**Lesson 01 Demo 06**

**Customer Feedback Analysis Using ChatGPT - 4**



**Objective:** To demonstrate the use of ChatGPT for classifying customer feedback on the product

**Tools required:** ChatGPT-4

**Prerequisites:** None

**Steps to be followed:**

1. Log in to ChatGPT and select GPT 4
2. Copy the provided scenario and the prompt and paste it into ChatGPT
3. Observe the response

**Step 1: Log in to ChatGPT**

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.

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

**Step 2: Copy the provided scenario and the prompt and paste it in 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.

**Step 3: Observe the response**

A screenshot of a black screen

Description automatically generated

A pie chart with different colored circles

Description automatically generated

A screenshot of a black screen

Description automatically generated

