



FEELER:

AI-Powered Analysis

Sentiment

Transforming customer feedback into actionable business intelligence

Presentation - 2025





Problem Statement

- Businesses receive large volumes of customer feedback daily
- Manually analyzing sentiment is slow, inefficient, and prone to errors
- AI-driven sentiment analysis enables businesses to make informed, data-driven decisions

Solution Overview

Introducing **Feeler** – an **AI-powered sentiment analysis** platform designed to **transform** raw customer feedback into actionable **insights**.

With cutting-edge **Natural Language Processing (NLP)** and **machine learning**,

Feeler helps businesses:

- ▶ **Analyze feedback in real-time**
- ▶ **Identify customer sentiment trends (positive, negative, or neutral).**
- ▶ **Gain data-driven insights to improve products and services.**
- ▶ **Automate reporting**



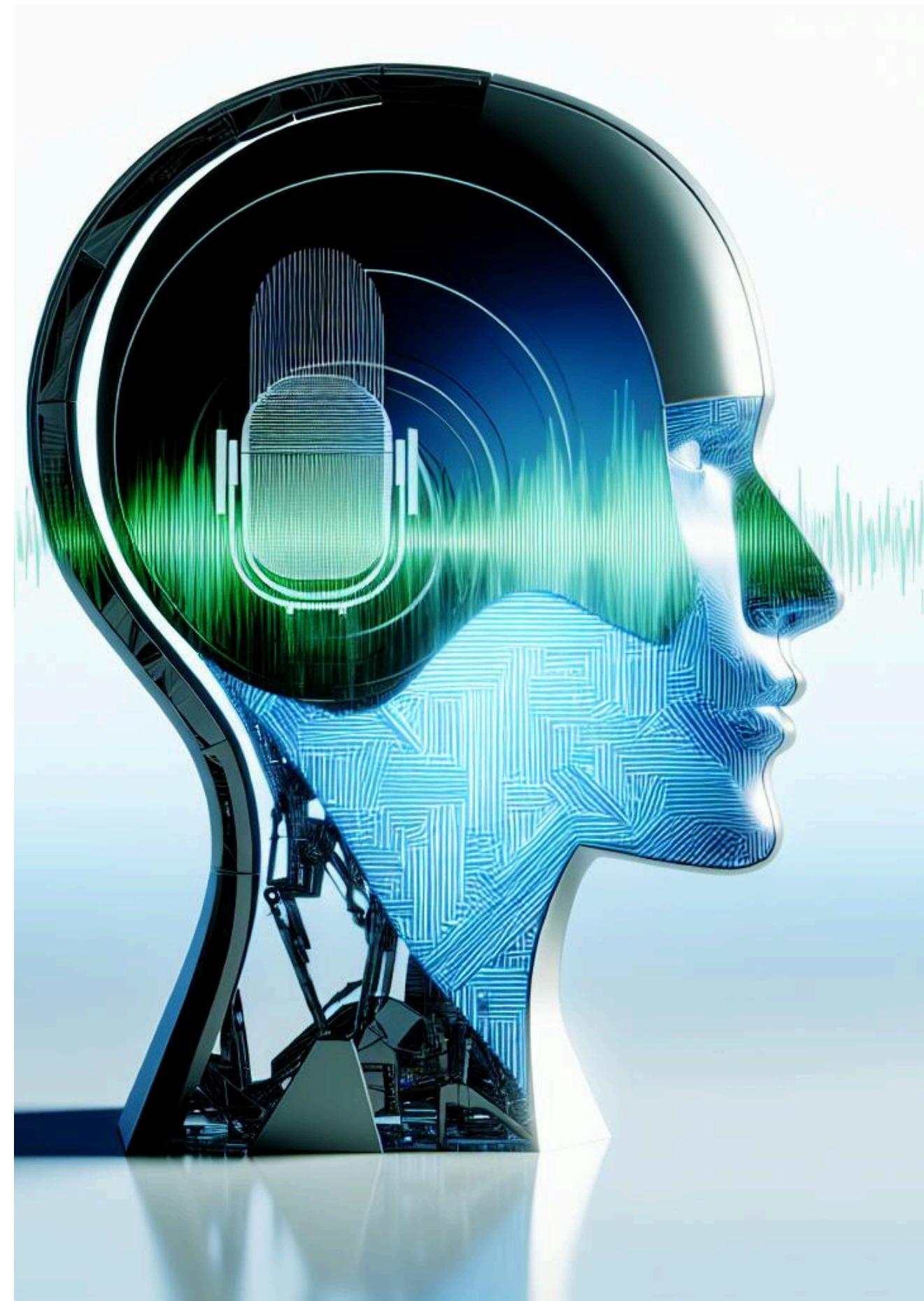
Key Features

Real-Time Sentiment Analysis

Multi-Platform Integration

Insightful Data Visualization

Customize AI Model



Target Market

Enterprises & Corporations

Industries: Tech, e-commerce, financial services, hospitality, and telecommunications.

Use Case: Tracking brand sentiment, improving customer service, and optimizing marketing campaigns

Small and Medium Businesses (SMBs)

Industries: Retail, food & beverage, health & wellness.

Use Case: Understanding customer satisfaction, handling online reviews, and improving local business engagement.

Digital Marketing Agencies

Industries: SEO firms, PR agencies, social media management firms.

Use Case: Monitoring brand reputation, tracking sentiment for marketing campaigns, and conducting competitor analysis

Research & Academic Institutions

Use Case: Conducting sentiment-based studies on social issues, politics, and consumer behavior.

Government & Public Sector

Use Case: Monitoring public sentiment on policies, tracking citizen feedback, and crisis management

MARKET POSITIONING & COMPETITIVE ADVANTAGE

Feeler stands out by offering:



Advanced AI-powered sentiment analysis

Utilizes machine learning and natural language processing (NLP) to analyze customer feedback with higher accuracy than traditional keyword-based methods.



User-friendly dashboard

Offers real-time data visualization and insights, enabling businesses to track sentiment trends and customer satisfaction effortlessly.



Multi-channel integration

Supports data collection from various sources like social media, emails, surveys, and file uploads for a comprehensive sentiment analysis.

Measuring Sentiment: Key Metrics & Indicators

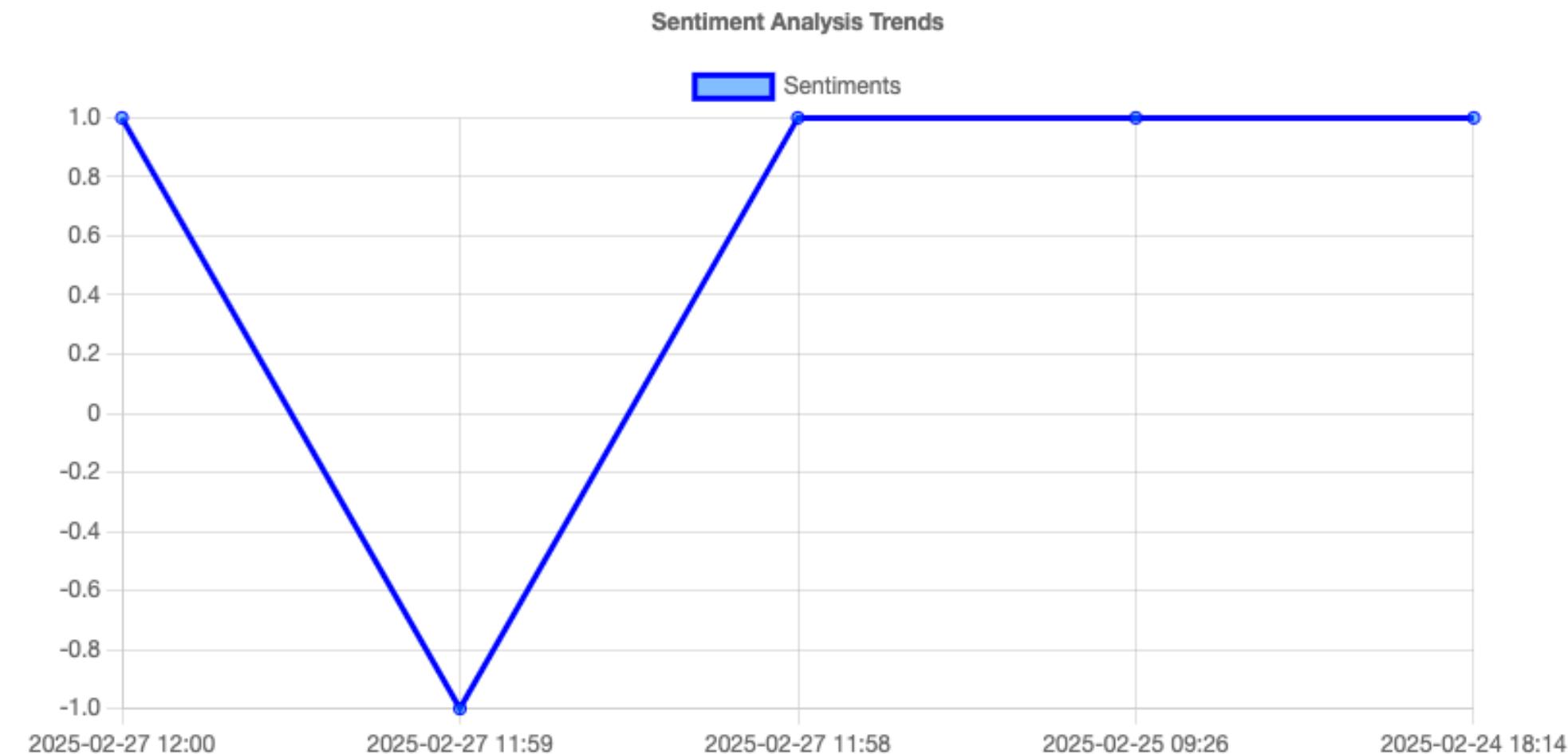
Feeler continuously analyzes customer feedback to detect shifts in sentiment. The graph illustrates real-time sentiment trends, where:

Positive Sentiment (1.0) – Indicates customer satisfaction and positive experiences.

Negative Sentiment (-1.0) – Highlights dissatisfaction or concerns.

Neutral Sentiment (0.0) – Represents mixed or balanced

Past Sentiments



Graph: Feeler's AI Sentiment Analysis Results

Business Impact & Benefits



Enhances customer satisfaction through timely feedback analysis

Reduces manual workload for sentiment analysis teams.

Empowers businesses to manage online reputation proactively

Provides real-time insights for strategic decision-making.

SENTIMENT-140



CALL TO ACTION

Let's transform customer
feedback into smarter
business decisions!

Juja, Kenya



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Team Members & Roles

- ◆ **Product Owner**

Team Feeler – Manages project vision, requirements, and stakeholder communication.

- ◆ **Backend Developers**

Joram Kireki(lead) & Vincent Ochieng – Oversee backend development, API integration, and deployment.

- ◆ **Machine Learning Engineer**

Jany Muong – Implements NLP models and manages database operations.

- ◆ **UI/UX Designers**

Gatmach Yuol, Akech Atem & Josphat Waweru – Design the user interface and ensure seamless user experience.