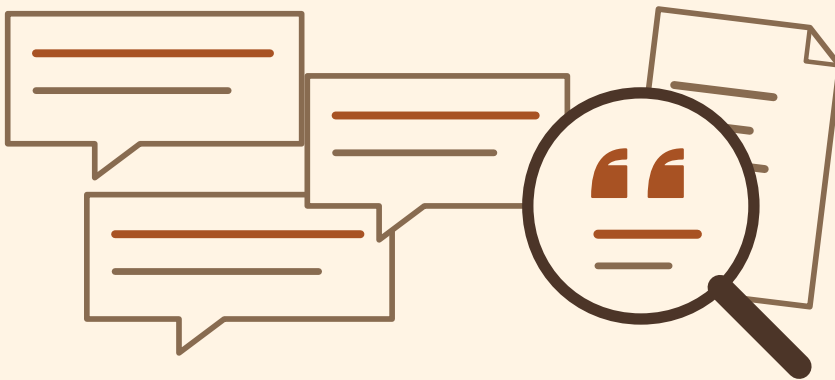




BUSINESS AND CUSTOMER ANALYTICS

Turn Customer Feedback into an Evidence-Based Brief

Trace observations, count selected records, and turn themes into testable decisions



Sanjaay Gowda T S

FREE SAMPLE / INTRODUCTION + CHAPTER 1 / EDITION 1.0.0

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About this free sample

Turn Customer Feedback into an Evidence-Based Brief

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First edition 1.0.0, 2026-10-13

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This first edition was prepared with AI assistance. The case studies are fictional teaching examples. Any measured outputs come from the supplied examples, not production customer data. The teaching scope, assumptions and limitations are explained in the chapters. Independent human technical, editorial and assistive-technology reader review is pending. Automated tests and accessibility checks do not establish certification or suitability for every use.

Run examples in a separate working folder using the supplied synthetic data. Review inputs and calculations before adapting the techniques to real operations. Model software, service access, subscriptions, ongoing updates and consulting are not included.

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This free sample contains the introduction and Chapter 1 only. The closing link opens the complete guide. The companion project and worked solutions are supplied with the complete ebook.

Start here

A feedback brief is a small argument: a decision needs attention, some observations support that concern, and a proportionate next step will reduce uncertainty. The hardest part is keeping those three things connected. A folder of comments is evidence of what those contributors said. It is not automatically evidence of what every customer thinks, why a failure occurred, or how much revenue a proposed change will create.

This book builds a brief for Fern Parcel, a fictional parcel service. Every organization, person, message, identifier and quantity in the worked case is synthetic teaching material. The company has seven selected contact records: six eligible observations and one duplicate excluded from analysis. The exercise is deliberately small enough to inspect every record. It demonstrates a method, not commercial performance or a representative research result.

You will define a question, assemble an evidence register, distinguish observation from interpretation, count eligible records, compare possible explanations and recommend a small test. The optional Python companion checks IDs and eligibility and produces a traceable theme summary. It does not discover themes, evaluate sentiment or decide whether a recommendation is good. Theme labels remain human inputs.

Read the chapters in order the first time. After each exercise, write the requested artifact before reading the solution. You can complete the reasoning with paper or a spreadsheet; the command-line section requires Python 3.10 or later and no additional packages. Keep the supplied fixture unchanged, then edit a copy when testing another scenario. A surprising output is an invitation to inspect inputs and definitions before changing the conclusion.

The final deliverable is a one-page brief backed by a small register, a clear exclusion log and a dated next-step decision. The one-page constraint applies to the decision summary, not the evidence record. Store enough detail privately for a reviewer to reconstruct your reasoning without exposing unnecessary personal information. For real work, use your organization's approved data handling and permission arrangements; this book's fixture contains no personal customer data.

1. Define a decision before collecting comments

Make the question answerable

Fern Parcel's service owner initially asks, "What do customers think of delivery?" That question invites a large, unfocused collection of opinions. Replace it with a question linked to a choice: "Should we test a clearer delivery-window message in the dispatch email?" Now the team can look for observations about finding, interpreting and using that message. An answer can recommend a test even when the evidence cannot establish the prevalence of confusion across all customers.

Specify the decision owner, the available action and the time horizon. In the teaching case, the service owner can authorize a small message prototype this week. They cannot change the courier's physical delivery process. A brief that mixes those choices may describe a genuine frustration but recommend an unavailable remedy. Record constraints early so analysis does not become a search for evidence supporting a predetermined solution.

Work a bounded question

The selected records contain delivery-window questions, address-change questions and one praise message. The initial scope is the dispatch communication journey, not the entire customer experience. An address-change observation remains useful because the same message may contain the change cutoff. Praise remains useful because it may reveal a successful communication pattern. Scope defines relevance; it should not function as permission to discard inconvenient evidence.

Write a boundary sentence: "This brief examines selected inbound contacts about dispatch information, received during a fictional teaching week; it does not estimate the share of all customers experiencing difficulty." Place that sentence beside the headline. Readers often remember the large percentage and forget a footnote. A visible boundary helps prevent a selected-record count from becoming a population claim in a later presentation.

The GOV.UK research guidance recommends separating observations from interpretations during analysis [R1]. The rest of this book supplies an original teaching workflow for carrying that distinction into a short decision brief. A workflow is useful because a sensible principle can disappear when a meeting is rushed or a chart seems more persuasive than its underlying records.

Decision worksheet

Capture five fields before opening the comments: the decision, its owner, the smallest available action, the evidence you would expect if the concern were real, and evidence that would weaken the concern. For this case, a customer locating the window immediately is a weakening observation. A customer asking where the window is supports a discoverability concern. Neither observation alone proves that changing the email will reduce contacts.

Exercise 1: tighten the request

Rewrite "Customers hate our delivery emails" as a decision question. Include one constraint and one observation that would challenge the proposed concern. Do not use a sentiment score. Your answer should fit in three sentences and give the service owner a realistic next step.

Continue with the full guide

This free sample ends after the introduction and Chapter 1. The complete guide contains nine teaching chapters, worked exercise solutions, primary references and a separate Python companion project. The full PDF, reflowable EPUB and project files are supplied together.

Use the complete guide to work through the remaining exercises and inspect the supplied examples. The companion code and fictional data are separately MIT licensed; the complete ebook has the single-reader terms described on its product page.

The examples are teaching fixtures, not production customer results. Independent human technical, editorial and assistive-technology reader review remains pending. Software access, subscriptions, consulting and guaranteed results are not included.

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Primary references

1. [R1] Analyse a research session

<https://www.gov.uk/service-manual/user-research/analyse-a-research-session>

Separating observations from interpretations and involving observers in analysis.