The project studies the classification problem, so the dependent variable of the model is classification variable (0 and 1) and the independent and dependent variables of the model are nonlinear. Besides, the project analyses the relationship between the probability that a dependent variable takes a certain value and the independent variable. As a result, logistic regression model is more suitable for this project and the project selected the logistic regression model of the sklearn package as the classifier.

**Logistic regression:**

Logistic regression is well suited to describe the relationship which is expressed as probability between classification results and one or more classifications [5]. It can adapt to multiple classification results. In this project, logistic regression is used to calculate the probability of a binary event occurring under multiple independent features [4].

Model:

denotes the vector of feature variables, and denotes the associated binary output. represents the weight vector. The logistic regression has model:

Logistic loss function:

Average logistic loss:

Problem:

Overfitting problem: in supervised learning when there are many input features, but only a small number of key features determine the classification target. That is, when the number of training set data is insufficient, the classification model may perform well on the training dataset but not well on the test dataset [6]. Thus, when there are many features, overfitting will become a problem of the model unless the training set is ample [3]. In order to solve this problem, L1 and L2 regularization were used.

L1:

Lasso (L1) penalty encourages the sum of the absolute values of the to be small [3]. It uses sparsity to fit model with many features [1]. The sparsity means that L1 penalty will automatically filter some features that have less impact on classification. L1 penalty achieves the filtering by reducing the regression coefficient to 0 and slightly reducing other regression coefficients [2].

L2:

L2 penalty encourages the sum of the squares of the to be small [3]. It will reduce the regression coefficient but will not be zero [2]. Thus, if each feature has an effect on the classification, L2 penalty is more suitable.

**Result**

Noun phrase:

Feature selection: ‘proportion’, ‘ratio’ and ‘average distance’. Among them, ‘proportion’ represents the number of shop whose distance from the central point less than the median distance/ The total number of shops contain the noun phrase. ‘ratio’ means the number of shops whose distance is less than 20000 meters from the center point/ total shop number to judge regional noun phrase. ‘average distance’ reflects the average distance of all shops from the central point.

The classification rate means the degree of fit between the logistic regression model and the training set.

|  |  |  |
| --- | --- | --- |
| Penalty | L1 | L2 |
| Classification rate | 89.74%. | 89.74%. |
| Percentage threshold | 50% | 50% |
| Coefficient (‘proportion’, ‘ratio’ and ‘average distance’) | 1.929, 3.908, -1.472 | 1.275, 1.744, -1.250 |
| The number of regional noun phrases | 65 | 67 |
| Regional noun phrases with probability | See full list of regional noun phrases in Appendix A-A.1 | See full list of regional noun phrases in Appendix A-A.2 |

**Table 1: Comparison of penalty choices for noun phrase**

After comparing the classification results of noun phrase, the project found that there is not much difference between using L1 penalty and L2 penalty. This is because that the project selected just three main features and all these three features have a great impact on the noun phrase classification results. The reason for choosing these three features instead of the five in the decision tree is that from the results of the decision tree, the impact of ‘city number’ feature on the classification results is negligible. Besides, the project found that if the project adds ‘city number’ and ‘shop number’ features, the model will overfit the training dataset that noun phrases with less than 10 shops will not be excluded. This is because that in the logistic model, ‘shop number’ feature has the smaller weight than other features. Thus, some words that should not participate in classification are given regionality with high probability. In order to solve the above problems, the project ignored ‘city number’ feature and manually excluded words with less than 10 in the test dataset.

Single word:

If the project chooses the same feature as noun phrase, the logistic regression model result of single word will be showed as the following table:

|  |  |  |
| --- | --- | --- |
| Penalty | L1 | L2 |
| Classification rate | 84.70%. | 89.74%. |
| Percentage threshold | 50% | 50% |
| Coefficient (‘proportion’, ‘ratio’ and ‘average distance’) | 3.097,  3.652,  -1.72199295e-05 | 1.275, 1.744, -1.250 |
| The number of regional noun phrases | 55 | 67 |
| Regional noun phrases with probability | See full list of regional noun phrases in Appendix A-A.1 | See full list of regional noun phrases in Appendix A-A.2 |

**Table 2: Comparison of penalty choices for single word when selecting ‘proportion’, ‘ratio’ and ‘average distance’ as features**

In terms of the selection of penalty, the project decided to use ‘L2’ penalty, because the number of feature is few and the remaining three features are decisive.

Word-pair

**References**

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**Appendix A**

Logistic regression classifier results

A.1 Regional Noun phrase classification result (L1 penalty)

|  |  |
| --- | --- |
| **Noun phrases** | **Nation probability, Regional probability** |
| **cheese pattie** | [0.013309049172268272, 0.9866909508277317] |
| **hamburger supper** | [0.0186291426474251, 0.9813708573525749] |
| **pizza crunch** | [0.022596261386979788, 0.9774037386130202] |
| **potato pie** | [0.023568146763607967, 0.976431853236392] |
| **inferno** | [0.03220485137533258, 0.9677951486246674] |
| **naan** | [0.03268870363025178, 0.9673112963697482] |
| **pineapple ring** | [0.034481232740873224, 0.9655187672591268] |
| **pudding supper** | [0.03671211066273117, 0.9632878893372688] |
| **pizza supper** | [0.037933276927266446, 0.9620667230727336] |
| **macaroni cheese** | [0.038477080449522916, 0.9615229195504771] |
| **diet bru** | [0.041033740318725975, 0.958966259681274] |
| **chip shop takeaway order** | [0.049003760243348515, 0.9509962397566515] |
| **diet coke ltr** | [0.05278428446365713, 0.9472157155363429] |
| **hamburger** | [0.05353617178504022, 0.9464638282149598] |
| **pattie** | [0.06093147368861507, 0.9390685263113849] |
| **chip roll** | [0.06283895877899259, 0.9371610412210074] |
| **dandelion** | [0.06420796357829794, 0.9357920364217021] |
| **chicken meat** | [0.06710259810974517, 0.9328974018902548] |
| **suey roll** | [0.07105552105199131, 0.9289444789480087] |
| **king rib** | [0.07476984265165865, 0.9252301573483414] |
| **bit** | [0.07763404564334098, 0.922365954356659] |
| **pollo** | [0.08065191355388068, 0.9193480864461193] |
| **pie supper** | [0.08337077826346695, 0.916629221736533] |
| **shot** | [0.09245513281940321, 0.9075448671805968] |
| **burdock** | [0.11106739501985041, 0.8889326049801496] |
| **cheese tomato** | [0.1334193658886207, 0.8665806341113793] |
| **beef onion pie** | [0.1360885812031546, 0.8639114187968454] |
| **haggis** | [0.14537848581225887, 0.8546215141877411] |
| **funghi** | [0.15603603785303422, 0.8439639621469658] |
| **chicken breast supper** | [0.16533691272400008, 0.8346630872759999] |
| **pasty** | [0.16887846051290278, 0.8311215394870972] |
| **supper** | [0.1828044881275689, 0.8171955118724311] |
| **fish chips** | [0.19210831009980167, 0.8078916899001983] |
| **cheeseburger half pounder** | [0.20097439977528253, 0.7990256002247175] |
| **cheeseburger quarter pounder** | [0.20097439977528253, 0.7990256002247175] |
| **chicken pakora** | [0.2495477396698309, 0.7504522603301691] |
| **cookies** | [0.2592799667107383, 0.7407200332892617] |
| **bull** | [0.26622326820247466, 0.7337767317975253] |
| **bru** | [0.2797324130622031, 0.7202675869377969] |
| **chicken nuggets meal** | [0.297673913638301, 0.702326086361699] |
| **nuggets** | [0.31071290604648216, 0.6892870939535178] |
| **vegetable pakora** | [0.3141644368669968, 0.6858355631330032] |
| **pasties** | [0.32791435320038853, 0.6720856467996115] |
| **spaghetti** | [0.3284135989436908, 0.6715864010563092] |
| **chips salad** | [0.33646537799041176, 0.6635346220095882] |
| **scallops** | [0.3597985894131531, 0.6402014105868469] |
| **pop** | [0.3661374073969268, 0.6338625926030732] |
| **pakora** | [0.38093837612429626, 0.6190616238757037] |
| **site** | [0.3822906709066207, 0.6177093290933793] |
| **pasta** | [0.3924413678971085, 0.6075586321028915] |
| **kebab wrap** | [0.4060773055076441, 0.5939226944923559] |
| **inch margherita** | [0.4082409512546662, 0.5917590487453338] |
| **sausage supper** | [0.4371353690721911, 0.5628646309278089] |
| **piece** | [0.44206894811490416, 0.5579310518850958] |
| **inch bread** | [0.4448106111373529, 0.5551893888626471] |
| **mince** | [0.4451640822512588, 0.5548359177487412] |
| **tray** | [0.45264282577407045, 0.5473571742259296] |
| **pie chips** | [0.45505646034034897, 0.544943539659651] |
| **cod roe** | [0.46053626058973207, 0.5394637394102679] |
| **spring roll** | [0.4624339277638466, 0.5375660722361534] |
| **facebook** | [0.4765961922514401, 0.5234038077485599] |
| **spam fritter** | [0.4841356602295611, 0.5158643397704389] |
| **kidney** | [0.4919224144884715, 0.5080775855115285] |

A.2 Regional Noun phrase classification result (L2 penalty)

|  |  |
| --- | --- |
| **Noun phrases** | **Nation probability, Regional probability** |
| **cheese pattie** | [0.04302663367975612, 0.9569733663202439] |
| **hamburger supper** | [0.05669634713763139, 0.9433036528623686] |
| **pizza crunch** | [0.06500484200373025, 0.9349951579962698] |
| **potato pie** | [0.06658411254621566, 0.9334158874537843] |
| **inferno** | [0.07750836744789169, 0.9224916325521083] |
| **pineapple ring** | [0.08145369004390668, 0.9185463099560933] |
| **naan** | [0.08670872839951937, 0.9132912716004806] |
| **macaroni cheese** | [0.09432914146692861, 0.9056708585330714] |
| **pudding supper** | [0.09525936198881202, 0.904740638011188] |
| **pizza supper** | [0.09820495677690055, 0.9017950432230994] |
| **diet bru** | [0.09986031241828819, 0.9001396875817118] |
| **chip shop takeaway order** | [0.11084386246459865, 0.8891561375354013] |
| **diet coke ltr** | [0.11520124734668147, 0.8847987526533185] |
| **suey roll** | [0.11605131791091994, 0.8839486820890801] |
| **pattie** | [0.12619217081624445, 0.8738078291837555] |
| **hamburger** | [0.1293061165498678, 0.8706938834501322] |
| **chicken meat** | [0.13293857088732897, 0.867061429112671] |
| **dandelion** | [0.13319255416754494, 0.8668074458324551] |
| **chip roll** | [0.13874956035593355, 0.8612504396440664] |
| **bit** | [0.14303300507885575, 0.8569669949211443] |
| **pollo** | [0.15360521749090306, 0.8463947825090969] |
| **king rib** | [0.1536955211457186, 0.8463044788542814] |
| **shot** | [0.1593261813458673, 0.8406738186541327] |
| **burdock** | [0.16458133161698252, 0.8354186683830175] |
| **pie supper** | [0.1776010926627819, 0.8223989073372181] |
| **funghi** | [0.19483683998675805, 0.805163160013242] |
| **cheese tomato** | [0.20707470207423562, 0.7929252979257644] |
| **beef onion pie** | [0.20907048034755127, 0.7909295196524487] |
| **pasty** | [0.22080400831990743, 0.7791959916800926] |
| **haggis** | [0.22384433767294343, 0.7761556623270566] |
| **cheeseburger half pounder** | [0.24157381600573946, 0.7584261839942605] |
| **cheeseburger quarter pounder** | [0.24157381600573946, 0.7584261839942605] |
| **chicken breast supper** | [0.2433056468951732, 0.7566943531048268] |
| **fish chips** | [0.2505011589087093, 0.7494988410912907] |
| **supper** | [0.2820484701165006, 0.7179515298834994] |
| **cookies** | [0.2926068844345514, 0.7073931155654486] |
| **bull** | [0.3199562641957926, 0.6800437358042074] |
| **chicken nuggets meal** | [0.32125571887427606, 0.6787442811257239] |
| **chicken pakora** | [0.32258630530369103, 0.677413694696309] |
| **nuggets** | [0.33817842687597777, 0.6618215731240222] |
| **pasties** | [0.3434913363840276, 0.6565086636159724] |
| **chips salad** | [0.3437544174739232, 0.6562455825260768] |
| **scallops** | [0.37133107972519297, 0.628668920274807] |
| **pop** | [0.37566114070951995, 0.62433885929048] |
| **site** | [0.3828808722957264, 0.6171191277042736] |
| **bru** | [0.3870878662375089, 0.6129121337624911] |
| **inch bread** | [0.3949447590422569, 0.6050552409577431] |
| **inch margherita** | [0.40518983399044395, 0.594810166009556] |
| **kebab wrap** | [0.4092167362183604, 0.5907832637816396] |
| **spaghetti** | [0.4148651966000986, 0.5851348033999014] |
| **vegetable pakora** | [0.4220166362053063, 0.5779833637946937] |
| **pie chips** | [0.42219252756608205, 0.577807472433918] |
| **tray** | [0.42520318676351454, 0.5747968132364855] |
| **sausage supper** | [0.43141384413907924, 0.5685861558609208] |
| **cod roe** | [0.4401889430287208, 0.5598110569712792] |
| **cod fish** | [0.4441861002797133, 0.5558138997202867] |
| **rubicon mango** | [0.4468756085262042, 0.5531243914737958] |
| **spam fritter** | [0.4510542222928562, 0.5489457777071438] |
| **fish bites** | [0.45304200897496705, 0.546957991025033] |
| **spring roll** | [0.454370446988012, 0.545629553011988] |
| **piece** | [0.4562983102715691, 0.5437016897284309] |
| **facebook** | [0.4754315709258996, 0.5245684290741004] |
| **pakora** | [0.47801416041298306, 0.5219858395870169] |
| **mince** | [0.47887974808592726, 0.5211202519140727] |
| **kidney** | [0.47997648893148603, 0.520023511068514] |
| **inch meat feast** | [0.4899211474645704, 0.5100788525354296] |
| **pasta** | [0.49921432925156173, 0.5007856707484383] |