



Steve Madden Topic Modeling

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Topic Modeling



Summarize

topics in large text
documents of reviews



Understand

consumers' thoughts &
experiences

Preprocessing Review Metadata



1

**Remove Stop
Words**



2

**Remove Uninsightful
Words**



3

**Analyze &
Repeat**

Creating LDA Models

All Reviews

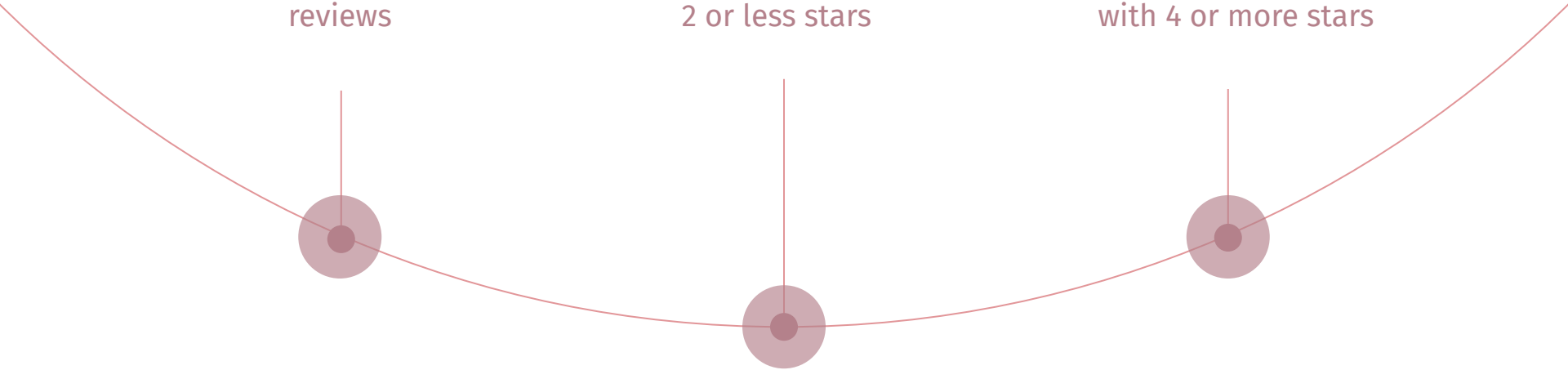
Broad analysis of all reviews

Bad Reviews

Deeper analysis on reviews with 2 or less stars

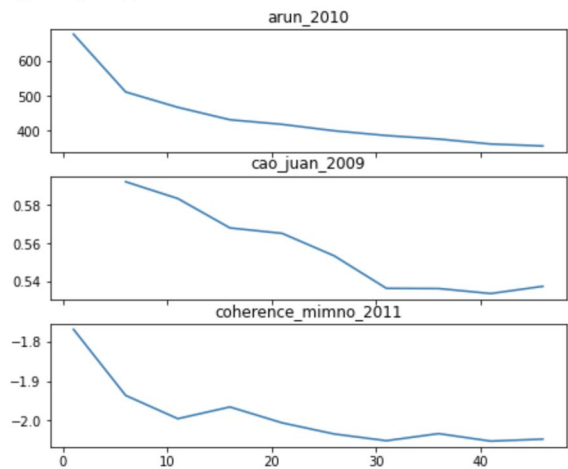
Good Reviews

Deeper analysis on reviews with 4 or more stars

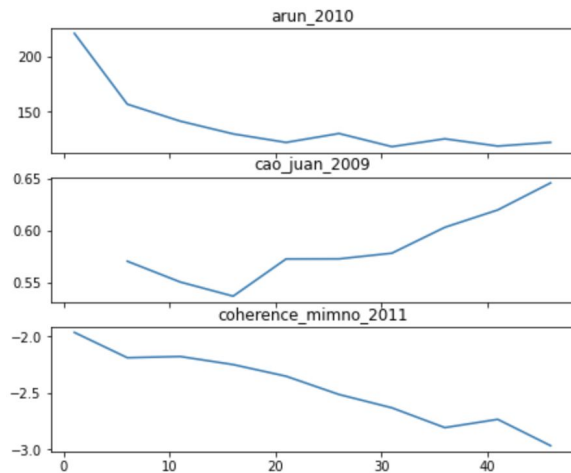


Evaluating LDA Models

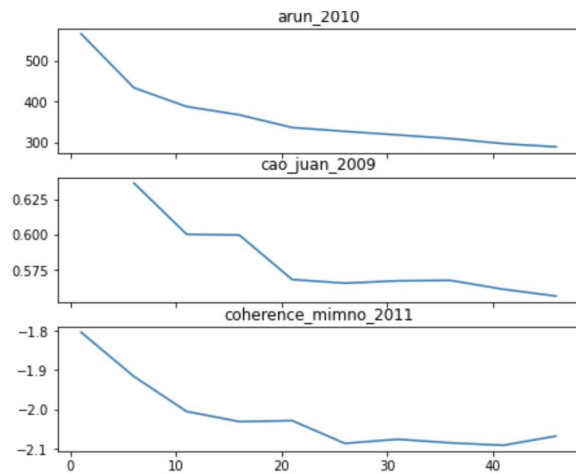
All Reviews



Bad Reviews



Good Reviews

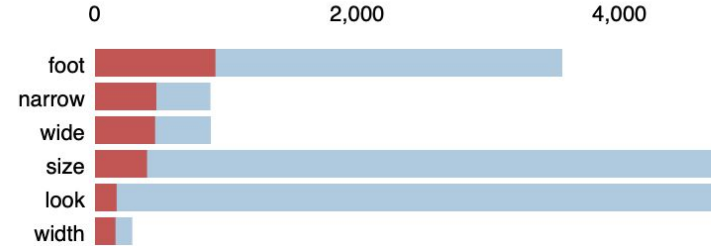
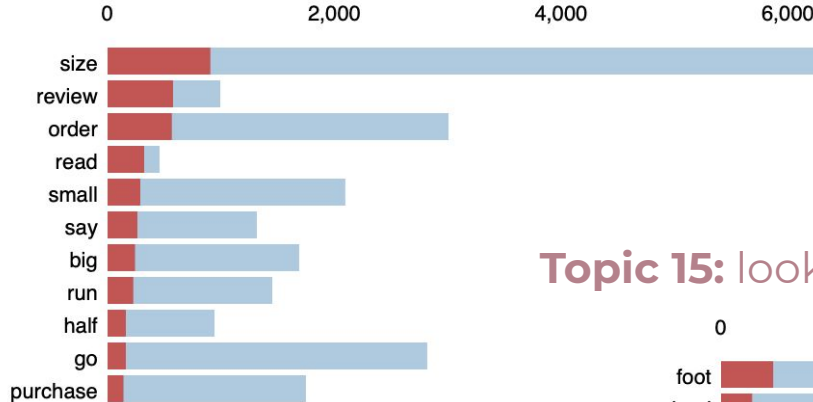


Topics from All Reviews

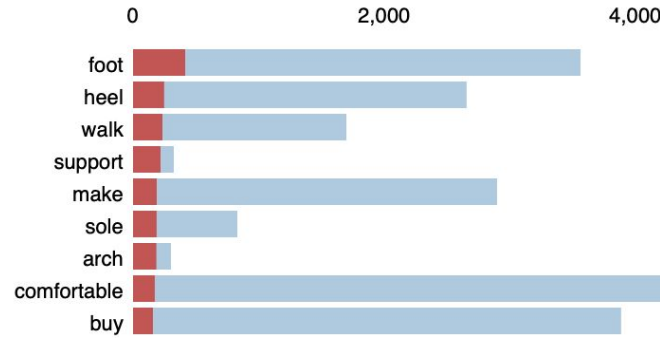
Sizing & Fit

Topic 1: inconsistent sizing

Topic 29: issues with shoe width



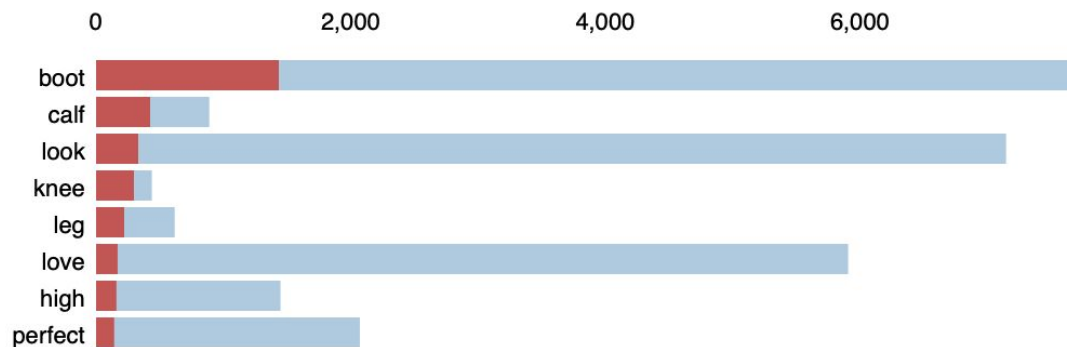
Topic 15: looks for heel and arch support



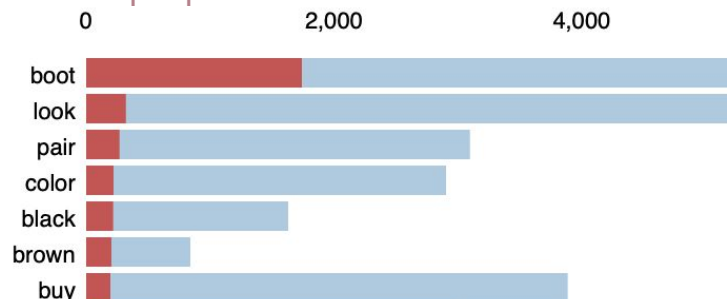
Topics from All Reviews

Boots

Topic 20: loves high calf/knee boots



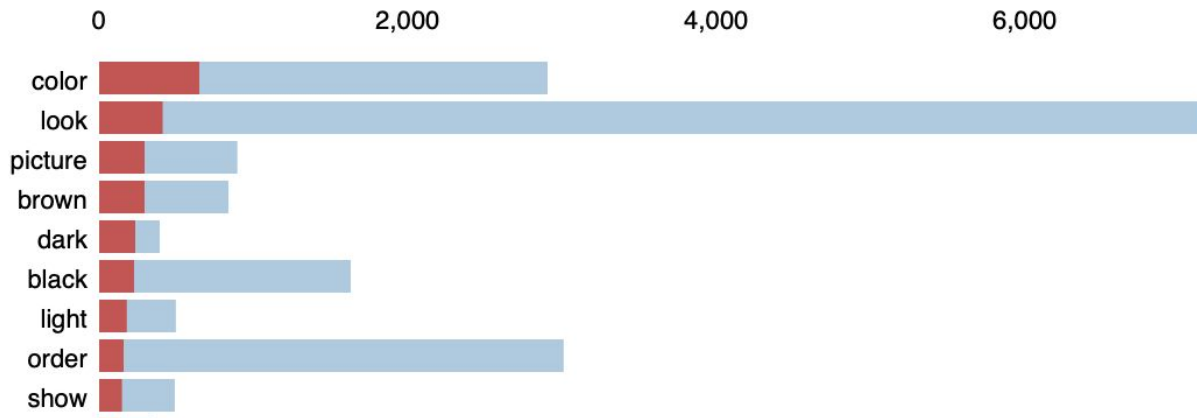
Topic 30: brown and black boots most popular



Topics from All Reviews

Product Color

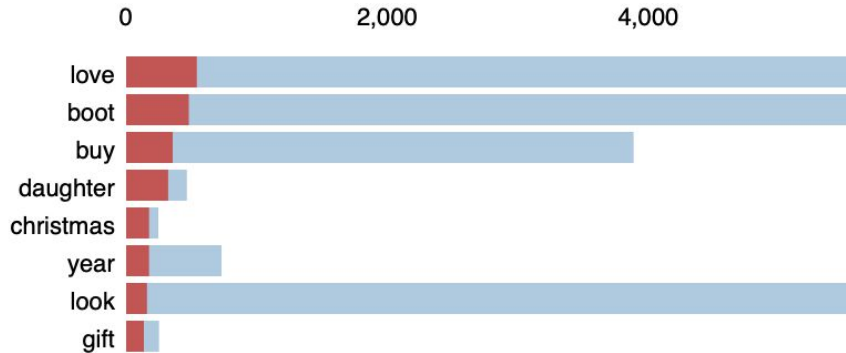
Topic 23: similar black and dark brown colors in pictures



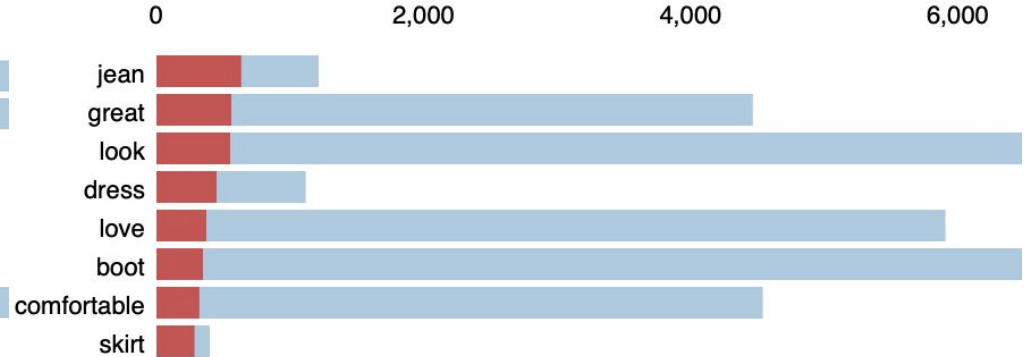
Topics from All Reviews

Styling & Purchase Occasion

Topic 10: buys boots for
Daughter as Christmas gift



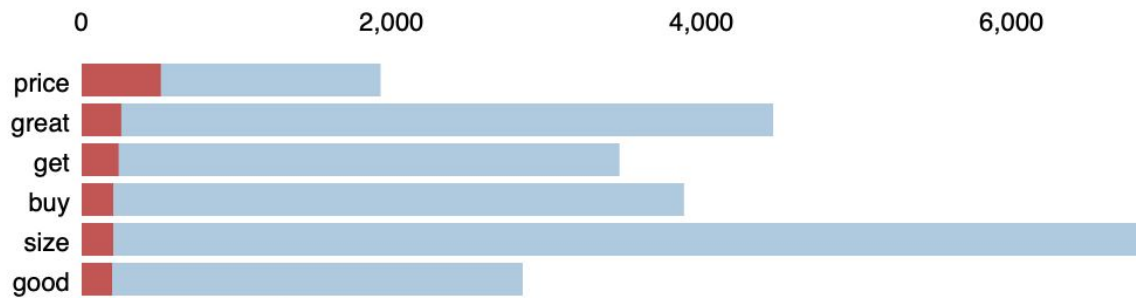
Topic 3: wears boots with
jeans, dresses, skirts



Topics from All Reviews

Price

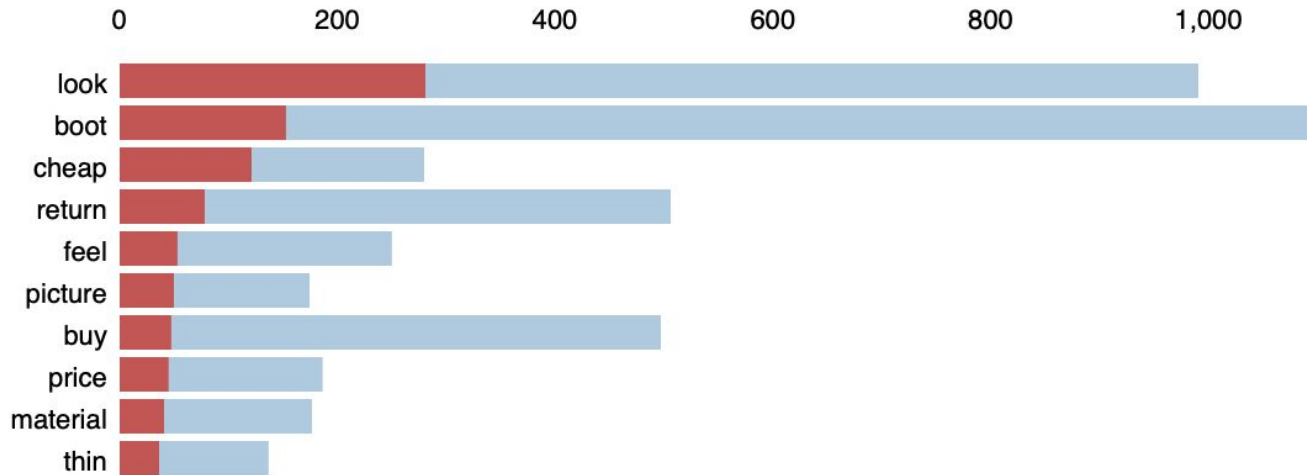
Topic 14: great prices



Topics from 2- Star Reviews

Product Material

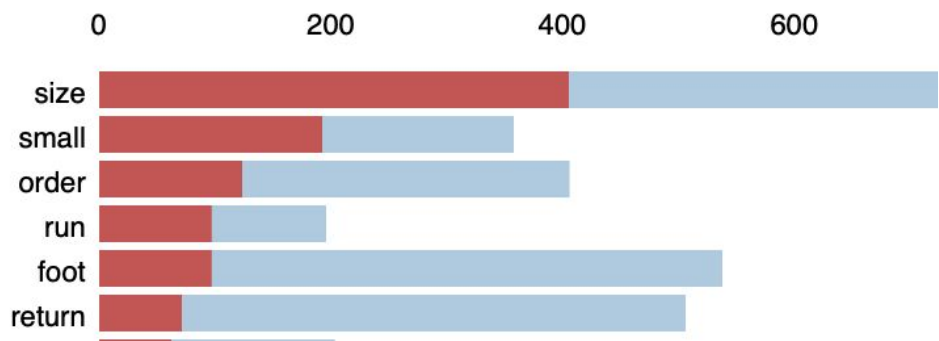
Topic 3: returned boots because material looks and feels cheap



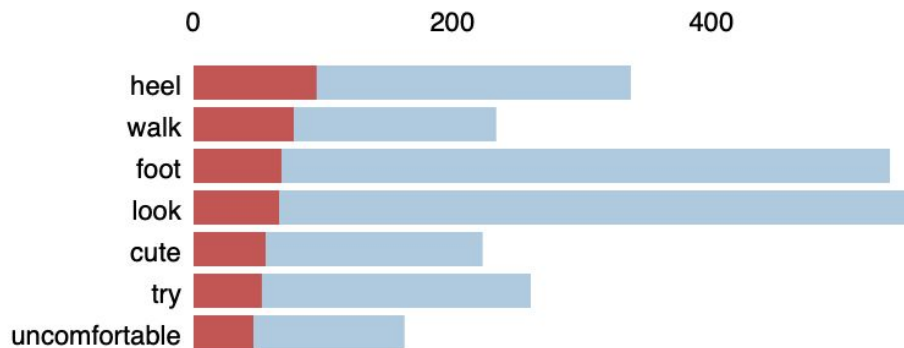
Topics from 2- Star Reviews

Sizing Issues

Topic 5: sizing runs small



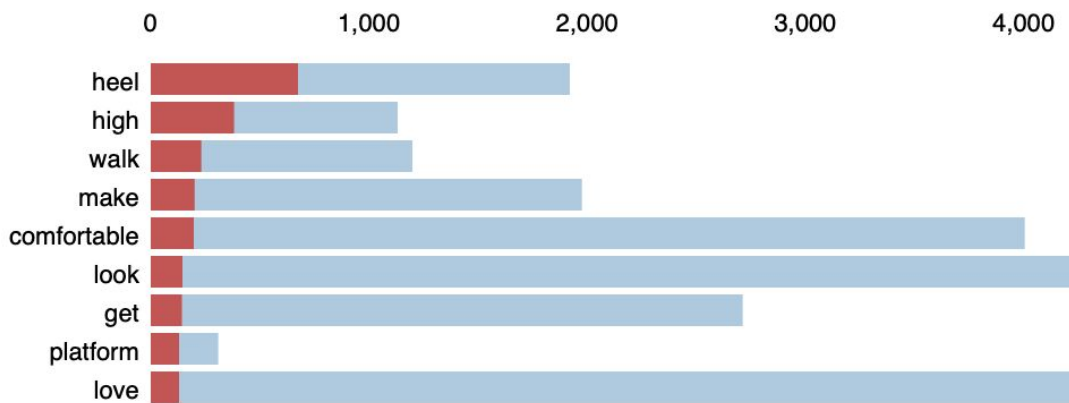
Topic 14: heel uncomfortable when walking



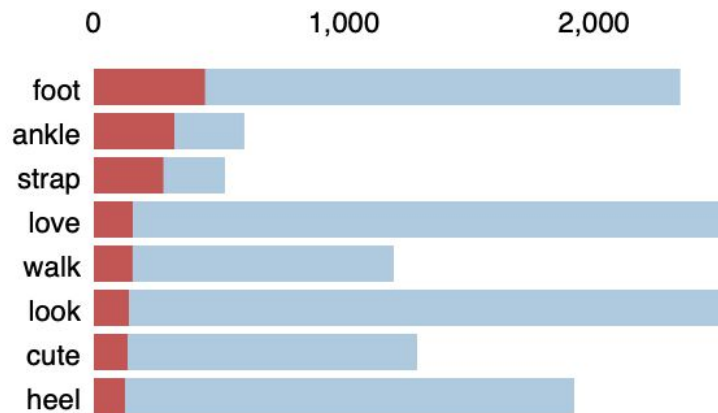
Topics from 4+ Star Reviews

High Heels

Topic 3: high heels & platforms are comfortable



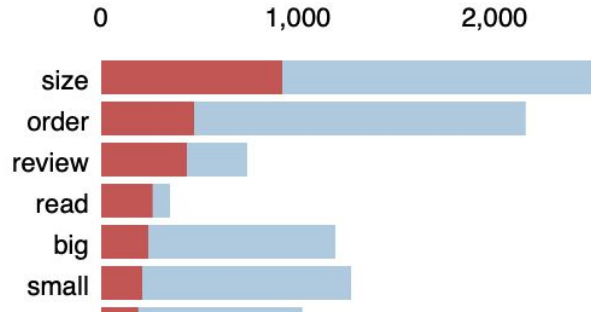
Topic 5: ankle straps on heels are cute



Topics from 4+ Star Reviews

Sizing

Topic 6: sizing issues, read reviews before ordering



Recommendations



Size Guides

Shoe-specific
length & width
measurements



Consistent Photos

Accurate lighting
& real photos



Styling Occasions

Campaigns featuring
shoes styled for
various events



Thank you!