



## The results are:

1

### Topic Extraction

Automatically extract  
frequently mentioned topics from comment data

2

### Topic & Sentiment Labeling

Determine the “mentioned topic” for each comment  
and label whether the mention of that topic is positive or  
negative

3

### Topic Summary

Summarize the content of each topic

4

### Visualize Results

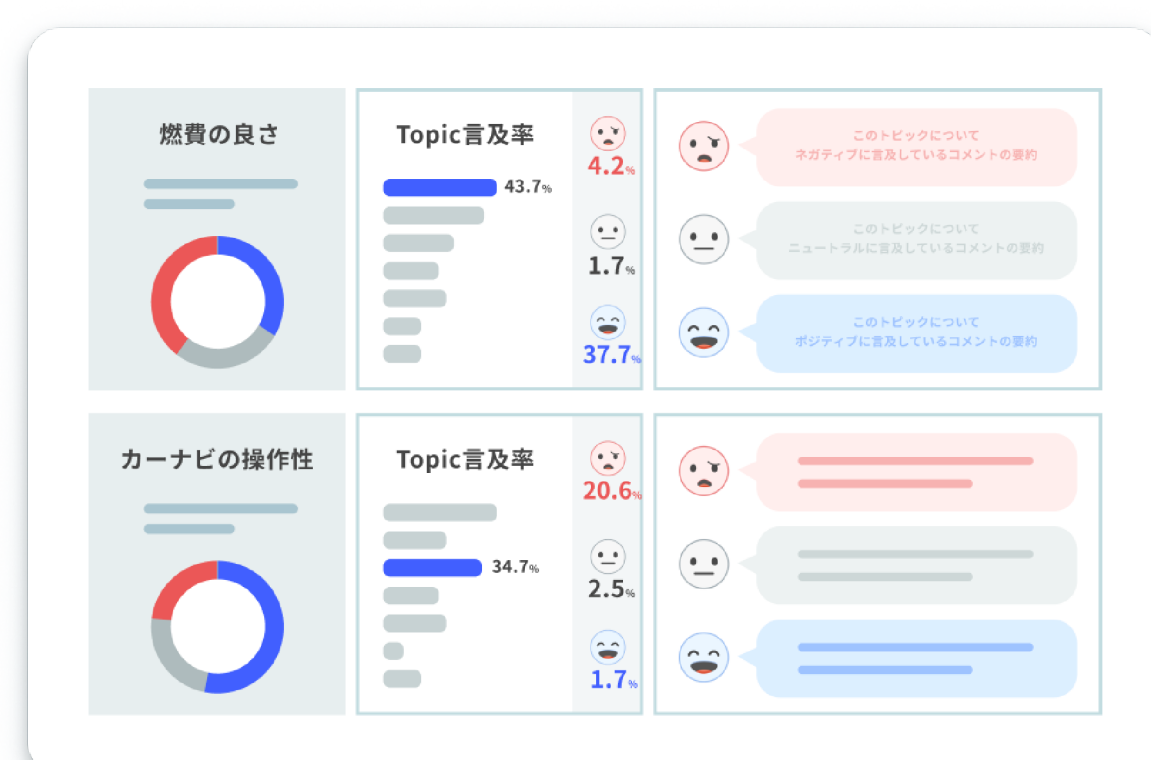
Visualize “which topics” and “how positive/negative”



## Analysis Data

Topic classification and sentiment judgment  
for each comment

Refer to the Excel file  
for the “Analysis Data”

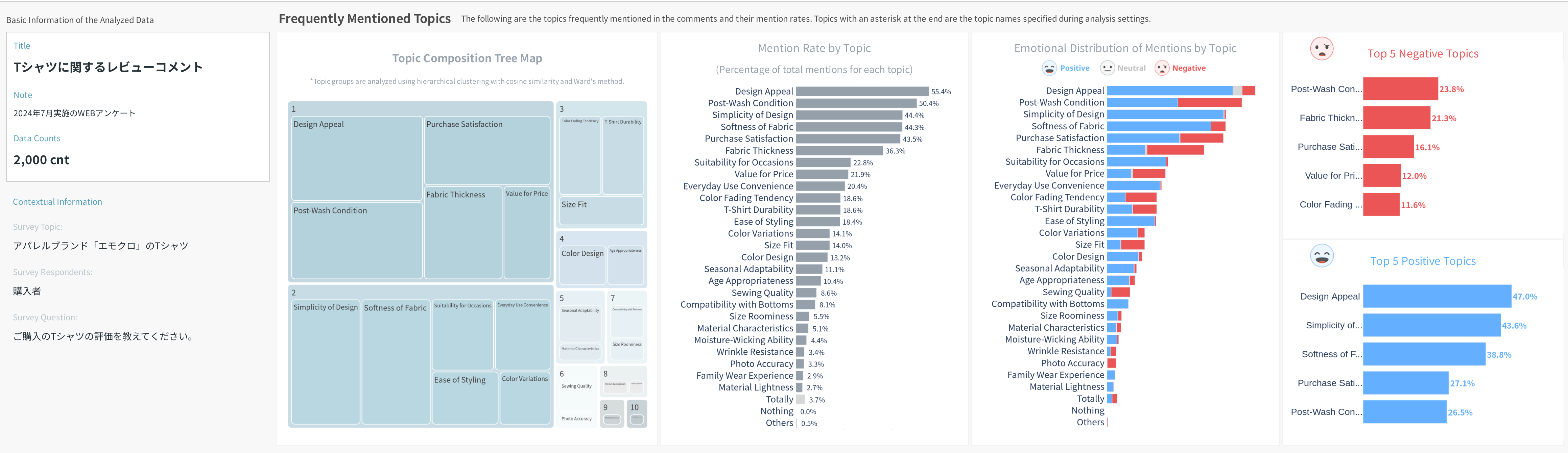


## Overview Report

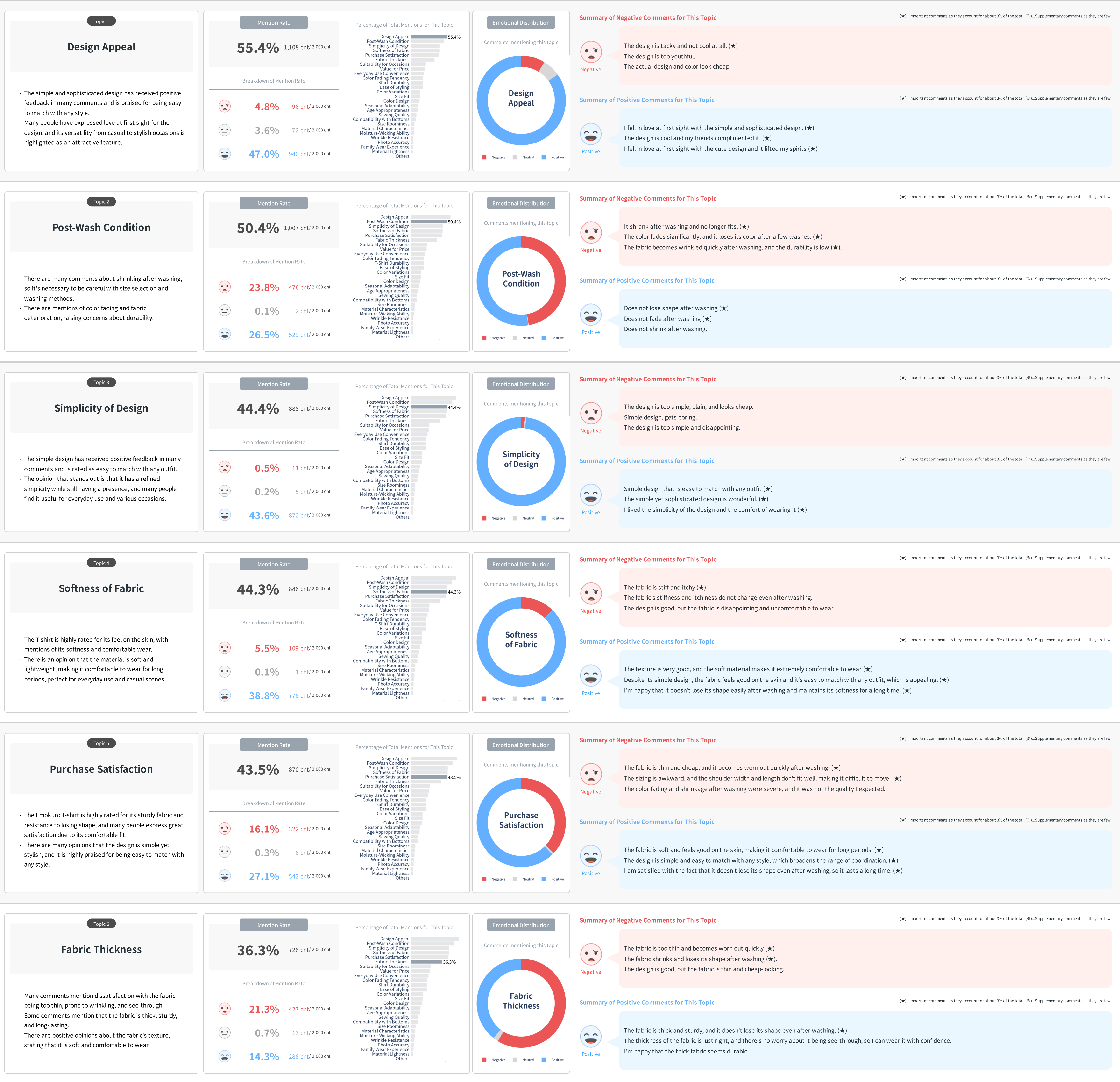
Visualize the analysis results,  
comment summaries for each topic, etc.

Next page for the  
Overview Report

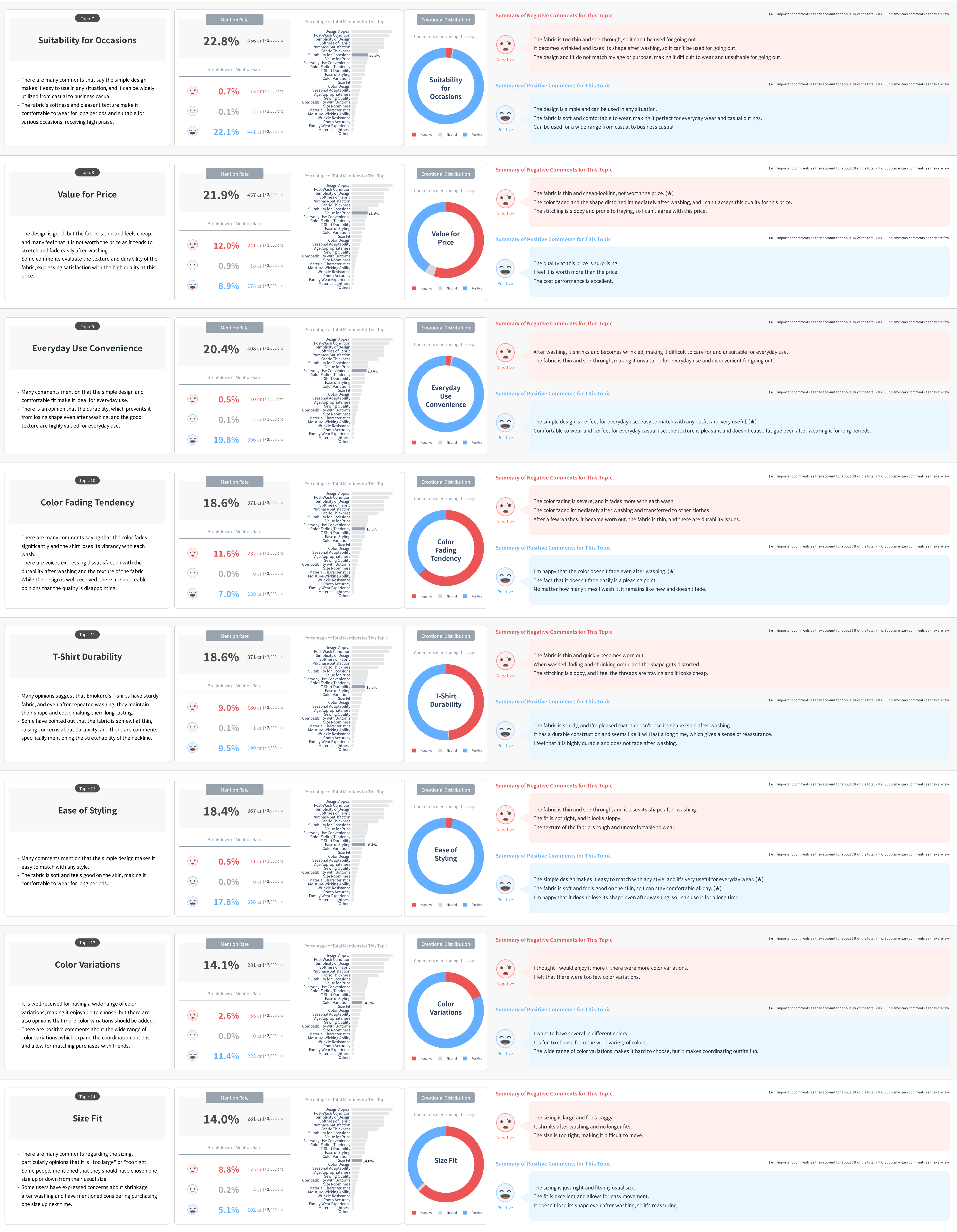




Overview of Comments Mentioning Each Topic















Attribute 1

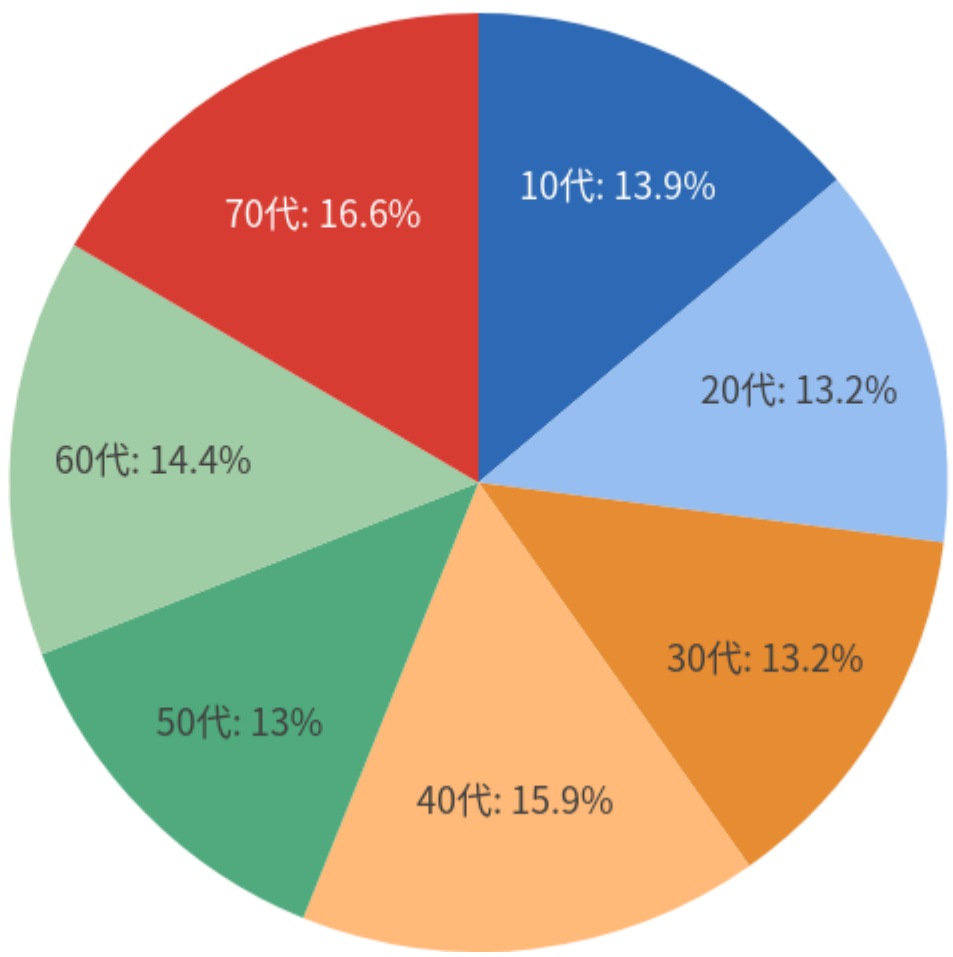
年代

n= 2,000

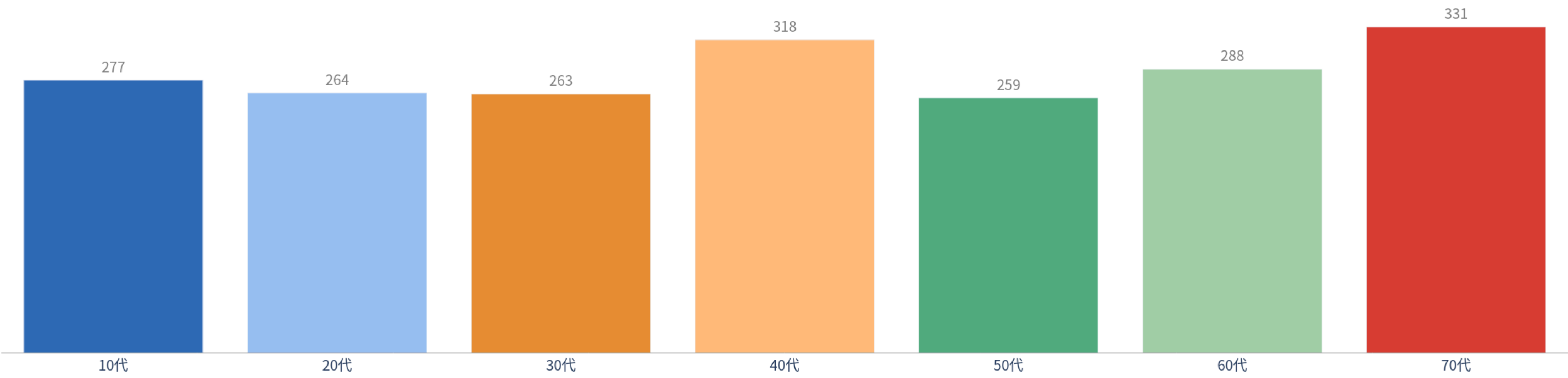
\* About the mention rate of each attribute  
• Numerator: Number of comments mentioning the topic  
• Denominator: Number of comments for each attribute

Attribute Comparison  
7seg or more format  
(1/2 page)

Proportion of Comments



Number of Comments



Mention Rate for Each Topic

Proportion of comments mentioning the topic in each attribute (heatmap) \*No color is displayed for attributes with few data

		年代							
		10代	20代	30代	40代	50代	60代	70代	
Topic Name	Design Appeal	84.1%	68.2%	62.7%	45.9%	44.4%	41.0%	45.6%	55.4%
	Post-Wash Condition	32.1%	51.1%	60.1%	63.8%	56.8%	48.3%	41.1%	50.4%
	Simplicity of Design	17.0%	40.2%	50.6%	53.8%	49.4%	50.7%	47.4%	44.4%
	Softness of Fabric	36.8%	43.6%	45.2%	42.8%	40.2%	44.4%	55.0%	44.3%
	Purchase Satisfaction	54.9%	47.7%	36.1%	41.8%	39.4%	38.5%	45.6%	43.5%
	Fabric Thickness	30.0%	38.3%	36.5%	36.8%	42.5%	39.2%	32.0%	36.3%
	Suitability for Occasions	9.4%	11.7%	25.1%	32.4%	24.7%	27.8%	26.0%	22.8%
	Value for Price	21.7%	31.1%	22.8%	22.0%	23.2%	18.4%	15.7%	21.9%
	Everyday Use Convenience	12.6%	14.0%	26.2%	28.0%	20.8%	19.1%	20.8%	20.4%
	Color Fading Tendency	13.4%	20.5%	19.8%	25.2%	17.0%	20.1%	13.9%	18.6%
	T-Shirt Durability	13.7%	10.6%	19.0%	20.1%	25.1%	21.5%	19.3%	18.6%
	Ease of Styling	14.1%	25.8%	23.2%	21.1%	15.4%	17.0%	13.0%	18.4%
	Color Variations	17.0%	16.7%	16.0%	17.6%	18.1%	6.9%	7.6%	14.1%
	Size Fit	15.2%	17.4%	18.6%	17.3%	12.7%	10.4%	7.9%	14.0%
	Color Design	16.2%	9.1%	8.7%	8.2%	14.3%	16.3%	18.7%	13.2%
	Seasonal Adaptability	9.4%	13.6%	10.3%	11.3%	12.7%	12.2%	8.5%	11.1%
	Age Appropriateness	0.0%	0.0%	0.8%	4.1%	13.5%	21.5%	29.0%	10.4%
	Sewing Quality	4.7%	6.1%	6.5%	9.7%	12.0%	10.8%	9.7%	8.6%
	Compatibility with Bottoms	6.5%	12.1%	11.0%	9.4%	5.0%	6.6%	6.0%	8.1%
	Size Roominess	5.1%	10.2%	5.7%	5.7%	5.4%	4.9%	2.1%	5.5%
	Material Characteristics	3.2%	4.9%	5.3%	6.3%	6.6%	4.9%	4.8%	5.1%
	Moisture-Wicking Ability	2.5%	4.9%	5.7%	6.9%	4.6%	2.1%	3.9%	4.4%
	Wrinkle Resistance	3.2%	1.1%	2.3%	3.8%	3.1%	6.6%	3.6%	3.4%
	Photo Accuracy	2.9%	6.8%	3.8%	1.3%	3.9%	3.5%	1.8%	3.3%
	Family Wear Experience	0.0%	0.0%	0.4%	0.6%	2.3%	5.6%	10.3%	2.9%
	Material Lightness	0.7%	2.7%	1.5%	1.6%	3.5%	3.1%	5.4%	2.7%



Attribute 1

年代

n= 2,000

\* About the mention rate of each attribute  
• Numerator: Number of comments mentioning the topic  
• Denominator: Number of comments for each attribute

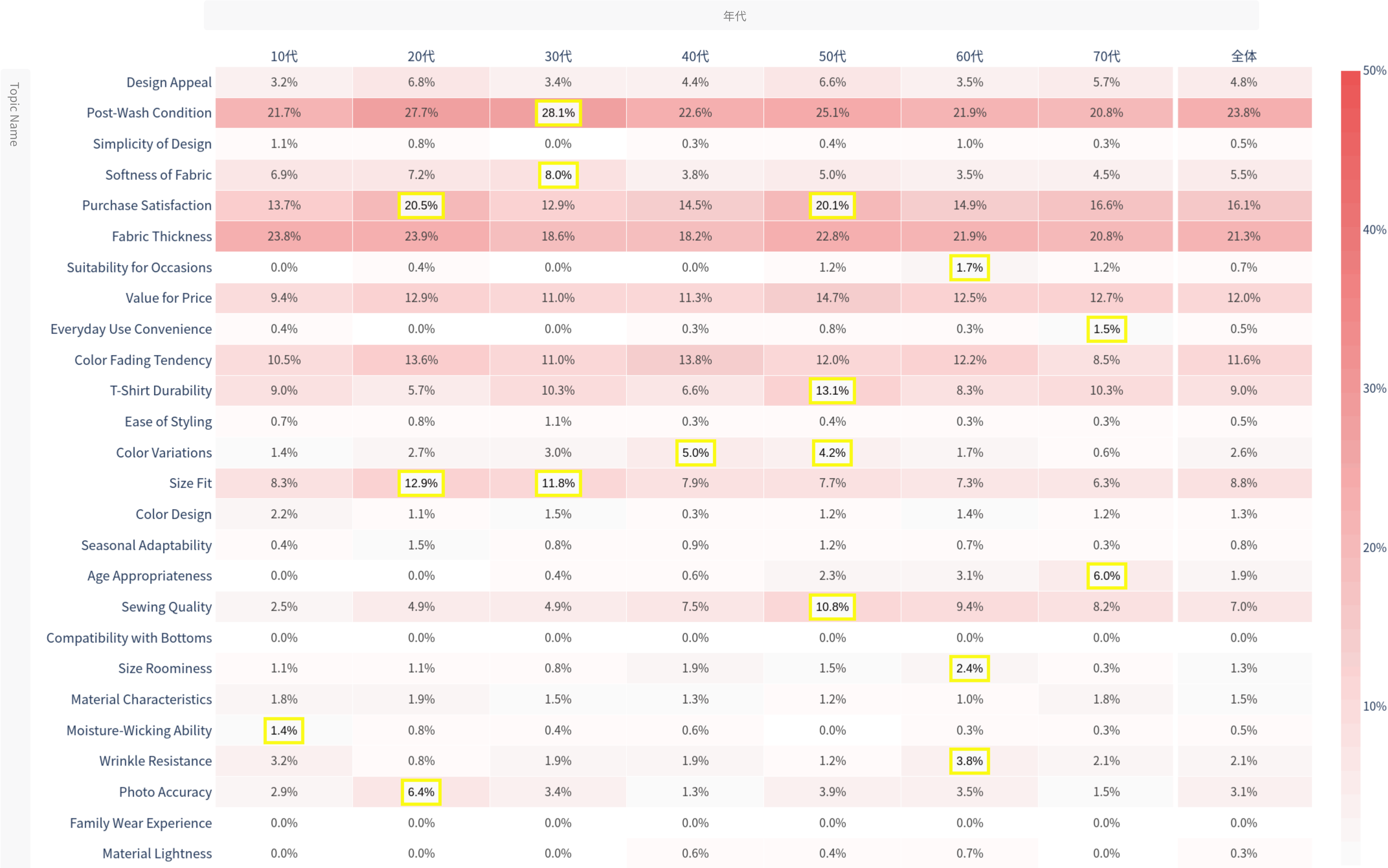
Attribute Comparison  
7seg or more format  
(2/2 page)

Mention Rate for Each Topic

Negative Rate



Proportion of comments mentioning the topic in each attribute (heatmap) \*No color is displayed for attributes with few data

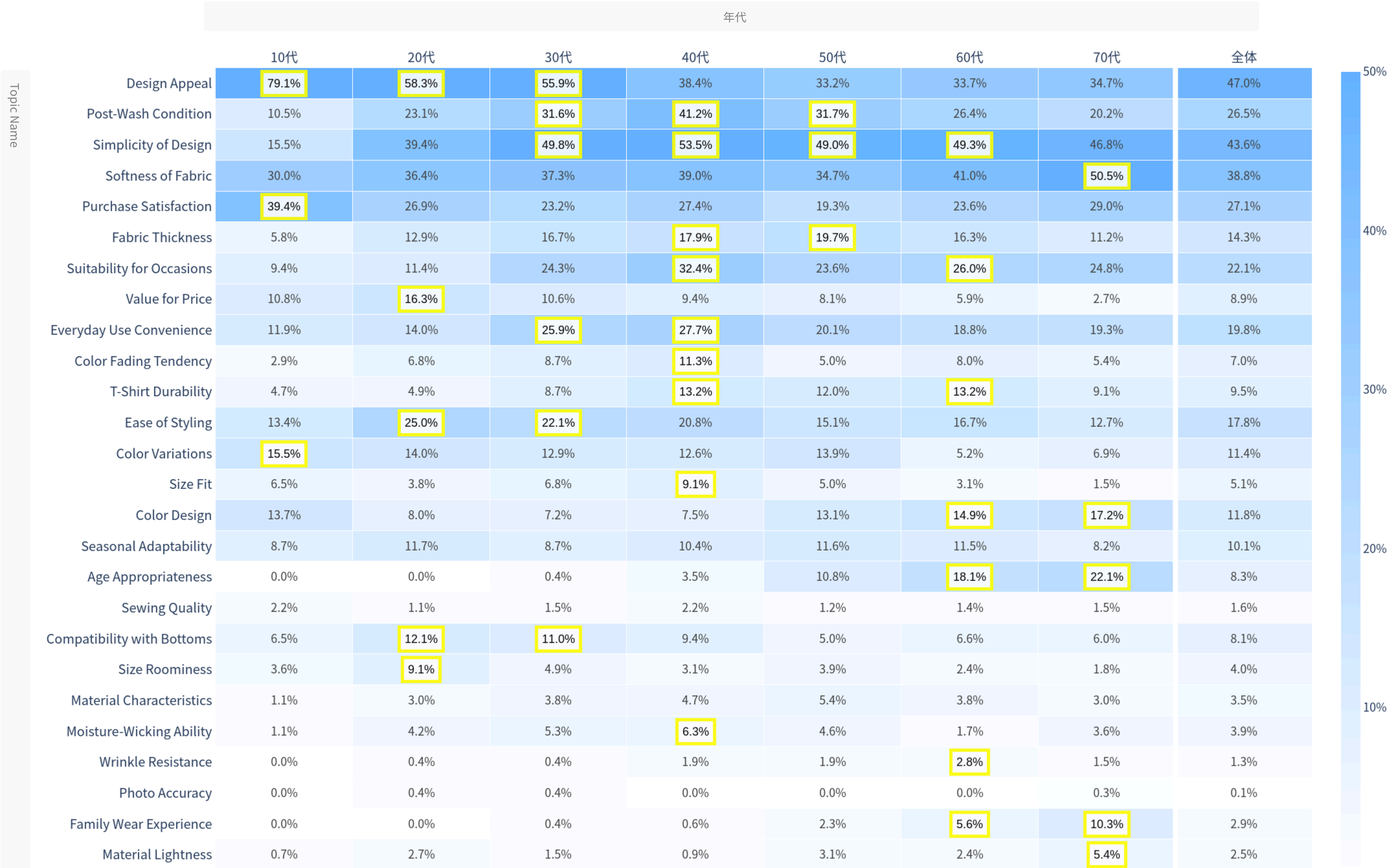


Mention Rate for Each Topic

Positive Rate



Proportion of comments mentioning the topic in each attribute (heatmap) \*No color is displayed for attributes with few data





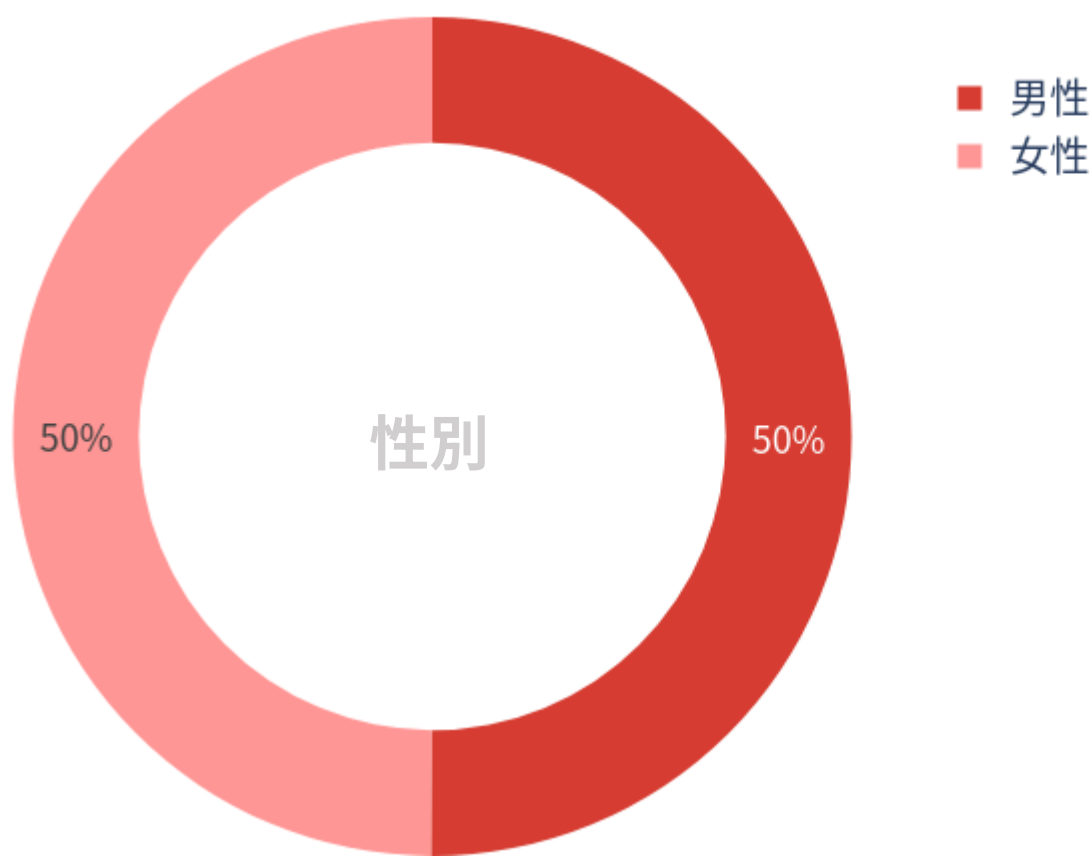
Attribute 2

性別

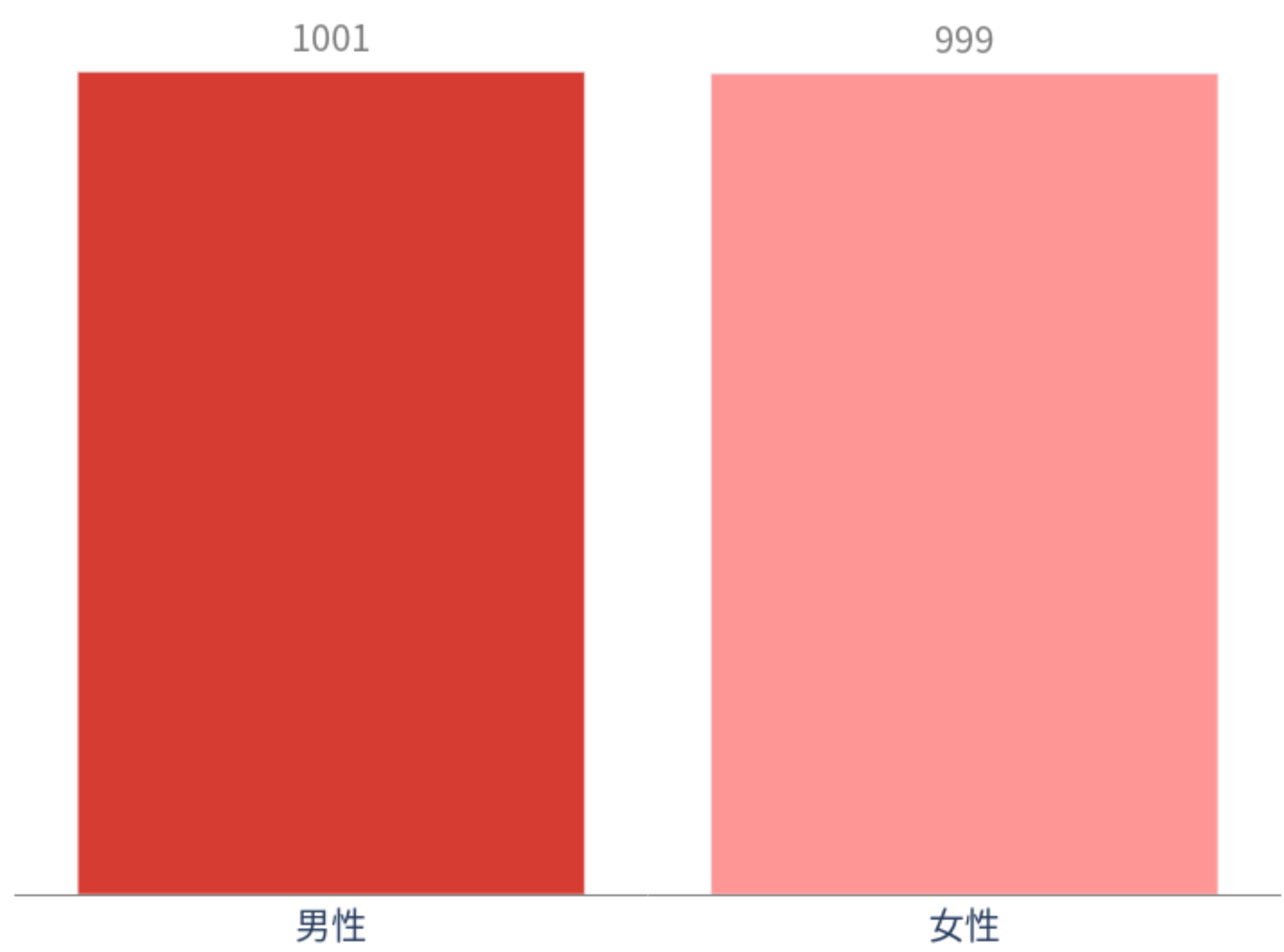
n= 2,000

\* About the mention rate of each attribute  
• Numerator: Number of comments mentioning the topic  
• Denominator: Number of comments for each attribute

Proportion of Comments

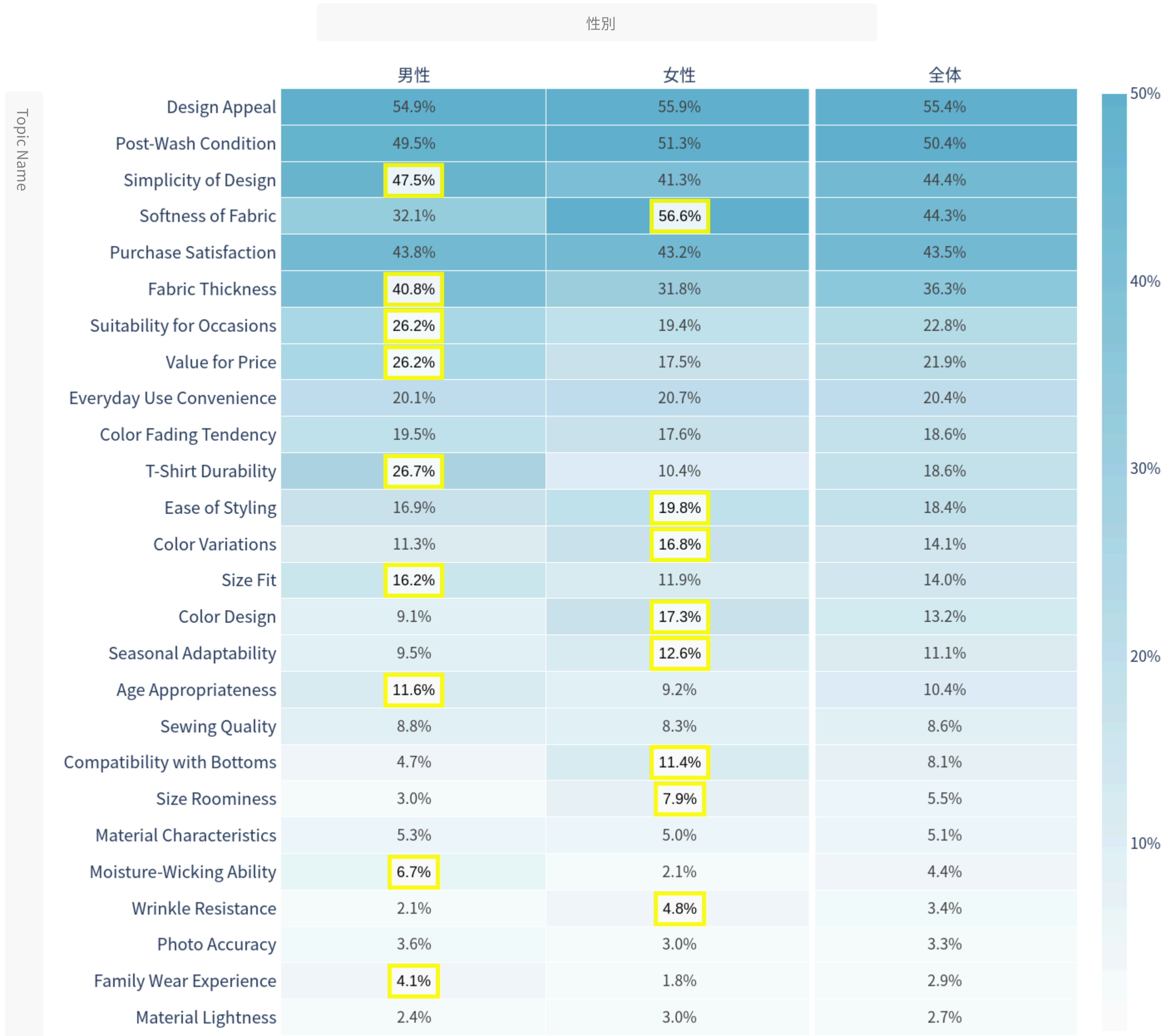


Number of Comments



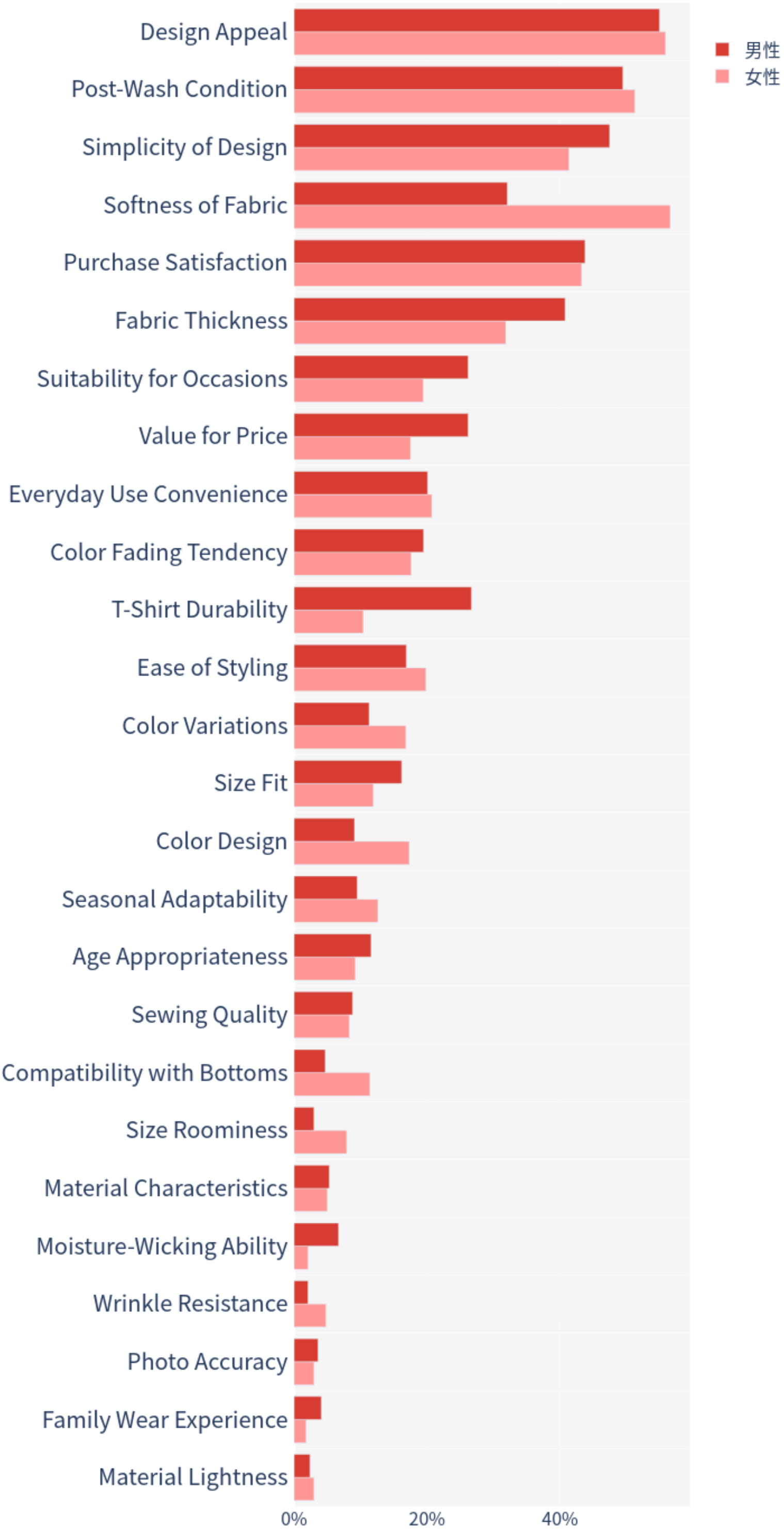
Mention Rate for Each Topic

Proportion of comments mentioning the topic in each attribute (heatmap) \*No color is displayed for attributes with few data



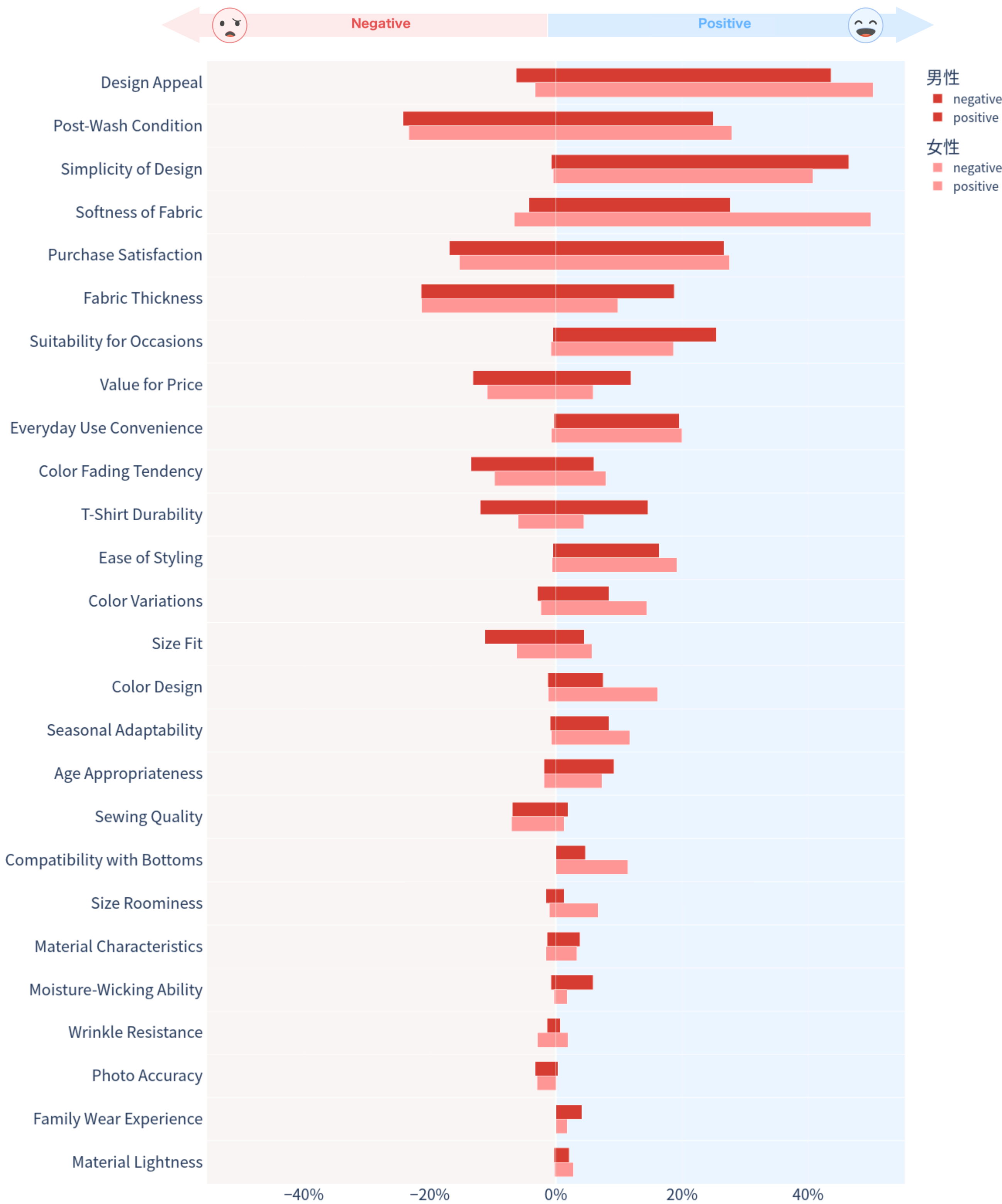
Mention Rate for Each Topic

Proportion of comments mentioning the topic in each attribute (bar graph)



Mention Rate by Sentiment

"Negative Mention Rate" and "Positive Mention Rate" for each topic in comments for each attribute (Neutral Mention Rate is not displayed)





Attribute 3

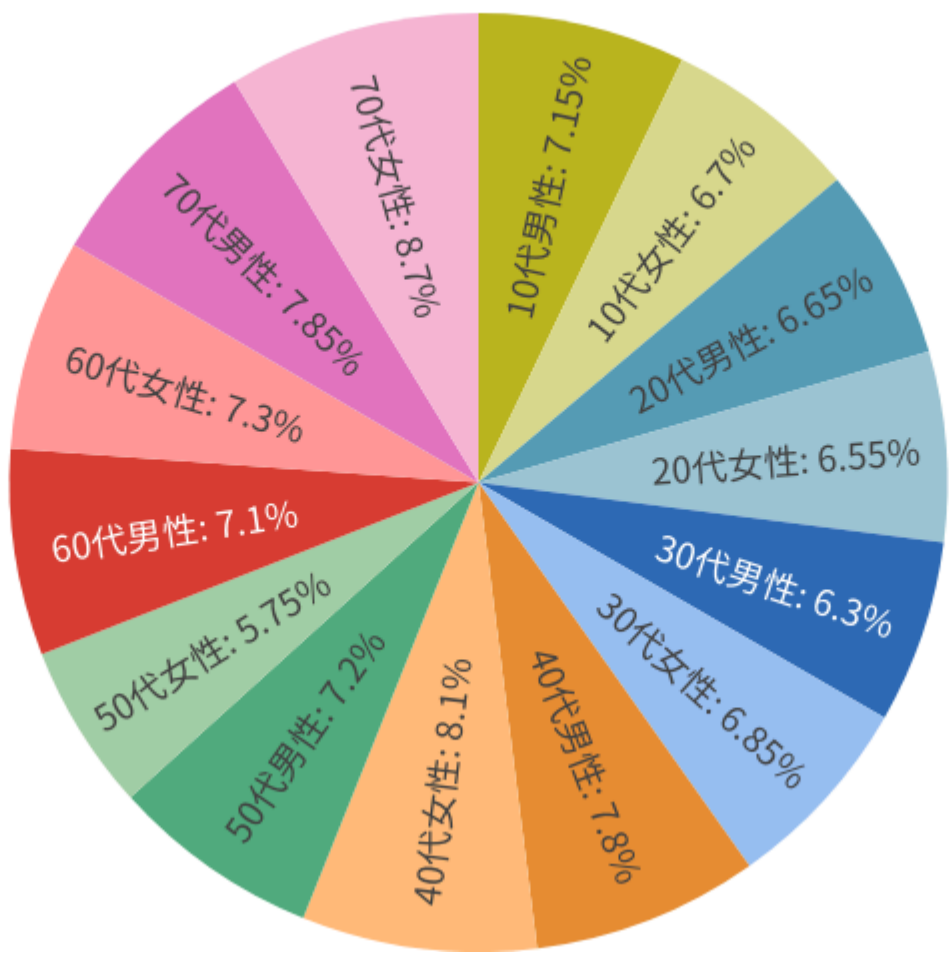
性年代

n=2,000

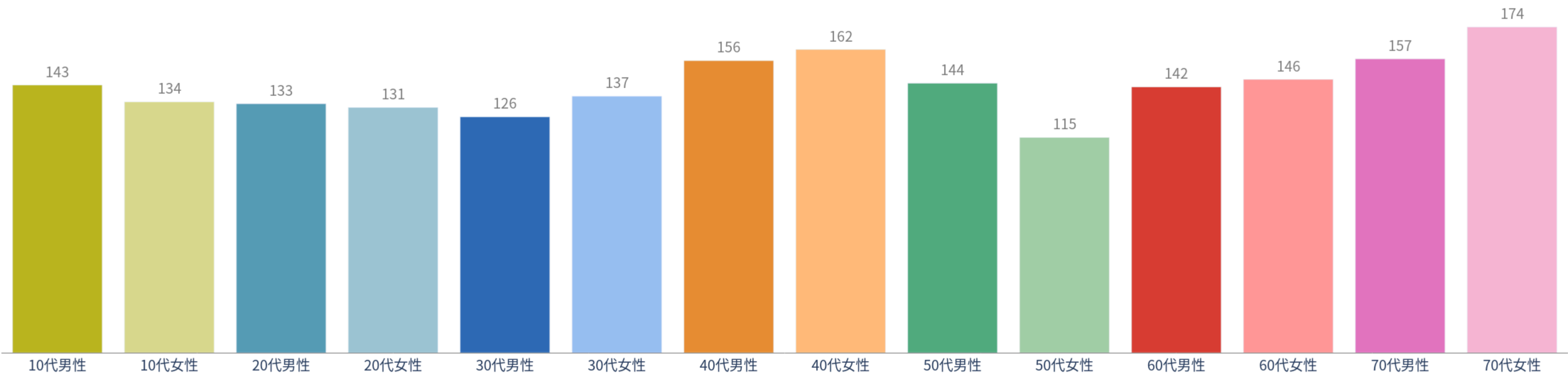
\* About the mention rate of each attribute  
• Numerator: Number of comments mentioning the topic  
• Denominator: Number of comments for each attribute

Attribute Comparison  
7seg or more format  
(1/2 page)

Proportion of Comments



Number of Comments



Mention Rate for Each Topic

Proportion of comments mentioning the topic in each attribute (heatmap) \*No color is displayed for attributes with few data

		性年代														全体	
		10代男性	10代女性	20代男性	20代女性	30代男性	30代女性	40代男性	40代女性	50代男性	50代女性	60代男性	60代女性	70代男性	70代女性		
Topic Name	Design Appeal	87.4%	80.6%	63.9%	72.5%	55.6%	69.3%	47.4%	44.4%	44.4%	44.3%	40.8%	41.1%	47.1%	44.3%	55.4%	50% 40% 30% 20% 10%
	Post-Wash Condition	36.4%	27.6%	54.9%	47.3%	59.5%	60.6%	62.2%	65.4%	54.2%	60.0%	45.1%	51.4%	35.7%	46.0%	50.4%	
	Simplicity of Design	21.0%	12.7%	45.1%	35.1%	57.9%	43.8%	50.6%	56.8%	51.4%	47.0%	52.8%	48.6%	53.5%	42.0%	44.4%	
	Softness of Fabric	27.3%	47.0%	30.1%	57.3%	28.6%	60.6%	32.1%	53.1%	31.9%	50.4%	31.0%	57.5%	42.0%	66.7%	44.3%	
	Purchase Satisfaction	53.8%	56.0%	47.4%	48.1%	35.7%	36.5%	46.8%	37.0%	37.5%	41.7%	34.5%	42.5%	49.0%	42.5%	43.5%	
	Fabric Thickness	31.5%	28.4%	44.4%	32.1%	46.0%	27.7%	43.6%	30.2%	43.1%	41.7%	43.7%	34.9%	34.4%	29.9%	36.3%	
	Suitability for Occasions	12.6%	6.0%	15.0%	8.4%	27.8%	22.6%	39.7%	25.3%	25.7%	23.5%	32.4%	23.3%	28.0%	24.1%	22.8%	
	Value for Price	30.1%	12.7%	36.8%	25.2%	24.6%	21.2%	30.8%	13.6%	25.0%	20.9%	19.0%	17.8%	17.8%	13.8%	21.9%	
	Everyday Use Convenience	9.8%	15.7%	15.0%	13.0%	27.8%	24.8%	26.3%	29.6%	24.3%	16.5%	19.0%	19.2%	18.5%	23.0%	20.4%	
	Color Fading Tendency	14.7%	11.9%	25.6%	15.3%	18.3%	21.2%	24.4%	25.9%	17.4%	16.5%	18.3%	21.9%	17.8%	10.3%	18.6%	
	T-Shirt Durability	18.9%	8.2%	15.8%	5.3%	30.2%	8.8%	29.5%	11.1%	30.6%	18.3%	30.3%	13.0%	30.6%	9.2%	18.6%	
	Ease of Styling	15.4%	12.7%	26.3%	25.2%	25.4%	21.2%	17.9%	24.1%	10.4%	21.7%	16.9%	17.1%	8.3%	17.2%	18.4%	
	Color Variations	14.7%	19.4%	15.8%	17.6%	11.1%	20.4%	12.2%	22.8%	18.1%	18.3%	4.2%	9.6%	3.8%	10.9%	14.1%	
	Size Fit	16.8%	13.4%	19.5%	15.3%	20.6%	16.8%	17.3%	17.3%	18.1%	6.1%	15.5%	5.5%	7.0%	8.6%	14.0%	
	Color Design	6.3%	26.9%	5.3%	13.0%	7.9%	9.5%	7.7%	8.6%	10.4%	19.1%	11.3%	21.2%	14.0%	23.0%	13.2%	
	Seasonal Adaptability	8.4%	10.4%	8.3%	19.1%	7.9%	12.4%	8.3%	14.2%	11.8%	13.9%	12.0%	12.3%	9.6%	7.5%	11.1%	
	Age Appropriateness	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	4.5%	3.7%	14.6%	12.2%	28.2%	15.1%	29.9%	28.2%	10.4%	
	Sewing Quality	5.6%	3.7%	6.8%	5.3%	5.6%	7.3%	11.5%	8.0%	11.8%	12.2%	10.6%	11.0%	8.9%	10.3%	8.6%	
	Compatibility with Bottoms	2.8%	10.4%	4.5%	19.8%	4.0%	17.5%	7.1%	11.7%	6.3%	3.5%	4.2%	8.9%	3.8%	8.0%	8.1%	
	Size Roominess	1.4%	9.0%	5.3%	15.3%	2.4%	8.8%	3.8%	7.4%	3.5%	7.8%	4.2%	5.5%	0.6%	3.4%	5.5%	
	Material Characteristics	2.8%	3.7%	8.3%	1.5%	7.1%	3.6%	3.2%	9.3%	6.9%	6.1%	4.2%	5.5%	5.1%	4.6%	5.1%	
	Moisture-Wicking Ability	4.9%	0.0%	7.5%	2.3%	8.7%	2.9%	10.3%	3.7%	6.3%	2.6%	3.5%	0.7%	5.7%	2.3%	4.4%	
	Wrinkle Resistance	1.4%	5.2%	0.8%	1.5%	2.4%	2.2%	2.6%	4.9%	1.4%	5.2%	5.6%	7.5%	0.6%	6.3%	3.4%	
	Photo Accuracy	2.8%	3.0%	7.5%	6.1%	4.8%	2.9%	1.9%	0.6%	4.2%	3.5%	2.8%	4.1%	1.9%	1.7%	3.3%	
	Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	3.5%	0.9%	7.0%	4.1%	16.6%	4.6%	2.9%	
	Material Lightness	0.7%	0.7%	2.3%	3.1%	0.8%	2.2%	1.3%	1.9%	4.9%	1.7%	3.5%	2.7%	3.2%	7.5%	2.7%	



Attribute 3

性年代

n= 2,000

\* About the mention rate of each attribute  
• Numerator: Number of comments mentioning the topic  
• Denominator: Number of comments for each attribute

Attribute Comparison  
7seg or more format  
(2/2 page)

Mention Rate for Each Topic

Negative Rate



Proportion of comments mentioning the topic in each attribute (heatmap)

\* No color is displayed for attributes with few data

性年代

Topic Name

	10代男性	10代女性	20代男性	20代女性	30代男性	30代女性	40代男性	40代女性	50代男性	50代女性	60代男性	60代女性	70代男性	70代女性	全体
Design Appeal	6.3%	0.0%	9.0%	4.6%	4.0%	2.9%	6.4%	2.5%	9.7%	2.6%	5.6%	1.4%	3.2%	8.0%	4.8%
Post-Wash Condition	23.1%	20.1%	27.8%	27.5%	27.8%	28.5%	29.5%	16.0%	25.0%	25.2%	21.1%	22.6%	16.6%	24.7%	23.8%
Simplicity of Design	1.4%	0.7%	1.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.9%	1.4%	0.7%	0.0%	0.6%	0.5%
Softness of Fabric	8.4%	5.2%	3.0%	11.5%	4.8%	10.9%	4.5%	3.1%	5.6%	4.3%	2.8%	4.1%	1.3%	7.5%	5.5%
Purchase Satisfaction	15.4%	11.9%	21.8%	19.1%	13.5%	12.4%	18.6%	10.5%	19.4%	20.9%	15.5%	14.4%	14.0%	19.0%	16.1%
Fabric Thickness	23.8%	23.9%	24.8%	22.9%	21.4%	16.1%	21.8%	14.8%	21.5%	24.3%	20.4%	23.3%	16.6%	24.7%	21.3%
Suitability for Occasions	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	2.1%	1.4%	0.0%	2.3%	0.7%
Value for Price	11.9%	6.7%	15.0%	10.7%	9.5%	12.4%	14.1%	8.6%	14.6%	14.8%	13.4%	11.6%	13.4%	12.1%	12.0%
Everyday Use Convenience	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	0.9%	0.0%	0.7%	1.3%	1.7%	0.5%
Color Fading Tendency	11.2%	9.7%	17.3%	9.9%	11.9%	10.2%	17.9%	9.9%	12.5%	11.3%	12.0%	12.3%	11.5%	5.7%	11.6%
T-Shirt Durability	10.5%	7.5%	9.0%	2.3%	15.9%	5.1%	9.0%	4.3%	14.6%	11.3%	11.3%	5.5%	14.0%	6.9%	9.0%
Ease of Styling	1.4%	0.0%	0.8%	0.8%	0.8%	1.5%	0.0%	0.6%	0.0%	0.9%	0.0%	0.7%	0.6%	0.0%	0.5%
Color Variations	0.7%	2.2%	3.8%	1.5%	3.2%	2.9%	4.5%	5.6%	6.9%	0.9%	1.4%	2.1%	0.0%	1.1%	2.6%
Size Fit	12.6%	3.7%	15.0%	10.7%	16.7%	7.3%	9.0%	6.8%	11.1%	3.5%	11.3%	3.4%	5.1%	7.5%	8.8%
Color Design	1.4%	3.0%	1.5%	0.8%	2.4%	0.7%	0.6%	0.0%	2.1%	0.0%	0.7%	2.1%	0.6%	1.7%	1.3%
Seasonal Adaptability	0.7%	0.0%	0.0%	3.1%	0.8%	0.7%	1.9%	0.0%	1.4%	0.9%	1.4%	0.0%	0.0%	0.6%	0.8%
Age Appropriateness	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.3%	0.0%	2.1%	2.6%	4.2%	2.1%	4.5%	7.5%	1.9%
Sewing Quality	2.1%	3.0%	5.3%	4.6%	5.6%	4.4%	9.6%	5.6%	9.7%	12.2%	8.5%	10.3%	7.0%	9.2%	7.0%
Compatibility with Bottoms	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Size Roominess	0.7%	1.5%	2.3%	0.0%	1.6%	0.0%	3.2%	0.6%	0.7%	2.6%	2.8%	2.1%	0.0%	0.6%	1.3%
Material Characteristics	1.4%	2.2%	3.0%	0.8%	2.4%	0.7%	0.6%	1.9%	0.0%	2.6%	1.4%	0.7%	1.3%	2.3%	1.5%
Moisture-Wicking Ability	2.8%	0.0%	0.0%	1.5%	0.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	0.5%
Wrinkle Resistance	1.4%	5.2%	0.8%	0.8%	1.6%	2.2%	1.9%	1.9%	0.0%	2.6%	3.5%	4.1%	0.6%	3.4%	2.1%
Photo Accuracy	2.8%	3.0%	6.8%	6.1%	4.0%	2.9%	1.9%	0.6%	4.2%	3.5%	2.8%	4.1%	1.3%	1.7%	3.1%
Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Material Lightness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.7%	0.0%	0.7%	0.7%	0.0%	0.0%	0.3%

50%

40%

30%

20%

10%

Mention Rate for Each Topic

Positive Rate



Proportion of comments mentioning the topic in each attribute (heatmap)

\* No color is displayed for attributes with few data

性年代

Topic Name

	10代男性	10代女性	20代男性	20代女性	30代男性	30代女性	40代男性	40代女性	50代男性	50代女性	60代男性	60代女性	70代男性	70代女性	全体
Design Appeal	78.3%	79.9%	50.4%	66.4%	45.2%	65.7%	35.3%	41.4%	29.2%	38.3%	29.6%	37.7%	39.5%	30.5%	47.0%
Post-Wash Condition	13.3%	7.5%	26.3%	19.8%	31.0%	32.1%	32.7%	49.4%	29.2%	34.8%	23.9%	28.8%	19.1%	21.3%	26.5%
Simplicity of Design	19.6%	11.2%	43.6%	35.1%	56.3%	43.8%	50.0%	56.8%	51.4%	46.1%	50.7%	47.9%	53.5%	40.8%	43.6%
Softness of Fabric	18.9%	41.8%	27.1%	45.8%	23.8%	49.6%	27.6%	50.0%	25.7%	46.1%	28.2%	53.4%	40.8%	59.2%	38.8%
Purchase Satisfaction	37.1%	41.8%	25.6%	28.2%	22.2%	24.1%	28.2%	26.5%	18.1%	20.9%	19.0%	28.1%	35.0%	23.6%	27.1%
Fabric Thickness	7.7%	3.7%	18.0%	7.6%	24.6%	9.5%	21.2%	14.8%	21.5%	17.4%	21.1%	11.6%	17.8%	5.2%	14.3%
Suitability for Occasions	12.6%	6.0%	14.3%	8.4%	26.2%	22.6%	39.7%	25.3%	25.0%	21.7%	30.3%	21.9%	28.0%	21.8%	22.1%
Value for Price	16.1%	5.2%	20.3%	12.2%	12.7%	8.8%	15.4%	3.7%	9.7%	6.1%	5.6%	6.2%	4.5%	1.1%	8.9%
Everyday Use Convenience	9.1%	14.9%	15.0%	13.0%	27.0%	24.8%	26.3%	29.0%	23.6%	15.7%	19.0%	18.5%	17.2%	21.3%	19.8%
Color Fading Tendency	3.5%	2.2%	8.3%	5.3%	6.3%	10.9%	6.4%	16.0%	4.9%	5.2%	6.3%	9.6%	6.4%	4.6%	7.0%
T-Shirt Durability	8.4%	0.7%	6.8%	3.1%	14.3%	3.6%	19.9%	6.8%	16.0%	7.0%	19.0%	7.5%	16.6%	2.3%	9.5%
Ease of Styling	14.0%	12.7%	25.6%	24.4%	24.6%	19.7%	17.9%	23.5%	10.4%	20.9%	16.9%	16.4%	7.6%	17.2%	17.8%
Color Variations	14.0%	17.2%	12.0%	16.0%	7.9%	17.5%	7.7%	17.3%	11.1%	17.4%	2.8%	7.5%	3.8%	9.8%	11.4%
Size Fit	3.5%	9.7%	3.0%	4.6%	4.0%	9.5%	7.7%	10.5%	6.9%	2.6%	4.2%	2.1%	1.9%	1.1%	5.1%
Color Design	4.2%	23.9%	3.8%	12.2%	5.6%	8.8%	6.4%	8.6%	8.3%	19.1%	10.6%	19.2%	12.7%	21.3%	11.8%
Seasonal Adaptability	7.0%	10.4%	8.3%	15.3%	6.3%	10.9%	6.4%	14.2%	10.4%	13.0%	10.6%	12.3%	9.6%	6.9%	10.1%
Age Appropriateness	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	3.2%	3.7%	11.8%	9.6%	23.2%	13.0%	23.6%	20.7%	8.3%
Sewing Quality	3.5%	0.7%	1.5%	0.8%	0.0%	2.9%	1.9%	2.5%	2.1%	0.0%	2.1%	0.7%	1.9%	1.1%	1.6%
Compatibility with Bottoms	2.8%	10.4%	4.5%	19.8%	4.0%	17.5%	7.1%	11.7%	6.3%	3.5%	4.2%	8.9%	3.8%	8.0%	8.1%
Size Roominess	0.7%	6.7%	3.0%	15.3%	0.8%	8.8%	0.0%	6.2%	2.8%	5.2%	1.4%	3.4%	0.6%	2.9%	4.0%
Material Characteristics	1.4%	0.7%	5.3%	0.8%	4.8%	2.9%	1.9%	7.4%	6.9%	3.5%	2.8%	4.8%	3.8%	2.3%	3.5%
Moisture-Wicking Ability	2.1%	0.0%	7.5%	0.8%	7.9%	2.9%	9.0%	3.7%	6.3%	2.6%	2.8%	0.7%	5.7%	1.7%	3.9%
Wrinkle Resistance	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.6%	3.1%	1.4%	2.6%	2.1%	3.4%	0.0%	2.9%	1.3%
Photo Accuracy	0.0%	0.0%	0.8%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	3.5%	0.9%	7.0%	4.1%	16.6%	4.6%	2.9%
Material Lightness	0.7%	0.7%	2.3%	3.1%	0.8%	2.2%	0.6%	1.2%	4.2%	1.7%	2.8%	2.1%	3.2%	7.5%	2.5%

50%

40%

30%

20%

10%