

A Research Paper on the Effects of Customer Feedback on Business

Zeel Shah¹ and Shambhu Rai²

Student¹ and Professor²

Bharati Vidyapeeth's Institute of Management and Technology, Navi Mumbai, India

Abstract: *Many businesses have struggled for years to keep their existing consumers while simultaneously gaining new ones. In this aspect, businesses have been able to analyse and upgrade their services and product capabilities as needed to maintain and improve competitiveness thanks to online customer feedback collection and tracking. This technique not only helps businesses understand their clients better, but it also encourages them to give feedback on a product or service. Customers and consumers who are dissatisfied can be identified through feedback systems. As a result of our research, we expect to understand more about how this system operates and what its ramifications are for the business.*

Keywords: Fraud detection, Credit card, SVM, Decision tree, Random forest.

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