

Identify Smartphone Critical Success Factors from Web Review

Shin Yoonsik
Lee Wonhee

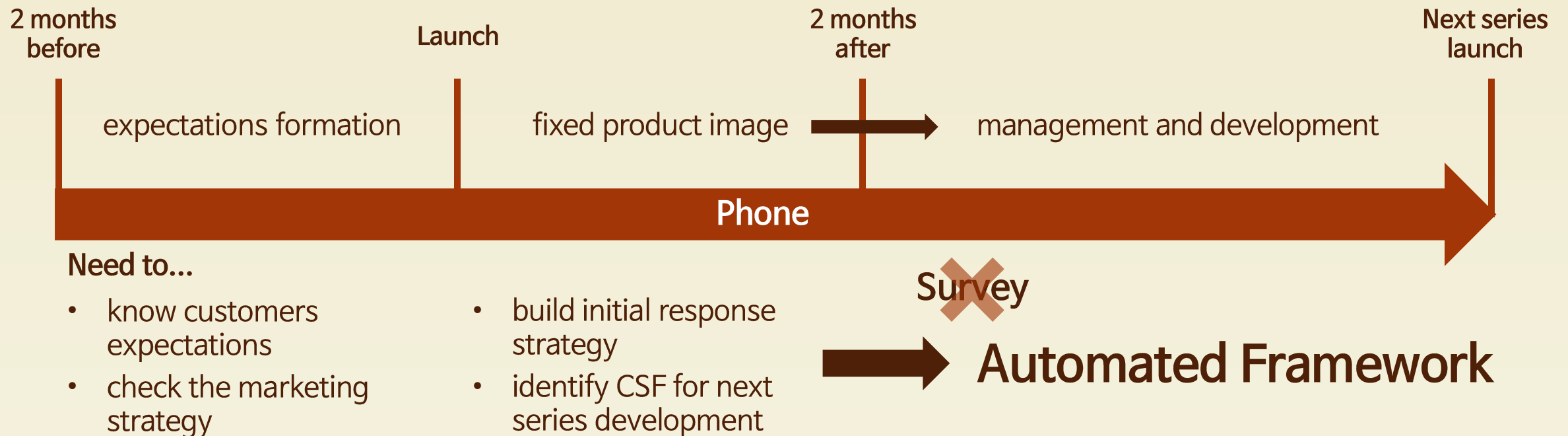
Motivation

Purpose

Data Mining

Motivation

3



Identify **CSF** with text mining,
and **check validity** with next series

- the impact of sentiment, buzz on sales volume
- keywords changes in success and failure series
(LG G, Samsung Galaxy)

Data Mining: Web Site

5

(): SimilarWeb Korea Rank

dcinside(9)

ilbe(21)

ppomppu(23)

+ bbask(-): specialized to phone

- blogs: too many advertisement

[G5, G6, S7] + S8

24,000

date	title	content	product	ref

Hannanum Morph Analyzer
with NIADic

ncpa: 동작성 명사

ncps: 상태성 명사

pvd: 지시 동사

pvg: 일반 동사

paa: 성상 형용사

Word2Vec

G5는 모듈이 **비싸서** 아주 **별로다**.

G6는 화면이 커서 상당히 **좋다**.

S7는 가격은 **비싸**도 성능이 **괜찮다**.



G5 **모듈 비싸 별로**

G6 **화면 커서 좋다**

S7 **가격 비싸 성능 괜찮**

