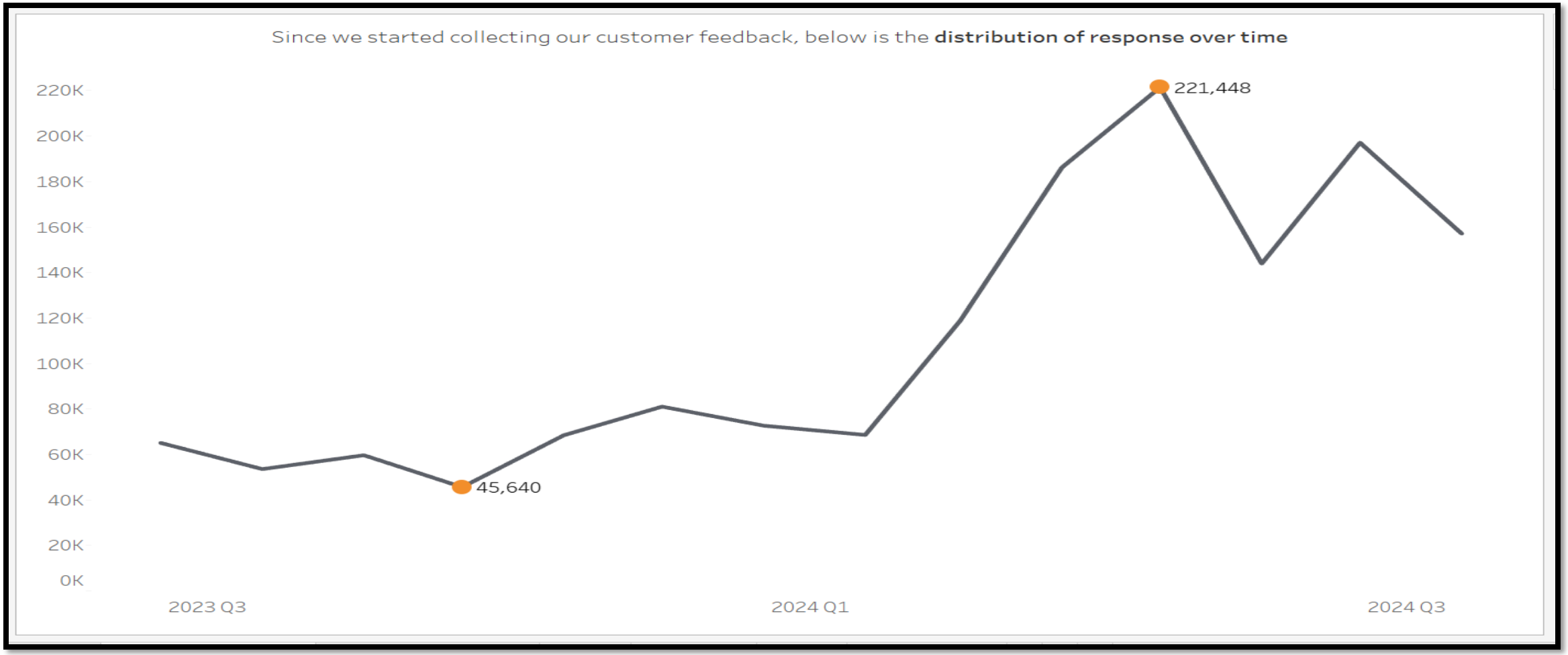
From the **Positive Feedback** in our responses, here is what our **customers are saying...**



Our customers were kind enough to leave us ratings, here is our **total ratings over time**

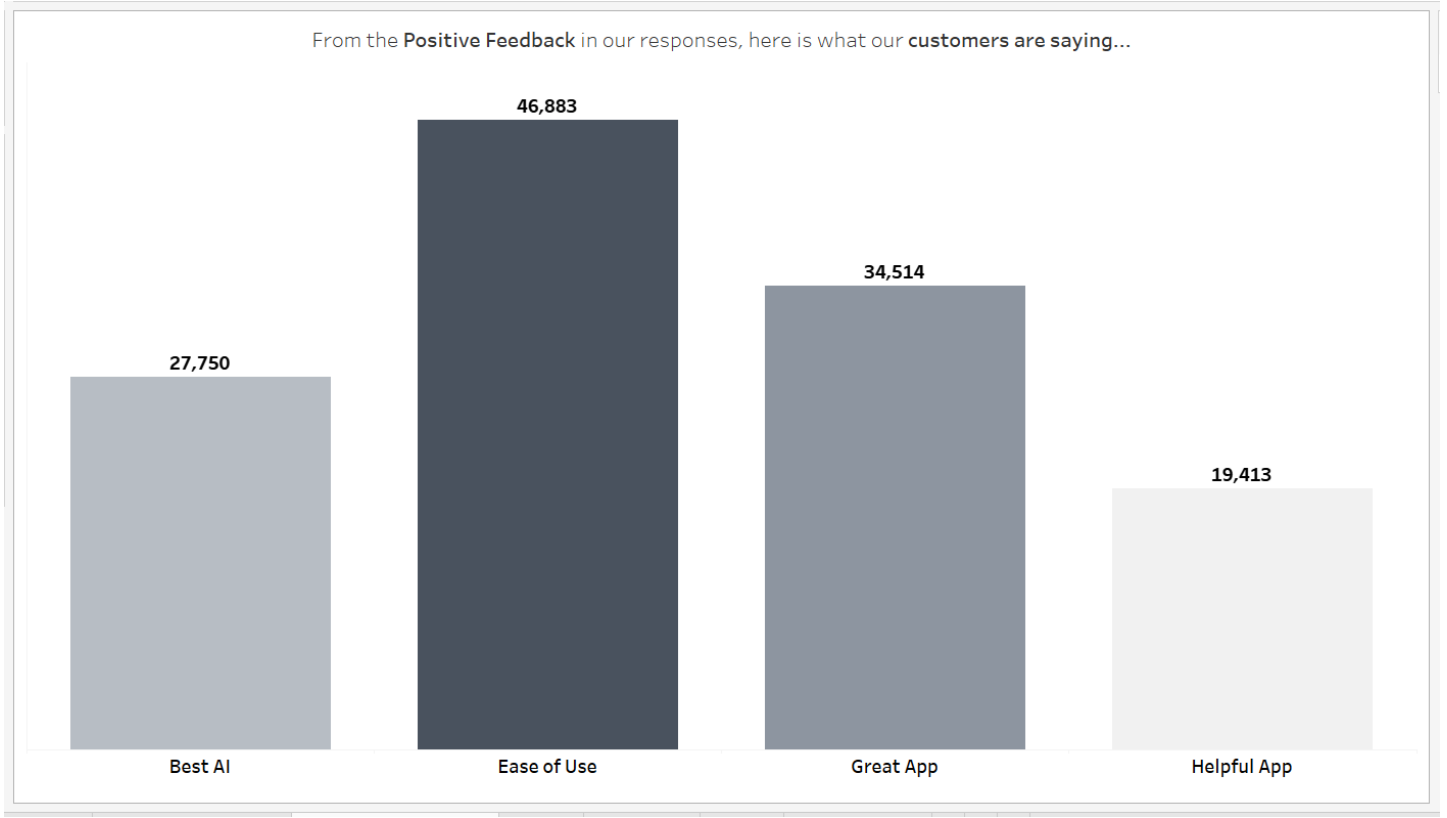


Sentiment analysis conducted on our clients reviews shows the following distribution

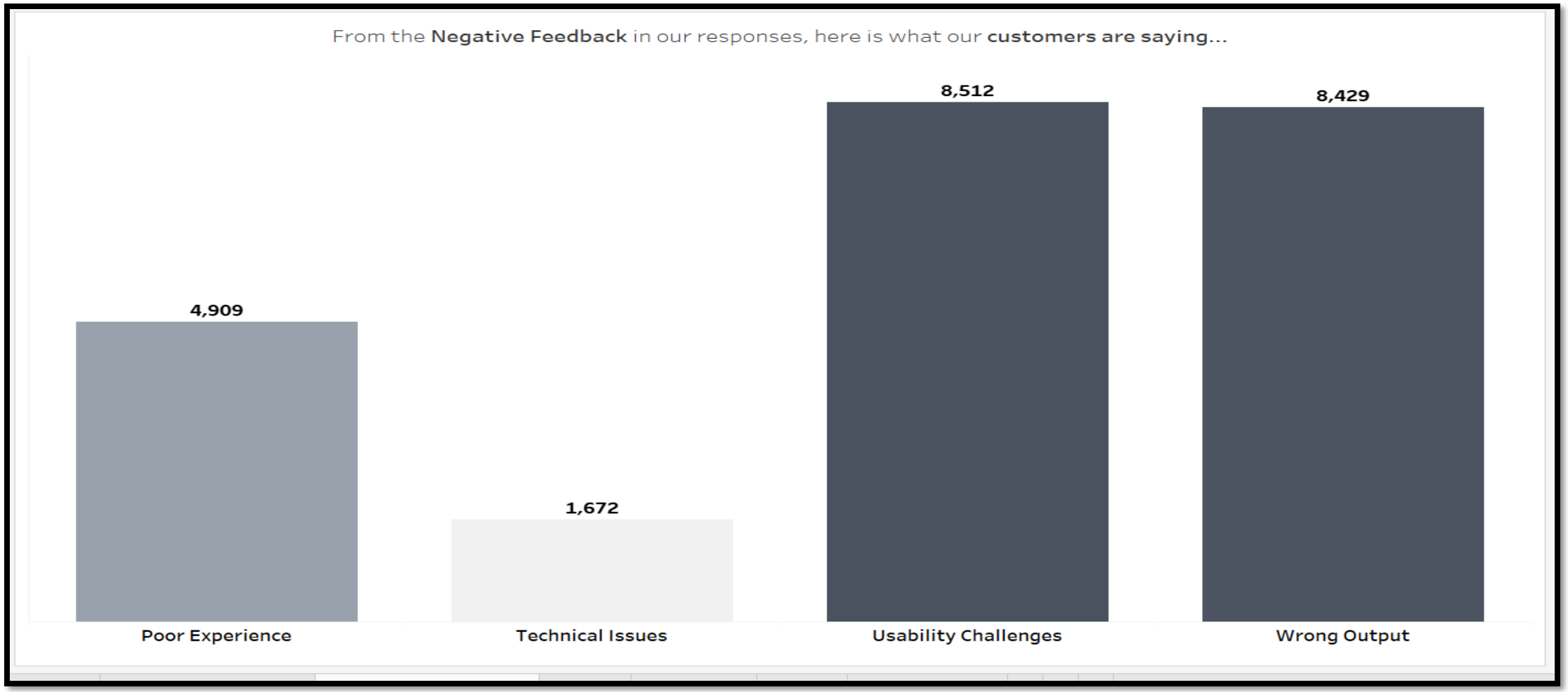


Trend of our customer feedback from 2023-2024 with highest response on Q2 2024 after GPT4o Launched

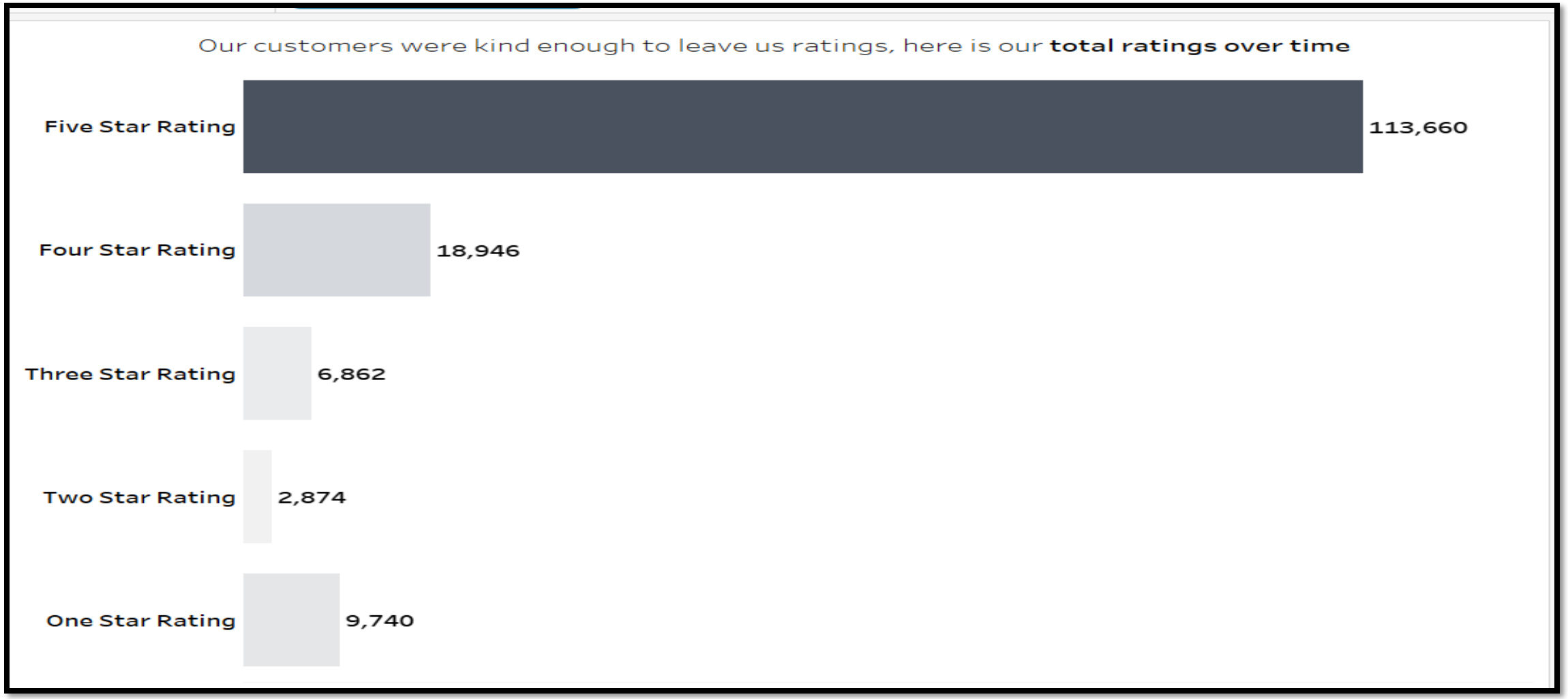
From the positive responses, our customers appreciate the ease of use, think of it as great app and really helpful best Ai there is.



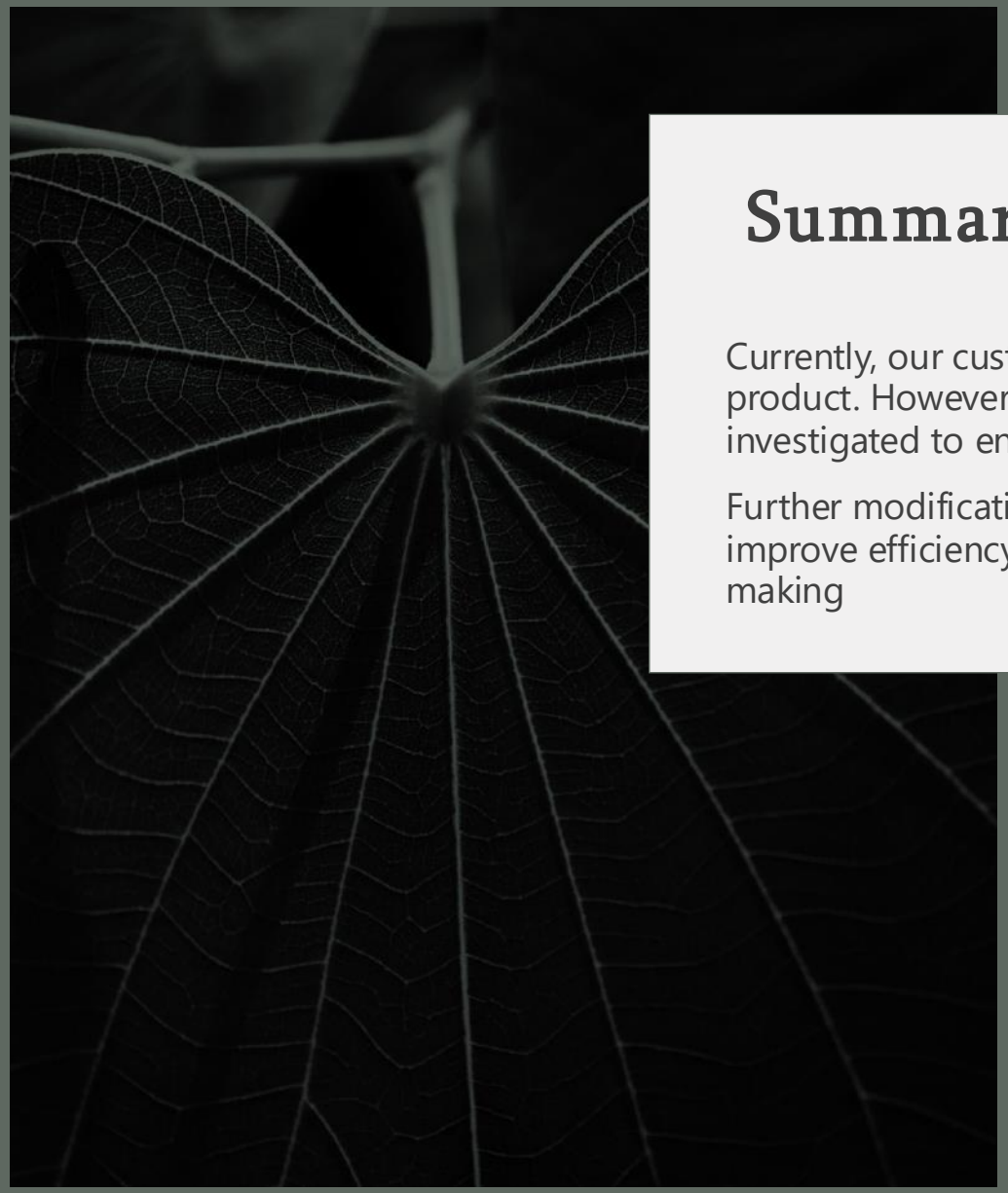
However our users are also struggling with usability especially after new update on May and have troubles with wrong output. Technical issue such as network error has been experienced and reported as well.



Majority of our customers rate our service and product as 5Star. We still have users who have issue with the product, further investigation of the complaints could help resolve their concerns



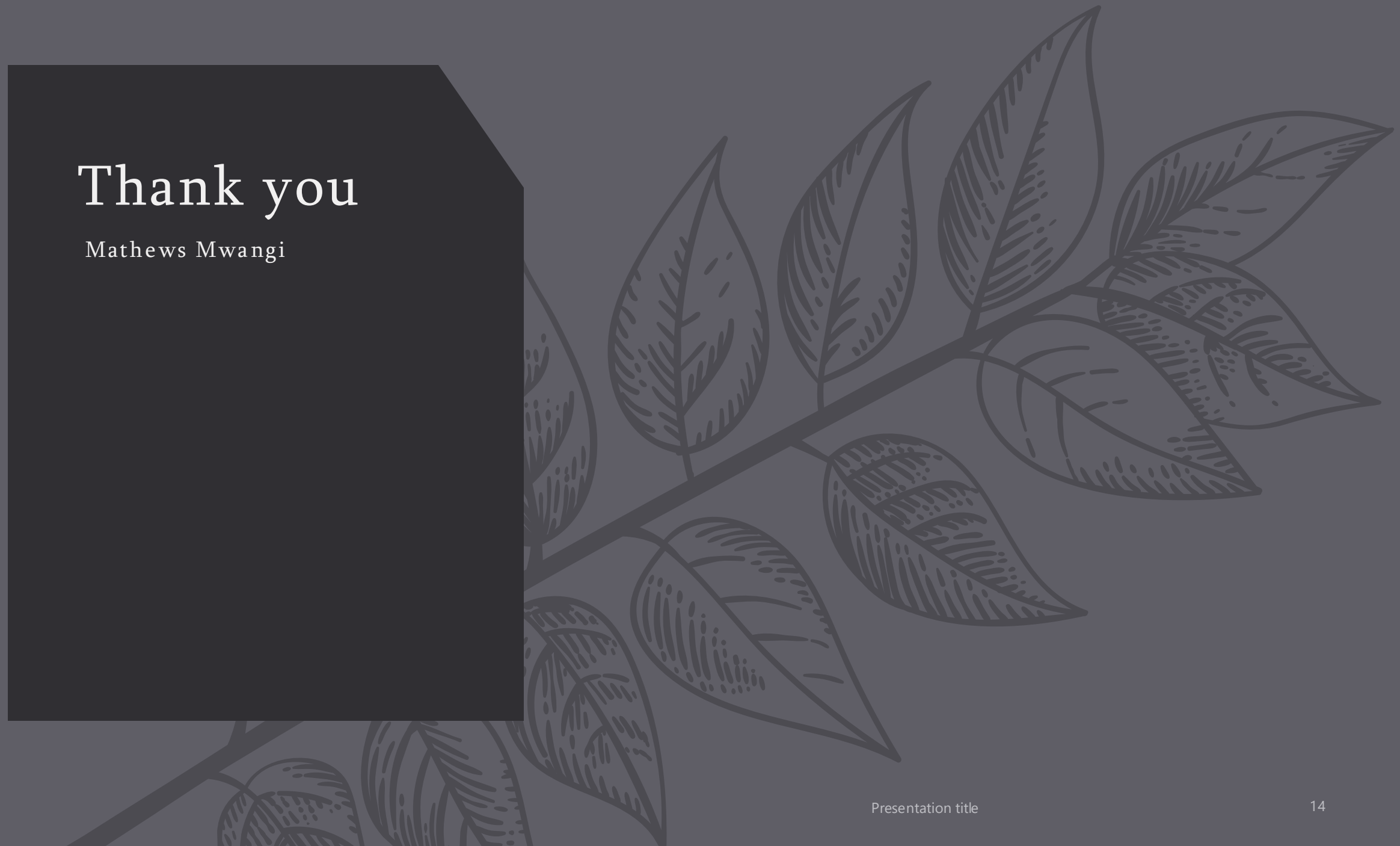
From all the reviews received by the customers, 0ver 80% are positive which is speaks highly of the service we provide. Sentiment analysis model also available to categorize and predict our customer sentiment.



Summary

Currently, our customer feedback is quite positive and majority if not all appreciate the product. However, some issues highlighted by our clients can also be addressed or investigated to ensure no repetitive problem escalating or recurring.

Further modification of our sentiment analysis machine learning model would help improve efficiency in identifying customers concern and ensure fast actionable decision making

Thank you

Mathews Mwangi