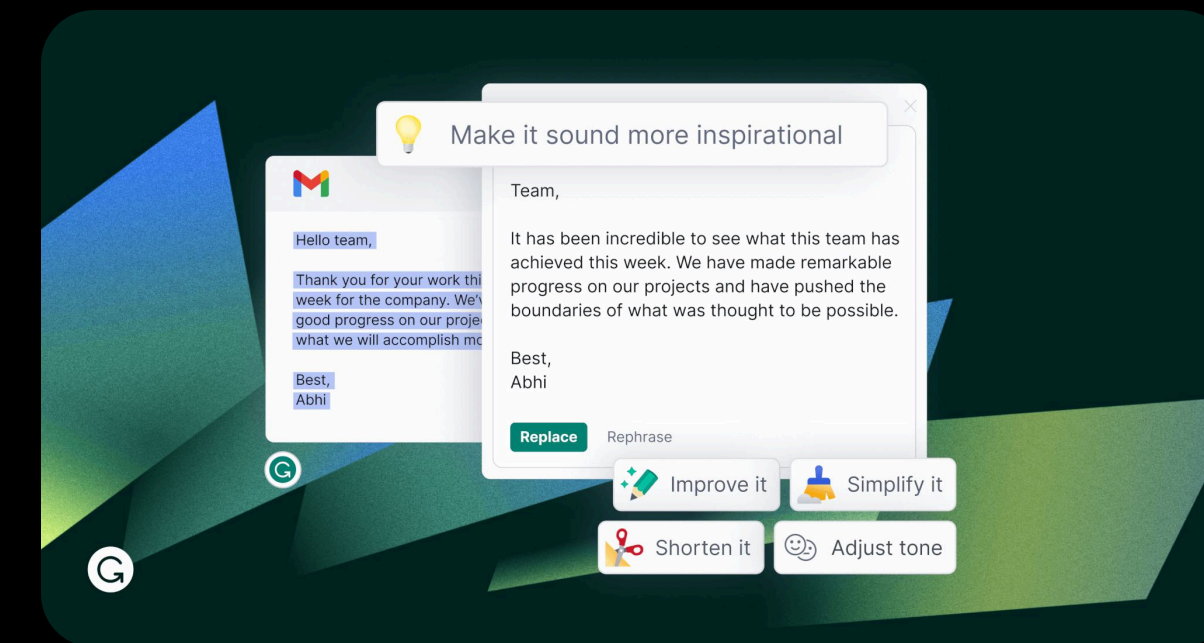
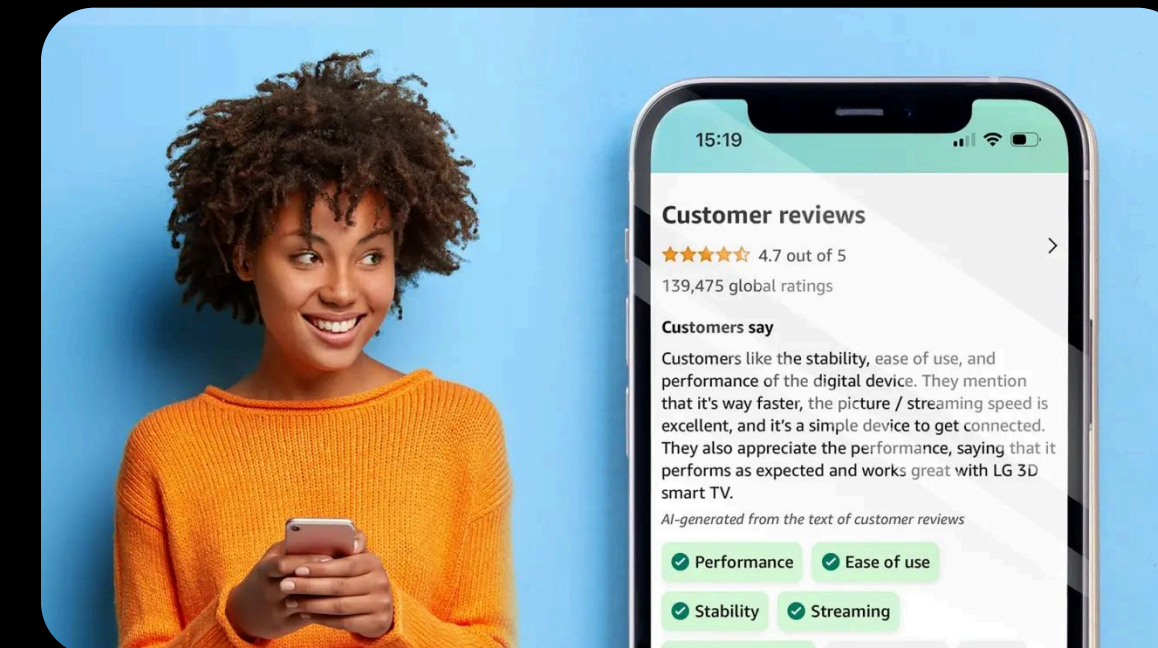


# What's the potential of Generative AI?

1. Provide dynamic suggestions for users



2. Encourage sharing, regardless of sentiment





# Modelling Roadmap: from text input to generation

## 1. Exploration of customer reviews

We've delved into reviews data, and prepared this for further modelling

## 2. Sentiment Analysis

We've established a process for calculating sentiment scores

## 3. Dynamic suggestions with GenAI

We've used GPT-4 to generate personalised suggestions, based on user input

## 4. 'Enhanced review' suggestions

Generate tailored, enhanced text for user reviews

## 5. Model tuning and deployment

**Next steps:** Fine-tune prompt engineering, train the model on large-scale reviews data to improve quality of enhanced reviews.

**Next, we'll hear from UX, Software Engineering, and cybersecurity**



"It sounds like you had concerns with the product. We've generated some ideas to help you add more detail to your review. Take a look at these suggested updates:"

The product felt [smooth, luxurious, lightweight] and after using it for [a week, a few days, a month]