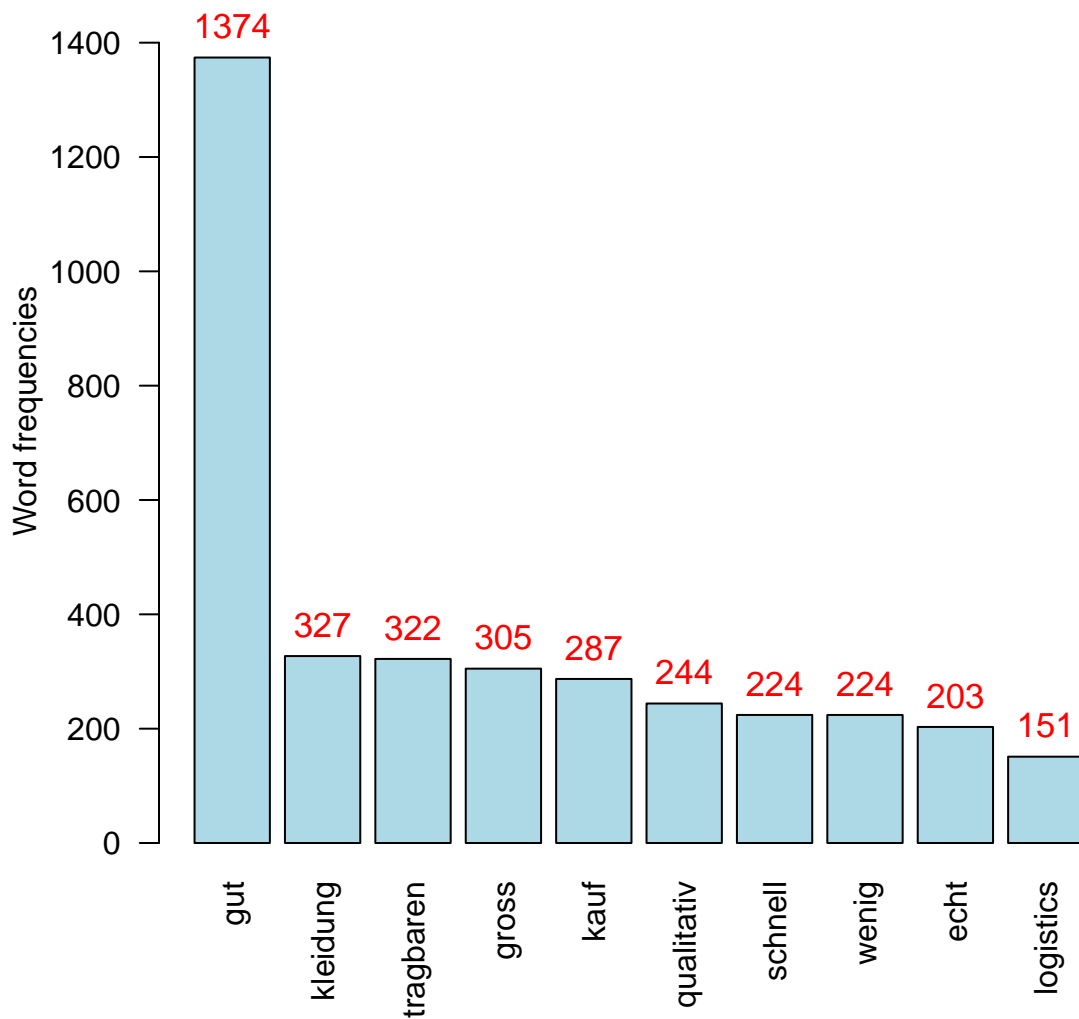
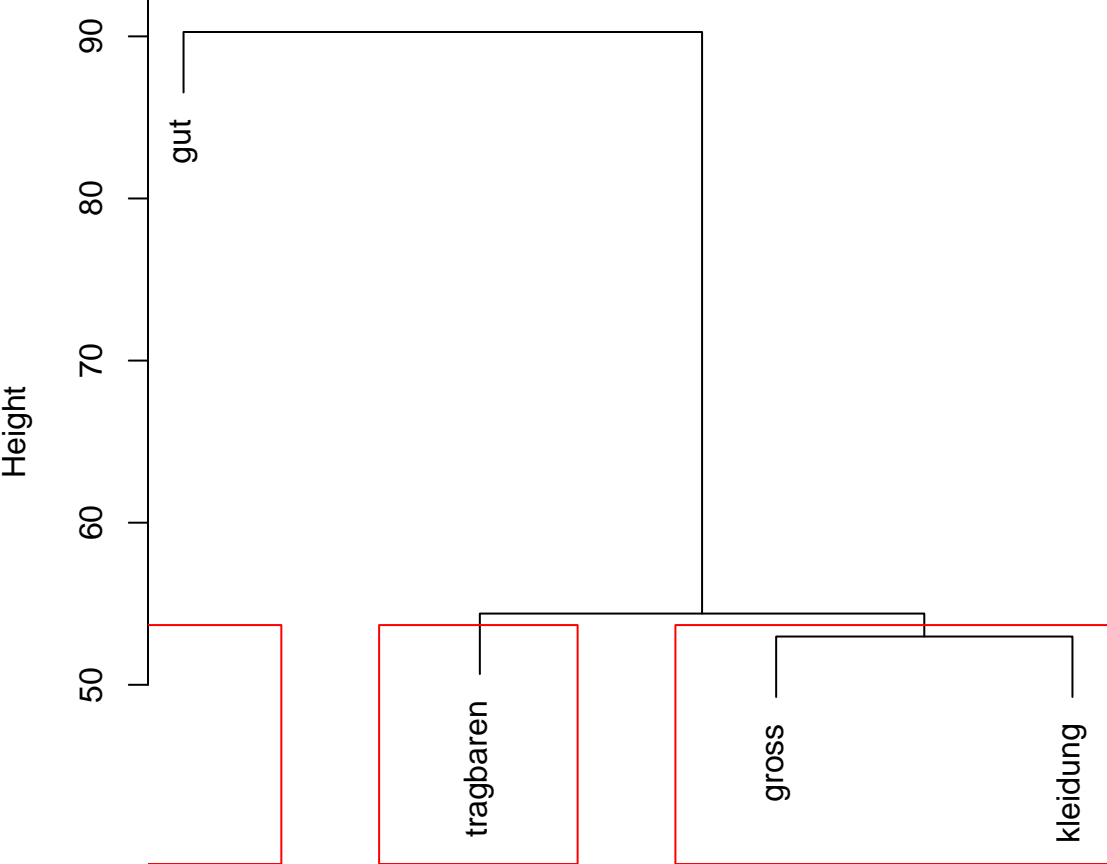


A word cloud in the shape of a heart, composed of various German words. The most prominent word is 'gut' (good), located on the right side. Other large words include 'kauf' (buy), 'kleidung' (clothing), 'schnell' (fast), 'qualitativ' (qualitative), 'wenig' (little), 'echt' (real), 'gross' (big), 'tragbaren' (portable), 'wirklich' (really), 'angenehm' (pleasant), 'komfortabel' (comfortable), 'zufrieden' (satisfied), 'lang' (long), 'logistics', 'tag' (day), 'schlecht' (bad), 'sage' (say), 'bisschen' (a little), 'genau' (exact), 'kundsenservice' (customer service), 'kaufte' (bought), 'genuine', 'dass' (that), 'offizielle' (official), 'lobt' (praises), 'richtig' (correct), 'absolut' (absolutely), 'erst' (first), 'nike', 'authentic', 'mann', 'jacke' (jacket), 'zweite' (second), 'bald' (soon), 'okay', 'punkt', 'dunnt' (thins), 'ziemlich' (quite), 'flagshipstore', 'service', 'haltung' (attitude), 'stoff' (material), 'hohe' (high), 'klein' (small), 'code', 'rechnung' (calculation), 'freund' (friend), 'zwei' (two), 'gibt' (gives), 'material', 'nachahmung' (imitation), 'empfohlen' (recommended), 'besser' (better), 'preis' (price), 'verpackt' (packed), 'kleid' (dress), 'besondere' (special), 'besonders' (especially), 'mehrer' (multiple), 'xlcode', 'glossart', 'dingbequem', 'zwingen', 'einfach' (simple), 'besonders' (especially), 'mehrer' (multiple), 'xlcode', 'glossart', 'dingbequem', 'zwingen', 'einfach' (simple).

Most frequent words

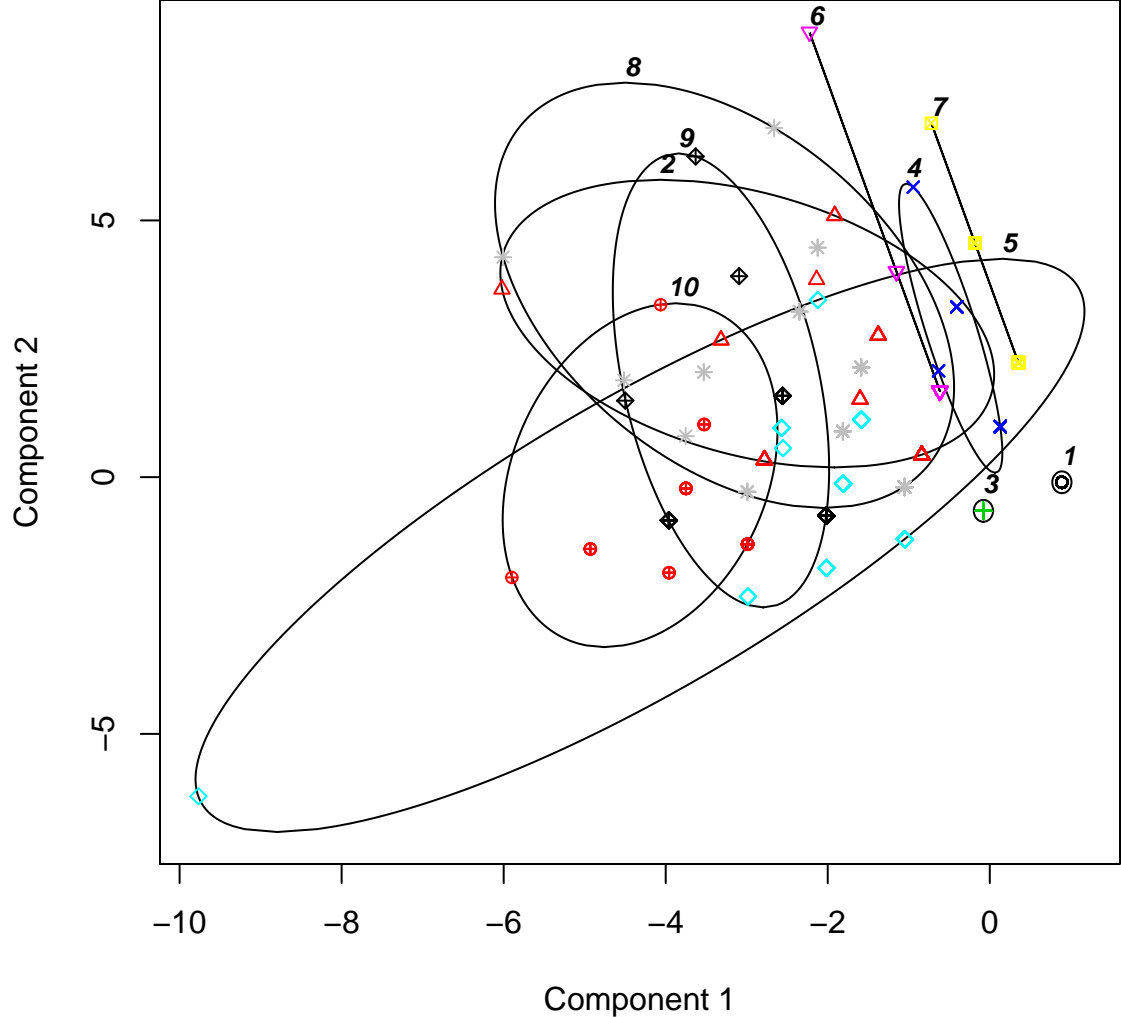


Cluster Dendrogram



distMatrix
hclust (*, "complete")

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



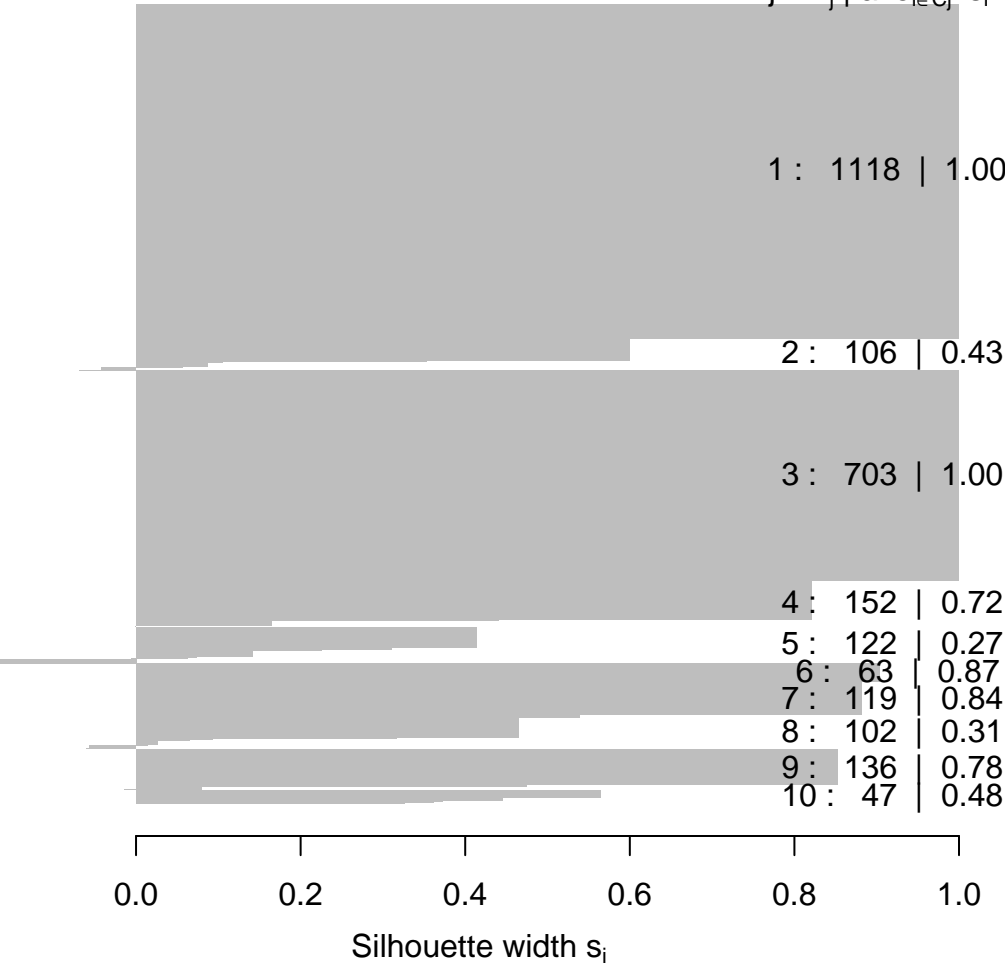
These two components explain 54.91 % of the point variability.

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

n = 2668

10 clusters C_j

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



Average silhouette width : 0.87

gross

gut

kleidung

tragbaren

