

Approach	How it works	Best fit	Data required	Advantages	Disadvantages	Effort to setup	Effort to maintain	Accuracy	Transparency
<b>Manual Rules and Taxonomies</b>	Manually crafted and maintained rules.	Companies in industries that don't change their offering.	Any amount	Easy to understand.	Requires a lot of time to create. Can't capture unknowns or sentiment.	Months	Professional services: 1 person 1 day a week.	Moderate to Good	Good
<b>Topic Modeling</b>	Topics (sequences of related words) are extracted from data.	Companies with expert NLP data science teams who do a one-off analysis for quick insights.	At least several thousand of feedback pieces.	No training required.	Difficult to interpret. Impossible to tweak.	Days to weeks	Depends on the data scientist's skill set.	Moderate	Poor
<b>Text Categorization</b>	Categories trained on pre-categorized data.	Companies who manually and consistently tag feedback and don't make major changes to their offering.	At least a few hundred feedback pieces per category.	Can be highly accurate and capture context.	Requires training data. Can't capture unknowns. Difficult to tweak.	Months	Not much, if categories don't change.	Good to Very High	Poor
<b>Thematic Analysis</b>	Themes are extracted from text, similar ones merged.	Companies in any industries who have at least a few hundred pieces of feedback per month.	A few hundred pieces of feedback a month.	Does not require training data. Captures unknowns. Easy to understand. Can be accurate and capture context.	Difficult to implement correctly, e.g. negation must be handled accurately.	Days	Anyone can maintain. 1-2h per week for Thematic to review.	Good to Very High	Very Good