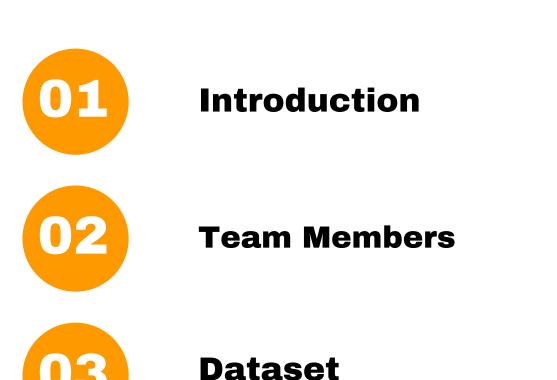


Amazon Customer Product Reviews



Table Of Contents



- Exploratory Data
 Analysis
- Preprocessing and Feature Engineering





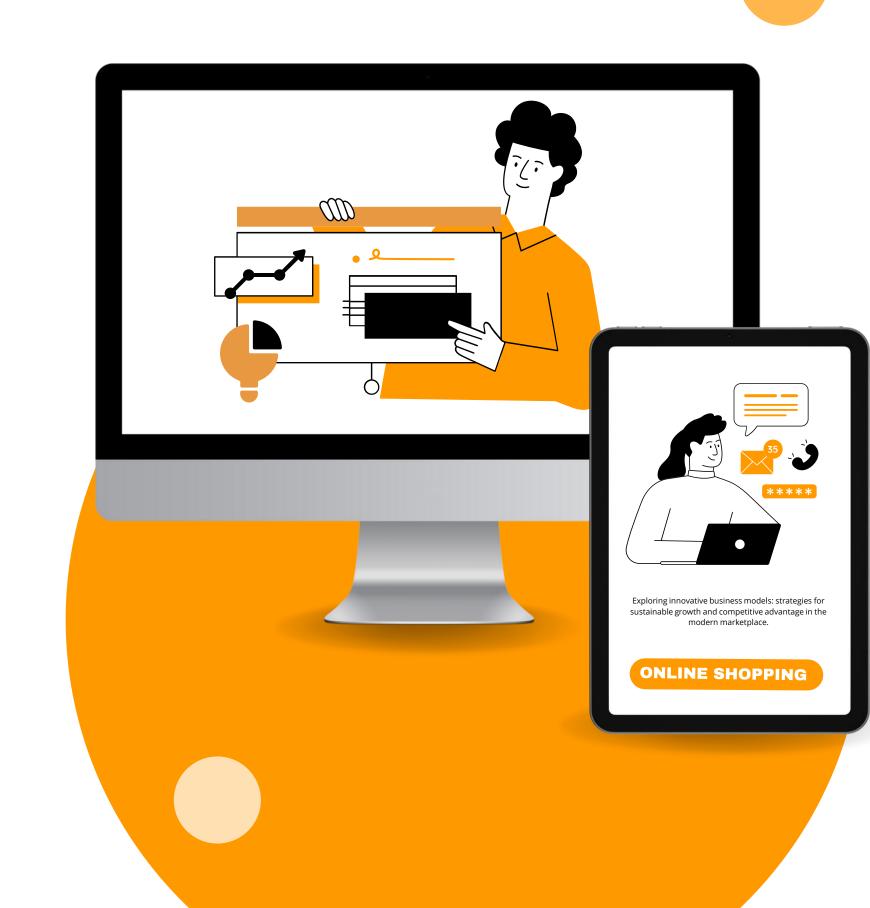






Introduction

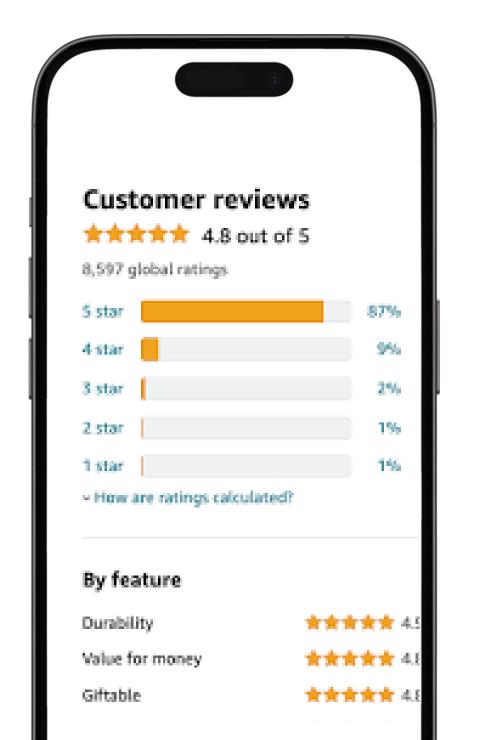
We performed sentiment analysis on Amazon customer reviews to classify them as positive or negative. The project involves using machine learning and deep learning models, including LSTM, to achieve high accuracy in predicting customer sentiment. Additionally, we implemented platforms like Hugging Face,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



Team Members

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

DATASET





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

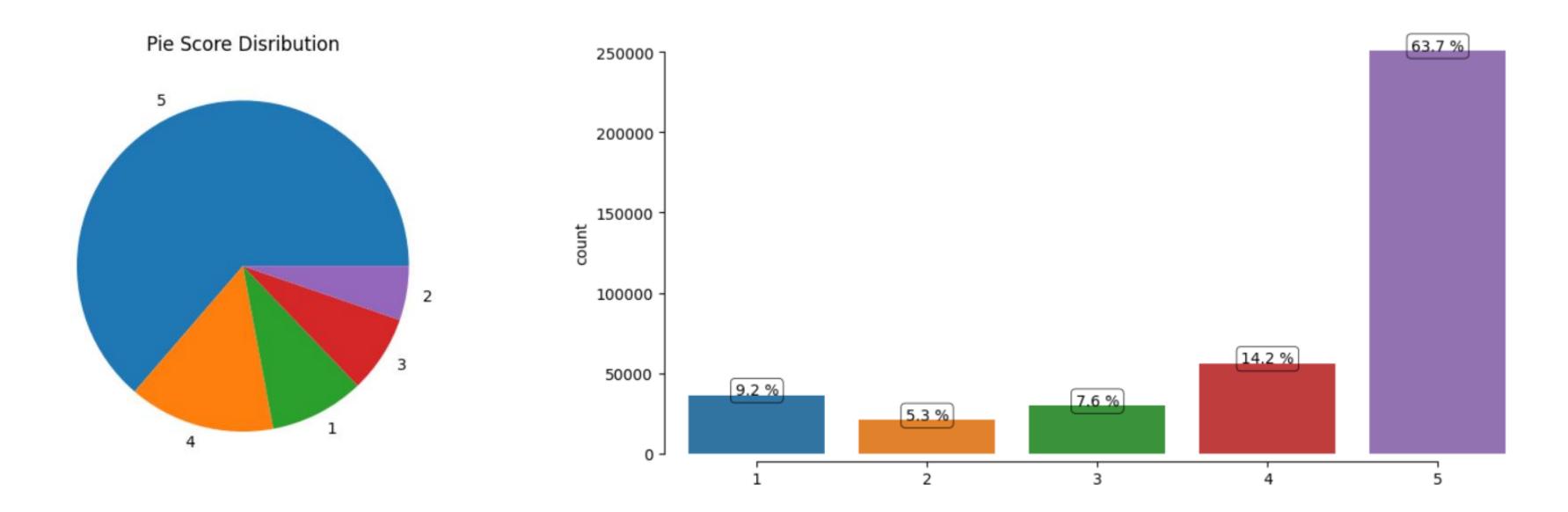
EXPLORATORY DATA ANALYSIS (EDA)

- 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.



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



Dropping Duplicated values

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

df.shape

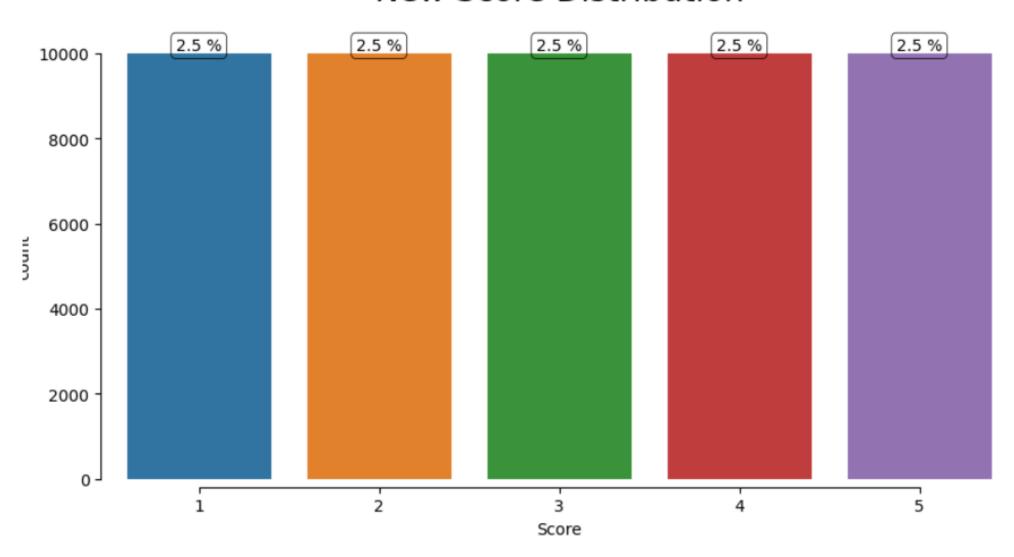
(393675, 2)

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

```
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 SOOOOO	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()),
    11
```

Training accuracy: 0.8317

Test accuracy: 0.7953



Training accuracy: 0.8591315789473685





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())
])
```

support	f1-score	recall	precision		support	f1-score	recall	precision	1
3748	0.7666	0.7369	0.7987	0					
5752	0.8574	0.8790	0.8368	1	4036	0.5158	0.3717	0.8427	0
					5964	0.8015	0.9531	0.6915	1
9500	0.8229			accuracy					
9500	0.8120	0.8080	0.8178	macro avg	10000	0.7184			accuracy
9500	0.8216	0.8229	0.8218	weighted avg	10000	0.6586	0.6624	0.7671	macro avg
					10000	0.6862	0.7184	0.7525	weighted avo

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
000111				0 7062	10000
accur	acy			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.

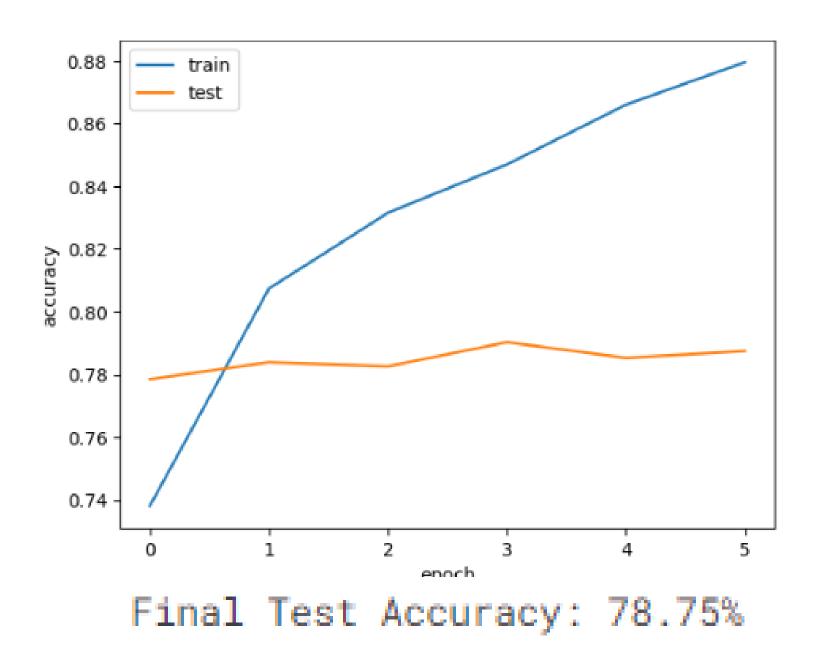
LSTM Model Architecture

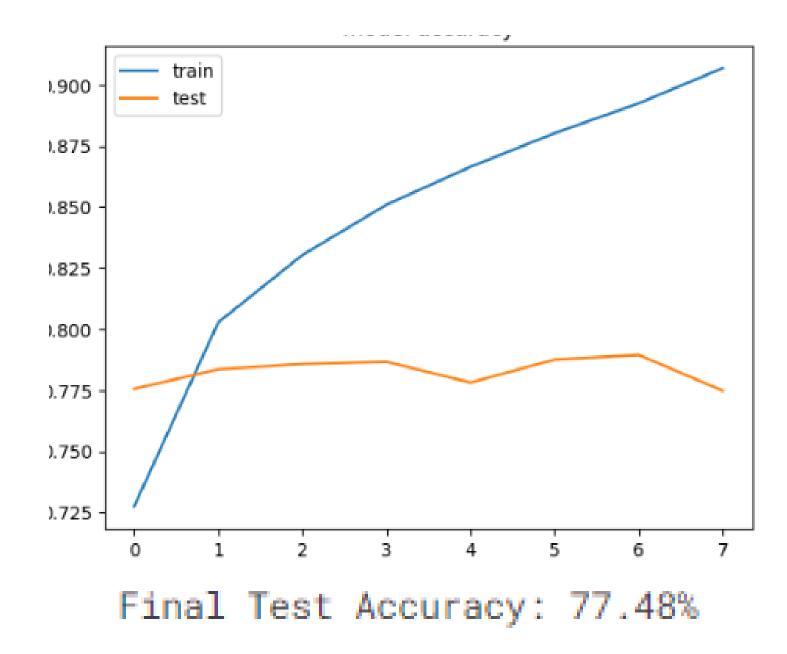
The LSTM model consists of an embedding layer with a vocabulary size of 20,000 and output embedding dimension of 200, followed by an LSTM layer with 256 units, recurrent dropout (0.3), and standard dropout (0.3). A final Dense layer with a sigmoid activation function is used for binary classification, 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.12(0.01)))
```

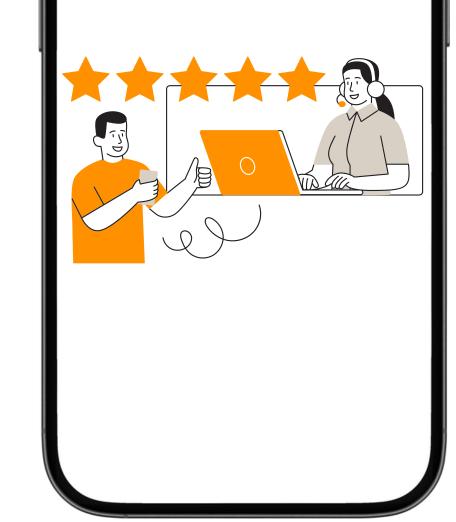
```
# Compile the model
import tensorflow as tf
#op=tf.keras.optimizers.Adam(learning_rate=0.001)
model.compile(optimizer='adam', loss='binary_crossentropy', metrics=['accuracy'])
# Early stopping to prevent overfitting
early_stopping = EarlyStopping(monitor='val_loss', patience=5)
model_checkpoint = 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





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.

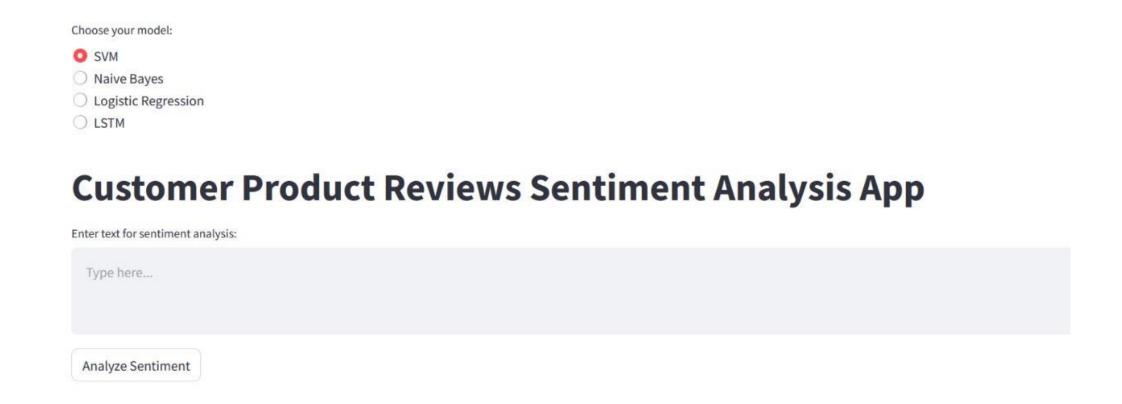


MODEL DEPLOYMENT

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

Analyze Sentiment

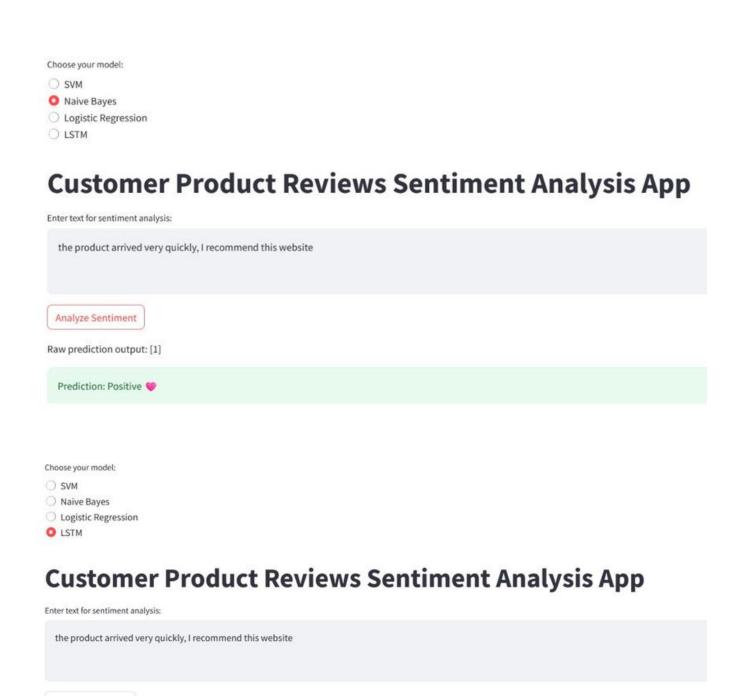
Raw prediction output: [[1]]

Prediction: Positive 💖

Naive Bayes Logistic Regression LSTM
Customer Product Reviews Sentiment Analysis App
ster text for sentiment analysis:
the product arrived very quickly, I recommend this website
Analyze Sentiment
aw prediction output: [1]
Prediction: Positive 💗
hoose your model:
Naive Bayes Logistic Regression LSTM Customer Product Reviews Sentiment Analysis App
SVM Naive Bayes Logistic Regression LSTM
Naive Bayes Logistic Regression LSTM Customer Product Reviews Sentiment Analysis App
Naive Bayes Logistic Regression LSTM Customer Product Reviews Sentiment Analysis App Inter text for sentiment analysis:
Naive Bayes Logistic Regression LSTM Customer Product Reviews Sentiment Analysis App Inter text for sentiment analysis: the product arrived very quickly, I recommend this website
Naive Bayes Logistic Regression LSTM Customer Product Reviews Sentiment Analysis App Inter text for sentiment analysis: the product arrived very quickly, I recommend this website Analyze Sentiment

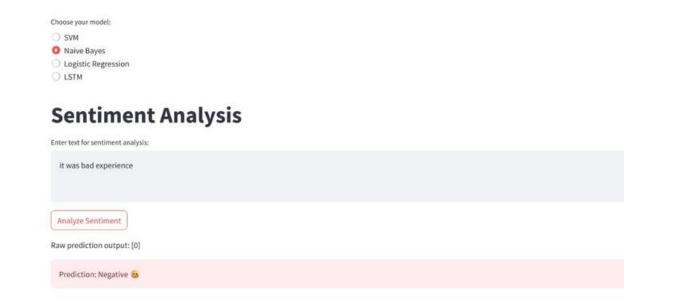
Choose your model:

O SVM

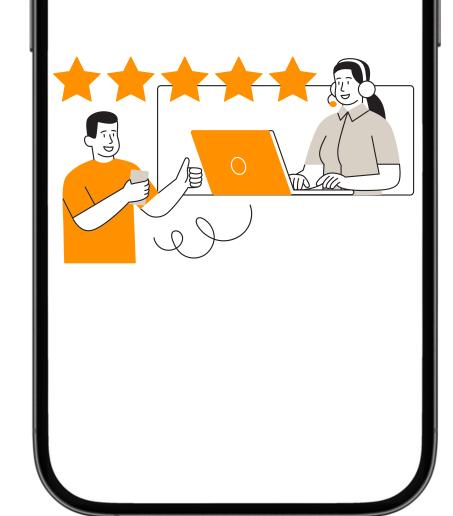


Negative Reveiws





Choose your model:			
○ SVM			
Naive Bayes			
 Logistic Regression 			
○ LSTM			
Sentiment Anal	ysis		
Enter text for sentiment analysis:			
it was bad experience			
Analyze Sentiment			
Raw prediction output: [0]			
Prediction: Negative 😉			



EXPERIMENT TRACKING

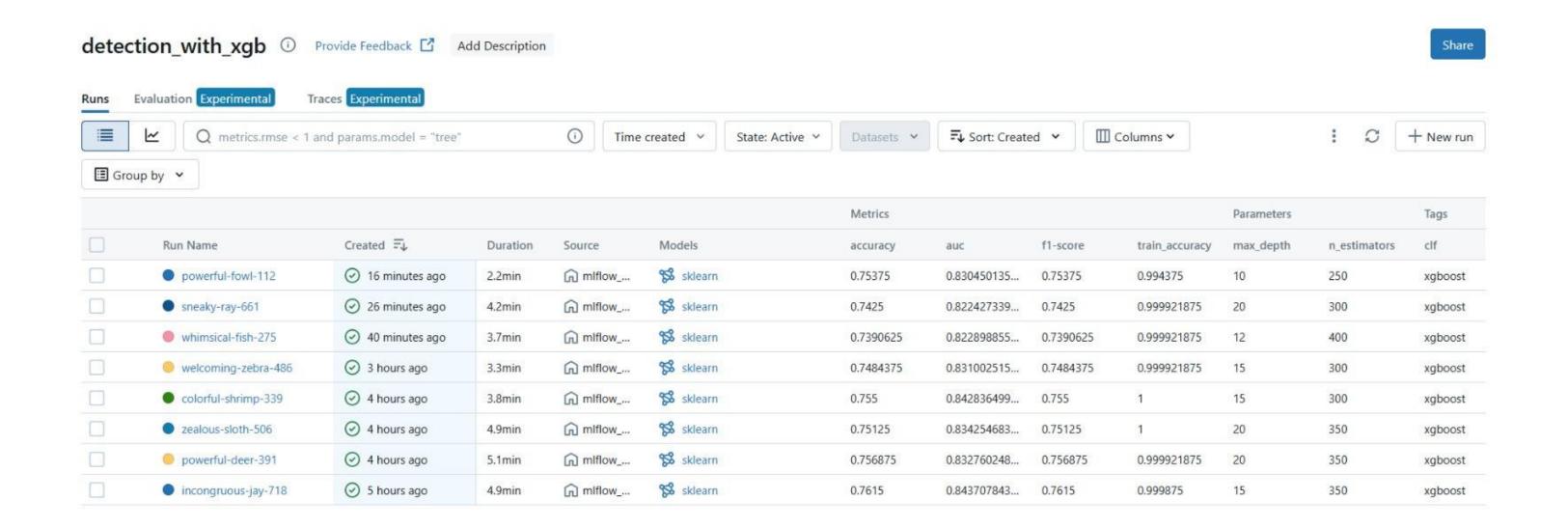
- 1.MLflow
- 2.Azure



Exploring innovative strategies competitive advantage. **ONLINE SHOPPING**

Our MLflow

Machine learning tracking with MLflow

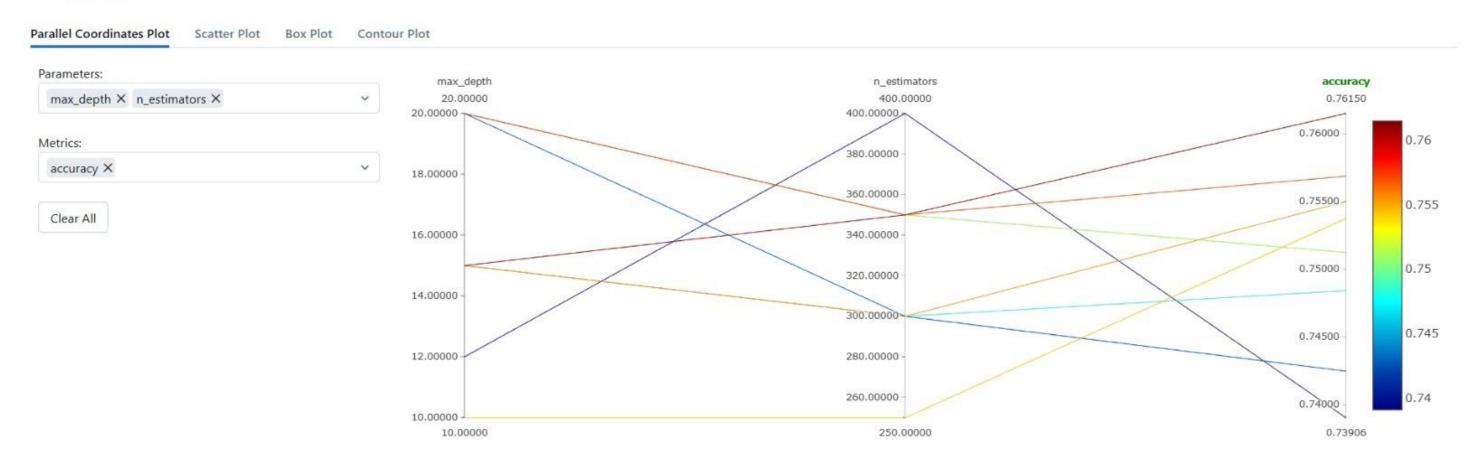


XGBOOST EXPERIMENT

detection_with_xgb >

Comparing 8 Runs from 1 Experiment

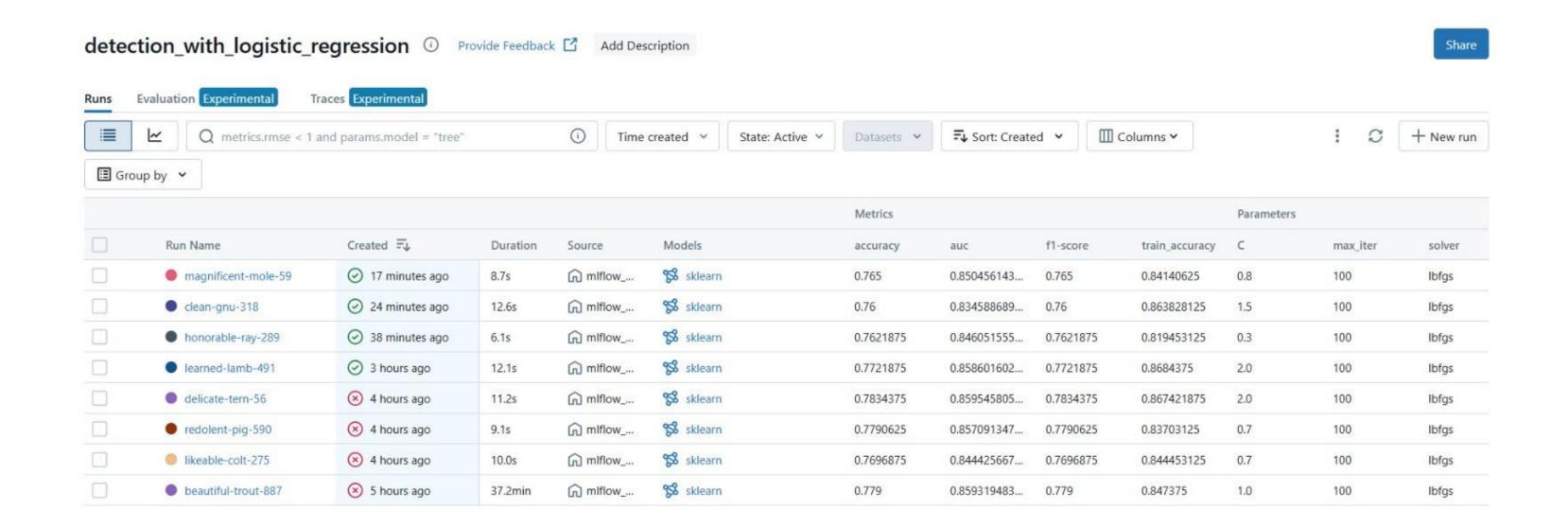
Visualizations



COMPARING XGBOOST

detection_with_xgb > incongruous-jay-718 Register model Model metrics System metrics XGBClassifier XG_first_try_conf_matrix.png 13.71KB XG_first_try Path: file:///C:/Users/DELL/Downloads/New%20folder%20%282%29/mlruns/571923209411826566/8df460718ad44c88a48fcef16c6cb71d/artifacts/XG_first_try_conf_matri... d conda.yaml model.pkl python_env.yaml XG_first_try XG_first_try_conf_matrix.png XG_first_try_roc_curve_micro.png 1525.00 469.00 485.00 1521.00

XGBOOST CONFUSION MATRIX

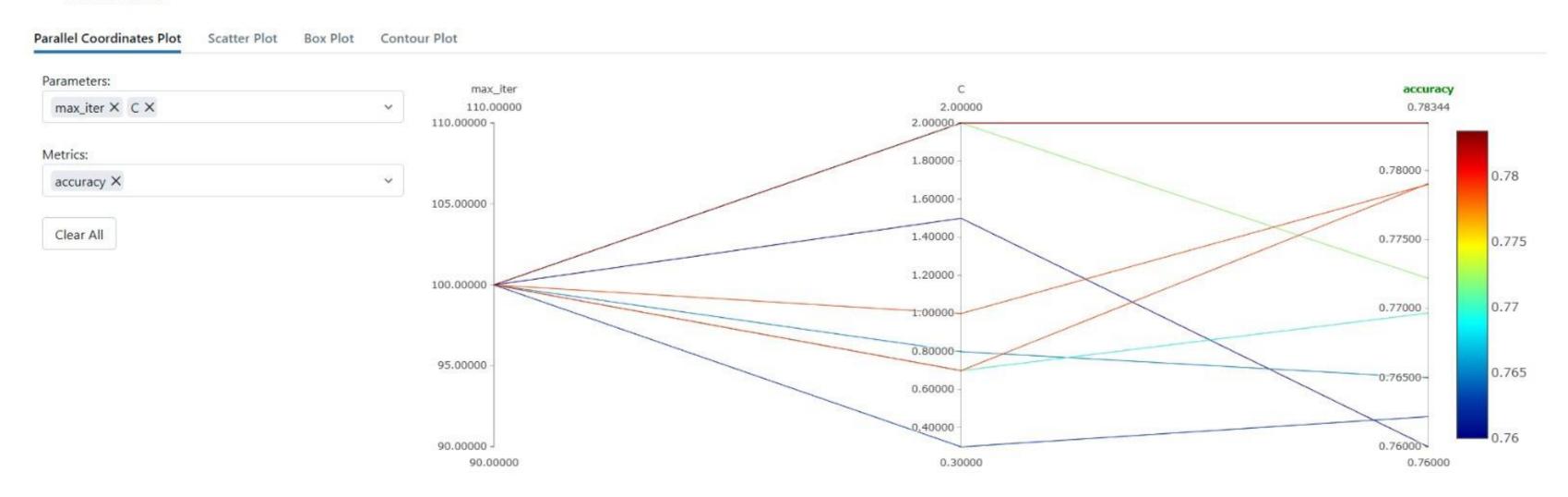


LOGISTIC REGRESSION

detection_with_logistic_regression >

Comparing 8 Runs from 1 Experiment

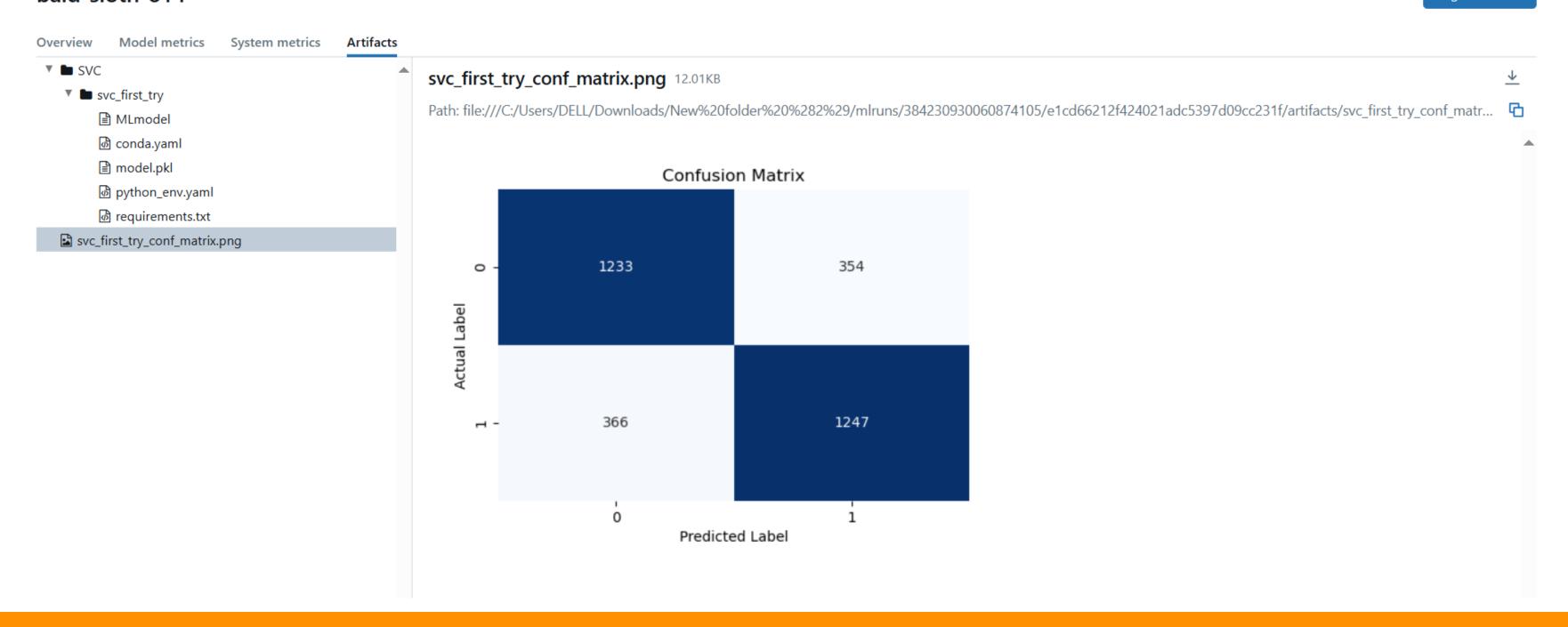
Visualizations



COMPARING LOGISTIC REGRESSION

detection_with_logistic_regression > delicate-tern-56 Register model System metrics Artifacts Model metrics LogisticRegression Ir_first_try_conf_matrix.png 11.86KB ▼ lr_first_try Path: file:///C:/Users/DELL/Downloads/New%20folder%20%282%29/mlruns/932000396248193146/927a412e425b40889f26e51990cb5e2e/artifacts/lr_first_try_conf_matri... MLmodel d conda.yaml model.pkl Confusion Matrix python_env.yaml @ requirements.txt 1245 342 0 Actual Label 351 1262 0 Predicted Label

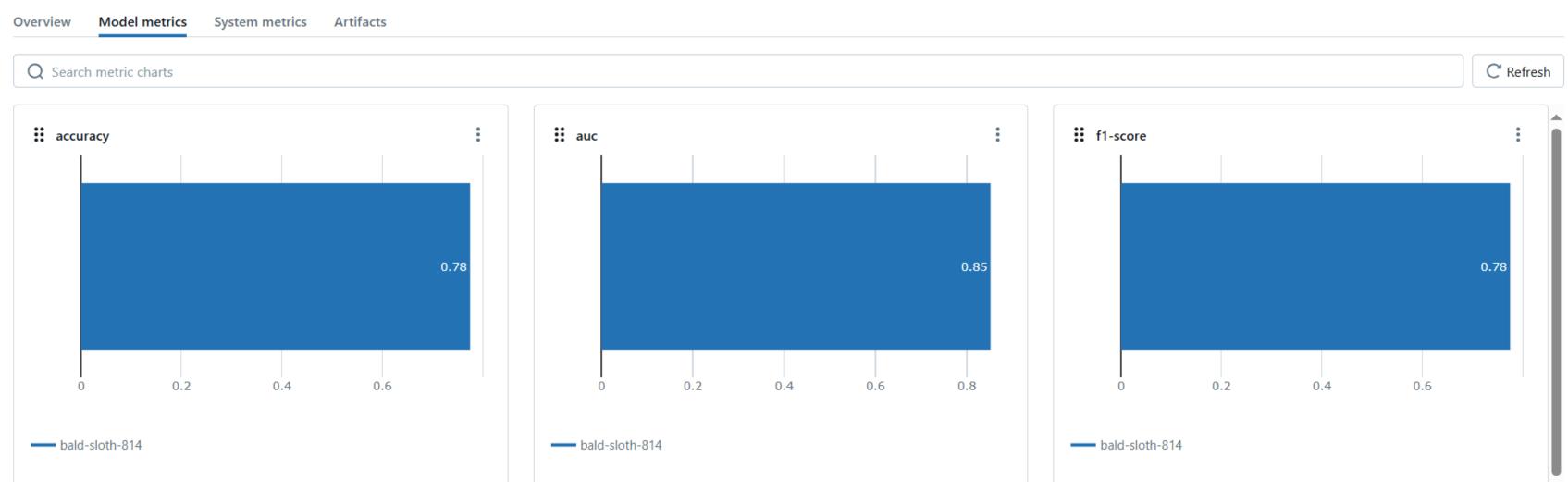
LOGISTIC REGRESSION



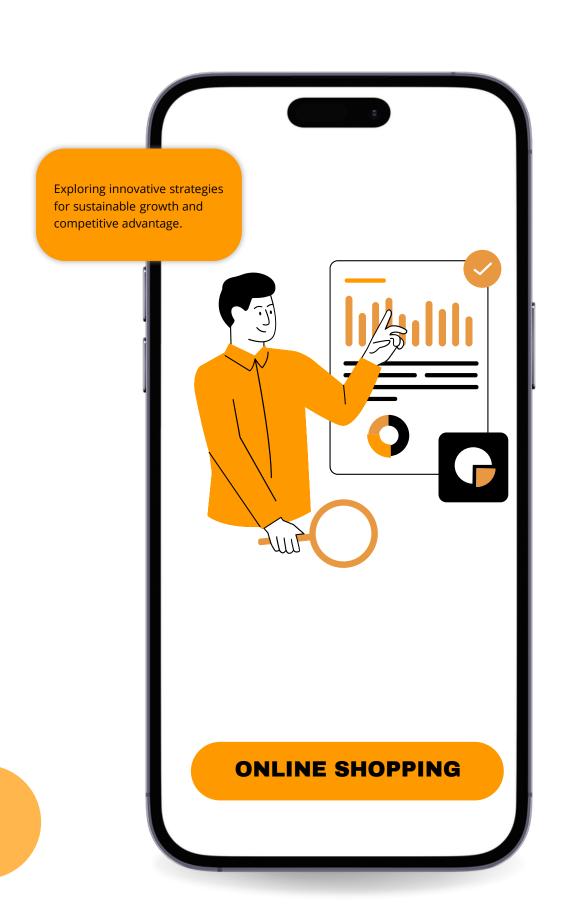
SVC CONFUSION MATRIX

detection_with_svc >



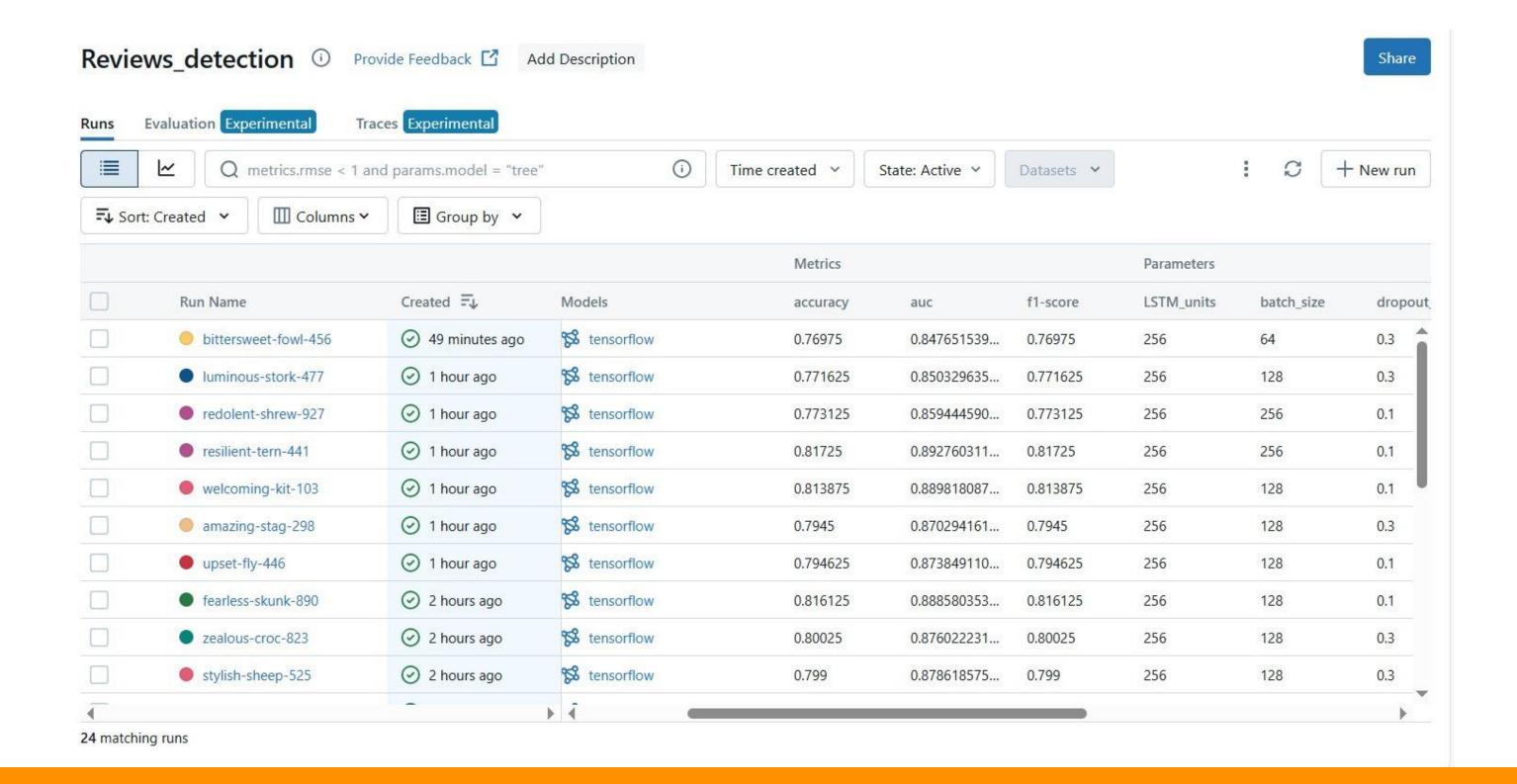


SVC MATRIXS



Our MLflow

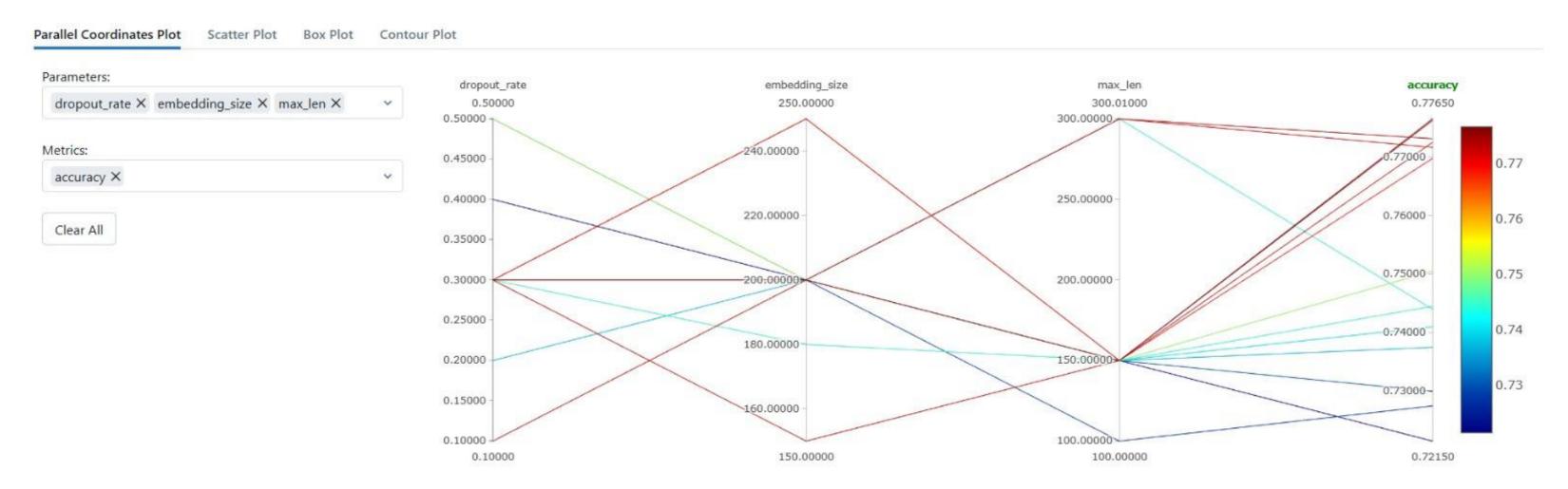
Deep learning tracking with MLflow



LSTM EXPERIMENT

Comparing 14 Runs from 1 Experiment

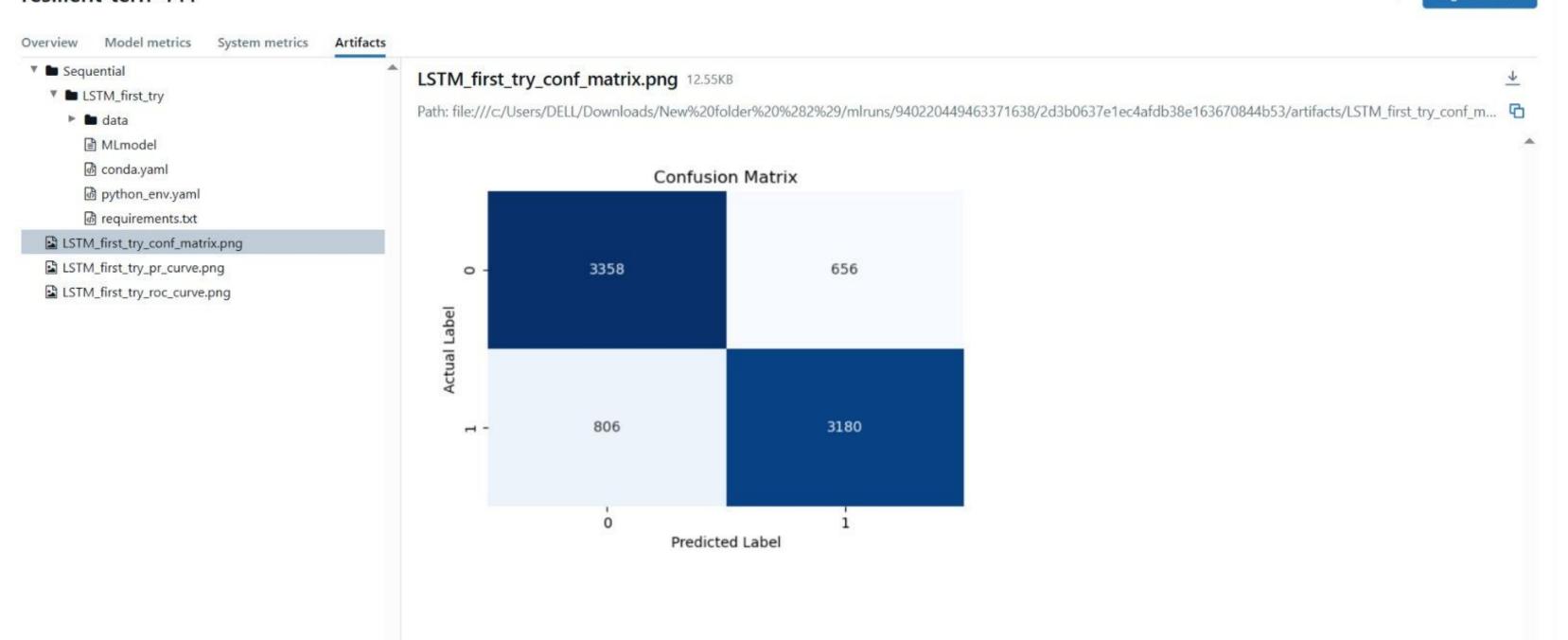
Visualizations



COMPARING LSTM WITH TEXT

resilient-tern-441

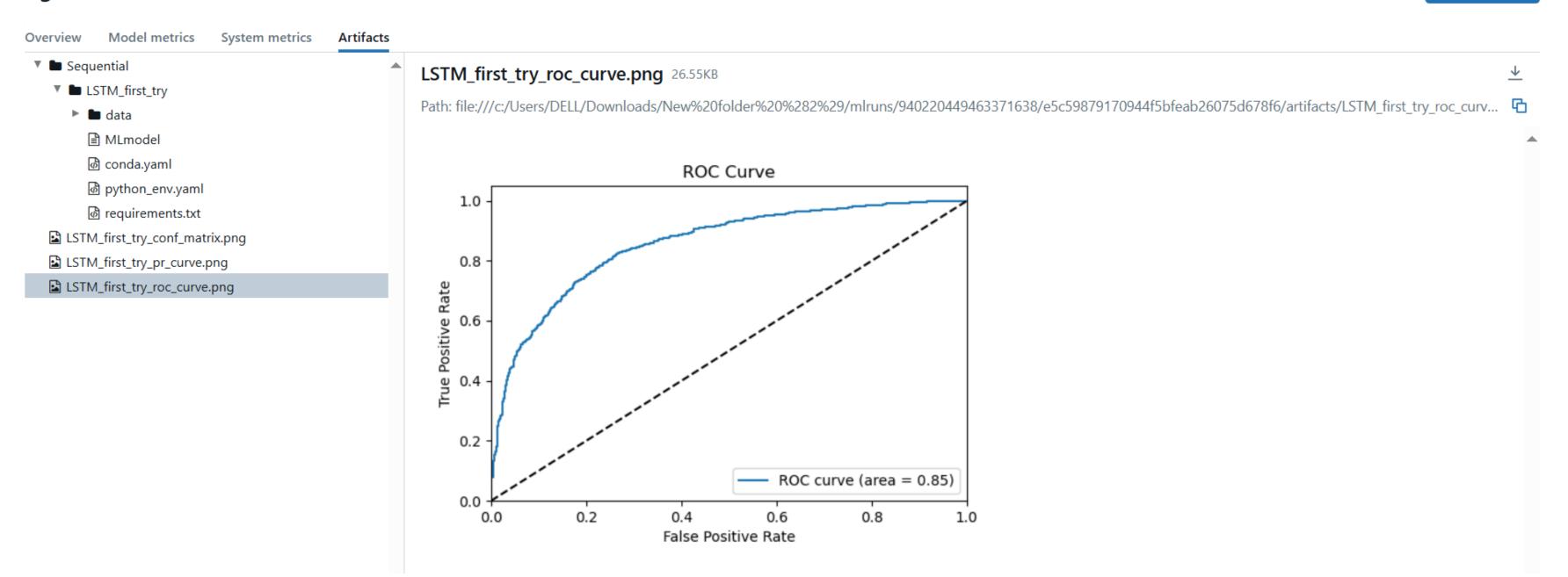
Register model



LSTM

righteous-whale-603

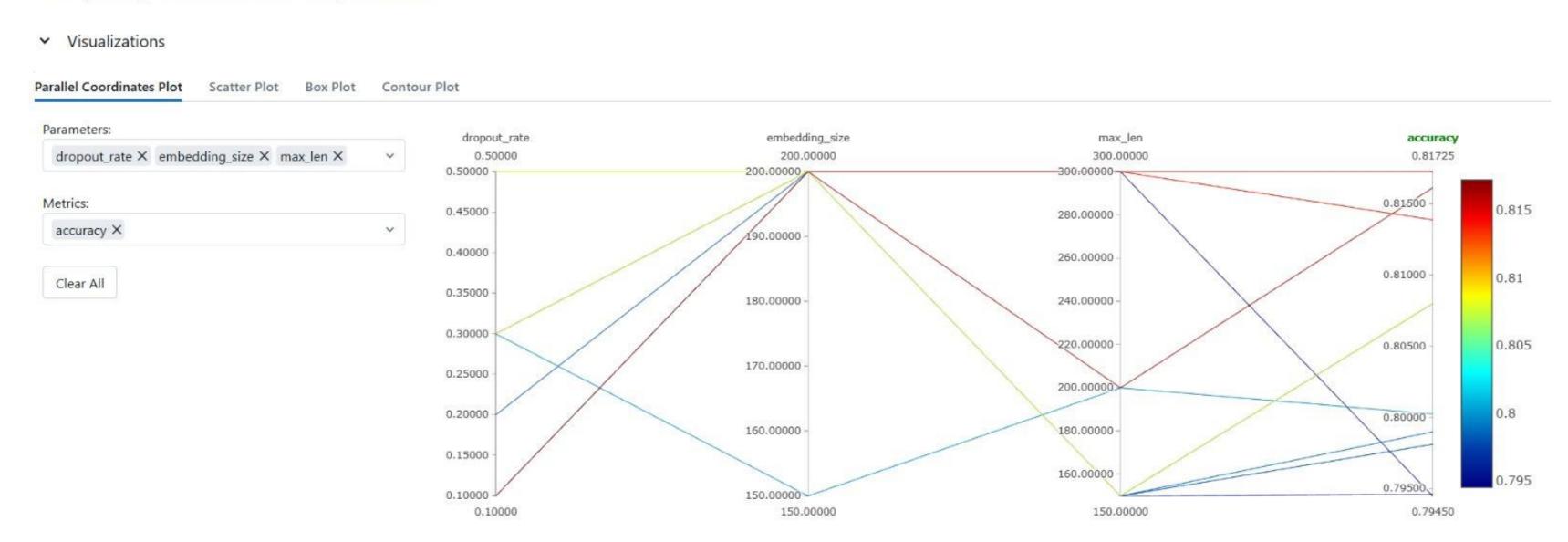
Register model



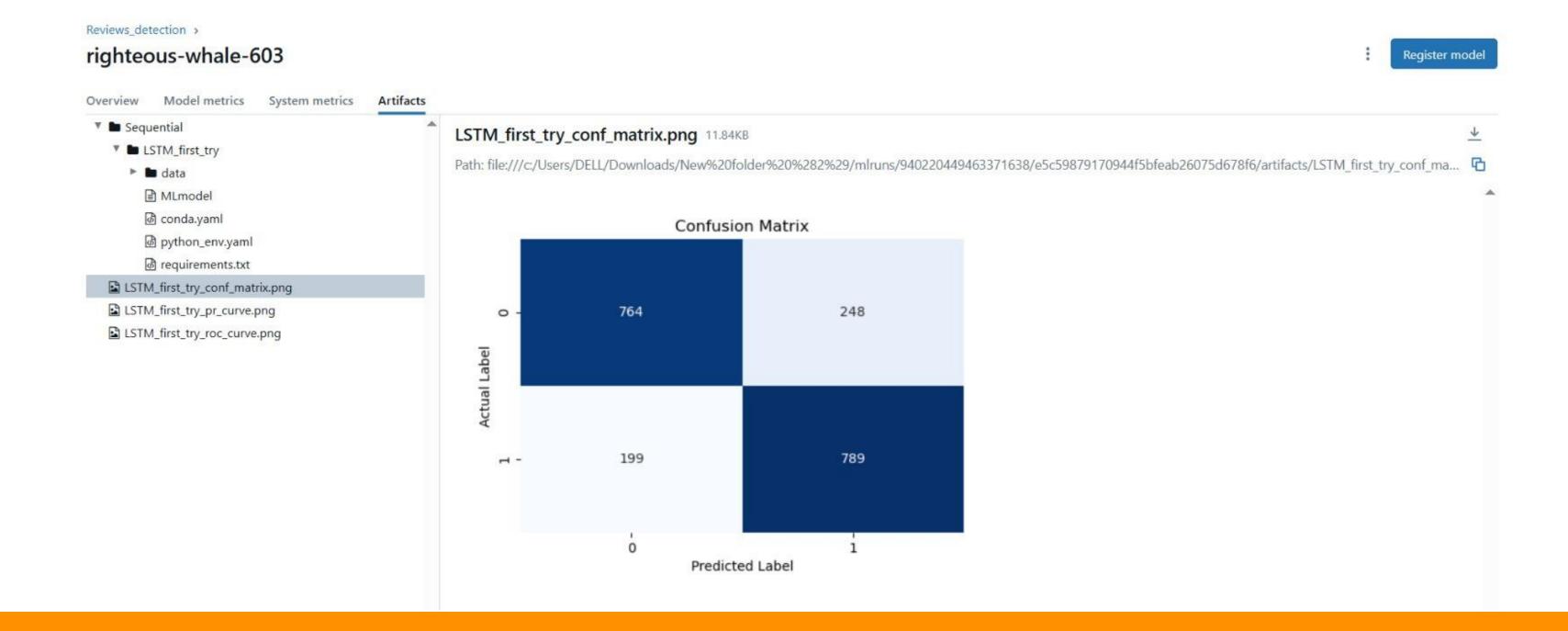
LSTM ROC CURVE

Reviews_detection >

Comparing 10 Runs from 1 Experiment



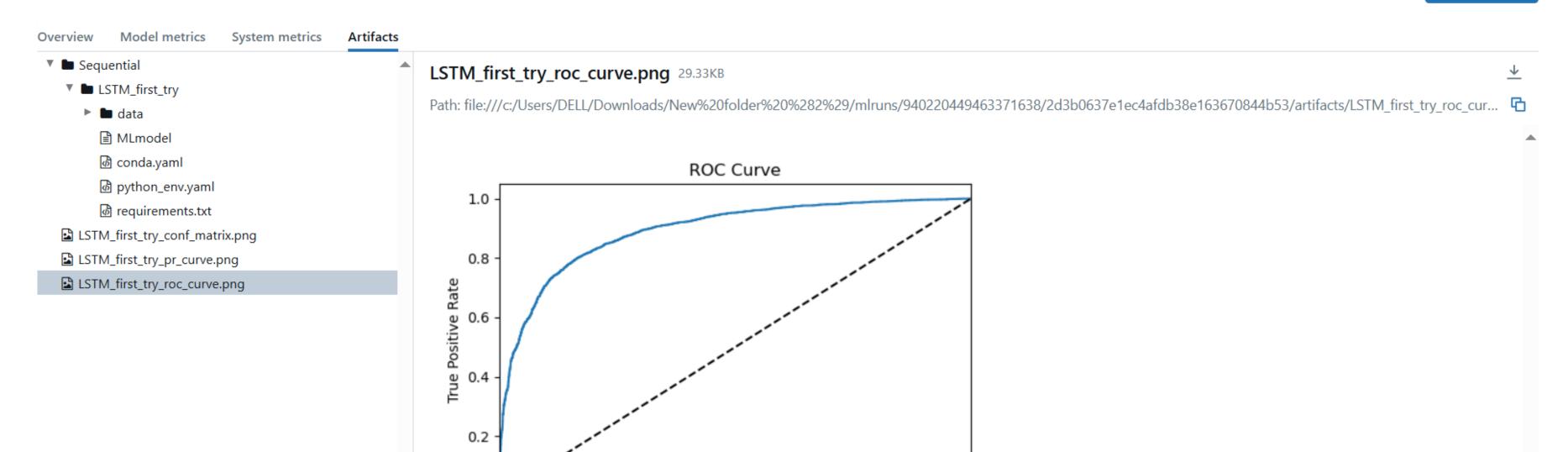
LSTM WITH TEXT AND SUMMRY



LSTM2 CONFUION MATRIX

resilient-tern-441

Register model



0.6

ROC curve (area = 0.89)

0.8

1.0

LSTM2 ROC CURVE

0.4

False Positive Rate

0.2

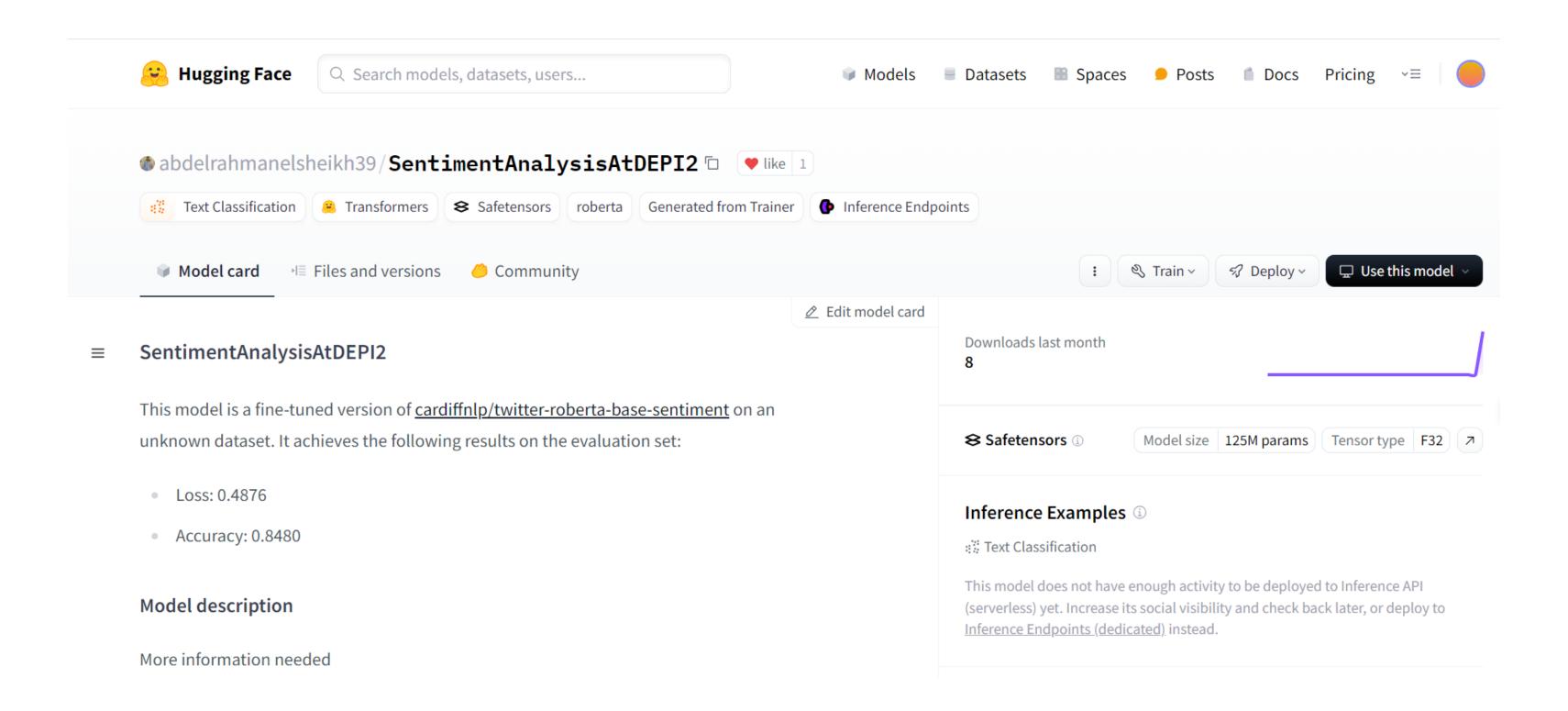
0.0

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



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

```
# 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 !
config.json: 0%
                           0.00/747 [00:00<?, ?B/s]
                                 0.00/499M [00:00<?, ?B/s]
pytorch_model.bin: 0%
vocab.json: 0%
                          0.00/899k [00:00<?, ?B/s]
                           0.00/456k [00:00<?, ?B/s]
merges.txt: 0%
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.
                                                                                                          Activate Windows
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
                                                                                                          Activate windows
el will be on CPU.
                                                                                                         Go to Settings to activat
[{'label': 'LABEL_4', 'score': 0.8687160611152649}]
```

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

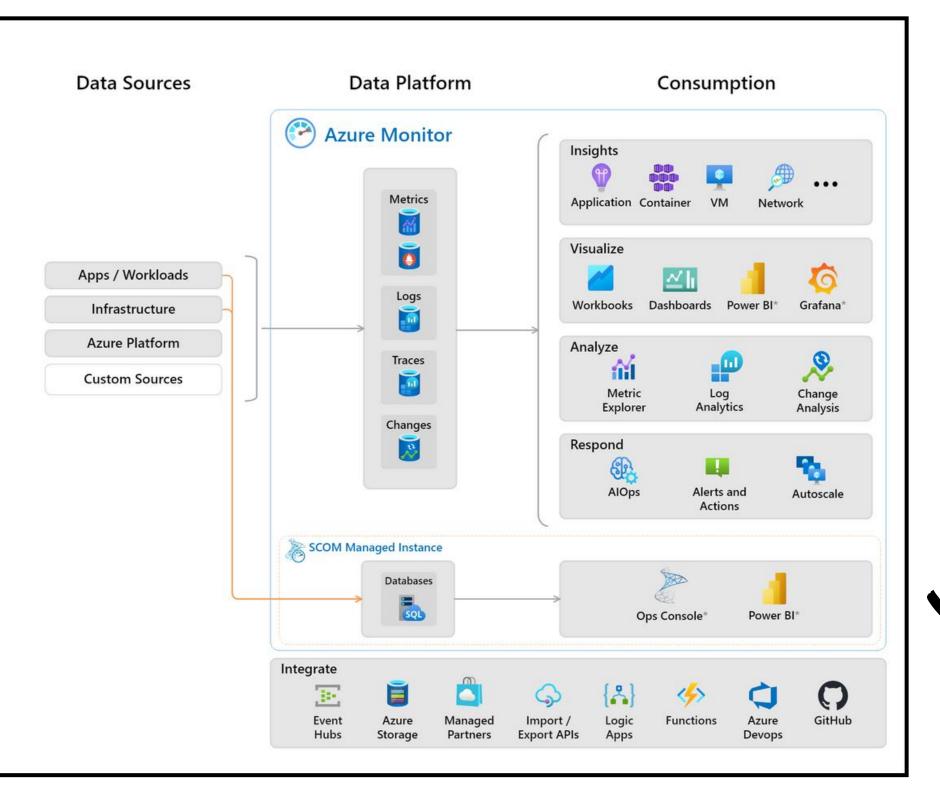
optimizer: Adam with betas=(0.9,0.999) and epsilon=1e-08

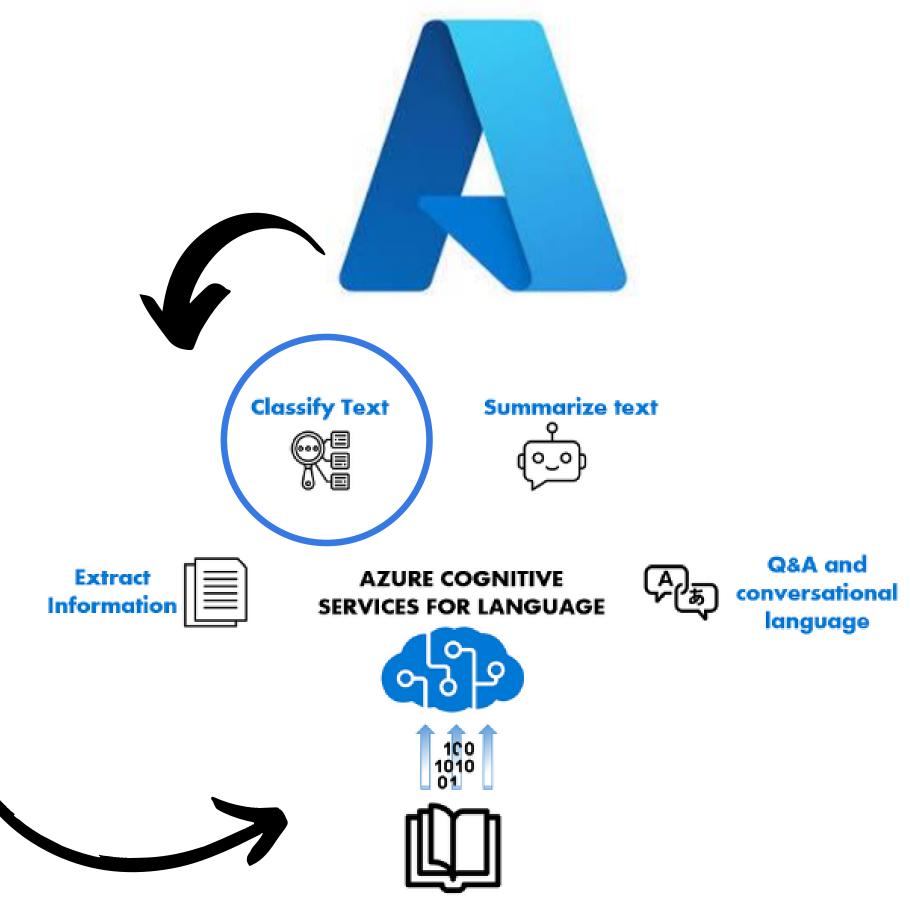
lr_scheduler_type: linear

• num_epochs: 3

```
: # 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
 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.
                                                                                                            Activate Windows
 [{'label': '5 stars', 'score': 0.9597824215888977}]
                                                                                                             Go to Settings to activat
```

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 <u>finicky</u> and she appreciates this product better <u>than most</u>.

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.

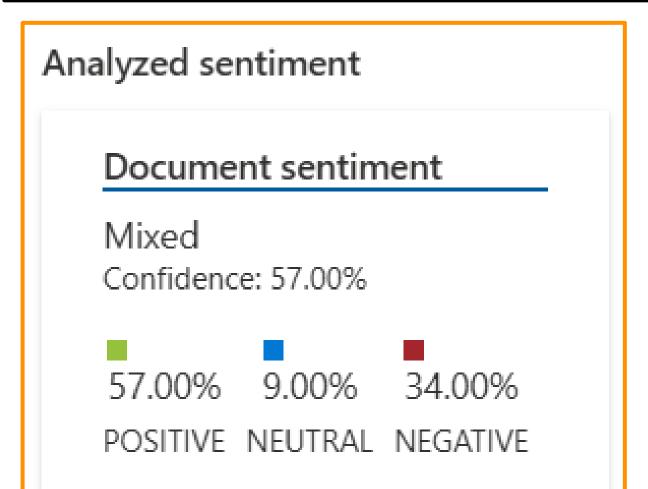
Sentence sentiment

Positive

Confidence: 100.00%

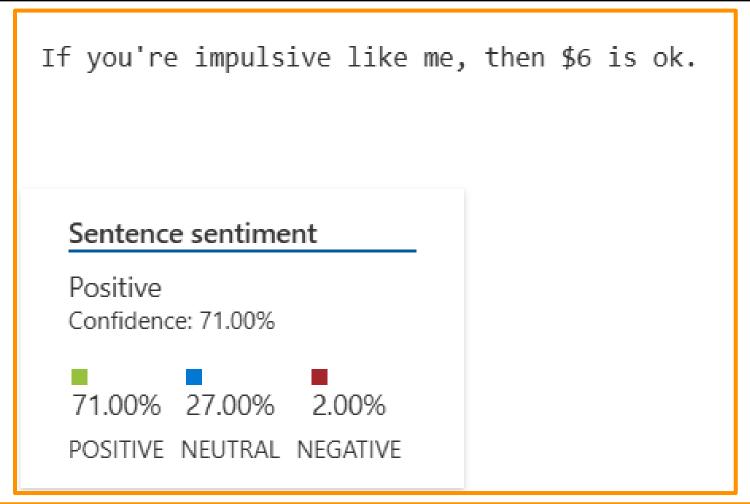
100.00% 0.00% 0.00% POSITIVE NEUTRAL NEGATIVE

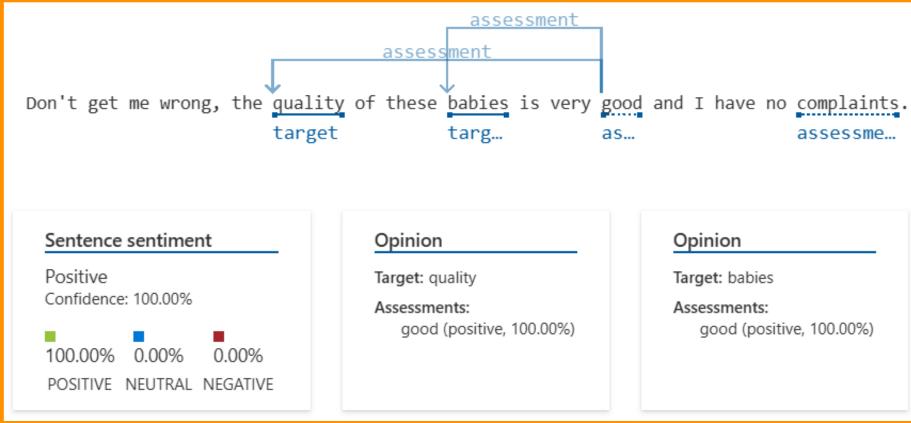
If you're impulsive like me, then \$6 is ok. Don't get me wrong, the quality of these babies is very good and I have no complaints. But in retrospect, the price is a little ridiculous (esp. when you add on the shipping).



example 2

mixed review (mostly positive)





it was terrible experience



Document sentiment

Negative

Confidence: 0.00%



it was terrible experience assess... target

Sentence sentiment

Negative

Confidence: 0.00%

0.00% 0.00% 100.00%

POSITIVE NEUTRAL NEGATIVE

Opinion

Target: experience

Assessments: terrible (negative, 99.00%)

example 3

Resource Page









Thank You

