A WALK THROUGH THE TEXT EXPLORER TO UNDERSTAND CUSTOMERS' NEEDS

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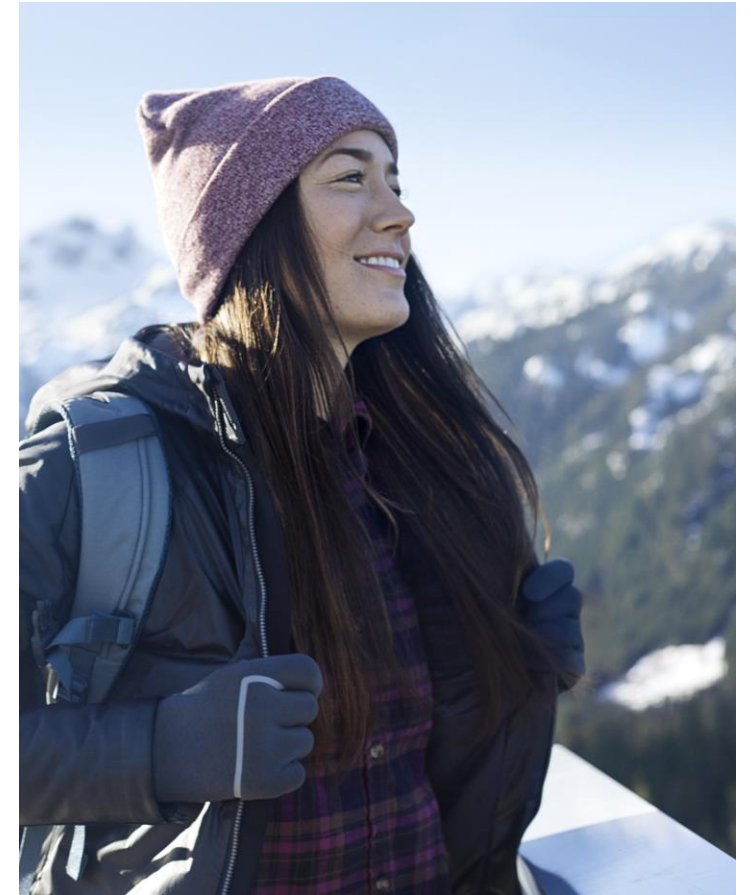
Agenda

- Background and Motivation
  - Why are we interested in customers' shoe descriptions?

- JMP Demo: Using the text explorer
  - How can we store & process the data?

- JMP Demo: Find latent topics
  - What are common topics in shoes of different categories?

- JMP Demo: Using predictive models
  - Are we able to predict a shoe category based on a shoe description?
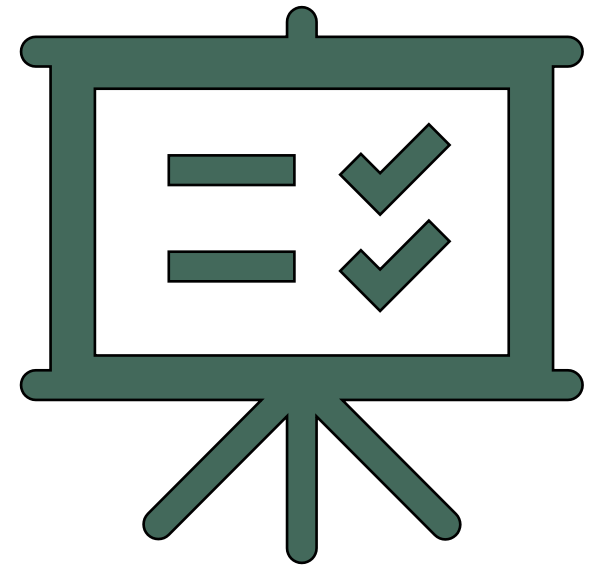
So many different shoes...

So many different shoes…

- **Each end-use requires different feature combinations for shoes**
  - We created 9 different shoe categories to do justice to the different requirements

- **Idea: Collect shoe descriptions from our brand partners' web pages**
  - Can those descriptions provide us with potential information about most wanted feature configurations?
  - What is differentiating shoes belonging to different categories?

Road Running

Street **Active Fashion**

Hiking

Trekking

Mountaineering

Progressive

Street Winter **Trail Running**

JMP 15 Pro Demo:

- Using the text explorer

- Finding latent topics

- Building predictive models

Key take aways

- The text explorer is a great tool to explore unstructured text data and to visualize the terms that occur most frequently

- The latent topics can be used to investigate underlying text structures

- Predictive modelling can be done to find relationships between the documents and other variables