Feature Engineering on Twitter US Airline Dataset

Methods Used:

- 1. Bag of Words
- 2. Bag of N-Grams
- 3. TF-IDF
- 4. Cosine Document Similarity
- 5. word2vec trained on our dataset with tensorflow
- 6. word2vec trained on our dataset with gensim
- 7. word2vec trained by Google on News dataset

Import common packages

```
In [5]: import pandas as pd import numpy as np import nltk
```

Load Cleaned Data Set

See previous code submission from project proposal for extensive data cleaning steps.

Bag of Words Model

A bag of words model is a simpleway to represent text data as numeric vectors.

Each column is a word from our data set, each row is a single tweet and the value in each row is the number of occurrences of that word in the tweet.

```
In [3]: from sklearn.feature extraction.text import CountVectorizer
         cv = CountVectorizer(min_df=0., max_df=1.)
         cv_matrix = cv.fit_transform(cleanDF['lemmas_list'].values.astype('U'))
         #.values.astype('U') converts the column of words to a unicode string
         cv_matrix = cv_matrix.toarray()
         cv matrix
Out[3]: array([[0, 0, 0, ..., 0, 0, 0],
                [0, 0, 0, \ldots, 0, 0, 0],
                [0, 0, 0, ..., 0, 0, 0]], dtype=int64)
In [4]:
         # get all unique words in the corpus
         vocab = cv.get_feature_names()
         # show document feature vectors
         pd.DataFrame(cv_matrix, columns=vocab)
         #pd.options.display.max columns = 100
         #pd.set_option('display.max_rows', 100)
         #pd.DataFrame(cv_matrix, columns=vocab).to_csv("bagofwords.csv")
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```

Bag of N-Grams

14640 rows × 8669 columns

A bag of n-grams model is similar to the bag of words model, but here we extend it to include a "bi-gram" of two words. This allows us to see the number of occurrences of two-word pairs in each of our tweets as a numeric vector.

```
In [5]: # you can set the n-gram range to 1,2 to get unigrams as well as bigrams
bv = CountVectorizer(ngram_range=(2,2))
bv_matrix = bv.fit_transform(cleanDF['lemmas_list'].values.astype('U'))

bv_matrix = bv_matrix.toarray()
vocab = bv.get_feature_names()
pd.DataFrame(bv_matrix, columns=vocab)

#pd.DataFrame(bv_matrix, columns=vocab).to_csv("bagofngrams.csv")
```

Out[5]:

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	2	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	
	3	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	
	4	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	
	14635	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	
	14636	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	
	14637	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	
	14638	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	
	14639	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	

TF-IDF Model

14640 rows × 62070 columns

The TF-IDF model is a slightly more complicated way of vectorizing our text data. It combines two different ways of looking at our text. *term* frequency and *inverse document frequency*.

A more details explanation of how TF-IDF works is available elsewhere. For our purposes, it outputs scaled and normalized values which are more easily comparable and usable than bag of words-based models.

```
In [7]: from sklearn.feature extraction.text import TfidfVectorizer
         tv = TfidfVectorizer(min_df=0., max_df=1., use_idf=True)
         tv_matrix = tv.fit_transform(cleanDF['lemmas_list'].values.astype('U'))
         tv_matrix = tv_matrix.toarray()
         vocab = tv.get feature names()
         pd.DataFrame(np.round(tv matrix, 2), columns=vocab)
         #pd.DataFrame(np.round(tv_matrix, 2), columns=vocab).to_csv("tfidfmodel.csv")
Out[7]:
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Cosine Document Similarity

14639 0.0

0.0

14640 rows × 8669 columns

0.0

0.0 0.0

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This measure of document similarity uses a distance function to compare the vectors of each document (aka tweet) in our TF-IDF model. A value closer to 1 indicates a more similar document and a value closer to 0 indicates a dissimilar document. The values represent the cosine angle between the vectors for each tweet.

```
from sklearn.metrics.pairwise import cosine similarity
         similarity_matrix = cosine_similarity(tv_matrix)
         similarity_df = pd.DataFrame(similarity_matrix)
         similarity_df
         #similarity_df.to_csv("documentsimilarity.csv")
Out[8]:
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         14640 rows × 14640 columns
```

Word2Vec Word Embedding Model

Training with CBOW (Continuous Bag of Words)

Now, we look at a more advanced model. Here, we implement a word embedding model. Word embedding is a way of representing individual words in such a way that words that are similar are represented similarly.

We do this using a word2vec model which represents words as multi-dimensional vectors (in this case 100 dimensions).

We build a model from scratch here using *keras* and *tensorflow* to build a *Continuous Bag of Words* (CBOW) model. A CBOW takes multiple words that surround a target word as input, and predicts the target word based on that input.

Build Vocabulary

```
In [9]:
        from keras.preprocessing import text
        from keras.utils import np utils
        from keras.preprocessing import sequence
        tokenizer = text.Tokenizer()
        tokenizer.fit on texts(cleanDF['lemmas list'].values.astype('U'))
        word2id = tokenizer.word index
        word2id['PAD'] = 0
        id2word = {v:k for k, v in word2id.items()}
        wids = [[word2id[w] for w in text.text_to_word_sequence(doc)] for doc in cleanDF['lemmas_list'].values
        .astype('U')]
        vocab size = len(word2id)
        embed size = 100
        window_size = 2
        print('Vocabulary Size:', vocab_size)
        print('Vocabulary Sample:', list(word2id.items())[:10])
        Using TensorFlow backend.
        Vocabulary Size: 8872
        Vocabulary Sample: [('flight', 1), ('thank', 2), ('hour', 3), ('cancel', 4), ('service', 5), ('time',
        6), ('delay', 7), ('customer', 8), ('help', 9), ('get', 10)]
```

Build (context_words, target_word) pair generator

```
In [10]: def generate context word pairs(corpus, window size, vocab size):
             context_length = window_size*2
             for words in corpus:
                 sentence_length = len(words)
                 for index, word in enumerate(words):
                     context_words = []
                     label_word = []
                     start = index - window_size
                     end = index + window_size + 1
                     context_words.append([words[i]
                                           for i in range(start, end)
                                           if 0 <= i < sentence_length</pre>
                                           and i != index])
                     label_word.append(word)
                     x = sequence.pad sequences(context words, maxlen=context length)
                     y = np_utils.to_categorical(label_word, vocab_size)
                     yield (x, y)
```

Build CBOW Deep Network Model

```
In [12]: import keras.backend as K
from keras.models import Sequential
from keras.layers import Dense, Embedding, Lambda

import tensorflow as tf
with tf.device('/gpu:0'):

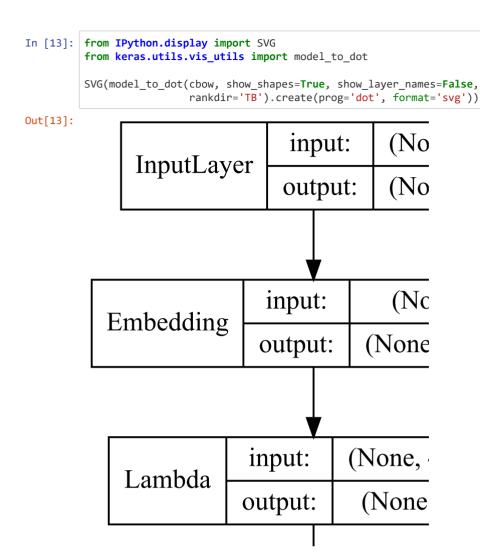
    cbow = Sequential()
    cbow.add(Embedding(input_dim=vocab_size, output_dim=embed_size, input_length=window_size*2))
    cbow.add(Lambda(lambda x: K.mean(x, axis=1), output_shape=(embed_size,)))
    cbow.add(Dense(vocab_size, activation='softmax'))

    cbow.compile(loss='categorical_crossentropy', optimizer='rmsprop')
    print(cbow.summary())
```

Model: "sequential_1"

Layer (type)	Output	Shape	Param #
embedding_1 (Embedding)	(None,	4, 100)	887200
lambda_1 (Lambda)	(None,	100)	0
dense_1 (Dense)	(None,	8872)	896072
Total params: 1,783,272 Trainable params: 1,783,272 Non-trainable params: 0			
None			

Visualize Model



Train model for 5 epochs

```
In [ ]: | with tf.device('/gpu:0'):
            for epoch in range(1, 6):
                loss = 0.
                i = 0
                for x, y in generate_context_word_pairs(corpus=wids, window_size=window_size, vocab_size=vocab
        _size):
                    loss += cbow.train on batch(x, y)
                    if i % 100000 == 0:
                        print('Processed {} (context, word) pairs'.format(i))
                print('Epoch:', epoch, '\tLoss:', loss)
                print()
        C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\tensorflow core\python\framework\indexed s
        lices.py:433: UserWarning: Converting sparse IndexedSlices to a dense Tensor of unknown shape. This m
        ay consume a large amount of memory.
          "Converting sparse IndexedSlices to a dense Tensor of unknown shape. "
        Processed 100000 (context, word) pairs
                        Loss: 980699.2105463557
        Epoch: 1
        Processed 100000 (context, word) pairs
        Epoch: 2
                        Loss: 1144282.866285345
        Processed 100000 (context, word) pairs
        Epoch: 3
                       Loss: 1337395.7755461363
```

Get word embeddings

Epoch: 4

```
In [30]: #Load weights (COMMENT OUT BELOW if re-training)
    weights = pd.read_csv("word2vecCBOWtrained.csv")
    weights = cbow.get_weights()[0]
    weights = weights[1:]

    print(weights.shape)

#word2vecCBOWtrained = pd.DataFrame(weights, index=list(id2word.values())[1:]).head()
    #pd.DataFrame(weights, index=list(id2word.values())[1:]).to_csv("word2vecCBOWtrained.csv")

(8871, 100)
```

Build a distance matrix to view the most similar words (contextually)¶

Processed 100000 (context, word) pairs

Loss: 1453879.772978104

```
In [40]:
         #load word embeddings (COMMENT OUT BELOW if re-training)
         word2vecCBOWtrained = pd.read_csv("word2vecCBOWtrained.csv")
         from sklearn.metrics.pairwise import euclidean_distances
         # compute pairwise distance matrix
         distance matrix = euclidean distances(weights)
         print(distance matrix.shape)
         # view contextually similar words
         similar_words = {search_term: [id2word[idx] for idx in distance_matrix[word2id[search_term]-1].argsort
          ()[1:6]+1]
                            for search term in ['flight', 'airline', 'good', 'bad', 'time', 'seat', 'amazing',
          'experience']}
         similar_words
         (8871, 8871)
'seat': ['taiwan', 'bogota', 'brendan', 'fudgin', 'yaayy'],
'amazing': ['steve', "nat'l", '24hours', 'row7', 'eyewitness'],
           'experience': ['jean', 'any1', 'attitude', 'baby', 'hayes']}
```

Visualize word embeddings

```
In [44]: word2vecCBOWtrained.iloc[:, 0]
Out[44]: 0
                       thank
                        hour
         2
                      cancel
         3
                     service
                        time
         8823
                      stuffy
         8824
               arbitrarily
         8825
                 retribution
         8826
                       aires
         8827
                         PAD
         Name: Unnamed: 0, Length: 8828, dtype: object
```

Word2Vec Word Embedding Model

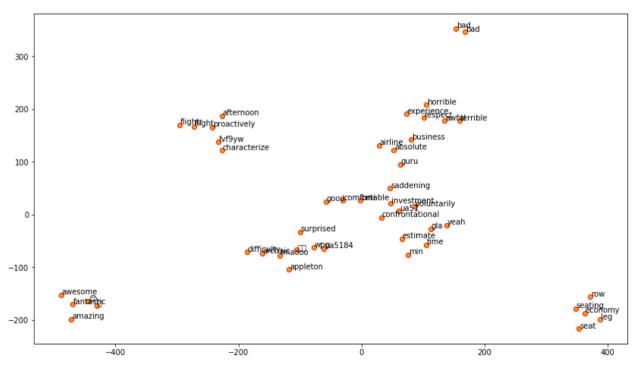
Using gensim to train model

Now, to give us another feature to compare with, we will generate a similar word2vec model, using the Continuous Bag of Words model - this time, using gensim. We are again training this on our own data set, so we expect similar results. It will be a good double-check that both models are performing similarly.

```
In [46]: from gensim.models import word2vec
           # tokenize sentences in corpus
           wpt = nltk.WordPunctTokenizer()
           tokenized corpus = [wpt.tokenize(document) for document in (cleanDF['lemmas list'].values.astype('U'
           # Set values for various parameters
           feature_size = 100  # Word vector dimensionality
           window context = 30  # Context window size
           min_word_count = 1  # Minimum word count
           sample = 1e-3  # Downsample setting for frequent words
           w2v_model = word2vec.Word2Vec(tokenized_corpus, size=feature_size,
                                          window=window_context, min_count=min_word_count,
                                          sample=sample, iter=50)
           # view similar words based on gensim's model
           similar_words = {search_term: [item[0] for item in w2v_model.wv.most_similar([search_term], topn=5)]
                                for search term in ['flight', 'airline', 'good', 'bad', 'time', 'seat', 'amazing',
           'experience']}
           similar_words
Out[46]: {'flight': ['afternoon', 'flightr', 'proactively', 'fvf9yw', 'characterize'],
            'airline': ['saddening', 'investment', 'business', 'absolute', 'bmi'], 'good': ['comfortable', 'appleton', 'surprised', 'lmaooo', 'bad'],
            'bad': ['horrible', 'terrible', 'awful', 'difficulty', 'archaic'],
            'time': ['min', 'ua51', 'gla', 'yeah', 'estimate'],
'seat': ['economy', 'seating', 'leg', 'row', 'voluntarily'],
'amazing': ['fantastic', 'd', 'w', 'awesome', '---'],
'experience': ['ua5184', 'confrontational', 'wpg', 'respect', 'guru']}
In [47]: from gensim.models import KeyedVectors
           #export model
           #w2v model.wv.save word2vec format(fname='gensim word2vec trained.bin', binary=True)
```

Visualize word embeddings

```
In [48]:
         import matplotlib.pyplot as plt
         from sklearn.manifold import TSNE
         words = sum([[k] + v for k, v in similar_words.items()], [])
         wvs = w2v_model.wv[words]
         tsne = TSNE(n components=2, random state=0, n iter=10000, perplexity=2)
         np.set printoptions(suppress=True)
         T = tsne.fit_transform(wvs)
         labels = words
         plt.figure(figsize=(14, 8))
         plt.scatter(T[:, 0], T[:, 1], c='orange', edgecolors='r')
         for label, x, y in zip(labels, T[:, 0], T[:, 1]):
             plt.annotate(label, xy=(x+1, y+1), xytext=(0, 0), textcoords='offset points')
         C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\matplotlib\backends\backend agg.py:211: Ru
         ntimeWarning: Glyph 55357 missing from current font.
           font.set_text(s, 0.0, flags=flags)
         C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\matplotlib\backends\backend agg.py:211: Ru
         ntimeWarning: Glyph 56397 missing from current font.
           font.set text(s, 0.0, flags=flags)
         C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\matplotlib\backends\backend agg.py:176: Ru
         ntimeWarning: Glyph 128077 missing from current font.
           font.load_char(ord(s), flags=flags)
         C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\matplotlib\backends\backend_agg.py:211: Ru
         ntimeWarning: Glyph 56842 missing from current font.
           font.set_text(s, 0.0, flags=flags)
         C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\matplotlib\backends\backend agg.py:211: Ru
         ntimeWarning: Glyph 10548 missing from current font.
           font.set_text(s, 0.0, flags=flags)
         C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\matplotlib\backends\backend agg.py:180: Ru
         ntimeWarning: Glyph 10548 missing from current font.
           font.set_text(s, 0, flags=flags)
```



Word2Vec Word Embedding Model

Using Pre-Trained Model from Google

For our final model, instead of training our own word2vec model, we instead download Google's pre-trained word2vec model. Google has trained this model on articles from its news service and it includes 300 dimensions in almost 3.7 GB. This is not a manageable size, but we still want to load Google's model to compare to our custom-trained models.

To make this manageable, when loading the model we limit it to the first 500,000 rows. Google's model is organized with the most frequent words at the beginning of the dataset so this should be an effective reduction.

We save this reduced model to use in our benchmarking.

```
In [49]: from gensim.models import KevedVectors
           w2v_model = KeyedVectors.load_word2vec_format(r'C:\Users\Patrick\gensim-data\word2vec-google-news-300
           \word2vec-google-news-300\GoogleNews-vectors-negative300.bin', binary=True, limit=500000)
           # view similar words based on gensim's model
           similar words = {search_term: [item[0] for item in w2v model.wv.most_similar([search_term], topn=5)]
                                 for search term in ['flight', 'airline', 'good', 'bad', 'time', 'seat', 'amazing',
            'experience']}
           similar_words
           C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\ipykernel launcher.py:7: DeprecationWarnin
           g: Call to deprecated `wv` (Attribute will be removed in 4.0.0, use self instead).
             import sys
Out[49]: {'flight': ['flights', 'plane', 'Flight', 'airplane', 'takeoff'],
             'airline': ['airlines', 'Airlines', 'Airline', 'Airways', 'Lufthansa'],
'good': ['great', 'bad', 'terrific', 'decent', 'nice'],
'bad': ['good', 'terrible', 'horrible', 'Bad', 'lousy'],
'time': ['day', 'moment', 'days', 'period', 'periods'],
'seat': ['seats', 'Seat', 'Seats', 'seat_vacated', 'seated'],
             'amazing': ['incredible',
              'awesome',
              'unbelievable',
              'fantastic',
              'phenomenal'],
             'experience': ['experiences',
              'expertise',
              'expereince',
              'experince',
              'knowledge']}
In [50]: from gensim.models import KeyedVectors
           #export model
           #w2v model.wv.save word2vec format(fname='qensim word2vec_google_subset.bin', binary=True)
```

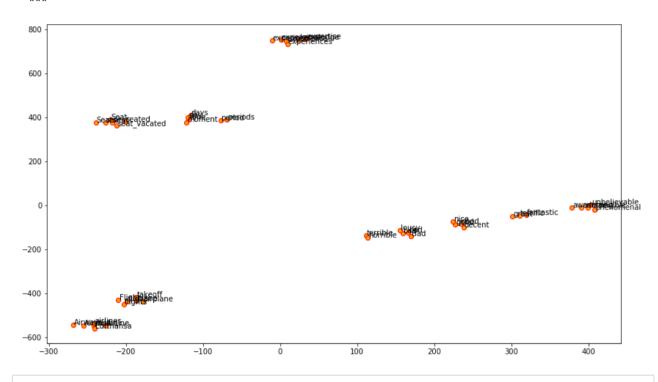
```
In [51]: import matplotlib.pyplot as plt
from sklearn.manifold import TSNE

words = sum([[k] + v for k, v in similar_words.items()], [])
wvs = w2v_model.wv[words]

tsne = TSNE(n_components=2, random_state=0, n_iter=10000, perplexity=2)
np.set_printoptions(suppress=True)
T = tsne.fit_transform(wvs)
labels = words

plt.figure(figsize=(14, 8))
plt.scatter(T[:, 0], T[:, 1], c='orange', edgecolors='r')
for label, x, y in zip(labels, T[:, 0], T[:, 1]):
    plt.annotate(label, xy=(x+1, y+1), xytext=(0, 0), textcoords='offset points')
```

C:\ProgramData\Anaconda3\envs\milestone1\lib\site-packages\ipykernel_launcher.py:5: DeprecationWarnin
g: Call to deprecated `wv` (Attribute will be removed in 4.0.0, use self instead).



In []:

General Testing

```
In [52]: #check if using GPU
import tensorflow as tf
if tf.test.gpu_device_name():
    print('Default GPU Device: {}'.format(tf.test.gpu_device_name()))
else:
    print("Please install GPU version of TF")
```

Default GPU Device: /device:GPU:0

```
In []: #test execution on GPU
import tensorflow as tf
with tf.device('/gpu:0'):
    a = tf.constant([1.0, 2.0, 3.0, 4.0, 5.0, 6.0], shape=[2, 3], name='a')
    b = tf.constant([1.0, 2.0, 3.0, 4.0, 5.0, 6.0], shape=[3, 2], name='b')
    c = tf.matmul(a, b)

with tf.Session() as sess:
    print (sess.run(c))
```

Reference:

Much of the example code is credited to Dipanjan (DJ) Sarkar at:

https://towardsdatascience.com/understanding-feature-engineering-part-3-traditional-methods-for-text-data-f6f7d70acd41 (https://towardsdatascience.com/understanding-feature-engineering-part-3-traditional-methods-for-text-data-f6f7d70acd41)

and

https://towardsdatascience.com/understanding-feature-engineering-part-4-deep-learning-methods-for-text-data-96c44370bbfa (https://towardsdatascience.com/understanding-feature-engineering-part-4-deep-learning-methods-for-text-data-96c44370bbfa)