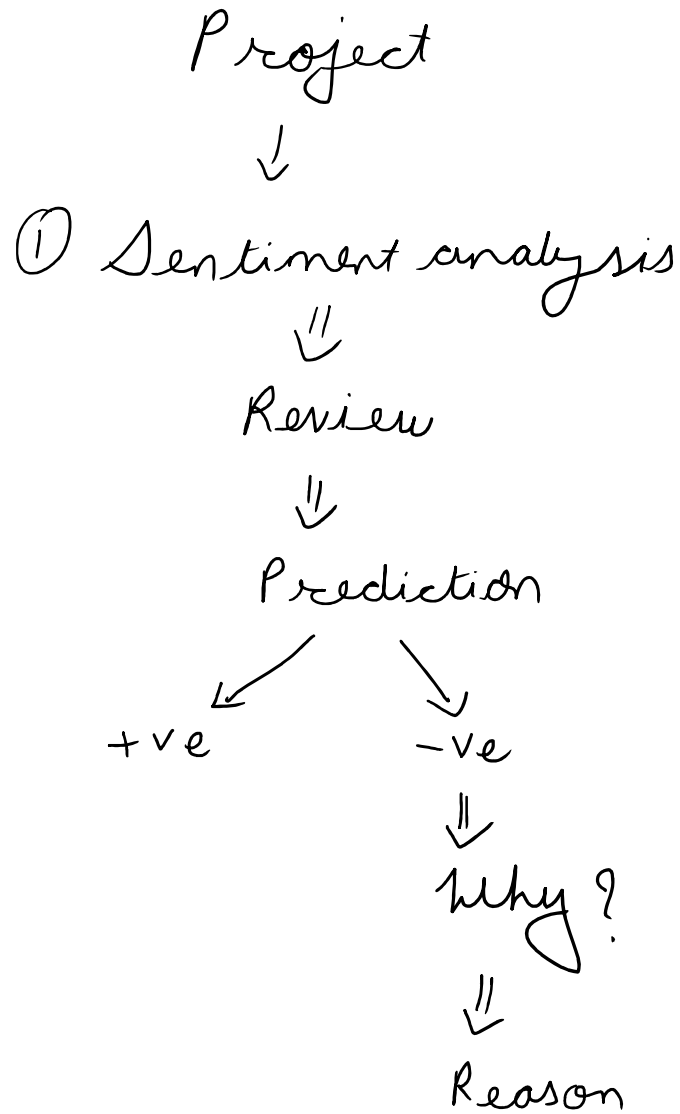
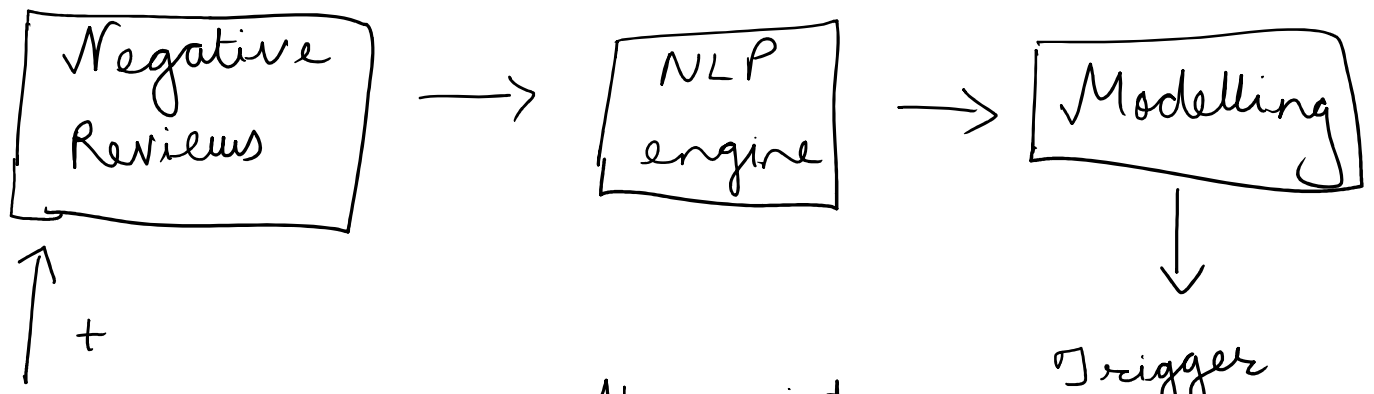
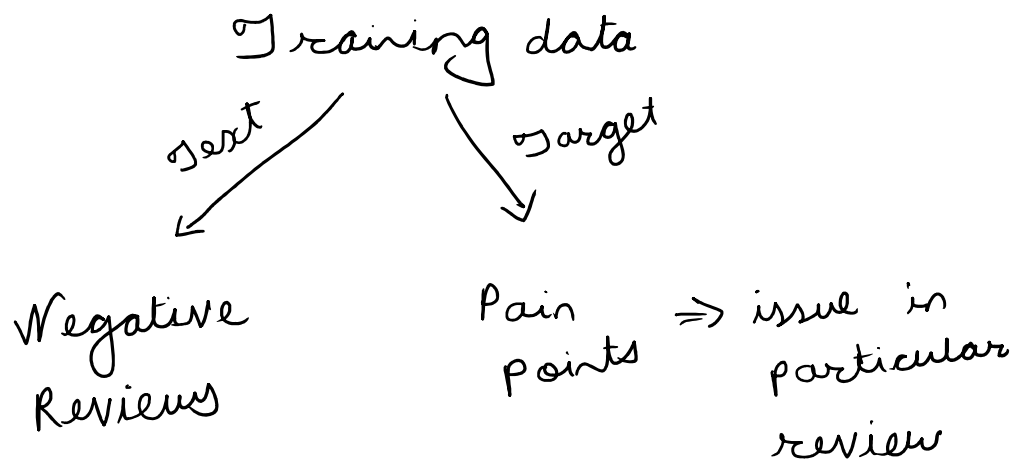
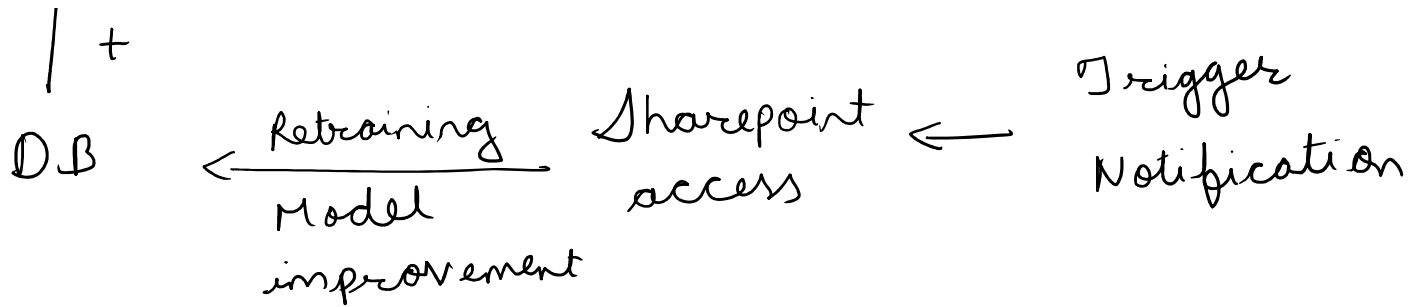


Root cause analysis



Data Source





How to get pain points ?

Negative Reviews → Keyphrases

- YAKE
- RAKE
- Ngrams

- ① Bad product quality Not recommending at all.
- ② Awful product quality, need to return this product.
- ③ Delivery guy didn't show up.

③ Delivery guy didn't show up.

④ Terrible customer service, going to change the company, will not use any product from this brand.

[^{Vec1} Bad product quality, ^{Vec2} Awful product quality,
^{Vec3} terrible customer service, ^{Vec4} Not recommending]
↓
Vectorizer

cosine similarity (Vec1, Vec2) ✓

(Vec1, Vec3)

(Vec1, Vec4) ✗

3 People → {Terrible product quality
Bad product quality
Awful product quality}

Ontology:

Dictionary \Rightarrow

{ Key : Value }

\Downarrow
[Similar Keyphrases]

\Downarrow
cosine similarity

product quality

{ 0 : [Bad product quality, Awful product quality, terrible product, Bad product] ,

Single Representative

\Updownarrow

customer service

1 : [Bad customer service, Terrible customer service, Awful customer service] }

" Bad Product quality, Not recommending at all."

\Downarrow
Product quality

Awful customer service, will not buy
from this brand.



customer service

Training data : →

Text	Target / label
Negative Reviews	Key names / Pain points