

Modelling and Data Analytics AI Consultation Analysis

A KPMG Service for G-Cloud 15



Service Menu

01 Consultation Analysis

Using technology to understand the responses to public consultation:

- **Closed Questions:** Statistical analysis of closed-ended questions.
- **Open Questions:** Natural language processing powered by AI and Machine Learning. Making sense out of unstructured/narrative text data.
- **Reporting:** Analysis report production, with data visualisations and cross tabulations to illustrate the breadth and depth of consultation responses.

02 SME Interpretation and Commentary

- Pool of experts across ESG, policy research and key subject matter areas
- Identification and management of campaign responses

03 Economic Impact Assessment Support

Our sector specific and economic experts can support:

- **Identification** of economic impacts.
- **Prioritisation** of impacts with a focus on their scale and ability to be monitored post policy implementation.
- Development of appropriate methodologies for **quantifying impacts**.
- Development and drafting of **Impact assessment**.

04 Key Stakeholder Interviews

Our team are highly skilled at designing, undertaking and documenting policy interviews.

- Interview design
- Recruitment
- Fieldwork
- Analysis & reporting

Consultation Service Enhancements

- Social media sentiment analysis

Exciting advances in technology as well as the prevalence of social media and other internal/external online discussion forums provide the potential to significantly advance the insight from consultations.



Social media sentiment analysis uses machine learning and natural language processing techniques to identify and analyse the sentiment of posts on social media platforms and forums.



Web scraping is used to collect content and data from social media sites and forums. This data is then analysed using a sentiment analysis algorithm to understand the public attitude towards topics on which the data relates to.



Using a collection of social media content, a social graph can be generated via the user accounts involved in posting the content.

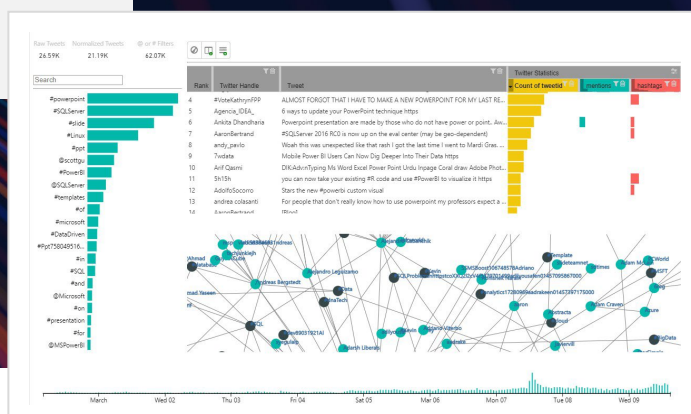


Using social media metrics, such as Eigenvector Centrality (EVC), we can measure the influence of each user in the knowledge graph. The most influential users are considered to be opinion formers.



The content posted by opinion formers can then be analysed and clustered into similar content.

The content clusters can be visualised using a social graph, visualising how opinion formers interact, where opinion formers are growing in influence and where particular opinions appear to be spreading.





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