

Detailed Report:

Sample 1: Great Product-It works for me.

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Review: Great Product-It works for me.

True Level 1: Efficacy

Predicted Level 1: ['Efficacy', 'Skin Texture Improvement']

True Level 2: Desired Results

Predicted Level 2: ['Desired Results', 'Smoothness']

Jaccard Similarity: 0.4286

Semantic Similarity: 0.5449

Sample 2: My husband uses this, he loves it! He has EXTREMEL...

Review: My husband uses this, he loves it! He has EXTREMELY sensitive skin due to a rare skin condition that makes his skin dry, crack, and even blister due to some soaps. He found this and it smells good, leaves him feeling clean, doesn't irritate his skin, and also said he noticed that the foam lasts him a lot longer than any cream/gel body wash he's used before.

True Level 1: Cleansing

Predicted Level 1: ['Companion Approval', 'Fragrance', 'Cleansing', 'Product Safety']

True Level 2: Regular Cleansing

Predicted Level 2: ['Spouse / Partner', 'Personal Likability (Fragrance)', 'Regular Cleansing', 'For Sensitive Skin', 'Natural / Non-Toxic']

Jaccard Similarity: 0.1176

Semantic Similarity: 0.5003

Sample 3: product is great-shipping of product. the lid was ...

Review: product is great-shipping of product. the lid was not tight on one of two bottles. inside of plastic bag which enclosed the bottles was saturated. also, the inside of the box was wet. outside corners were also. mailbox smelled awesome.

True Level 1: Fragrance

Predicted Level 1: ['Packaging', 'Fragrance']

True Level 2: Personal Likability (Fragrance)

Predicted Level 2: ['Protective Packaging', 'Dispensing Mechanism', 'Fragrance Descriptors']

Jaccard Similarity: 0.1250

Semantic Similarity: 0.6528

Sample 4: Great overall product-This is a great product. We ...

Review: Great overall product-This is a great product. We needed something very easy to use in showering an elderly person. Not bad for everyone else too. Smells good too

True Level 1: Convenience

Predicted Level 1: ['Accessibility', 'Fragrance']

True Level 2: Product Application

Predicted Level 2: ['Online Availability', 'Offline Availability', 'Personal Likability (Fragrance)']

Jaccard Similarity: 0.0000

Semantic Similarity: 0.4752

Sample 5: Scent-I feel very fresh all day long

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Review: Scent-I feel very fresh all day long

True Level 1: Fragrance

Predicted Level 1: ['Fragrance', 'Feel / Finish']

True Level 2: Personal Likability (Fragrance)

Predicted Level 2: ['Fresh Fragrance', 'Fresh / Clean Feeling']

Jaccard Similarity: 0.1250

Semantic Similarity: 0.7646

Sample 6: Smells nice and manly-Good bodywash. I scored a gr...

Review: Smells nice and manly-Good bodywash. I scored a great sale price. Smelled nice and manly and lathered nice. My husband and son loved it.

True Level 1: Companion Approval

Predicted Level 1: ['Fragrance', 'Price', 'Companion Approval']

True Level 2: Spouse / Partner

Predicted Level 2: ['Personal Likability (Fragrance)', 'Masculine Fragrance', 'Discounts / Promotions', 'Spouse / Partner']

Jaccard Similarity: 0.3636

Semantic Similarity: 0.3074

Sample 7: Fantastic Body and Face Wash! - My son loved this ...

Review: Fantastic Body and Face Wash! - My son loved this Dove Men+Care Face and Body Wash. The product has a fresh, light scent, and is very hydrating: which is particularly nice while we're dealing with this frigid winter weather. Also, the product is very concentrated, meaning that you only need a little to wash your entire body and face. My son loves that he only needs this product to wash both his body and face when he's rushing to get ready in the morning! I highly recommend this Face and Body Wash.

True Level 1: Skin Care

Predicted Level 1: ['Fragrance', 'Skin Care', 'Convenience', 'Peer Recommendation']

True Level 2: Hydrating / Moisturizing

Predicted Level 2: ['Fresh Fragrance', 'Hydrating / Moisturizing', 'Multi-Purpose', 'Online Reviews']

Jaccard Similarity: 0.3077

Semantic Similarity: 0.5061

Sample 8: Love this Stuff-Some of the best smelling body was...

Review: Love this Stuff-Some of the best smelling body was I have ever used.

True Level 1: Fragrance

Predicted Level 1: ['Fragrance', 'Brand Value']

True Level 2: Personal Likability (Fragrance)

Predicted Level 2: ['Personal Likability (Fragrance)', 'Best-In-Class']

Jaccard Similarity: 0.3750

Semantic Similarity: 0.8595

Sample 9: good-The soap is good and eit Dove less is more

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Review: good-The soap is good and eit Dove less is more

True Level 1: Price

Predicted Level 1: ['Brand Value', 'Cleansing']

True Level 2: Value Justification

Predicted Level 2: ['Brand Affinity / Loyalty', 'Regular Cleansing']

Jaccard Similarity: 0.1250

Semantic Similarity: 0.3752

Sample 10: Body wash 16oz Stone-This body wash is awesome! It...

Review: Body wash 16oz Stone-This body wash is awesome! It has a fresh smell and sporty. My wife even gave me compliments after using it. Body wash 16oz Stone is something I would stick with! I highly recommend this body wash. It cleans very well! [This review was collected as part of a promotion.]

True Level 1: Fragrance
Predicted Level 1: ['Fragrance', 'Companion Approval', 'Cleansing', 'Social Recognition', 'Peer Recommendation']
True Level 2: Fresh Fragrance
Predicted Level 2: ['Fresh Fragrance', 'Regular Cleansing', 'Sporty', 'Wife / Girlfriend']
Jaccard Similarity: 0.1538
Semantic Similarity: 0.7673

Sample 11: For the men that know how to take care of themselves...

Review: For the men that know how to take care of themselves-Gentleman look this isn't that children's body wash you're use to; old spice and axe just isn't what a man smells like, EMJ provides a light scent that your lady will enjoy for those up close and personal encounters especially those kinds that take place in the shower, EMJ provides a high cleansing body wash that has a light manly fragrance that doesn't sting the nose of those around you and doesn't fight the smell of those high end colognes that you really want to pop, if you're a man that knows how to take care of himself then EMJ is exactly what you're looking for a high cleansing body wash and a manly scent without breaking the bank.

True Level 1: Fragrance
Predicted Level 1: ['Fragrance', 'Cleansing', 'Brand For Me', 'Companion Approval', 'Skin Care']
True Level 2: Fragrance Strength
Predicted Level 2: ['Personal Likability (Fragrance)', 'Fragrance Type', 'Masculine Fragrance', 'Regular Cleansing', 'Spouse / Partner', 'Hydrating / Moisturizing', 'Dryness Control']
Jaccard Similarity: 0.0476
Semantic Similarity: 0.5945

Sample 12: Buy this-Great for the value smells awesome

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Review: Buy this-Great for the value smells awesome

True Level 1: Fragrance
Predicted Level 1: ['Brand Value', 'Fragrance']
True Level 2: Personal Likability (Fragrance)
Predicted Level 2: ['Personal Likability (Fragrance)']
Jaccard Similarity: 0.6000
Semantic Similarity: 0.8808

Sample 13: But I like it. And it dissipates quick - First off...

Review: But I like it. And it dissipates quick - First off, these bottles are FANCY, if only I can reuse or refill them, lol. The smell is distinct of older macho wealth and somewhat woody! But I like it. And it dissipates quick, may be lasting an hour or so after a shower. Shake well and press, instant foam comes out just like the Barbasol shaving cream. Also like a shaving cream, it is thick and creamy but doesn't lather enough for my taste! I'd use a couple of handfuls to cover all my body (I'm not a big guy). It does feel refreshing and moisturizing and rinses off nicely without leaving my skin dry and/or flaky, and no soap residue either. It's a very decent product but I don't think I'll make it my choice of shampoo, body wash, shower soapâ€¦

True Level 1: Product Texture
Predicted Level 1: ['Fragrance', 'Product Texture', 'Packaging', 'Feel / Finish', 'Skin Care', 'Product Safety']
True Level 2: Lather
Predicted Level 2: ['Personal Likability (Fragrance)', 'Fragrance Type', 'Masculine Fragrance', 'Premium Fragrance', 'Smoothness', 'Creaminess', 'Dispensing Mechanism', 'Visual Appeal', 'Handy', 'Protective Packaging', 'Fresh / Clean Feeling', 'No Residue', 'Hydrating / Moisturizing', 'Dryness Control', 'For Sensitive Skin', 'Mildness']
Jaccard Similarity: 0.0571
Semantic Similarity: 0.2355

Sample 14: I've used both the soap and the body wash. Love th...

Review: I've used both the soap and the body wash. Love them both. I feel refreshed after my shower. It's a great price point and you get a lot for the value.

I've used both the soap and the body wash. Love them both. I feel refreshed after my shower. It's a great price point and you get a lot for the value.

Body Skin Concerns: Cellulite, Stretch Marks

True Level 1: Price

Predicted Level 1: ['Price', 'Feel / Finish', 'Cleansing', 'Skin Care']

True Level 2: Value Justification

Predicted Level 2: ['Value Justification', 'Fresh / Clean Feeling', 'Regular Cleansing', 'Hydrating / Moisturizing', 'Dryness Control']

Jaccard Similarity: 0.1875

Semantic Similarity: 0.2721

Sample 15: Alright for the price.-Like the man scent it leave...

Review: Alright for the price.-Like the man scent it leaves on me. Just wish it were more concentrated so I can apply less to my wash cloth. Over all I'll continue to use just hope they don't make less concentrated than it is.

True Level 1: Fragrance

Predicted Level 1: ['Price', 'Fragrance', 'Product Texture']

True Level 2: Masculine Fragrance

Predicted Level 2: ['Value Justification', 'Masculine Fragrance', 'Consistency']

Jaccard Similarity: 0.2500

Semantic Similarity: 0.6989

Sample 16: Perfect for men-This is the best body wash. It has...

Review: Perfect for men-This is the best body wash. It has a great smell that is not overbearing. It is gluten free, animal cruelty free and they use more recycled plastic. Definitely a win -win!

True Level 1: Brand Accountability

Predicted Level 1: ['Brand Value', 'Fragrance', 'Product Safety', 'Packaging', 'Skin Care', 'Brand Accountability']

True Level 2: Eco-friendly

Predicted Level 2: ['Best-In-Class', 'Personal Likability (Fragrance)', 'Natural / Non-Toxic', 'Allergy / Medical Condition Friendly', 'Protective Packaging', 'Eco-friendly', 'Animal Testing', 'Product Integrity', 'Vegan']

Jaccard Similarity: 0.1481

Semantic Similarity: 0.3813

Sample 17: Method products are favorite-I have all (3) of the...

Review: Method products are favorite-I have all (3) of the gray Method scents, and I'm a fan of all of them. Typically rotate them throughout the week just to keep it interesting. Would be nice if Amazon wouldn't require \$35 of Pantry purchases to qualify for free shipping, so I'll see if any local stores have this product at a competitive price.

True Level 1: Fragrance

Predicted Level 1: []

True Level 2: Personal Likability (Fragrance)

Predicted Level 2: []

Jaccard Similarity: 0.0000

Semantic Similarity: 0.1715

Sample 18: Natural?-I dont understand why this brand is consi...

Review: Natural?-I dont understand why this brand is considered "Natural" when I cant pronounce half of the ingredients, and it contains lye -- sodium hydroxide.

True Level 1: Product Safety

Predicted Level 1: ['Ingredients', 'Product Safety']
True Level 2: Natural / Non-Toxic
Predicted Level 2: ['Shea Butter', 'Mint', 'Charcoal', 'Natural / Non-Toxic', 'Allergy / Medical Condition Friendly']
Jaccard Similarity: 0.3571
Semantic Similarity: 0.5823

Sample 19: Definitely for men - This is definitely a product ...

Review: Definitely for men - This is definitely a product scented for men as advertised. I was okay with it, but it is not as thick as some other brands I've used, but it did soap up well. I will try using less next time to make it last longer.

True Level 1: Product Texture
Predicted Level 1: ['Fragrance', 'Product Texture', 'Brand For Me']
True Level 2: Consistency
Predicted Level 2: ['Masculine Fragrance', 'Lather']
Jaccard Similarity: 0.2222
Semantic Similarity: 0.3279

Sample 20: Great body wash-Smells great, feels great, can't g...

Review: Great body wash-Smells great, feels great, can't go wrong with shea

True Level 1: Fragrance
Predicted Level 1: ['Fragrance', 'Feel / Finish', 'Skin Care']
True Level 2: Personal Likability (Fragrance)
Predicted Level 2: ['Personal Likability (Fragrance)', 'Fresh / Clean Feeling', 'Hydrating / Moisturizing']
Jaccard Similarity: 0.2500
Semantic Similarity: 0.7347