# **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]: 1 import warnings
2 warnings.filterwarnings("ignore")
```

```
In [3]:
            %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)
         10 # for tsne assignment you can take 5k data points
         11
        12 | filtered data = pd.read sql query(""" SELECT * FROM Reviews WHERE Score != 3 """, con)
        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 (525814, 10)

Out[4]:		ld	ProductId	UserId	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 confidence of the confiden
4										•

Type *Markdown* and LaTeX:  $\alpha^2$ 

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

(80668, 7)

Out[6]:		Userld	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 [7]:
              display[display['UserId']=='AZY10LLTJ71NX']
Out[7]:
                                   ProductId
                                                           ProfileName
                                                                             Time Score
                                                                                                                          Text COUNT(*)
                         Userld
                                                                                           I was recommended to try green tea extract
                                                         undertheshrine
                                                                       1334707200
          80638 AZY10LLTJ71NX B006P7E5ZI
                                                                                                                                       5
                                                        "undertheshrine"
              display['COUNT(*)'].sum()
In [8]:
Out[8]: 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:

		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	В000НДОРҮМ	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									<b>&gt;</b>

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 [16]:
              # 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 [17]: # https://gist.github.com/sebleier/554280 # we are removing the words from the stop words list: 'no', 'nor', 'not' # <br /><br /> ==> after the above steps, we are getting "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 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
                      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 [20]:
              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()
                  conn.text_factory = str
           6
           7
                  final.to sql('Reviews', conn, schema=None, if exists='replace', \
           8
                              index=True, index label=None, chunksize=None, dtype=None)
           9
                  conn.close()
```

.00%|| 364171/364171 [06:19<00:00, 958.48it/s]

```
In [22]:
              print(final.head(3))
             final.shape
                                                                  ProfileName \
             index
                        Ιd
                             ProductId
                                                UserId
                                                              shari zychinski
            138706 150524
                            0006641040
                                         ACITT7DI6IDDL
            138688 150506
                                        A2IW4PEEKO2R0U
                            0006641040
                                                                        Tracy
                            0006641040 A1S4A3IQ2MU7V4 sally sue "sally sue"
            138689 150507
                                  HelpfulnessDenominator Score
            HelpfulnessNumerator
                                                                       Time \
         0
                               0
                                                                  939340800
         1
                               1
                                                       1
                                                                 1194739200
         2
                               1
                                                       1
                                                                 1191456000
                                               Summary \
         0
                             EVERY book is educational
            Love the book, miss the hard cover version
         1
         2
                         chicken soup with rice months
                                                         Text \
           this witty little book makes my son laugh at l...
           I grew up reading these Sendak books, and watc...
         2 This is a fun way for children to learn their ...
                                                  CleanedText
           witti littl book make son laugh loud recit car...
           grew read sendak book watch realli rosi movi i...
         2 fun way children learn month year learn poem t...
Out[22]: (364171, 12)
```

# 6. Randomly smpled data points

### 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 [31]:

# BoW vector with all features

time count_vect, X_bigram= bowVector(X,max_features=None)

# BoW vector with feature engineering

# #time count_vect_fe,X_train_bigram_fe,X_test_bigram_fe=bowVector(X_train_fe,X_test_fe,max_features=None)

# #tfidf vector with 500 feature and without summ. include

# #tfidf vector with 500 feature and without summ. include

# #tfidf vector with 500 feature and without summ. include

# #tfidf vector with 500 feature and without summ. include

# #tfidf vector with 500 feature fesoo, X_train_bigram_fesoo, X_test_bigram_fesoo=bowVector(X_train_fe,X_test_fe,max_features=500)

# the type of count vectorizer: <class 'scipy.sparse.csr.csr_matrix'>

# the shape of out text BOW vectorizer: (8000, 11070)

# the number of unique words including both unigrams and bigrams: 11070

CPU times: user 1.91 s, sys: 16 ms, total: 1.92 s
```

### [7.2] TF-IDF

Wall time: 1.92 s

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.

# [7.3] Word2Vec

Wall time: 1.92 s

CPU times: user 1.92 s, sys: 8 ms, total: 1.92 s

```
In [35]: 1 list_of_sent=preSETUPW2V(X)
2 #list_of_sent_fe,list_of_sent_test_fe=preSETUPW2V(X_train_fe,X_test_fe)
```

```
In [36]:
              size of w2v=100
             def w2vMODEL(list of sent):
                  # Using Google News Word2Vectors
           3
                  is_your_ram_gt_16g=False
           4
                  want to use google w2v = False
                  want to train w2v = True
           6
                  if want to train w2v:
                      #min count = 5 considers only words that occured atleast 5 times
           8
           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 w
          15
                  return w2v model
          16
In [37]:
             w2v_model=w2vMODEL(list_of_sent)
           2 #w2v model fe=w2vMODEL(list of sent fe, list of sent test fe)
           3 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 [38]:
              # 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
           5
                  for sent in tqdm(list of sent): # for each review/sentence
                      sent_vec = np.zeros(size) # as word vectors are of zero length 50, you might need to change this to
           6
                      cnt words =0; # num of words with a valid vector in the sentence/review
           7
                      for word in sent: # for each word in a review/sentence
           8
                          if word in vocab:
           9
                              vec = w2v_model.wv[word]
          10
                              sent_vec += vec
          11
                              cnt words += 1
          12
          13
                      if cnt words != 0:
                          sent vec /= cnt words
          14
          15
                      sent vectors.append(sent vec)
          16
                  print(len(sent vectors))
                  print('dimension:',len(sent vectors[0]))
          17
                  return sent vectors
          18
```

8000

dimension: 100

CPU times: user 260 ms, sys: 132 ms, total: 392 ms

Wall time: 15.5 s

Out[39]: 'pool = mp.Pool(mp.cpu\_count())\n%time avg\_sent\_vectors\_test = pool.apply(avg\_w2v, args=(w2v\_model,w2v\_words,li
 st\_of\_sent\_test,size\_of\_w2v))\npool.close()\n\npool = mp.Pool(mp.cpu\_count())\n%time avg\_sent\_vectors\_fe = poo
 l.apply(avg\_w2v, args=(w2v\_model\_fe,w2v\_words\_fe,list\_of\_sent\_fe,size\_of\_w2v))\npool.close()\n\npool = mp.Pool
 (mp.cpu\_count())\n%time avg\_sent\_vectors\_test\_fe = pool.apply(avg\_w2v, args=(w2v\_model\_fe,w2v\_words\_fe,list\_of\_sent\_test\_fe,size\_of\_w2v))\npool.close()'

### [7.4.1.2] TFIDF weighted W2v

```
In [40]:
              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
                  # final tf idf is the sparse matrix with row= sentence, col=word and cell val = tfidf
           5
                  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
                          if word in vocab and word in tfidf feat:
          12
                              vec = w2v model.wv[word]
          13
                              # tf idf = tf idf matrix[row, tfidf feat.index(word)]
          14
          15
                              # to reduce the computation we are
                              # dictionary[word] = idf value of word in whole courpus
          16
                              # sent.count(word) = tf valeus of word in this review
          17
                              tf idf = dictionary[word]*(sent.count(word)/len(sent))
          18
                              sent vec += (vec * tf idf)
          19
                              weight sum += tf idf
          20
          21
                      if weight sum != 0:
                          sent vec /= weight sum
          22
                      tfidf sent vectors.append(sent vec)
          23
          24
                      row += 1
                  return tfidf sent vectors
          25
```

100%| 8000/8000 [00:58<00:00, 137.65it/s]

CPU times: user 708 ms, sys: 372 ms, total: 1.08 s

Wall time: 59.1 s

## 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 [43]:
              #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):
           5
                  temp = pickle.load(open(filename+".pkl","rb"))
           6
                  return temp
              savetofile(count_vect, 'count_vect')
              savetofile(X bigram, 'X bigram')
          10
          11
              savetofile(tf_idf_vect,'tf_idf_vect')
              savetofile(X_tfidf,'X_tfidf')
          13
              savetofile(avg_sent_vectors, 'avg_sent_vectors')
          14
          15
          16
              savetofile(tfidf_sent_vectors, 'tfidf_sent_vectors')
          17
              savetofile(X,'X')
          18
              savetofile(y,'y')
```

In [ ]: