Lately, I’ve been really excited by the rapid developments in AI, especially around how it's transforming business decision-making. I recently built a Reddit sentiment analyzer app where I integrated GPT models to classify comments, extract features, and summarize insights for strategy teams. Let me quickly demo it for you.

This app turns raw Reddit chatter into decision-ready insights. Within seconds, we can see what customers loved or hated about a feature, how sentiment is trending, and what actions to take—so we can adjust the creative or messaging in real time before the market does.

**Settings available:** Subreddit, specific post, keywords or general sentiment with an option to adjust the timeline and limit the number of posts and comments

This mirrors a real campaign and gives flexibility to evaluate the impact of a campaign: we can isolate the thread we drove traffic to or add keywords tied to a feature change, and set the timeline to the rollout week.

Let’s quickly run the app.

Ex: with a reddit post.

Our sentiment analyzer takes Reddit comments and runs them through an AI model that classifies each one as positive, neutral, or negative. I could have just used pre-built dictionaries in NLTK to classify, but I chose to use a AI model because it understands the meaning and context of the text, so it can handle sarcasm, mixed opinions, or slang.

**Imagine a comment like:** *‘Wow, great update Spotify — now it crashes twice as fast!’*  
A simple keyword-based system might see the word *‘great’* and tag it as positive. But our AI understands the sarcasm and correctly classifies it as negative. That’s the difference between noise and insight.

Once every comment is labeled, we can visualize the overall distribution and also track how sentiment shifts over time. This gives leaders a clear, data-driven pulse of customer attitudes without getting lost in the noise of raw comments.

**Ask questions about comments:** This section is where AI really becomes interactive. Instead of just giving you charts and summaries, it lets you ask your own questions in plain English. For example, I could type *‘What are customers saying about the playlist feature?’* and the app will pull the most relevant Reddit comments, analyze them, and give me a concise, bullet-point answer. This isn’t just a chatbot guessing answers. I’ve used a technique called Retrieval-Augmented Generation, or RAG. That means when you ask a question, the system first retrieves the most relevant Reddit comments using embeddings — basically finding the closest matches to your question. Only then does AI generate a summary, grounded in those comments. So every answer is traceable back to real customer voices. We can even expand and see the exact see the supporting comments behind the answer.

**top features- Weighted sentiment chart**

This chart highlights which Spotify features users care about the most, but with a twist:  
instead of just counting mentions, it weights the sentiment by upvotes. Every bar is not just “how often something is mentioned,” but “how strongly the community agrees with this sentiment.” We can immediately see:

* *UI* dominates the conversation — with the highest volume of feedback.
* But most of it is **negative (red)** → signaling a big customer pain point.
* Other features like *Recommendations* or *Playlists* also show strong negative signals.
* Even if 10 people complain about UI, but those complaints attract 5,000 upvotes, it means **tens of thousands silently agree**. Fixing the UI should be high priority. On the flip side, if we saw a feature like *Spotify Connect* with lots of **positive weighted sentiment**, it’s a **strength to double down on** in marketing.

**Feature × Sentiment Matrix:**

Instead of guessing which product issues matter most, the matrix makes it **data-driven**. It answers:

* Which features are “high-risk” (lots of negative mentions)?
* Which features are “high-opportunity” (lots of positive mentions to amplify in marketing)?
* Which features are *low total mentions* and therefore **low priority** right now?

The Feature × Sentiment Matrix breaks Reddit chatter into a simple feature-level view. For every key feature, you can see how many customers are praising it versus criticizing it. For example, UI stands out as a red flag — lots of people are talking about it, but the sentiment is overwhelmingly negative. That’s a clear signal for product leadership. On the flip side, features with positive buzz can be highlighted in marketing. This matrix essentially turns unstructured feedback into an actionable playbook for strategy.

**Sentiment Trend Over Time** chart:

This chart tracks how customer sentiment — both positive and negative — evolves month by month over time. Each green line represents positive mentions, while red represents negative mentions.

Spikes indicate moments of high discussion volume (e.g., major UI changes, feature launches, pricing updates). This helps us **Identify pain points in time**: For example, a sudden spike in negative comments can often be tied back to a new feature rollout or policy change. That helps leadership immediately know *when* and *why* sentiment shifted. It also serves like an **Early-warning system**: Instead of waiting for surveys, NPS reports or churn reports months later, this trend shows in real time how customers feel.

Notice how negativity peaked around early 2021 — that could correlate with a major UI redesign. Later, in early 2025, positive sentiment starts trending upwards, which may reflect successful improvements or new features being well received. This timeline allows leadership to tie customer perception directly to product and marketing decisions

this chart answers two big questions for you:

1. *Are we making customers happier or unhappier over time?*
2. *When we change something in the product or brand, how quickly do customers react?*

**AI Summary:**

This section takes hundreds of unstructured Reddit comments and distills them into three buckets:

* What customers *like* most
* What customers *dislike* most
* Clear *recommendations* from the customer voice

 *Likes* → tell us what to **double down on** (e.g., Spotify Connect is repeatedly praised → reinforces its role as a competitive differentiator).

 *Dislikes* → flag **risk areas** (e.g., UI redesign complaints → could increase churn or negative press).

 *Recommendations* → turn sentiment into **actionable strategy** (e.g., bring back certain features, improve navigation, more customization).

**Comments:**

This is the executive digest. This section surfaces the top comments that got the most **upvotes** on Reddit. Upvotes act like a crowd signal — they show not just what one person said, but what thousands silently agreed with.

And we have also got an option here to download the raw csv of the comments. So the analysts can work on it further.

**Closing Pitch**

“In short, this app transforms unstructured Reddit chatter into a **strategic dashboard**. It shows what customers love, what frustrates them, and how those feelings evolve over time — all grounded in real voices.