

9 Examples: Turning Unstructured Data into AI-Ready Data

• Customer Support Emails → AI Chatbot Training

Goal: Train a chatbot to answer customer questions.

1. Collect: Export customer emails from your support system (e.g., Zendesk).
2. Clean: Remove greetings, signatures, and unrelated text.
3. Tag: Label each email with a topic like “Refund Request” or “Shipping Delay.”
4. Organize: Put the data into a table with columns like Customer Message, Topic.
5. Use: Feed this into your AI tool to help it learn how to respond.

• Meeting Notes → AI Summary Generator

Goal: Use AI to summarize meetings.

1. Collect: Gather meeting transcripts or notes from Teams or Zoom.
2. Clean: Remove small talk, repeated phrases, and irrelevant sections.
3. Segment: Break the notes into sections like “Decisions,” “Action Items,” “Discussion.”
4. Format: Save in a structured format like a Word doc or spreadsheet.
5. Use: Let the AI summarize or generate follow-up emails from the notes.

• Product Reviews → AI Insights Dashboard

Goal: Use AI to find trends in customer feedback.

1. Collect: Download product reviews from your website or platforms like Amazon.
2. Clean: Remove emojis, ads, and unrelated content.
3. Tag: Highlight keywords like “battery life,” “price,” or “customer service.”
4. Group: Organize reviews by product and sentiment (positive/negative).
5. Use: Feed into an AI dashboard to spot trends or generate summaries.

• Internal Policies → AI Assistant for HR Questions

Goal: Help employees get instant answers to HR policy questions.

1. Collect: Gather HR documents like PDFs, Word files, and intranet pages.
2. Clean: Remove outdated sections, formatting issues, and duplicates.
3. Break Down: Split content into short Q&A pairs (e.g., “What is the leave policy?”).
4. Tag: Add categories like “Leave,” “Benefits,” or “Remote Work.”
5. Use: Load into an AI assistant to answer employee questions instantly.

• Sales Call Transcripts → AI Sales Coach

Goal: Use AI to give feedback to sales reps.

1. Collect: Transcribe sales calls using tools like Zoom or Gong.
2. Clean: Remove filler words, small talk, and background noise.
3. Highlight: Identify key moments like objections, pricing discussions, or closing.
4. Label: Tag each moment (e.g., “Objection Handling,” “Upsell Opportunity”).
5. Use: Train an AI to give coaching tips or generate call summaries.

• Social Media Comments → AI Trend Detector

Goal: Use AI to spot trends or issues in customer sentiment.

1. Collect: Pull comments from platforms like Twitter, Facebook, or Instagram.
2. Clean: Remove spam, emojis, and irrelevant hashtags.
3. Group: Sort by product, campaign, or region.

4. Tag: Label sentiment (positive, negative, neutral) and key themes.
5. Use: Feed into an AI tool to generate trend reports or alerts.

• **Job Descriptions → AI Resume Matcher**

Goal: Help HR match candidates to job roles using AI.

1. Collect: Gather job descriptions from your careers site or HR system.
2. Clean: Remove formatting, headers, and repeated phrases.
3. Extract: Identify key skills, experience levels, and qualifications.
4. Tag: Label each job with department, seniority, and location.
5. Use: Feed into an AI tool to match or rank candidate resumes.

• **Legal Contracts → AI Clause Finder**

Goal: Use AI to quickly find specific clauses in contracts.

1. Collect: Upload contracts in PDF or Word format.
2. Clean: Remove headers, footers, and scanned image noise.
3. Split: Break contracts into sections (e.g., "Termination," "Payment Terms").
4. Label: Tag each section with its clause type.
5. Use: Let AI search or summarize clauses across multiple contracts.

• **Training Manuals → AI Onboarding Assistant**

Goal: Help new employees learn faster with an AI assistant.

1. Collect: Gather training manuals, SOPs, and onboarding guides.
2. Clean: Remove outdated content and irrelevant sections.
3. Chunk: Break into small, question-answer pairs or topics.
4. Tag: Add labels like "IT Setup," "Leave Policy," or "Security."
5. Use: Load into an AI assistant to answer onboarding questions.