

Importing Necessary Libraries

```
In [6]: 1 import numpy as np
        2 import pandas as pd
        3 import os
        4 import itertools
        5
        6 #plots
        7 import matplotlib.pyplot as plt
        8 import plotly.express as px
        9 import plotly.graph_objects as go
       10 import plotly.figure_factory as ff
       11 from plotly.colors import n_colors
       12 from plotly.subplots import make_subplots
       13
       14 from nltk.corpus import stopwords
       15 from nltk.tokenize import word_tokenize
       16 from nltk.stem import PorterStemmer
       17 from nltk.sentiment import SentimentIntensityAnalyzer
       18 from nltk import tokenize
       19 from nltk.tokenize import sent_tokenize
       20 from nltk.tokenize import word_tokenize
       21 from collections import Counter
       22 from wordcloud import WordCloud
       23 from PIL import Image
       24
       25 import string
       26 import re
       27 from collections import Counter
       28 import nltk
       29 from nltk.corpus import stopwords
       30 import seaborn as sns
       31 sns.set(rc={'figure.figsize':(11.7,8.27)})
```

In [3]:

1	<code>#pip install --upgrade paramiko</code>
---	--

Dataset Quick Overview

In [9]:

```
1 df=pd.read_csv(r"C:\Users\Kishore\OneDrive\Desktop\Total Machine Learning\CSV Files\TheSocialDilemma.csv")  
2 df
```

Out[9]:

	user_name	user_location	user_description	user_created	user_followers	user_friends	user_favourites	user_verified	date	
0	Mari Smith	San Diego, California	Premier Facebook Marketing Expert Social Med...	2007-09-11 22:22:51	579942	288625	11610	False	2020-09-16 20:55:33	@musicn @SocialID @F
1	Mari Smith	San Diego, California	Premier Facebook Marketing Expert Social Med...	2007-09-11 22:22:51	579942	288625	11610	False	2020-09-16 20:53:17	@musicn @SocialID @F
2	Varun Tyagi	Goa, India	Indian Tech Solution Artist & Hospitality Ex...	2009-09-06 10:36:01	257	204	475	False	2020-09-16 20:51:57	Go wa Social Diler Netfl
3	Casey Conway	Sydney, New South Wales	Head of Diversity & Inclusion @RugbyAU It's ...	2012-12-28 21:45:06	11782	1033	12219	True	2020-09-16 20:51:46	I #TheSocial last night.
4	Charlotte Paul	Darlington	Instagram Charlottejyates	2012-05-28 20:43:08	278	387	5850	False	2020-09-16 20:51:11	The proble being on r mo:
...
20063	scp.	NaN	"Through love, all is possible." - SJM - See m...	2013-02-19 00:55:12	431	193	32958	False	2020-10-09 00:25:53	#TheSocial yalll.... this :
20064	Dono6971	United States	Father, Husband, and a Dude Love Notre Dame ...	2010-01-06 04:08:41	172	96	50159	False	2020-10-09 00:24:45	Peeps:\n\ min weekend a
20065	Remi Shores	NaN	Genderfluid / They/Them/Theirs / Queer Christi...	2012-05-16 23:49:13	387	652	7885	False	2020-10-09 00:11:42	So you #thesocialc or havi
20066	Scott the Great and Terrible	NaN	I can't recall the taste of food, nor the soun...	2020-03-16 18:20:31	103	84	2976	False	2020-10-09 00:10:16	Good soci advice:\n\ the
20067	Get Outside Media	Telluride, CO	CREATIVE AGENCY BRAND + CONTENT + DESIGN + P...	2018-07-14 04:44:23	133	898	1131	False	2020-10-09 00:00:31	Boulder dire Orflows vie

20068 rows × 14 columns

In [10]:

```
1 df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 20068 entries, 0 to 20067
Data columns (total 14 columns):
#   Column                Non-Null Count  Dtype  
---  -
0   user_name              20067 non-null  object 
1   user_location          15860 non-null  object 
2   user_description       18685 non-null  object 
3   user_created           20068 non-null  object 
4   user_followers         20068 non-null  int64  
5   user_friends           20068 non-null  int64  
6   user_favourites        20068 non-null  int64  
7   user_verified          20068 non-null  bool    
8   date                   20068 non-null  object 
9   text                   20068 non-null  object 
10  hashtags               15771 non-null  object 
11  source                 20068 non-null  object 
12  is_retweet             20068 non-null  bool    
13  Sentiment              20068 non-null  object 
dtypes: bool(2), int64(3), object(9)
memory usage: 1.9+ MB
```

The dataset consists of 18,252 tweets with 14 columns!

```
In [11]: 1 df['source'].unique()
```

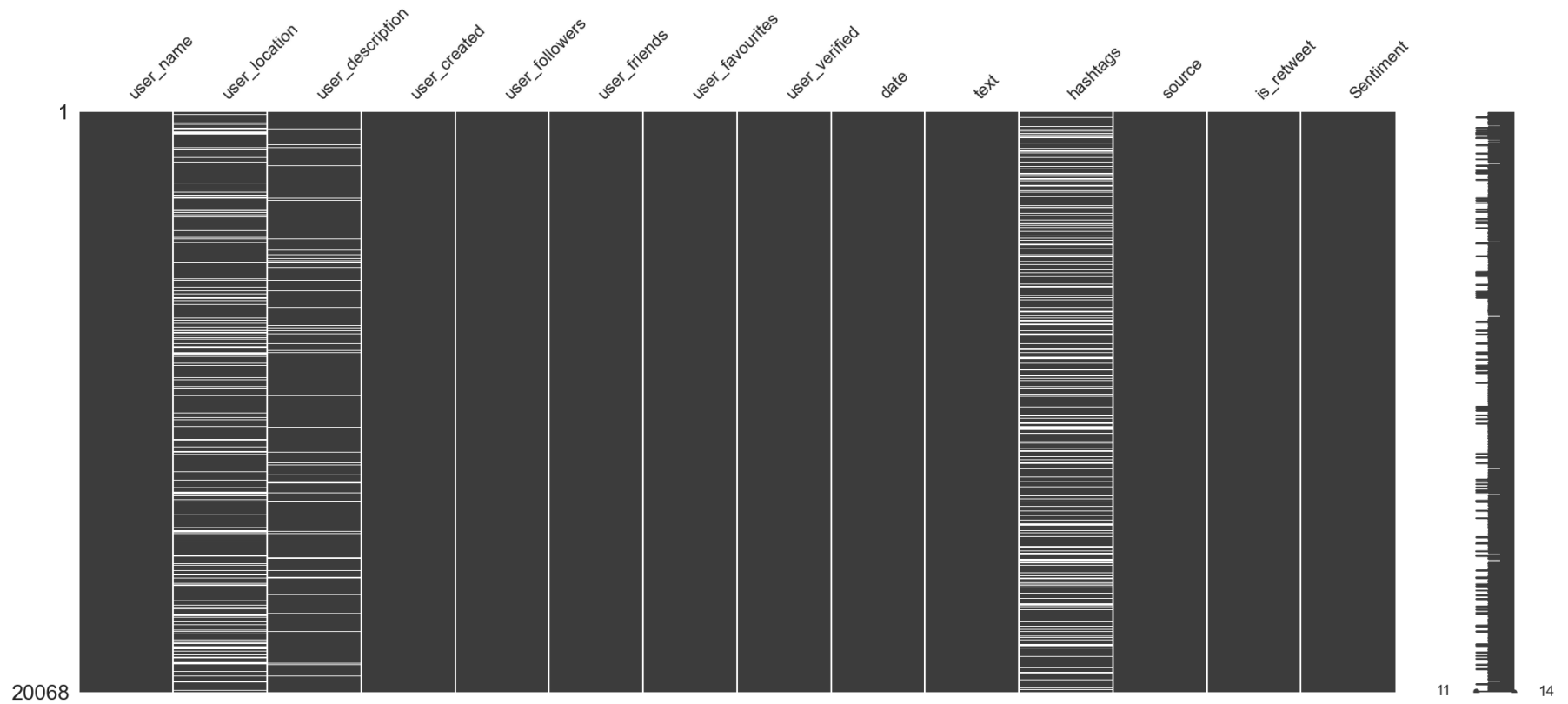
```
Out[11]: array(['Twitter Web App', 'Twitter for iPhone', 'Twitter for Android',  
                'Twitter for iPad', 'TweetDeck', 'Instagram', 'Buffer',  
                'Vero - True Social', 'Tweetlogix', 'Streamlabs Twitter',  
                'Sprout Social', 'Mailchimp', 'Hootsuite Inc.',  
                'Libsyn On-Publish', 'IFTTT', 'Echofon', 'Twitter for Mac',  
                'Plume\xa0for\xa0Android', 'Hypefury', 'LaterMedia', 'Cawbird',  
                'Twitter Media Studio', 'Rivuu Scheduling', 'Cloud Campaign',  
                'eClincher', 'HubSpot', 'Socialbakers', 'Tweetbot for iOS',  
                'Fenix 2', 'SocialFlow', 'LinkedIn', 'UberSocial for Android',  
                'Twitter Web Client', 'WordPress.com', 'Oktopost', 'Tumblr',  
                'Thred', 'Bollywoodlife', 'Twitterrific for iOS', 'dlvr.it',  
                'Fenix for iOS', 'Dynamic Signal', 'Bitly',  
                'TweetCaster for Android', 'NoReruns.net TTools', 'Amplifr',  
                'Missingletter', 'CoSchedule', 'TwInbox', 'Sprinklr Publishing',  
                'Talon Android', 'Twitter for Advertisers', 'ThreadReaderApp',  
                'Mobile Web (M2)', 'Spreaker', 'paulcrypto', 'Flying Eze',  
                'Twitterrific for Mac', 'Trakt.tv', 'Bridgy', 'Sharpspring',  
                'Gravity Forever', 'Flamingo for Android', 'Sendible',  
                'Zoho Social', 'Mastodon-Twitter Crossposter', 'Paper.li',  
                'Squarespace', 'Loomly', 'Happs News', 'The Tweeted Times',  
                'SocialPilot.co', 'ContentStudio.io', 'Hacker Noon',  
                'AgoraPulse Manager', 'Canva', 'ContentCal Studio', 'Planable',  
                'Postfity.com', 'Hocalwire Social Share', 'Reddit Official',  
                'Tweetbot for Mac'], dtype=object)
```

```
In [14]: 1 #pip install missingno
```

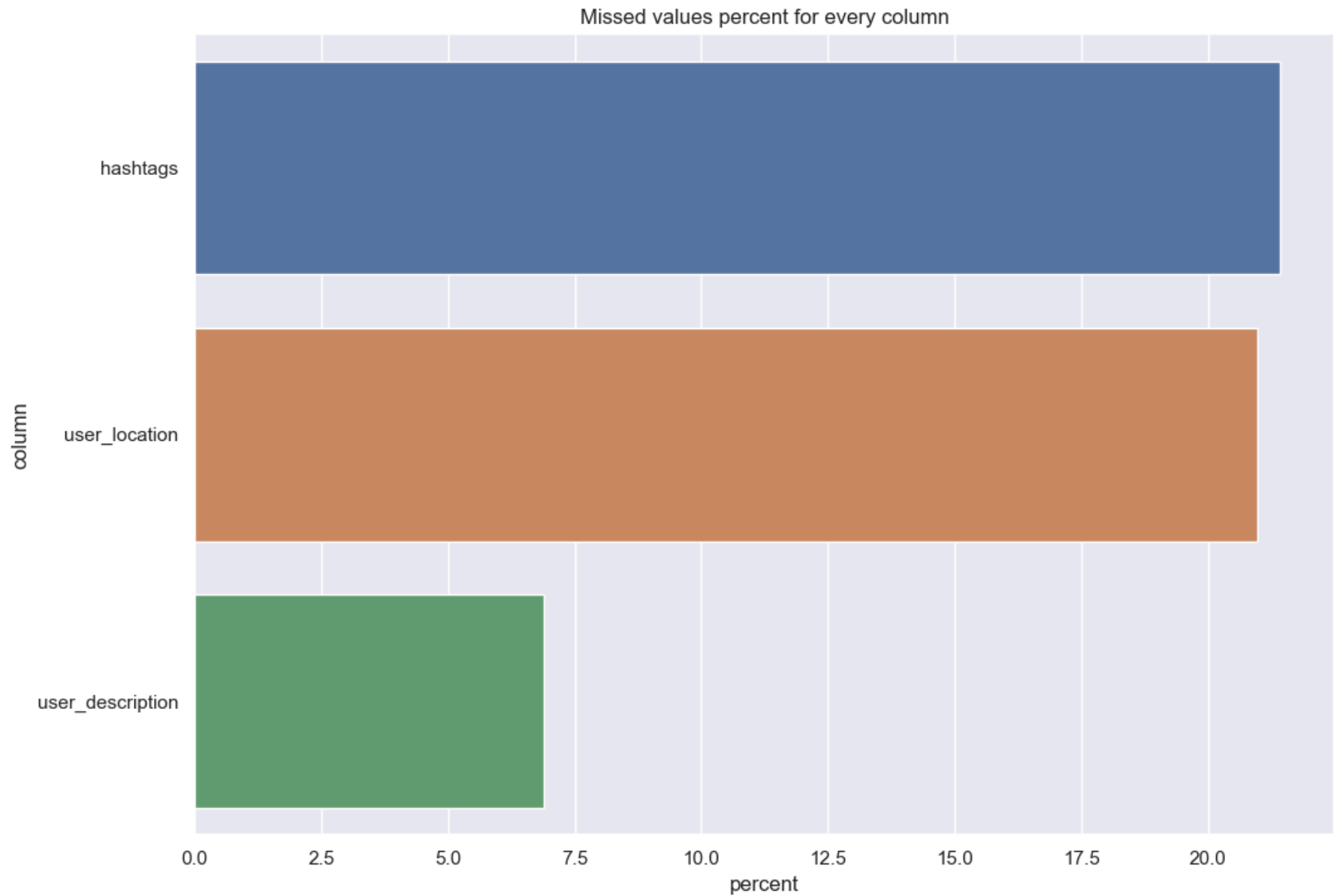
Let's visualize some missing values!

```
In [15]: 1 import missingno as mno  
        2 mno.matrix(df)
```

Out[15]: <Axes: >



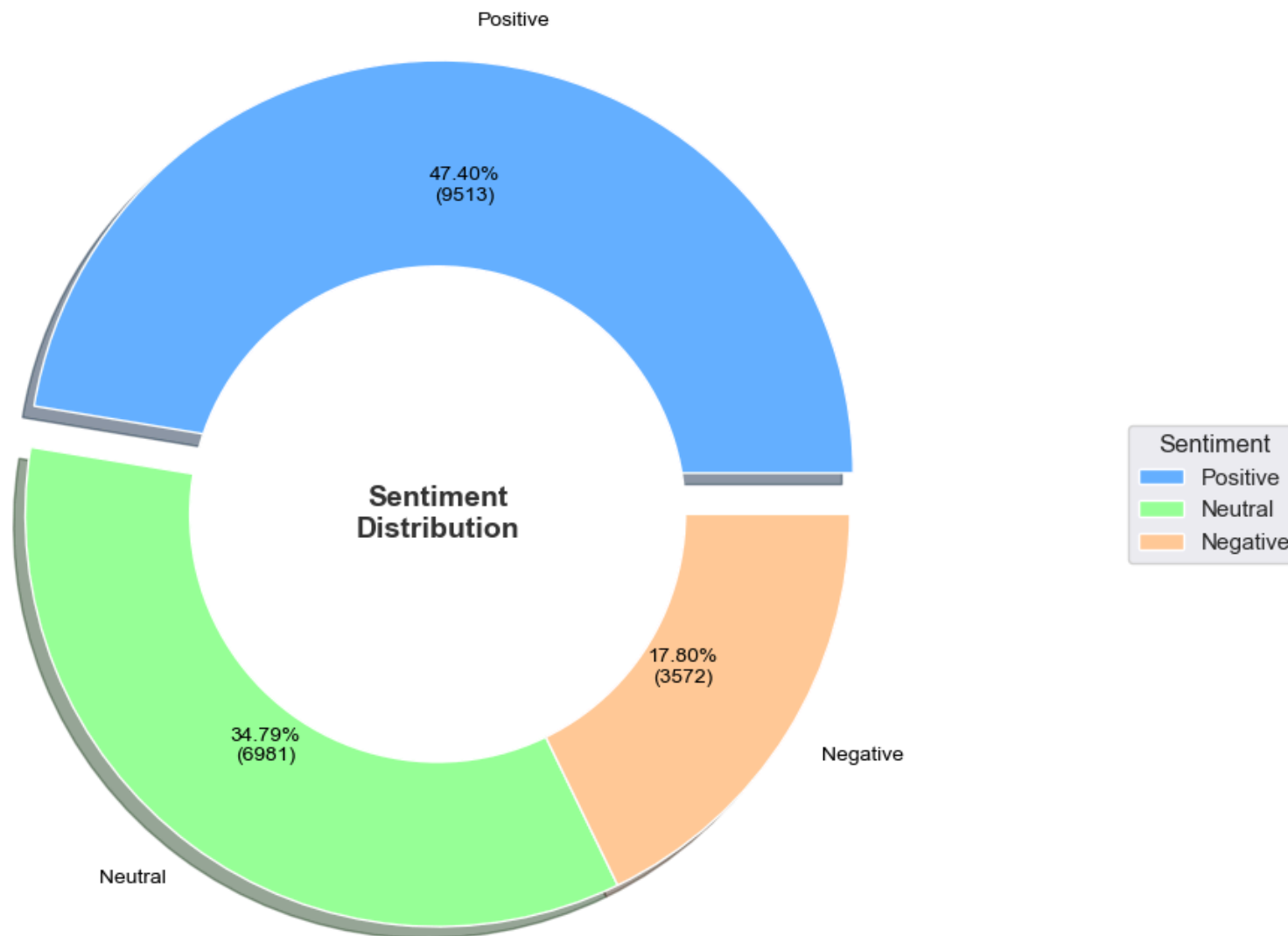
```
In [16]: 1 missed = pd.DataFrame()
2 missed['column'] = df.columns
3
4 missed['percent'] = [round(100* df[col].isnull().sum() / len(df), 2) for col in df.columns]
5 missed = missed.sort_values('percent',ascending=False)
6 missed = missed[missed['percent']>0]
7
8 fig = sns.barplot(
9     x=missed['percent'],
10    y=missed["column"],
11    orientation='horizontal'
12 ).set_title('Missed values percent for every column')
```

Tweets EDA

Let's visualize the sentiment of the tweets!

```
In [17]: 1 sentiment_counts = df['Sentiment'].value_counts()
2 colors = ['#66b3ff', '#99ff99', '#ffcc99']
3 explode = (0.1, 0, 0) # Explode the first slice
4 fig, ax = plt.subplots()
5 wedges, texts, autotexts = ax.pie(
6     x=sentiment_counts,
7     labels=sentiment_counts.index,
8     autopct=lambda p: f'{p:.2f}%\n({int(p*sum(sentiment_counts)/100)} )',
9     wedgeprops=dict(width=0.7),
10    textprops=dict(size=10, color="black"),
11    pctdistance=0.7,
12    colors=colors,
13    explode=explode,
14    shadow=True)
15 # Create a white circle in the middle to make it look like a donut chart
16 center_circle = plt.Circle((0, 0), 0.6, color='white', fc='white', linewidth=1.25)
17 fig.gca().add_artist(center_circle)
18 ax.text(0, 0, 'Sentiment\nDistribution', ha='center', va='center', fontsize=14, fontweight='bold', color='#333333')
19 ax.legend(sentiment_counts.index, title="Sentiment", loc="center left", bbox_to_anchor=(1, 0, 0.5, 1)) # Adding Le
20 ax.axis('equal') # Equal aspect ratio ensures that pie is drawn as a circle
21 plt.show()
22
```



Most of the tweets are positive in nature, which denotes a wide appreciation of the documentary among the users!

The user "OurPact" has made the highest number of tweets! No let's look into OurPact's tweets alone!

```
In [22]: 1 df[df['user_name']=='OurPact'][['text', 'Sentiment']]
```

```
Out[22]:
```

	text	Sentiment
10741	@JimBelushi @JimBelushi We agree it's a must s...	Positive
10744	@Pink @Pink It's a must watch and demonstrates...	Positive
10847	@SwarnaPrakashM1 @HumaneTech_ @NetflixIndia @S...	Positive
10850	@mindfulmeeps @YouTube @mindfulmeeps Why keepi...	Positive
10975	@IrishinSocal @IrishinSocal A must watch. OurP...	Positive
...
15610	@ProtonMail @netflix @ProtonMail OurPact has b...	Positive
15611	@rainnwilson @rainnwilson OurPact has been kee...	Positive
15612	@Independent @Independent OurPact has been kee...	Positive
15613	@YonceVocals @YonceVocals OurPact has been kee...	Positive
15615	@Alyssa_Milano @Alyssa_Milano OurPact has been...	Positive

218 rows × 2 columns

Let's check the sentiment of the tweets made by the user name OurPact

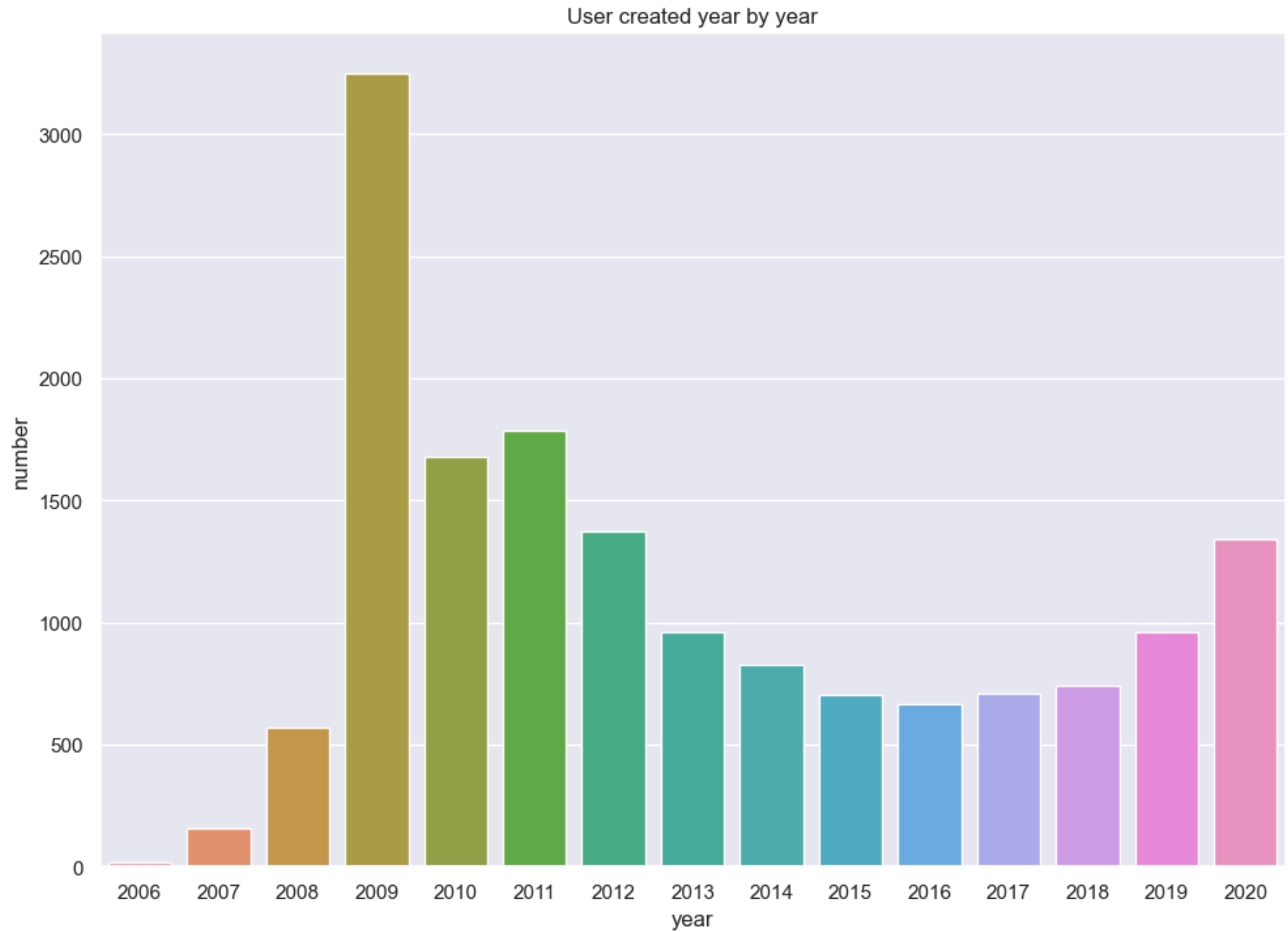
```
In [20]: 1 df[df['user_name']=='OurPact']['Sentiment'].value_counts()
```

```
Out[20]: Positive    213
Neutral         4
Negative         1
Name: Sentiment, dtype: int64
```

The user name OurPact has created nearly 218 tweets with 213(majority) tweets in positive sentiment! Looks like Ourpact loved the documentary!

User created year by year

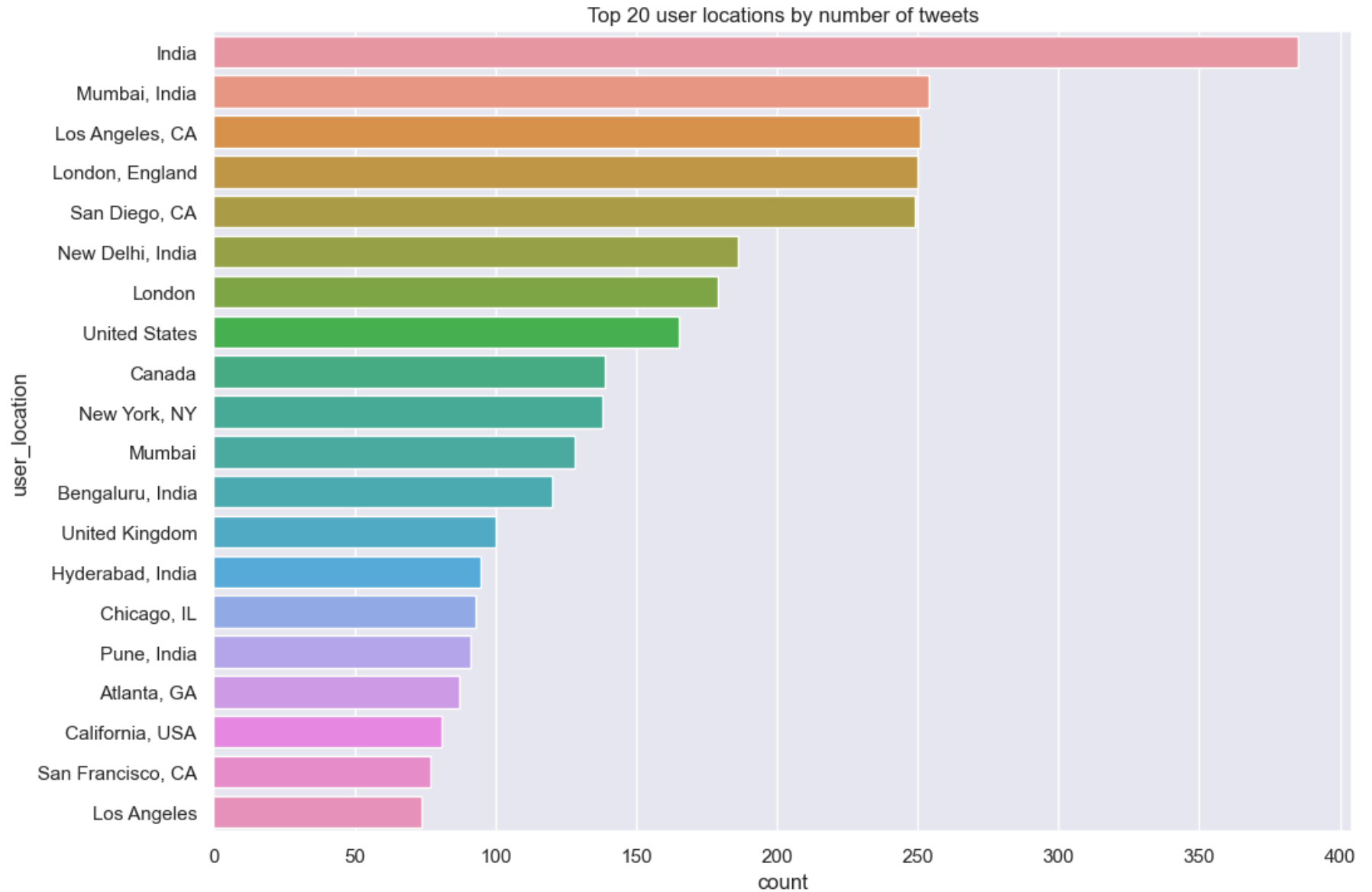
```
In [23]: 1 df['user_created'] = pd.to_datetime(df['user_created'])
2 df['year_created'] = df['user_created'].dt.year
3 df1 = df.drop_duplicates(subset='user_name', keep="first")
4 df1 = df1[df1['year_created'] > 1970]
5 df1 = df1['year_created'].value_counts().reset_index()
6 df1.columns = ['year', 'number']
7
8 fig = sns.barplot(
9     x=df1["year"],
10    y=df1["number"],
11    orientation='vertical'
12    #title='',
13 ).set_title('User created year by year')
```



2009 has the highest number of users followed by the year 2011, who tweeted about the social dilemma documentary. The amount of users who joined in 2008 tweeted very less about the social dilemma documentary compared to the other users who joined in the later years!

Top 20 Users location based on the number of tweets

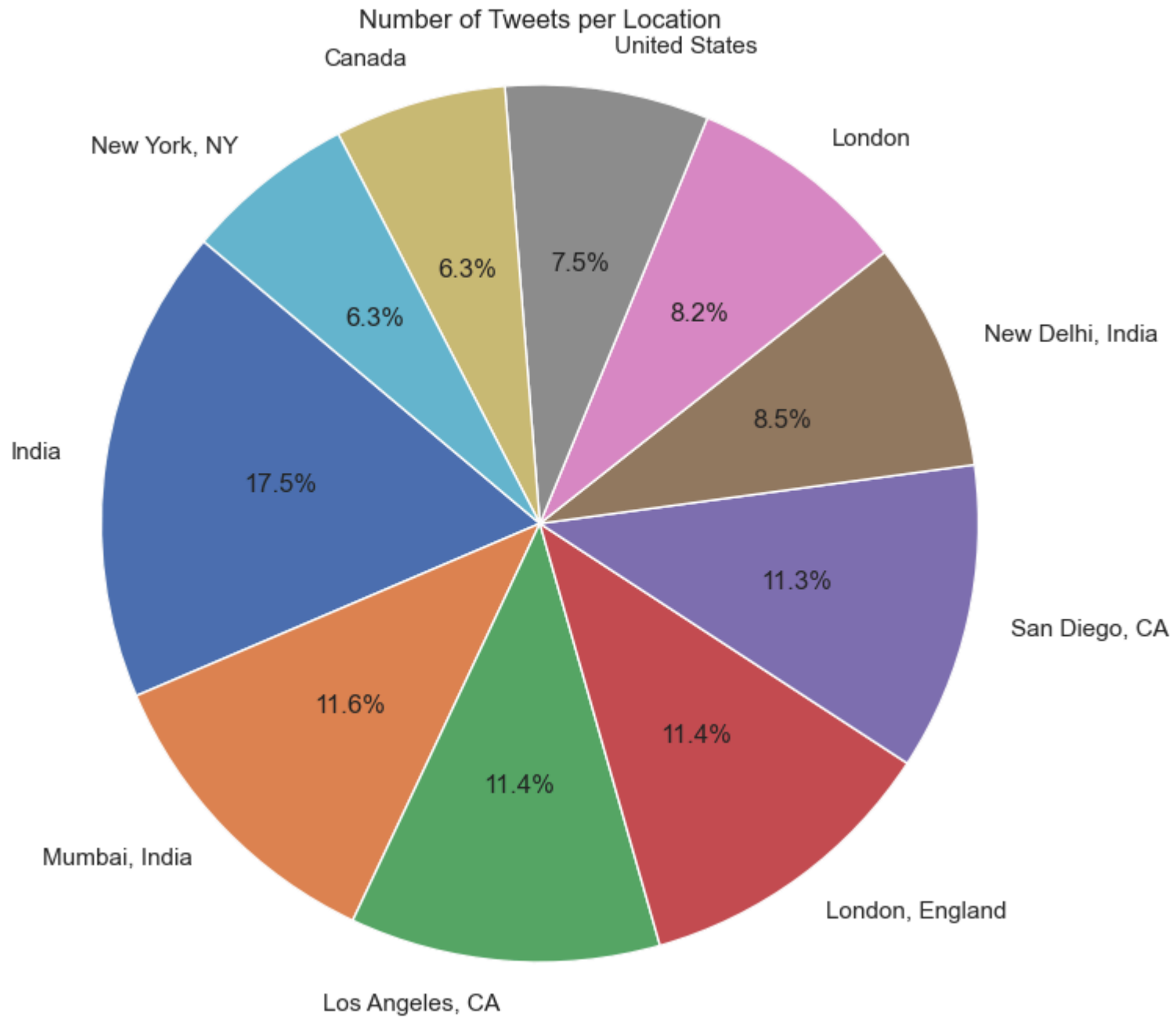
```
In [24]: 1 ds = df['user_location'].value_counts().reset_index()
2 ds.columns = ['user_location', 'count']
3 ds = ds[ds['user_location']!= 'NA']
4 ds = ds.sort_values(['count'],ascending=False)
5
6 fig = sns.barplot(
7
8     x=ds.head(20)["count"],
9     y=ds.head(20)["user_location"],
10     orientation='horizontal'
11 ).set_title('Top 20 user locations by number of tweets')
```

India holds the most number of tweets by location followed by San diego and Los angeles, California!

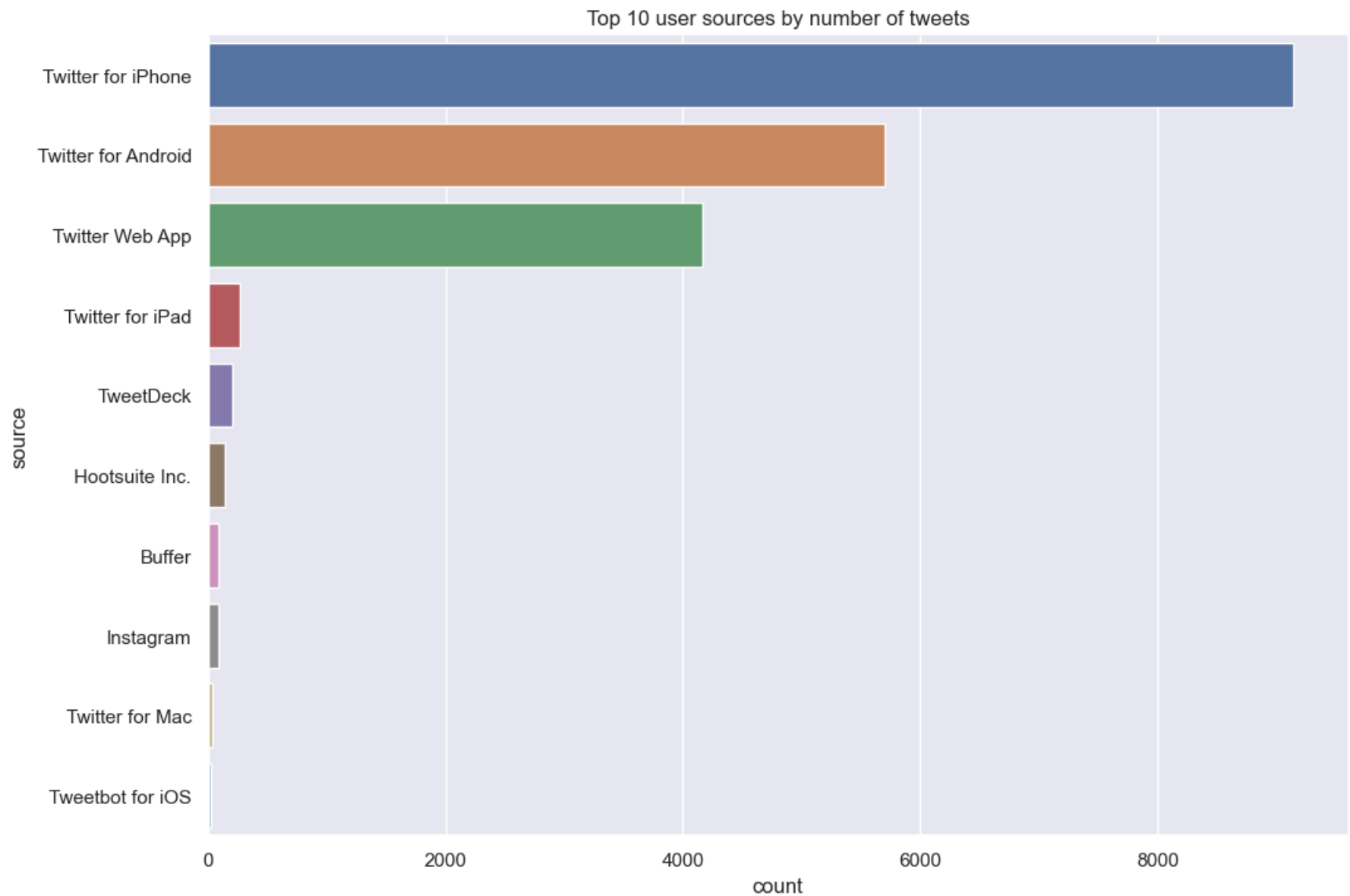
Visualizing the number of tweets per location!!

```
In [25]: 1 import pandas as pd
2 import matplotlib.pyplot as plt
3
4 # Assuming your data is stored in a DataFrame called df
5 # Extracting relevant columns for analysis
6 location_tweets = df.groupby('user_location').size().reset_index(name='tweets_count')
7
8 # Sorting Locations based on tweet count
9 location_tweets = location_tweets.sort_values(by='tweets_count', ascending=False)
10
11 # Limiting to top 10 locations for better visualization
12 top_locations = location_tweets.head(10)
13
14 # Plotting pie chart
15 plt.figure(figsize=(10, 8))
16 plt.pie(top_locations['tweets_count'], labels=top_locations['user_location'], autopct='%1.1f%%', startangle=140)
17 plt.axis('equal') # Equal aspect ratio ensures that pie is drawn as a circle.
18 plt.title('Number of Tweets per Location')
19 plt.show()
20
```



Top 10 user sources by number of tweets

```
In [26]: 1 ds = df['source'].value_counts().reset_index()
2 ds.columns = ['source', 'count']
3 ds = ds.sort_values(['count'],ascending=False)
4
5 fig = sns.barplot(
6     x=ds.head(10)["count"],
7     y=ds.head(10)["source"],
8     orientation='horizontal',
9 ).set_title('Top 10 user sources by number of tweets')
```



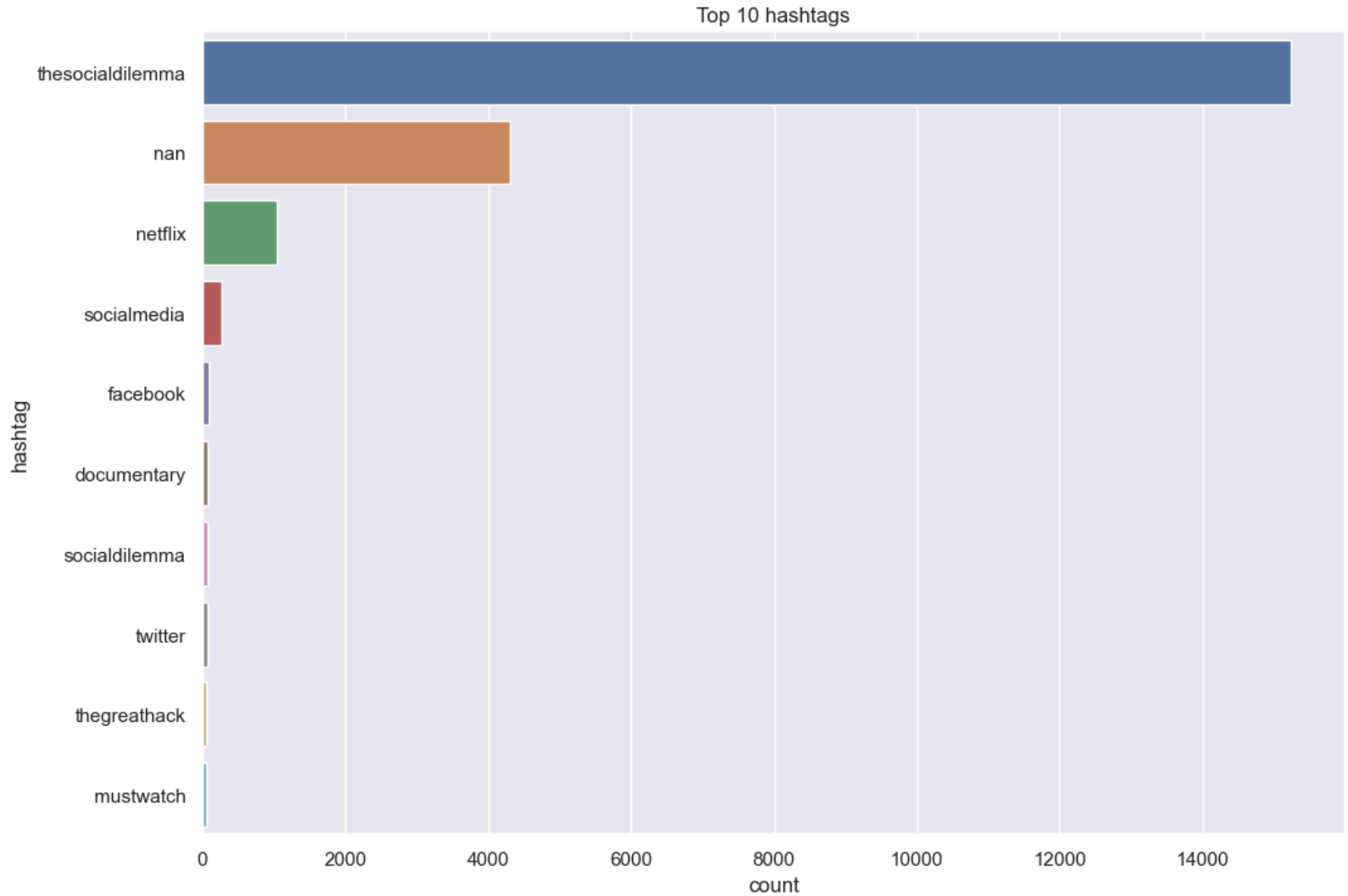
The most twitter tweets are made through the iphone! Followed by the android and very less people prefer web app compared to iphone or android!

Most users use 1 hashtag followed by 2 hashtag, where certain population uses no hashtag while tweeting. Very less amount of people use more than 2 hashtags in their post

Top 10 hashtags used in the tweet!

```
In [27]: 1 def split_hashtags(x):
2         return str(x).replace('[', '').replace(']', '').split(',')
3
4 tweets_df = df.copy()
5 tweets_df['hashtag'] = tweets_df['hashtags'].apply(lambda row : split_hashtags(row))
6 tweets_df = tweets_df.explode('hashtag')
7 tweets_df['hashtag'] = tweets_df['hashtag'].astype(str).str.lower().str.replace("'", '').str.replace(" ", '')
8 tweets_df.loc[tweets_df['hashtag']=='', 'hashtag'] = 'NO HASHTAG'
9 #tweets_df
```

```
In [28]: 1 ds = tweets_df['hashtag'].value_counts().reset_index()
2 ds.columns = ['hashtag', 'count']
3 ds = ds.sort_values(['count'],ascending=False)
4 fig = sns.barplot(
5     x=ds.head(10)["count"],
6     y=ds.head(10)['hashtag'],
7     orientation='horizontal',
8 ).set_title('Top 10 hashtags')
```



Tweets text analysis

Prevalent words in tweets

```
In [31]: 1 from wordcloud import WordCloud, STOPWORDS, ImageColorGenerator
2 def build_wordcloud(df, title):
3     wordcloud = WordCloud(
4         background_color='black', colormap="Blues",
5         stopwords=set(STOPWORDS),
6         max_words=50,
7         max_font_size=40,
8         random_state=666
9     ).generate(str(df))
10
11     fig = plt.figure(1, figsize=(14,14))
12     plt.axis('off')
13     fig.suptitle(title, fontsize=16)
14     fig.subplots_adjust(top=2.3)
15
16     plt.imshow(wordcloud)
17     plt.show()
```



```
In [34]: 1 stemmer = PorterStemmer()
2 stop_words = set(stopwords.words('english'))
3
4 def clean(text):
5     text = str(text).lower()
6     text = re.sub('\[.*?\]', '', text)
7     text = re.sub('https?://\S+|www\.\S+', '', text)
8     text = re.sub(r'\s+', ' ', text.strip())
9     text = re.sub('<.*?>+', '', text)
10    text = re.sub('[%s]' % re.escape(string.punctuation), '', text)
11    text = re.sub('\n', '', text)
12    text = re.sub('\w*\d\w*', '', text)
13    text = re.sub(r'^\x00-\x7F+', '', text)
14    text = " ".join(text.split())
15    tokens = word_tokenize(text)
16
17    cleaned_tokens = [stemmer.stem(token) for token in tokens if token.lower() not in stop_words]
18
19    cleaned_text = ' '.join(cleaned_tokens)
20
21    return cleaned_text
22
23 df["Clean_Text"] = df["text"].apply(clean)
```

```
In [35]: 1 analyzer = SentimentIntensityAnalyzer()
2
3 df['Vader_Score'] = df['Clean_Text'].apply(lambda text: analyzer.polarity_scores(text)['compound'])
4
5 df['Sentiment'] = df['Vader_Score'].apply(lambda score: 'positive' if score >= 0.05 else ('negative' if score <=
6
7 df[['Clean_Text', 'Vader_Score', 'Sentiment']].head()
```

```
Out[35]:
```

	Clean_Text	Vader_Score	Sentiment
0	musicmadmarc socialdilemma netflix facebook im...	0.0000	neutral
1	musicmadmarc socialdilemma netflix facebook ha...	0.0000	neutral
2	go watch social dilemma netflix best minut you...	0.5423	positive
3	watch thesocialdilemma last night im scare hum...	-0.2263	negative
4	problem phone time tri watch thesocialdilemma	-0.4019	negative

```
In [36]: 1 from sklearn.model_selection import train_test_split
2 from sklearn.metrics import accuracy_score, classification_report
3 from sklearn.metrics import confusion_matrix, accuracy_score
4 from sklearn.feature_extraction.text import TfidfVectorizer
5 from sklearn.linear_model import LogisticRegression
6 from sklearn.tree import DecisionTreeClassifier
7 from sklearn.svm import SVC
8 from sklearn.ensemble import RandomForestClassifier
9 from sklearn.naive_bayes import MultinomialNB
```

```
In [37]: 1 X =df ['Clean_Text'].values
2 y = df['Sentiment'].values
```

```
In [38]: 1 X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2, random_state=42)
```

```
In [39]: 1 vectorizer = TfidfVectorizer(max_features=5000)
2 X_train_tfidf = vectorizer.fit_transform(X_train)
3 X_test_tfidf = vectorizer.transform(X_test)
```

Logistic Regression

```
In [40]: 1 logistic_classifier = LogisticRegression(max_iter=1000, random_state=42)
2 logistic_classifier.fit(X_train_tfidf, y_train)
```

Out[40]: LogisticRegression(max_iter=1000, random_state=42)

**In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook.
On GitHub, the HTML representation is unable to render, please try loading this page with nbviewer.org.**

```
In [42]: 1 y_pred_logistic = logistic_classifier.predict(X_test_tfidf)
2 accuracy_logistic = accuracy_score(y_test, y_pred_logistic)
3 classification_rep_logistic = classification_report(y_test, y_pred_logistic)
4 print("Logistic Regression Results:")
5 print(f"Accuracy: {accuracy_logistic}")
6 print("Classification Report:\n", classification_rep_logistic)
```

Logistic Regression Results:

Accuracy: 0.8918784255107125

Classification Report:

	precision	recall	f1-score	support
negative	0.91	0.77	0.83	954
neutral	0.88	0.97	0.93	1816
positive	0.90	0.87	0.88	1244
accuracy			0.89	4014
macro avg	0.90	0.87	0.88	4014
weighted avg	0.89	0.89	0.89	4014

Decision Tree Classifier

```
In [43]: 1 decision_tree_classifier = DecisionTreeClassifier(random_state=42)
          2 decision_tree_classifier.fit(X_train_tfidf, y_train)
          3
```

Out[43]: DecisionTreeClassifier(random_state=42)

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```
In [44]: 1 y_pred_decision_tree = decision_tree_classifier.predict(X_test_tfidf)
          2 accuracy_decision_tree = accuracy_score(y_test, y_pred_decision_tree)
          3 classification_rep_decision_tree = classification_report(y_test, y_pred_decision_tree)
          4
          5 # Print Decision Tree results
          6 print("Decision Tree Results:")
          7 print(f"Accuracy: {accuracy_decision_tree}")
          8 print("Classification Report:\n", classification_rep_decision_tree)
          9
```

Decision Tree Results:

Accuracy: 0.9103139013452914

Classification Report:

	precision	recall	f1-score	support
negative	0.85	0.82	0.84	954
neutral	0.96	0.97	0.96	1816
positive	0.89	0.89	0.89	1244
accuracy			0.91	4014
macro avg	0.90	0.89	0.90	4014
weighted avg	0.91	0.91	0.91	4014

Random Forest Classifier

```
In [45]: 1 random_forest_classifier = RandomForestClassifier(n_estimators=100, random_state=42)
        2 random_forest_classifier.fit(X_train_tfidf, y_train)
```

Out[45]: RandomForestClassifier(random_state=42)

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```
In [46]: 1 # Predict using the trained Random Forest classifier
        2 y_pred_random_forest = random_forest_classifier.predict(X_test_tfidf)
        3
        4 # Calculate accuracy and classification report
        5 accuracy_random_forest = accuracy_score(y_test, y_pred_random_forest)
        6 classification_rep_random_forest = classification_report(y_test, y_pred_random_forest)
        7
        8 # Print Random Forest results
        9 print("Random Forest Results:")
       10 print(f"Accuracy: {accuracy_random_forest}")
       11 print("Classification Report:\n", classification_rep_random_forest)
       12
```

Random Forest Results:

Accuracy: 0.9008470353761834

Classification Report:

	precision	recall	f1-score	support
negative	0.90	0.76	0.82	954
neutral	0.90	0.98	0.94	1816
positive	0.89	0.89	0.89	1244
accuracy			0.90	4014
macro avg	0.90	0.88	0.89	4014
weighted avg	0.90	0.90	0.90	4014

Support Vector Machines (SVM)


```
In [47]: 1 svm_classifier = SVC(kernel='linear', random_state=42)
          2 svm_classifier.fit(X_train_tfidf, y_train)
```

Out[47]: SVC(kernel='linear', random_state=42)

In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook.

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```
In [48]: 1 y_pred_svm = svm_classifier.predict(X_test_tfidf)
          2 accuracy_svm = accuracy_score(y_test, y_pred_svm)
          3 classification_rep_svm = classification_report(y_test, y_pred_svm)
          4
          5 # Print SVM results
          6 print("SVM Results:")
          7 print(f"Accuracy: {accuracy_svm}")
          8 print("Classification Report:\n", classification_rep_svm)
          9
```

SVM Results:

Accuracy: 0.9255107125062282

Classification Report:

	precision	recall	f1-score	support
negative	0.91	0.83	0.87	954
neutral	0.94	0.98	0.96	1816
positive	0.91	0.92	0.91	1244
accuracy			0.93	4014
macro avg	0.92	0.91	0.91	4014
weighted avg	0.93	0.93	0.92	4014

Multinomial Naive Bayes classifier

```
In [49]: 1 nb_classifier = MultinomialNB()
          2 nb_classifier.fit(X_train_tfidf, y_train)
```

Out[49]: MultinomialNB()

In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook.

On GitHub, the HTML representation is unable to render, please try loading this page with nbviewer.org.

```
In [50]: 1 y_pred_nb = nb_classifier.predict(X_test_tfidf)
          2 accuracy_nb = accuracy_score(y_test, y_pred_nb)
          3 classification_rep_nb = classification_report(y_test, y_pred_nb)
          4
          5 # Print Multinomial Naive Bayes results
          6 print("Multinomial Naive Bayes Results:")
          7 print(f"Accuracy: {accuracy_nb}")
          8 print("Classification Report:\n", classification_rep_nb)
          9
```

Multinomial Naive Bayes Results:

Accuracy: 0.817887394120578

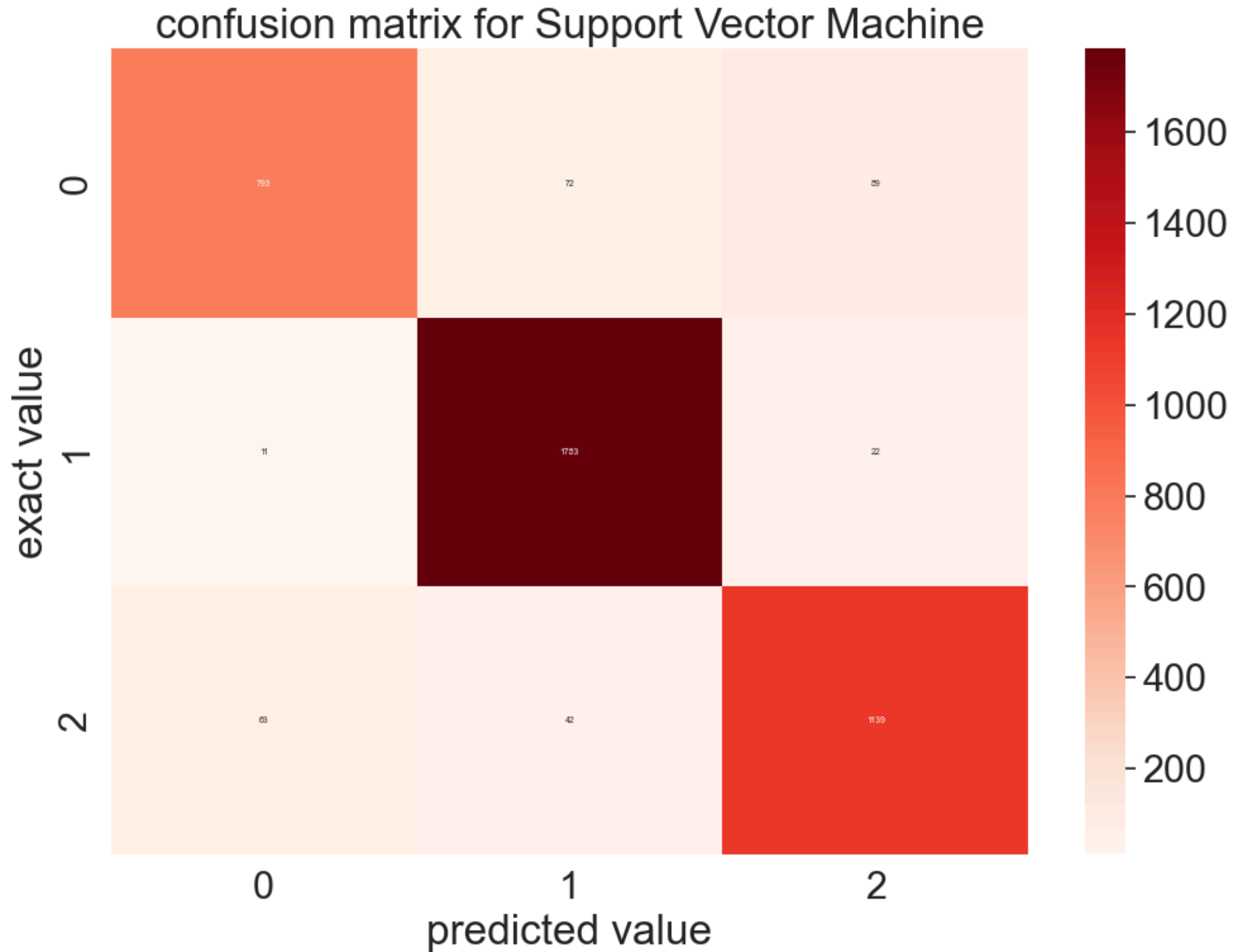
Classification Report:

	precision	recall	f1-score	support
negative	0.87	0.56	0.68	954
neutral	0.82	0.94	0.88	1816
positive	0.79	0.84	0.81	1244
accuracy			0.82	4014
macro avg	0.83	0.78	0.79	4014
weighted avg	0.82	0.82	0.81	4014

Best Modeling : Support Vector Machine

The overall accuracy of the model is 93%, which is the ratio of correctly predicted instances to the total instances. High Accuracy compare to other Algorithm

```
In [53]: 1 # confusion matrix for random forest
2
3 con_matrrix = confusion_matrix(y_test, y_pred_svm)
4
5 # Create a heatmap of the confusion matrix
6
7 sns.set(font_scale=2) # Set font size
8
9 sns.heatmap(con_matrrix, annot=True, annot_kws={"size": 5}, cmap='Reds', fmt='g') # Create heatmap
10 plt.xlabel('predicted value')
11 plt.ylabel('exact value')
12 plt.title('confusion matrix for Support Vector Machine')
13 plt.show()
```



In []:

1