The Welsh Revenue Authority (WRA) is an independent body responsible for the management and collection of taxes on behalf of the Welsh Government, which began operating in April 2018. The WRA's main goal is to ensure that the Welsh tax system is fair and equitable by implementing its distinctive "Our Approach" strategy, which emphasises a Welsh perspective on taxation. To ensure efficient and effective tax collection, the WRA collaborates closely with stakeholders such as taxpayers, representatives, and other relevant organisations. As a customer-centric organisation, the WRA recognises the value of collecting feedback to continually evaluate its performance. Over three years starting in 2019, the WRA conducted a series of surveys resulting in a feedback dataset containing unprocessed text input from customers. The project's goal is to conduct sentiment analysis on this dataset to gain a more profound understanding of customer feedback. Sentiment analysis is a technique that assesses the tone of spoken or written language and categorises it as positive, negative, or neutral. By leveraging Natural Language Processing (NLP) and data analysis techniques, the project seeks to extract insights and build machine learning models that can help predict future feedback. Various models, including Naive Bayes, Support Vector Machines (SVM), and Random Forest algorithms, are utilised, and the best model is selected based on accuracy. The ultimate aim is to use the findings of this study to improve WRA's customer services.