



## 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

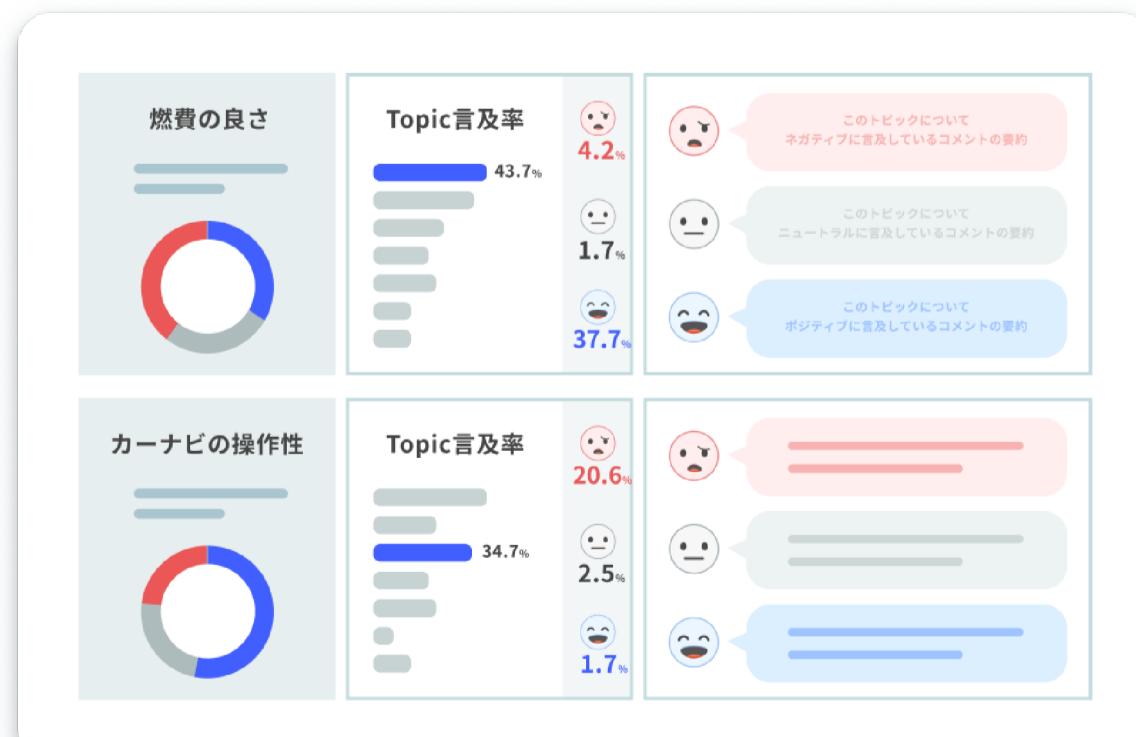
Visualize “which topics” and “how positive/negative”



## Analysis Data

Topic classification and sentiment judgment  
for each comment

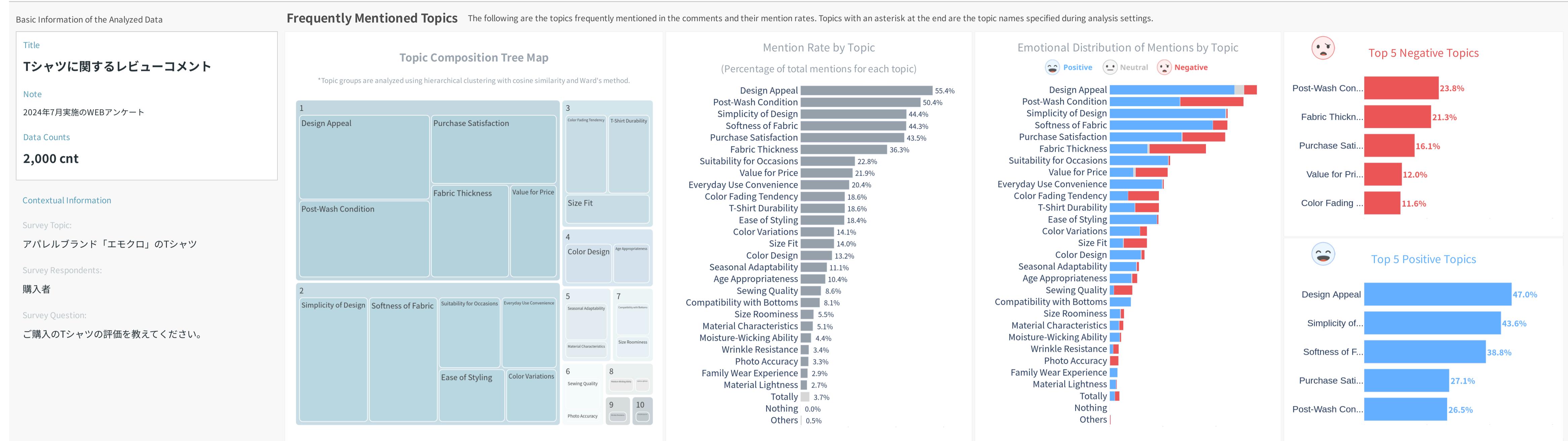
Refer to the Excel file  
for the “Analysis Data”



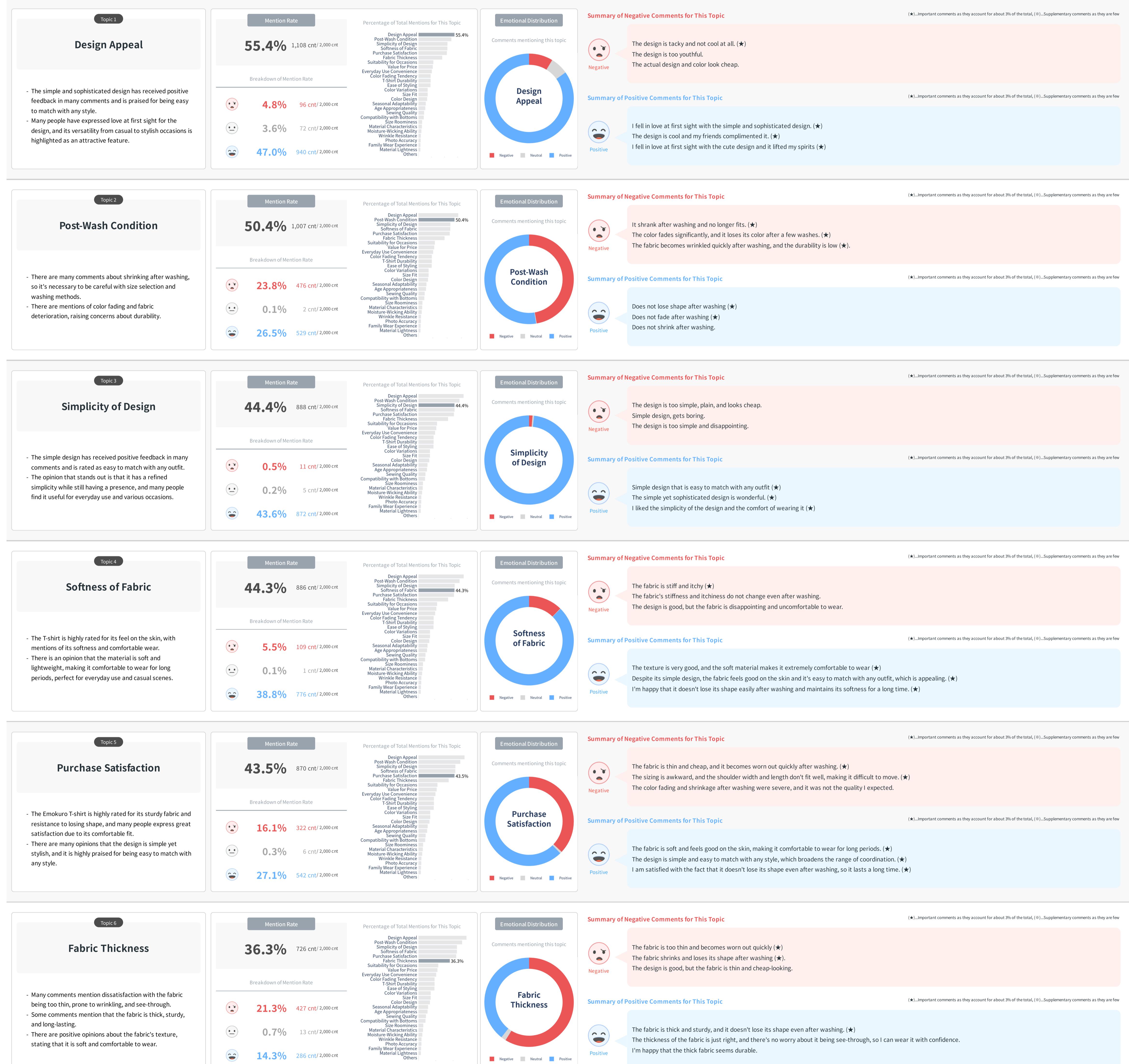
## Overview Report

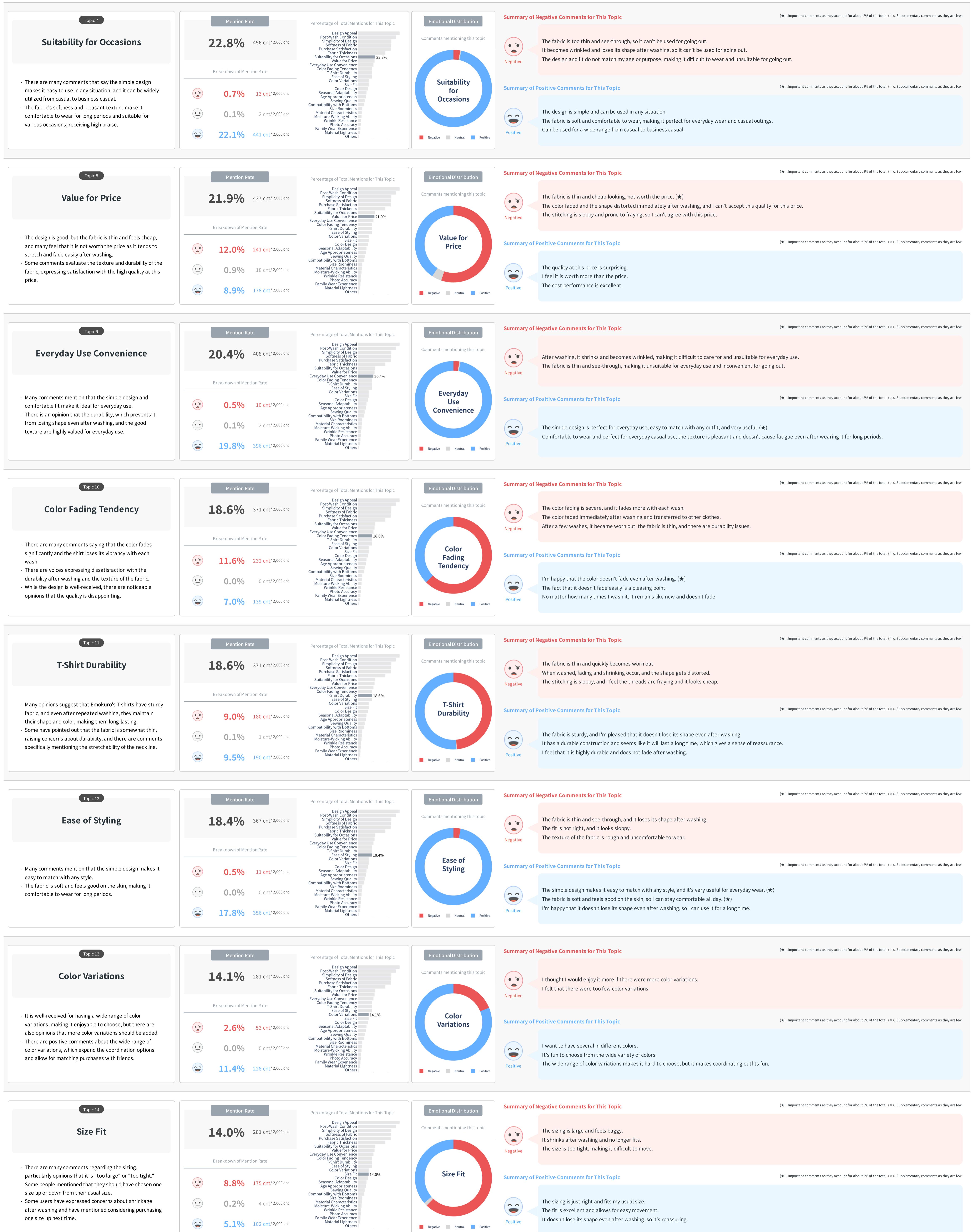
Visualize the analysis results,  
comment summaries for each topic, etc.

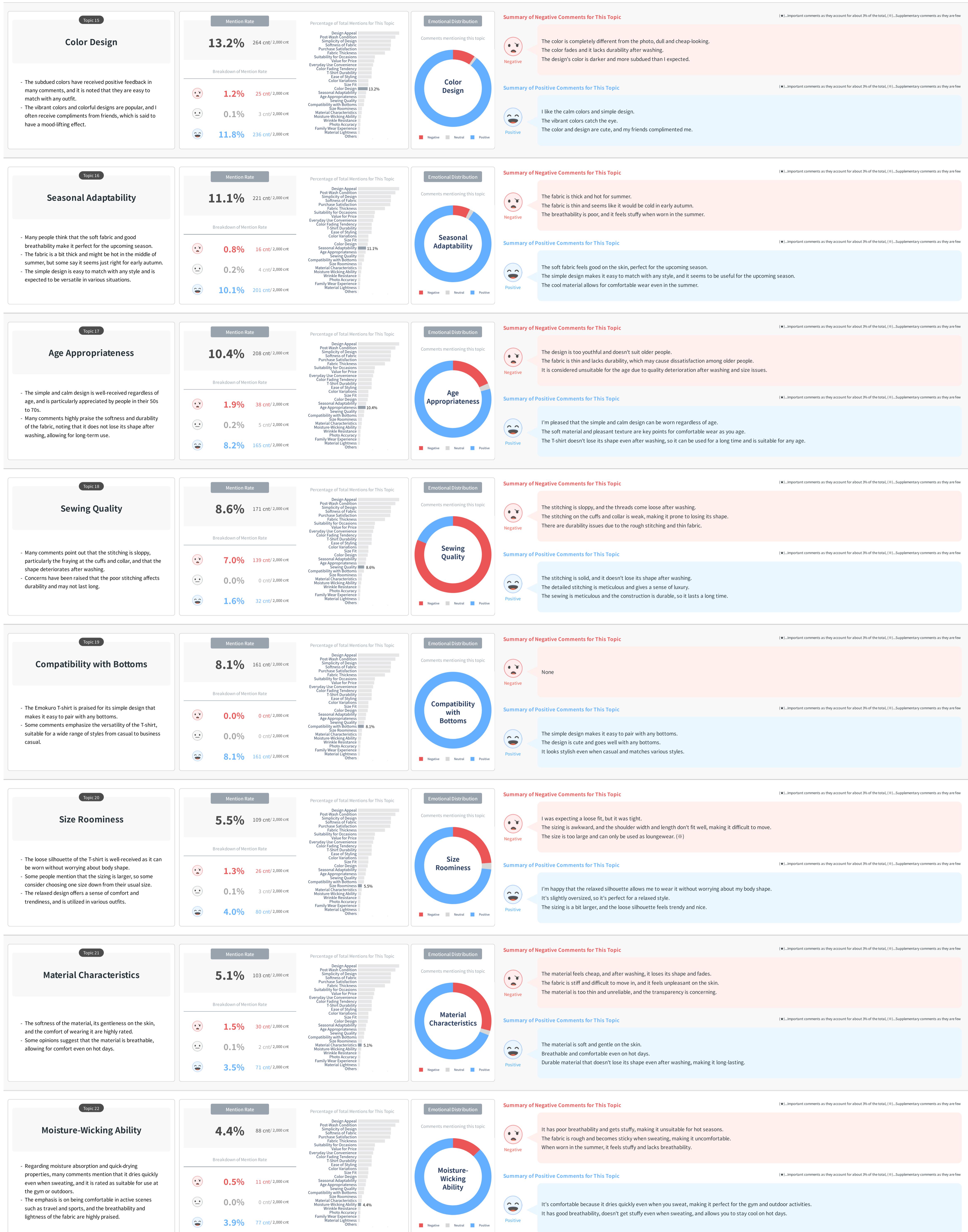
Next page for the  
Overview Report

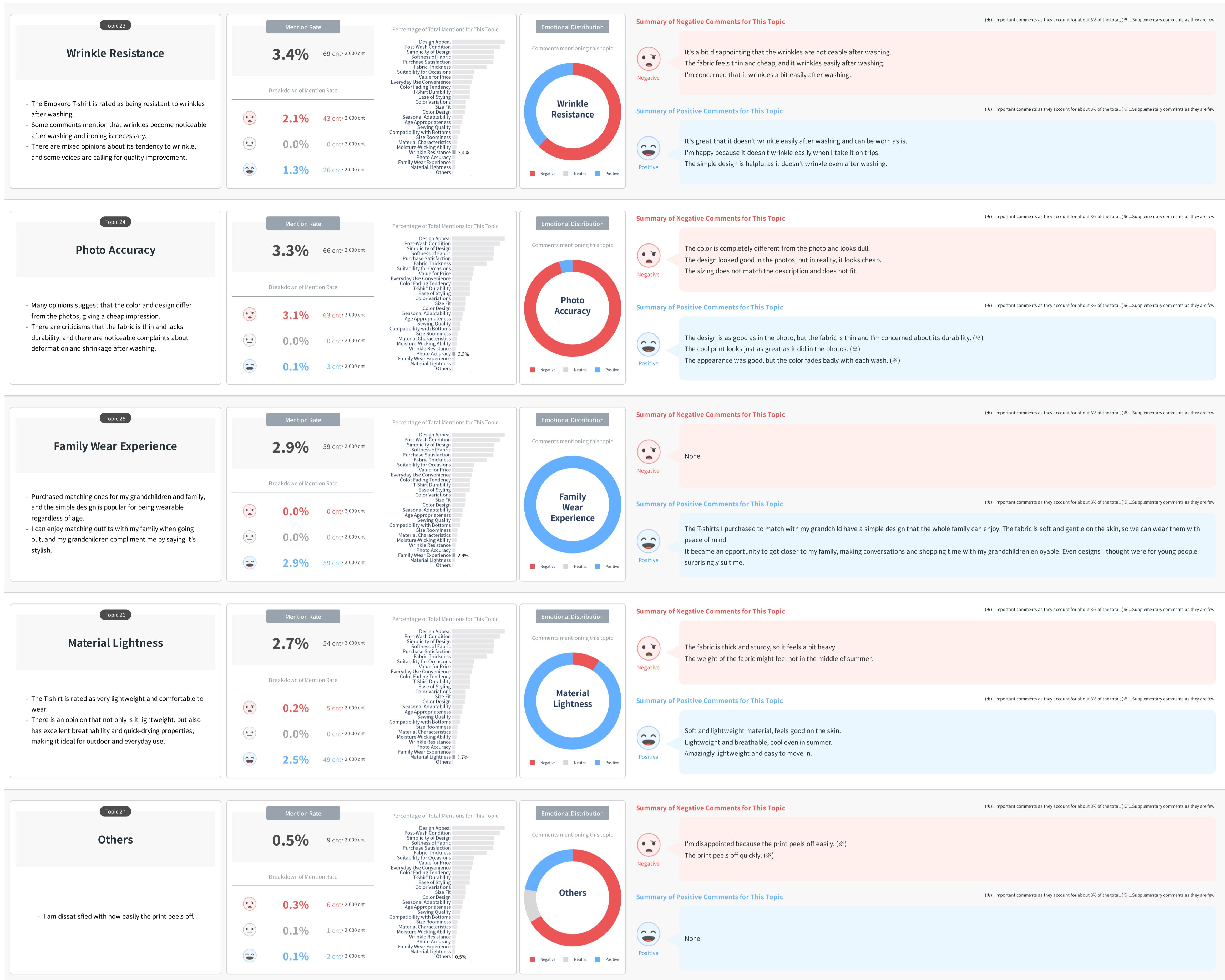


## Overview of Comments Mentioning Each Topic









Attribute 1

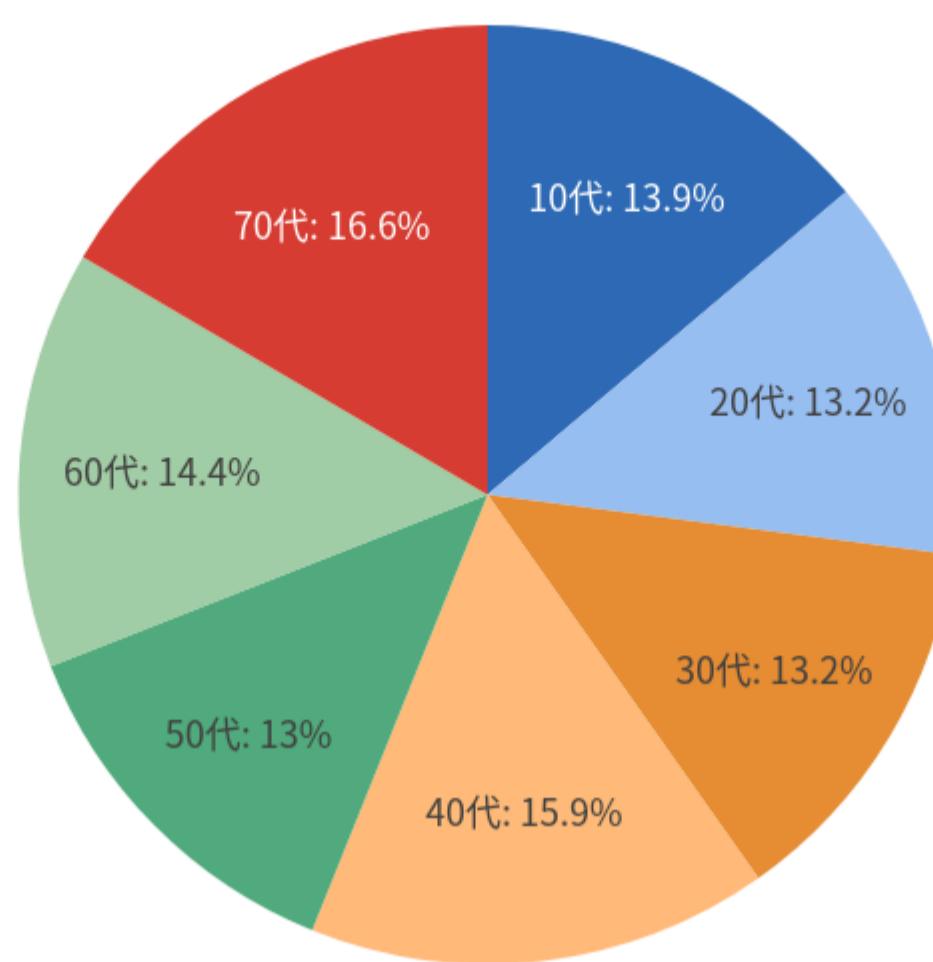
年代

n=2,000

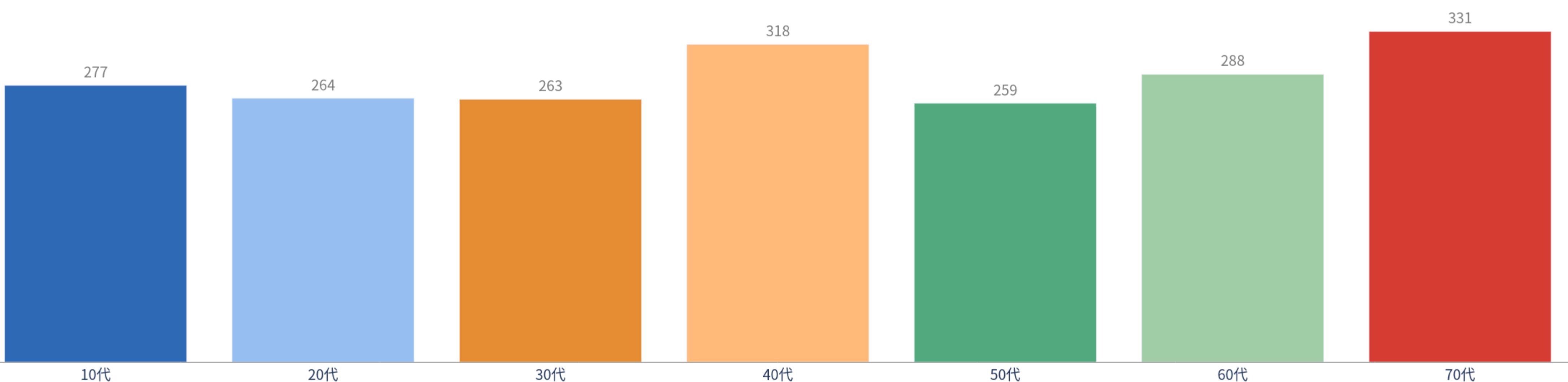
\* About the mention rate of each attribute  
 • Numerator: Number of comments mentioning the topic  
 • Denominator: Number of comments for each attribute

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

Proportion of Comments

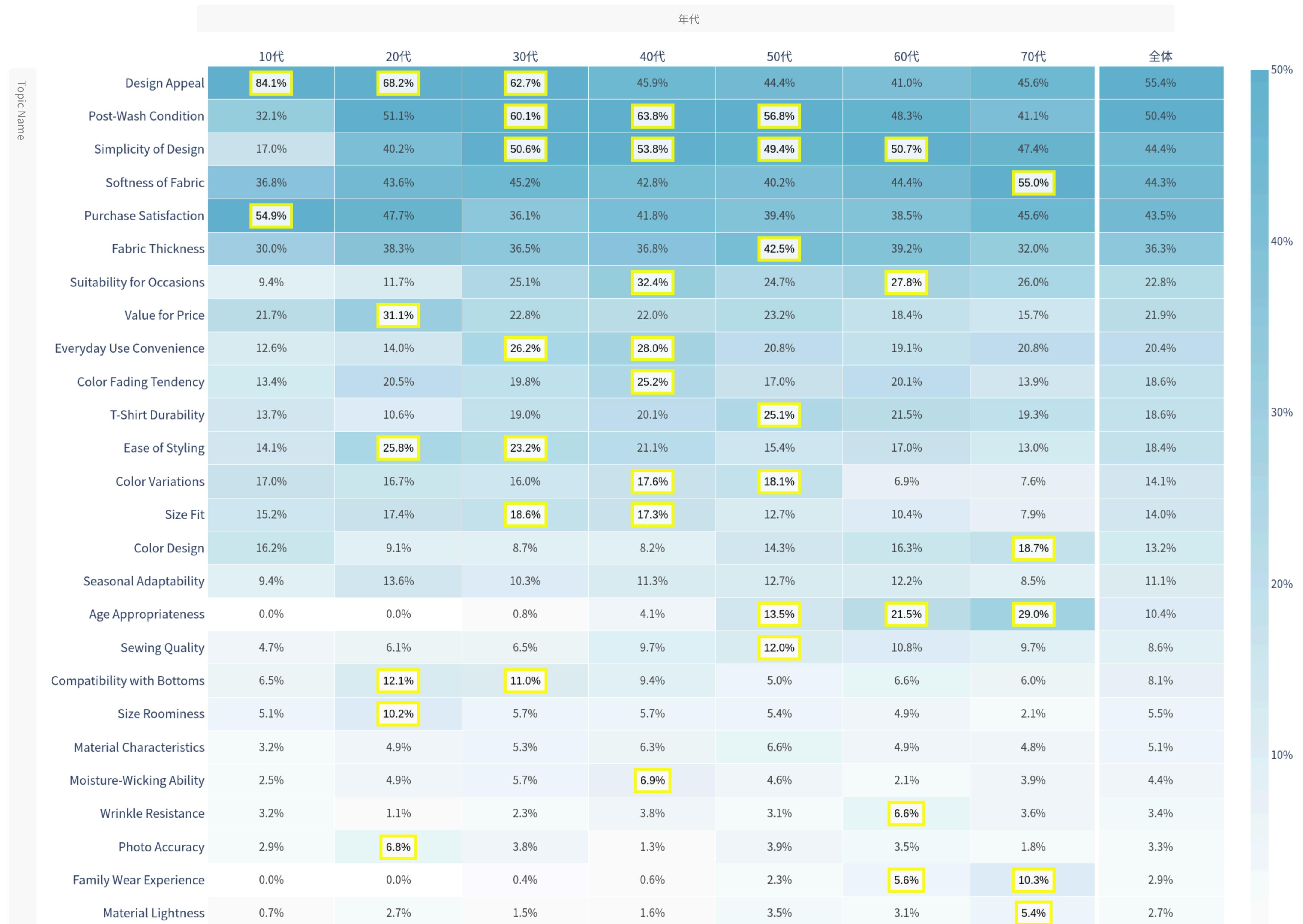


Number of Comments



Mention Rate for Each Topic

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



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

年代

10代 20代 30代 40代 50代 60代 70代 全体

Design Appeal	3.2%	6.8%	3.4%	4.4%	6.6%	3.5%	5.7%	4.8%
Post-Wash Condition	21.7%	27.7%	28.1%	22.6%	25.1%	21.9%	20.8%	23.8%
Simplicity of Design	1.1%	0.8%	0.0%	0.3%	0.4%	1.0%	0.3%	0.5%
Softness of Fabric	6.9%	7.2%	8.0%	3.8%	5.0%	3.5%	4.5%	5.5%
Purchase Satisfaction	13.7%	20.5%	12.9%	14.5%	20.1%	14.9%	16.6%	16.1%
Fabric Thickness	23.8%	23.9%	18.6%	18.2%	22.8%	21.9%	20.8%	21.3%
Suitability for Occasions	0.0%	0.4%	0.0%	0.0%	1.2%	1.7%	1.2%	0.7%
Value for Price	9.4%	12.9%	11.0%	11.3%	14.7%	12.5%	12.7%	12.0%
Everyday Use Convenience	0.4%	0.0%	0.0%	0.3%	0.8%	0.3%	1.5%	0.5%
Color Fading Tendency	10.5%	13.6%	11.0%	13.8%	12.0%	12.2%	8.5%	11.6%
T-Shirt Durability	9.0%	5.7%	10.3%	6.6%	13.1%	8.3%	10.3%	9.0%
Ease of Styling	0.7%	0.8%	1.1%	0.3%	0.4%	0.3%	0.3%	0.5%
Color Variations	1.4%	2.7%	3.0%	5.0%	4.2%	1.7%	0.6%	2.6%
Size Fit	8.3%	12.9%	11.8%	7.9%	7.7%	7.3%	6.3%	8.8%
Color Design	2.2%	1.1%	1.5%	0.3%	1.2%	1.4%	1.2%	1.3%
Seasonal Adaptability	0.4%	1.5%	0.8%	0.9%	1.2%	0.7%	0.3%	0.8%
Age Appropriateness	0.0%	0.0%	0.4%	0.6%	2.3%	3.1%	6.0%	1.9%
Sewing Quality	2.5%	4.9%	4.9%	7.5%	10.8%	9.4%	8.2%	7.0%
Compatibility with Bottoms	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Size Roominess	1.1%	1.1%	0.8%	1.9%	1.5%	2.4%	0.3%	1.3%
Material Characteristics	1.8%	1.9%	1.5%	1.3%	1.2%	1.0%	1.8%	1.5%
Moisture-Wicking Ability	1.4%	0.8%	0.4%	0.6%	0.0%	0.3%	0.3%	0.5%
Wrinkle Resistance	3.2%	0.8%	1.9%	1.9%	1.2%	3.8%	2.1%	2.1%
Photo Accuracy	2.9%	6.4%	3.4%	1.3%	3.9%	3.5%	1.5%	3.1%
Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Material Lightness	0.0%	0.0%	0.0%	0.6%	0.4%	0.7%	0.0%	0.3%

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

年代

10代 20代 30代 40代 50代 60代 70代 全体

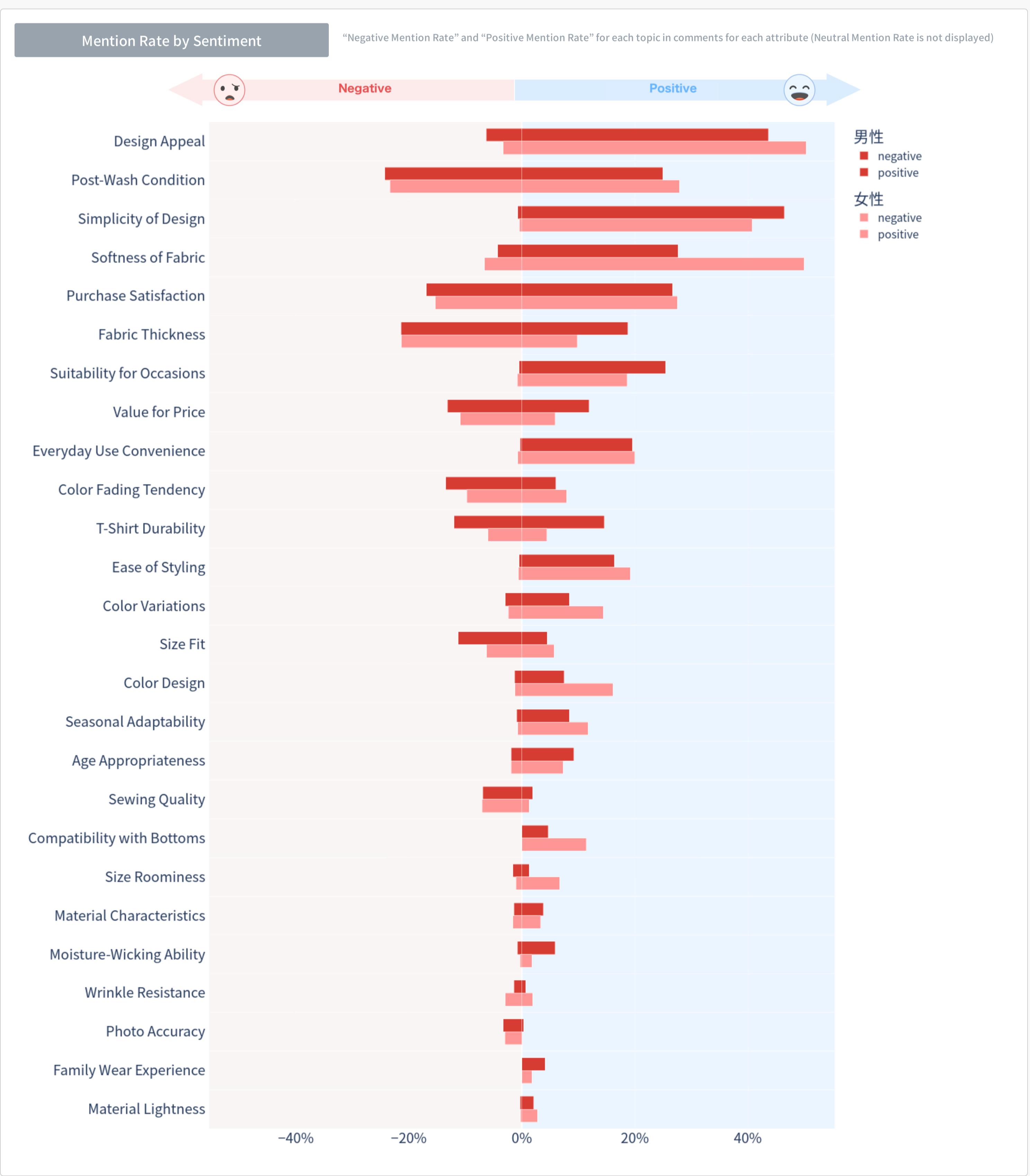
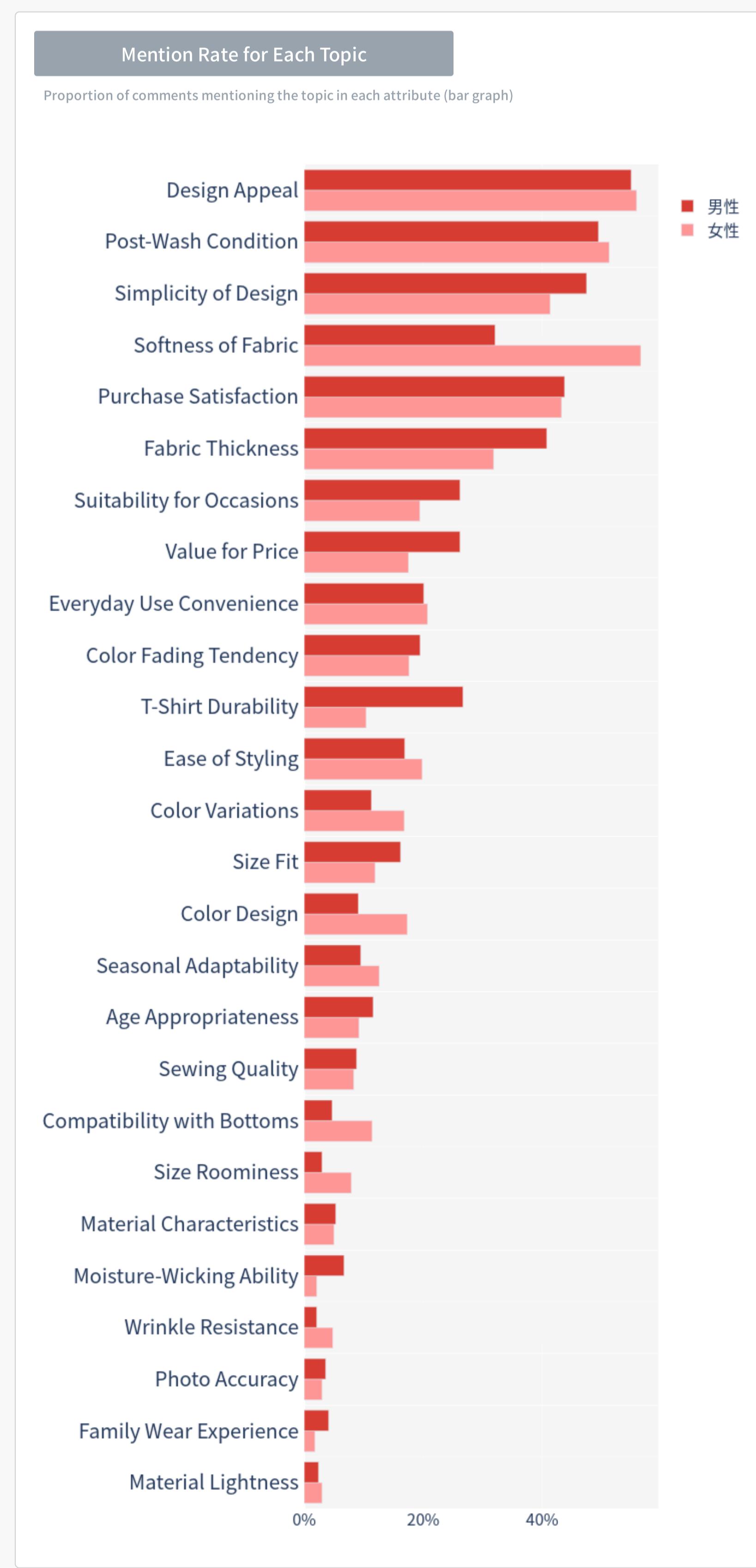
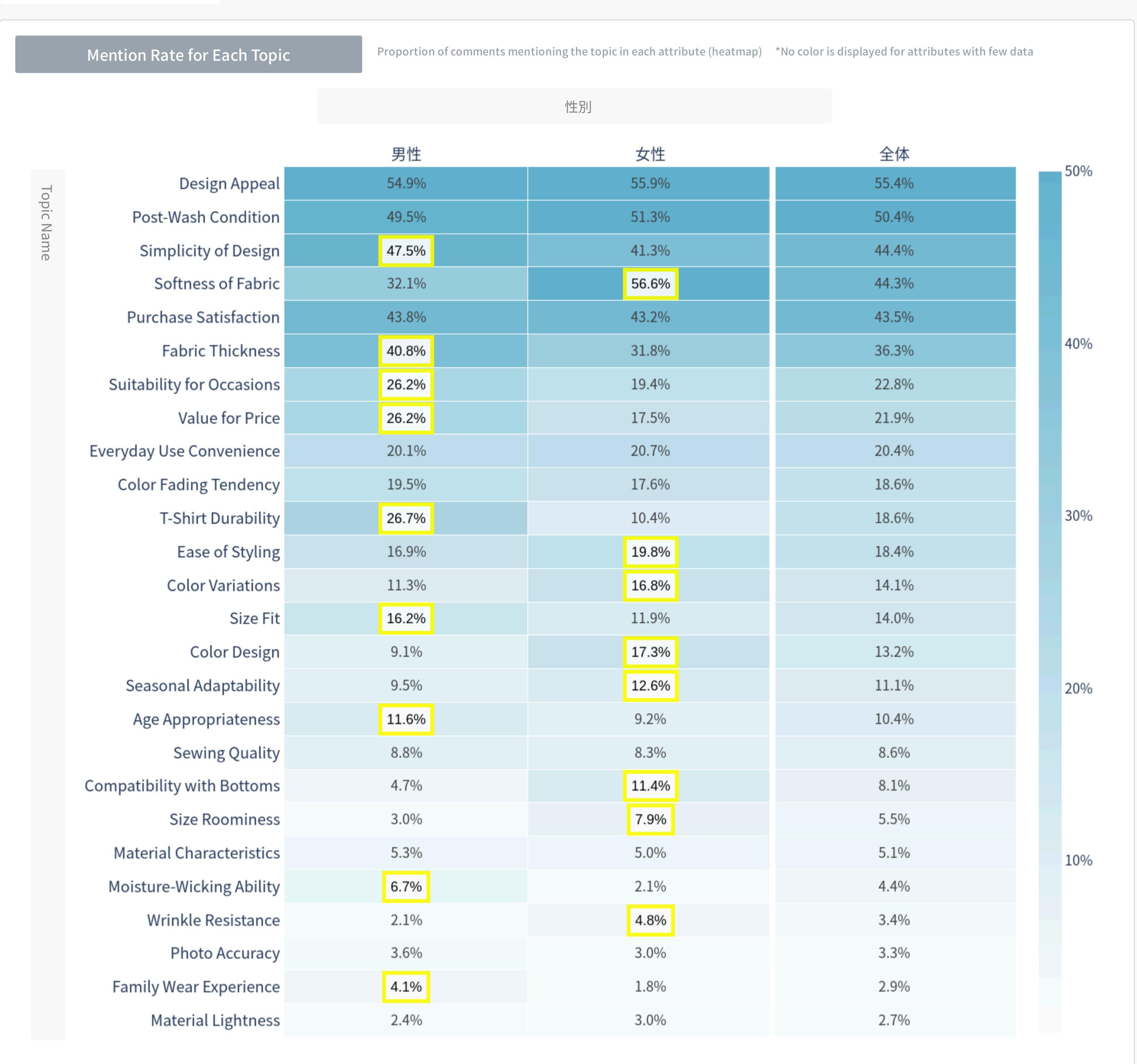
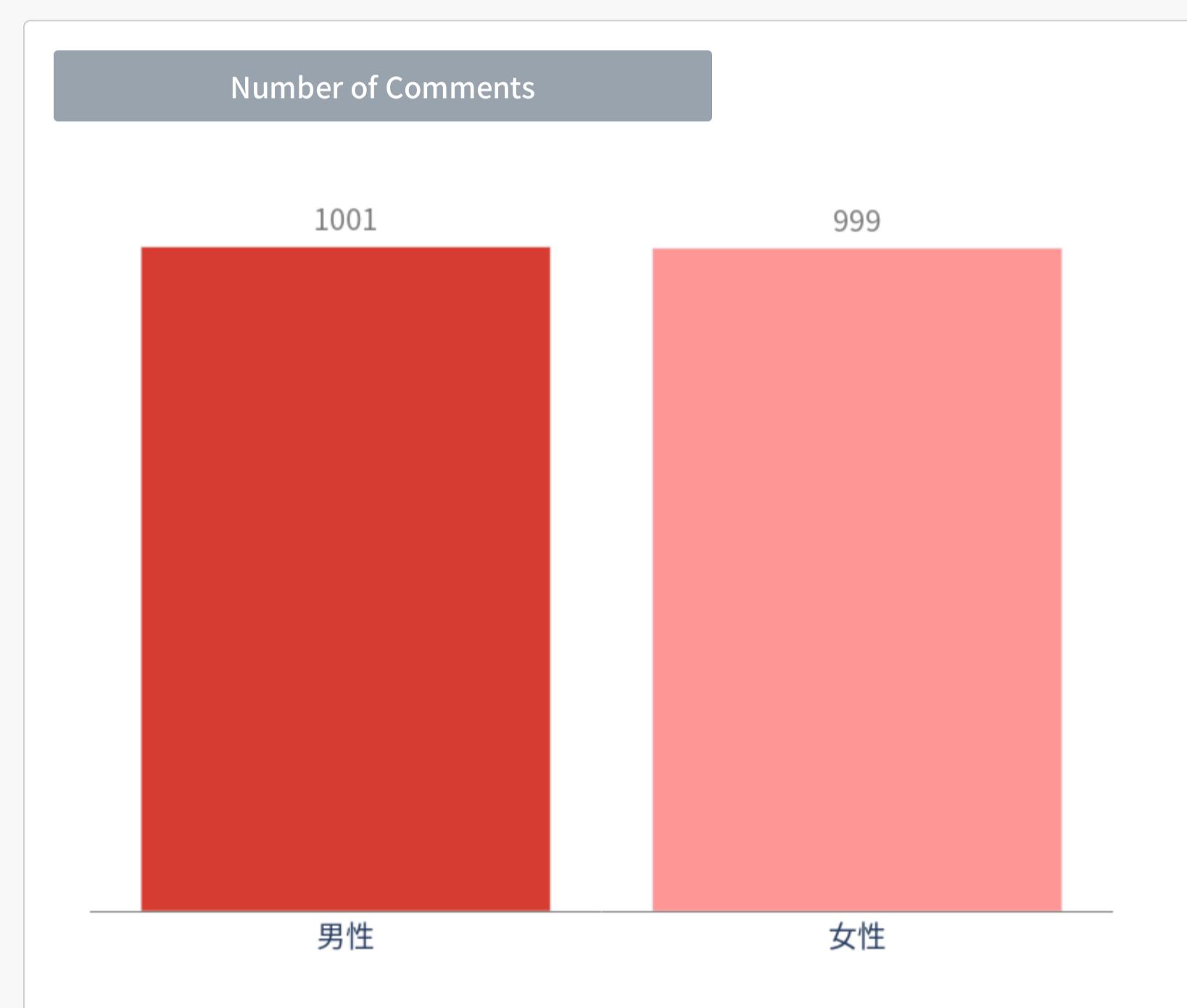
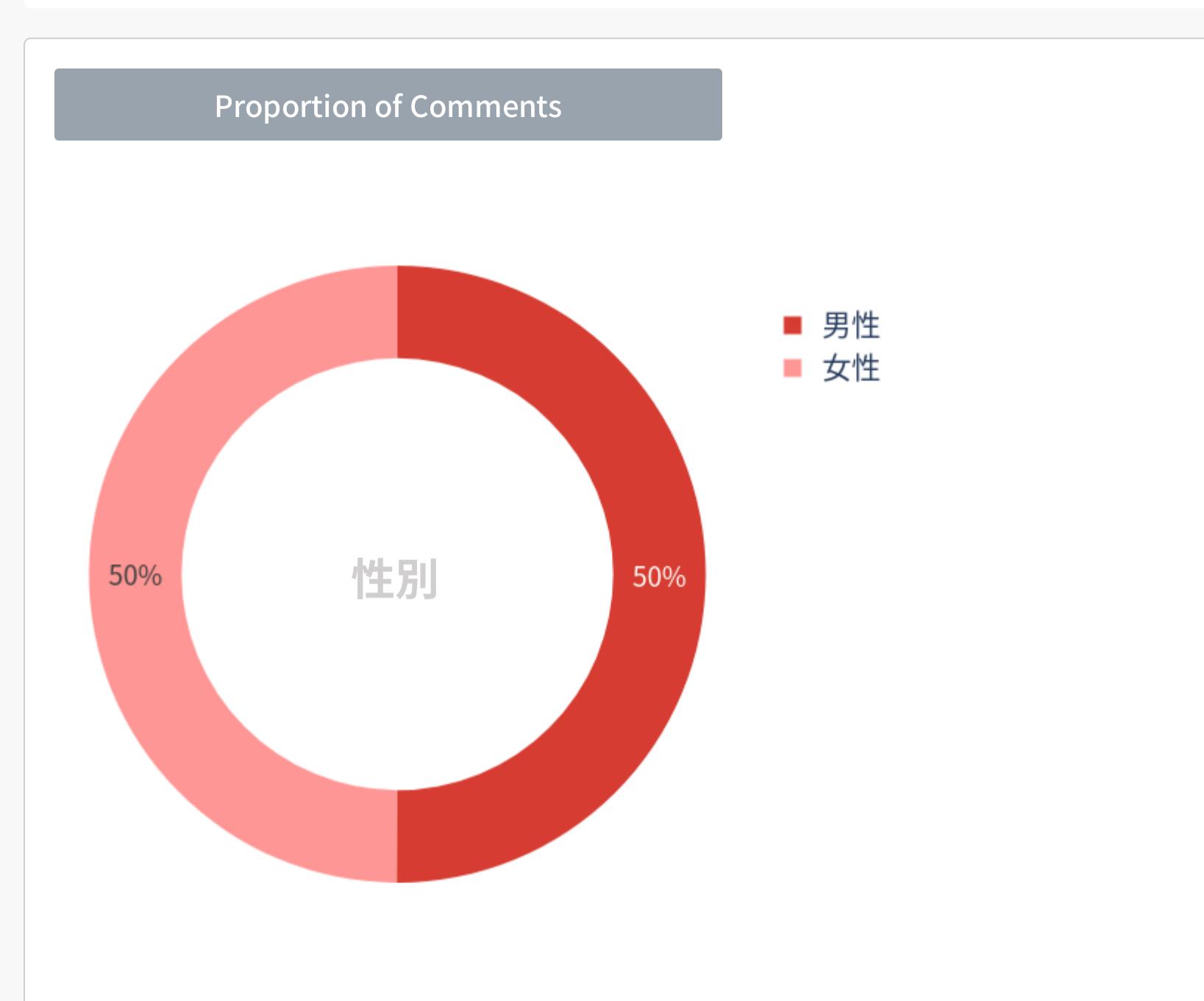
Design Appeal	79.1%	58.3%	55.9%	38.4%	33.2%	33.7%	34.7%	47.0%
Post-Wash Condition	10.5%	23.1%	31.6%	41.2%	31.7%	26.4%	20.2%	26.5%
Simplicity of Design	15.5%	39.4%	49.8%	53.5%	49.0%	49.3%	46.8%	43.6%
Softness of Fabric	30.0%	36.4%	37.3%	39.0%	34.7%	41.0%	50.5%	38.8%
Purchase Satisfaction	39.4%	26.9%	23.2%	27.4%	19.3%	23.6%	29.0%	27.1%
Fabric Thickness	5.8%	12.9%	16.7%	17.9%	19.7%	16.3%	11.2%	14.3%
Suitability for Occasions	9.4%	11.4%	24.3%	32.4%	23.6%	26.0%	24.8%	22.1%
Value for Price	10.8%	16.3%	10.6%	9.4%	8.1%	5.9%	2.7%	8.9%
Everyday Use Convenience	11.9%	14.0%	25.9%	27.7%	20.1%	18.8%	19.3%	19.8%
Color Fading Tendency	2.9%	6.8%	8.7%	11.3%	5.0%	8.0%	5.4%	7.0%
T-Shirt Durability	4.7%	4.9%	8.7%	13.2%	12.0%	13.2%	9.1%	9.5%
Ease of Styling	13.4%	25.0%	22.1%	20.8%	15.1%	16.7%	12.7%	17.8%
Color Variations	15.5%	14.0%	12.9%	12.6%	13.9%	5.2%	6.9%	11.4%
Size Fit	6.5%	3.8%	6.8%	9.1%	5.0%	3.1%	1.5%	5.1%
Color Design	13.7%	8.0%	7.2%	7.5%	13.1%	14.9%	17.2%	11.8%
Seasonal Adaptability	8.7%	11.7%	8.7%	10.4%	11.6%	11.5%	8.2%	10.1%
Age Appropriateness	0.0%	0.0%	0.4%	3.5%	10.8%	18.1%	22.1%	8.3%
Sewing Quality	2.2%	1.1%	1.5%	2.2%	1.2%	1.4%	1.5%	1.6%
Compatibility with Bottoms	6.5%	12.1%	11.0%	9.4%	5.0%	6.6%	6.0%	8.1%
Size Roominess	3.6%	9.1%	4.9%	3.1%	3.9%	2.4%	1.8%	4.0%
Material Characteristics	1.1%	3.0%	3.8%	4.7%	5.4%	3.8%	3.0%	3.5%
Moisture-Wicking Ability	1.1%	4.2%	5.3%	6.3%	4.6%	1.7%	3.6%	3.9%
Wrinkle Resistance	0.0%	0.4%	0.4%	1.9%	1.9%	2.8%	1.5%	1.3%
Photo Accuracy	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.3%	0.1%
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%	0.9%	3.1%	2.4%	5.4%	2.5%

Attribute 2

n=2,000

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

性別

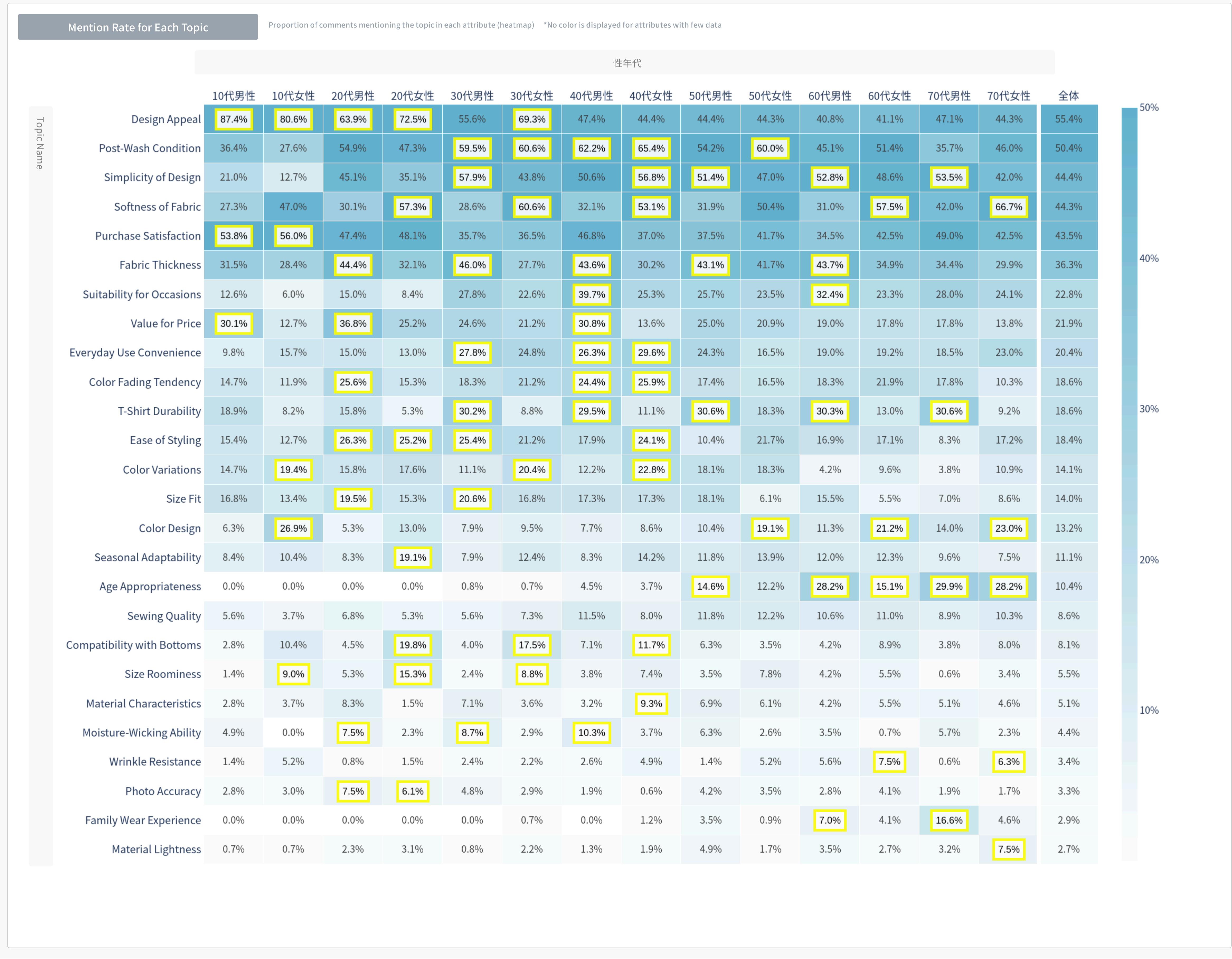
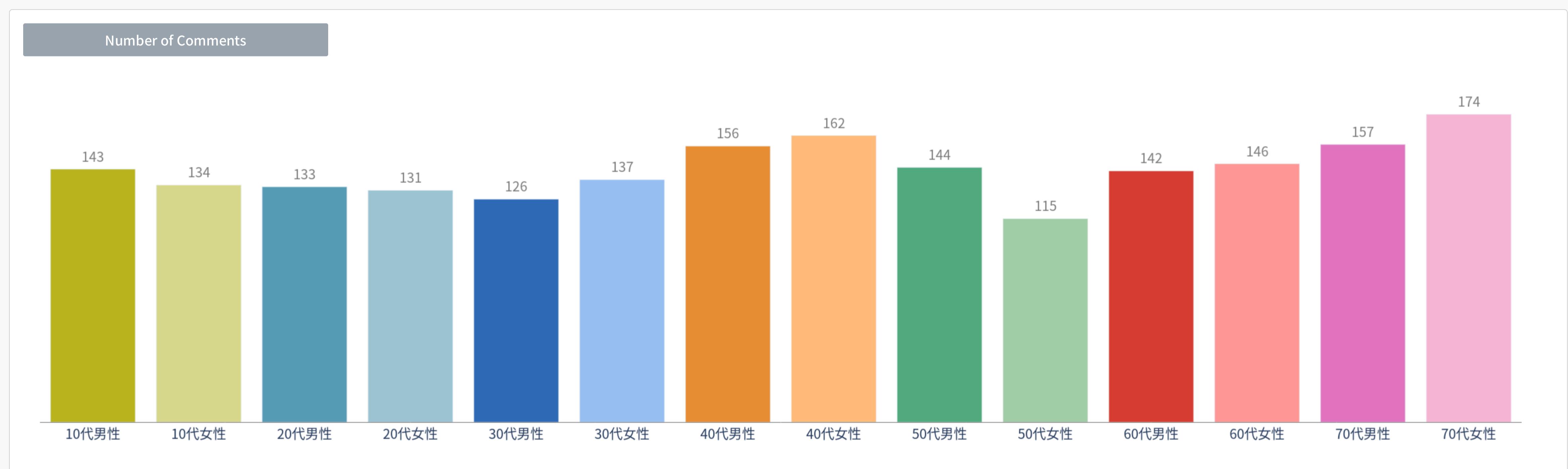


Attribute 3

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)

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%	0.0%	0.0%	0.0%	0.3%

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%					