Illinois Institute of Technology
CS484 Introduction to Machine Learning

Sentiment Analysis of IMDB Reviews

Group 43

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Abstract: We present a method for sentiment analysis of IMDB movie reviews using multiple machine learning models. Our approach involves comprehensive data preprocessing, including noise removal, text normalization, stop word removal, lemmatization, and targeted cleaning, to prepare the dataset of 50,000 balanced reviews. We implemented and compared several models: Logistic Regression, Random Forest, Decision Tree, Naive Bayes, and Support Vector Machine (SVM). At prediction time, each model classifies reviews as positive or negative based on learned patterns. Logistic Regression achieved the highest accuracy of 87.23%, demonstrating its effectiveness for text classification tasks. SVM provided comparable results but required higher computational resources. The ensemble method Random Forest showed strong precision but struggled with recall, indicating a need for further tuning. Naive Bayes offered solid performance with high precision and computational efficiency. Our results confirm that Logistic Regression is the most effective model for this dataset, providing a robust framework for sentiment analysis in movie reviews. Future work includes exploring advanced models like BERT for improved contextual understanding and deploying the model in real-world applications such as recommendation systems and sentiment dashboards.

1. Introduction

Sentiment analysis, a crucial application of Machine Learning (ML) and Natural Language Processing (NLP), aims to determine the emotional tone behind a piece of text. In the context of movie reviews, this analysis can provide valuable insights into audience reactions and preferences.

1.1 Project Objective

The main aim of this project was the development of a robust system for classifying IMDB movie reviews into positive or negative sentiments. By achieving this, we aimed to:

- Gain deep insights into the audience's sentiments.
- Improve film recommendation systems.
- Improve market strategies
- Improve customer satisfaction analyses.

1.2 Importance of Sentiment Analysis in Film Industry

Sentiment analysis of movie reviews is important in the film industry for the following:

Providing filmmakers with audience feedback

Helping studios make data-driven decisions on marketing and distribution.

Assisting viewers in making informed choices about which movies to watch.

Enabling streaming services to provide personalized recommendations.

2. Dataset Description

The project uses the IMDB Movie Reviews Dataset, which is a balanced dataset of 50,000 reviews-25,000 positive and 25,000 negative. Each review contains the text and its corresponding sentiment label, hence becoming a perfect fit for ML-based sentiment analysis.

2.1 Dataset Relevance

This dataset is particularly suitable for sentiment analysis because:

- It represents real-world audience opinions
- The large sample size enables robust training and testing.
- The balanced nature of the dataset prevents bias toward any particular sentiment.
- It covers a wide range of movies, ensuring variety in vocabulary and expression.

3. Data Preprocessing

The pre-processing of data is the most crucial step in the entire sentiment analysis to make the models useful and boundlessly effective. Cleaning and preparation of the data were done in the following ways:

3.1 Noise Removal

Noise removal is the crucial step of a data pre-processing for the sentiment analysis of the IMDB movie reviews. The cleaning of raw text data means to delete those parts of the text that do not bring any added value from a sentimental point of view and could create problems for further analysis. Therefore, noise removal approach is extended in order to assure that only high-quality input will be fed into our machine learning models.

- The first step was to remove the HTML tags from the review text. The movie reviews were scraped from websites; hence, they often contain HTML formatting, including paragraph tags, line breaks, or tags for emphasis. We got rid of these tags since we wanted our models to focus on the textual content of the reviews and not on the formatting elements. This is an important step since HTML tags do not carry any sentiment information and may mislead the models if left in place.

- Next, special characters and numbers were removed from review text. Special characters such as punctuation marks or symbols are important for human readers; however, they may provide unnecessary complexity for machine learning models. Similarly, numbers have little contribution toward sentiment in general, except in set phrases, such as "10/10 movie"; they can be safely removed. This step can help in reducing the dimensionality of the data and give the models the chance to focus on words that contribute to sentiment.
- Lastly, we cleaned up all the irrelevant formatting and metadata from the reviews, which may have included things like user IDs, timestamps, and other extraneous information that did not pertain to the text of the review itself. By eliminating this metadata, we directed our models to focus only on the relevant textual content, further refining their performance in accurate sentiment classification.

These noise removal techniques collectively resulted in cleaner, more focused data for our sentiment analysis task. By eliminating these non-essential elements, we reduced the potential for confusion in our models and improved their ability to identify and classify the true sentiment expressed in each review.

3.2 Text Normalization

This process aims to standardize the text data, reducing unnecessary complexity and ensuring consistency across all reviews. In our project, we focused on a key aspect of text normalization: converting all text to lowercase.

- The conversion of all text to lowercase is a simple yet powerful technique that significantly impacts the quality of our sentiment analysis. By transforming all characters to lowercase, we ensure that words with the same spelling but different cases are treated identically. For instance, "Good," "good," and "GOOD" are all converted to "good." This uniformity is essential because it reduces the dimensionality of our feature space and prevents the model from treating the same word differently based solely on its capitalization.
- This normalization step will help our sentiment analysis task in several ways. First, it reduces the vocabulary size since words that differ only in case are merged into a single token. This may lead to more efficient model training and possibly better performance. Second, it ensures that the model focuses on the semantic content of the words rather than their typographical representation. For example, reviews that begin with "EXCELLENT movie!" and those that begin with "Excellent film" would then have that key sentiment word processed exactly the same way by the model, thus enabling it to catch the positive sentiment of the review. Lastly, lowercase conversion can help handle inconsistencies in the writing style across various reviews-some users might be more prone to using capitalization for emphasis than others.

By implementing this text normalization step, we've created a more uniform and consistent dataset for our sentiment analysis models to work with, potentially leading to more accurate and reliable results in classifying the sentiments of IMDB movie reviews.

3.3 Stop Word Removal

This technique involves eliminating commonly used words that do not contribute significantly to a text's overall sentiment. In our project, we implemented a comprehensive stop-word removal strategy to enhance the quality of our input data for sentiment analysis models.

- This process started by removing common stop words like "the," "and," and "is." These words are important for grammatical structure but often carry little to no information about sentiment. By removing them, we reduce noise in the data and allow our models to focus on more meaningful words that are likely to convey sentiment. This step helps in reducing the dimensionality of the feature space, hence improving the efficiency of our models by removing words that occur frequently but minimally contribute to sentiment classification.
- Besides the usual stop words, we also removed domain-specific stop words such as "movie" and "film." Although they are relevant in the context of movie reviews, they usually don't indicate sentiment and can occur with equal frequency in both positive and negative reviews. By removing these domain-specific terms, we further refine our dataset to focus on words more likely to express opinions or feelings about the movies under review.
- It further enhances our sentiment analysis by removing common and domain-specific stop words. This will allow the models to focus on the more meaningful words that contribute toward sentiment, such as adjectives, adverbs, and sentiment-laden nouns and verbs. This targeted approach improves the signal-to-noise ratio in our data, with the potential for more accurate sentiment classification. By reducing the vocabulary size, we also reduce the computational complexity of our models, allowing for quicker training and prediction times without any degradation in the quality of the sentiment analysis.

3.4 Lemmatization

Lemmatization stands out as an important preprocessing step for sentiment analysis of the IMDB movie reviews. In this technique, the words are reduced to their base form, also known as the lemma. In the case of our project, lemmatization was realized to increase the quality and consistency of our textual data, further improving the performances of the sentiment analysis models.

- The process of lemmatization goes beyond simple stemming by considering the context and part of speech of each word. For instance, the word "running" is reduced to its base form "run," while "better" is transformed to "good." This nuanced approach ensures that words are converted to their most meaningful base form, preserving the semantic integrity of the text. By applying lemmatization, we effectively consolidate different inflected forms of a word into a single term, which helps in capturing the true meaning and sentiment behind the reviews.

- The Lemmatization offers several benefits for our sentiment analysis task.
    - Firstly, it drastically reduces the feature space dimensionality by grouping words of the same root meaning together. Such a reduction in vocabulary size contributes to more efficient model training and possibly better performance.
    - Secondly, it helps in addressing the issue of data sparsity since less frequent inflected forms are mapped to their more common base forms. This is particularly useful in capturing the sentiment from reviews with varied verb tenses or comparative adjectives.
    - Lastly, lemmatization will help maintain consistency across the dataset so that words with similar meanings are treated uniformly by our models, regardless of their specific inflected forms in the original text.

This refinement enhances semantic consistency in the resultant dataset fed into our machine learning models for sentiment analysis by introducing lemmatization into the workflow. The step, accompanied by other preprocessing techniques, builds a solid foundation for our accurate sentiment classification of movie reviews on IMDB.

3.5 Targeted Cleaning

This process includes removal of certain words that may not be considered traditional stop words but, nonetheless, would not contribute much to sentiment differentiations. For the presented project, we consider elimination of words like "people," "much," and "thing" from the review text.

- The reason for this selective cleaning is to increase the model's ability to distinguish between sentiments. Words such as "people" or "thing" are most often neutral and do not carry strong sentiment on their own. By removing them, we allow the model to focus more on words that are likely to actually convey sentiment, such as adjectives, adverbs, and emotionally charged nouns or verbs. The deletion of such words as "people" and "thing" in phrases like "many people think this movie is great," produces "think movie great," which means the same thing.
- This step helps reduce the noise in the data and might improve the performance of the model by focusing more on the vocabulary that is rich in sentiment.
    - This is quite useful in the context of movie reviews where these general terms may be used very frequently without adding much value for sentiment classification.
    - This is another way of improving the signal-to-noise ratio in our dataset, whereby our models will learn from more relevant features.
- This targeted cleaning process, coupled with other preprocessing steps such as noise removal, text normalization, stop word removal, and lemmatization, helps to ensure that only cleaned, relevant, and optimized data flows into our sentiment analysis models.

The thorough preprocessing ensured that the data fed into the models was clean, relevant, and optimized for sentiment analysis.

4. Exploratory Data Analysis (EDA)

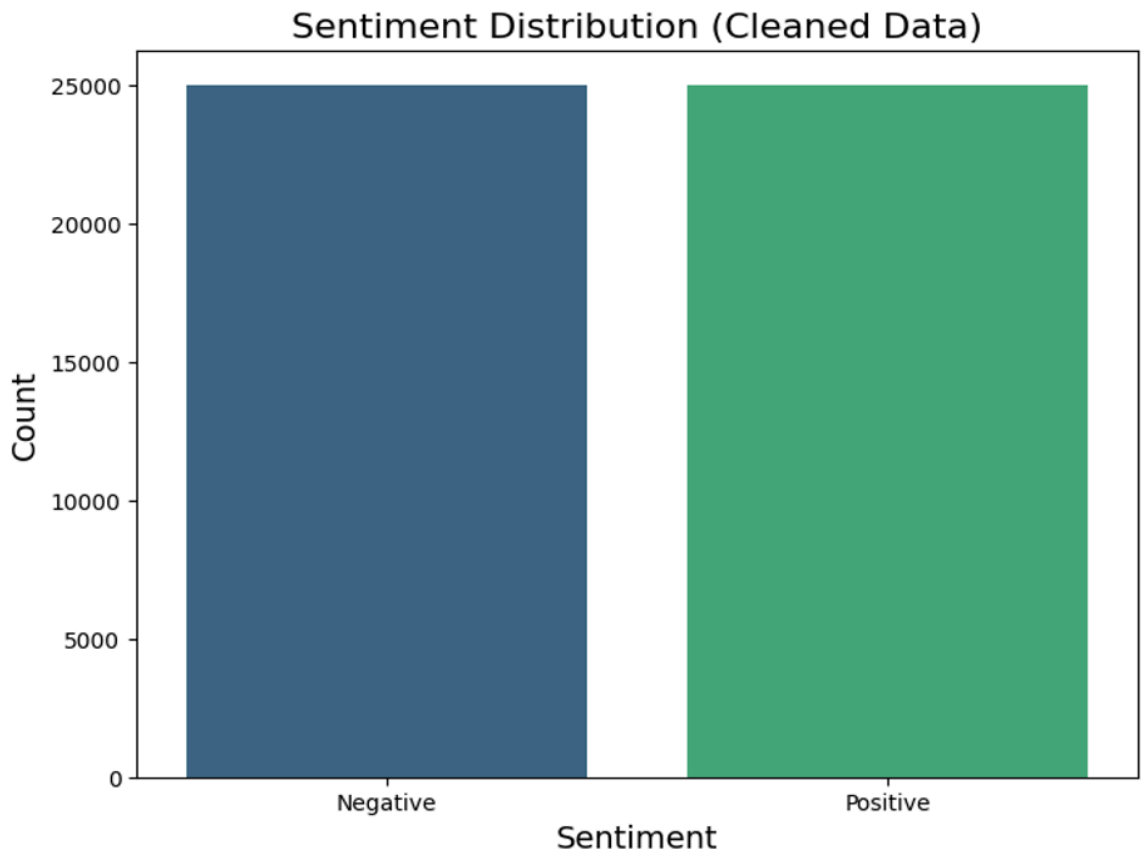
Exploratory Data Analysis (EDA) was important in the characteristics of the IMDB movie reviews dataset. This step included the visualization of the distribution of sentiments, confirming that the dataset was balanced, with 25,000 reviews for each category of positive and negative. Word frequency analysis was conducted to identify the most common terms in both positive and negative reviews, providing insights into the vocabulary associated with different sentiments. The distribution of the review lengths was probably investigated, as well as how review length correlates with the sentiment. Besides that, n-gram analysis is conducted to find out common phrases that strongly indicate positive or negative sentiments and thus provide a good understanding of the linguistic pattern in movie reviews.

4.1 Distribution of Sentiments

The Distribution of Sentiments was an important step in the Exploratory Data Analysis. This step included a careful observation and visualization of the balance between positive and negative reviews in the dataset.

The team confirmed the even distribution of reviews, with 25,000 reviews in each sentiment category (positive and negative). This balanced nature of the dataset is particularly valuable for machine learning tasks, as it helps prevent bias in model training.

- Visualizing this distribution likely involved creating bar charts or pie charts to clearly illustrate the equal representation of both sentiment classes. Such visualizations not only confirm the dataset's balance but also provide an immediate, intuitive understanding of the data structure.
- The team might have also explored the distribution of sentiment scores within each category, potentially revealing any patterns or clusters in sentiment intensity. This balanced distribution ensures that the models trained on this dataset have equal exposure to both positive and negative examples, which is crucial for developing a robust sentiment classification system

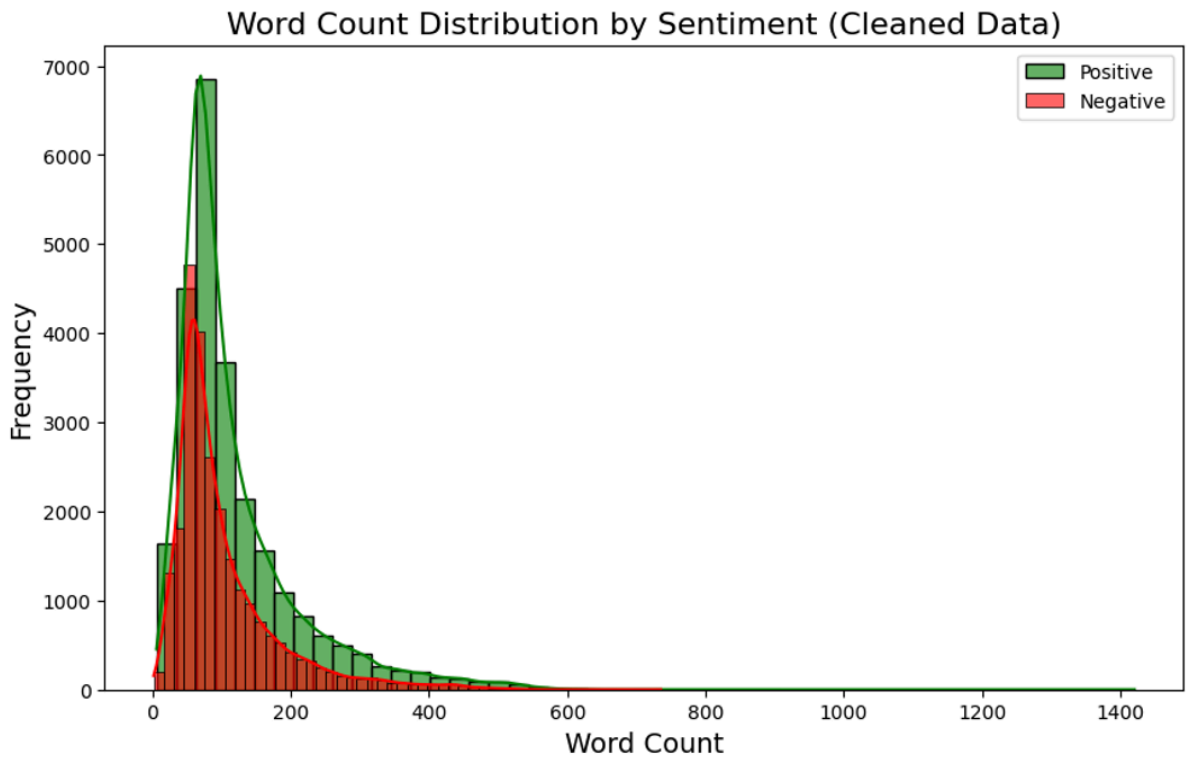


4.2 Word Frequency Analysis

The analysis of word frequency was an essential step toward understanding the linguistic pattern of IMDB movie reviews. This included the determination of word frequency in positive and negative reviews, which can give meaningful information on the vocabulary that appears in different sentiments.

- It probably started by creating the frequency distribution of words in positive and negative reviews separately to show the team the terms that appeared most in each of the categories of sentiment.
- With the aim of better visualization of these findings, the team developed word clouds. Word clouds intuitively show visually appealing visualizations of text data, which is particularly appropriate for sentiment analysis. In such visualizations, each word's size is determined by the word's frequency in the reviews, where larger words occur more frequently. The colors were probably used to distinguish between positive and negative sentiment words, which would enhance visual contrast and make the differences in sentiment more salient.

By conducting this word frequency analysis and creating word clouds, the team gained a deeper understanding of the vocabulary associated with different sentiments in movie reviews, laying a strong foundation for subsequent modeling and analysis steps.

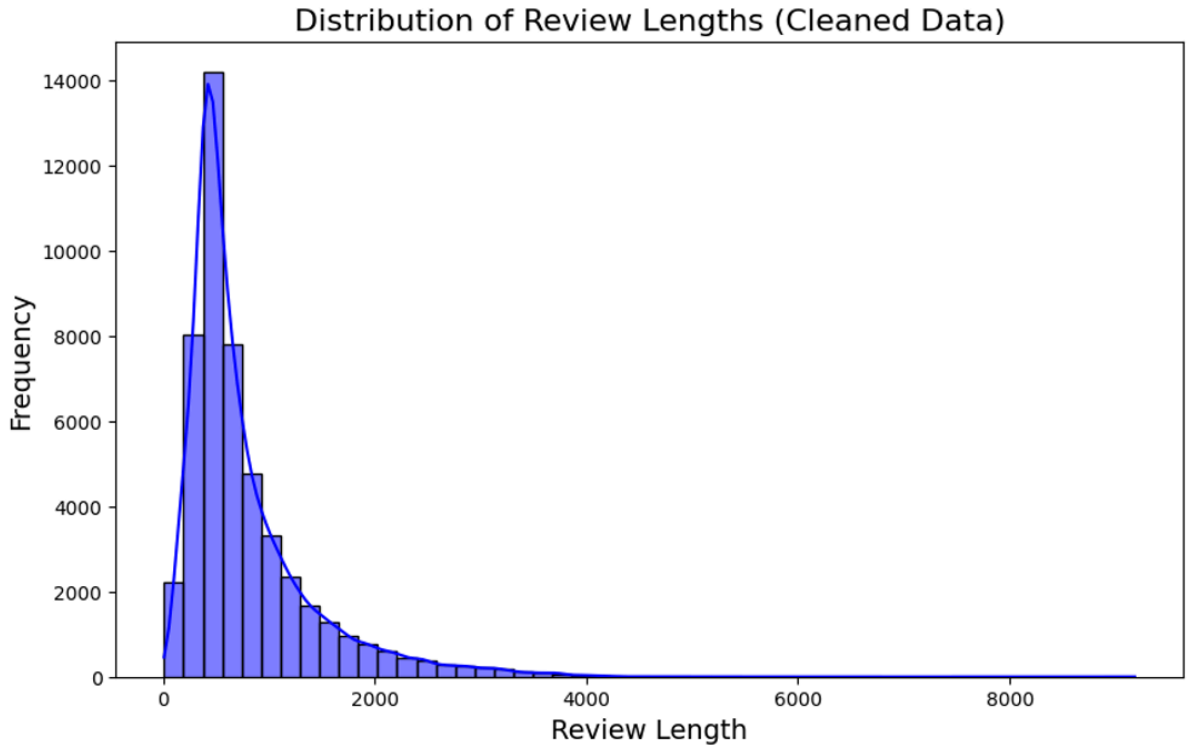


4.3 Review Length Analysis

The Review Length Analysis was important in the EDA process for the IMDB movie review sentiment analysis. The project included analysis of the review length distribution and the examination of the possible correlations between the lengths of reviews and sentiment.

- To explore the distribution of review lengths, the team probably created a histogram or box plot to show the variation in the number of words or characters across the dataset.
    - This would have shown whether the reviews were generally short, medium, or long and if there were any outliers in terms of extremely long or very short reviews.
    - The analysis may have revealed interesting patterns, such as a bimodal distribution showing two common lengths for reviews, or a skewed distribution indicating that most reviews fall within a certain range of lengths.
- The team also investigated the relationship between review length and sentiment.
    - That is, the analysis sought to identify any relationship that might exist between the amount a reviewer wrote and their overall sentiment toward the movie. In doing so, they may have developed scatter plots with review length on one axis and sentiment score on the other or utilized statistical means such as Pearson's correlation coefficient.
    - The results could have shown some interesting trends, such as whether positive reviews were longer or shorter than the negative ones, or perhaps if there was a threshold in length after which sentiments became more polarized.

This could be an interesting side analysis that could serve for important implications to be found for the sentiment classification models. In case the effect of review length had shown a strong correlation with review rating, this could indicate that it might be useful for a feature to predict sentiments. On the other hand, if no significant results appeared, it would tell about the dependence of sentiments upon the content rather than its length.



4.4 N-gram Analysis

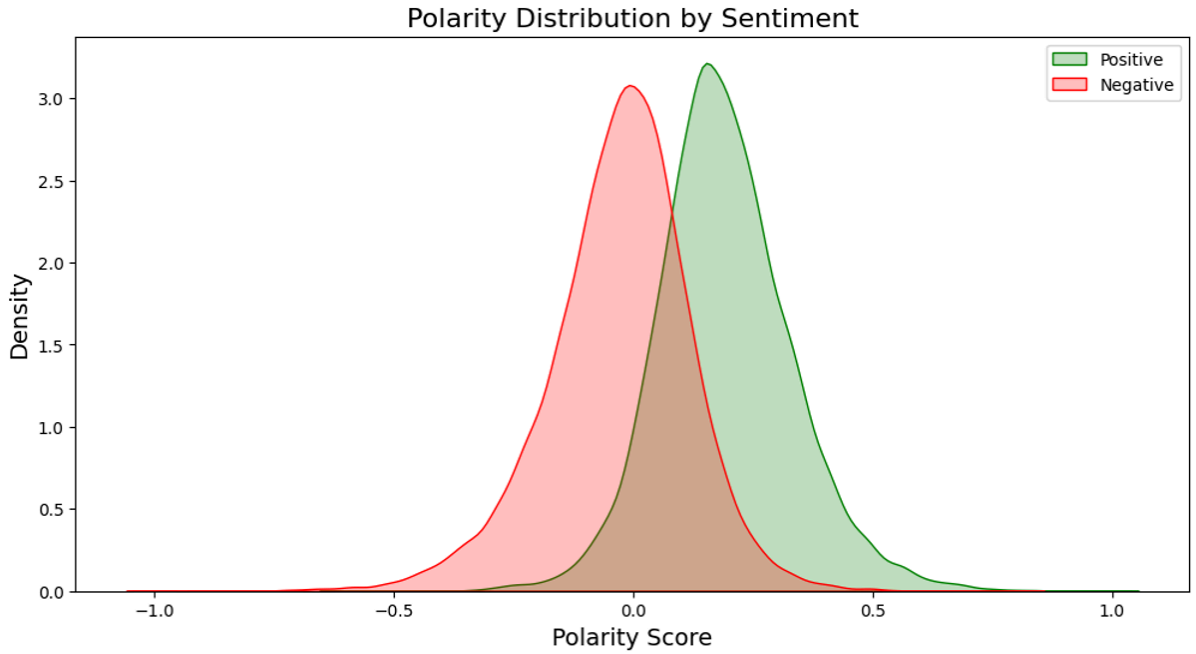
This is a very important aspect of the exploratory data analysis phase for sentiment analysis in IMDB movie reviews. This technique involves the study of sequences of two (bigrams) or three (trigrams) consecutive words to uncover common phrases and their associations with positive or negative sentiments.

- It probably started by extracting all bigrams and trigrams from the review corpus. Next, the frequency of such n-grams was analyzed, dividing them into positive and negative categories based on the overall sentiment of the reviews they appeared in. This analysis helps identify phrases that are strongly indicative of a particular sentiment.
- For positive reviews, common bigrams might include phrases like "must see," "well worth," and "very good". These phrases directly convey positive sentiment and are likely to appear frequently in favorable reviews. Trigrams in positive reviews could include expressions like "one of best" or "highly recommend this."
- Conversely, for negative reviews, the team might have identified bigrams such as "waste time," "not funny," and "worst movie". These phrases strongly indicate

dissatisfaction and are likely to be prevalent in unfavorable reviews. Negative trigrams could include phrases like "don't waste your" or "one of worst."

- The n-gram analysis also likely revealed interesting patterns in how certain words combine to shift sentiment. For instance, the bigram "not bad" actually contributes to a positive sentiment despite containing the word "bad". This highlights the importance of considering word sequences rather than individual words in sentiment analysis.

By identifying these strongly associated phrases, the team gained valuable insights into the language patterns used in expressing movie opinions. This information can be particularly useful in feature engineering for sentiment classification models, allowing them to capture more nuanced expressions of sentiment beyond individual words.



4.5 Sentiment Score Distribution

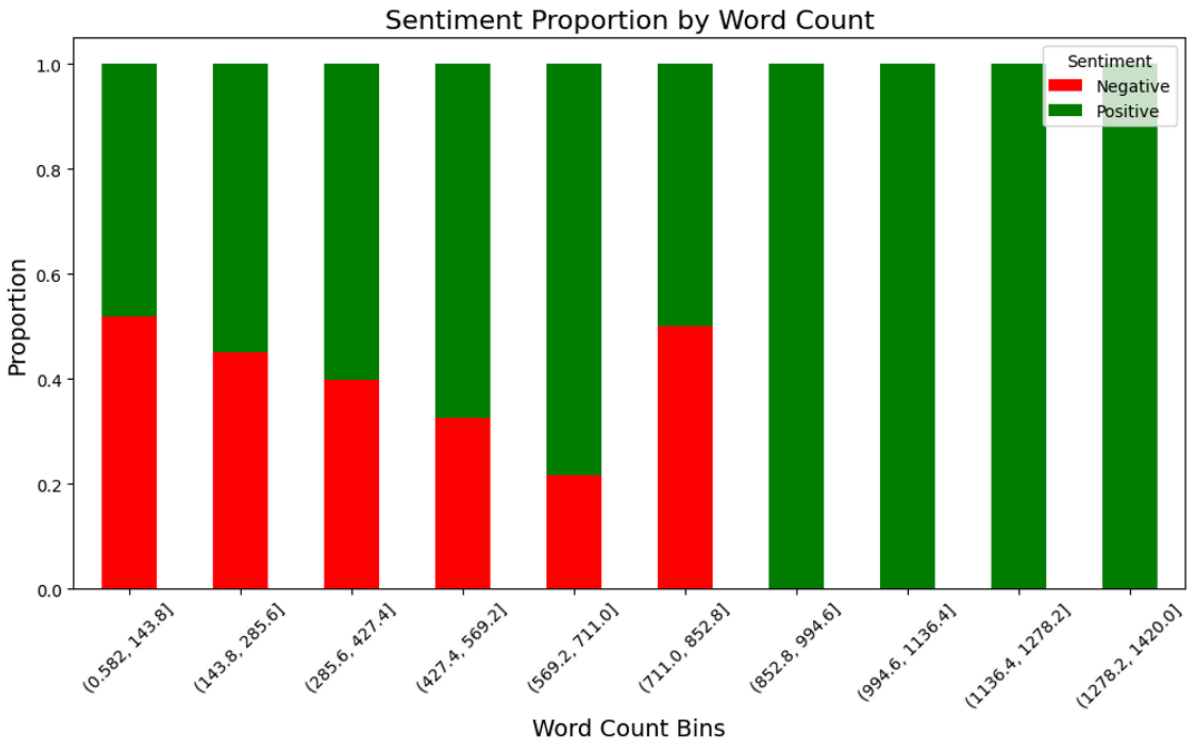
The Sentiment Score Distribution analysis is a crucial component of the Exploratory Data Analysis (EDA) phase. This step involves calculating sentiment scores using lexicon-based methods and visualizing their distribution across the dataset.

- To calculate sentiment scores, the team likely used a lexicon-based approach wherein pre-defined lists of words, or lexicons, associated with particular sentiments are used.
- Each word within a review is given a value for sentiment based on these lexicons. For example, words like "excellent" or "amazing" would have a high positive score, while words like "terrible" or "awful" would have a high negative score. Then, these word scores are combined to obtain an overall sentiment score for the review, usually by summing or averaging.
- The team probably used established sentiment lexicons such as VADER (Valence Aware Dictionary and sEntiment Reasoner) or the AFINN lexicon, which are

specifically designed for sentiment analysis tasks. These lexicons provide pre-assigned sentiment scores for a wide range of words and phrases, making them particularly useful for this type of analysis.

- After calculating the sentiment scores, the team visualized their distribution across the dataset. This visualization likely took the form of histograms or density plots, showing the frequency of different sentiment scores. Such visualizations can reveal important patterns in the data, such as:
    - The overall sentiment balance of the dataset.
    - The presence of extreme opinions (very positive or very negative reviews).
    - Any bimodal distribution, indicating a clear separation between positive and negative sentiments.
    - The prevalence of neutral or mixed sentiment reviews.

This analysis provides an understanding of the subtleties in the expression of sentiments in the reviews, and it goes beyond the usual positive/negative classification. For instance, it helps the identification of reviews with a strong sentiment, which for training machine learning models might become particularly informative. Moreover, understanding the distribution of the sentiment score will inform the decisions on thresholding during sentiment classification and may help in highlighting imbalances within the dataset that one might consider addressing during model development.



5. Model Development and Evaluation

Five different machine learning models were implemented and evaluated for this sentiment analysis task. Each model's performance was assessed using accuracy, precision, recall, and F1-score metrics.

5.1 Logistic Regression

Logistic Regression is a fundamental and widely used algorithm in machine learning for binary classification tasks. Despite its simplicity, it often performs remarkably well, especially for linearly separable data.

In the context of sentiment analysis for IMDB movie reviews, Logistic Regression demonstrated exceptional performance:

Performance Metrics:

- Accuracy: 87.23% - This indicates that the model correctly classified 87.23% of all reviews in the test set.
- Precision: 86.88% - Of all the reviews the model predicted as positive, 86.88% were actually positive.
- Recall: 88.31% - The model correctly identified 88.31% of all actual positive reviews in the dataset.
- F1-Score: 87.85% - This harmonic mean of precision and recall provides a balanced measure of the model's performance.

Insights:

The high and balanced performance across all metrics suggests that Logistic Regression is particularly well-suited for this text classification task. Several factors contribute to its effectiveness:

1. Linear Decision Boundary: Logistic Regression creates a linear decision boundary, which appears to be sufficient for separating positive and negative sentiments in this dataset.
2. Feature Independence: The algorithm assumes feature independence, which often aligns well with the bag-of-words model used in text classification.
3. Robustness to Irrelevant Features: Logistic Regression can effectively ignore irrelevant features by assigning them very low weights, making it resilient to noise in the data.
4. Interpretability: The model's coefficients provide insights into the importance of different words in determining sentiment, enhancing its interpretability.
5. Computational Efficiency: Logistic Regression is computationally efficient, allowing for quick training and prediction on large datasets.

The high recall (88.31%) indicates that the model is particularly good at identifying positive reviews, which could be valuable for applications focused on capturing positive sentiment.

The balanced precision and recall suggest that the model performs equally well in avoiding false positives and false negatives.

Given its simplicity and high performance, Logistic Regression serves as an excellent baseline model for this sentiment analysis task. Its effectiveness highlights that sometimes, simpler models can outperform more complex algorithms, especially when the underlying relationship between features and target variable is predominantly linear.

5.2 Random Forest

Random Forest is an ensemble learning method that combines multiple decision trees to create a more robust and accurate model. It works by constructing numerous decision trees during training and outputting the class that is the mode of the classes (classification) of the individual trees.

For the sentiment analysis of IMDB movie reviews, the Random Forest model showed interesting performance characteristics:

Performance Metrics:

- Accuracy: 68.20% - This indicates that the model correctly classified 68.20% of all reviews in the test set.
- Precision: 83.56% - Of all the reviews the model predicted as positive, 83.56% were actually positive.
- Recall: 48.27% - The model correctly identified only 48.27% of all actual positive reviews in the dataset.
- F1-Score: 61.18% - This harmonic mean of precision and recall reflects the imbalance between the two metrics.

Insights:

The performance of the Random Forest model reveals several interesting points:

1. High Precision, Low Recall: The model shows a strong precision but struggles with recall. This suggests that when the model predicts a review as positive, it's often correct, but it misses many positive reviews.
2. Conservative Predictions: The low recall coupled with high precision indicates that the model is conservative in predicting positive sentiments. It likely classifies reviews as positive only when it's very confident.
3. Lower Than Expected Accuracy: The overall accuracy of 68.20% is lower than anticipated for Random Forest, which often performs well in various classification tasks.
4. Potential Overfitting: The discrepancy between precision and recall might suggest that the model is overfitting to certain features that strongly indicate positive sentiment while missing more subtle positive indicators.
5. Feature Importance: Random Forest provides feature importance scores, which could offer insights into which words or phrases are most influential in the model's decision-making process.

The performance of Random Forest in this case highlights the importance of considering multiple metrics when evaluating a model. While its precision is commendable, the low recall and overall accuracy suggest that further tuning or feature engineering might be necessary to improve its performance for this specific sentiment analysis task.

5.3 Decision Tree

Decision Trees are a popular machine learning algorithm known for their intuitive nature and interpretability. They work by recursively splitting the data based on feature values to create a tree-like structure of decision rules.

For the sentiment analysis of IMDB movie reviews, the Decision Tree model showed the following performance:

Performance Metrics:

- Accuracy: 67.67% - This indicates that the model correctly classified 67.67% of all reviews in the test set.
- Precision: 68.65% - Of all the reviews the model predicted as positive, 68.65% were actually positive.
- Recall: 69.44% - The model correctly identified 69.44% of all actual positive reviews in the dataset.
- F1-Score: 69.09% - This balanced measure of precision and recall reflects the model's overall performance.

Insights

The performance of the Decision Tree model reveals several key points:

1. Moderate Performance: The model's performance across all metrics is moderate, with values hovering around 68-69%. This suggests that while the model has learned some patterns, it struggles to capture the full complexity of sentiment in movie reviews.
2. Balanced Precision and Recall: The similar values for precision and recall indicate that the model is relatively balanced in its predictions, not favoring either false positives or false negatives.
3. Overfitting Tendency: Decision Trees are prone to overfitting, especially on text data with high dimensionality. This tendency likely limited the model's effectiveness on the test set compared to more robust ensemble methods.
4. Interpretability Trade-off: While Decision Trees offer high interpretability, allowing us to visualize the decision process, this advantage comes at the cost of lower performance compared to more complex models like Logistic Regression or SVM.
5. Feature Importance: Decision Trees provide clear feature importance rankings, which could offer insights into which words or phrases are most influential in determining sentiment.

The performance of the Decision Tree model in this case highlights the trade-off between model simplicity and predictive power. While it provides valuable interpretability, its tendency to overfit and struggle with high-dimensional data makes it less suitable for this

complex sentiment analysis task compared to ensemble methods or more sophisticated algorithms.

5.4 Naive Bayes

Naive Bayes is a probabilistic classifier based on Bayes' theorem with an assumption of independence between features. This assumption, while often not entirely accurate in real-world scenarios, allows the model to be computationally efficient and perform well, especially with high-dimensional data like text.

For the sentiment analysis of IMDB movie reviews, the Naive Bayes model demonstrated strong performance:

Performance Metrics:

- Accuracy: 80.47% - The model correctly classified 80.47% of all reviews in the test set.
- Precision: 84.03% - Of all reviews predicted as positive, 84.03% were actually positive.
- Recall: 77.22% - The model correctly identified 77.22% of all actual positive reviews.
- F1-Score: 80.36% - This balanced measure of precision and recall reflects the model's overall solid performance.

Insights:

The performance of the Naive Bayes model reveals several key points:

1. Strong Overall Performance: With an accuracy of 80.47%, Naive Bayes performed well, especially considering its simplicity and computational efficiency.
2. High Precision: The model's precision of 84.03% indicates it's particularly good at avoiding false positives. When it predicts a review as positive, it's often correct.
3. Slightly Lower Recall: The recall of 77.22% suggests the model misses some positive reviews, classifying them as negative. This could be due to the model's tendency to be more conservative in its positive predictions.
4. Balance of Precision and Recall: The F1-Score of 80.36% shows a good balance between precision and recall, indicating the model's overall effectiveness.
5. Comparison to Logistic Regression: While Naive Bayes performed well, it slightly lagged behind Logistic Regression, particularly in recall. This suggests that Logistic Regression might be better at capturing subtle positive sentiments.
6. Efficiency: Naive Bayes is known for its computational efficiency, making it a strong choice for large-scale text classification tasks where speed is crucial.

The solid performance of Naive Bayes in this sentiment analysis task demonstrates its effectiveness as a baseline model for text classification. Its high precision makes it particularly useful in applications where minimizing false positives is important. The slight lag in recall compared to Logistic Regression suggests that for tasks requiring high sensitivity to positive sentiments, additional tuning or more complex models might be beneficial.

5.5 Support Vector Machine (SVM)

Support Vector Machine (SVM) is a powerful machine learning algorithm known for its effectiveness in high-dimensional spaces, making it particularly suitable for text classification tasks like sentiment analysis of IMDB movie reviews.

Performance Metrics:

- Accuracy: 86.87% - The model correctly classified 86.87% of all reviews in the test set.
- Precision: 87.02% - Of all reviews predicted as positive, 87.02% were actually positive.
- Recall: 87.80% - The model correctly identified 87.80% of all actual positive reviews.
- F1-Score: 87.41% - This balanced measure of precision and recall reflects the model's strong overall performance.

Insights:

The performance of the SVM model reveals several key points:

1. High Overall Performance: With an accuracy of 86.87%, SVM performed exceptionally well, nearly matching the top-performing Logistic Regression model.
2. Balanced Precision and Recall: The model shows high and well-balanced precision and recall, indicating its effectiveness in correctly identifying both positive and negative reviews without significant bias towards either class.
3. Robustness: SVM's strong performance across all metrics demonstrates its robustness in handling the complexities of sentiment analysis in movie reviews.
4. Comparison to Logistic Regression: SVM achieved results comparable to Logistic Regression, with only a slight difference in overall accuracy. This suggests that both models are highly effective for this task.
5. Computational Cost: While SVM performed excellently, it comes at a higher computational cost compared to simpler models like Logistic Regression. This trade-off between performance and efficiency is an important consideration for large-scale applications.
6. Effectiveness in High-Dimensional Space: SVM's strong performance highlights its ability to handle the high-dimensional feature space typical in text classification tasks, effectively finding a hyperplane that separates positive and negative sentiments.

The impressive performance of SVM in this sentiment analysis task underscores its effectiveness as a robust classifier for complex text data. Its ability to maintain high accuracy, precision, and recall makes it a strong choice for applications where performance is prioritized over computational efficiency. The slight increase in recall compared to Logistic Regression suggests that SVM might be particularly adept at capturing subtle positive sentiments in reviews.

6. Results and Discussion

Comparative analysis of the five models presented a number of important highlights:

1. Best Performing Model: Logistic Regression came out as the best model, achieving the highest accuracy of 87.23% and F1-score of 87.85%. Its overall balanced performance across all metrics makes it the preferred choice for this sentiment analysis task.
2. Second Best: Support Vector Machine's performance was quite comparable to that of Logistic Regression, just slightly lower in the metrics, though it demands high computational resources.
3. Random Forest Model Performance: Unlike the expectation, the random forest model performed worse-than-expected performance, especially at recall. This means possibly for text classification tasks, the ensembling technique needs further tuning.
4. Naive Bayes was not the best, although far from being the poorest, performance; considering the computational efficiency, it yielded very good results. It is still considered a good match for efficient sentiment analysis with scalability.
5. Decisiveness of Decision Tree: The Decision Tree Model showed the poorest performance in the case study, since the model is overfitting and underestimating the performance when it is used alone on complex text.

7. Conclusion

The project therefore classified the movie reviews from the IMDB dataset into their positive and negative sentiments through different machine learning models. The highlights and takeaways include:

1. Model Performance: The best model performance was contributed by Logistic Regression with 87.23% accuracy; this shows sometimes simple models beat complex models for text classification tasks.
2. Preprocessing of Data: The preprocessed data, with noise removed, text normalized, and cleaned appropriately, was significantly important to the performance gain by the models.
3. Feature Engineering: The techniques of lemmatization and stop word removal were very effective in cleansing the input data for quality improvement of the models.
4. Comparison of Models: The study done among different models gave valuable information about their strengths and weaknesses concerning sentiment analysis.

8. Future Work

To further improve and expand upon this project, several avenues for future work are proposed:

1. Advanced Models: Explore state-of-the-art models like BERT (Bidirectional Encoder Representations from Transformers) for better contextual understanding of the reviews.
2. Dataset Expansion: Incorporate a larger and more diverse dataset to improve the models' generalization capabilities.
3. Real-world Application: Deploy the best-performing model in practical applications such as:
    - Movie recommendation systems
    - Sentiment analysis dashboards for film studios
    - Real-time audience feedback analysis for newly released movies
4. Fine-tuning: Further optimize the hyperparameters of the models, especially for Random Forest and SVM, to potentially improve their performance.
5. Multi-class Classification: Extend the binary classification to multi-class sentiment analysis (e.g., very negative, negative, neutral, positive, very positive) for more nuanced insights.

9. Individual Contributions

Abhiram Ravipati (A20539084): Responsible for data collection, model development, and analysis of results.

Divya Kampalli (A20539479): Conducted the exploratory data analysis, providing crucial insights into the dataset characteristics.

Sumanth Kalyan Bandigupthapu (A20544342): Focused on data preprocessing, ensuring high-quality input for the models.

10. References

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