Amazon Fine Food Reviews Analysis

Data Source: https://www.kaggle.com/snap/amazon-fine-food-reviews (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 sqlite3
            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
            from sklearn.feature extraction.text import TfidfVectorizer
         11
         12
        13
            from sklearn.feature extraction.text import CountVectorizer
         14 from sklearn import metrics
           from sklearn.model selection import train test split
         16
            import re
            # 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
            from gensim.models import KeyedVectors
         24
            import pickle
         25
         26
            from tqdm import tqdm notebook
           from tadm import tadm
            from bs4 import BeautifulSoup
         29
            import os
```

2. Read the Dataset

- a. Create a Connection object that represents the database. Here the data will be stored in the 'databas e.sqlite' 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 [4]:
          1 | # using SQLite Table to read data.
            con = sqlite3.connect('database.sqlite')
          3
            # filtering only positive and negative reviews i.e.
            # 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)
            # for tsne assignment you can take 5k data points
         11
            filtered_data = pd.read_sql_query(""" SELECT * FROM Reviews WHERE Score != 3 LIMIT 300000""", con)
         12
        13
            # Give reviews with Score>3 a positive rating(1), and reviews with a score<3 a negative rating(0).
         14
             def partition(x):
         15
                 if x < 3:
         16
         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 (300000, 10)

Out[4]:		ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	
	0	1	B001E4KFG0	A3SGXH7AUHU8GW	delmartian	1	1	1	1303862400	Good Quality Dog Food	l sev C
	1	2	B00813GRG4	A1D87F6ZCVE5NK	dll pa	0	0	0	1346976000	Not as Advertised	P { labe ,

	ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	
2	3	B000LQOCH0	ABXLMWJIXXAIN	Natalia Corres "Natalia Corres"	1	1	1	1219017600	"Delight" says it all	The content the arc
4										•

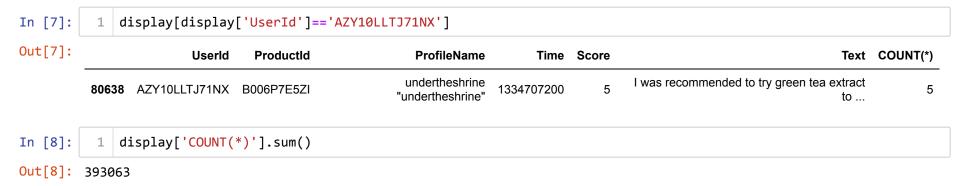
Type *Markdown* and LaTeX: α^2

```
In [5]: 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 [6]: 1 print(display.shape)
2 display.head()

(80668, 7)

Out[6]:	Userld		d 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	



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:

		7 display.head()								
Out[9]:		ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary
	0	78445	B000HDL1RQ	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS
	1	138317	B000HDOPYC	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS
	2	138277	B000HDOPYM	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS
	3	73791	B000HDOPZG	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA WAFERS
	4	155049	B000PAQ75C	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACKER QUADRATINI VANILLA 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 delete 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[13]:

	ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	
0 6	64422	B000MIDROQ	A161DK06JJMCYF	J. E. Stephens "Jeanne"	3	1	5	1224892800	Bought This for My Son at College	sţ
1 4	44737	B001EQ55RW	A2V0I904FH7ABY	Ram	3	2	4	1212883200	taste with	a fi
4										•

• 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 [14]: 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 [17]:
              # https://stackoverflow.com/a/47091490/4084039
           2
              import re
           3
           4
              def decontracted(phrase):
           5
                  # specific
                  phrase = re.sub(r"won\'t", "will not", phrase)
           6
                  phrase = re.sub(r"can\'t", "can not", phrase)
           7
           8
           9
                  # general
                  phrase = re.sub(r"n\'t", " not", phrase)
          10
                  phrase = re.sub(r"\'re", " are", phrase)
          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
          18
                  return phrase
```

In [18]: # https://gist.github.com/sebleier/554280 # we are removing the words from the stop words list: 'no', 'nor', 'not' #

 ==> after the above steps, we are getting "br br" # we are including them into stop words list # instead of
 if we have
 these tags would have revmoved in the 1st step 6 stopwords= set(['br', 'the', 'i', 'me', 'my', 'myself', 'we', 'our', 'ours', 'ourselves', 'you', "you're", " 7 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', 'tho 10 'am', 'is', 'are', 'was', 'were', 'be', 'been', 'being', 'have', 'has', 'had', 'having', 'do', 11 'did', 'doing', 'a', 'an', 'the', 'and', 'but', 'if', 'or', 'because', 'as', 'until', 'while', 12 13 'at', 'by', 'for', 'with', 'about', 'against', 'between', 'into', 'through', 'during', 'before', 'above', 'below', 'to', 'from', 'up', 'down', 'in', 'out', 'on', 'off', 'over', 'under', 'again' 14 'then', 'once', 'here', 'there', 'when', 'where', 'why', 'how', 'all', 'any', 'both', 'each', 'f 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', 17 've', 'y', 'ain', 'aren', "aren't", 'couldn', "couldn't", 'didn', "didn't", 'doesn', "doesn't", 18 "hadn't", 'hasn', "hasn't", 'haven', "haven't", 'isn', "isn't", 'ma', 'mightn', "mightn't", 'mus 19 "mustn't", 'needn', "needn't", 'shan', "shan't", 'shouldn', "shouldn't", 'wasn', "wasn't", 'were 20

'won', "won't", 'wouldn', "wouldn't"])

21

```
In [19]:
           1 # Combining all the above stundents
           2 from tadm import tadm
             def createCleanedText(review text,column name):
                  sno = nltk.stem.SnowballStemmer('english') #initialising the snowball stemmer
           4
           5
                  preprocessed reviews = []
                  # tqdm is for printing the status bar
           6
                  for sentance in tqdm(review text):
           7
                      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
                      # https://gist.github.com/sebleier/554280
          13
                      sentance = ' '.join(sno.stem(e.lower()) for e in sentance.split() if e.lower() not in stopwords)
          14
          15
                      preprocessed reviews.append(sentance.strip())
                  #adding a column of CleanedText which displays the data after pre-processing of the review
          16
                  final[column name]=preprocessed reviews
          17
          18
In [20]:
              if not os.path.isfile('final.sqlite'):
                  createCleanedText(final['Text Summary'].values,column name='CleanedTextSumm')
           2
           3
                  createCleanedText(final['Text'].values,column name='CleanedText')
                  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)
           9
                  conn.close()
                          228567/228567 [04:05<00:00, 932.16it/s]
         100%
         100%
                          228567/228567 [03:59<00:00, 953.11it/s]
In [21]:
              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:
                  print("Please the above cell")
```

```
In [22]:
             print(final.head(3))
             final.shape
                                                UserId
             index
                        Ιd
                             ProductId
                                                                 ProfileName \
           138694 150512
                            0006641040
                                        A1DJXZA5V5FFVA
                                                                   A. Conway
            138692 150510
                            0006641040
                                         AM1MNZMYMS7D8
                                                        Dr. Joshua Grossman
           138691 150509
                            0006641040 A3CMRKGE0P909G
                                                                      Teresa
                                  HelpfulnessDenominator Score
                                                                       Time \
            HelpfulnessNumerator
         0
                                                                 1338249600
                               0
                                                       0
         1
                                                                 1348358400
         2
                               3
                                                                 1018396800
                                    Summary \
         0
                                 Must have.
         1
                     Professional Mentoring
            A great way to learn the months
                                                         Text \
           I set aside at least an hour each day to read ...
           TITLE: Chicken Soup with Rice<br />AUTHOR: Mau...
           This is a book of poetry about the months of t...
                                                 Text Summary \
         0 I set aside at least an hour each day to read ...
           TITLE: Chicken Soup with Rice<br />AUTHOR: Mau...
         2 This is a book of poetry about the months of t...
                                              CleanedTextSumm \
           set asid least hour day read son point consid ...
           titl chicken soup riceauthor mauric sendakrevi...
           book poetri month year goe month cute littl po...
                                                  CleanedText
           set asid least hour day read son point consid ...
           titl chicken soup riceauthor mauric sendakrevi...
         2 book poetri month year goe month cute littl po...
Out[22]: (228567, 14)
```

6. Splitting data into Train and Test set

```
In [23]:
              #sorted dataFrame by time
           3 | df['Time']=pd.to_datetime(final['Time'],unit='s')
              df=df.sort values(by="Time")
             df.head(20)
              df=final.sort_values(by=['Time'])
             \#df.head(5)
In [24]:
           1 #TEXT COLUMN
           2 | X=np.array(df['CleanedText'])
           3 #TEXT+SUMMARY COLUMN
           4 | X fe=np.array(df['CleanedTextSumm'])
           5 #SCORE COLUMN
           6 y=np.array(df['Score'])
In [25]:
           1 | # split the data set into train and test
           2 X_train, X_test,X_train_fe, X_test_fe, y_train, y_test = train_test_split(X, X_fe, y, test_size=0.3, shuffle
           3 print('X_train.shape=',X_train.shape,'X_train_fe.shape=',X_train_fe.shape,'y_train.shape=',y_train.shape)
           4 print('X test.shape=',X test.shape,'X test fe.shape=',X test fe.shape,'y test.shape=',y test.shape)
         X train.shape= (159996,) X train fe.shape= (159996,) y train.shape= (159996,)
         X test.shape= (68571,) X test fe.shape= (68571,) y test.shape= (68571,)
```

7. Featurization

[7.1] BAG OF WORDS

A bag-of-words is a representation of text that describes the occurrence of words within a document. It involves two things:

- 1.A vocabulary of known words.
- 2.A measure of the presence of known words.

```
In [26]:
              #bi-aram
              def bowVector(X_train, X_test, max_features=None):
                  count vect = CountVectorizer(ngram range=(1,2),min df=5,max features=max features)
           3
                  X train bigram = count vect.fit transform(X train)
           4
                  print("the type of count vectorizer: ",type(X train bigram))
           5
                  print("the shape of out text BOW vectorizer: ",X train bigram.get shape())
           6
                  print("the number of unique words including both unigrams and bigrams: ", X_train_bigram.get_shape()[1])
           7
           8
           9
                  #processing of test data(convert test data into numerical vectors)
                  X test bigram = count vect.transform(X test)
          10
                  print("the shape of out text BOW vectorizer: ",X test bigram.get shape())
          11
          12
                  return count vect, X train bigram, X test bigram
In [27]:
           1 | # BoW vector with all features
           2 %time count vect, X train bigram, X test bigram= bowVector(X train, X test, max features=None)
```

```
the type of count vectorizer: <class 'scipy.sparse.csr.csr_matrix'>
the shape of out text BOW vectorizer: (159996, 199544)
the number of unique words including both unigrams and bigrams: 199544
the shape of out text BOW vectorizer: (68571, 199544)
CPU times: user 39.4 s, sys: 784 ms, total: 40.2 s
Wall time: 40.2 s
the type of count vectorizer: <class 'scipy.sparse.csr.csr_matrix'>
the shape of out text BOW vectorizer: (159996, 210126)
the number of unique words including both unigrams and bigrams: 210126
the shape of out text BOW vectorizer: (68571, 210126)
CPU times: user 40.6 s, sys: 904 ms, total: 41.5 s
Wall time: 41.5 s
```

[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 [28]:
              def tfidfVector(X train, X test, max features=None):
                  tf idf vect = TfidfVectorizer(ngram range=(1,2),min df=5,max features=max features)
                  X train tfidf = tf idf vect.fit transform(X train)
           3
                  print("the type of count vectorizer: ",type(X_train_tfidf))
                  print("the shape of out text TFIDF vectorizer: ",X train tfidf.get shape())
           5
                  print("the number of unique words including both unigrams and bigrams: ", X train tfidf.get shape()[1])
           6
           7
                  #processing of test data(convert test data into numerical vectors)
                  X test tfidf = tf idf vect.transform(X test)
           9
                  print("the shape of out text BOW vectorizer: ",X test tfidf.get shape())
          10
                  return tf idf vect, X train tfidf, X test tfidf
          11
```

```
In [29]:
          1 # Tfidf vector with all features which we use for brute force implementation
           2 %time tf idf vect, X train tfidf, X test tfidf=tfidfVector(X train, X test, max features=None)
           3 # Tfidf vector with feature engineering
          4 %time tf idf vect fe, X train tfidf fe, X test tfidf fe=tfidfVector(X train fe,X test fe,max features=None)
           5 #tfidf vector with 500 feature and without summ. include
          6 | #%time tf idf vect 500, X train tfidf 500, X test tfidf 500=tfidfVector(X train,X test,max features=500)
           7 #tfidf vector with 500 feature and without summ. include
           8 #%time tf idf vect fe500, X train tfidf fe500, X test tfidf fe500=tfidfVector(X train fe,X test fe,max featu
         the type of count vectorizer: <class 'scipy.sparse.csr.csr matrix'>
         the shape of out text TFIDF vectorizer: (159996, 199544)
         the number of unique words including both unigrams and bigrams: 199544
         the shape of out text BOW vectorizer: (68571, 199544)
         CPU times: user 39.2 s, sys: 1.02 s, total: 40.2 s
         Wall time: 38.8 s
         the type of count vectorizer: <class 'scipy.sparse.csr.csr matrix'>
         the shape of out text TFIDF vectorizer: (159996, 210126)
         the number of unique words including both unigrams and bigrams: 210126
         the shape of out text BOW vectorizer: (68571, 210126)
         CPU times: user 38.5 s, sys: 740 ms, total: 39.2 s
         Wall time: 37.8 s
```

8. Feature Engineering

```
In [31]: #Reference Link: https://stackoverflow.com/questions/45133782/how-to-add-a-second-feature-to-a-countvectoriz

from scipy.sparse import hstack
    X_train_bigram_fe = hstack((X_train_bigram_fe,np.array(list_len_reviews_train)[:,None]))
    X_train_bigram_fe=X_train_bigram_fe.tocsr()
    print('X_train_bigram_fe.shape',X_train_bigram_fe.shape)

X_test_bigram_fe = hstack((X_test_bigram_fe,np.array(list_len_reviews_test)[:,None]))
    X_test_bigram_fe=X_test_bigram_fe.tocsr()
    print('X_test_bigram_fe.shape',X_test_bigram_fe.shape)
```

X_train_bigram_fe.shape (159996, 210127)
X_test_bigram_fe.shape (68571, 210127)

9. Function for object state:

- 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 [32]:
              #Functions to save objects for later use and retireve it
              def savetofile(obj,filename):
                  pickle.dump(obj,open(filename+".pkl","wb"))
           3
              def openfromfile(filename):
                  temp = pickle.load(open(filename+".pkl","rb"))
           5
           6
                  return temp
              savetofile(count vect, 'count vect')
              savetofile(X train bigram, 'X train bigram')
              savetofile(X test bigram,'X test bigram')
          10
          11
             savetofile(count vect fe,'count vect fe')
          12
             savetofile(X train bigram fe,'X train bigram fe')
             savetofile(X test bigram fe, 'X test bigram fe')
          14
          15
             savetofile(tf idf vect, 'tf idf vect')
          16
              savetofile(X train tfidf,'X train tfidf')
              savetofile(X test tfidf,'X test tfidf')
          18
          19
             savetofile(tf_idf_vect_fe,'tf_idf_vect_fe')
          20
             savetofile(X train tfidf fe, 'X train tfidf fe')
              savetofile(X test tfidf fe, 'X test tfidf fe')
          23
          24
              savetofile(X,'X')
             savetofile(X fe,'X fe')
             savetofile(y,'y')
          26
          27
              savetofile(X train,'X train')
              savetofile(X test,'X test')
          29
          30
             savetofile(X train fe,'X train fe')
          31
              savetofile(X test fe, 'X test fe')
          32
          33
          34
              savetofile(y train,'y train')
             savetofile(y test,'y test')
```

```
In [ ]: 1
```