New page

Customer Feedback Analyzer

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Project Overview

Purpose:

The Customer Feedback Analyzer is a web app that allows users to paste or upload user reviews, automatically categorize them into **Positive, Negative, or Feature Request**, and visualize insights. This helps product teams, UX designers, and support teams make informed decisions quickly.

Target Users:

- Product Managers
- UX Designers
- Customer Support Teams
- Startups & Small Businesses

Objectives

- Enable users to **paste/upload reviews** for analysis.
- Automatically categorize reviews into **Positive, Negative, Feature Request**.
- Visualize review distribution via **charts**.
- Generate **concise summary** of insights.

User Flow

1. User opens the app.
2. User pastes reviews into the text box (or uploads a file).
3. App analyzes reviews and assigns categories.
4. Categorized reviews displayed in a table.
5. Summary metrics shown in chart form.

6. User identifies insights or recurring feature requests.

Key Features

Text Input

- Paste multiple reviews (one per line).
- Optional: upload `.txt` file.

Review Categorization

- Categorize reviews automatically using sentiment analysis and keyword detection.

Visualization

- Bar chart or pie chart showing review counts per category.

Summary

- Total reviews
- Count per category
- Optional: top keywords per category

Optional Enhancements

- Interactive charts
- Exportable reports
- Multi-language support

Functional Requirements

- Accept multi-line text input
- Split text into individual reviews
- Sentiment analysis for Positive / Negative
- Detect feature request keywords
- Count categories and display
- Generate charts
- Display summary

Non-Functional Requirements

- Performance: process ≥200 reviews in <5 seconds
- Usability: minimal clicks, instant results
- Compatibility: modern browsers (via Streamlit)
- Maintainability: clean Python code

Tech Stack

- **Frontend / UI:** Streamlit
- **Backend / Logic:** Python
- **Sentiment Analysis:** TextBlob (or VADER)
- **Data Handling:** Pandas
- **Visualization:** Matplotlib / Plotly

Metrics / Success Criteria

- Correct categorization of reviews
- Accurate visualization of review counts
- Summary correctly reflects sentiment and feature trends
- Demonstrates UX thinking, data summarization, and insight presentation

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Deliverables

- Streamlit app
- README with installation & usage instructions

Potential Future Enhancements

- Support for `.csv` uploads
- Interactive drill-down charts
- Advanced NLP for themes or recurring complaints
- Exportable reports (PDF/Excel)
- Multi-language support
