# 5. Feature Engineering, Feature Selection, and Baseline Benchmark

```
In [1]: import pandas as pd
    from collections import Counter
    import matplotlib.pyplot as plt
    import warnings
    import numpy as np

    warnings.filterwarnings("ignore")
    pd.set_option('display.max_columns', None)

In [2]: #na_filter set to False as otherwise empty strings are interpreted as NaN
    df_tweets_cleaned = pd.read_csv('..\data\Tweets_cleaned.csv', encoding='utf-8'
    , na_filter= False)
```

## **Feature Engineering**

Let's generate some features we could possibly use. Some features, such as <code>emojis\_flag</code> , <code>emoticons\_flag</code> , and <code>hashtags\_flag</code> are already generated. Below are some of the features we are engineering/generating:

- 1. emojis\_num denotes the number of emojis used in a tweet.
- 2. emoitcons num denotes the number of emoticons used in a tweet.
- 3. hashtag\_num denotes the number of hashtags used in a tweet.
- 4. numbers\_flag denotes whether the tweet contains numbers or not (either in Arabic or English)
- 5. numbers\_num denotes the number of times a tweet contains numbers We noticed that numbers were used in quite a few negative tweets, such as hours, time, dollars, flight numbers, etc. This is why we are generating a binary flag, as well as a numeric count of numbers used in a tweet.
- 6. char\_length\_original denotes the length of the user's original tweet. This includes everything (@ mentions, RT retweets, hyperlinks, etc.)
- 7. char\_length\_user denotes the length of the user's cleaned tweet. The length will be based off the column text\_cleaned We also noticed that negative tweets were, on average, longer than positive tweets in terms of character length.
- 8. mentions\_num denotes the number of mentions a tweet has (@ mentions)
- 9. retweet\_flag denotes if the user's tweet retweeted a tweet (normally the retweet is one of an airline, rarely another user). No need to create a count for retweets in a user's tweet because it's always 1.
- 10. http\_flag denotes if the user's tweet has a HTTP link. No need to create a count for http links in a user's tweet because it's always 1 too.

The True/Flase \_flag will need to be converted into binary flags instead (i.e. True/False into 1/0).

Any of the num columns will likely need to be scaled to a scale from 0 to 1.

We will also need to vectorize the words in the tweets. To do so, there are several ways of doing so. We could use word2vec, emoji2vec, or a combination of both of them called phrase2vec.

Lastly, we will need to convert airline\_sentiment into 0 or 1. In this situation, because we care about classifying negative sentiment tweets, and not really care about whether it's positive or neutral, we decided to group the positive and neutral tweets as non-negative. All non-negative tweets are class 0, whereas all negative tweets are class 1.

## Generate columns emojis\_num, emoticons\_num, and hashtag\_num

Generate basic features such as emojis\_num, emoticons\_num, hashtag\_num from already developed columns.

```
In [3]: #creates emojis num column
        def create emojis num(df):
            df['emojis_num'] = 0
            for i, row in df.iterrows():
                 if df.at[i, 'emojis_flag']:
                     tweet_emojis = df.at[i, 'emojis']
                     #strip brackets, quote, and spaces
                     tweet emojis list = list(tweet emojis.strip('[]').replace("\'", ""
        ).strip().split(","))
                     emoji counter = 0
                     for emoji in tweet_emojis_list:
                         emoji counter = emoji counter + 1
                     df.at[i, 'emojis_num'] = emoji_counter
                else:
                     df.at[i, 'emojis num'] = 0
            return df
        #creates emoticons num column
        def create emoticons num(df):
            df['emoticons num'] = 0
            for i, row in df.iterrows():
                 if df.at[i, 'emoticons flag']:
                     tweet_emoticons = df.at[i, 'emoticons']
                     #strip brackets, quote, and spaces
                     tweet emoticons list = list(tweet emoticons.strip('[]').replace("
        \'", "").strip().split(","))
                     emoticons_counter = 0
                     for emoticon in tweet_emoticons_list:
                         emoticons_counter = emoticons_counter + 1
                     df.at[i, 'emoticons num'] = emoticons counter
                else:
                     df.at[i, 'emoticons num'] = 0
            return df
        #creates hashtag num column
        def create hashtags num (df):
            df['hashtags num'] = 0
            for i, row in df.iterrows():
                 if df.at[i, 'hashtags_flag']:
                     tweet hashtags = df.at[i, 'hashtags']
                     #strip brackets, quote, and spaces
                     tweet hashtags list = list(tweet hashtags.strip('[]').replace("\'"
         , "").strip().split(","))
                     hashtags_counter = 0
                     for hashtag in tweet hashtags list:
                         hashtags counter = hashtags counter + 1
```

## Generate columns numbers\_flag, numbers\_num

Generate a binary flag and a count of how many times numbers were used in a tweet. Numbers can either be numeric, or in English. English numbers are sometimes considered stop words by Spacy (e.g. "twelve" is a stop word in tweet 568911315026063361, but "thirty" is not for some reason in tweet 568237684277141504), and were removed in lemmas\_list, so we generate the numbers features from column text\_cleaned\_no\_abbreviations. We will use Spacy model to help us determine which token are like numbers, using like num.

```
In [8]: #this function will create the columns numbers flag and numbers num
        def create numbers columns(df):
            df['numbers flag'] = False
            df['numbers num'] = 0
            for i, row in df.iterrows():
                 if i % 1000 == 0:
                     print('at row number: ' + str(i))
                text = df.at[i, 'text_cleaned_no_abbreviations']
                #print(type(text))
                like_num_count = 0
                #tokenize text into list of tokens
                #print(text)
                token list = nlp(text)
                #iterate through our tokens and count the number of nums
                for token in token list:
                     #print(token)
                     if token.like num:
                         like_num_count = like_num_count + 1
                #at the end, we set our new columns
                if like num count != 0:
                     df.at[i, 'numbers_flag'] = True
                    df.at[i, 'numbers num'] = like num count
            return df
```

Out[9]:

tweet\_id airline\_sentiment airline\_sentiment\_confidence negativereason negati

**2767** 568911315026063361 negative 1.0 Late Flight

file:///D:/CSML1010/Project/notebooks/5. Feature Engineering, Feature Selection, and Baseline Benchmark.html

```
In [10]: df tweets cleaned = create numbers columns(df tweets cleaned)
         at row number: 0
         at row number: 1000
         at row number: 2000
         at row number: 3000
         at row number: 4000
         at row number: 5000
         at row number: 6000
         at row number: 7000
         at row number: 8000
         at row number: 9000
         at row number: 10000
         at row number: 11000
         at row number: 12000
         at row number: 13000
         at row number: 14000
In [11]: | #df tweets cleaned.loc[df tweets cleaned['numbers flag'] == True]
```

## Generate columns char\_length\_original, char\_length\_user

Generate columns with the number of characters in original tweet, and cleaned tweet from column text cleaned.

```
In [12]: #this function will create the columns numbers_flag and numbers_num
def create_char_length_columns(df):
    df['char_length_original'] = 0
    df['char_length_user'] = 0

    for i, row in df.iterrows():
        text = df.at[i, 'text']
        cleaned_text = df.at[i, 'text_cleaned_no_abbreviations']

        df.at[i, 'char_length_original'] = len(text)
        df.at[i, 'char_length_user'] = len(cleaned_text)

    return df

In [13]: df tweets cleaned = create char length columns(df tweets cleaned)
```

## **Generate columns** mentions\_num, retweet\_flag, and http\_flag

Generate columns mentions\_num: number of mentions in a tweet, retweet\_flag: whether a tweet has a retweet, and http flag: whether a tweet has a http link.

```
In [14]:
         import re
         #this function will create mentions num column
         def create mentions num(df):
             df['mentions num'] = 0
             for i, row in df.iterrows():
                 text = df.at[i, 'text']
                  regex to find = r' \otimes [w d]*'
                 regex hits list = re.findall(regex to find, text)
                 df.at[i, 'mentions_num'] = len(regex_hits_list)
             return df
         #this function will create retweet_flag column
         def create retweet flag(df):
             df['retweet_flag'] = False
             for i, row in df.iterrows():
                 text = df.at[i, 'text']
                  regex_to_find = r'RT \@.*'
                  regex_hits_list = re.findall(regex_to_find, text)
                  if (len(regex hits list) != 0):
                      df.at[i, 'retweet flag'] = True
             return df
         #this function will create http flag column
         def create_http_flag(df):
             df['http_flag'] = False
             for i, row in df.iterrows():
                 text = df.at[i, 'text']
                  regex_to_find = r'https*://[^\s]*'
                  regex_hits_list = re.findall(regex_to_find, text)
                  if (len(regex hits list) != 0):
                      df.at[i, 'http_flag'] = True
             return df
```

```
In [15]: df_tweets_cleaned = create_mentions_num(df_tweets_cleaned)
    df_tweets_cleaned = create_retweet_flag(df_tweets_cleaned)
    df_tweets_cleaned = create_http_flag(df_tweets_cleaned)
```

#### Scale numeric columns

The numeric columns will likely need to be scaled to a scale from 0 to 1. For columns char\_length\_original and char\_length\_user we will use normal MinMaxScaler because there aren't any big outliers, but for the other columns we will use RobustScaler as there are outliers.

```
In [16]: df_tweets_cleaned[['emojis_num', 'emoticons_num', 'hashtags_num', 'numbers_nu
m', 'char_length_original', 'char_length_user', 'mentions_num']].describe()
```

#### Out[16]:

	emojis_num	emoticons_num	hashtags_num	numbers_num	char_length_original	char_l
coun	t 14640.000000	14640.000000	14640.000000	14640.000000	14640.000000	14
mea	0.066667	0.019262	0.238525	0.429372	103.822063	
ste	0.612111	0.140400	0.654195	0.741321	36.277339	
miı	0.000000	0.000000	0.000000	0.000000	12.000000	
25%	0.000000	0.000000	0.000000	0.000000	77.000000	
50%	0.000000	0.000000	0.000000	0.000000	114.000000	
75%	0.000000	0.000000	0.000000	1.000000	136.000000	
ma	40.000000	3.000000	8.000000	7.000000	186.000000	
4						

```
from sklearn.preprocessing import MinMaxScaler, RobustScaler
In [17]:
         minMaxScaler = MinMaxScaler()
         df_tweets_cleaned['char_length_original_scaled'] = 0
         df_tweets_cleaned['char_length_user_scaled'] = 0
         df tweets cleaned[['char length original scaled', 'char length user scaled']]
             minMaxScaler.fit_transform(df_tweets_cleaned[['char_length_original', 'cha
         r length user']])
         robustScaler = RobustScaler()
         df tweets cleaned['emojis num scaled'] = 0
         df tweets cleaned['emoticons num scaled'] = 0
         df_tweets_cleaned['hashtags_num_scaled'] = 0
         df_tweets_cleaned['numbers_num_scaled'] = 0
         df_tweets_cleaned['mentions_num_scaled'] = 0
         df_tweets_cleaned[['emojis_num_scaled', 'emoticons_num_scaled', 'hashtags_num_
         scaled', 'numbers_num_scaled', 'mentions_num_scaled']] = \
             minMaxScaler.fit transform(df tweets cleaned[['emojis num', 'emoticons nu
         m', 'hashtags_num', 'numbers_num', 'mentions_num']])
```

## Convert binary True/False columns to 1s/0s

We should convert binary True/False columns to 1s/0s.

```
In [18]: df_tweets_cleaned['emojis_flag'] = df_tweets_cleaned['emojis_flag'].astype(int
)
    df_tweets_cleaned['emoticons_flag'] = df_tweets_cleaned['emoticons_flag'].asty
    pe(int)
    df_tweets_cleaned['hashtags_flag'] = df_tweets_cleaned['hashtags_flag'].astype
    (int)
    df_tweets_cleaned['numbers_flag'] = df_tweets_cleaned['numbers_flag'].astype(i
    nt)
    df_tweets_cleaned['retweet_flag'] = df_tweets_cleaned['retweet_flag'].astype(i
    nt)
    df_tweets_cleaned['http_flag'] = df_tweets_cleaned['http_flag'].astype(int)
```

## Group the positive and neutral

As stated before, our goal is to predict negative sentiment tweets; we don't particularly care if the tweets are positive or neutral, to us they are the same thing: not negative. Therefore, we merge the positive and neutral classes to 0s, and rename negative label to 1s.

```
In [19]: | df tweets cleaned['binary response variable'] = False
         df_tweets_cleaned.loc[df_tweets_cleaned.airline_sentiment == 'neutral', 'binar
         y_response_variable'] = False
         df tweets cleaned.loc[df tweets cleaned.airline sentiment == 'positive', 'bina
         ry response variable'] = False
         df tweets cleaned.loc[df tweets cleaned.airline sentiment == 'negative', 'bina
         ry response variable'] = True
In [20]: df tweets cleaned.binary response variable
Out[20]: 0
                  False
         1
                  False
         2
                  False
         3
                   True
                   True
                   . . .
         14635
                  False
         14636
                   True
         14637
                  False
         14638
                   True
         14639
                  False
         Name: binary response variable, Length: 14640, dtype: bool
In [21]: df tweets cleaned.binary response variable = df tweets cleaned.binary response
          variable.astype(int)
```

In [22]: df\_tweets\_cleaned

Out[22]:

<b>0</b> 570306133677760513 neutral 1.0000									
<b>1</b> 570301130888122368 positive 0.3486									
<b>2</b> 570301083672813571 neutral 0.6837									
<b>3</b> 570301031407624196 negative 1.0000 Bad	Flight								
<b>4</b> 570300817074462722 negative 1.0000 Can	t Tell								
<b></b>									
<b>14635</b> 569587686496825344 positive 0.3487									
<b>14636</b> 569587371693355008 negative 1.0000 Cust Service	omer ssue								
<b>14637</b> 569587242672398336 neutral 1.0000									
<b>14638</b> 569587188687634433 negative 1.0000 Cust Service	omer ssue								
<b>14639</b> 569587140490866689 neutral 0.6771									
14640 rows × 39 columns									
<b>←</b>									

#### Get rid of all other columns

We only need the binary\_response\_variable, \_flag columns, \_scaled columns, and lemmas\_list column (this will be vectorized using our models).

```
In [23]: df tweets cleaned.columns
Out[23]: Index(['tweet id', 'airline sentiment', 'airline sentiment confidence',
                 'negativereason', 'negativereason_confidence', 'airline', 'text',
                 'text_cleaned', 'text_cleaned_time_removed', 'emojis_flag', 'emojis',
                 'emoticons flag', 'emoticons', 'text cleaned without emojis emoticon
         s',
                 'hashtags', 'text_cleaned_without_emojis_emoticons_hashtags',
                 'hashtags_flag', 'text_cleaned_lower_case',
                 'text cleaned no abbreviations', 'text list no stop words',
                 'lemmas_list', 'emojis_num', 'emoticons_num', 'hashtags_num',
                 'numbers flag', 'numbers num', 'char length original',
                 'char_length_user', 'mentions_num', 'retweet_flag', 'http_flag',
                 'char_length_original_scaled', 'char_length_user_scaled',
                 'emojis_num_scaled', 'emoticons_num_scaled', 'hashtags_num_scaled',
                 'numbers num scaled', 'mentions num scaled',
                 'binary response variable'],
               dtype='object')
In [24]: | df tweets cleaned = df tweets cleaned[[
              'binary response variable',
              'emojis_flag',
              'emoticons_flag',
              'hashtags_flag',
              'numbers flag',
              'retweet flag',
              'http_flag',
              'char_length_original_scaled',
              'char length user scaled',
              'emojis_num_scaled',
              'emoticons num scaled',
              'hashtags num scaled',
              'numbers_num_scaled',
              'mentions num scaled',
              'lemmas list'
         ]]
```

## Baseline Benchmark with trained word2vec gensim model

We do a baseline benchmark with Patrick's trained word2vec gensim model, located at ..\milestone1\Patrick\gensim word2vec trained.bin of this repo.

## Split into train and test datasets

We need to split our dataframe into train and test datasets/dataframes. We don't need a validation set for now, but we will split into one later for our machine learning model tuning. For now, 70%/30% for train/test seems good enough. We will split based on column binary\_response\_variable.

```
In [25]: from sklearn.model_selection import train_test_split

X = df_tweets_cleaned.loc[:, df_tweets_cleaned.columns != 'binary_response_var iable']

Y = df_tweets_cleaned.loc[:, df_tweets_cleaned.columns == 'binary_response_var iable']

X_train, X_test, Y_train, Y_test = train_test_split(X, Y, test_size=0.30, rand om_state=1, stratify=Y)
```

#### **Generate Tweet vectors**

```
In [26]:
         import gensim
         custom w2v gensim model path = '..\milestone1\Patrick\gensim word2vec trained.
         w2v gensim model = gensim.models.KeyedVectors.load word2vec format(custom w2v
         gensim model path, binary=True)
In [27]: #calculates a vector for a given Tweet
         def calculate average tweet vector(tweet, w2v model, num dimensions):
             tokens = tweet.split(' ')
             tweet vector = np.zeros(num dimensions, np.float32)
             actual token count = 0
             for token in tokens:
                 if token in w2v model.wv.vocab:
                     actual_token_count = actual_token_count + 1
                     tweet vector = np.add(tweet vector, w2v model[token])
             tweet vector = np.divide(tweet vector, actual token count)
             return tweet vector
```

```
In [28]: #Sanity check
    #calculate_average_tweet_vector("arrangement reimburse rental", w2v_gensim_model.wv.vector_size)
```

```
In [29]: num_dimensions = w2v_gensim_model.wv.vector_size
    X_train['tweet_vector'] = X_train.lemmas_list.apply(lambda text: calculate_ave rage_tweet_vector(text, w2v_gensim_model, num_dimensions))
    X_test['tweet_vector'] = X_test.lemmas_list.apply(lambda text: calculate_avera ge_tweet_vector(text, w2v_gensim_model, num_dimensions))
```

```
In [31]: #after creating new dataframes above, any zeroes are converted to null...we ne
    ed to convert them back to zeroes...
    df_train_tweet_vector = df_train_tweet_vector.fillna(0)
    df_test_tweet_vector = df_test_tweet_vector.fillna(0)
```

```
In [32]: X_train_combined = pd.concat([df_train_tweet_vector, X_train], axis=1)
X_test_combined = pd.concat([df_test_tweet_vector, X_test], axis=1)
```

#### Remove tweet\_vector and lemmas\_list column

```
In [33]: X_train_combined = X_train_combined.loc[:, X_train_combined.columns != 'tweet_
    vector']
    X_test_combined = X_test_combined.loc[:, X_test_combined.columns != 'tweet_vec
    tor']
    X_train_combined = X_train_combined.loc[:, X_train_combined.columns != 'lemmas
    _list']
    X_test_combined = X_test_combined.loc[:, X_test_combined.columns != 'lemmas_list']
```

```
In [35]: from sklearn.metrics import classification_report
    print(classification_report(Y_test,predictions))
```

		precision	recall	f1-score	support
	0	0.79	0.71	0.75	1639
	1	0.84	0.89	0.86	2753
micro	avg	0.82	0.82	0.82	4392
macro	_	0.81	0.80	0.81	4392
weighted	avg	0.82	0.82	0.82	4392

## Baseline Benchmark with Google word2vec gensim model subset

We do a baseline benchmark with Google's word2vec gensim model that is subset with our word vectors as well, located at ..\milestone1\Patrick\gensim\_word2vec\_google\_subset.bin , which can be unzipped from ..\milestone1\Patrick\gensim word2vec google subset.bin of this repo.

## Split into train and test datasets

We need to split our dataframe into train and test datasets/dataframes. We don't need a validation set for now, but we will split into one later for our machine learning model tuning. For now, 70%/30% for train/test seems good enough. We will split based on column binary response variable.

```
In [36]: from sklearn.model_selection import train_test_split

X = df_tweets_cleaned.loc[:, df_tweets_cleaned.columns != 'binary_response_var iable']

Y = df_tweets_cleaned.loc[:, df_tweets_cleaned.columns == 'binary_response_var iable']

X_train, X_test, Y_train, Y_test = train_test_split(X, Y, test_size=0.30, rand om_state=1, stratify=Y)
```

#### **Generate Tweet vectors**

```
In [37]: import gensim
         custom w2v gensim model path = '..\milestone1\Patrick\gensim word2vec google s
         ubset.bin'
         w2v gensim model = gensim.models.KeyedVectors.load word2vec format(custom w2v
         gensim model path, binary=True)
In [38]: #calculates a vector for a given Tweet
         def calculate_average_tweet_vector(tweet, w2v_model, num dimensions):
             tokens = tweet.split(' ')
             tweet vector = np.zeros(num dimensions, np.float32)
             actual_token_count = 0
             for token in tokens:
                 if token in w2v model.wv.vocab:
                     actual token count = actual token count + 1
                     tweet vector = np.add(tweet vector, w2v model[token])
             tweet vector = np.divide(tweet vector, actual token count)
             return tweet vector
```

```
In [39]: #Sanity check
    #calculate_average_tweet_vector("arrangement reimburse rental", w2v_gensim_mode
    el, w2v_gensim_model.wv.vector_size)
In [40]: num_dimensions = w2v_gensim_model_wv_vector_size
```

```
In [42]: #after creating new dataframes above, any zeroes are converted to null...we ne
    ed to convert them back to zeroes...
    df_train_tweet_vector = df_train_tweet_vector.fillna(0)
    df_test_tweet_vector = df_test_tweet_vector.fillna(0)
```

```
In [43]: X_train_combined = pd.concat([df_train_tweet_vector, X_train], axis=1)
X_test_combined = pd.concat([df_test_tweet_vector, X_test], axis=1)
```

#### Remove tweet\_vector and lemmas\_list column

```
In [45]: from sklearn.linear_model import LogisticRegression
    logmodel = LogisticRegression(C=100)
    logmodel.fit(X_train_combined, Y_train)
    predictions = logmodel.predict(X_test_combined)
```

In [ ]:

```
In [46]: | from sklearn.metrics import classification_report
          print(classification_report(Y_test,predictions))
                        precision
                                     recall f1-score
                                                         support
                     0
                             0.79
                                       0.70
                                                  0.74
                                                            1639
                             0.83
                                       0.89
                                                  0.86
                                                            2753
                     1
             micro avg
                             0.82
                                       0.82
                                                  0.82
                                                            4392
             macro avg
                             0.81
                                       0.80
                                                  0.80
                                                            4392
         weighted avg
                             0.82
                                       0.82
                                                  0.82
                                                            4392
In [47]: predictions
Out[47]: array([1, 1, 1, ..., 0, 1, 0])
```