INSY 669 Group Project UIUX
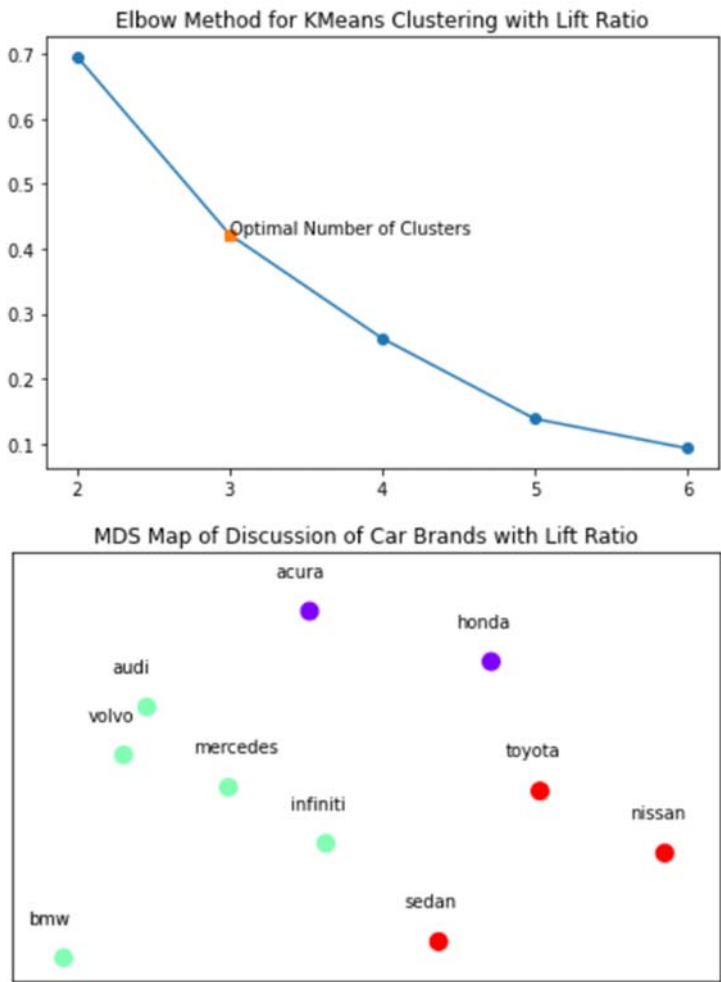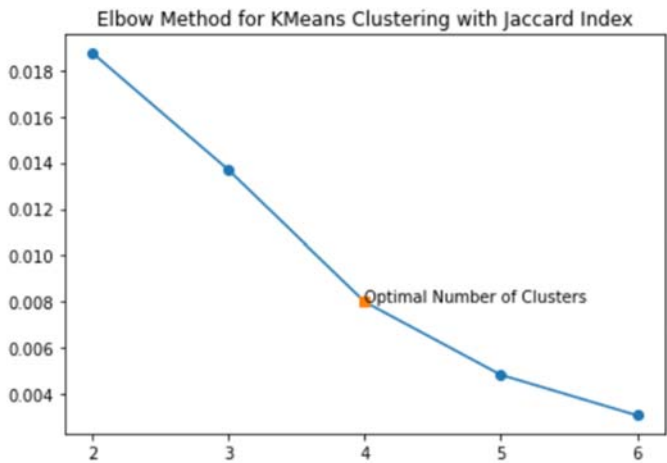
Top 10 Brands
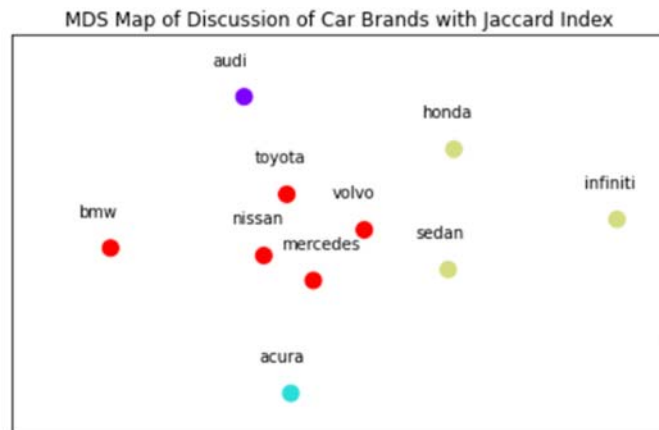   (a) MDS Map
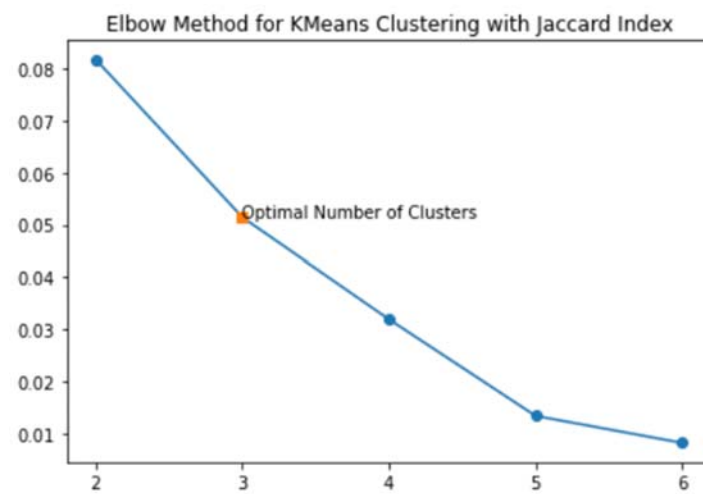   (i)   Lift Ratio

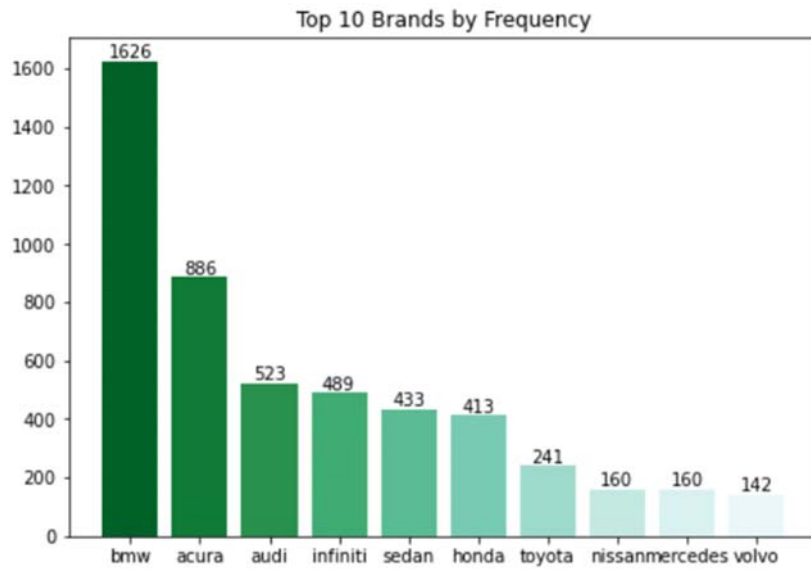### Elbow Method for KMeans Clustering with Lift Ratio

MDS Map of Discussion of Car Brands with Lift Ratio

      (ii)   Jaccard Index

Elbow Method for KMeans Clustering with Jaccard Index

MDS Map of Discussion of Car Brands with Jaccard Index

(iii)   Salton Cosine

Elbow Method for KMeans Clustering with Jaccard Index

Optimal Number of Clusters

MDS Map of Discussion of Car Brands with Salton Cosine

(b) Frequency bar chart
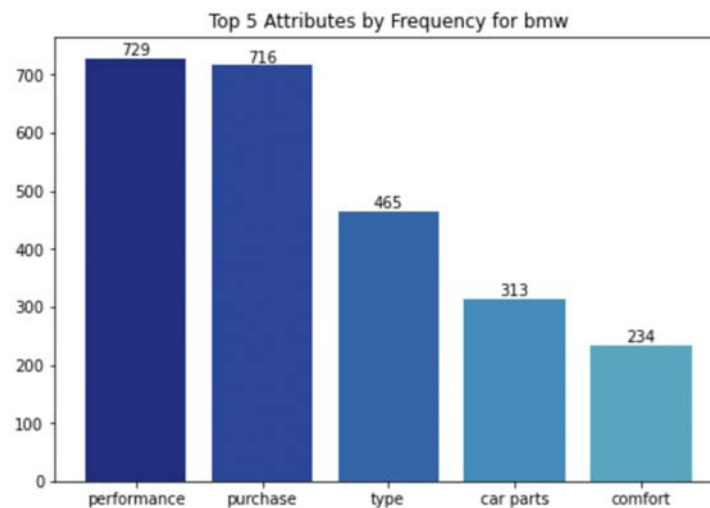
Top 10 Brands by Frequency
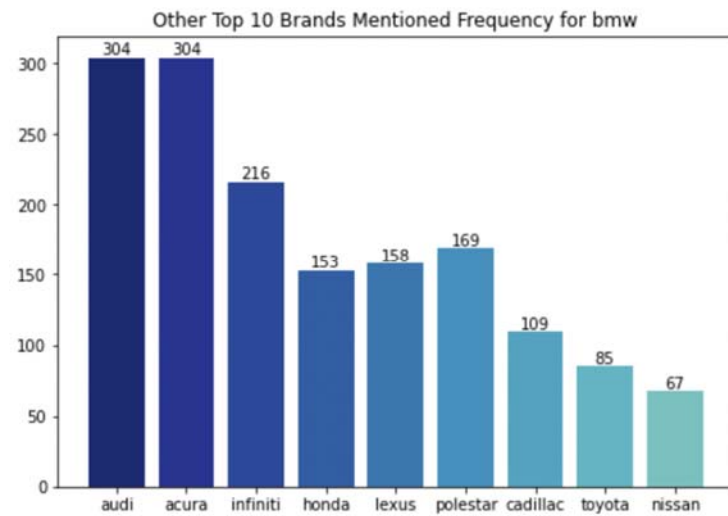
(c) Frequency word cloud
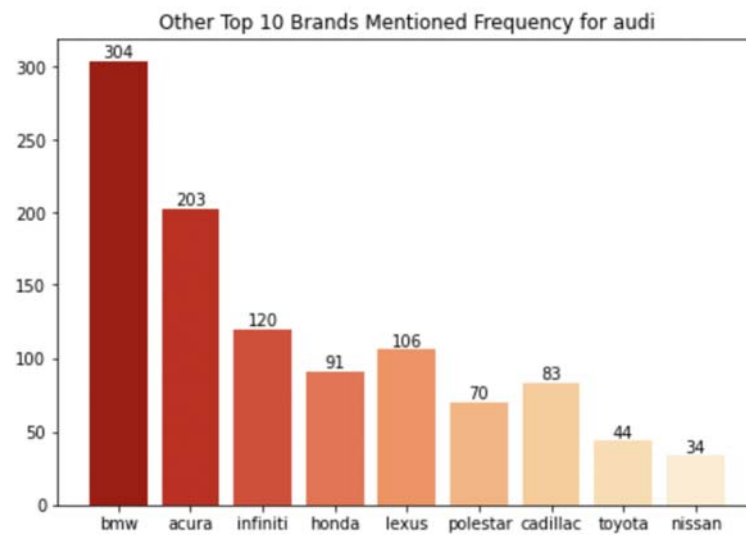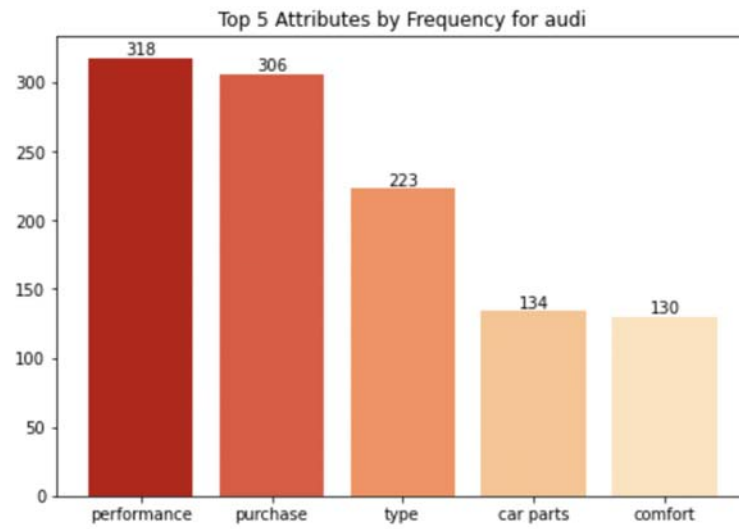

(d) Brand-wise analysis
- attributes frequency bar chart
- comparison brand frequency bar chart

(i) bmw:

Top 5 Attributes by Frequency for bmw

Other Top 10 Brands Mentioned Frequency for bmw

(ii)   audi:

Top 5 Attributes by Frequency for audi

Other Top 10 Brands Mentioned Frequency for audi

(iii)   acura:

Top 5 Attributes by Frequency for Acura

Other Top 10 Brands Mentioned Frequency for Acura

(iv)   infiniti:

Top 5 Attributes by Frequency for infiniti

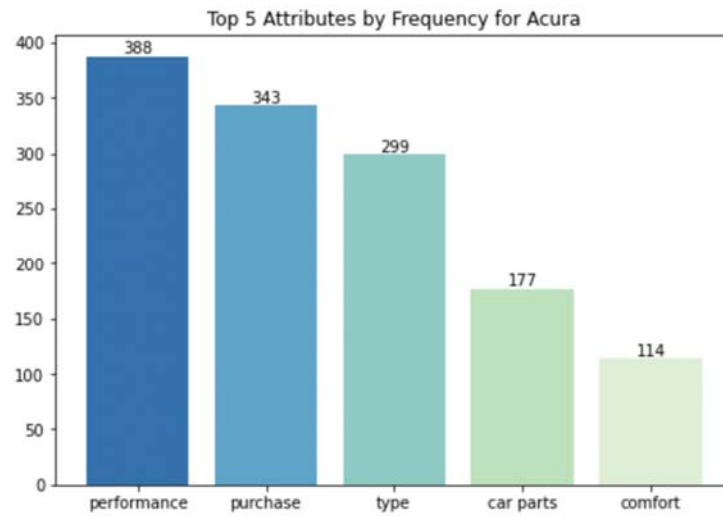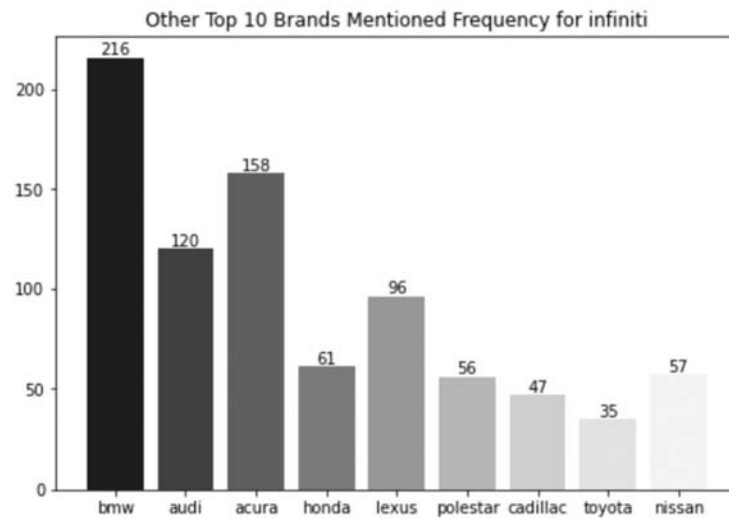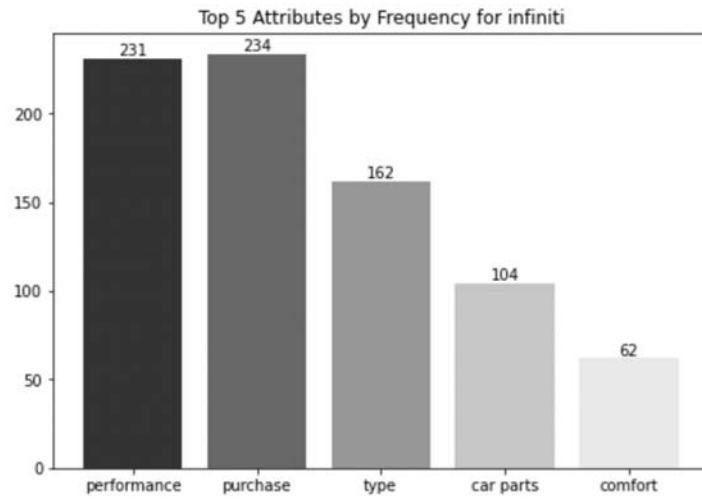| Attribute	Frequency
performance	231
purchase	234
type	162
car parts	104
comfort	62

Other Top 10 Brands Mentioned Frequency for infiniti

Brand	Frequency
bmw	216
audi	120
acura	158
honda	61
lexus	96
polestar	56
cadillac	47
toyota	35
nissan	57

(v)   honda：

Top 5 Attributes by Frequency for honda

Attribute	Frequency
performance	221
purchase	202
type	159
car parts	102
comfort	76

Other Top 10 Brands Mentioned Frequency for honda
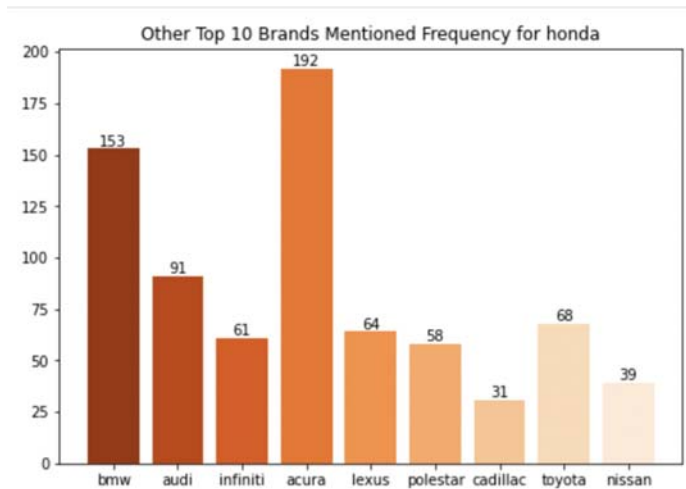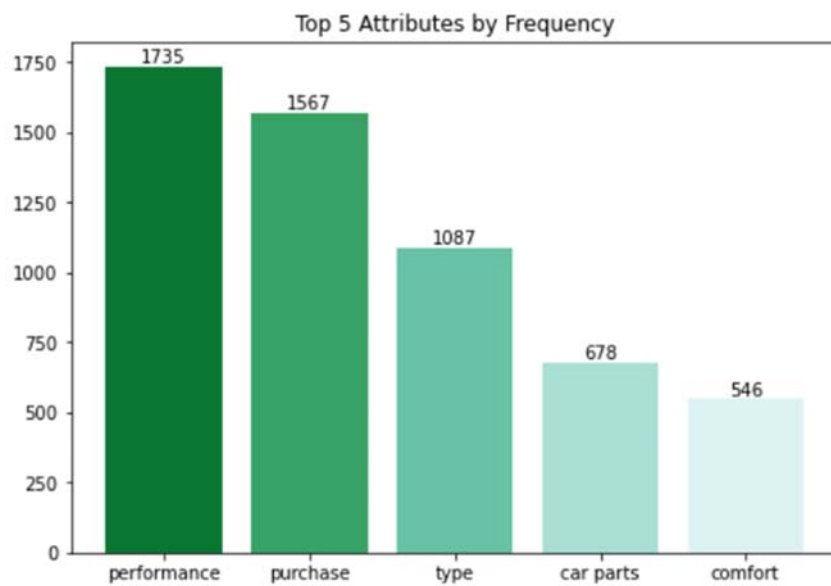
(vi)   cadillaci:
(vii)   lexus:
(viii) nissan:
(ix)   polestar:
(x)   toyota:

Top 5 Attributes
(e) Frequency bar chart

Top 5 Attributes by Frequency

Others
(f) Reviews word cloud

(g) Brands network? (maybe)

(h) Attributes network? (maybe)