AI-Powered Feedback Analyzer Project Report By Shivani-Shahi

1. Project Objective:

Build a full-stack product management pipeline that automatically collects, classifies, and visualizes customer feedback for a SaaS product (Salesforce), helping PMs prioritize roadmap decisions, reduce churn, and act on high-risk issues.

2. Problem Statement:

Enterprise SaaS platforms like Salesforce receive hundreds of feedback entries across platforms like G2, Reddit, and community forums. However:

- Churn signals are buried in unstructured reviews
- Feature requests go unprioritized
- PMs lack a real-time, actionable view of customer voice

3. Tools and Technologies Used:

Airtable (Feedback Collection)

Pipedream (Pipeline automation)

OpenRouter API (classification using LLM)

Jira (ticket automation)

Power BI (Dashboard)

Notion (documentation)

4. Solution Overview:

Create an end-to-end system that:

1. Collects live feedback into Airtable from G2.

2. Uses AI to classify feedback by:

   - Sentiment (Positive, Neutral, Negative)

   - Intent (Churn, Feature Request, Praise)

   - Urgency (High, Medium, Low)

   - Business Impact Score (1–5)

3. Visualizes trends and insights in Power BI

4. Automatically creates Jira tickets for high-urgency or churn-related issues

5. Document UX personas and PM workflows in Notion

> 💡 **Click on Implementation Steps to follow the workflow**

> 💡 💼 [Implementation Steps:](#)

6. UX Personas:

UX Persona 1: Enterprise IT Admin

Attribute	Description
Profile	Mid-level IT Administrator at a large B2B enterprise using Salesforce
Values	Security (SSO, audit trails) Integration reliability Support SLAs
Frustrations	Too many clicks (inefficient UI) Buggy filters, missing control Delayed support escalation
How Dashboard Helps	Flags complaints like: *"Too many clicks for ticket filtering."* (SCFT-19) Prioritizes issues with **High Urgency + Business Impact ≥ 4** Auto-creates Jira Tickets that feed directly into the sprint backlog

Insight and Action: Complaint "Too many clicks for ticket filtering" (SCFT-19) identified as urgent and tied to an enterprise persona → Jira ticket auto-created → prioritized in sprint

UX Persona 2: Startup CTO

Attribute	Description
Profile	Technical Co-founder at a small SaaS startup trialing Salesforce tools
Values	Fast setup Cost transparency Feature innovation

Frustrations	Pricing limitations Feature walls UI complexity during onboarding
How Dashboard Helps	Surfaces feedback like: *"Salesforce Sales Cloud is overpriced and prevents data portability"* (SCFT-17) Classifies this as **Churn risk + High Impact** Helps PMs Prioritize pricing visibility and freemium experience

Feedback from SCFT-17 identifies pricing objection → triggers churn alert → Jira ticket logged → it is considered in the pricing roadmap

6. Product Insights from Dashboard & Ticket Flow:

The dashboard and automated Jira tickets help the PM perform **data-backed triage and prioritization**
. Here's what that looks like:

 Insight 1: High Churn Risk Signals

- Detected via OpenRouter classification: **Intent = Churn, Urgency = High**

- Jira ticket auto-created for:

- SCFT-17: Overpriced + Data portability issue

- SCFT-18: Refund policy + bad support

- Impact: PM now has a **clear list of customer-blocking issues** and churn causes

Insight 2: Top Complaints with High Business Impact

- From dashboard: Filtered table → complaints with **Impact Score ≥ 4**

- SCFT-22: UI/UX issues and complicated implementation

- SCFT-23: Confusing options

- Impact: Helps PM focus roadmap UX sprint on real pain points backed by data

Insight 3: Theme Clustering (Usability, Support, Pricing)

- Manual review of AI-classified data reveals **pattern clusters**:

- UI/UX: SCFT-16, SCFT-19, SCFT-22

- Pricing: SCFT-17, SCFT-21

- Support + Refund: SCFT-18

- Impact: PM creates themed epics or user stories based on cluster priorities

Insight 4: Urgency-to-Backlog Pipeline

- High urgency feedback = auto-ticket in Jira

- Tickets like SCFT-18, SCFT-20, SCFT-21 were logged with **labels and priority field**

- PM can now **filter backlog by tag = feedback-analyzer** for sprint grooming

Final Takeaway For Report:

- The PM dashboard didn't just visualize data; it **operationalized customer voice**.

- Jira tickets reflected **prioritized, business-aligned actions**

- A feedback loop enabled **a faster response to churn and UX bottlenecks**.