Amazon Fine Food Reviews Analysis

Data Source: https://www.kaggle.com/snap/amazon-fine-food-reviews)

The Amazon Fine Food Reviews dataset consists of reviews of fine foods from Amazon.

Number of reviews: 568,454 Number of users: 256,059 Number of products: 74,258 Timespan: Oct 1999 - Oct 2012 Number of Attributes/Columns in data: 10

Attribute Information:

```
1.Id
```

2.ProductId - unique identifier for the product

3.UserId - unqiue identifier for the user

4.ProfileName

5.HelpfulnessNumerator - number of users who found the review helpful

6.HelpfulnessDenominator - number of users who indicated whether they found the review helpful or not

7.Score - rating between 1 and 5

8. Time - timestamp for the review

9.Summary - brief summary of the review

10.Text - text of the review

Objective:

Given a review, determine whether the review is positive (rating of 4 or 5) or negative (rating of 1 or 2).

1. Import required libraries

```
In [2]:
            %matplotlib inline
             import salite3
             import pandas as pd
            import numpy as np
            import nltk
             import string
            import matplotlib.pyplot as plt
            import seaborn as sns
         10 | from sklearn.feature extraction.text import TfidfTransformer
         11 from sklearn.feature extraction.text import TfidfVectorizer
         12
         13 | from sklearn.feature extraction.text import CountVectorizer
         14 from sklearn import metrics
         15 from sklearn.model selection import train test split
         16 import re
        17 # Tutorial about Python regular expressions: https://pymotw.com/2/re/
        18 import string
         19 from nltk.corpus import stopwords
         20 from nltk.stem import SnowballStemmer
         21 | from nltk.stem.wordnet import WordNetLemmatizer
         22 from gensim.models import Word2Vec
         23 from gensim.models import KeyedVectors
            import pickle
         24
         25
         26 from tqdm import tqdm notebook
         27 from tadm import tadm
         28 from bs4 import BeautifulSoup
            import os
```

2. Read the Dataset

- a. Create a Connection object that represents the database. Here the data will be stored in the 'database.sqlit e' file.
- b. Read the Dataset table using connection object where the score column != 3
- c. Replace the score values with 'positive' and 'negative' label.(i.e Score 1 & 2 is labeled as negative and Score 4 & 5 is labeled as positive)
- d. Score with value 3 is neutral.

```
In [3]:
             # using SQLite Table to read data.
            con = sqlite3.connect('database.sqlite')
          3
             # filtering only positive and negative reviews i.e.
          5 # not taking into consideration those reviews with Score=3
            # SELECT * FROM Reviews WHERE Score != 3 LIMIT 500000, will give top 500000 data points
             # you can change the number to any other number based on your computing power
             # filtered data = pd.read sql query(""" SELECT * FROM Reviews WHERE Score != 3 LIMIT 500000""", con)
         10 # for tsne assignment you can take 5k data points
         11
           filtered data = pd.read sql query(""" SELECT * FROM Reviews WHERE Score != 3 LIMIT 20000""", con)
         12
         13
         44 # Give reviews with Score>3 a positive rating(1), and reviews with a score<3 a negative rating(0).
             def partition(x):
         15
         16
                 if x < 3:
         17
                     return 0
         18
                 return 1
         19
         20 #changing reviews with score less than 3 to be positive and vice-versa
         21 | actualScore = filtered data['Score']
         positiveNegative = actualScore.map(partition)
         23 | filtered data['Score'] = positiveNegative
         24 print("Number of data points in our data", filtered data.shape)
         25 filtered data.head(3)
```

Number of data points in our data (20000, 10)

Out[3]:

	ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	Text
0	1	B001E4KFG0	A3SGXH7AUHU8GW	delmartian	1	1	1	1303862400	Good Quality Dog Food	I have bought several of the Vitality canned

		ld	ProductId	UserId	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	Text
	1	2	B00813GRG4	A1D87F6ZCVE5NK	dll pa	0	0	0	1346976000	Not as Advertised	Product arrived labeled as Jumbo Salted Peanut
	2	3	B000LQOCH0	ABXLMWJIXXAIN	Natalia Corres "Natalia Corres"	1	1	1	1219017600	"Delight" says it all	This is a confection that has been around a fe
In [4]:	1			read_sql_query("'		e. Score. Text. COL	INT (*)				

```
In [4]: 1    display = pd.read_sql_query("""
2         SELECT UserId, ProductId, ProfileName, Time, Score, Text, COUNT(*)
3         FROM Reviews
4         GROUP BY UserId
5         HAVING COUNT(*)>1
6         """, con)
```

In [5]: 1 print(display.shape)
2 display.head()

(80668, 7)

Out[5]:

	UserId	ProductId	ProfileName	Time	Score	Text	COUNT(*)
0	#oc-R115TNMSPFT9I7	B007Y59HVM	Breyton	1331510400	2	Overall its just OK when considering the price	2
1	#oc-R11D9D7SHXIJB9	B005HG9ET0	Louis E. Emory "hoppy"	1342396800	5	My wife has recurring extreme muscle spasms, u	3
2	#oc-R11DNU2NBKQ23Z	B007Y59HVM	Kim Cieszykowski	1348531200	1	This coffee is horrible and unfortunately not	2
3	#oc-R11O5J5ZVQE25C	B005HG9ET0	Penguin Chick	1346889600	5	This will be the bottle that you grab from the	3
4	#oc-R12KPBODL2B5ZD	B007OSBE1U	Christopher P. Presta	1348617600	1	I didnt like this coffee. Instead of telling y	2

```
In [6]: 1 display[display['UserId']=='AZY10LLTJ71NX']

Out[6]: UserId ProductId ProfileName Time Score Text COUNT(*)

80638 AZY10LLTJ71NX B006P7E5ZI undertheshrine "undertheshrine" 1334707200 5 I was recommended to try green tea extract to ... 5

In [7]: 1 display['COUNT(*)'].sum()

Out[7]: 393063
```

4. Exploratory Data Analysis

Data Cleaning: Deduplication

It is observed (as shown in the table below) that the reviews data had many duplicate entries. Hence it was necessary to remove duplicates in order to get unbiased results for the analysis of the data. Following is an example:

Out[8]:

	ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	Те
0	78445	B000HDL1RQ	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS	DELICIOL WAFERS FIND TH/ EUROPEA WAFERS
1	138317	B000HDOPYC	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS	DELICIOL WAFERS FIND TH/ EUROPEA WAFERS
2	138277	B000HDOPYM	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS	DELICIOL WAFERS FIND TH/ EUROPEA WAFERS
3	73791	B000HDOPZG	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS	DELICIOL WAFERS FIND TH/ EUROPEA WAFERS
4	155049	B000PAQ75C	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS	DELICIOL WAFERS FIND TH/ EUROPEA WAFERS
4										>

As it can be seen above that same user has multiple reviews with same values for HelpfulnessNumerator, HelpfulnessDenominator, Score, Time, Summary and Text and on doing analysis it was found that

It was inferred after analysis that reviews with same parameters other than ProductId belonged to the same product just having different flavour or quantity. Hence in order to reduce redundancy it was decided to eliminate the rows having same parameters.

The method used for the same was that we first sort the data according to ProductId and then just keep the first similar product review and delette the others. for eg. in the above just the review for ProductId=B000HDL1RQ remains. This method ensures that there is only one representative for each product and deduplication without sorting would lead to possibility of different representatives still existing for the same product.

Observation:- It was also seen that in two rows given below the value of HelpfulnessNumerator is greater than HelpfulnessDenominator which is not practically possible hence these two rows too are removed from calcualtions

Out[12]:

	ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	Text
C	64422	B000MIDROQ	A161DK06JJMCYF	J. E. Stephens "Jeanne"	3	1	5	1224892800	Bought This for My Son at College	My son loves spaghetti so I didn't hesitate or
1	44737	B001EQ55RW	A2V0I904FH7ABY	Ram	3	2	4	1212883200	Pure cocoa taste with crunchy almonds inside	It was almost a 'love at first bite' - the per

• It was also seen that in two rows given below the value of HelpfulnessNumerator is greater than HelpfulnessDenominator which is not practically possible hence these two rows too are removed

```
In [13]: 1 final=final[final.HelpfulnessNumerator<=final.HelpfulnessDenominator]</pre>
```

5. Preprocessing

[5.1]. Preprocessing Review Text and Summary

Now that we have finished deduplication our data requires some preprocessing before we go on further with analysis and making the prediction model.

Hence in the Preprocessing phase we do the following in the order below:-

- 1. Begin by removing the html tags
- 2. Remove any punctuations or limited set of special characters like, or . or # etc.
- 3. Check if the word is made up of english letters and is not alpha-numeric
- 4. Check to see if the length of the word is greater than 2 (as it was researched that there is no adjective in 2-letters)
- 5. Convert the word to lowercase
- 6. Remove Stopwords
- 7. Finally Snowball Stemming the word (it was observeed to be better than Porter Stemming)

After which we collect the words used to describe positive and negative reviews

```
In [15]:
               # https://stackoverflow.com/a/47091490/4084039
               import re
            2
            3
               def decontracted(phrase):
            5
                   # specific
            6
                   phrase = re.sub(r"won\'t", "will not", phrase)
                   phrase = re.sub(r"can\'t", "can not", phrase)
            7
            8
                   # general
            9
                   phrase = re.sub(r"n\'t", " not", phrase)
phrase = re.sub(r"\'re", " are", phrase)
           10
           11
                   phrase = re.sub(r"\'s", " is", phrase)
           12
                   phrase = re.sub(r"\'d", " would", phrase)
           13
                   phrase = re.sub(r"\'ll", " will", phrase)
           14
                   phrase = re.sub(r"\'t", " not", phrase)
           15
                   phrase = re.sub(r"\'ve", " have", phrase)
           16
                   phrase = re.sub(r"\'m", " am", phrase)
           17
                   return phrase
           18
```

```
In [16]:
              # https://gist.github.com/sebleier/554280
          2 # we are removing the words from the stop words list: 'no', 'nor', 'not'
           3 # <br /><br /> ==> after the above steps. we are aettina "br br"
              # we are including them into stop words list
              # instead of <br /> if we have <br/> these tags would have revmoved in the 1st step
              stopwords= set(['br', 'the', 'i', 'me', 'my', 'myself', 'we', 'our', 'ours', 'ourselves', 'you', "you're", "you've",
           8
                          "you'll", "you'd", 'your', 'yours', 'yourself', 'yourselves', 'he', 'him', 'his', 'himself', \
                          'she', "she's", 'her', 'hers', 'herself', 'it', "it's", 'its', 'itself', 'they', 'them', 'their',\
           9
                          'theirs', 'themselves', 'what', 'which', 'who', 'whom', 'this', 'that', "that'll", 'these', 'those', \
          10
                          'am', 'is', 'are', 'was', 'were', 'be', 'been', 'being', 'have', 'has', 'had', 'having', 'do', 'does',
          11
                          'did', 'doing', 'a', 'an', 'the', 'and', 'but', 'if', 'or', 'because', 'as', 'until', 'while', 'of', \
          12
          13
                          'at', 'by', 'for', 'with', 'about', 'against', 'between', 'into', 'through', 'during', 'before', 'after
                          'above', 'below', 'to', 'from', 'up', 'down', 'in', 'out', 'on', 'off', 'over', 'under', 'again', 'furth
          14
                          'then', 'once', 'here', 'there', 'when', 'where', 'why', 'how', 'all', 'any', 'both', 'each', 'few', 'mo
          15
                          'most', 'other', 'some', 'such', 'only', 'own', 'same', 'so', 'than', 'too', 'very', \
          16
                          's', 't', 'can', 'will', 'just', 'don', "don't", 'should', "should've", 'now', 'd', 'll', 'm', 'o', 're
          17
                          've', 'v', 'ain', 'aren', "aren't", 'couldn', "couldn't", 'didn', "didn't", 'doesn', "doesn't", 'hadn',
          18
                          "hadn't", 'hasn', "hasn't", 'haven', "haven't", 'isn', "isn't", 'ma', 'mightn', "mightn't", 'mustn',
          19
                          "mustn't", 'needn', "needn't", 'shan', "shan't", 'shouldn', "shouldn't", 'wasn', "wasn't", 'weren', "wer
          20
          21
                          'won', "won't", 'wouldn', "wouldn't"])
```

```
In [17]:
              # Combining all the above stundents
           2 from tgdm import tgdm
              def createCleanedText(review text,column name):
                  sno = nltk.stem.SnowballStemmer('english') #initialising the snowball stemmer
                  preprocessed reviews = []
           5
                  # tadm is for printing the status bar
           6
           7
                  for sentance in tqdm(review text):
                      sentance = re.sub(r"http\S+", "", sentance)# \S=except space; + = 1 or more
           8
                      sentance = BeautifulSoup(sentance, 'lxml').get text() # remove links
           9
                      sentance = decontracted(sentance) # expand short forms
          10
                      sentance = re.sub("\S*\d\S*", "", sentance).strip() #remove words containing digits
          11
                      sentance = re.sub('[^A-Za-z]+', ' ', sentance)# remove special char
          12
          13
                      # https://gist.github.com/sebleier/554280
                      sentance = ' '.join(e.lower() for e in sentance.split() if e.lower() not in stopwords)
          14
                      preprocessed reviews.append(sentance.strip())
          15
                  #adding a column of CleanedText which displays the data after pre-processing of the review
          16
                  final[column name]=preprocessed reviews
          17
          18
In [18]:
              if not os.path.isfile('final.sqlite'):
                  #createCleanedText(final['Text_Summary'].values,column name='CleanedTextSumm')
           2
                  createCleanedText(final['Text'].values,column name='CleanedText')
           3
                  conn = sqlite3.connect('final.sqlite')
           4
           5
                  c=conn.cursor()
           6
                  conn.text factory = str
           7
                  final.to sql('Reviews', conn, schema=None, if exists='replace', \
           8
                              index=True, index label=None, chunksize=None, dtype=None)
                  conn.close()
           9
         100%
                          19354/19354 [00:07<00:00, 2613.84it/s]
In [19]:
              if os.path.isfile('final.sqlite'):
                  conn = sqlite3.connect('final.sqlite')
           2
                  final = pd.read sql query(""" SELECT * FROM Reviews WHERE Score != 3 """, conn)
           3
                  conn.close()
           4
           5
              else:
           6
                  print("Please the above cell")
```

```
In [20]:
              print(final.head(3))
             final.shape
            index
                     Id
                          ProductId
                                             UserId
                                                      ProfileName \
             2547
                   2775
                         B00002NCJC A13RRPGE79XFFH
                                                         reader48
             2546
                   2774
                         B00002NCJC A196AJHU9EASJN
                                                     Alex Chaffee
                   1245 B00002Z754 A29Z5PI9BW2PU3
             1146
                                                           Robbie
            HelpfulnessNumerator HelpfulnessDenominator Score
                                                                       Time \
         0
                               0
                                                              1 1281052800
         1
                               0
                                                       0
                                                                 1282953600
         2
                               7
                                                                  961718400
                  Summary
                                                                        Text \
             Flies Begone We have used the Victor fly bait for 3 seasons...
            thirty bucks? Why is this $[...] when the same product is av...
            Great Product This was a really good idea and the final prod...
                                                  CleanedText
            used victor fly bait seasons ca not beat great...
         1 product available victor traps unreal course t...
         2 really good idea final product outstanding use...
Out[20]: (19354, 12)
```

6. Splitting data into Train and Test set

7. Featurization

[7.2] TF-IDF

Tf-idf stands for term frequency-inverse document frequency, and the tf-idf weight is a weight often used in information retrieval and text mining. This weight is a statistical measure used to evaluate how important a word is to a document in a collection or corpus.

```
1.TF: Term Frequency, which measures how frequently a term occurs in a document.
TF(t) = (Number of times term t appears in a document) / (Total number of terms in the document).
2.IDF: Inverse Document Frequency, is a scoring of how rare the word is across documents.
IDF(t) = log_e(Total number of documents / Number of documents with term t in it).
3.The scores are a weighting where not all words are equally as important or interesting.
```

The scores have the effect of highlighting words that are distinct (contain useful information) in a given document. The idf of a rare term is high, whereas the idf of a frequent term is likely to be low.

```
In [32]:
              def tfidfVector(X, max features=None):
                  tf idf vect = TfidfVectorizer(ngram_range=(1,2),min_df=5,max_features=max_features)
                  X tfidf = tf idf vect.fit transform(X)
                  print("the type of count vectorizer: ",type(X))
           4
           5
                  print("the shape of out text TFIDF vectorizer: ",X tfidf.get shape())
           6
                  print("the number of unique words including both unigrams and bigrams: ", X tfidf.get shape()[1])
                  return tf idf vect, X tfidf
           1 # Tfidf vector with all features which we use for brute force implementation
In [33]:
           2 %time tf idf vect, X tfidf=tfidfVector(X,max features=None)
         the type of count vectorizer: <class 'numpy.ndarray'>
         the shape of out text TFIDF vectorizer: (19354, 26059)
         the number of unique words including both unigrams and bigrams: 26059
         CPU times: user 4.17 s, sys: 120 ms, total: 4.29 s
```

[7.3] Word2Vec

Wall time: 4.24 s

```
In [23]:
              # Train your own Word2Vec model using your own text corpus
              def preSETUPW2V(X):
           3
                  i=0
                  list of sent=[]
           5
                  for sent in X:
           6
                      list of sent.append(sent.split())
           7
           8
                  return list of sent
In [24]:
              list of sent=preSETUPW2V(X)
           2 #list of sent fe, list of sent_test_fe=preSETUPW2V(X_train_fe, X_test_fe)
In [25]:
              size of w2v=100
              def w2vMODEL(list of sent):
                  # Using Google News Word2Vectors
           3
                  is your ram gt 16g=False
           4
           5
                  want to use google w2v = False
                  want to train w2v = True
           7
                  if want to train w2v:
           8
                      #min count = 5 considers only words that occured atleast 5 times
           9
                      w2v model=Word2Vec(list of sent,min count=5,size=size of w2v, workers=4)
          10
                  elif want to use google w2v and is your ram gt 16g:
          11
                      if os.path.isfile('GoogleNews-vectors-negative300.bin'):
          12
                          w2v model=KeyedVectors.load word2vec format('GoogleNews-vectors-negative300.bin', binary=True)
          13
          14
                      else:
                          print("you don't have gogole's word2vec file, keep want_to_train w2v = True, to train your own w2v ")
          15
          16
                  return w2v model
In [26]:
              w2v model=w2vMODEL(list of sent)
              #w2v model fe=w2vMODEL(list of sent fe, list of sent test fe)
              w2v words = list(w2v model.wv.vocab)
              #w2v words fe = list(w2v model fe.wv.vocab)
```

[7.4.1] Converting text into vectors using Avg W2V, TFIDF-W2V

[7.4.1.1] Avg W2v

```
In [27]:
              # average Word2Vec
              # compute average word2vec for each review.
              def avg w2v(w2v model,vocab,list of sent,size):
                  sent vectors = []; # the avg-w2v for each sentence/review is stored in this list
           4
                  for sent in tgdm(list of sent): # for each review/sentence
           5
                      sent vec = np.zeros(size) # as word vectors are of zero length 50, you might need to change this to 300 if y
           6
           7
                      cnt words =0; # num of words with a valid vector in the sentence/review
                      for word in sent: # for each word in a review/sentence
           8
                          if word in vocab:
           9
                              vec = w2v model.wv[word]
          10
          11
                              sent vec += vec
          12
                              cnt words += 1
          13
                      if cnt words != 0:
          14
                          sent vec /= cnt words
                      sent vectors.append(sent vec)
          15
                  print(len(sent vectors))
          16
                  print('dimension:',len(sent vectors[0]))
          17
          18
                  return sent vectors
In [28]:
              # Parallelizing using Pool.apply()
              import multiprocessing as mp
           5 # Step 1: Init multiprocessing.Pool()
              pool = mp.Pool(mp.cpu count())
           7 # Step 2: `pool.apply` the `howmany within range()`
           8 %time avg sent vectors = pool.apply(avg w2v, args=(w2v model,w2v words,list of sent,size of w2v))
           9 # Step 3: Don't forget to close
              pool.close()
          10
          11
```

```
100%| 19354/19354 [01:02<00:00, 307.50it/s]
19354
dimension: 100
CPU times: user 844 ms, sys: 376 ms, total: 1.22 s
Wall time: 1min 3s
```

[7.4.1.2] TFIDF weighted W2v

```
In [34]:
              def tfidf w2v (w2v model, vocab, tf idf vect, list of sent, size):
                  # TF-IDF weighted Word2Vec for Train
           2
                  dictionary = dict(zip(tf idf vect.get feature names(), list(tf idf vect.idf )))
           3
                  tfidf feat = tf idf vect.get feature names() # tfidf words/col-names
           4
           5
                  # final tf idf is the sparse matrix with row= sentence, col=word and cell val = tfidf
                  tfidf sent vectors = []; # the tfidf-w2v for each sentence/review is stored in this list
           6
           7
                  row=0;
                  for sent in tqdm(list of sent): # for each review/sentence
           8
                      sent vec = np.zeros(size) # as word vectors are of zero length
           9
                      weight sum =0; # num of words with a valid vector in the sentence/review
          10
                      for word in sent: # for each word in a review/sentence
          11
          12
                          if word in vocab and word in tfidf feat:
                              vec = w2v model.wv[word]
          13
                              # tf idf = tf idf matrix[row, tfidf feat.index(word)]
          14
          15
                              # to reduce the computation we are
          16
                              # dictionary[word] = idf value of word in whole courpus
                              # sent.count(word) = tf valeus of word in this review
          17
                              tf idf = dictionary[word]*(sent.count(word)/len(sent))
          18
          19
                              sent vec += (vec * tf idf)
                              weight sum += tf idf
          20
                      if weight sum != 0:
          21
          22
                          sent vec /= weight sum
                      tfidf sent vectors.append(sent vec)
          23
                      row += 1
          24
          25
                  return tfidf sent vectors
```

8. Function for object state:

Wall time: 5min 28s

CPU times: user 2.89 s, sys: 1.52 s, total: 4.41 s

- a. savetofile(): to save the current state of object for future use using pickle.
- b. openfromfile(): to load the past state of object for further use.

```
In [36]:
              #Functions to save objects for later use and retireve it
              def savetofile(obj,filename):
                  pickle.dump(obj,open(filename+".pkl","wb"))
              def openfromfile(filename):
                  temp = pickle.load(open(filename+".pkl", "rb"))
           5
           6
                  return temp
              savetofile(tf idf vect, 'tf idf vect agg')
              savetofile(X tfidf,'X tfidf agg')
          10
          11
              savetofile(avg sent vectors, 'avg sent vectors agg')
          12
          13
              savetofile(tfidf sent vectors, 'tfidf sent vectors agg')
          14
              savetofile(X,'X_agg')
          15
          16
```