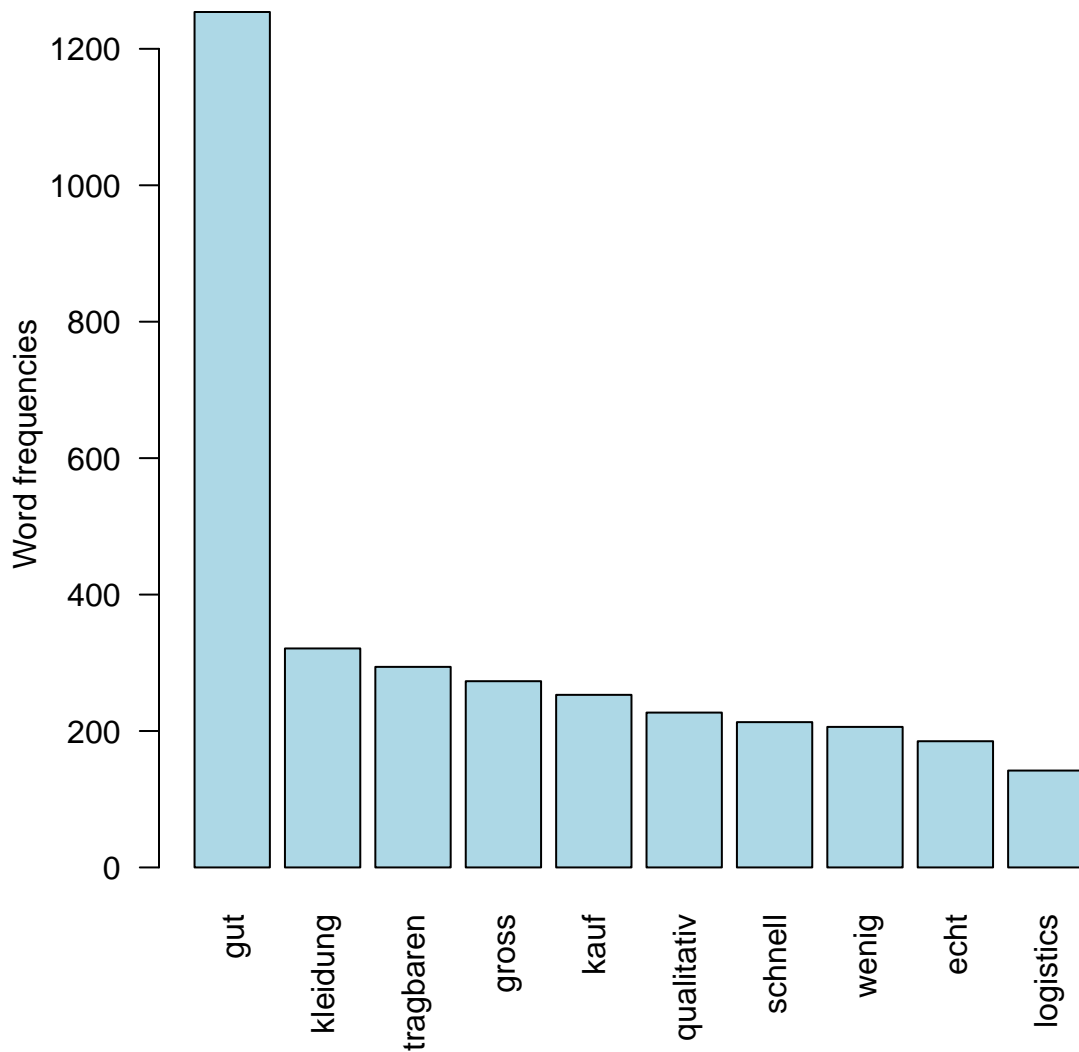


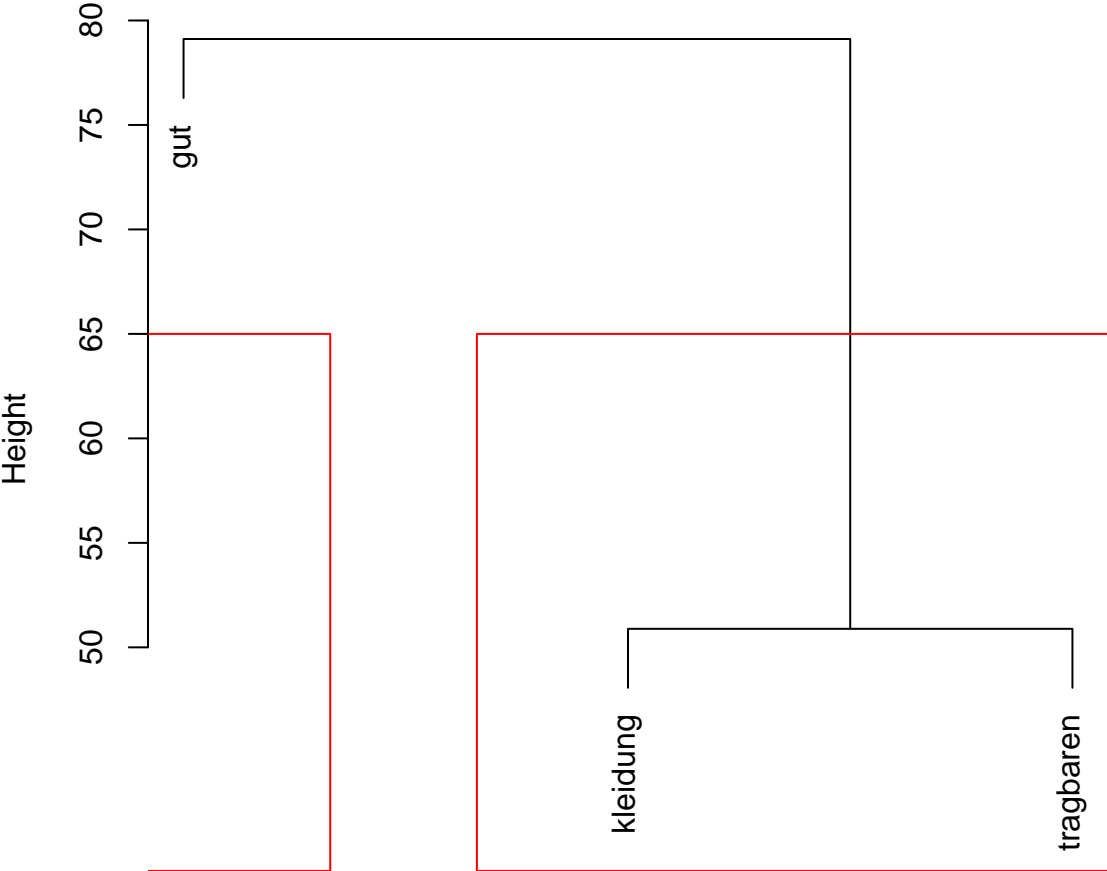
A word cloud of German and English terms, primarily related to clothing and logistics. The words are arranged in a roughly triangular shape, pointing upwards. The largest word is 'gut' (good) in the center. Other prominent words include 'tragbaren' (portable), 'kleidung' (clothing), 'grosch' (gross), 'schnell' (fast), 'logistics', 'echt' (authentic), 'kauf' (buy), and 'qualitativ' (qualitative). Smaller words include 'komfortabel' (comfortable), 'gefuhl' (feeling), 'express', 'rechnung' (calculation), 'lobeng' (praise), 'nachahmung' (imitation), 'bald' (soon), 'bisschen' (a little), 'farbe' (color), 'angenehm' (pleasant), 'zufrieden' (satisfied), 'klein' (small), 'dass' (that), 'verpackt' (packed), 'recht' (right), 'liefer' (delivery), 'wirklich' (really), 'immer' (always), and 'genau' (exact).

gut  
tragbaren  
kleidung  
grosch  
schnell  
logistics  
echt  
kauf  
qualitativ  
komfortabel  
gefuhl  
express  
rechnung  
lobeng  
nachahmung  
bald  
bisschen  
farbe  
angenehm  
zufrieden  
klein  
dass  
verpackt  
recht  
liefer  
wirklich  
immer  
genau

## Most frequent words

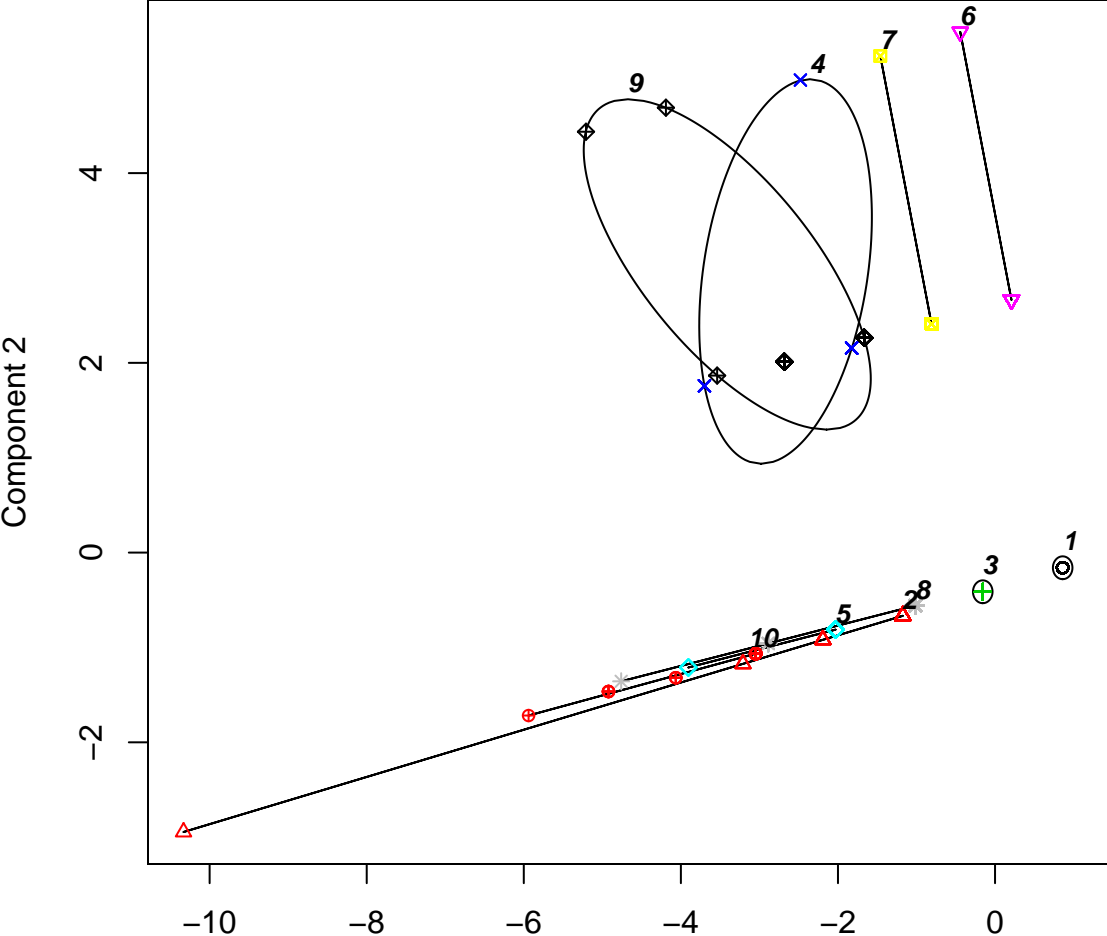


# Cluster Dendrogram



distMatrix  
hclust (\*, "complete")

```
clusplot(pam(x = sdata, k = k, diss = diss, metric = "manhattan"))
```



Component 1

Component 2

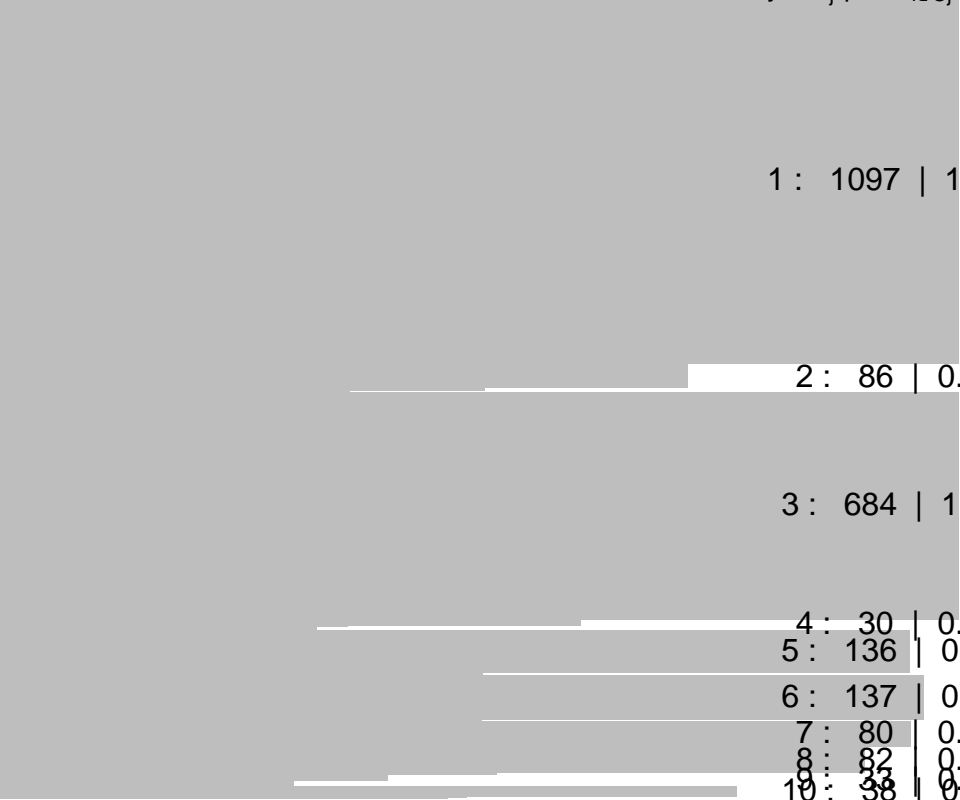
These two components explain 72.43 % of the point variability.

Silhouette plot of pam(x = sdata, k = k, diss = diss, metric = "man")

n = 2403

10 clusters  $C_j$

$j : n_j \mid \text{ave}_{i \in C_j} s_i$



0.0      0.2      0.4      0.6      0.8      1.0

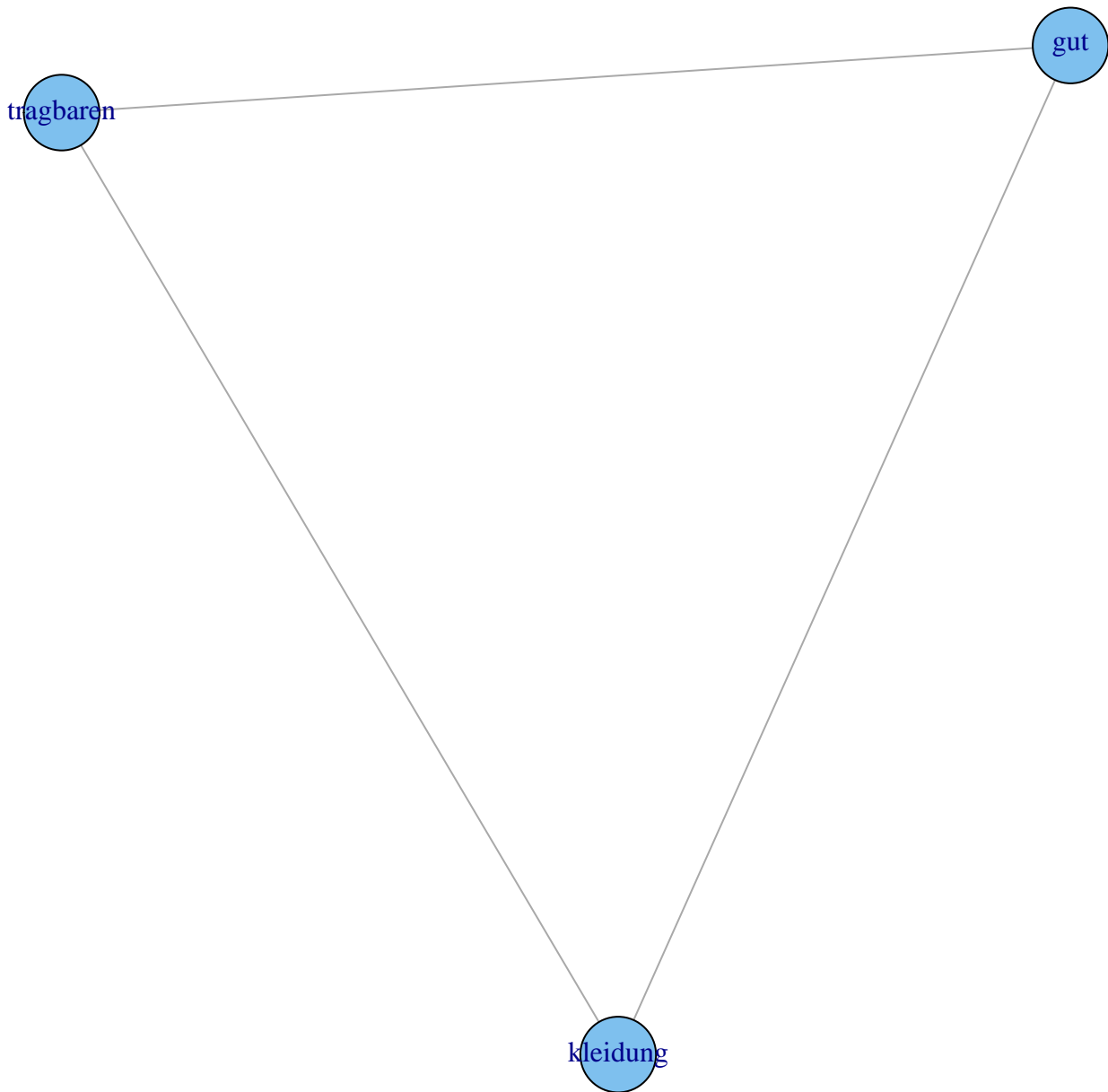
Silhouette width  $s_i$

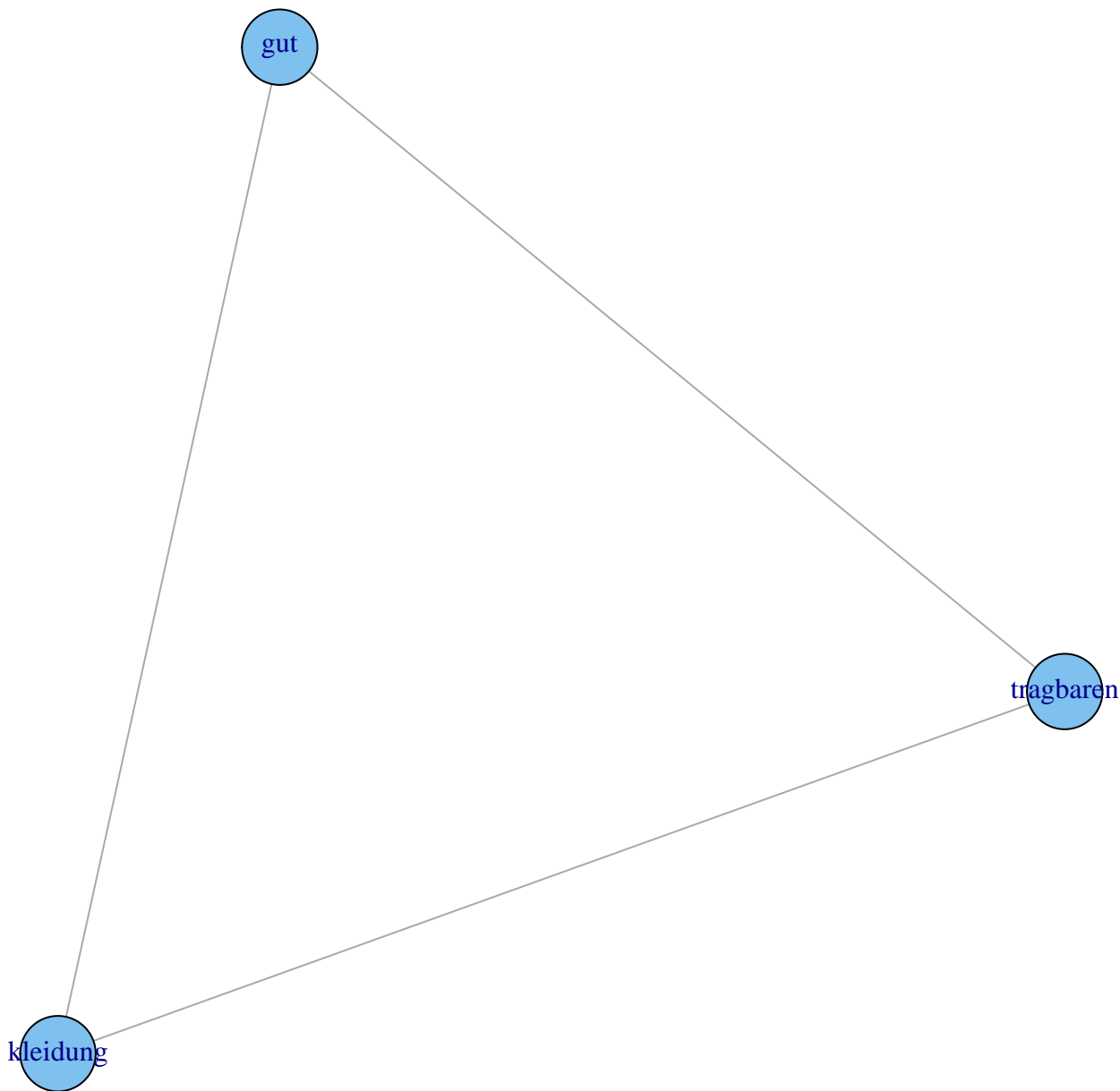
Average silhouette width : 0.95

gut

kleidung

tragbaren







tragbaren

gut

kleidung

