

## **Presentation Title**

Project and Course Name

Date

### **Contents / Agenda**



- Business Context, Problem Overview and Solution Approach
- Prompt and the structure of the Prompt
- Exploring Different Prompting Techniques
- Output from the Prompt
- Observations/Insights and conclusions
- Appendix



### Business Context, Problem Overview and Solution Approach

- Please define the problem, business context
  - In today's environment, we have significant amounts of feedback data from customers that we can use to improve our business' performance. In this instance, we are working for a Restaurant company and are aggregating customer feedback to understand how we are doing overall. From here, we can identify and prioritize areas for improvement, while also understanding our strengths to further build our competitive advantage.
- Please mention the solution approach / methodology
  - To analyze this feedback seamlessly, we will use Microsoft CoPilot.
  - Once we provide the data to CoPilot, we can ask the AI to summarize the overall experience, identify and prioritize areas for improvement, and understand the future state
  - We will then compile this feedback into a presentable format for Management







#### Copilot

Analyzing the image: Privacy blur hides faces from Copilot

Certainly! Let's analyze the reviews from different customers about this restaurant:

#### 1. Amazing Flavors and Culinary Delight:

- o Customer "cust2024-001" had an exceptional experience. They described the food as "absolutely amazing," with rich and vibrant flavors,
- The melt-in-your-mouth steak, perfectly seasoned and accompanied by a velvety red wine reduction, stood out.
- o The dessert selection, especially the creamy tiramisu, stole the show.

#### 2. Mixed Experience:

- "cust2024-002" had a mixed experience. While some dishes were enjoyable, others fell short of expectations.
- The crispy calamari appetizer received praise, but the chicken piccata lacked seasoning and was slightly overcooked.

#### 3. Fantastic Experience with Exquisite Food:

- "cust2024-003" had a fantastic dining experience. The food was exquisite, beautifully presented, and symphony of flavors.
- Fresh ovsters as an appetizer provided a taste of the ocean, and the seared scallops over saffron-infused risotto were delightful.

#### 4. Negative Experience:

- Unfortunately, "cust2024-004" had a negative experience. The flavors were bland.
- . The bruschetta appetizer lacked seasoning, and the main course pasta was overcooked.

#### 5. Exceeded Expectations:

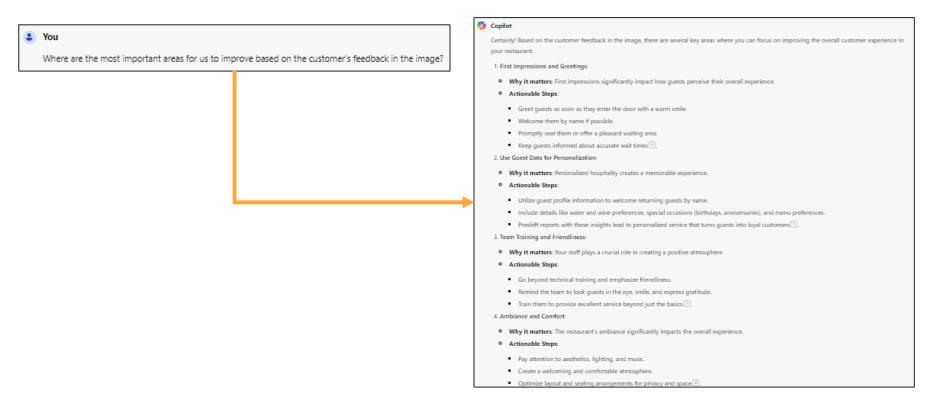
- "cust2024-005" found the restaurant exceeded expectations.
- The appetizer platter featured bruschetta, crispy calamari, and creamy spinach dip—a feast for the senses.
- o Grilled salmon with lemon butter sauce was cooked to perfection, and the chocolate lava cake was indulgent.
  - "cust2024-008" faced poor service with rude and inattentive staff.
  - The noisy and crowded atmosphere didn't enhance the dining experience.
  - The steak was overcooked, and the salad lacked freshness.

#### 9. Disappointing Food and Service:

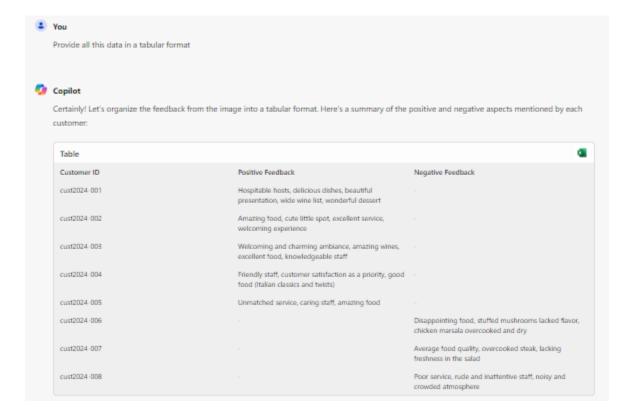
- "cust2024-009" found the food disappointing overall.
- Stuffed mushrooms lacked flavor, and the chicken marsala was overcooked and dry.

Overall, it's intriguing how different experiences can vary within the same restaurant. Whether it's a culinary delight or a disappointment, each customer's perspective adds to the restaurant's story!

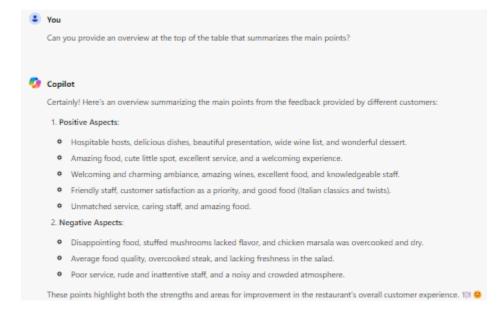






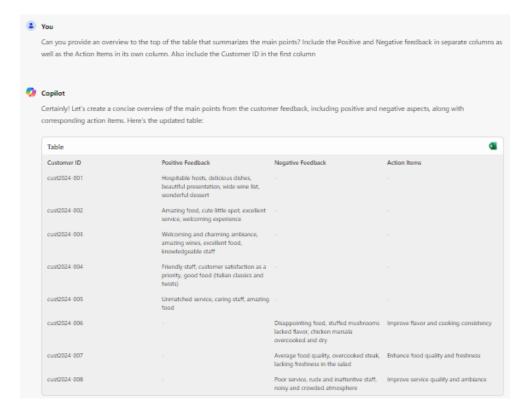






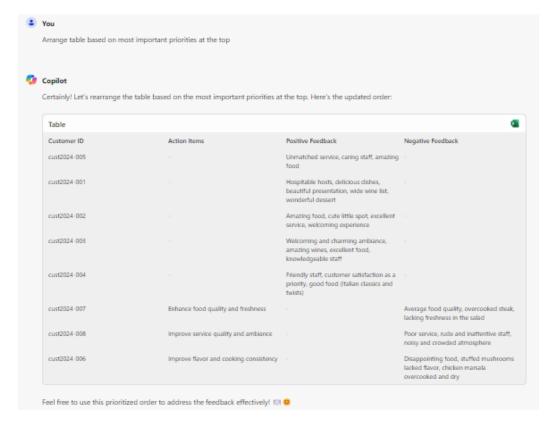






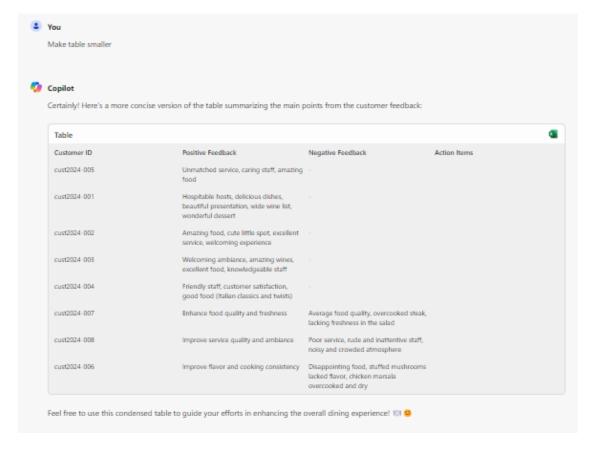






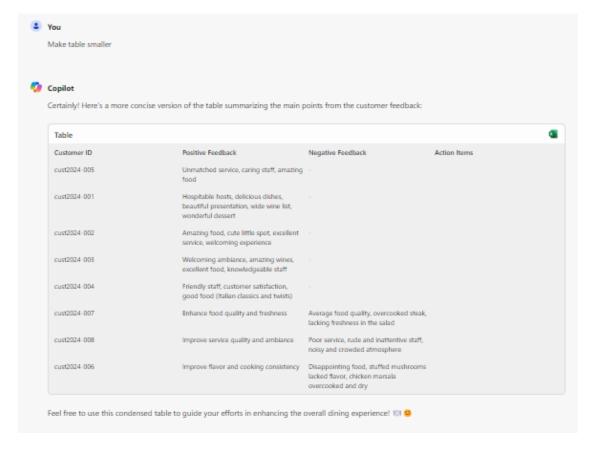




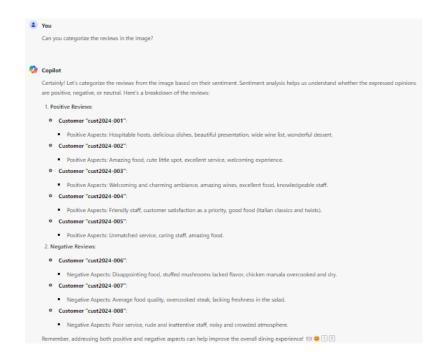


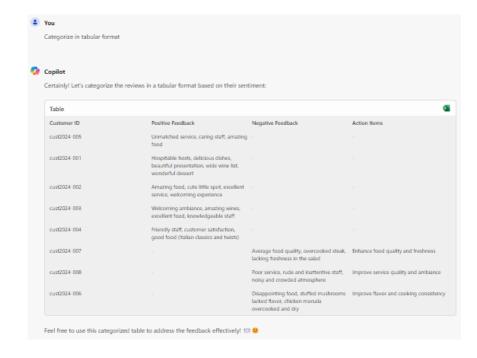




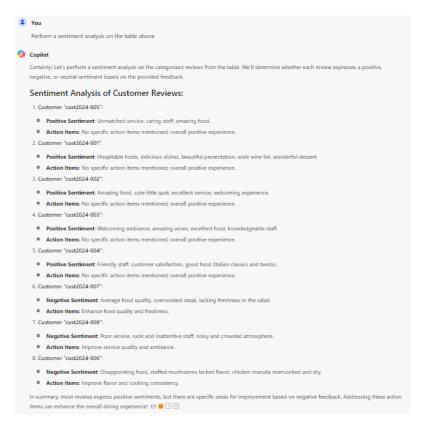


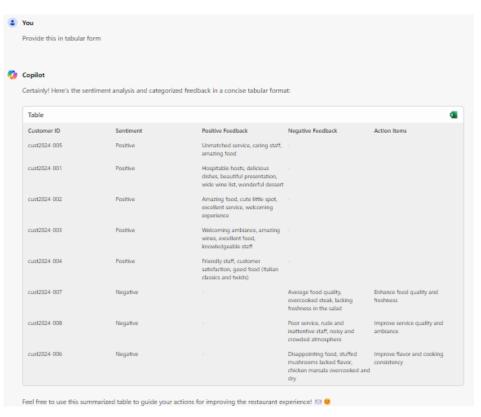




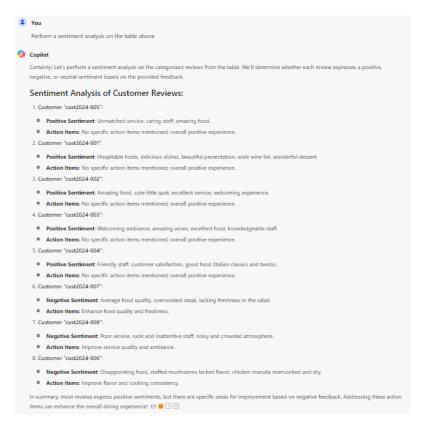


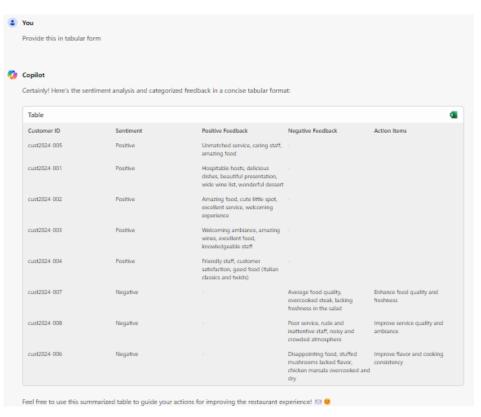






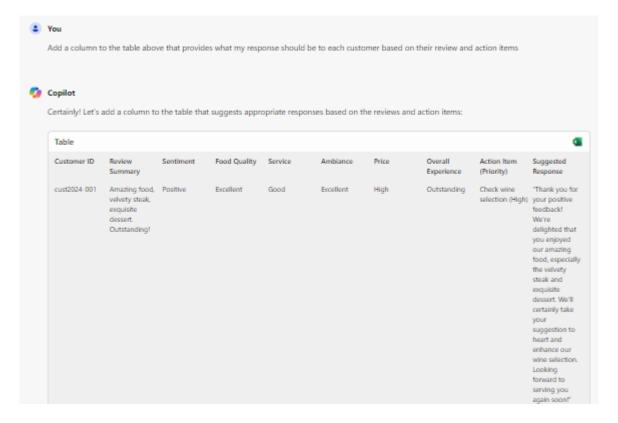














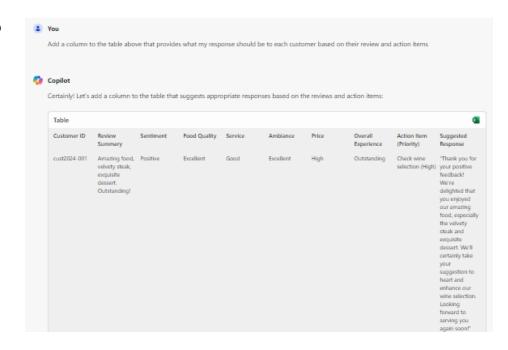


- Explore how using different prompting techniques impact the generated output
  - In the beginning, CoPilot would provide us with a paragraphed summary of the data
  - Only when we asked for the summary of the data in a tabular form, did it provide that output
  - As we became more specific with what we wanted, CoPilot's output changed to meet our needs
  - It was critical that we were specific with our instructions, otherwise CoPilot would provide generalized answers that did not have anything to do with the data
- Provide details on which is the most suitable prompting template to solve this problem statement. Justify the same
  - Chain of Thought was the best method to solve the problem statement. The reason for this is because we need to take this data and turn it into a very specific output. As a result, it is easier to iterate the output, column by column which is similar to how a human would do it.

#### **Output from the Prompt**



- Overview of the actual output
  - We were able to organize our data into 10 columns:
    - Customer ID
    - Review Summary
    - Sentiment
    - Food Quality
    - Service
    - Ambiance
    - Price
    - Overall Experience
    - Action Item (Priority)
    - Suggested Response
- Explain the structured fields of the output
  - All of the columns are text values
  - All columns have a word limit except the Suggested Response column



### Observations/Insights and conclusions



- Please add the observations, insights and conclusions from this exercise
  - It is critical to be very specific with the instructions
  - It is better to iterate thought by thought so that the AI is making smaller changes rather than providing one output based on one long set of instructions
  - It is important to understand the types of files that are being uploaded:
    - Originally, I had uploaded just the feedback text and without the Customer ID
    - However, I uploaded an image later and CoPilot was able to understand each response and map it to each customer
  - It is important to be clear with the length of the text because the output can be very wordy
- Please add your recommendations for a business looking to adopt a solution such as this
  - Utilizing AI is very helpful for businesses in dealing with customers because the AI always has a positive attitude, which makes the overall experience better
  - It will be important for the business to inform end-users about the limitations of using the AI (e.g. an AI that is aggregating user feedback for Restaurants may know nothing about Football or Music)
  - Utilizing an AI solution can also expedite the amount of time that employees spend dealing with user feedback or compiling reports for Management.



# **APPENDIX**

#### **Dataset overview**



- Please mention the dataset overview
  - The dataset was very simple with 2 columns: Customer ID and Review; and 10 rows (10 reviews)
  - Each response was unique there were no duplicate reviews
  - All the data was text



**Happy Learning!** 

