**MODULES:**

7.1.1 MODULE 1: DATA COLLECTION

Data used in this paper is a set of product reviews collected from credit card transactions records. This step is concerned with selecting the subset of all available data that you will be working with. ML problems start with data preferably, lots of data (examples or observations) for which you already know the target answer. Data for which you already know the target answer is called labelled data.

7.1.2 MODULE 2: DATA PRE-PROCESSING

Organize your selected data by formatting, cleaning and sampling from it. Three common data pre-processing steps are: **Formatting**: The data you have selected may not be in a format that is suitable for you to work with. The data may be in a relational database and you would like it in a flat file, or the data may be in a proprietary file format and you would like it in a relational database or a text file.

**Cleaning:** Cleaning data is the removal or fixing of missing data. There may be data instances that are incomplete and do not carry the data you believe you need to address the problem. These instances may need to be removed. Additionally, there may be sensitive information in some of the attributes and these attributes may need to be removed from the data entirely**. Sampling:** There may be far more selected data available than you need to work with. More data can result in much longer running times for algorithms and larger computational and memory requirements. You can take a smaller representative sample of the selected data that may be much faster for exploring and prototyping solutions before considering the whole dataset.

7.1.3 MODULE 3: FEATURE EXTRATION

Next thing is to do Feature extraction is an **attribute reduction process**. Unlike feature selection, which ranks the existing attributes according to their predictive significance, feature extraction actually transforms the attributes. The transformed attributes, or features, are linear combinations of the original attributes. Finally, our models are trained using Classifier algorithm. We use classify module on **Natural Language Toolkit library** on Python. We use the labeled dataset gathered. The rest of our labelled data will be used to evaluate the models. Some machine learning algorithms were used to classify pre-processed data. The chosen classifiers were Random forest. These algorithms are very popular in text classification tasks.

7.1.4 MODULE 4: **Evaluation Model Model** Evaluation is an integral part of the model development process. It helps to find the best model that represents our data and how well the chosen model will work in the future. Evaluating model performance with the data used for training is not acceptable in data science because it can easily generate overoptimistic and over fitted models. There are two methods of evaluating models in data science, Hold-Out and Cross-Validation. To avoid over fitting, both methods use a test set (not seen by the model) to evaluate model performance. Performance of each classification model is estimated base on its averaged. The result will be in the visualized form. Representation of classified data in the form of graphs. Accuracy is defined as the percentage of correct predictions for the test data. It can be calculated easily by dividing the number of correct predictions by the number of total predictions.