Building AI Application Challenge

Project Proposal

Customer Satisfaction Analysis

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**Path 1 :** Model Building

**Proposal:** Analyse customer feedback data to identify trends and patterns.

**Objective:** Improve future business decisions regarding customer experience.

**Approach:**

* Retrieve a dataset from Kaggle,
* pre process it by cleaning the data, dropping missing values or unwanted variables. Standardising the scales and categorising all the data.
* Plot data on maps for better visualisation and apply correlation functions in excel or google sheets to identify the relation between certain factors.
* Using google Microsoft AI builder or some other too, train the model and evaluate using ex F1 score, accuracy and confusion matrix
* Deploy results on Power BI
* Create recommendations based on the insights discovered