

Lesson 04 Demo 05

Customer Feedback Analysis Using ChatGPT - 4

Objective: To demonstrate the use of ChatGPT for classifying customer feedback on the product to gain actionable insights, improve product quality, and enhance customer satisfaction

Tools required: ChatGPT-4

Prerequisites: None

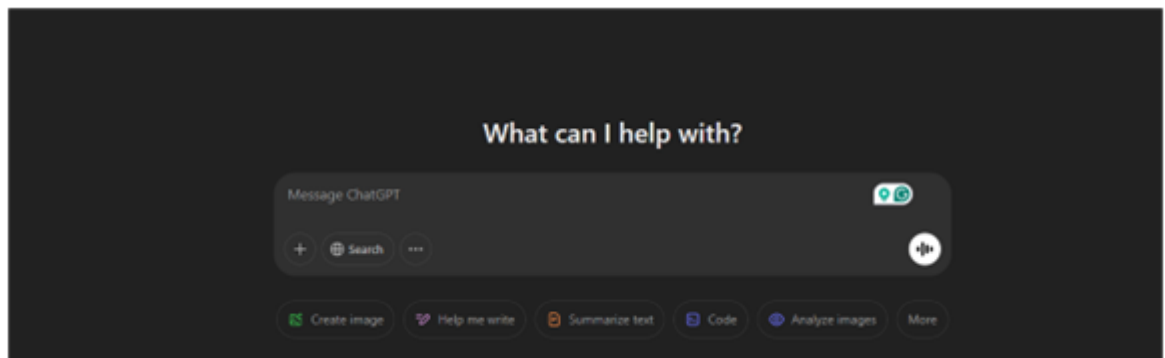
Steps to be followed:

1. Log in to ChatGPT
2. Provide the input to ChatGPT and observe the response

Step 1: Log in to ChatGPT

- 1.1 To proceed with your tasks, visit the official website and either sign up for a new account or log in to your existing ChatGPT account and then select GPT4

<https://chat.openai.com/>



Step 2: Provide the input to ChatGPT and observe the response

2.1 Copy the provided scenario and the prompt and paste it into ChatGPT

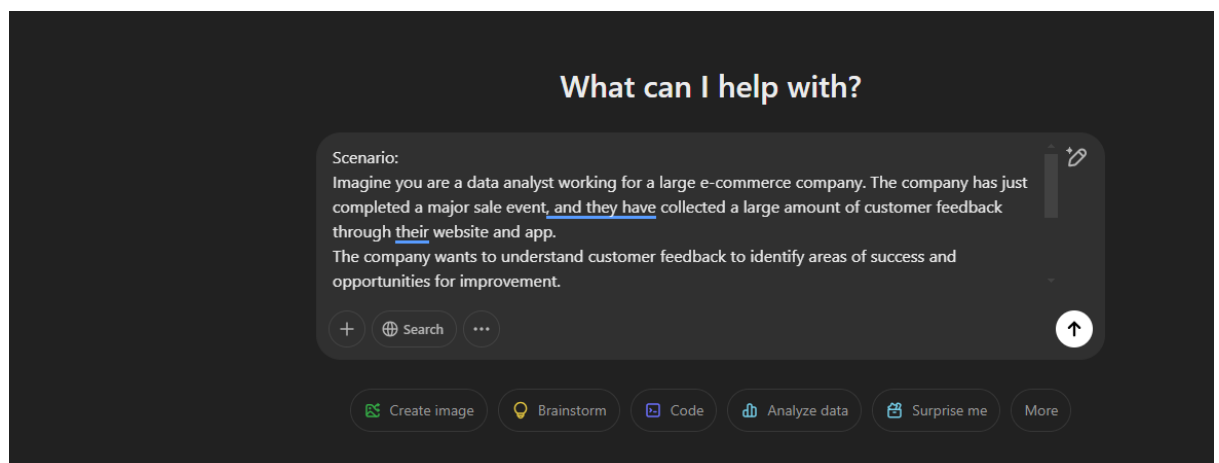
Scenario:

Imagine you are a data analyst working for a large e-commerce company. The company has just completed a major sale event, and they have collected a large amount of customer feedback through their website and app.

The company wants to understand customer feedback to identify areas of success and opportunities for improvement.

Prompt:

As a data analyst, analyze this feedback data. Given a dataset of customer feedback, analyze the data and categorize each feedback into one of the following categories: positive, negative, constructive, or neutral. After categorizing, provide a count of the number of feedback comments in each category. Finally, represent these counts visually in a pie chart using a custom color.



Note: Download the dataset titled **Customer Feedback** from the LMS to use in the demo.

2.2 Observe the response

ChatGPT 4 ▾

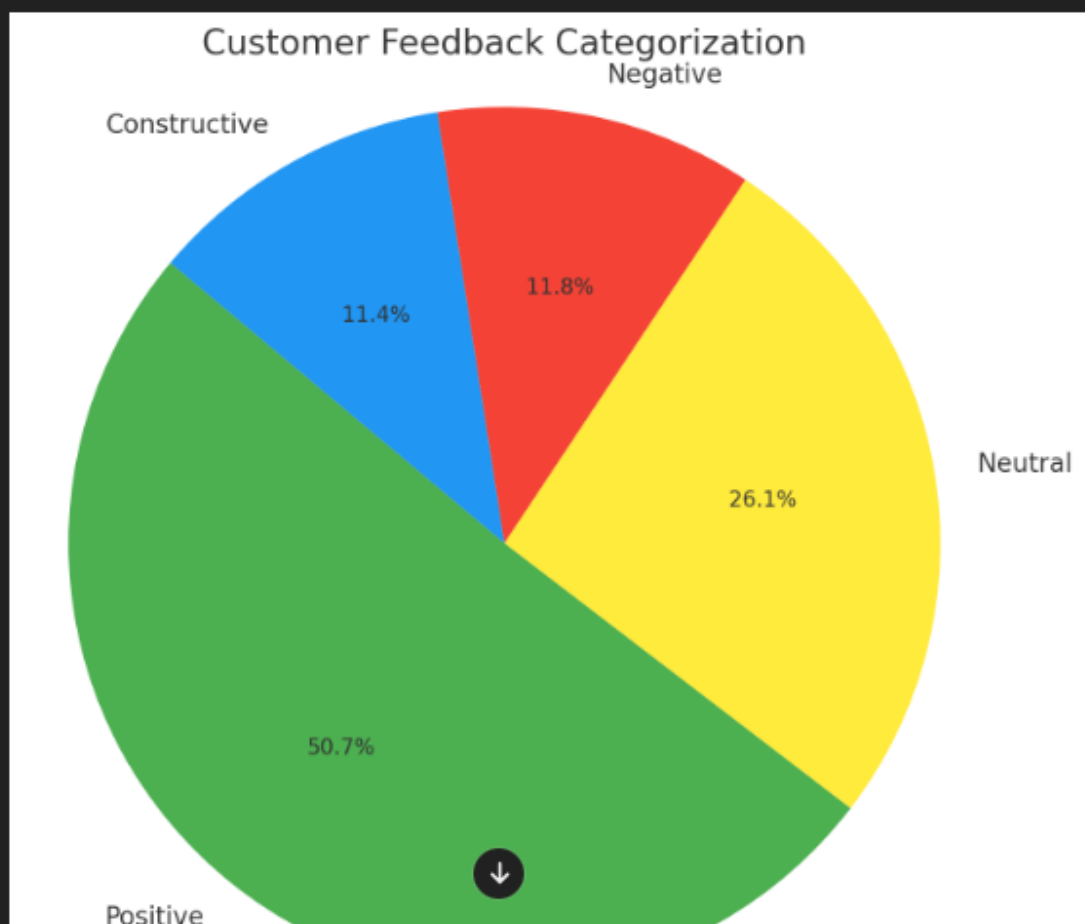
Great, I've successfully loaded the feedback data. The dataset includes several fields such as "Review Title," "Customer name," "Rating," "Date," "Category," "Comments," and a "Useful" indicator of how many people found the comment helpful.

Now, I'll proceed to categorize the customer feedback into four categories: positive, negative, constructive, or neutral. This categorization will be based on the text in the "Comments" field. I'll use simple keyword-based categorization to start. Let's analyze and classify the feedback. [↗]

The categorization of the customer feedback into different sentiment categories yielded the following counts:

- **Positive:** 142 comments
- **Neutral:** 73 comments
- **Negative:** 33 comments
- **Constructive:** 32 comments

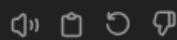
Next, I'll create a pie chart to visually represent these counts. I'll use custom colors for each category to make the chart more distinct and easier to interpret. [↗]



Here's the pie chart representing the categorization of customer feedback. The colors correspond to different categories, making it easy to visualize the proportion of each type of feedback received:

- **Positive** (Green)
- **Neutral** (Yellow)
- **Negative** (Red)
- **Constructive** (Blue)

This visual representation can help the company quickly grasp the overall sentiment of the feedback from the recent sale event and identify areas for improvement. If you need further analysis or adjustments to the categorization method, feel free to let me know! [^_^]



With this, you have successfully completed the demonstration using ChatGPT for classifying customer feedback to gain actionable insights, improve product quality, and enhance customer satisfaction.