

Case Study Report

Design and Creative Technologies

Torrens University, Australia

Student: Luis Guilherme de Barros Andrade Faria - A00187785

Subject Code: ISY 503

Subject Name: Intelligent Systems

Assessment No.: 1

Title of Assessment: Case Study Report

Lecturer: Dr. Nandini Sidnal

Date: Mar 2026

Copyright © 2026 by Luis G B A Faria

Permission is hereby granted to make and distribute verbatim copies of this document provided the copyright notice and this permission notice are preserved on all copies.

Table of Contents

1. Introduction	3
2. Background.....	3
3. Method.....	4
3.1. Research Methodology.....	4
3.2. Data Sources.....	4
3.3. Ethical Considerations	4
3.4. Implementation Process.....	4
4. Results	4
4.1. Performance Metrics.....	4
4.2. Key Findings	4
4.3. Visual Analysis	5
5. Discussion.....	5
5.1. Relevance and Significance.	5
6. Recommendations.....	5
7. Conclusion.....	5
8. Appendices	6
8.1. Appendix A – X	6
9. References	8

Application of Intelligent System in Natural Language Processing (NLP)

1. Introduction

Lorem ipsum lorem ipsum lorem

2. Background

Lorem ipsum lorem ipsum lorem ipsum

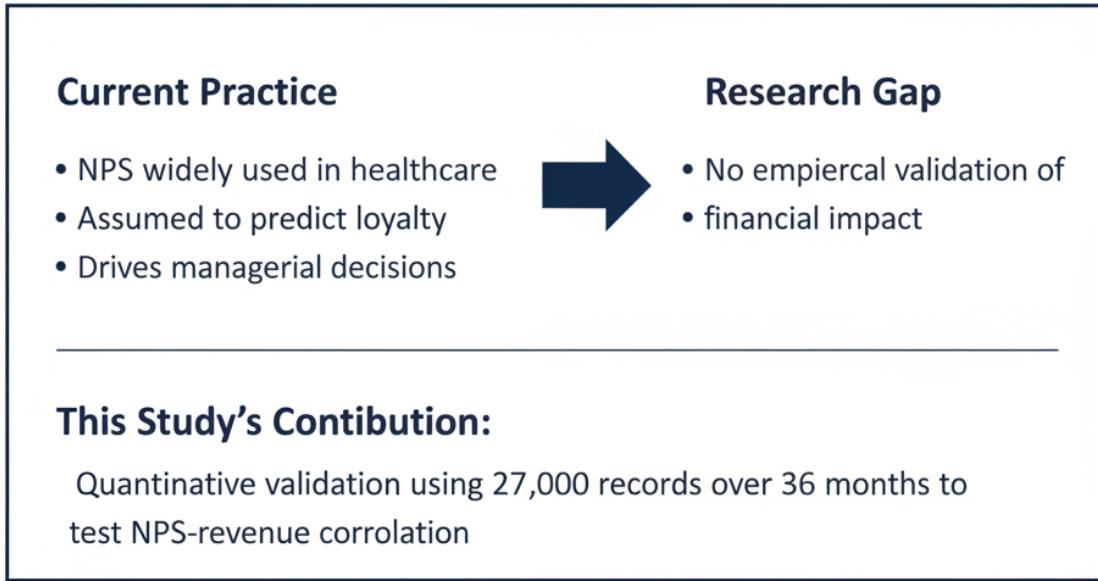


Figure 1 – Lorem ipsum.

Lorem ipsum lorem ipsum lorem ipsum

3. Method

3.1. Research Methodology

Lorem ipsum lorem ipsum lorem ipsum

3.2. Data Sources

Lorem ipsum lorem ipsum lorem ipsum

3.3. Ethical Considerations

Lorem ipsum lorem ipsum lorem ipsum

3.4. Implementation Process

Lorem ipsum lorem ipsum lorem ipsum

4. Results

4.1. Performance Metrics

Lorem ipsum lorem ipsum lorem ipsum

4.2. Key Findings

Lorem ipsum lorem ipsum lorem ipsum

4.3. Visual Analysis

Lorem ipsum lorem ipsum lorem ipsum

5. Discussion

Lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem.

5.1. Relevance and Significance.

asdasd
asdasd asdasd asdasd.

6. Recommendations

Adasdasdsadasdasdsada

7. Conclusion

adasdasdsadasdasdsada

8. Appendices

8.1.Appendix A – X

asdasdsadsas

End of Appendix Section

Statement of Acknowledgment

I acknowledge that I have used the following AI tool(s) in the creation of this report:

- OpenAI ChatGPT (GPT-5)
- Anthropic Claude Sonnet 4.6

Both have been used to assist with outlining, refining structure, improving clarity of academic language, and supporting APA 7th referencing conventions.

Prompt examples:

- 1.
- 2.
- 3.

I confirm that the use of the AI tool has been in accordance with the Torrens University Australia Academic Integrity Policy and TUA, Think and MDS's Position Paper on the Use of AI. I confirm that the final output is authored by me and represents my own critical thinking, analysis, and synthesis of sources. I take full responsibility for the final content of this report.

9. References

- Alkhnbashi, O. S., Mohammad, R., & Hammoudeh, M. (2024). *Aspect-based sentiment analysis of patient feedback using large language models*. Big Data and Cognitive Computing, 8(12). <https://doi.org/10.3390/bdcc8120167>
- Angelis, J. N., Murthy, R. S., Beaulieu, T., & Miller, J. C. (2024). *Better angry than afraid: the case of post data breach emotions on customer engagement*. IEEE Transactions on Engineering Management, 71, 2593–2605. <https://doi.org/10.1109/TEM.2022.3189599>
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Cahya, V. N. C., Setyanto, R., & Paradise, P. (2025). *Analysis of the effectiveness of loyalty membership programs in increasing customer retention using net promoter score (NPS) with information system support*. Eduvest-Journal of Universal Studies, 5(9), 10974-10983.
- Chen, E. (2023). *Growth product manager's handbook*. O'Reilly Media.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge.
- Creswell, J. W., & Plano Clark, V. L. (2023). *Designing and conducting mixed methods research* (4th ed.). SAGE Publications.
- Dawes, J. G. (2024). *The net promoter score: What should managers know?* International Journal of Market Research, 66(2–3), 182–198.
<https://doi.org/10.1177/14707853231195003>
- Dawes, J. G. (2024). *Net promoter and revenue growth: An examination across three industries*. Australasian Marketing Journal, 32(1), 4-18.
- Field, A. (2018). *Discovering statistics using IBM SPSS Statistics* (5th ed.). SAGE Publications.

- Godovykh, M., & Pizam, A. (2023). *Measuring patient experience in healthcare*. International Journal of Hospitality Management, 112, 103405.
<https://doi.org/10.1016/j.ijhm.2022.103405>
- Mar, J., & Armaly, P. (2023). *Mastering customer success*. O'Reilly Media.
- Morgan, D. L. (2014). *Pragmatism as a paradigm for social research*. Qualitative Inquiry, 20(8), 1045–1053. <https://doi.org/10.1177/1077800413513733>
- Pallant, J. (2020). *SPSS survival manual* (7th ed.). Routledge.
- Polonsky, M. J., & Waller, D. S. (2019). Quantitative data analysis. In *Designing and managing a research project* (4th ed., pp. 222-254). SAGE Publications.
<https://doi.org/10.4135/9781544316499>
- Shankar, R., & Yip, A. (2024). *Transforming patient feedback into actionable insights through natural language processing: A knowledge discovery and action research study*. JMIR Formative Research. <https://doi.org/10.2196/69699>
- Wohlin, C., Runeson, P., Höst, M., Ohlsson, M. C., Regnell, B., & Wesslén, A. (2012). *Experimentation in software engineering*. Springer.
- Wohlin, C., & Runeson, P. (2021). Guiding the selection of research methodology in industry–academia collaboration in software engineering. *Information and Software Technology*, 140, 106678. <https://doi.org/10.1016/j.infsof.2021.106678>
- Xiao, Y., Li, C., Thürer, M., Liu, Y., & Qu, T. (2022). *Towards lean automation: Fine-grained sentiment analysis for customer value identification*. Computers and Industrial Engineering, 169. <https://doi.org/10.1016/j.cie.2022.108186>