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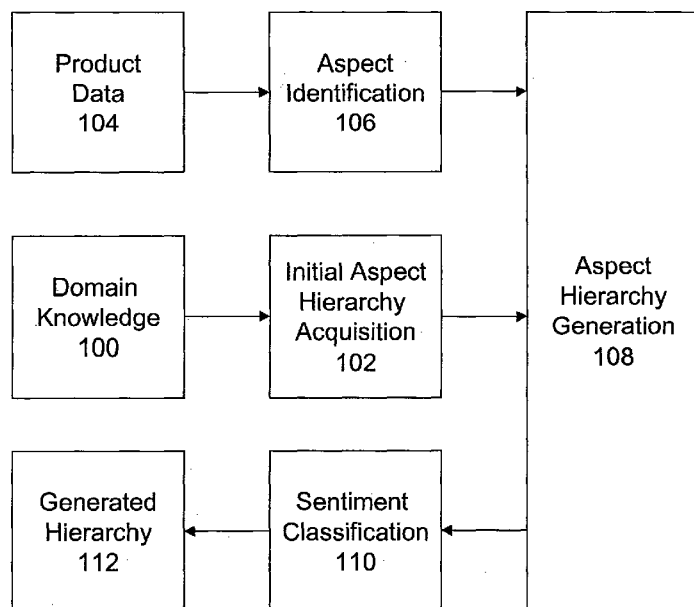
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(54) Title: METHODS, APPARATUSES AND COMPUTER-READABLE MEDIUMS FOR ORGANIZING DATA RELATING TO A PRODUCT



(57) Abstract: Various embodiments relate to methods, apparatuses and computer-readable mediums for organizing data relating to a product. An embodiment relates to a method for generating a modified hierarchy for a product based on data relating to the product. The method includes generating an initial hierarchy for the product, the initial hierarchy comprising a plurality of nodes, each node representing a different product aspect, the plurality of nodes being interconnected in dependence on relationships between different product aspects. The method also includes identifying a product aspect from the data. The method additionally includes determining an optimal position in the initial hierarchy for the identified product aspect by computing an objective function. The method further includes inserting the identified product aspect into the optimal position in the initial hierarchy to generate the modified hierarchy.



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