**School of Bus, IT & Management**

CAPSTONE TERM 2  
AIDI 2005-02  
**Winter 2020**

**AIDI\_Project Objective**   
***An Intelligent Customer Support and Feedback System With Sentimental Analysis***

**Due:**  
January 17, 2020 5:00pm

**Submit to:**

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# Project Objective

In this competitive business environment, customers are more demanding, with more power and expectations than ever. Customer happiness is considered a key driver for any organization to grow its operations, and maximize its revenue at an optimum level. Therefore many organizations are recognizing the importance of utilizing big data technology to better understand their customers and the factors that drive their satisfaction.

Incorporating artificial intelligence driven solutions enables companies to become more customer centric by analyzing unstructured data, highlighting key customer information and have it immediately accessible to decision makers.

The objective of this project is to develop an artificial intelligent solution that utilizes Natural Language Processing (NLP) to cluster customers and classify if a customer is happy, neutral or angry and be able to match a customer service representative to keep the customer pleased.

In a nutshell we are not utilizing AI to replace customer support teams, we are using this technology to make customer support more effective.