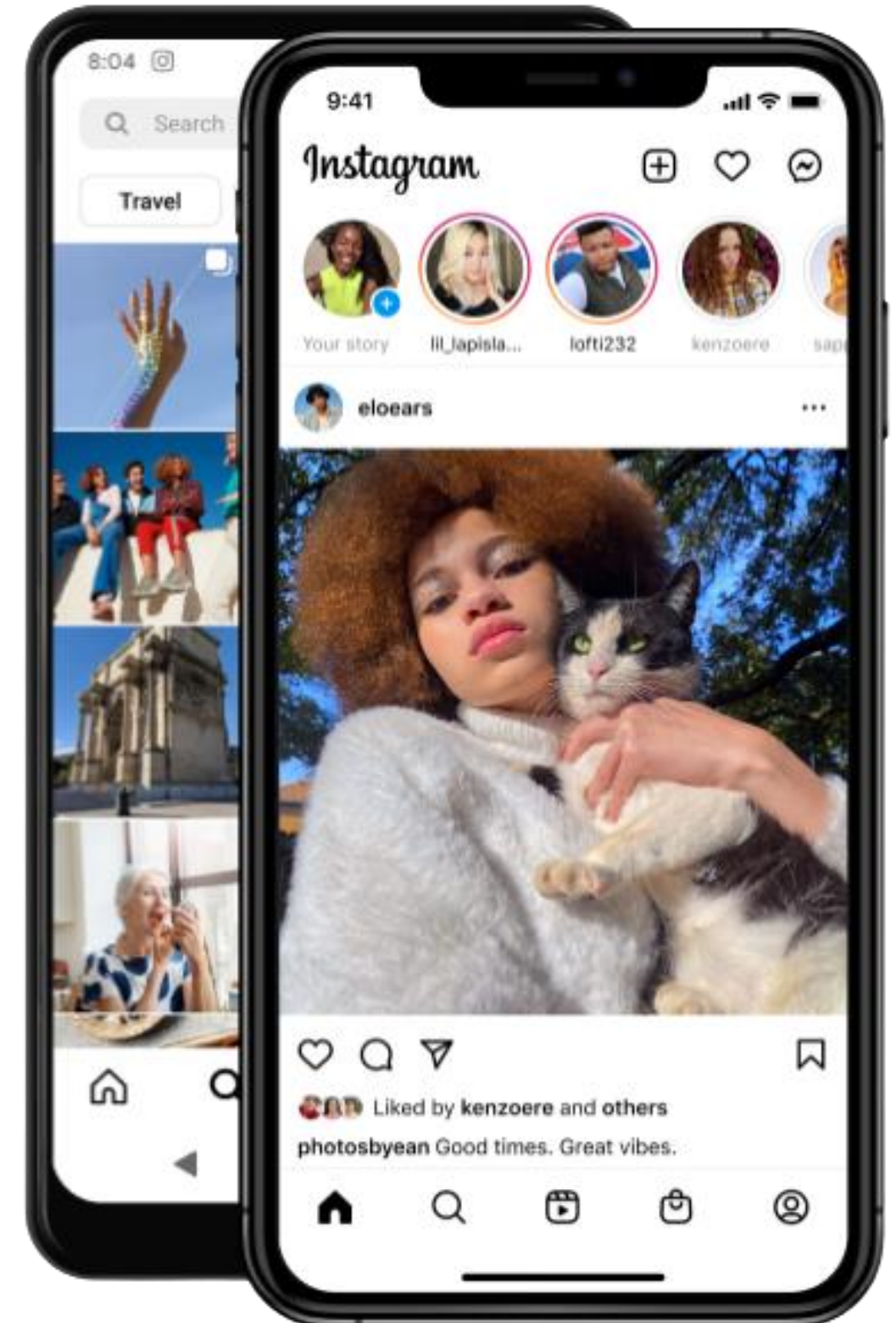


AI-Powered Review Intelligence for PMs

Ramesh k
Product & Analytics



GET IT ON
Google Play





Problem Statement

1

PMs, designers, and growth teams don't have time to read thousands of user reviews across Play Store, App Store, Amazon, etc.

2

Feedback is unstructured, repetitive, and spread across multiple channels.

3

Valuable insights (bugs, UX pain points, feature requests) are lost in the noise.

4

Manual review analysis leads to delayed decisions, missed signals, and wasted dev effort.



Statistics You Should Know

- The average popular app gets over **500 reviews/month per platform**.
- PMs spend **~3 hours/week** just triaging feedback — often missing key trends.
- **80% of feature requests appear in clusters** but go unnoticed due to volume.

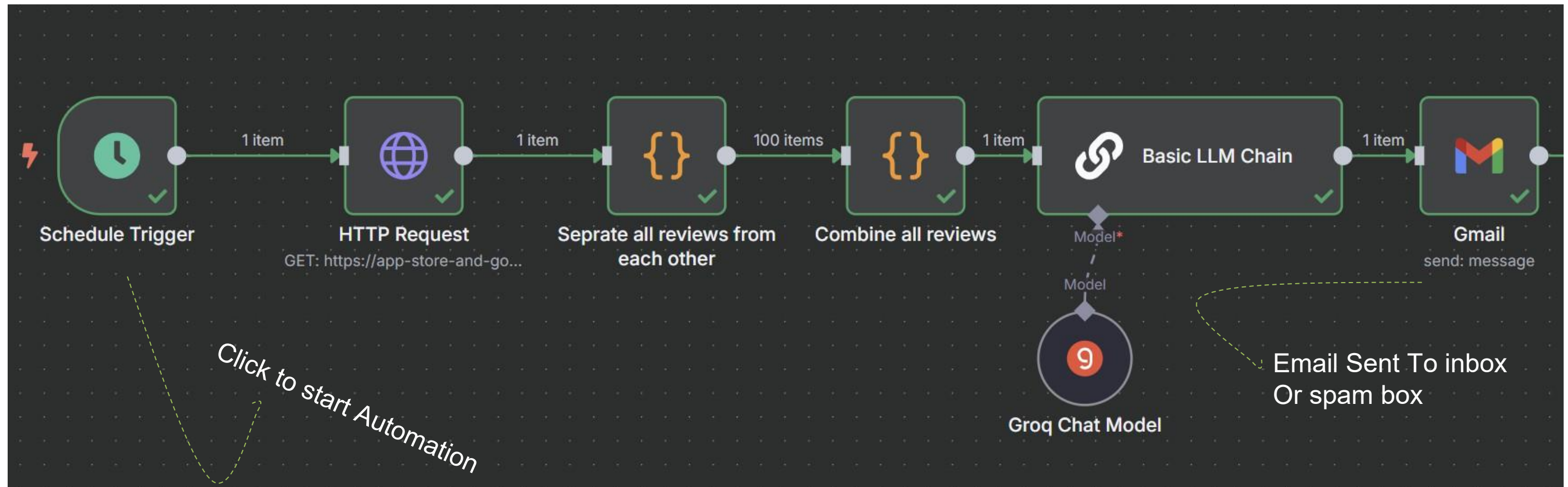
Skills

- Product Analytics
- Programming Language
- Prompt Engineering
- N8n Workflow Automation tool
- Google slides
- Grok AI / OpenAI API
- LLM's
- Gmail
- Leverage the work
- Play Store API
- Product Management

N8N Workflows

Key Learnings

- Generate and use APIs via RapidAPI
- Configure GET requests using HTTP node
- Hold of prompt design to get good quality outputs



Structured Flow

- **Scheduled weekly triggers** to initiate the automation.
- **Pulls the latest Google Play Store reviews** for the Instagram app using RapidAPI.
- Parses and **extracts each individual review** from the API response.
- **Merges all reviews** into one formatted text block ready for summarization.
- Feeds the **combined reviews into Groq's LLM** with a structured prompt.
- Generates a **professional email** with section-wise tables and sends it to product stakeholders.



Structured Product feedback report sent direct to the inbox

Top Reported Issues & Must-Fix Friction – Play Store Insights

Inbox x

✦ Summarize this email

karamesh410@gmail.com

to me

12:23 AM (0 minutes ago)

☆

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Weekly Product Feedback Intelligence Report

Hi Team,

Here's a structured summary of the top insights from this week's Play Store reviews:

◆ Critical Bugs

- Multiple users reported issues with the "Stories" feature, including incorrect posting times and missing captions. (12 mentions, 3 recent)
- Users are experiencing difficulties with the "Direct Messages" feature, citing issues with sending and receiving messages. (8 mentions, 2 recent)
- Some users are unable to upload photos and videos due to errors with the "Camera" feature. (5 mentions, 1 recent)

◆ UX Frustrations

- Users are consistently complaining about the app's performance, citing lagging and slow loading times. (25 upvotes on a recent review)
- Many users are frustrated with the "Discover" page, finding it cluttered and difficult to navigate. (15 upvotes on a recent review)
- Some users are experiencing issues with the "Profile" editing feature, finding it confusing and hard to use. (10 upvotes on a recent review)

◆ Feature Requests

- Users are repeatedly asking for better organization and categorization of their "Saved Posts". (15 mentions, recent and growing)
- Many users are requesting improved controls for "Reels" videos, such as trimming and editing capabilities. (12 mentions, recent and growing)
- Some users are asking for more customization options for their "Stories" and "IGTV" videos. (8 mentions, recent and growing)

◆ Priority Signals

- The issue with the "Stories" feature has appeared in 12+ reviews from this week with 150+ total upvotes, indicating a high level of frustration.
- The "Direct Messages" issue has appeared in 8+ reviews from this week with 50+ total upvotes, indicating a moderate level of frustration.

◆ Developer Response Check

- While the developers have responded to the "Stories" issue, many users are still experiencing the problem, indicating a lack of effective solution.
- The developers have not yet responded to the "Direct Messages" issue, leaving users frustrated and without a solution.

◆ Actionable To-Dos

- Prioritize fixing the "Stories" feature issue, focusing on the posting time and caption display problems.
- Address the "Direct Messages" issue, providing a clear plan for resolving the sending and receiving message problems.
- Investigate and address the "Camera" feature errors, ensuring users can upload photos and videos without issues.

Thank You,

Key Focus Areas in Email

Section-wise Categorization

Helps teams get organize feedback with different section like UI/UX Bugs, Feature Request etc

Volume & Upvote Data per Insight

Not all feedback is equal. This helps teams prioritize by pain, not noise.

Styled, Readable HTML Format

People don't read walls of text. We structured it for fast scanning in inboxes.

Actionable To-Dos

Translates raw feedback into next steps — the most immediately useful part for the team.

Why they Matter

We didn't build "just another summary." We built an automated product signal system — designed to help teams act, not just observe.

Thank you