



Suhas Bhairav

AI User Feedback Synthesizer

Cluster feedback, reveal root problems, and guide product decisions with auditable steps.

Turn user feedback into actionable insights and roadmap signals with auditable steps.

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Cluster Feedback to Root Causes

Feedback from users is noisy and repetitive. Clustering reveals recurring themes and separates requests from underlying problems.

Key move One-week pilot: start with a single feedback source.

PRACTICAL CHECKLIST

- 01** Define a simple taxonomy: Problem, Request, Enhancement, Bug, Usability issue.
- 02** Ingest sources: support tickets, emails, in-app feedback, surveys, and interview notes.
- 03** Normalize data: standardize fields, conceal PII, align timestamps for cross-source comparison.
- 04** Lightweight clustering: keyword tags or small embeddings to surface themes.
- 05** Hypothesize root causes: attach a hypothesis to each cluster (e.g., onboarding friction).
- 06** Map clusters to metrics: activation, retention, NPS, conversion.
- 07** Produce a weekly insights memo for the product team with 2-4 prioritized clusters.

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What to Automate and What to Human Review

Automate classification, clustering, and extraction of actionables where rules are clear. Complex judgments stay with humans.

Key move **Guardrail: require product owner sign-off before any roadmap action.**

PRACTICAL CHECKLIST

- 01** Data sources: support tickets, emails, in-app feedback, surveys, and interview notes.
- 02** Ingest and normalize: standardize fields, conceal PII, align timestamps for cross-source comparison.
- 03** Automate: classify each item as Request or Problem; cluster by root cause; link to metrics.
- 04** Human review: ambiguous items, high-risk changes, or conflicting signals require quick sign-off.
- 05** Tools and data: use lightweight NLP prompts; store artifacts; version prompts for auditability.
- 06** Outputs: actionable user stories, feature proposals, and KPI mappings.
- 07** Governance: assign taxonomy owner; schedule quarterly review of taxonomy accuracy.

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Weekly Adoption Plan and Metrics

Plan a phased rollout in weekly increments with clear ownership. Track impact on insights and decisions.

Key move **Ownership: Product Owner owns taxonomy and final go/no-go.**

PRACTICAL CHECKLIST

- 01** Week 1: gather data sources, finalize taxonomy, assign governance owners.
- 02** Week 2: implement lightweight ingestion and run initial clustering on 100 items.
- 03** Week 3: publish a 1-page insights memo with top root causes.
- 04** Week 4: map clusters to 2-3 candidate actions and draft user stories.
- 05** Week 5: pilot one action; measure feasibility and early impact.
- 06** Week 6: review results, refine prompts, and adjust taxonomy.
- 07** Week 7: establish governance, roles, cadence, and success metrics.

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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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