رواد مصر الرقمية

Amazon Customer Product Reviews

Supervisor: Ahmed Yousry

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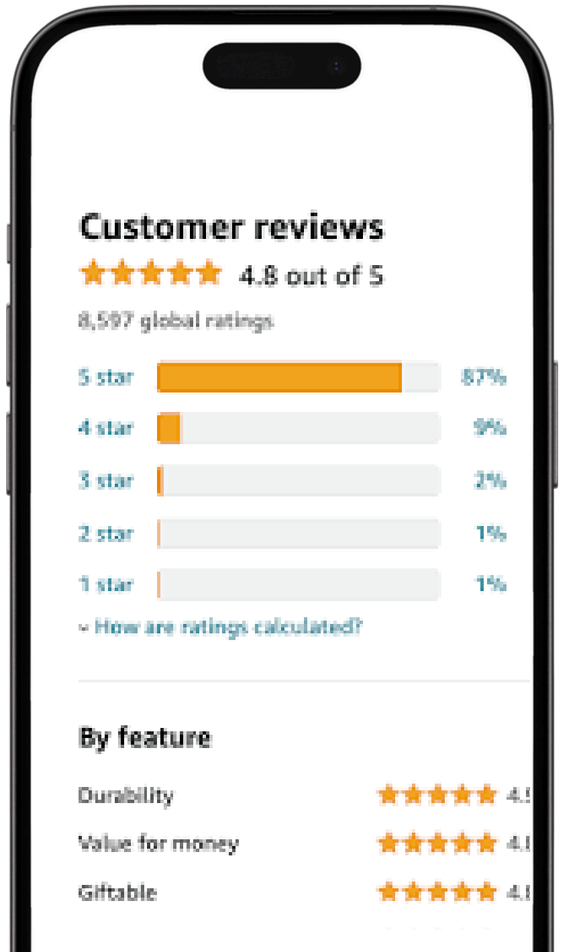
Introduction

We performed sentiment analysis on Amazon customer reviews to classify them as positive or negative. The project involves using machine learning and deep learning models, including LSTM, to achieve high accuracy in predicting customer sentiment. Additionally, we implemented platforms like Hugging Face, MLflow, and Streamlit for model optimization, tracking, and deployment.

Team Members

- Mariam Mohamed
- Fatma Salah
- Ahmed Emad
- Mostafa Omran
- Abdulrahman Tarek
- Abdelrahman Elsheikh

DATASET

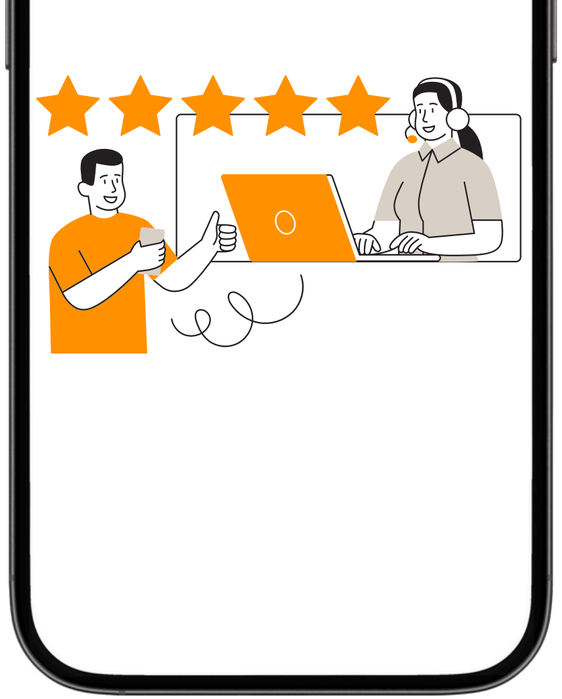

Customer reviews
4.8 out of 5
8,597 global ratings
5 star 87%
4 star 9%
3 star 2%
2 star 1%
1 star 1%
How are ratings calculated?
By feature
Durability
Value for money
Giftable

Dataset Overview

This dataset contains over 568,000 consumer reviews ratings scored 1-5 stars for a variety of Amazon products.

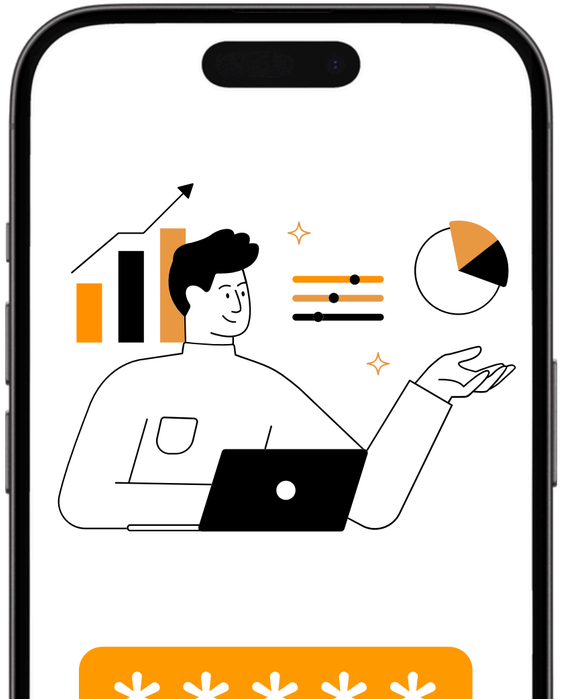
Data dictionary:

- **Id:** Unique identifier for each review
- **ProductId:** Amazon product ID
- **UserId:** Amazon user ID
- **ProfileName:** User's profile name
- **HelpfulnessNumerator:** Number of users who found the review helpful
- **HelpfulnessDenominator:** Total number of votes for the review
- **Score:** Review rating (1-5 stars)
- **Time:** Timestamp of the review
- **Summary:** Short summary of the review
- **Text:** Full review text

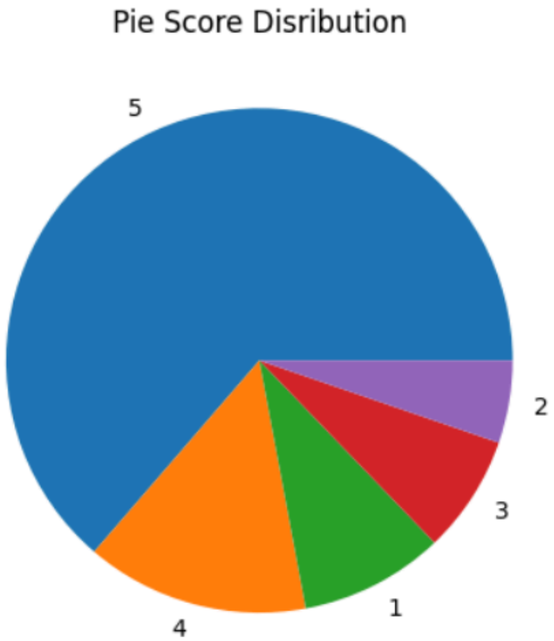


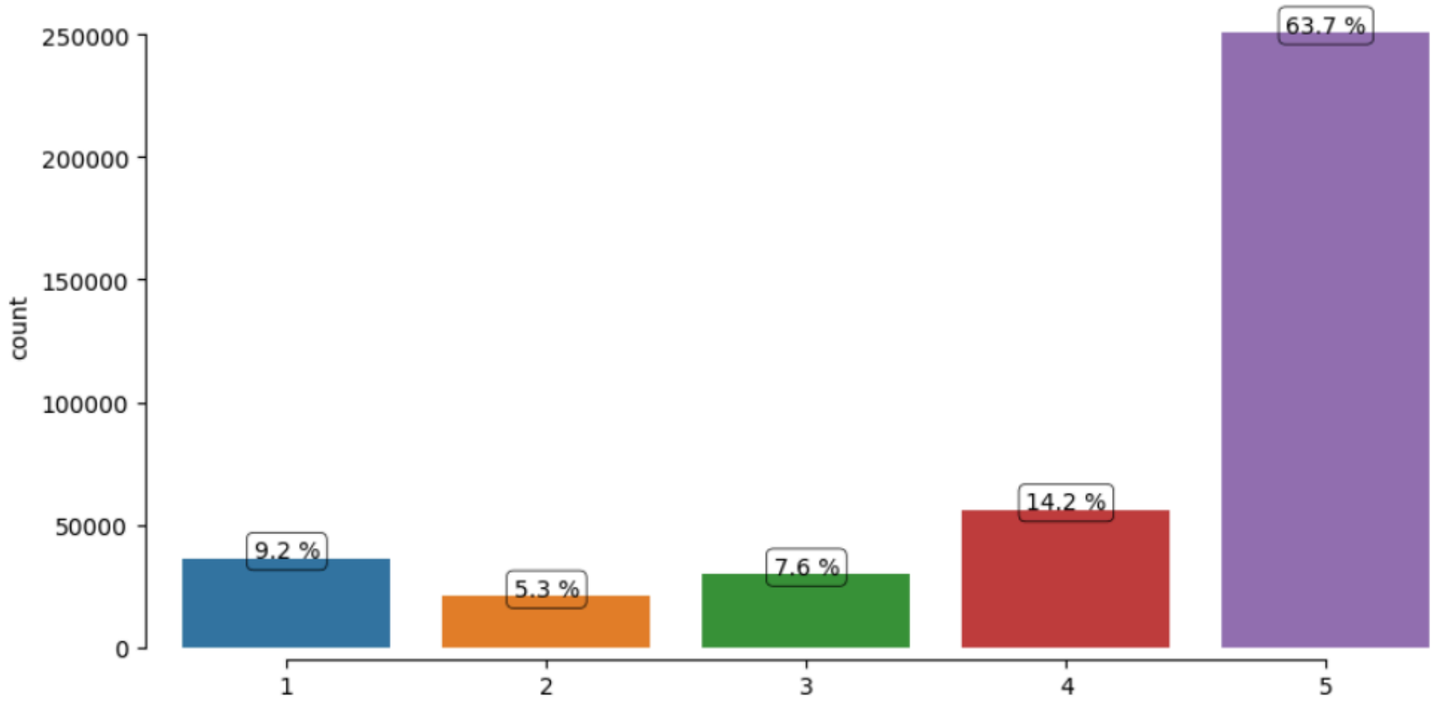
EXPLORATORY DATA ANALYSIS (EDA)

1. **Score distribution**
2. **Word Cloud**
3. **Data Duplication**



Score Distribution

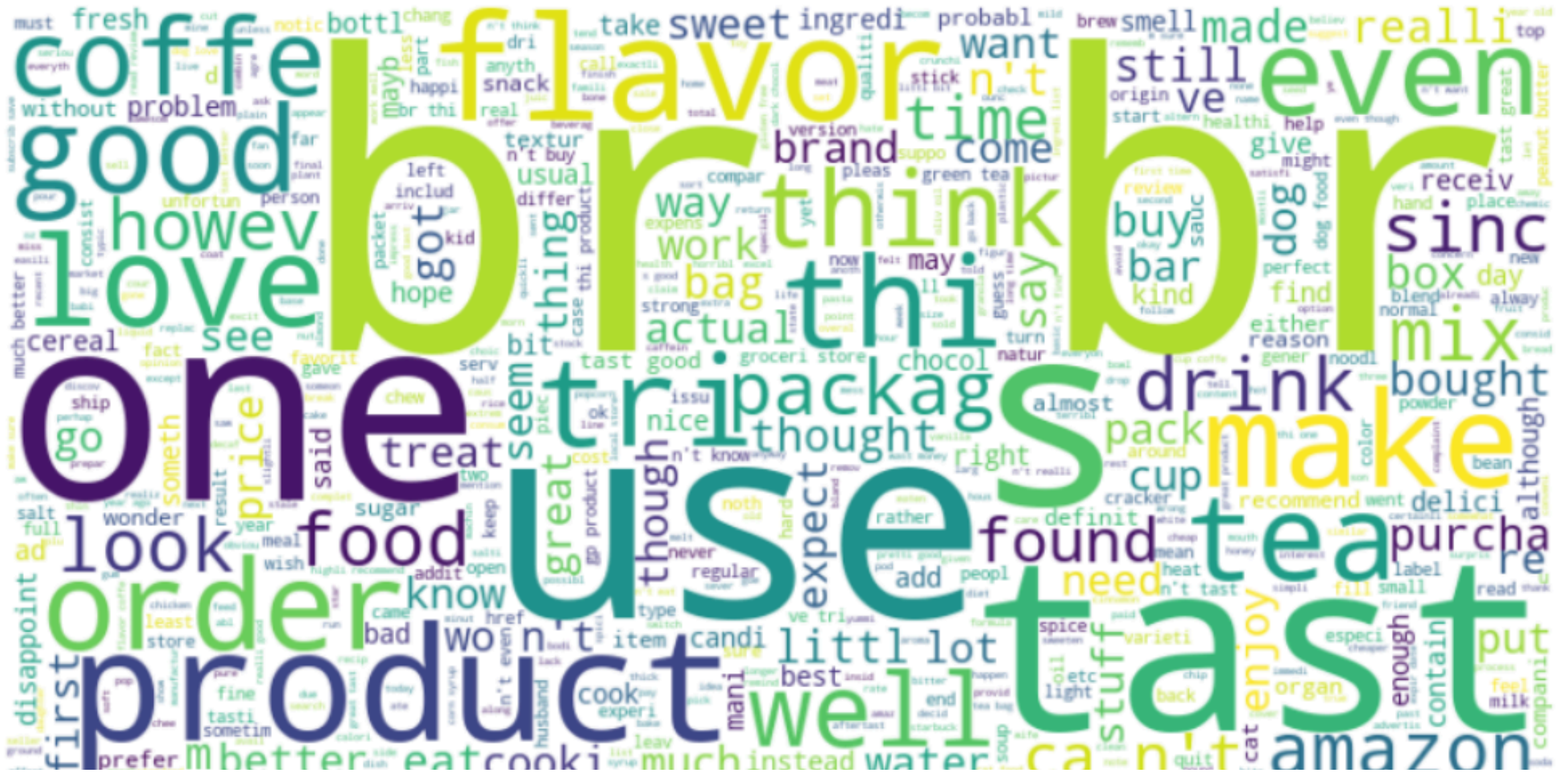




Key Observations:

- **Imbalanced data**
- **Fewer lower scores:** Ratings of 1, 2, and 3 are relatively infrequent, indicating a lower prevalence of negative or neutral sentiment.

Word Cloud



Key observation:

- **The word cloud visually represents the most frequently used terms in the dataset, highlighting words like "coffee," "tea," "taste," "good," "product," and "use,"** suggesting that these topics are central to the customer reviews.

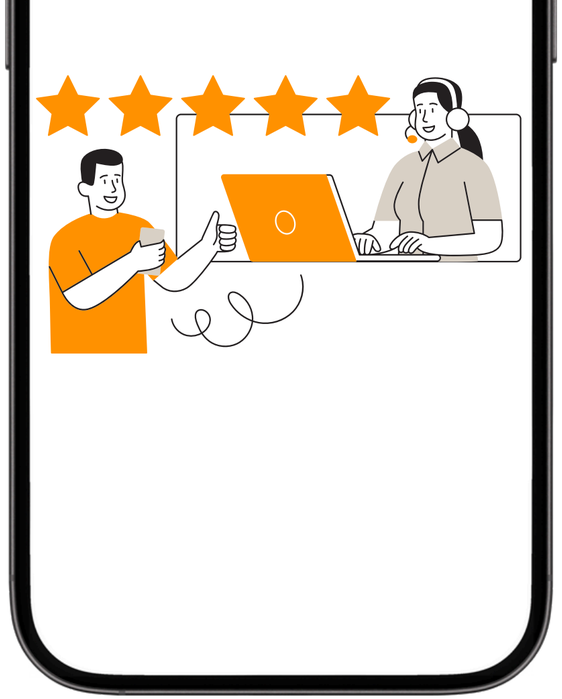
Data Duplication

```
# To check for duplicates
df.duplicated().sum()
```

```
174779
```

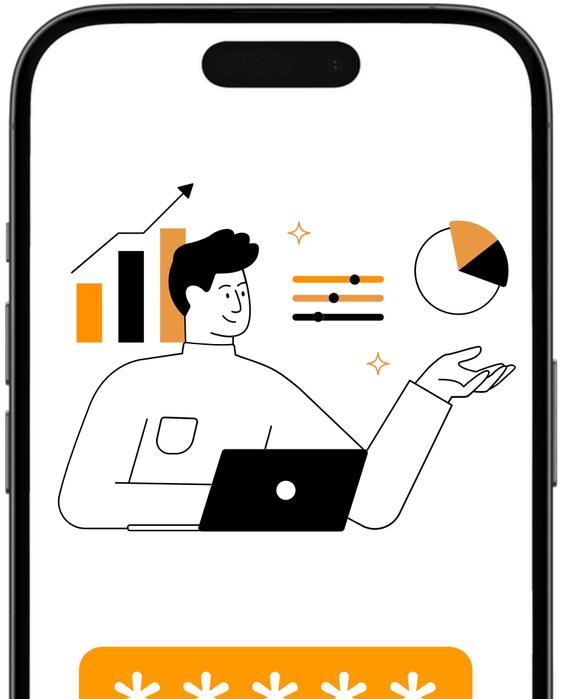
Key observation:

- **There are 174779 duplicated reviews.**



PREPROCESSING AND FEATURE ENGINEERING

1. **Dropping Duplicated Values**
2. **Sampling Data**
3. **Text Preprocessing**
4. **Score Encoding**



Dropping Duplicated values

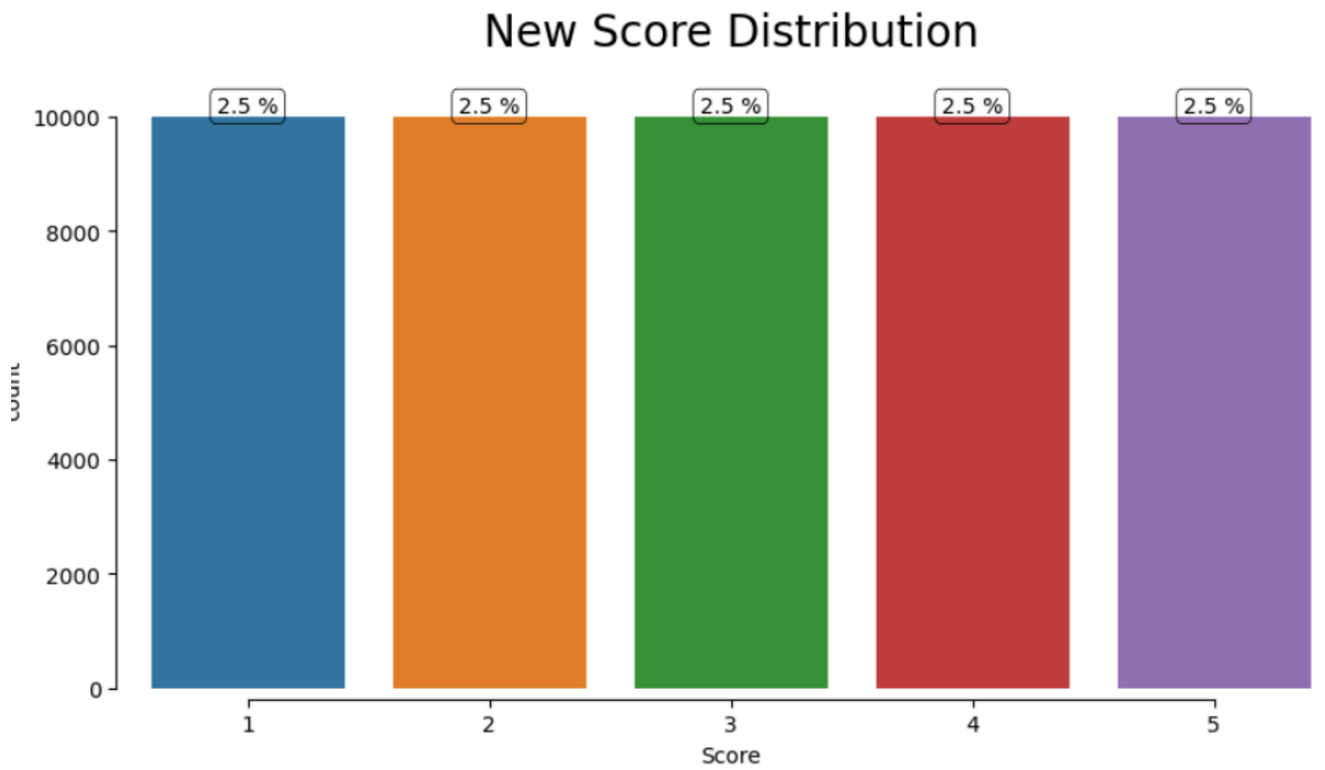
```
df.drop_duplicates(inplace=True)
```

```
df.shape
```

```
(393675, 2)
```

To ensure the integrity of our dataset, we removed duplicate entries. The original dataset had 568454 and after dropping 174779 duplicates, the new dataset dimension is 393675. This step helps eliminate redundant data, improving the quality of the analysis.
As we don't need the other attributes, we drop all except the text and score.

Sampling Data



We implemented a balanced sampling strategy to address class imbalance by randomly selecting 10,000 reviews from each score category. This approach ensures equal representation of all score categories, facilitating more accurate sentiment analysis.

Text Preprocessing

```python
def clean_text(text):
    # 1. Convert to lower
    txt=text.lower()

    # 1. split to words
    tokens=word_tokenize(text)

    # 3. remove punctuation
    tokens=[word for word in tokens if word not in string.punctuation]

    # 4. Remove stopwords
    tokens=[word for word in tokens if word not in stop_words]

    # 5. Remove numbers
    tokens=[word for word in tokens if not word.isdigit()]

    # 6. Apply Stemming
    tokens=[stemming.stem(word) for word in tokens]

    # To return these single words back into one string
    return ' '.join(tokens)
```

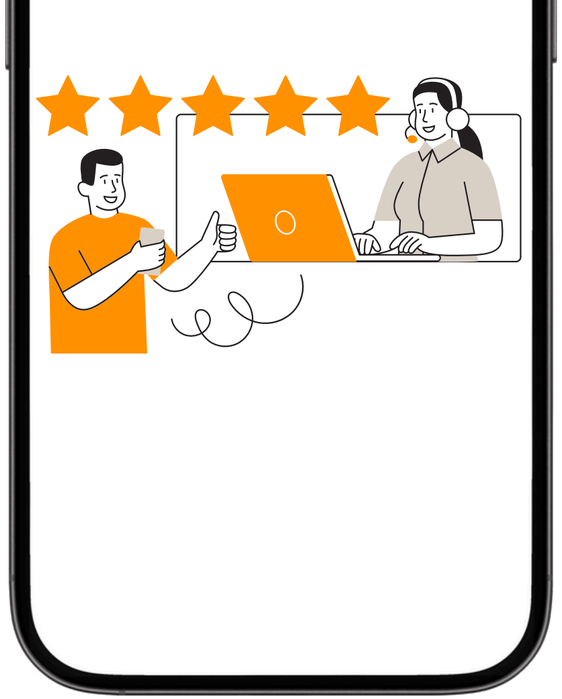
Text	cleaned_text
The wheat free brownie mix is not to my liking...	the wheat free browni mix like I wo n't reorde...
saltyness may be the "norm" for products like ...	salty may `` norm '' product like doesnt mean ...
I purchased this product from Otto's because t...	I purchas product otto 's offer via amazon pri...
Switch to this food and my dog became very sic...	switch food dog becam sick Go onlin lookup dog...
please do not take this note as an attack on y...	pleas take note attack product It snoodl hate ...
...	...
I bought this for Halloween and I had SOOOOOO ...	I bought halloween I soooooo much candi left I...
My two cockers love this formula of chicken an...	My two cocker love formula chicken sweet potat...
Ive hunted high and low and have tried every t...	ive hunt high low tri everi type licoric toffe...
We have a rapidly growing 7 month Labradoodle ...	We rapidli grow month labradoodl puppi initi b...
we received this coffee yesterday, and have to...	receiv coffe yesterday tell love espresso n't ...

Using NLTK, the text preprocessing function performs several steps: converting to lowercase, tokenizing words, removing punctuation and stop words, excluding numbers, and applying stemming. This prepares the text for analysis, simplifying it for consistent feature extraction in machine learning models.

Score Encoding

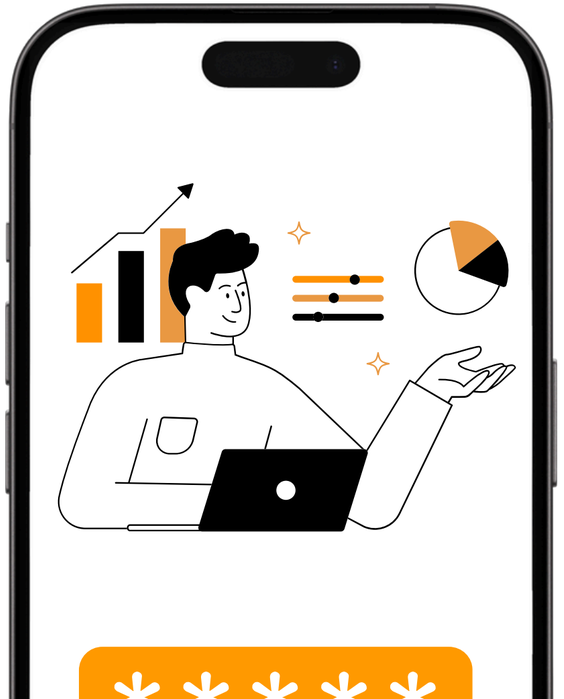
```
new_df['Score'] = new_df['Score'].apply(lambda x: 1 if x >=3 else 0)
# 1 --> Good
#0 --> Bad
```

To improve model performance, we simplified the score classification. Initially, the 5-class classification (very bad, bad, good, very good, excellent) achieved an accuracy of only 47.9% using Logistic Regression. To address this, we applied binary classification: scores of 4 and 5 were labeled as Positive (1), and scores of 1, 2, and 3 as Negative (0). This binary approach better suited the sentiment analysis task.



MODELING APPROACHES

1. **Traditional models (Logistic Regression,Naive Bayes,SVM)**
2. **Deep Learning (LSTM)**
3. **Hugging Face**

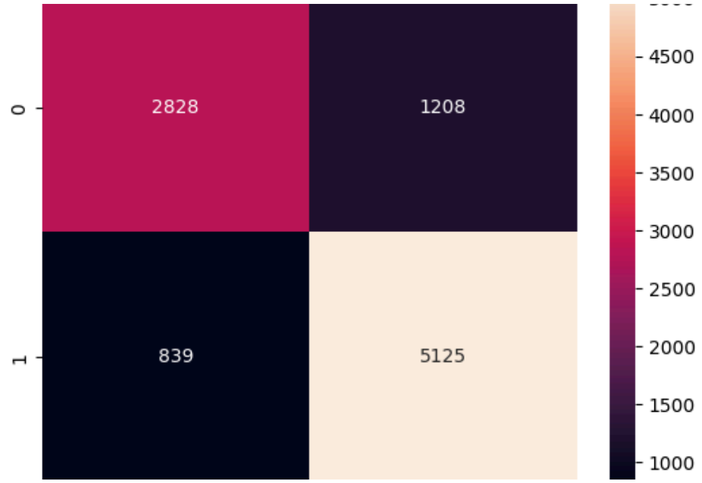


Logistic Regression

```
pipe = Pipeline(
    [
        ('vec', CountVectorizer(stop_words= "english"))
        ('tfidf', TfidfTransformer()),
        ('classifier', LogisticRegression()),
    ])
```

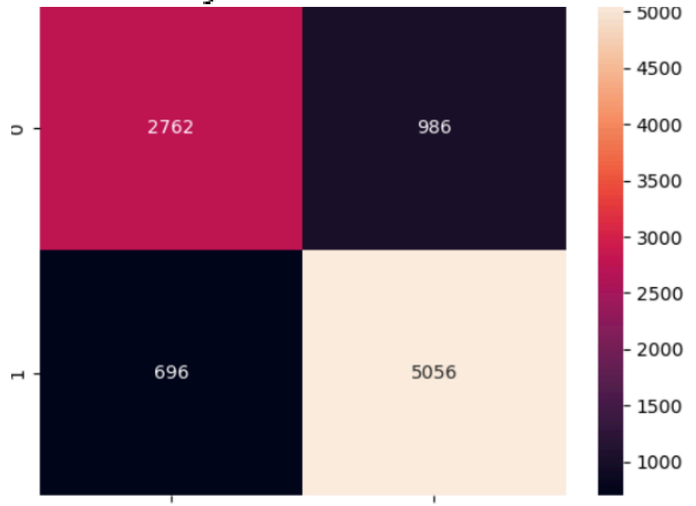
Training accuracy: 0.8317

Test accuracy: 0.7953



Training accuracy: 0.8591315789473685

Test accuracy: 0.8229473684210526



Logistic Regression was implemented in two configurations: the left side shows results using only review text, while the right side includes both text and summary. The pipeline outlines the key steps in model training. Combining text with the summary led to a noticeable improvement in performance, boosting accuracy by 3%, from 79.53% to 82.29%.

Naive Bayes

```
naive_bayes_pipeline = Pipeline([
    ('vec', CountVectorizer(stop_words='english')),
    ('tfidf', TfidfTransformer()),
    ('classifier', MultinomialNB())
])
```

	precision	recall	f1-score	support
0	0.8427	0.3717	0.5158	4036
1	0.6915	0.9531	0.8015	5964
accuracy			0.7184	10000
macro avg	0.7671	0.6624	0.6586	10000
weighted avg	0.7525	0.7184	0.6862	10000

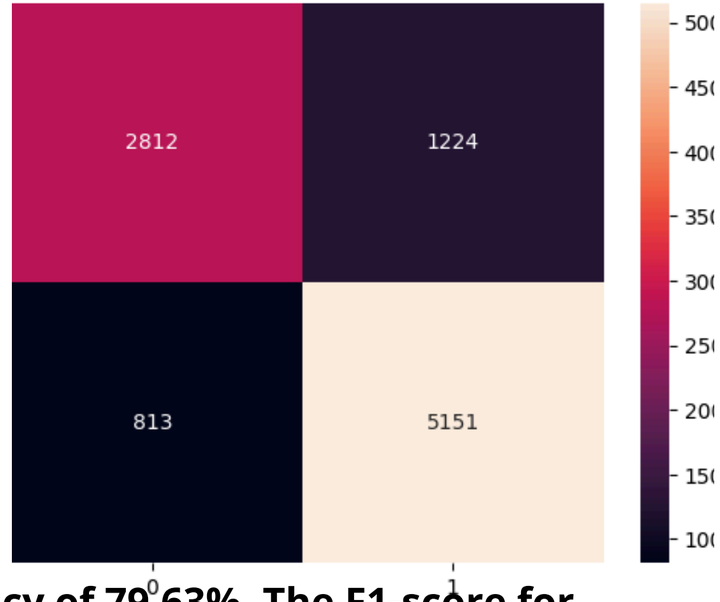
	precision	recall	f1-score	support
0	0.7987	0.7369	0.7666	3748
1	0.8368	0.8790	0.8574	5752
accuracy			0.8229	9500
macro avg	0.8178	0.8080	0.8120	9500
weighted avg	0.8218	0.8229	0.8216	9500

As shown, there is a significant difference between the two results. When using only the review text, Naive Bayes achieved 71.84% accuracy. However, by combining the text with the summary, the accuracy improved dramatically to 82.29%. This highlights the benefit of incorporating additional information for better model performance

SVC

```
svm_pipeline = Pipeline([
    ('vec', CountVectorizer(stop_words='english')),
    ('tfidf', TfidfTransformer()),
    ('classifier', SVC())
])
```

	precision	recall	f1-score	support
0	0.7757	0.6967	0.7341	4036
1	0.8080	0.8637	0.8349	5964
accuracy			0.7963	10000
macro avg	0.7919	0.7802	0.7845	10000
weighted avg	0.7950	0.7963	0.7942	10000



The SVM model was applied using only the review text, achieving an overall accuracy of 79.63%. The F1-score for the positive class (1) was 0.8349, while the negative class (0) had a lower F1-score of 0.7341. These results show that SVM performed well in identifying positive sentiments but was less effective for negative ones.

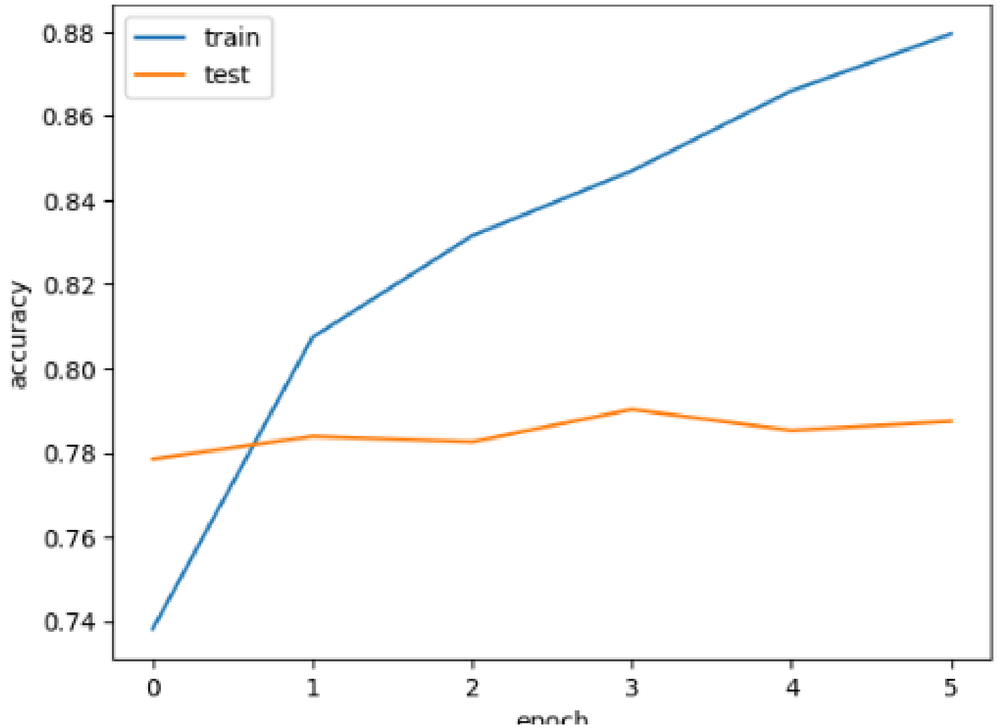
LSTM Model Architecture

The LSTM model consists of an embedding layer with a vocabulary size of 20,000 and output embedding dimension of 200, followed by an LSTM layer with 256 units, recurrent dropout (0.3), and standard dropout (0.3). A final Dense layer with a sigmoid activation function is used for binary classification, with L2 regularization to prevent overfitting. The model is designed to process padded sequences of review text for sentiment analysis

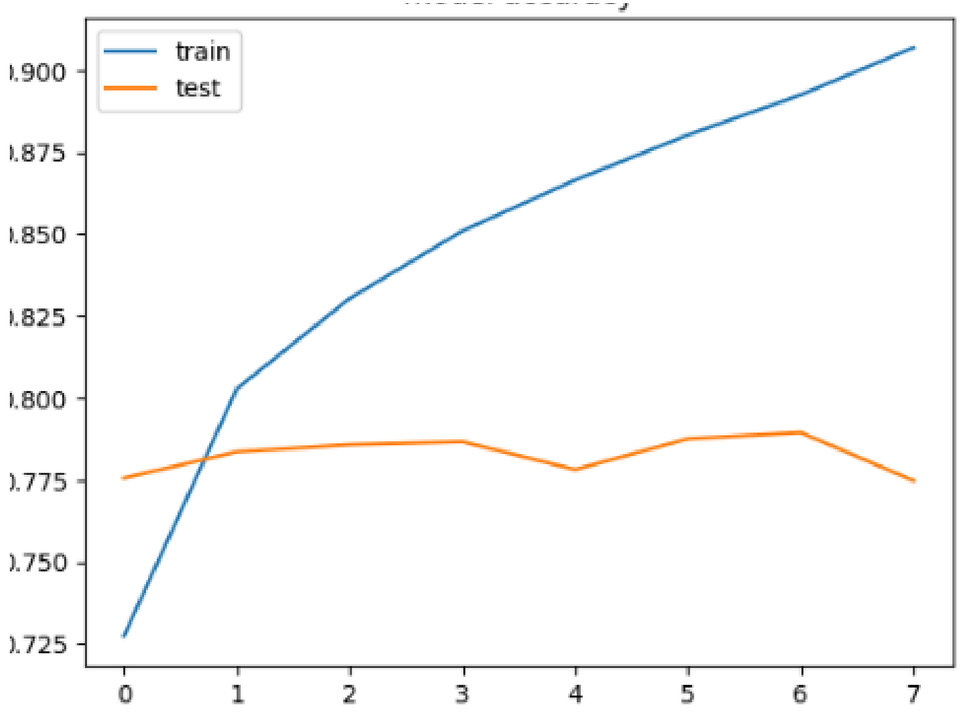
```
model=Sequential()
model.add(Embedding(input_dim=voca_size,output_dim=embedding_size,input_length=max_len))
model.add(LSTM(256,recurrent_dropout=0.3,dropout=0.3))
model.add(Dropout(0.5))
model.add(Dense(1,activation='sigmoid',kernel_regularizer=regularizers.l2(0.01)))
```

```
# Compile the model
import tensorflow as tf
#op=tf.keras.optimizers.Adam(learning_rate=0.001)
model.compile(optimizer='adam', loss='binary_crossentropy', metrics=['accuracy'])

# Early stopping to prevent overfitting
early_stopping = EarlyStopping(monitor='val_loss', patience=5)

model_checkpoint = ModelCheckpoint(
    'best_model1.keras',  # File path where the model will be saved
    monitor='val_loss',  # Metric to monitor
    save_best_only=True,  # Save only the model with the best validation loss
    mode='min',  # 'min' because lower loss is better
    verbose=1  # Verbosity mode
)

# Train the LSTM model
history1=model.fit(X_train, y_train,
          epochs=12,
          batch_size=128,
          validation_data=(X_test, y_test)
          , callbacks=[early_stopping,model_checkpoint])
```

LSTM Accuracy

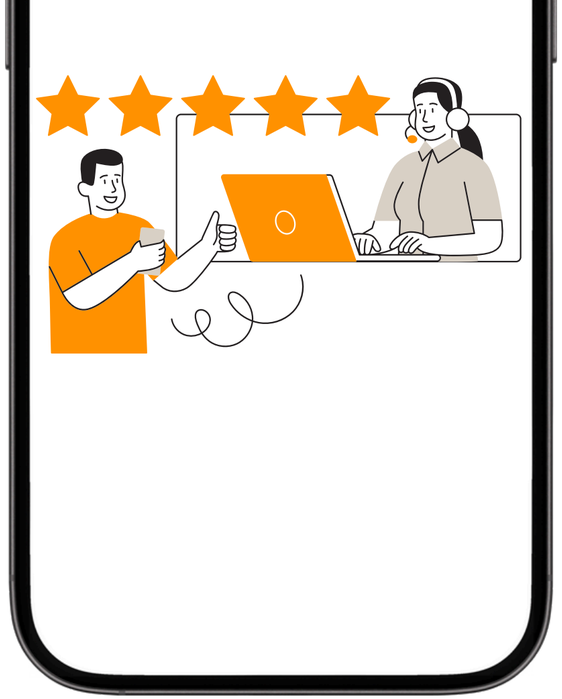


Final Test Accuracy: 78.75%



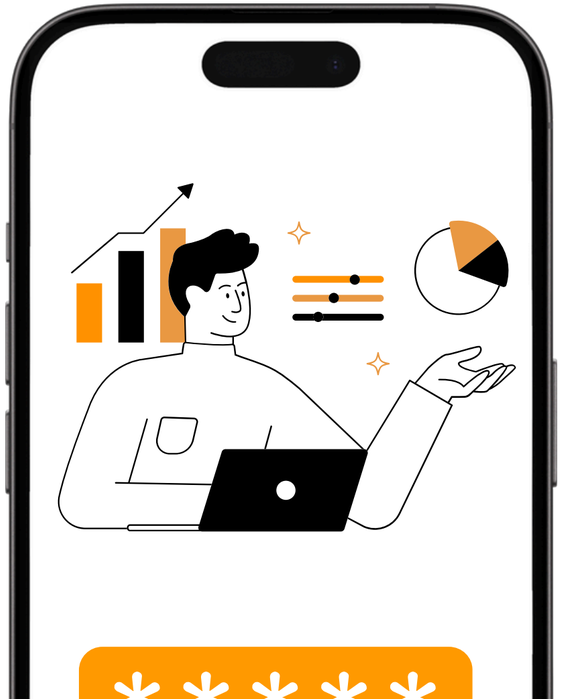
Final Test Accuracy: 77.48%

The LSTM model achieved a final test accuracy of 78.75% when trained using only the review text, showing a slight improvement in performance compared to the Text + Summary configuration.



MODEL DEPLOYMENT

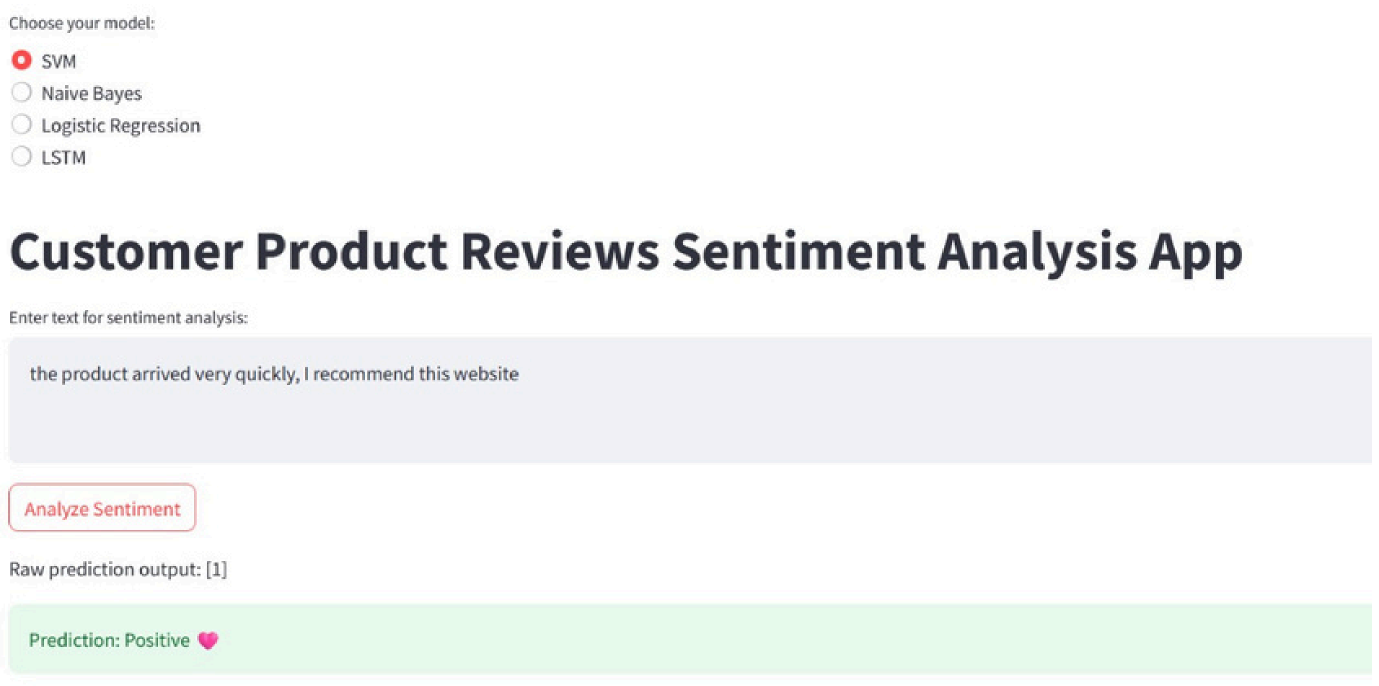
1. **Streamlit**

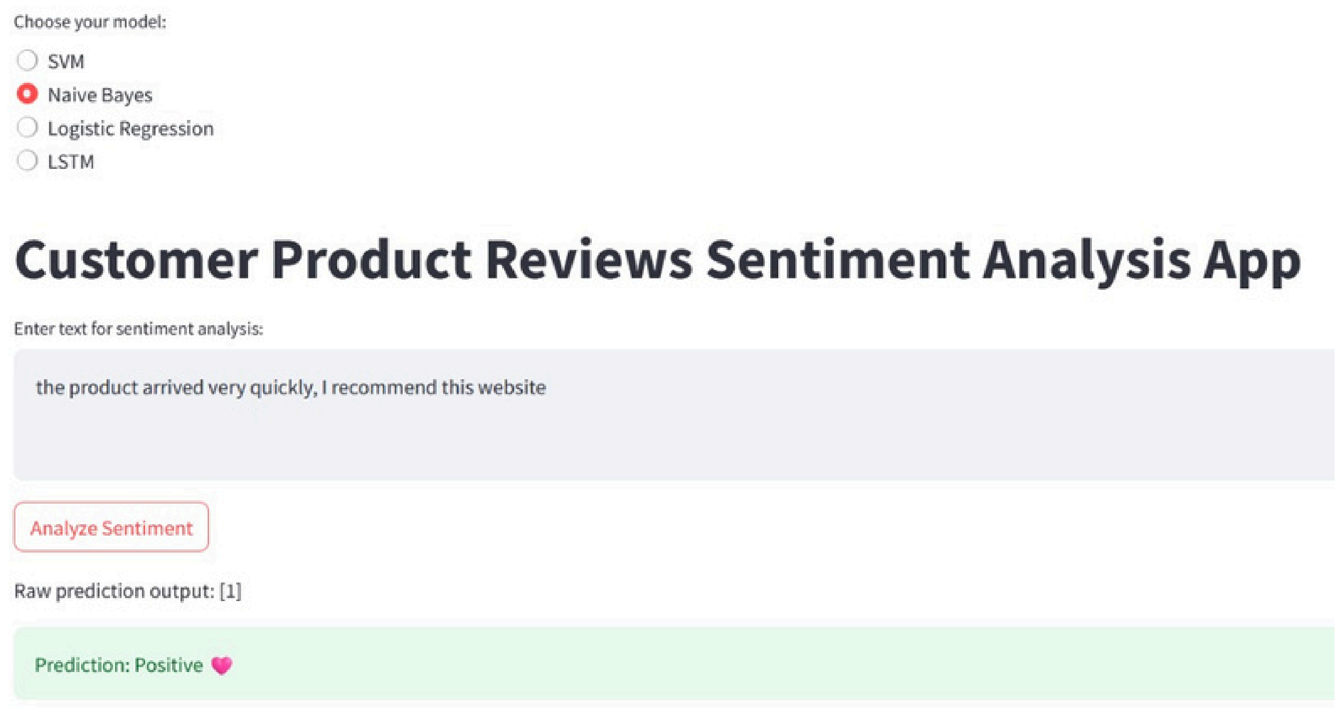


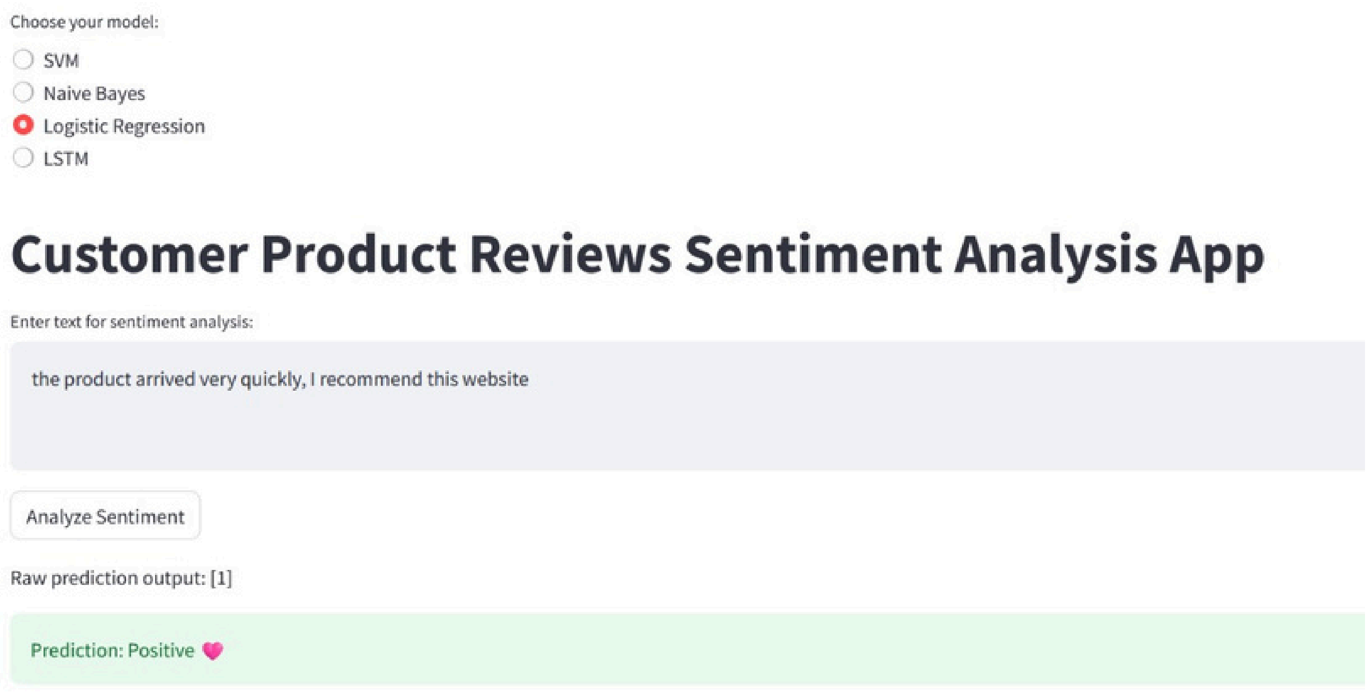
Streamlit Deployment Overview

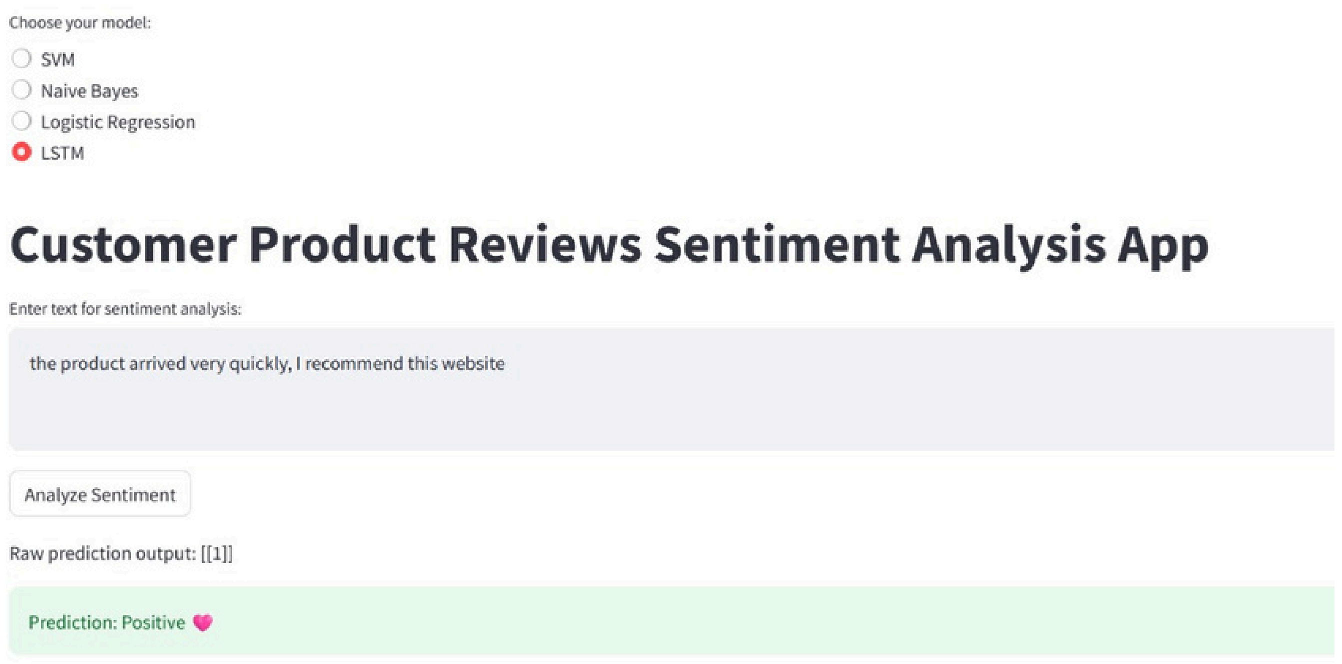
Users can input a product review and choose from four models for sentiment classification: SVM, Naive Bayes, Logistic Regression and LSTM. then predicts whether the review is Positive or Negative, displaying the raw prediction output and a visual sentiment label.

Postive Reviwes

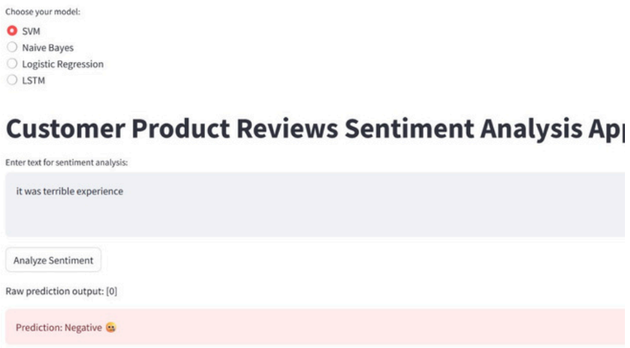


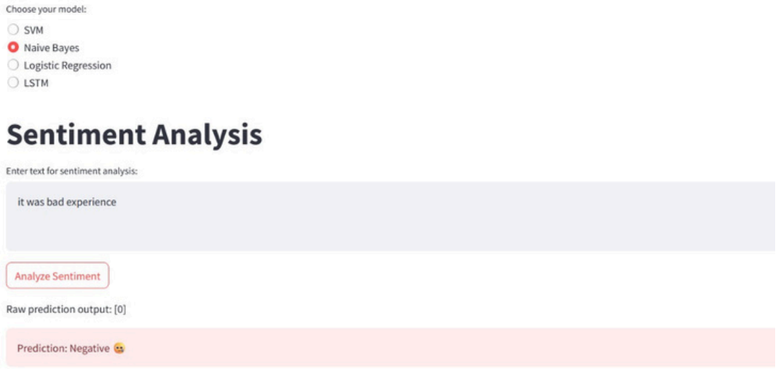


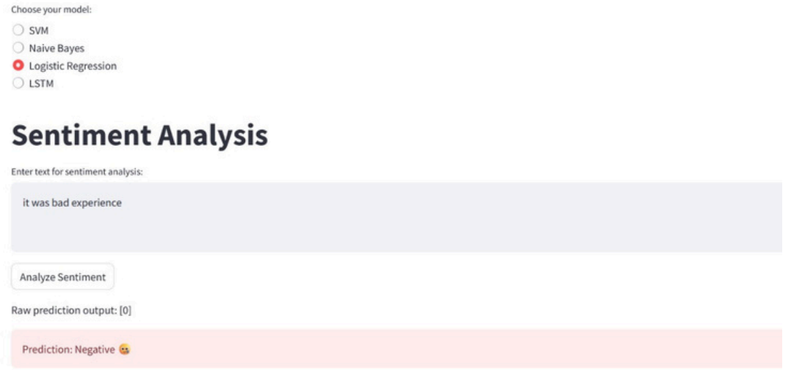


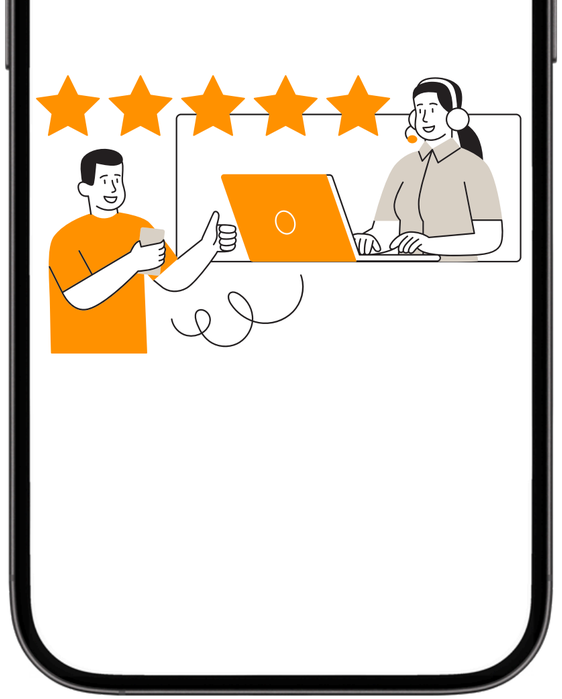


Negative Reveiws



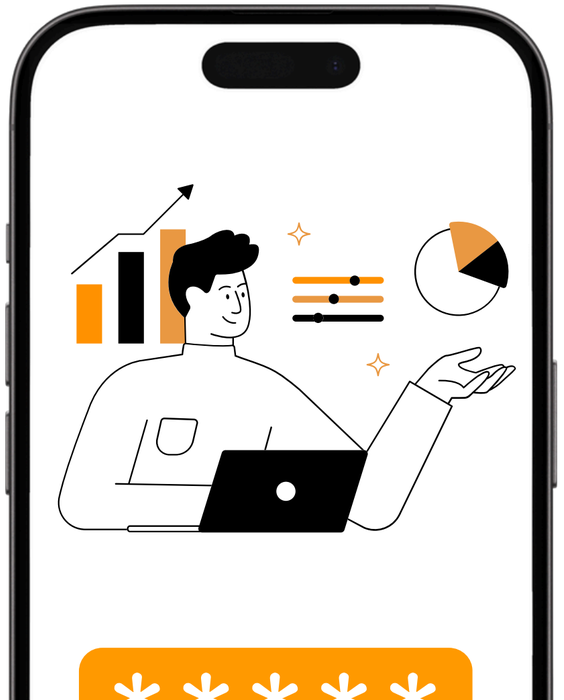




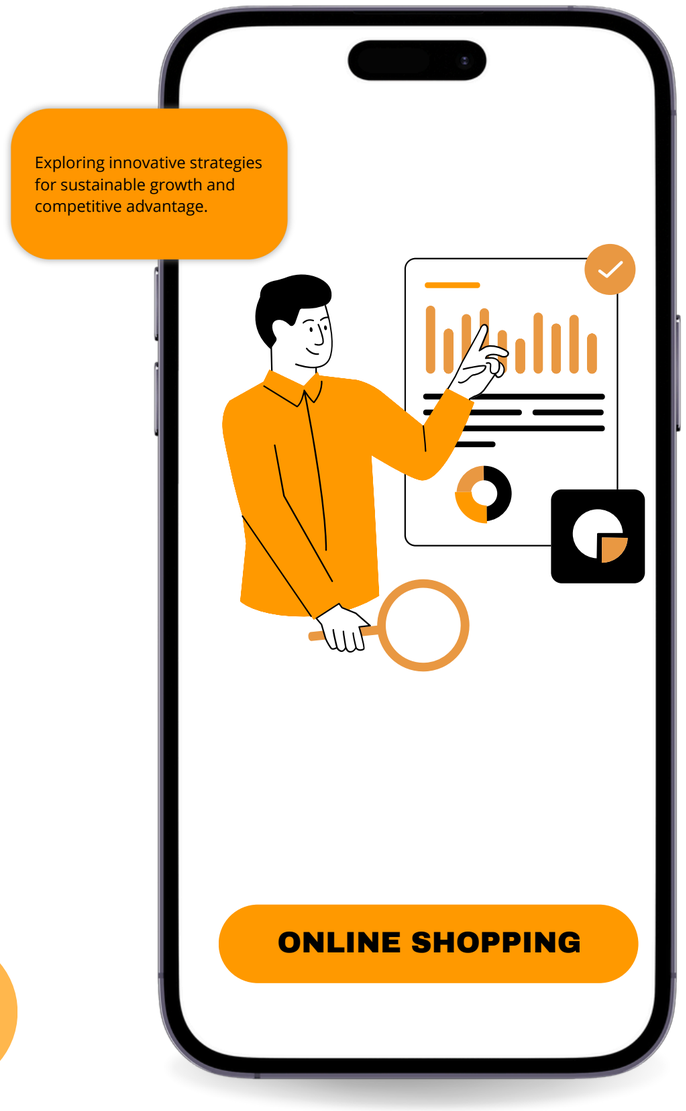


EXPERIMENT TRACKING

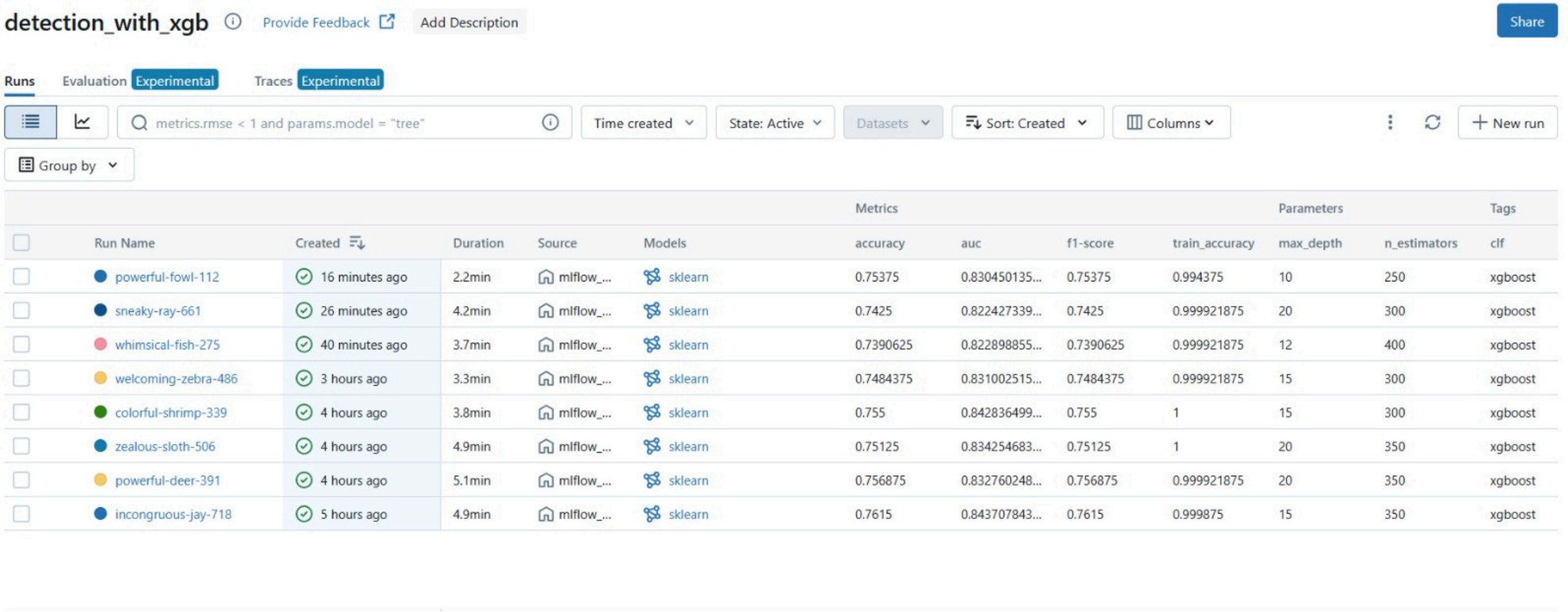
1. MLflow
2. Azure



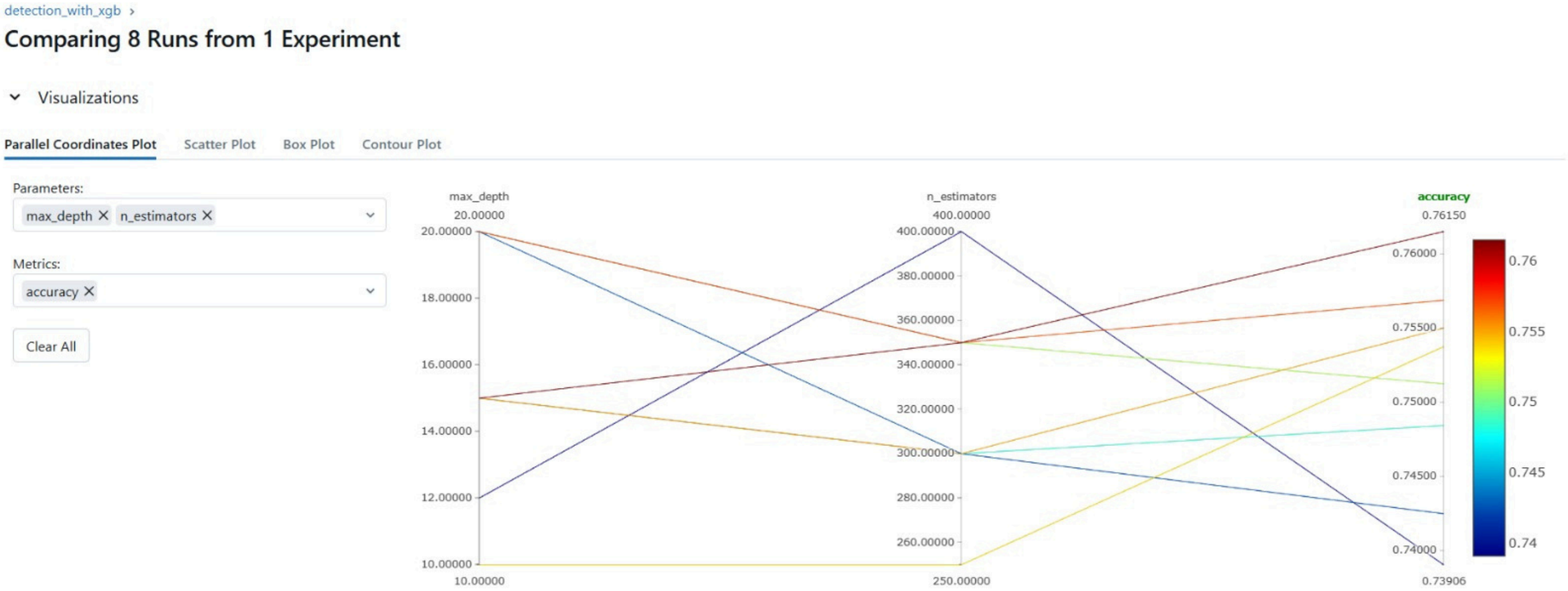
Our MLflow



Machine learning tracking with MLflow

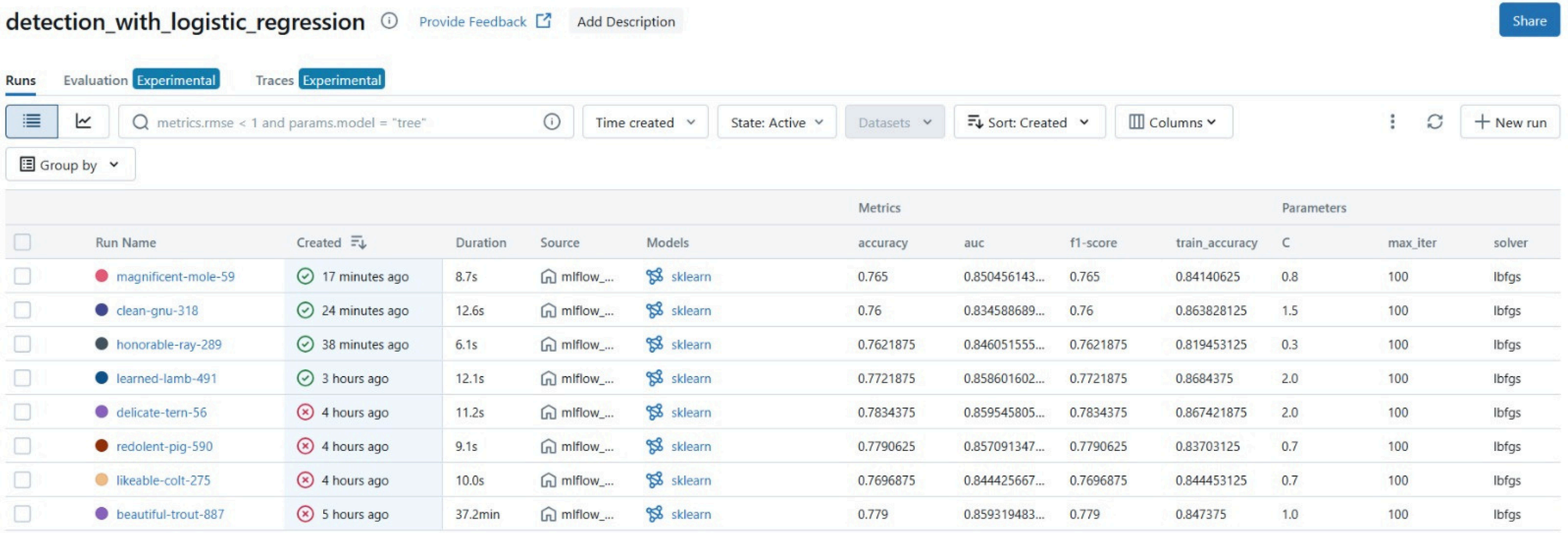


XGBOOST EXPERIMENT

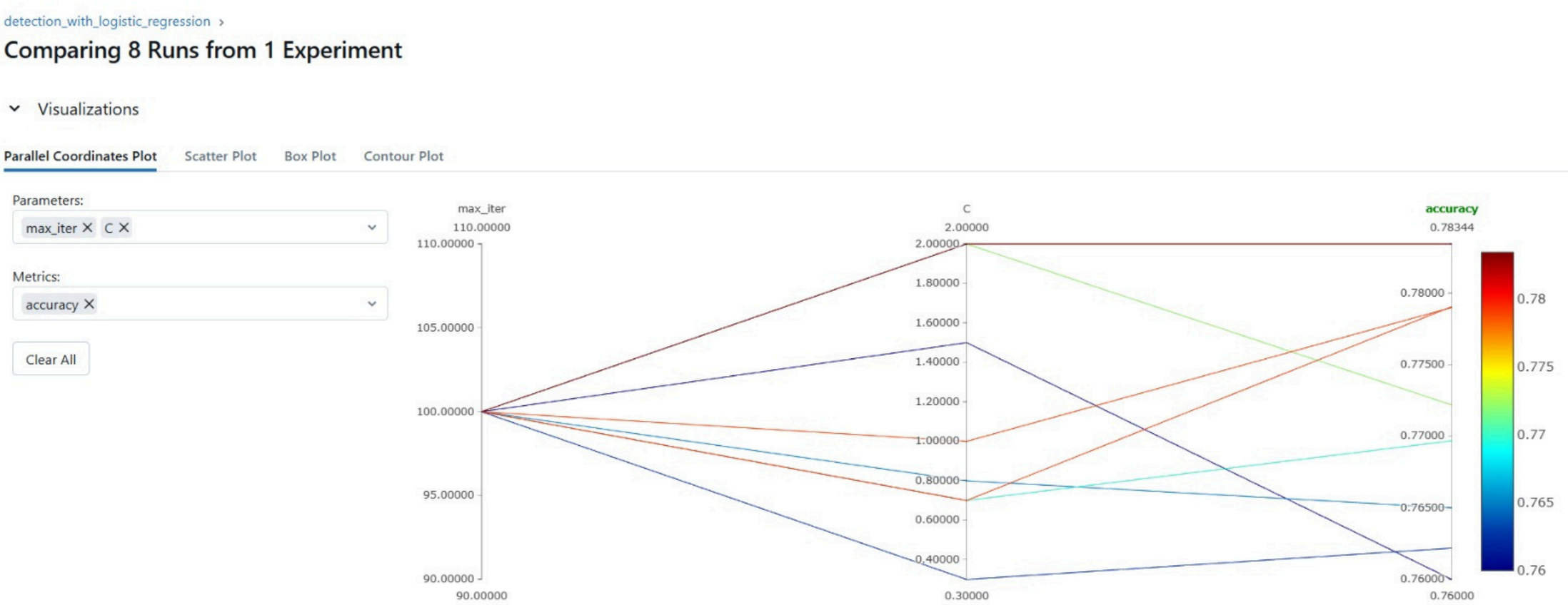


COMPARING XGBOOST

XGBOOST CONFUSION MATRIX



LOGISTIC REGRESSION



COMPARING LOGISTIC REGRESSION

detection_with_logistic_regression ›

delicate-tern-56

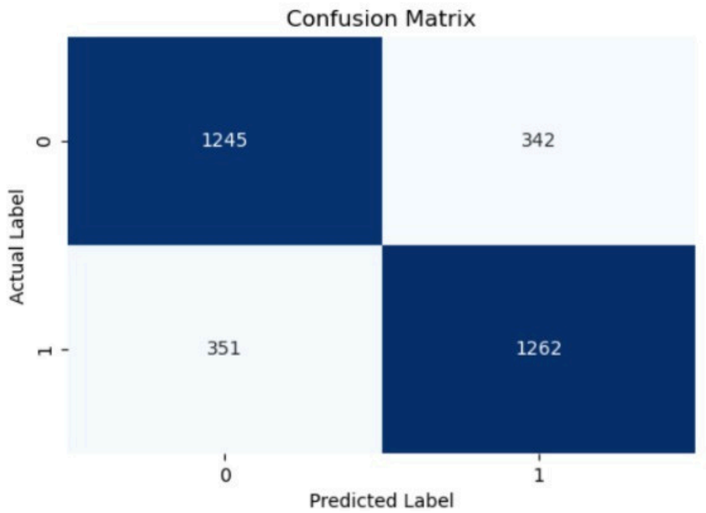
Register model

Overview | Model metrics | System metrics | Artifacts

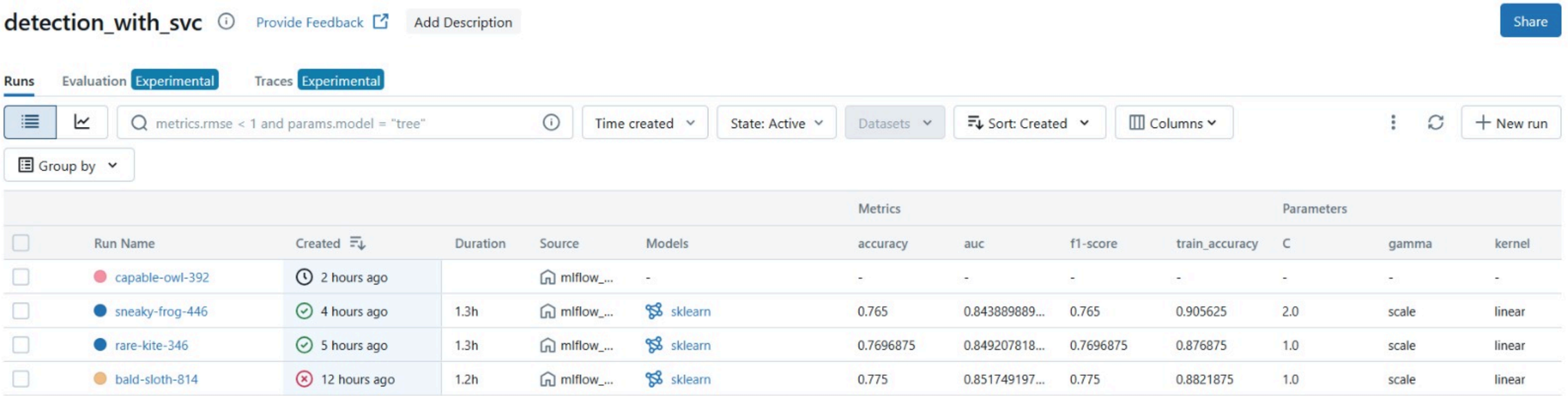
- LogisticRegression
  - lr_first_try
    - MLmodel
    - conda.yaml
    - model.pkl
    - python_env.yaml
    - requirements.txt
  - lr_first_try_conf_matrix.png

lr_first_try_conf_matrix.png 11.86KB

Path: file:///C:/Users/DELL/Downloads/New%20folder%20%282%29/mlruns/932000396248193146/927a412e425b40889f26e51990cb5e2e/artifacts/lr_first_try_conf_matri...



LOGISTIC REGRESSION



SVC EXPERIMENT

detection_with_svc ›

Comparing 3 Runs from 1 Experiment

Visualizations

Parallel Coordinates Plot | Scatter Plot | Box Plot | Contour Plot

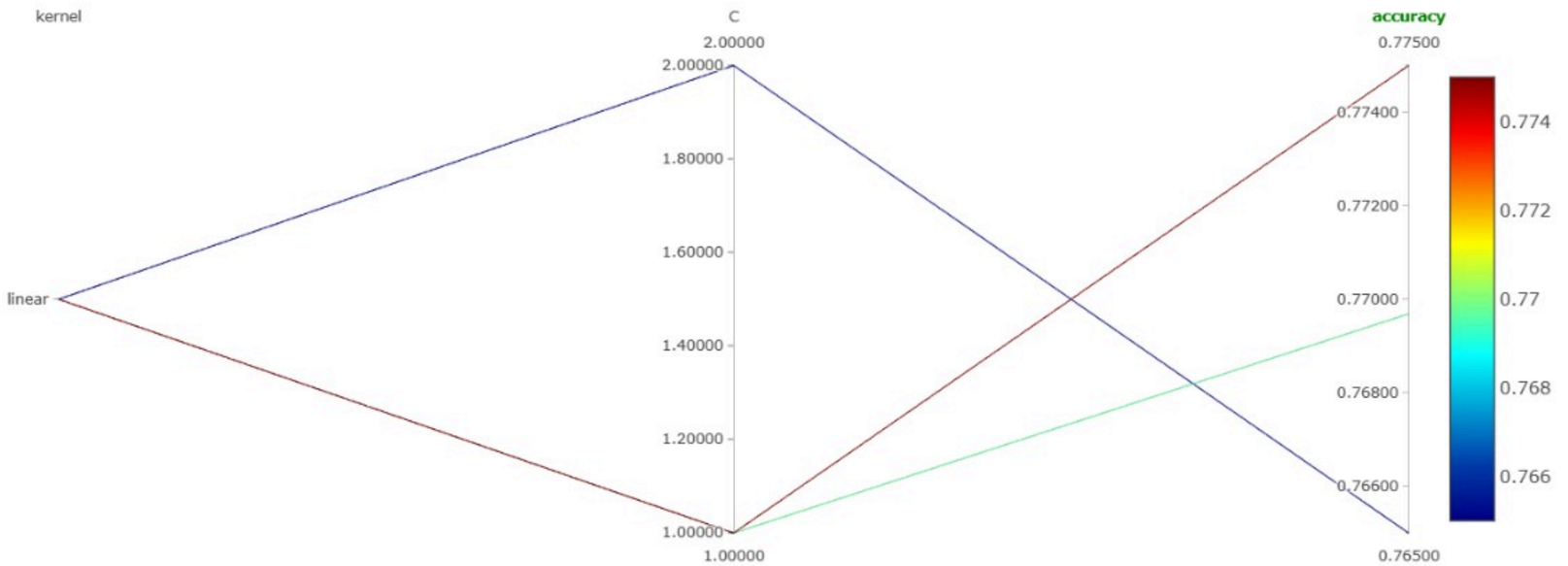
Parameters:

kernel ✕ C ✕

Metrics:

accuracy ✕

Clear All



COMPARING SVC

detection_with_svc ›

bald-sloth-814

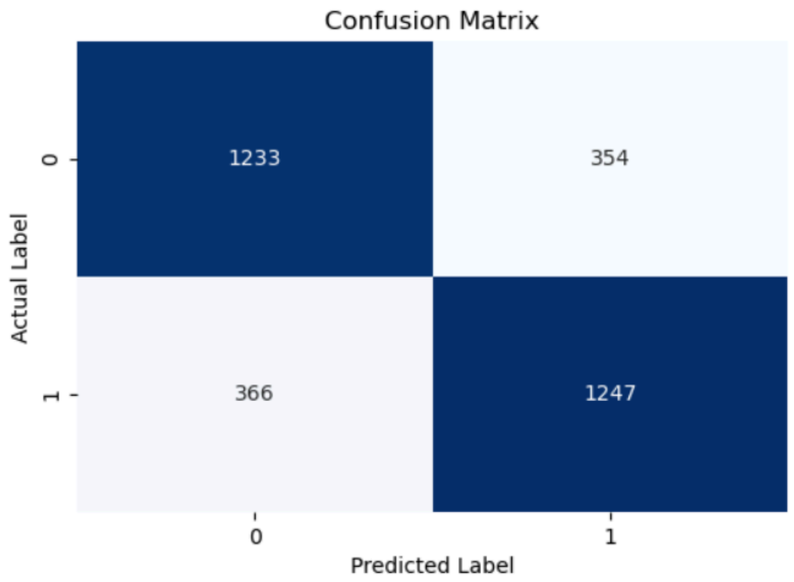
Register model

Overview | Model metrics | System metrics | Artifacts

- SVC
  - svc_first_try
    - MLmodel
    - conda.yaml
    - model.pkl
    - python_env.yaml
    - requirements.txt
  - svc_first_try_conf_matrix.png

svc_first_try_conf_matrix.png 12.01KB

Path: file:///C:/Users/DELL/Downloads/New%20folder%20%282%29/mlruns/384230930060874105/e1cd66212f424021adc5397d09cc231f/artifacts/svc_first_try_conf_matr...



SVC CONFUSION MATRIX

detection_with_svc ›

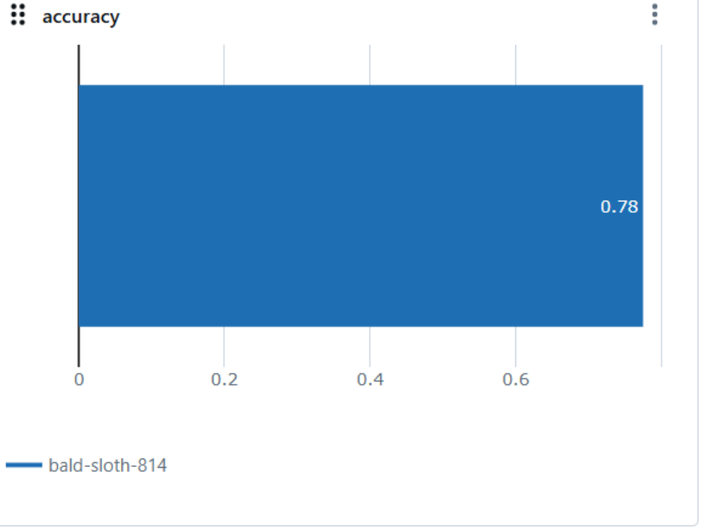
bald-sloth-814

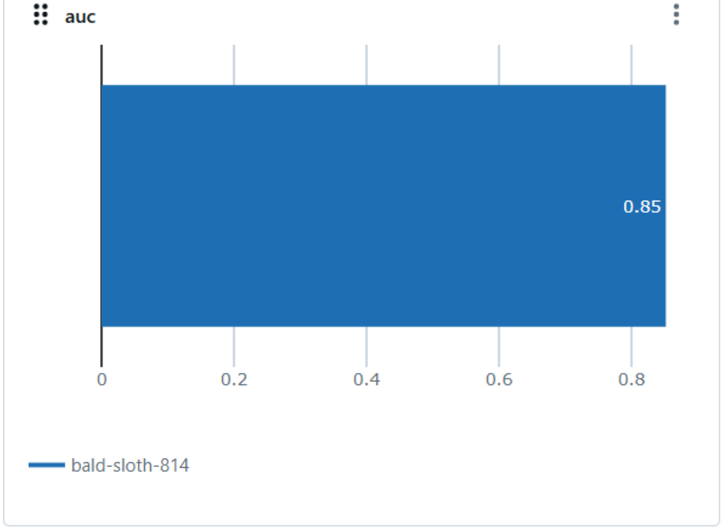
Register model

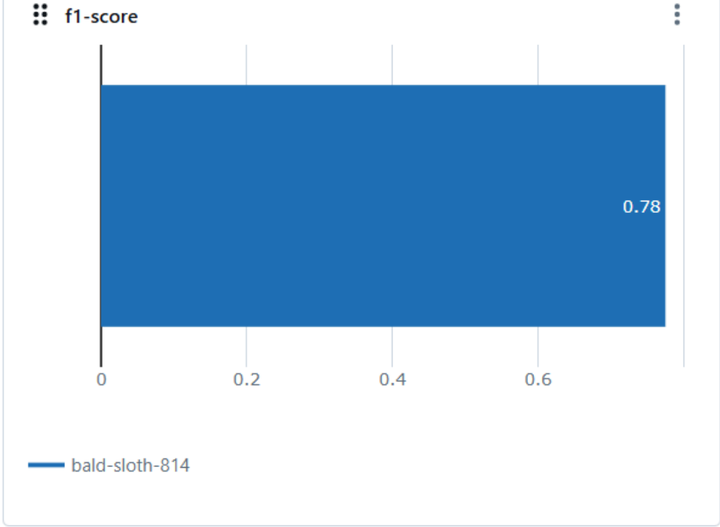
Overview | Model metrics | System metrics | Artifacts

Search metric charts

Refresh

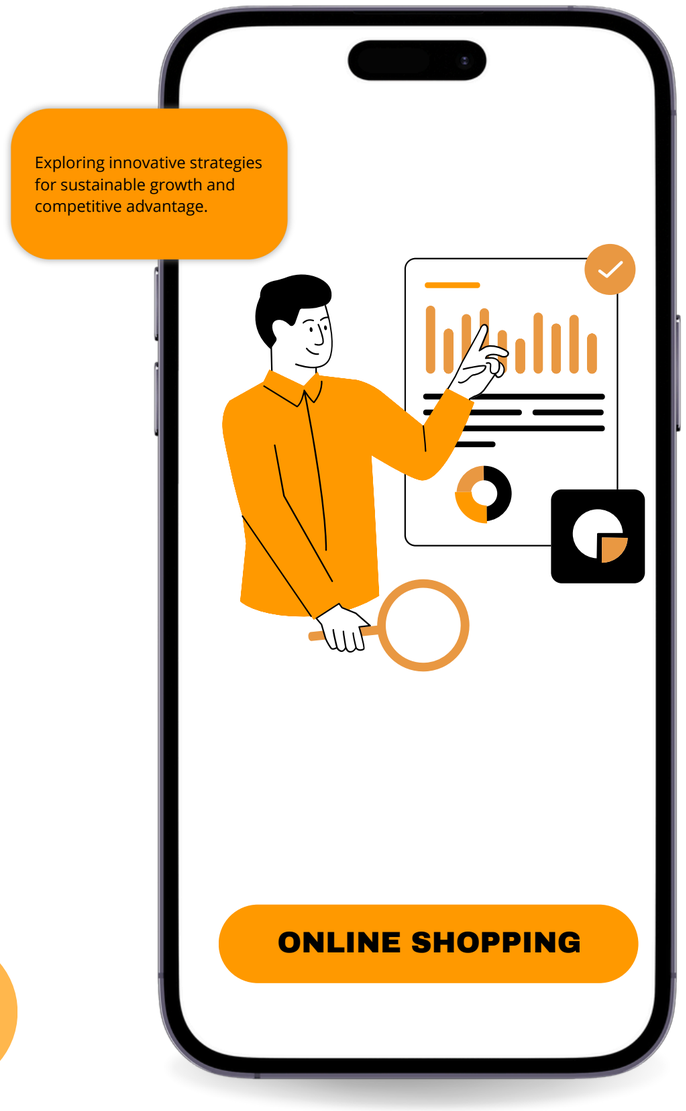




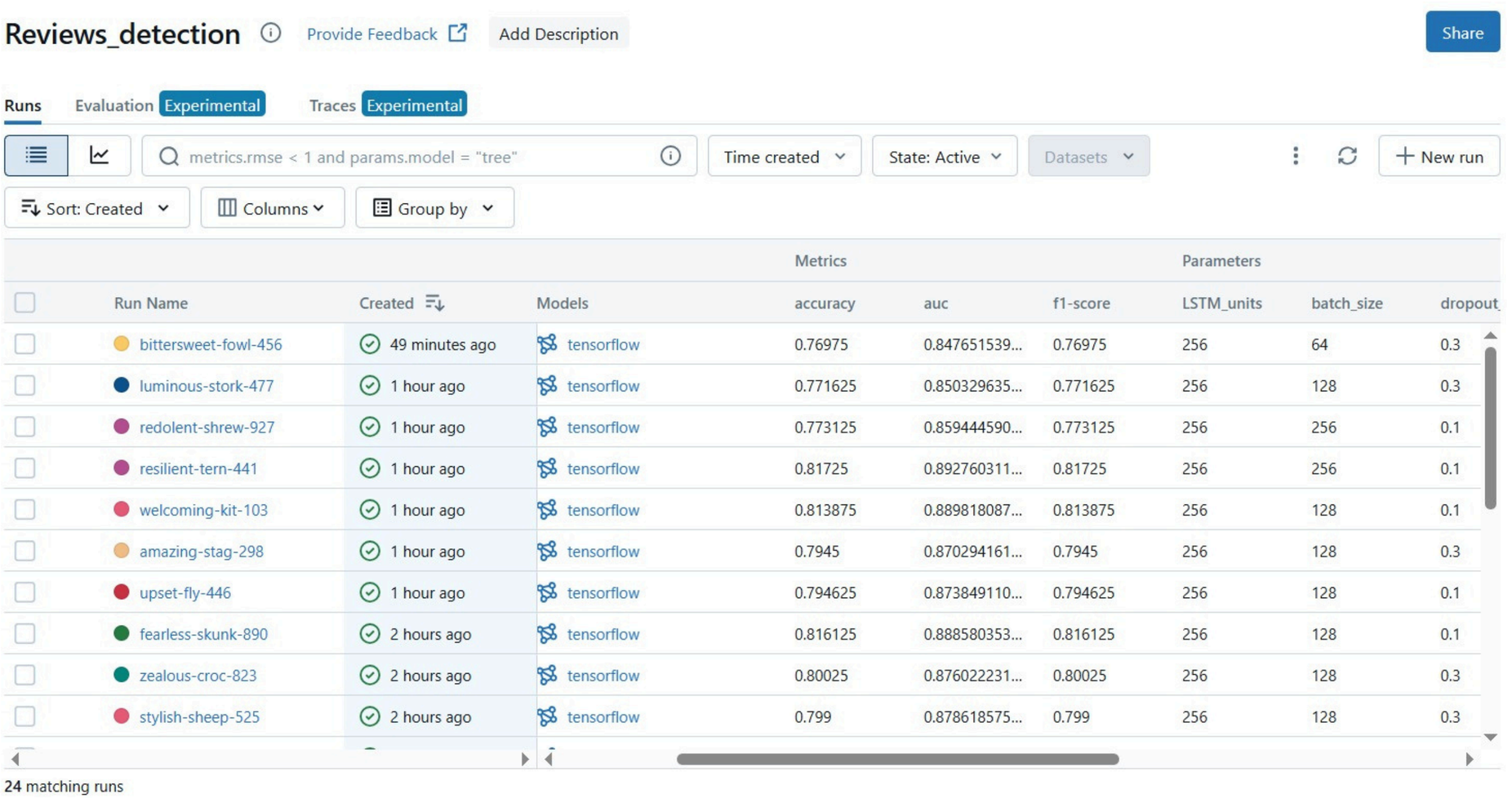


SVC MATRIXS

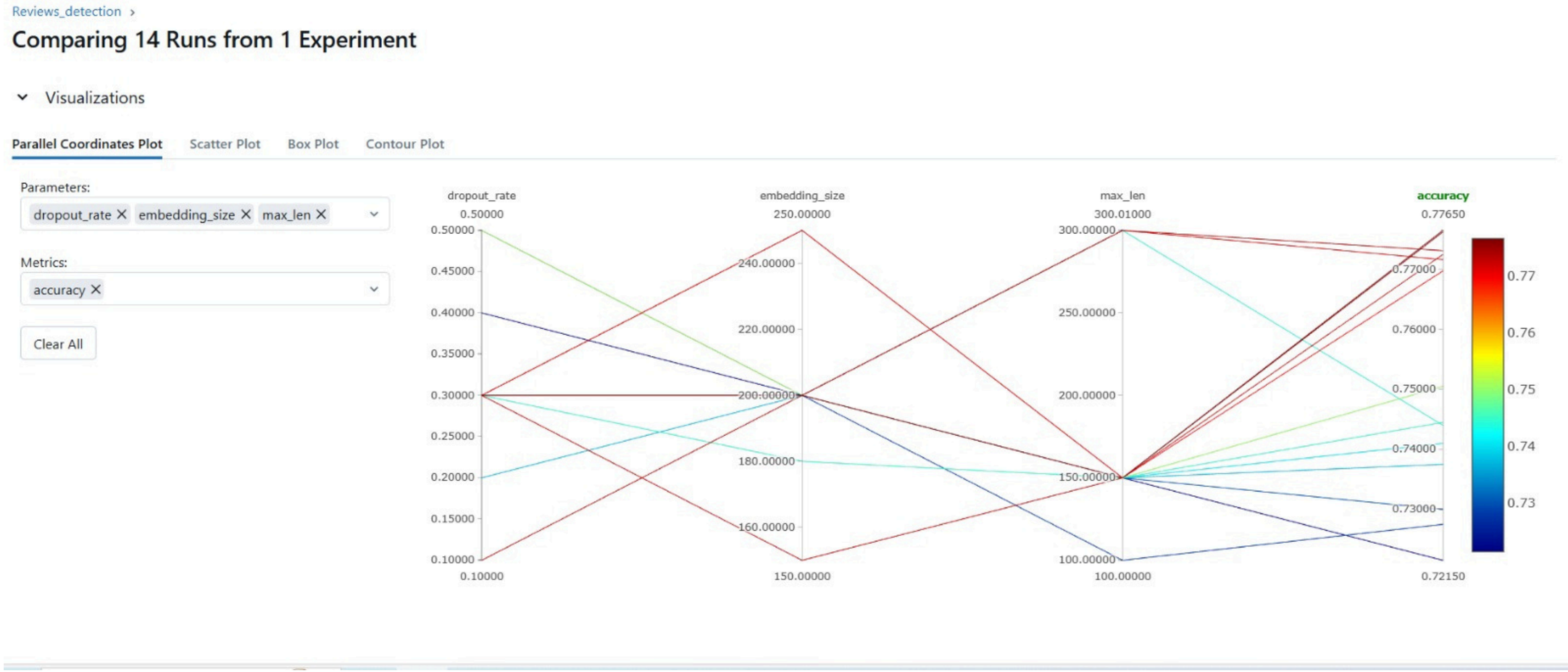
Our MLflow



Deep learning tracking with MLflow



LSTM EXPERIMENT



COMPARING LSTM WITH TEXT

Reviews_detection ›

resilient-tern-441

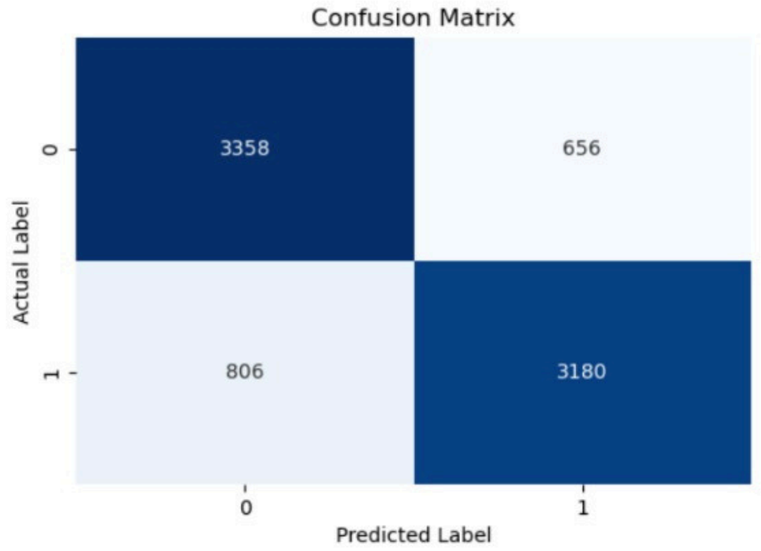
Register model

Overview | Model metrics | System metrics | Artifacts

- Sequential
  - LSTM_first_try
    - data
    - MLmodel
    - conda.yaml
    - python_env.yaml
    - requirements.txt
  - LSTM_first_try_conf_matrix.png
  - LSTM_first_try_pr_curve.png
  - LSTM_first_try_roc_curve.png

LSTM_first_try_conf_matrix.png 12.55KB

Path: file:///c:/Users/DELL/Downloads/New%20folder%20%282%29/mlruns/940220449463371638/2d3b0637e1ec4afdb38e163670844b53/artifacts/LSTM_first_try_conf_m...



LSTM

Reviews_detection ›

righteous-whale-603

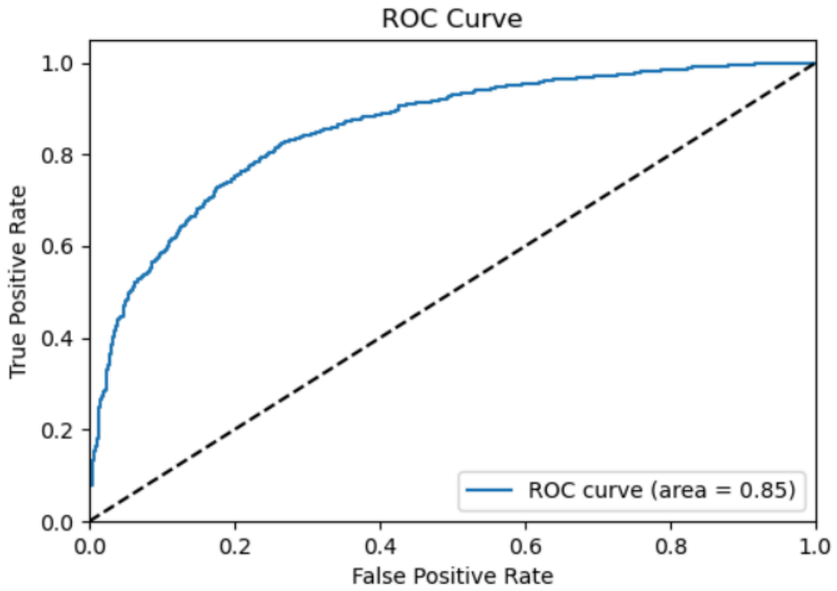
Register model

Overview | Model metrics | System metrics | Artifacts

- Sequential
  - LSTM_first_try
    - data
      - MLmodel
      - conda.yaml
      - python_env.yaml
      - requirements.txt
  - LSTM_first_try_conf_matrix.png
  - LSTM_first_try_pr_curve.png
  - LSTM_first_try_roc_curve.png

LSTM_first_try_roc_curve.png 26.55KB

Path: file:///c:/Users/DELL/Downloads/New%20folder%20%282%29/mlruns/940220449463371638/e5c59879170944f5bfeab26075d678f6/artifacts/LSTM_first_try_roc_curv...



LSTM ROC CURVE

Reviews_detection ›

Comparing 10 Runs from 1 Experiment

Visualizations

Parallel Coordinates Plot | Scatter Plot | Box Plot | Contour Plot

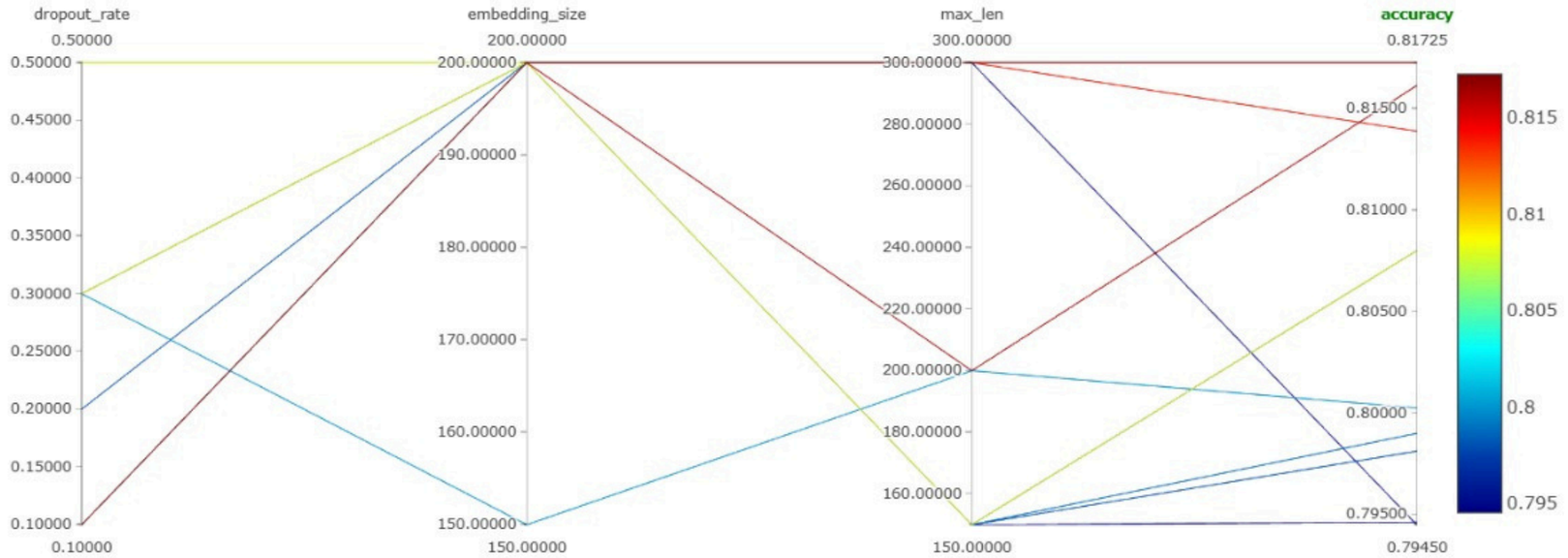
Parameters:

dropout_rate ✕ embedding_size ✕ max_len ✕

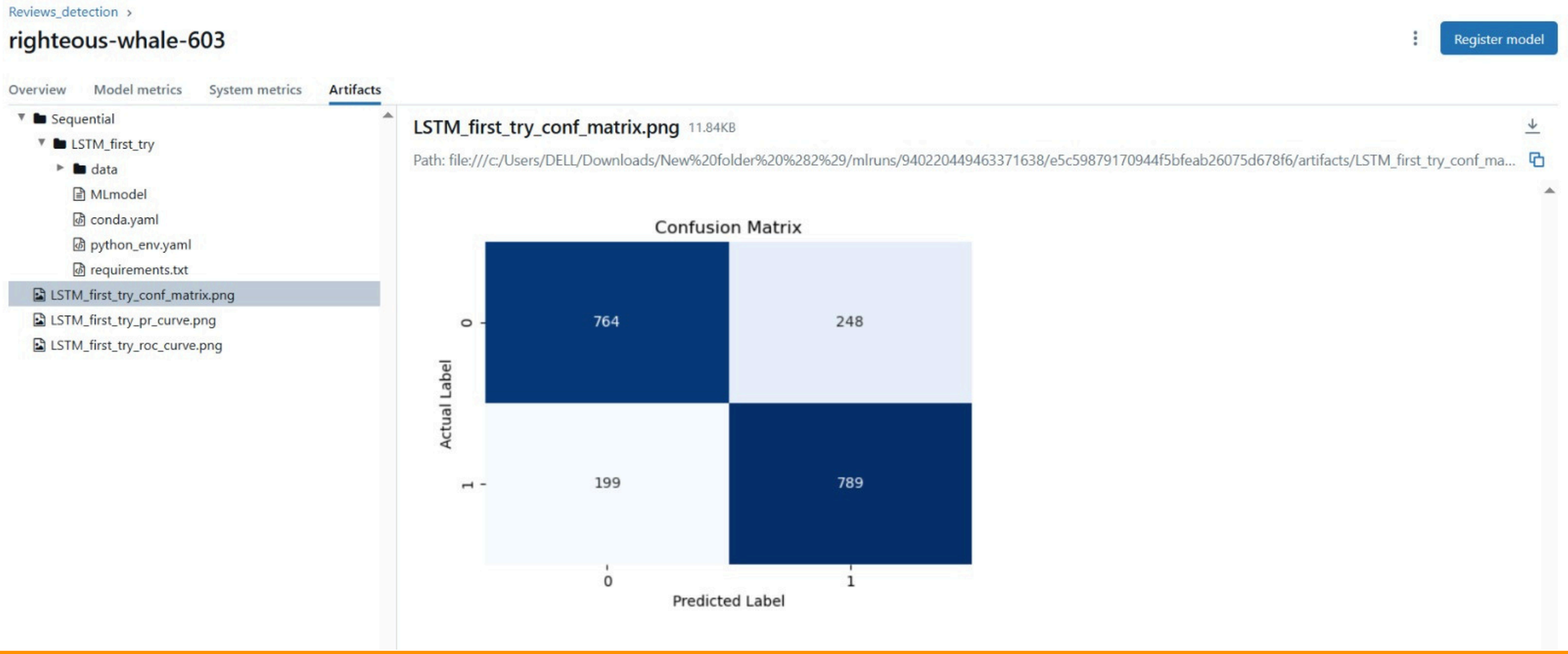
Metrics:

accuracy ✕

Clear All



LSTM WITH TEXT AND SUMMRY



LSTM2 CONFUION MATRIX

Reviews_detection ›

resilient-tern-441

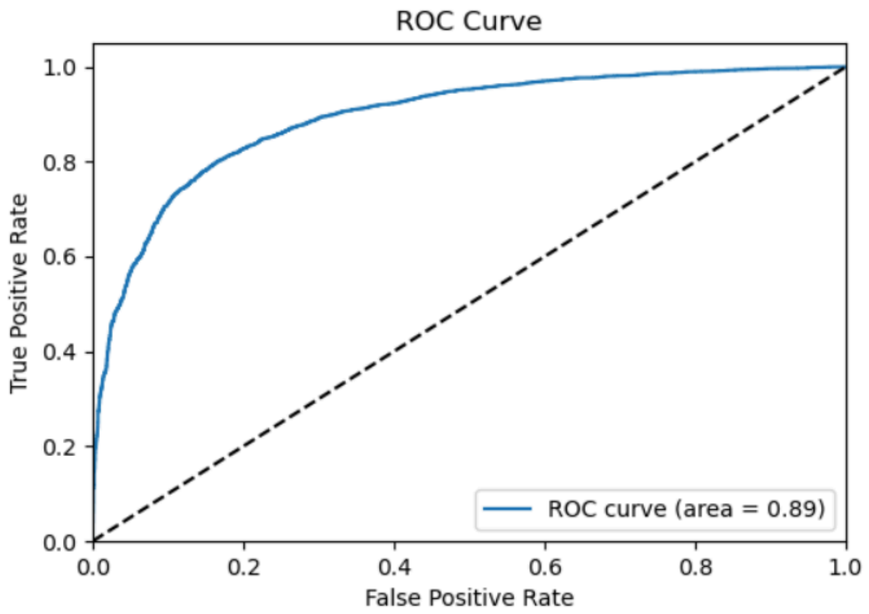
Register model

Overview | Model metrics | System metrics | Artifacts

- Sequential
  - LSTM_first_try
    - data
      - MLmodel
      - conda.yaml
      - python_env.yaml
      - requirements.txt
  - LSTM_first_try_conf_matrix.png
  - LSTM_first_try_pr_curve.png
  - LSTM_first_try_roc_curve.png

LSTM_first_try_roc_curve.png 29.33KB

Path: file:///c:/Users/DELL/Downloads/New%20folder%20%282%29/mlruns/940220449463371638/2d3b0637e1ec4afdb38e163670844b53/artifacts/LSTM_first_try_roc_cur...

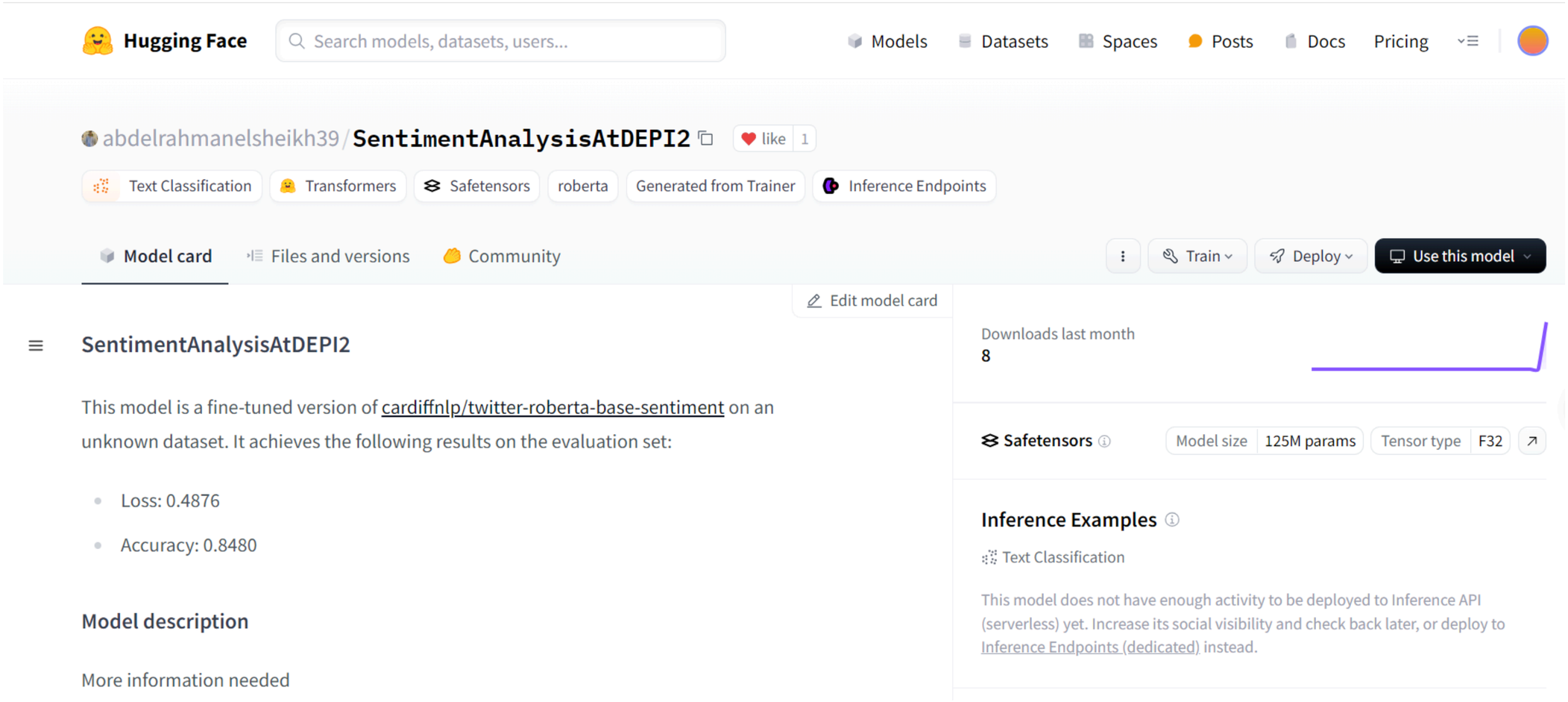


LSTM2 ROC CURVE

Hugging Face

we developed a sentiment analysis project using the CardiffNLP/twitter-roberta-base-sentiment model from Hugging Face to classify reviews into positive, negative, and neutral sentiments.

Our Model


Hugging Face
Search models, datasets, users...
Models
Datasets
Spaces
Posts
Docs
Pricing
abdelrahmanelsheikh39 / SentimentAnalysisAtDEPI2
like 1
Text Classification
Transformers
Safetensors
roberta
Generated from Trainer
Inference Endpoints
Model card
Files and versions
Community
Train
Deploy
Use this model
Edit model card
SentimentAnalysisAtDEPI2
This model is a fine-tuned version of cardiffnlp/twitter-roberta-base-sentiment on an unknown dataset. It achieves the following results on the evaluation set:
Loss: 0.4876
Accuracy: 0.8480
Model description
More information needed
Downloads last month
8
Safetensors
Model size
125M params
Tensor type
F32
Inference Examples
Text Classification
This model does not have enough activity to be deployed to Inference API (serverless) yet. Increase its social visibility and check back later, or deploy to Inference Endpoints (dedicated) instead.

Training Result

Training Loss	Epoch	Step	Validation Loss	Accuracy
0.5493	1.0	14212	0.5040	0.8133
0.38	2.0	28424	0.4682	0.8371
0.3531	3.0	42636	0.4678	0.8433
0.3067	4.0	56848	0.4876	0.8480

The following hyperparameters were used during training:

- learning_rate: 2e-05
- train_batch_size: 32
- eval_batch_size: 32
- seed: 42
- optimizer: Adam with betas=(0.9,0.999) and epsilon=1e-08
- lr_scheduler_type: linear
- num_epochs: 4

Training Result

```
# Use a pipeline as a high-level helper
from transformers import pipeline

pipe = pipeline("text-classification", model="cardiffnlp/twitter-roberta-base-sentiment")
pipe('I have bought several of the Vitality canned dog food products and have found them all to be of good quality. The product I
```

```
config.json:   0%|          | 0.00/747 [00:00<?, ?B/s]

pytorch_model.bin:   0%|          | 0.00/499M [00:00<?, ?B/s]

vocab.json:   0%|          | 0.00/899k [00:00<?, ?B/s]

merges.txt:   0%|          | 0.00/456k [00:00<?, ?B/s]

special_tokens_map.json:   0%|          | 0.00/150 [00:00<?, ?B/s]

Hardware accelerator e.g. GPU is available in the environment, but no `device` argument is passed to the `Pipeline` object. Mod
el will be on CPU.
```



```
text ="I have bought several of the Vitality canned dog food products and have found them all to be of good quality. The product
```

```
from transformers import pipeline
classifier = pipeline("text-classification", model="abdelrahmanelsheikh39/SentimentAnalysisAtDEPI2")
classifier(text)
```

```
config.json:   0%|          | 0.00/1.03k [00:00<?, ?B/s]

model.safetensors:   0%|          | 0.00/499M [00:00<?, ?B/s]

tokenizer_config.json:   0%|          | 0.00/1.24k [00:00<?, ?B/s]

vocab.json:   0%|          | 0.00/798k [00:00<?, ?B/s]

merges.txt:   0%|          | 0.00/456k [00:00<?, ?B/s]

tokenizer.json:   0%|          | 0.00/3.56M [00:00<?, ?B/s]

special_tokens_map.json:   0%|          | 0.00/958 [00:00<?, ?B/s]

Hardware accelerator e.g. GPU is available in the environment, but no `device` argument is passed to the `Pipeline` object. Mod
el will be on CPU.
```



```
[{'label': 'LABEL_4', 'score': 0.8687160611152649}]
```

Training Result

Training results

Training Loss	Epoch	Step	Validation Loss	Accuracy
0.5583	1.0	14212	0.5413	0.7958
0.4939	2.0	28424	0.5007	0.8201
0.4564	3.0	42636	0.4923	0.8314

Training hyperparameters

The following hyperparameters were used during training:

- learning_rate: 2e-05
- train_batch_size: 32
- eval_batch_size: 32
- seed: 42
- optimizer: Adam with betas=(0.9,0.999) and epsilon=1e-08
- lr_scheduler_type: linear
- num_epochs: 3

Training Result

```
# Use a pipeline as a high-level helper
from transformers import pipeline

pipe = pipeline("text-classification", model="nlptown/bert-base-multilingual-uncased-sentiment")
pipe("I have bought several of the Vitality canned dog food products and have found them all to be of good quality. The product l
```

```
Hardware accelerator e.g. GPU is available in the environment, but no `device` argument is passed to the `Pipeline` object. Mod
el will be on CPU.
```

```
[{'label': '5 stars', 'score': 0.7185351848602295}]
```

```
text ="I have bought several of the Vitality canned dog food products and have found them all to be of good quality. The product
```

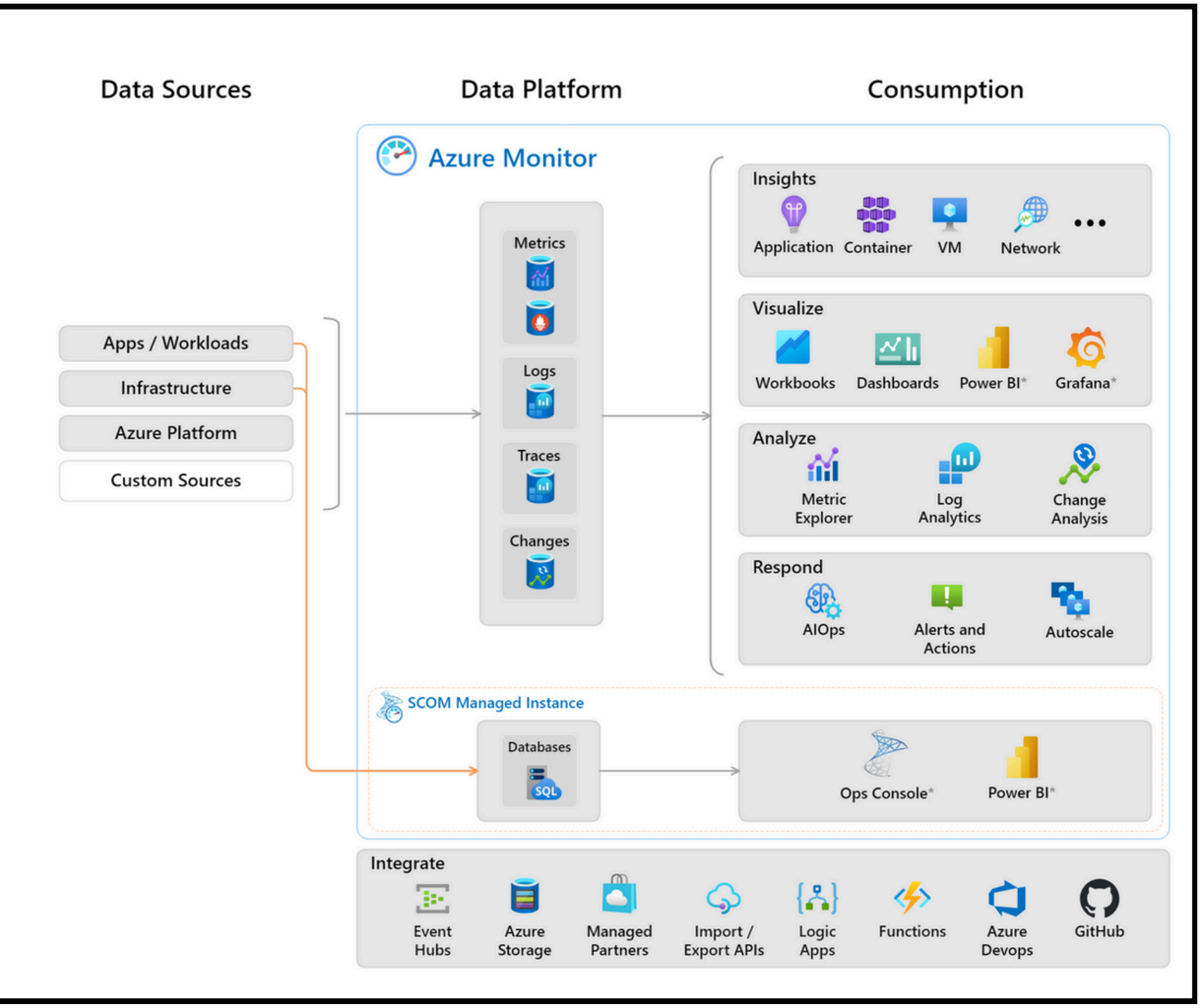
```
from transformers import pipeline
classifier = pipeline("text-classification", model="abdelrahmanelsheikh39/SentimentAnalysisAtDEPI")
classifier(text)
```

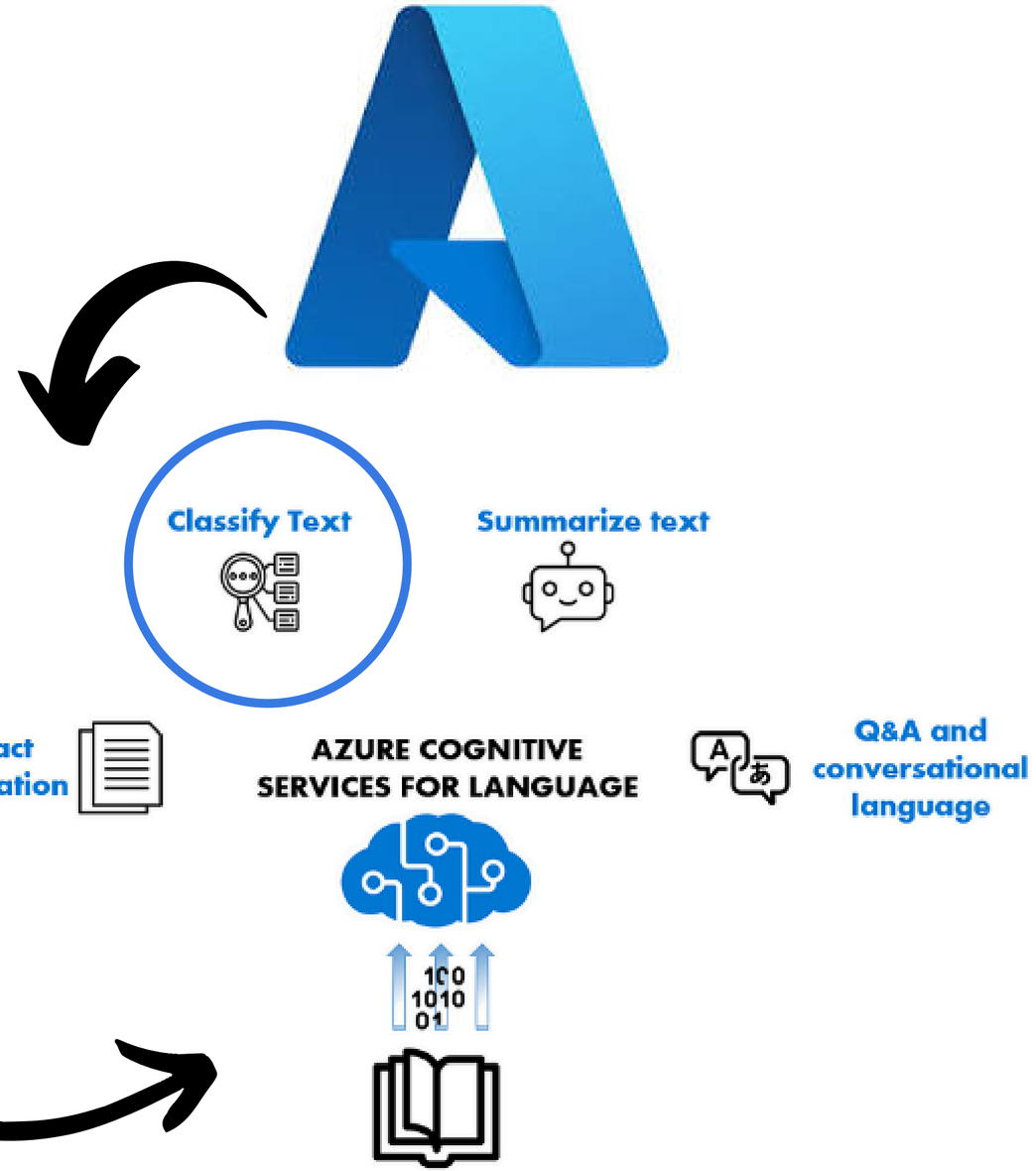
```
config.json:   0%|          | 0.00/1.23k [00:00<?, ?B/s]

model.safetensors:   0%|          | 0.00/669M [00:00<?, ?B/s]

tokenizer_config.json:   0%|          | 0.00/1.26k [00:00<?, ?B/s]

vocab.txt:   0%|          | 0.00/872k [00:00<?, ?B/s]

tokenizer.json:   0%|          | 0.00/2.56M [00:00<?, ?B/s]

special_tokens_map.json:   0%|          | 0.00/125 [00:00<?, ?B/s]
```

```
Hardware accelerator e.g. GPU is available in the environment, but no `device` argument is passed to the `Pipeline` object. Mod
el will be on CPU.
```

```
[{'label': '5 stars', 'score': 0.9597824215888977}]
```

Microsoft Azure





bought several of the Vitality canned dog food products and have found them all to be of good quality. The product looks more like a han a processed meat and it smells better. My Labrador is finicky and she appreciates this product better than most.

example 1

positive review

Document sentiment

Positive

Confidence: 100.00%

100.00%	0.00%	0.00%
POSITIVE	NEUTRAL	NEGATIVE

I have bought several of the Vitality canned dog food products and have found them all to be of good

quality.

Sentence sentiment

Positive

Confidence: 100.00%

100.00%	0.00%	0.00%
POSITIVE	NEUTRAL	NEGATIVE

The product looks more like a stew than a processed meat and it smells better.

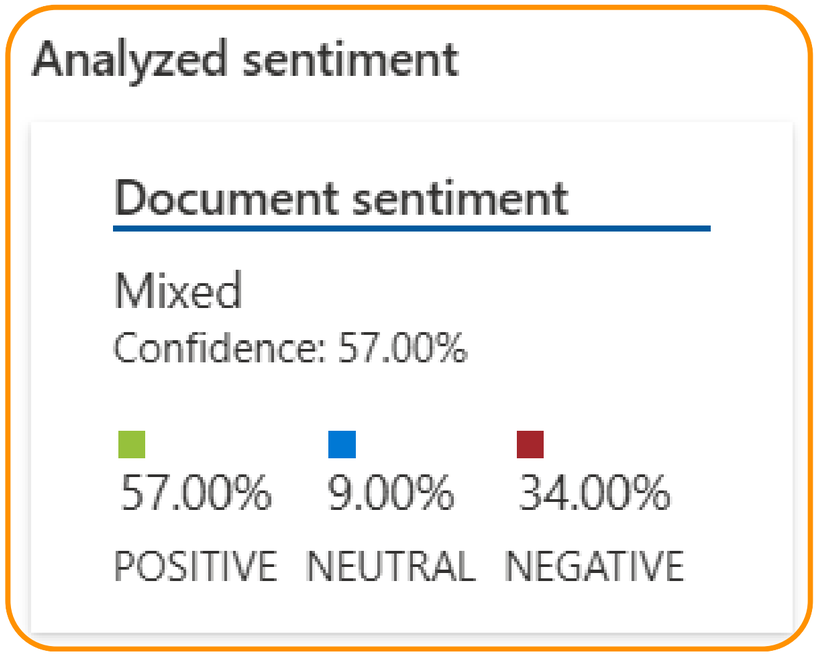
Sentence sentiment

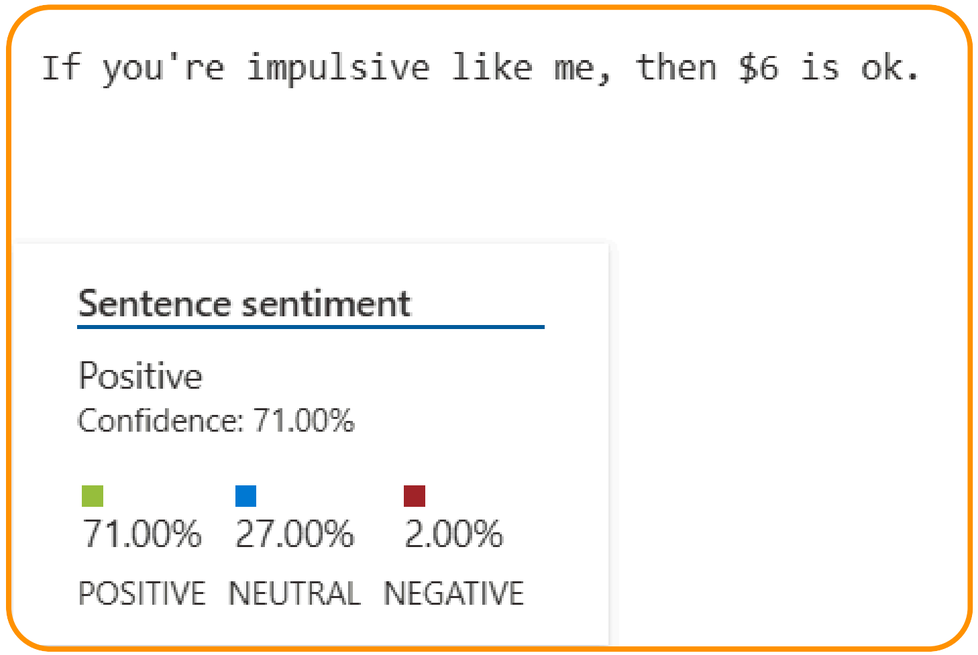
Positive

Confidence: 100.00%

100.00%	0.00%	0.00%
POSITIVE	NEUTRAL	NEGATIVE

If you're impulsive like me, then $6 is ok. Don't get me wrong, the quality of these babies is very good and I have no complaints. But in retrospect, the price is a little ridiculous (esp. when you add on the shipping).

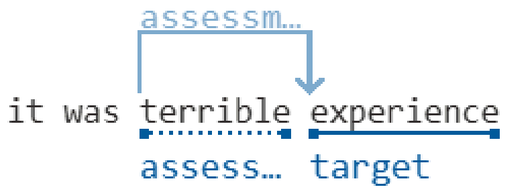




example 2

mixed review (mostly positive)

it was terrible experience



Sentence sentiment

Negative
Confidence: 0.00%

0.00%	0.00%	100.00%
POSITIVE	NEUTRAL	NEGATIVE

Opinion

Target: experience

Assessments:
terrible (negative, 99.00%)

Analyzed sentiment

Document sentiment

Negative
Confidence: 0.00%

0.00%	0.00%	100.00%
POSITIVE	NEUTRAL	NEGATIVE

example 3

Resource Page

Hugging Face

kaggle


AMAZON
ONLINE SHOPPING
PASSWORD RESET
PASSWORD ERROR
ONLINE SHOP

Thank You