

Ranking and Prediction of Amazon Fine Food based on Costumer's rating and review

Chan Hei Nam,
Cheng Tin Chu,
Lei Wen Feng,
Ng Wing Hin

User's rating and review is one of the explicit ways to determine product's popularity. In this project, we are trying to process the Amazon Fine Food Reviews such that the result can be used to predict the rating based on review.

Basic statistics of the dataset

Basic statistics of the dataset

	Rating	Word(Processed)
Mean	4.18	255
Minimum	1	7
Maximum	5	14425

System Structure

There are mainly three stages in our system :

Stage 1 Pre-processing the dataset. Also, splitting 70% of the dataset as training set and 30% as testing set.

Stage 2 Using MapReduce, find the first hundred k -shingles, $1 \leq k \leq 5$, of each rating, $1 \leq \text{rating} \leq 5$.

Stage 3 Do prediction of rating based on the review input to the system.

Algorithm 1: Pre-processing

```
while There exists next row inside Reviews.csv do  
    Extract Rating and Text;  
    Lower Text and remove some stopwords and  
    punctuation;  
    Returning line with format Rating, word1, word2, ...;  
end
```

Example result from Stage 1

Original data :

Id	ProductId	UserId	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	Text
1	B001E4KFG0	A3SGXH7AUHU8GW	delmartian	1	1	5	1303862400	Good Quality Dog Food,I have bought...	
2	B00813GRG4	A1D87F6ZCVE5NK	dll pa	0	0	1	1346976000	Not as Advertised,"Product arrived labeled...	
3	B000LQOCH0	ABXLMWJIXXAIN	"Natalia Corres	""	Natalia Corres	""	1,1,4,1219017600	""	"Delight"" says it all","This is a confection...
4	B000UA0QIQ	A395BORC6FGVXV	Karl	3	3	2	1307923200	Cough Medicine,If you are looking...	

Result data :

Score	Text
5	bought vitality canned dog food products good quality product looks...
1	product arrived labeled jumbo salted peanuts the peanuts actually...
4	confection centuries it light pillowy citrus gelatin nuts in case filberts...
2	looking secret ingredient robitussin believe it got addition root...

Algorithm 2: MapReduce (Mapper)

```
while There exists next row inside Preprocessed.csv do  
  | for  $k \leftarrow 1$  to 5 do  
  |   | Find all k-shingles;  
  |   | for Each shingle found do  
  |   |   | Return  $\langle \langle \text{rating}, k, \text{shingle} \rangle, 1 \rangle$ ;  
  |   | end  
  | end  
end
```

Algorithm 2: MapReduce (Reducer)

```
forall tuples with key  $\langle \text{rating}, k, \text{shingle} \rangle$  do  
    frequency = sum of all tuple values;  
    Return  $\langle \text{rating}, k, \text{frequency}, \text{shingle} \rangle$ ;  
end
```


Exmaple result from Stage 2

Result from MapReduce :

Score	k	frequency	shingle
3	4	23	food freshly openedpi likes
5	2	1712	very nice
2	1	1601	say
3	4	27	coffeetea love organic coffee

Perform sorting and filtering to output top N ($N = 100, 300$, etc.) frequent shingles for each score and each k .

Algorithm 3: Prediction using length-k shingles

```
Load the records from Shingle Database;  
Find all k-shingles in the input text;  
foreach shingle do  
    | Collect all records of shingle from database;  
    | Append to RecordsFound;  
end  
if RecordsFound is not empty then  
    | score = weighted average of RecordsFound;  
else  
    | score = average of all records in database;  
end  
return score;
```

Stage 3 Prediction

Prediction Example

Database:

Score	k	frequency	shingle
5	1	68	good
4	1	35	good
5	1	57	really

Input: *this is really good*

Score:

$$\frac{5 \times 68 + 4 \times 35 + 5 \times 57}{68 + 35 + 57} = 4.78125$$

Stage 3 Prediction

Using shingles of different lengths, we got different performances:

Shingle Length	Mean Squared Error
1	1.596
2	2.160
3	2.918
4	3.089
5	3.112

But we need to respect shingles of different length. How?

Regression model

Regression equation :

$$y = \beta_0 + \beta_1 x_1 + \cdots + \beta_5 x_5 \quad (1)$$

where x_i is the i -th shingle score, for $i = 1, \dots, 5$

Regression Model

Regression model

System of linear equation :

$$\begin{aligned}y_1 &= \beta_0 + \beta_1 x_{11} + \cdots + \beta_5 x_{15} \\y_2 &= \beta_0 + \beta_1 x_{21} + \cdots + \beta_5 x_{25} \\&\vdots \\y_n &= \beta_0 + \beta_1 x_{n1} + \cdots + \beta_5 x_{n5}\end{aligned}\tag{2}$$

In matrix form :

$$\mathbf{Y} = \beta_0 + \mathbf{X} \cdot \boldsymbol{\beta}$$

where

\mathbf{Y} is a $n \times 1$ matrix,

β_0 is a $n \times 1$ matrix,

$\boldsymbol{\beta}$ is a 5×1 matrix,

\mathbf{X} is a $n \times 5$ matrix.

Complexity

key computation step:

- $\mathbf{X}^T \mathbf{X}$ in $O(n \times k^2)$
- $(\mathbf{X}^T \mathbf{X})^{-1}$ in $O(k^3)$

n = number of rows from train data

k = number of regression parameters = 5

As $n \gg k$, the overall complexity is $O(n)$.

Shingle Match Performance

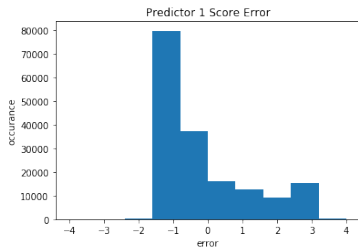
Shingle Length	Match %
1	99.87%
2	67.88%
3	16.47%
4	2.19%
5	0.30%

Performance - MSE comparison

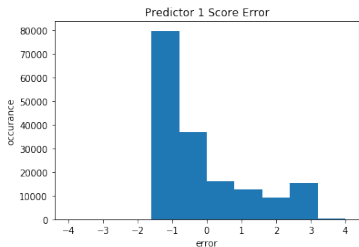
Prediction Method	Default Score	
	3	Train Mean = 4.18
Train Data Mean	1.717	1.717
1-shingle	1.596	1.596
2-shingle	2.160	1.595
3-shingle	2.918	1.667
4-shingle	3.089	1.704
5-shingle	3.112	1.710
Regression	1.449	1.369

Error Spread of 1-shingle

(a) Default Score = 3

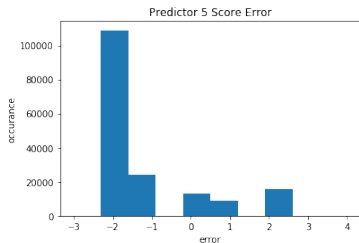


(b) Default Score = 4.18

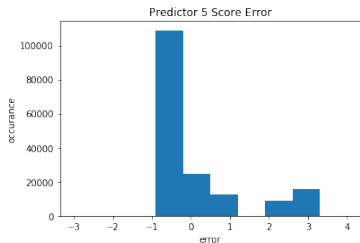


Error Spread of 5-shingle

(a) Default Score = 3

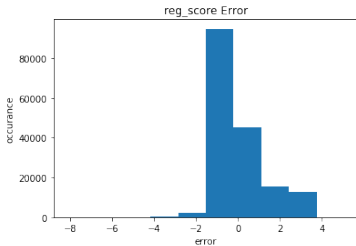


(b) Default Score = 4.18

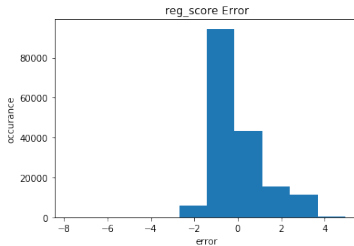


Error Spread of Regression Method

(a) Default Score = 3



(b) Default Score = 4.18



Demostration

```
predict> this is good  
Score = 4.287700747576452  
  
predict> this is really good  
Score = 4.5994073238152176  
  
predict> this is quite good  
Score = 4.474748081883183  
  
predict> this is not that good  
Score = 3.336314640348344  
  
predict> this is bad  
Score = 1.546573898931245  
  
predict> 
```

Video Demo: <https://goo.gl/fqaTSo>

Conclusion

- Use Train Data Mean as default score.
- The higher the match %, the more accurate prediction.
- 1-shingle method is better than other k-shingle methods.
- Regression method is the best method.