

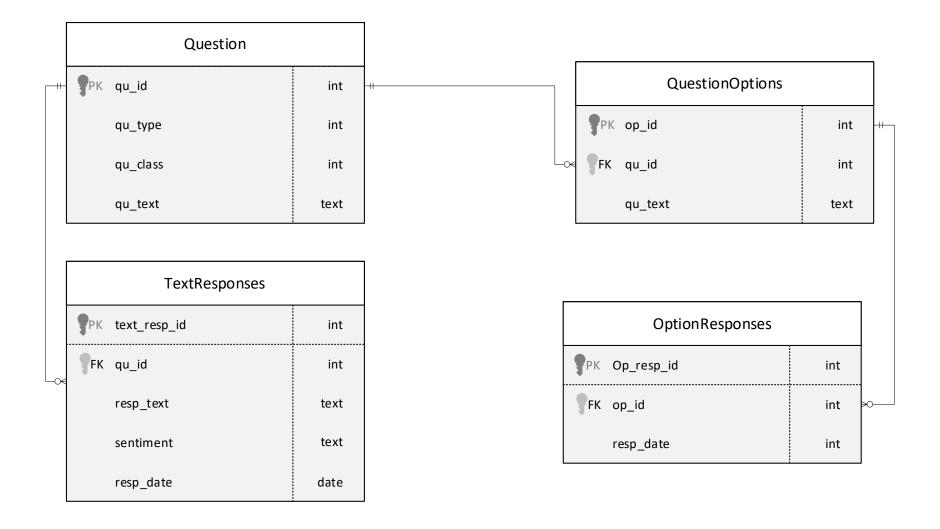
#### **Machine Learning** Modeling Pre-processing Feature Extraction Naive POSITIVE Stem SVM Token Count Lemma Bayes TEXT Sentiment Stop POS NER logistic word ... NEGATIVE regression ... **Deep Learning** Dense Embedding Pre-processing Hidden Layer POSITIVE Sentiment Stem Token Lemma TEXT Stop

NEGATIVE

POS

NER

word



## Feedback form

(The customer feedback before checkout)

### **Website Feedback**

 How was your overall experience with our website?

Amazing, The is the best online shopping website I have ever used

- Are you satisfied with the experience on our website?
  - Satisfied
  - Unsatisfied

### **Chatbot Feedback**

 How was your overall experience with our chatbot?

Bad, It was not easy to have a conversation with your chatbot

- The chatbot was easy to use
  - Strongly agree
  - Neither agree nor disagree
  - Strongly disagree

# Database

### Questions

qu_id	qu_type	qu_class	Qu_text
1	1	1	How was your overall experience with our website?
2	2	1	Are you satisfied with the experience on our website?
3	1	2	How was your overall experience with our chatbot?
4	2	2	The chatbot was easy to use

qu\_class (1:website, 2:chatbot) qu\_type (1:open,2:closed)

### **TextResponses**

Text_res p_id	qu_id	resp_text	sentiment	resp_date
1	1	Amazing, The is the best online shopping website I have ever used	Positive	14-2-2022
2	3	Bad, It was not easy to have a conversation with your chatbot	Negative	14-2-2022

### QuestionOptions

op_id	Qu_id	Op_text
1	2	Satisfied
2	2	Unsatisfied
3	4	Strongly agree
4	4	Neither agree nor disagree
5	4	Strongly disagree

### OptionResponses

op_res p_id	op_id	resp_date
1	1	14-2-2022
2	4	14-2-2022