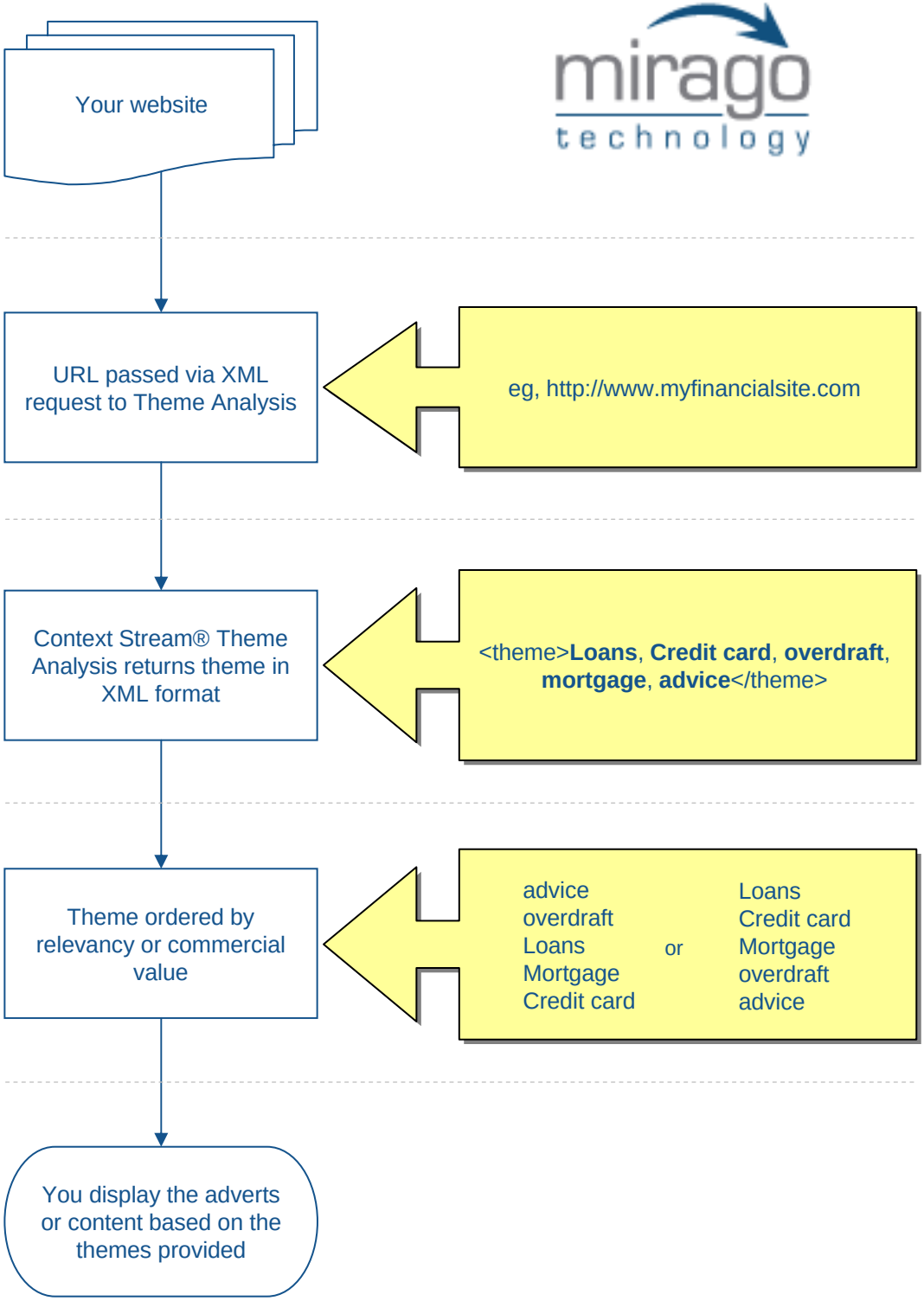How does Context Stream® Theme Analysis work?