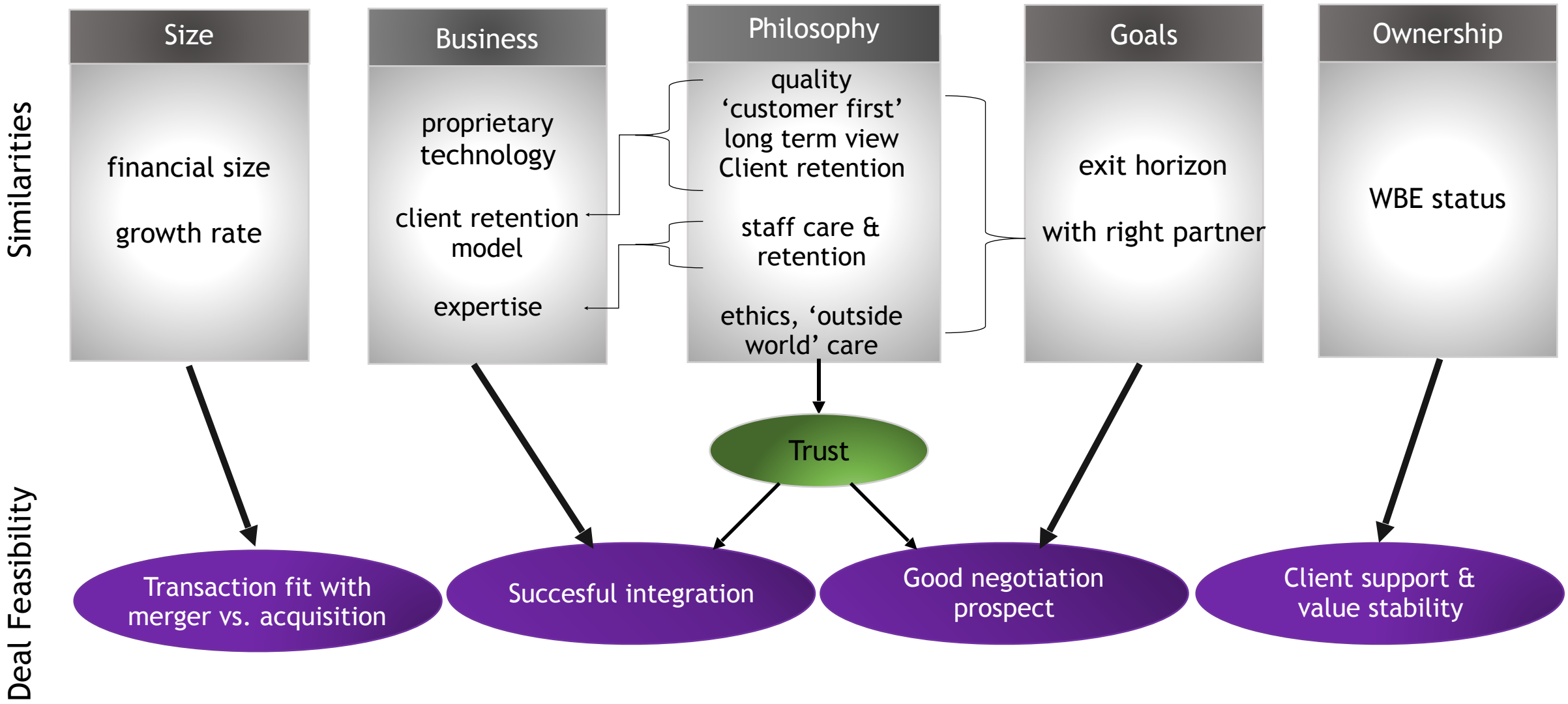Culture fit analysis