

ANALYZE

Intermediate

25 MIN

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Classify customer feedback sentiment by theme.

Turn a column of open-text customer feedback into themed, pivotable sentiment data.

MICROSOFT 365

Excel

WORKS WITH

ChatGPT

Claude

Copilot

Business Outcome

A clear view of which product themes are driving complaints, instead of a wall of unreadable free text.

Workflow Steps

Step 1: Isolate the feedback column

Excel

Convert the data to an Excel Table with the open-text feedback in one column and a unique row ID in another (a simple sequential number works) — the ID is what lets you trace any specific classification back to the original comment later, and the Table keeps both columns aligned as rows get sorted or filtered.

Step 2: Ask Copilot to classify and score

Copilot in Excel

Give it a fixed theme list up front rather than letting it invent categories on the fly — otherwise you'll get 40 near-duplicate themes instead of a usable pivot.

PROMPT

For each row in the Feedback column, add a Theme column classifying it into exactly one of: Quality, Pricing, Service, Packaging, Other. Add a Sentiment column scored -1 to 1. Don't invent new theme categories.

Step 3: Pivot the results

Excel

Build a pivot table of theme by sentiment to see which themes are both frequent and negative — that's where to focus.

Step 4: Spot-check the "Other" bucket

Excel

If Other is more than ~10% of rows, your theme list is missing something real — read a sample and consider adding a category.

✓ Check the work

- Read 15-20 classified rows against their assigned theme and sentiment to confirm they're reasonable.
- Check that ambiguous feedback (mixed sentiment) wasn't force-fit into a single bucket.
- Confirm the "Other" category isn't hiding a real, common theme.

Expected Outcome

Every feedback row tagged with a theme (quality, pricing, service, packaging) and a sentiment score, ready to pivot.



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