



Suhas Bhairav

AI App Store Review and Feedback Categorizer

**Automate tagging of thousands of reviews into
bugs and feature requests.**

Automate tagging of reviews into bug types and
feature requests with human-in-the-loop oversight.

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Goals and Scope

This guide helps product teams automate tagging thousands of reviews into bugs and feature requests. It emphasizes practical steps, guardrails, and owner responsibilities.

Key move Pilot on a labeled set to calibrate accuracy before full rollout.

PRACTICAL CHECKLIST

- 01** Define data sources: app store reviews, in-app feedback, beta comments, and support tickets.
- 02** Create taxonomy: bug types, feature requests, and UX issues.
- 03** Set automation scope: auto-tag new reviews with a confidence threshold.
- 04** Decide automation vs human review: auto-tag high-confidence cases; escalate uncertain ones.
- 05** Identify required tools: ingestion pipeline, classifier or LLM, storage, and audit logs.
- 06** Plan governance: privacy rules, access controls, and review cycles.
- 07** Schedule weekly reviews for taxonomy updates and performance checks.

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Data Flow & Taxonomy

Describe end-to-end data flow: review ingestion, preprocessing, tagging, and human review queue. Define data quality gates and governance.

Key move **Guardrails: set confidence thresholds; escalate uncertain cases to humans.**

PRACTICAL CHECKLIST

- 01** Data sources: app store, in-app feedback, support tickets, and social mentions.
- 02** Preprocessing: language normalization, spell-check, stopwords, and PII redaction.
- 03** Labels: define taxonomy with bug_type, feature_request, performance_issue, usability_issue.
- 04** Model approach: choose supervised classifier or few-shot prompts with confidence scores.
- 05** Human-in-the-loop: thresholds trigger human review for borderline or high-impact items.
- 06** Storage: vector store for embeddings; maintain audit logs and tag provenance.
- 07** Governance: data retention, access controls, and policy reviews.

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Implementation Playbook

Turn design into a runnable pipeline and assign owners. Measure impact on triage speed, accuracy, and product decisions.

Key move First taxonomy calibration meeting after pilot kickoff.

PRACTICAL CHECKLIST

- 01** Roles: PM owns taxonomy; data engineer maintains the pipeline; ML engineer monitors model drift.
- 02** Pilot plan: 2-3 squads; 4-week cycle; weekly standups.
- 03** Automation vs human review: auto-tag high-confidence reviews; escalate others for human labeling.
- 04** Quality gates: require 90% precision on a labeled sample before production.
- 05** Metrics: tagging accuracy, time-to-tag, and impact on roadmap progression.
- 06** Tooling: internal API for ingest, tagging, and export to issue trackers.
- 07** Security: redact PII, limit access to raw reviews, and log actions.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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