

# **TRUESENTIMENT: ENHANCING FEEDBACK FOR PRODUCT DEVELOPMENT**

A Machine Learning approach to  
promote actionable insights for  
companies

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[Github Link](#)

# PROBLEM STATEMENT

Traditional **feedback systems like 5 star- ratings** often produce vague and **noisy data**, making it difficult for companies to extract actionable insights for product development.

**TrueSentiment addresses this challenge** by offering a more precise and **effective Feedback**.

★★★★★ One of the best in the market

Reviewed in India on 27 May 2023

Size: 33 Servings (Pack of 1) | Verified Purchase

Tastes like pure whey. Unflavored. Lab certified.

Always prefer unflavored supplement, as you can use different flavors everyday in your shakes. Coffee, chocolate, fruits, etc. Whatever you got in your home.

3 Star??

★★★★★ Unflavoured taste not well(first time user)

Reviewed in India on 11 October 2024

Size: 33 Servings (Pack of 1) | Verified Purchase

If you hate raw rotten milk then go for flavored one

This unflavored don't taste good, otherwise good blend good mix no bloating, seems like giving results

5 Star???

# CASE STUDY



- Peloton, a leading fitness company, faced a major setback in 2021 when its treadmill products were recalled due to safety concerns.

## The Problem:

### Lack of Timely and Accurate Feedback Mechanisms:

- Peloton received scattered customer complaints about safety hazards but lacked a structured process to analyze feedback and act proactively.

### Missed Early Warning Signs:

- Complaints about treadmill accidents were not escalated effectively, delaying necessary improvements.



## Consequences:

### Massive Product Recall:

- Recalled over 125,000 treadmills, costing the company millions in losses.

### Reputation Damage:

- Negative media coverage hurt customer trust and brand image.

## With Truesentiment:

### Proactive Product Strategy:

- Insights from sentiment analysis would allow Peloton to address safety concerns preemptively, avoiding costly recalls and protecting its reputation.

### Prioritization of Critical Issues:

- Machine Learning techniques could have flagged keywords related to accidents, prompting faster response and mitigation.

# OUR SOLUTION

Categorize Feedback into 3 categories

**POSITIVE**

No notable complaints

**NEUTRAL**

Minor complaint

**NEGATIVE**

Major complaint

Our model will learn to differentiate between the 3 categories  
AND extracts the specific complaints

# OBJECTIVES

TrueSentiment was developed with the following goals:

- **Enhance Feedback Quality:** Design a system to capture clearer, more actionable customer feedback.
- **Streamline Analysis:** Utilize Machine Learning methods to reduce noise and improve insight accuracy.
- **Empower Product Teams:** Provide companies with data-driven insights to align product development with user needs.
- **Improve Decision-Making:** Enable faster and more informed product strategy decisions through better feedback processing.

# PROCESS

01

Gathered customer feedback data for analysis.

02

Applied machine learning techniques to clean and categorize feedback into positive, negative, and neutral.

03

Extract actionable insights and present them in a structured, usable format for product teams.

04

Tested the system to ensure reliable performance.

# METHODOLOGY

OUR APPROACH TO IMPROVING FEEDBACK ANALYSIS WAS STRUCTURED AS FOLLOWS:

## 1. identify the Problem:

- Analyzed challenges in traditional feedback systems, focusing on noise and vague insights.

## 2. Data Collection & Analysis:

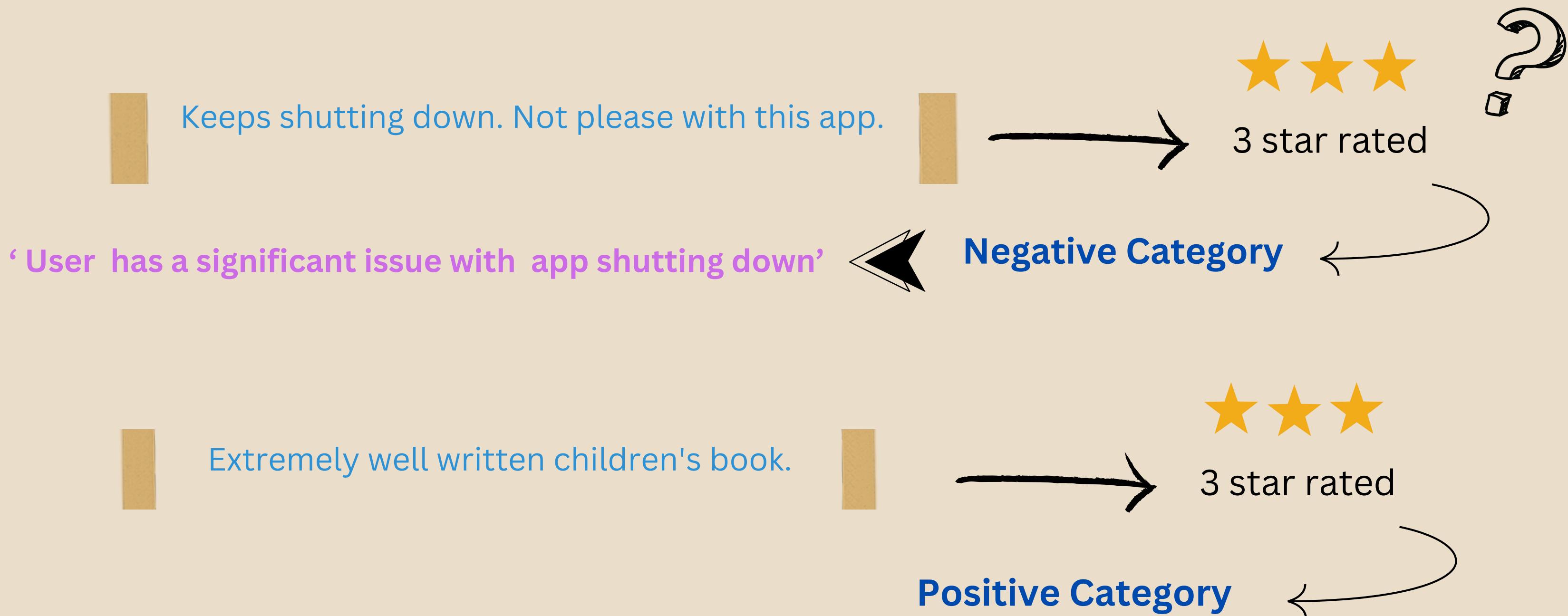
- Gathered customer feedback data for analysis.
- Applied Machine Learning techniques to clean and categorize feedback into three categories - Positive, Neutral & Negative.

## 3. Generate Insights:

- Extracted actionable insights and presented them in a structured, usable format for product teams.

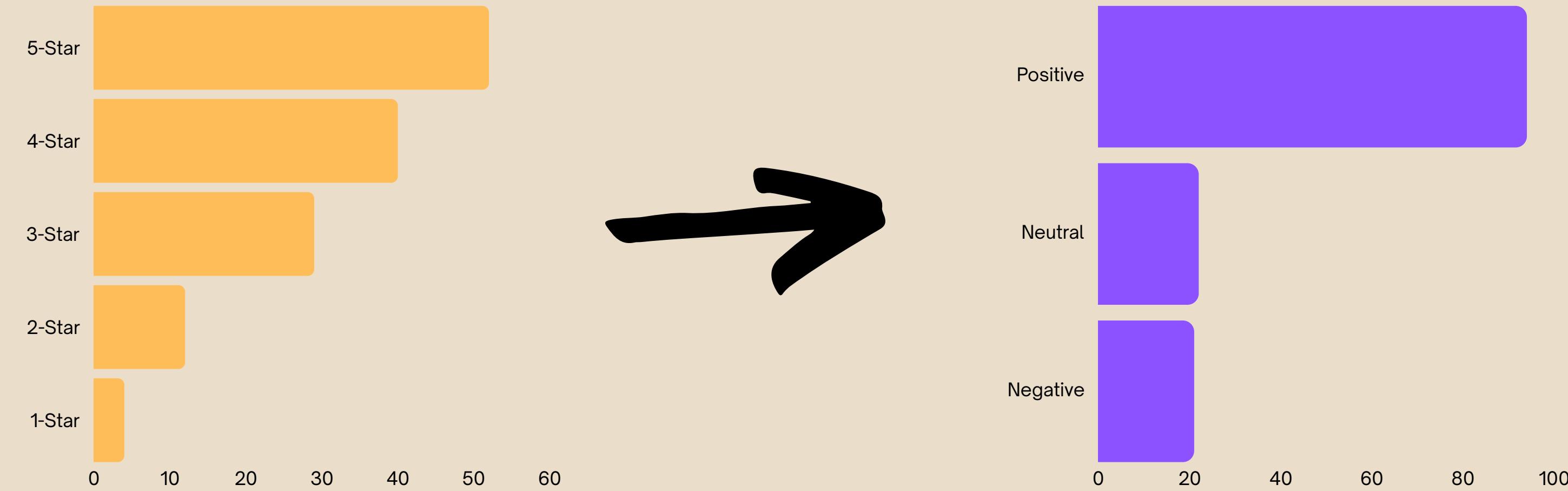
# RESULTS

Here we **apply our model to the Feedback** and **categorize them** into more appropriate categories. Then we **extract useful information** through Machine Learning models.



# RESULTS

- Significantly **improved understanding** of product feedback.
- **42% increase** in ‘Correct’ feedback categorization.
- Useful for companies to present **accurate product sentiment**.



Automate insight reporting

Refine feedback categories

Employ internal employee  
feedback for better retention

## SUGGESTIONS

Multi-team usability

Broaden data sources for  
Feedback

**THANK YOU**