

CASE STUDY

# Sentiment analytics around themes along with the timeline

## Quick Summary

Datamart Development with Demand Forecasting CRG team integrated sources of customer feedback e.g. social media & customer interaction data of call center. The business team defined the themes i.e. Production, External, Internal, Technology & Environment. Labels were also defined like Wow, Joy, Trust .... [read more](#)

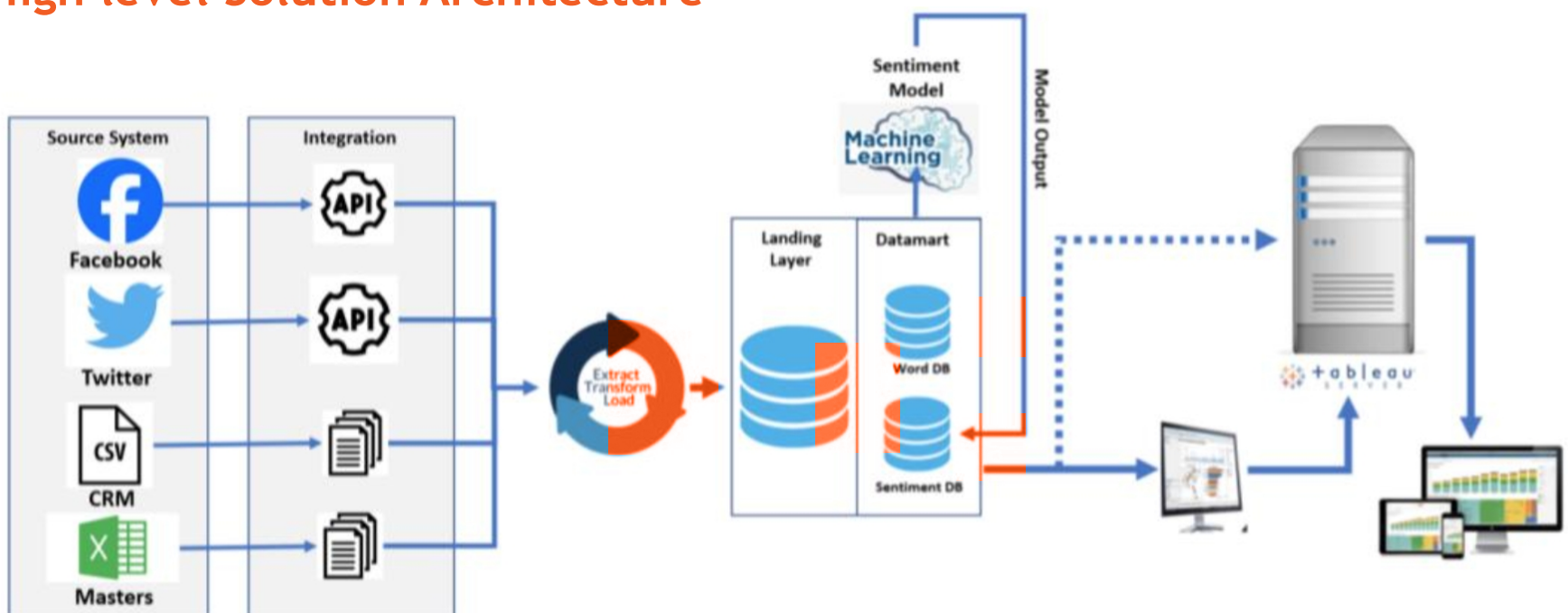
## Approach

CRG team integrated sources of customer feedback e.g. social media & customer interaction data of call center. The business team defined the themes i.e. Production, External, Internal, Technology & Environment. Labels were also defined like Wow, Joy, Trust, Neutral, Fear etc. Machine learning Model was developed and trained to define the sentiments around thematic expression along with labels and timelines. Automated ETLs were developed to extract the feedback text periodically from source system to feed input to the model.

## Problem Statement

Company wants to analyze their customer’s feedback around specific product, services and themes for product and service improvement and overall customer satisfaction.

## High level Solution Architecture

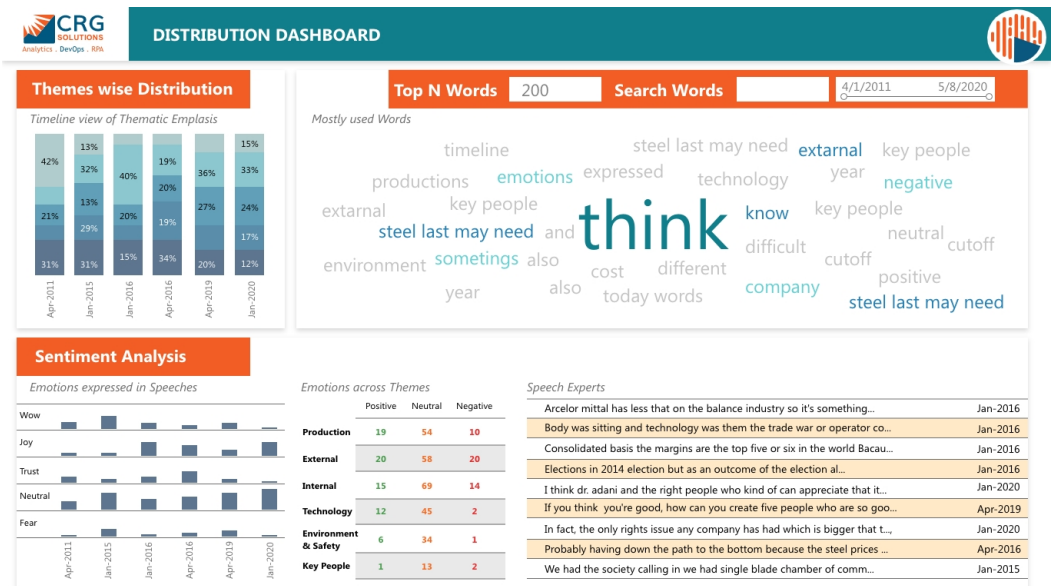


# CRG Solutions - CASE STUDY

## Dashboard Output

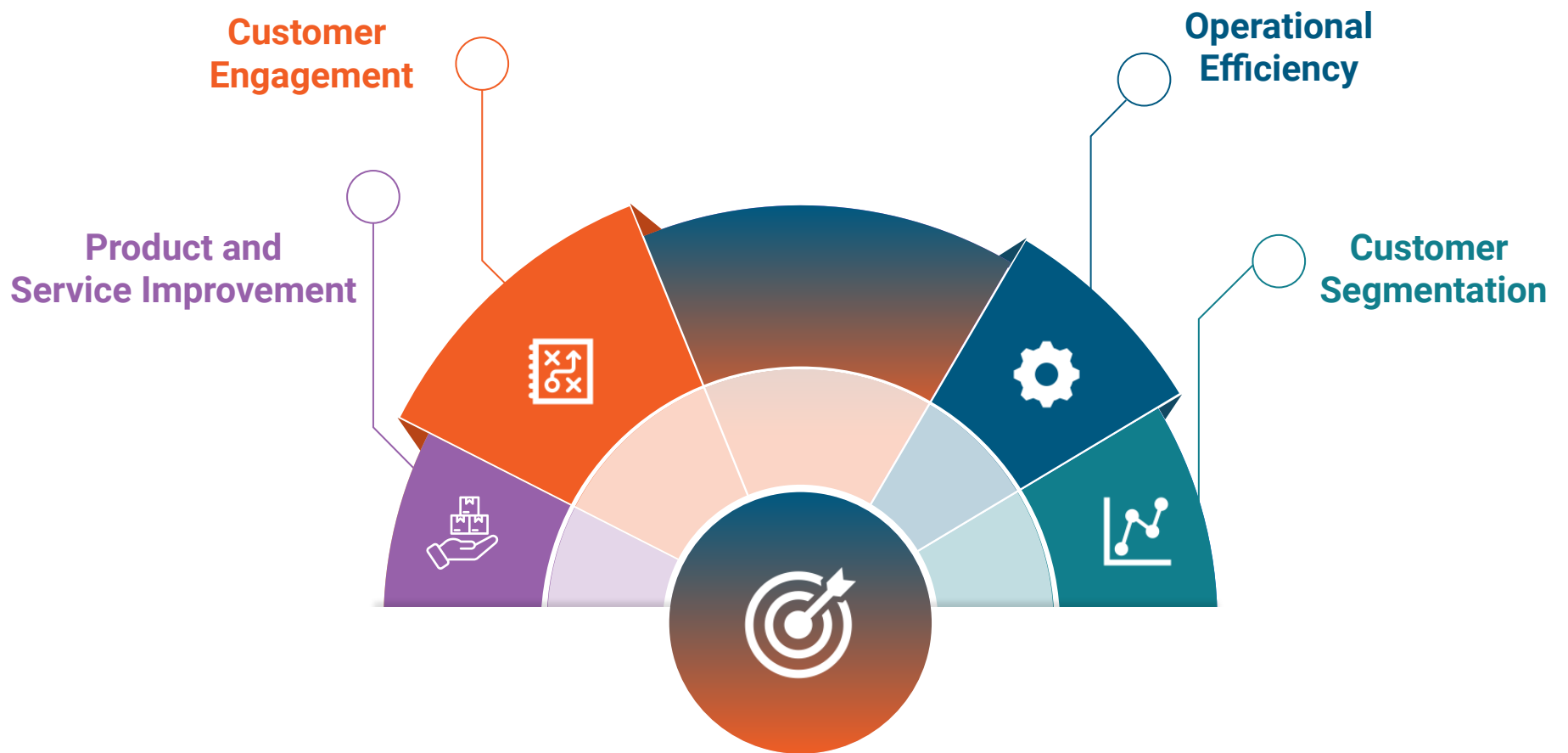
The business team identified themes (Production, External, Internal, Technology, Environment) and associated labels (Wow, Joy, Trust, Neutral, Fear). We've developed a machine learning model to analyze sentiment around these themes, incorporating labels and timelines.

 **80%**  
Success Ratio



 **90%**  
Final Result

## Business Benefits



*A Trusted Solution Partner*

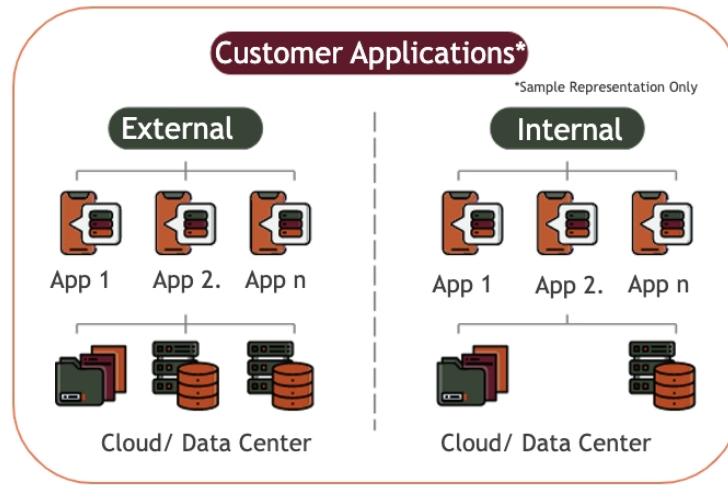
*to achieve*

*Business Excellence*

## We Cover

### Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs



### RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai

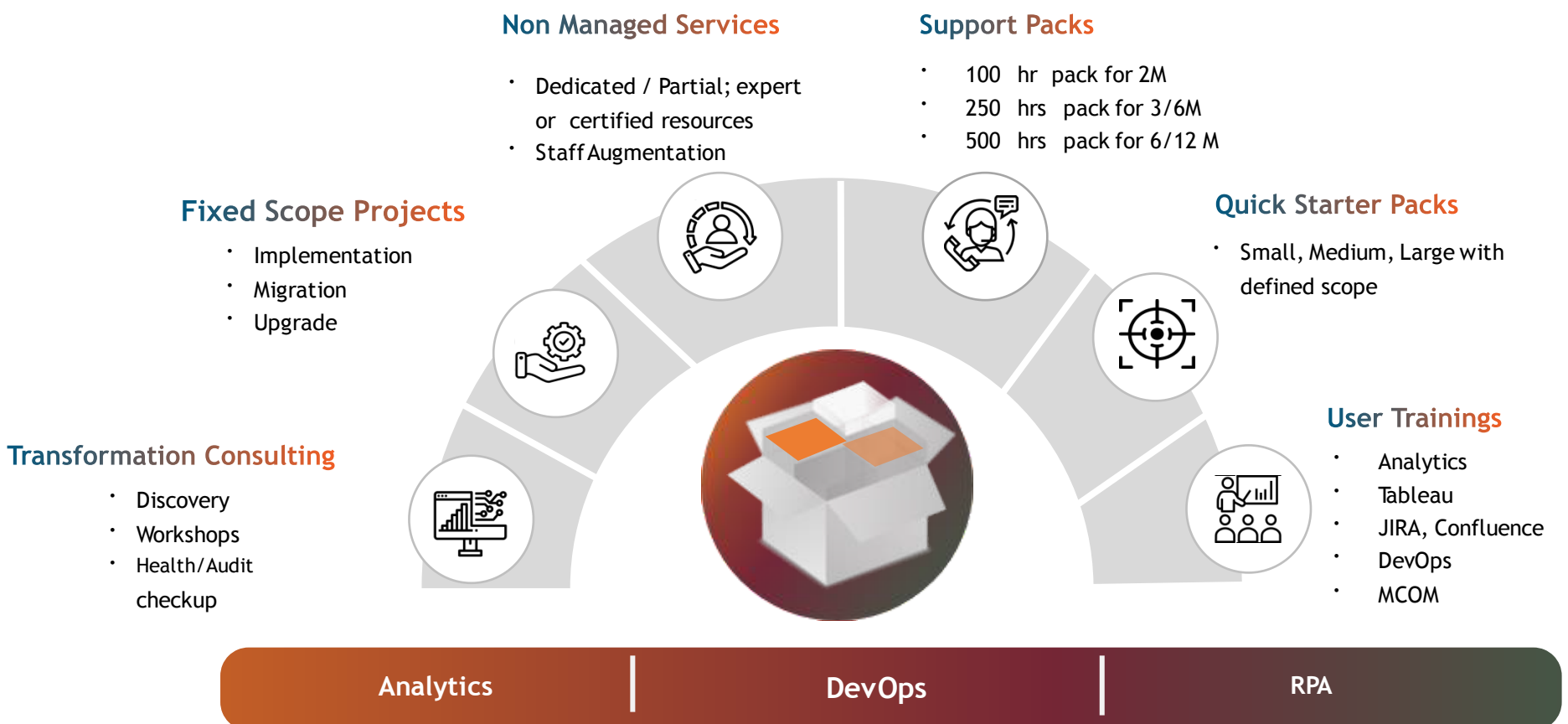


### DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity



## Services Portfolio



### Our Socials



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