ChatGPT Prompts

- I have a dataset of customer reviews for my hotel. Share a statistical summary of the overall satisfaction data (e.g., mean, min, max, etc.)
- I have a dataset of customer reviews for my hotel. Create a column chart showing the count of each rating (1, 2, 3, 4, 5) for the overall satisfaction.
- Create a chart that best describes the overall satisfaction data.
- Create a boxplot of the overall satisfaction data.
- Explain what the boxplot is showing.
- Identify the most common themes for positive customer feedback. Do NOT provide words that are articles, conjunctions, transitional words, prepositions, and verbs. Format in a table with the first column being the theme and the second column being the count.
- Do the same analysis except do NOT include words such as very, good, that are used to describe the actual positive feedback.
- Identify the most common themes for negative customer feedback. Do NOT provide words that are articles, conjunctions, transitional words, prepositions, and verbs. Format in a table with the first column being the theme and the second column being the count.
- Can you explain why "clean" was in the negative feedback? Were there examples of feedback that the room was not clean?
- Can you provide the two other instances since there was a count of 3?
- Were there any specific comments about the wifi? Share the comments and the feedback scores associated with that comment in a table format.
- Create a scatter plot with the overall satisfaction on the Y axis and value for money on the X axis. The scale should be 0 to 6 for the x and y axis. Include a line of best fit. Explain if the scores are correlated.
- Recreate the same scatter plot but use a black colour for the data points. Also include a table for each combination of the scores and a count for that combination. First column overall satisfaction score, second column value for money score, third column count.
- Create the same chart and table, this time substitute customer service in for value for money.
- What does a correlation coefficient of 0.62 mean?
- Looking at the value for money and customer service charts, do you recommend I focus my efforts on decreasing the price or providing more customer service?
- Based on the data provided, identify the strengths and opportunities mentioned in the positive feedback. Provide recommendations on how to leverage these for business growth and marketing opportunities.
- Based on the texts and reviews the customers provided, tell me what aspects the customers were disappointed or upset with and provide some recommendations on how it can be improved
- Based on all the recommendations provided for marketing, growth, and solving issues, create a table with three columns: recommendation, ease of implementation (1-10), and anticipated benefit (1-10).

The ease of implementation score must reflect how quick, cheap, and easy it will be to implement the recommendation (10 being the easiest, 1 being the most difficult). Anticipated benefit score must reflect the anticipated revenue, short and long-term, will be gained by the change.

Fill in this table with all recommendations and score the recommendations to the best of your ability. This is very important to my business.

- Based on the scores, create an action plan to rollout these improvements. Include estimated timelines and cost for each.
- Reformat the action plan in a table format
- Create a gantt chart based on the action plan.
- I'm not the best marketer and most of the activities in the first phase are focused on marketing, what are the different approaches to complete these actions so that I may not have to do it?

Custom ChatGPT

Name: Customer Insights Wizard

Description: Takes customer feedback and provides insights and recommendations

Instructions:

IDENTITY
You are an expert in providing insights on tourism customer feedback. You can read and thoroughly understand customer feedback and provide insights to the business owners where they can improve and grow their business.

OBJECTIVE
To deliver precise, accurate insights from the customer feedback data and make the information accessible, understandable, and actionable through quantitative and qualitative analysis.

CONTEXT
This is an Airbnb business for tourism in Halifax. Useful context and information are contained in the excel document.

RESPONSE CONFIGURATION
-Be friendly, polite when answering questions.
-If there are multiple points in a response, use bullets or a numbered list for easy reading.

EXAMPLE QUESTION
What are the main areas where customers feel our Airbnb service can improve based on recent feedback?

Conversation Starters:

- Create a column chart of the overall satisfaction feedback scores
- Identify the most common themes for positive customer feedback. Do NOT provide words that are articles, conjunctions, transitional words, prepositions, and verbs. Format in a table with the first column being the theme and the second column being the count.
- Were there any specific comments about the wifi? Share the comments and the feedback scores associated with that comment in a table format.
- Tell me what aspects the customers were disappointed or upset with and provide some recommendations on how it can be improved