

Governance Complaint Sentiment Analyzer

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Problem

- Governance Feedback Gap:
- Citizens file complaints about public services that often go unanalyzed.
- Manual review is time-consuming and lacks scalability.
- No structured way to understand sentiment in governance complaints.



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Solution

An AI-powered NLP system that:

- Analyzes citizen complaints using sentiment analysis.
- Classifies feedback as positive or negative.
- Enables institutions to act swiftly on data insights.

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Product

1. Upload Complaint Dataset
2. Preprocess & Clean Text
3. Analyze Sentiment Using TextBlob
4. Classify Sentiment with Logistic Regression
5. Visualize Complaint Insights

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Target Users



- Government Agencies



- Policy Analysts



- NGOs & Civic Tech Organizations

Market Size

- TAM:** All feedback units in Kenya
- SAM:** Digitally-equipped government agencies
- SOM:** Top 5 counties by complaint volume



Competitors

- Manual Review Systems:
Time-consuming
- Generic Feedback Tools:
No sentiment focus

Competitive Advantage

- Domain-specific sentiment analysis
- Real-time insights
- Pretrained on governance data
- Scalable and open-source

ML Approach Used

- TextBlob for Sentiment
 - TF-IDF Vectorization
 - Logistic Regression
 - Confusion Matrix Evaluation
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Results

- High accuracy sentiment classification
 - Majority negative polarity complaints
 - Real-world deployment ready

Business Model



- API integration for civic dashboard
- Consultancy model
- Open-source pilot

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Screenshots & Demo

- Insert screenshots here

- GitHub:

https://github.com/waregamo/governance_complaint_analysis

Ethical & Social Reflection

- May misinterpret local dialects
- Reduces manual workload
- Surfaces ignored complaints

Funding Request

Seeking \$4,000 for:

- Expanding dataset
- Enhancing model & UI
- Pilot outreach to governments

Team Members

Warega Moses -waregamoses20@gmail.com

Sheila Wambui -muriukisheila33@gmail.com

Bopaki Shaku -bopakishaku@gmail.com

Mathew Siya -mattewsiyabonga@gmail.com

Dancan Jeff - danjeff254@gmail.com

Kazeem Bello - kazeembello5088@gmail.com



Thank you!



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