EXPLORATORY DATA ANALYSIS AND EMOTION DETECTION ON WHATSAPP





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Project Guide

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OBJECTIVE

- Existing system has limitation to analyze text data especially chat conversation and detecting emotion from text is also a major concern.
- To develop a system that can analyze WhatsApp chats using Exploratory Data Analysis and illustrate in more visual format to identify hidden insights.
- To detect emotion from text using LSTM (Long Short Term Memory)

LITERATURE SURVEY

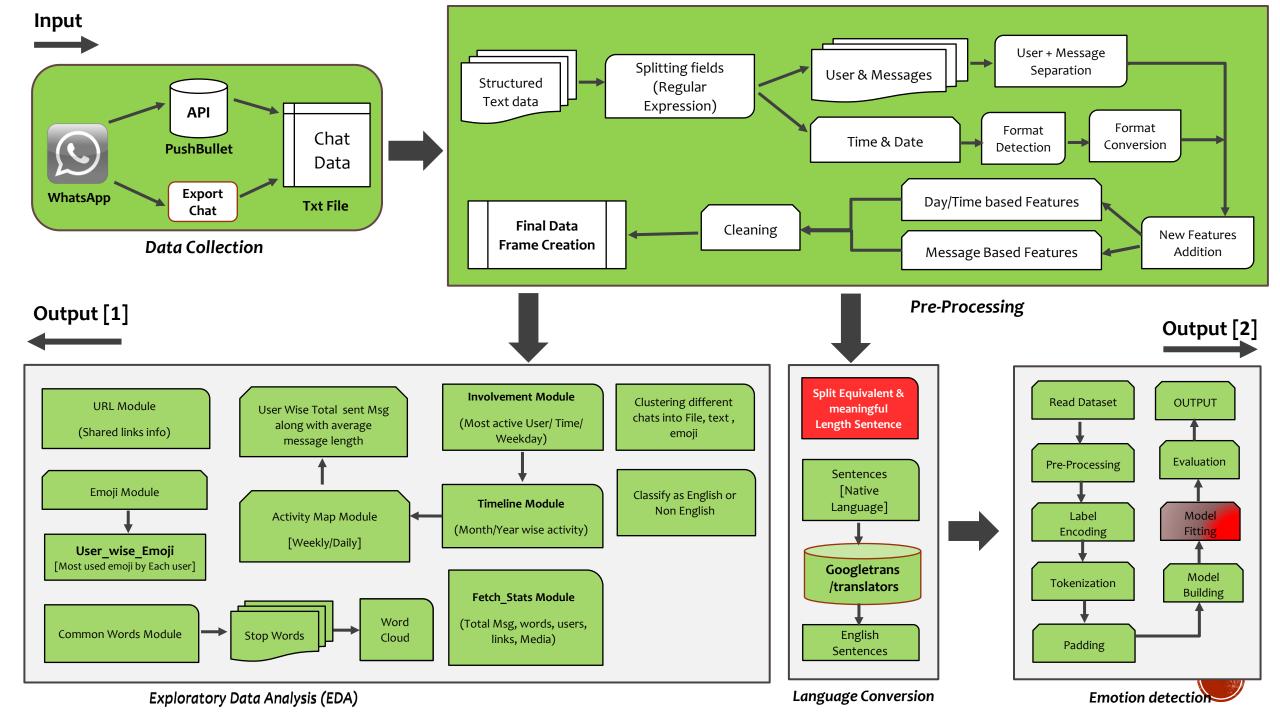
S.No	Title	Problem Statement	Approach	Pros	Cons
1	Text Classification based Behavioural Analysis of WhatsApp Chats" (June 2020) S. Dahiya, Astha Mohta, Atishay Jain	Classification and analysing sentiment on the basis of emotion and categorise them	Behaviour analysis	To classify emotions (Pos, Neg, Neutral) into six different emotions and uses their Neutrality to weigh them.	Only 72.9% accuracy against a set of pre-classified data.
2	WhatsApp Network Group Chat Analysis Using Python Programming Blessing Nwamaka Iduh International Journal of Engineering & Applied Science (IJLTEMAS) Volume IX, Feb 2020	Analysis of the chats and users in certain groups, to ascertain the level of participation of members in the group chat	Exploratory Analysis	Analysis of the top 10 & top 20 users using the Python libraries	Can be implemented only on (24 hr clock & mm/dd/yyyy) format
3	Analysing and Predicting the Emotion of WhatsApp Chats Using Sentiment Analysis Chinthapanti B Sai Reddy, Kowshik S, Rakesh, Gopichand G	Using LSTM model to categorize the behavior into Angry, Sad, Fear, Happy, Surprised, Excited	Sentiment Analysis	Using priority based model to classify different emotions	Huge amount of data required for analysis

LITERATURE SURVEY

S.No	Title	Problem Statement	Approach	Pros	Cons
4	People's Behavior Analysis in Chat Message using Natural Language Processing V.Selina Annie Retna, P. Brundha, G RajKumar, Mar-2019	To analyze the sentimental flirt analysis in the private setting of a group in the WhatsApp chat to obtain the exact result for the analysis	Data mining, Natural Language Processing	Web Scrapping the WhatsApp chat and sentimental analysis using deep learning model	for storage the cost was little high for using the cloud storage and can be reduced in the future works
5	Whatsapp Chat Analyzer Ravishankara K, Dhanush, Vaisakh, Srajan I S International Journal of Engineering Research & Technology (IJERT) Vol. 9 Issue 05, May-2020	Using python libraries to show level of participation of the various individuals on the given WhatsApp group and addiction	Exploratory data analysis using tools ex- matplotlib, seaborn	Using Data pre- processing & Exploratory data analysis, then apply sentiment analysis algorithm	Limitation of the neglecting of some common words during the chat conversation

ARCHITECTURE DIAGRAM



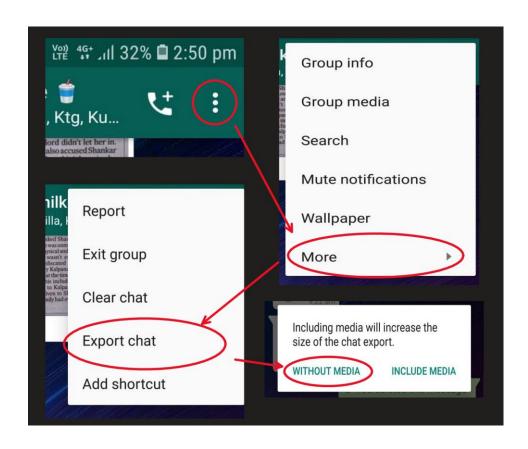


MODULES

- Data Collection Module
- Preprocessing Module
- Exploratory Data Analysis Module
- LSTM Module

DATA COLLECTION MODULE-I

Method – 1 (Via Mobile)

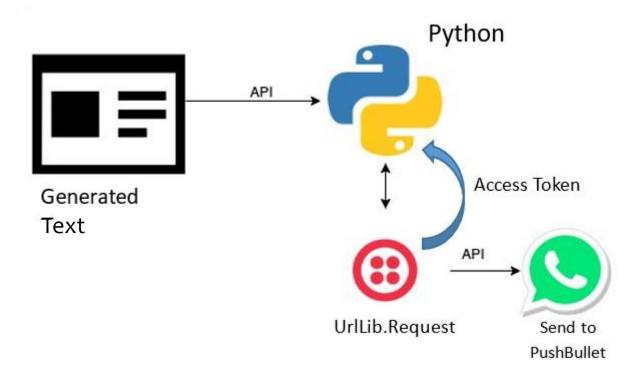


STEPS TO Follow

- Launch the WhatsApp on phone.
- Now open the individual or group chat.
- Then tap on More options or three dots
- Click More, then tap on Export chat.
- Choose export without media.

DATA COLLECTION WODULE-II

Method – 2 (Using PushBullet Api)



STEPS TO Follow

- Download **Pushbullet** app on mobile and sign up with Gmail.
- Open PushBullet.com in chrome browser and sign in using same Gmail
- In Mobile Export chat to Pushbullet.
- Go to settings > account > access Token(API)> Create.
- pb = Pushbullet(API_KEY)
- Data = pb.get_pushes()
- latest = Data[o]
- url = latest['file_url']
- file_path = "chat.txt"
- urllib.request.urlretrieve(url, file_path)

PRE-PROCESSING WODULE-I

Responsible for cleaning, clustering, feature addition, visualisation and further pre-process the text data.

1. Time-Stamp separation (Splitting Fields)

• Using Regular Expression extracting the Time-stamp from given conversation.

```
#Handling two different Format

pattern = '\d{1,2}/\d{2,4},\s\d{1,2}:\d{2}\s[AP]M\s-\s|\d{1,2}/\d{1,2}/\d{2,4},\s\d{1,2}:\d{2}\s[ap]m\s-\s'

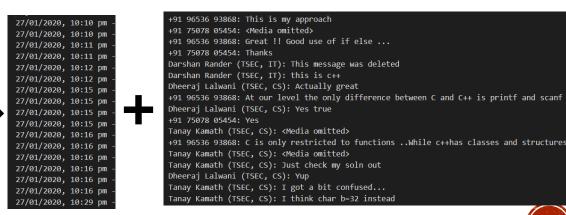
all_messages = re.split(pattern,data)[1:]

dates = re.findall(pattern,data)

+ Code + Markdown
```

Input

27/01/2020, 10:10 pm - +91 96536 93868: This is my approach 27/01/2020, 10:10 pm - +91 75078 05454: <Media omitted> 27/01/2020, 10:11 pm - +91 96536 93868: Great !! Good use of if else ... 27/01/2020, 10:11 pm - +91 75078 05454: Thanks 27/01/2020, 10:12 pm - Darshan Rander (TSEC, IT): This message was deleted 27/01/2020, 10:12 pm - Darshan Rander (TSEC, IT): this is c++ 27/01/2020, 10:15 pm - Dheeraj Lalwani (TSEC, CS): Actually great 27/01/2020, 10:15 pm - +91 96536 93868: At our level the only difference between C and C++ is printf and scanf vala statement 27/01/2020, 10:15 pm - Dheeraj Lalwani (TSEC, CS): Yes true 27/01/2020, 10:15 pm - +91 75078 05454: Yes 27/01/2020, 10:16 pm - Tanay Kamath (TSEC, CS): <Media omitted> 27/01/2020, 10:16 pm - +91 96536 93868: C is only restricted to functions ..While c++has classes and structures vala stuff 27/01/2020, 10:16 pm - Tanay Kamath (TSEC, CS): <Media omitted> 27/01/2020, 10:16 pm - Tanay Kamath (TSEC, CS): Just check my soln out 27/01/2020, 10:16 pm - Dheeraj Lalwani (TSEC, CS): Yup 27/01/2020, 10:16 pm - Tanay Kamath (TSEC, CS): I got a bit confused... 27/01/2020, 10:29 pm - Tanay Kamath (TSEC, CS): I think char b=32 instead

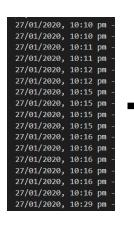


PRE-PROCESSING MODULE-II

2. Data Frame Creation

- From Text file, creation of dataframe will help in further processing.
- Using pandas to create dataframe from separated timestamp.

Input



```
+91 96536 93868: This is my approach
+91 75078 05454: <Media omitted>
+91 96536 93868: Great !! Good use of if else ...
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Darshan Rander (TSEC, IT): This message was deleted
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Dheeraj Lalwani (TSEC, CS): Yes true
+91 75078 05454: Yes
Tanay Kamath (TSEC, CS): <Media omitted>
+91 96536 93868: C is only restricted to functions ..While c++has classes and structures
Tanay Kamath (TSEC, CS): <Media omitted>
Tanay Kamath (TSEC, CS): Just check my soln out
Dheeraj Lalwani (TSEC, CS): Yup
Tanay Kamath (TSEC, CS): I got a bit confused...
Tanay Kamath (TSEC, CS): I think char b=32 instead
```

user_message	date
Messages and calls are end-to-end encrypted. N	2021-08-21 18:38:00
Mohana CEG: Hii Kishan\n	2021-08-21 18:38:00
Mohana CEG: I'm Mohana\n	2021-08-21 18:39:00
Mohana CEG: Rohan's MCA class mate\n	2021-08-21 18:39:00
Mohana CEG: I had doubt in Background check fi	2021-08-21 18:39:00



PRE-PROCESSING MODULE-III

3. Date and Time Format conversation

- Converting 12-hr time to 24-hr clock.
- Detect different date format an convert it to YYYY/MM/DD

4. User and Message Separation

Using Regular Expression pattern to splitting message and user

Input

user_message	date
Messages and calls are end-to-end encrypted. N	2021-08-21 18:38:00
Mohana CEG: Hii Kishan\n	2021-08-21 18:38:00
Mohana CEG: I'm Mohana\n	2021-08-21 18:39:00
Mohana CEG: Rohan's MCA class mate\n	2021-08-21 18:39:00
Mohana CEG: I had doubt in Background check fi	2021-08-21 18:39:00







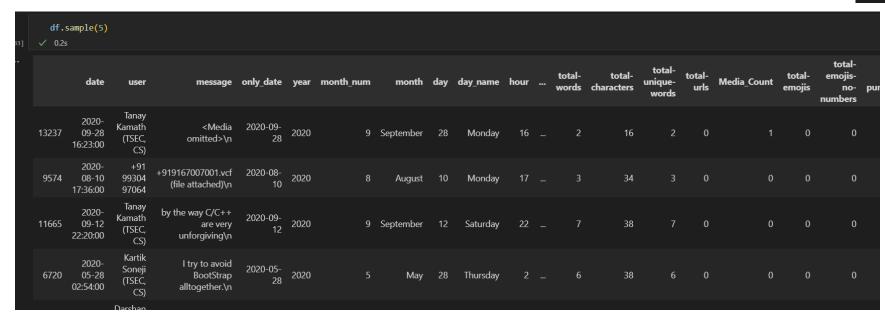


PRE-PROCESSING MODULE-IV

5. Feature Addition / Extraction

- Extracting Day, Month, Year from Date using RegEx.
- Extracting Hour, Min from Time
- Adding them as new feature in dataframe.
- Adding two more features as Word count, total characters involved
- Total attributes reached up to 26

6. Final Data Frame







EXPLORATORY DATA ANALYSIS-I

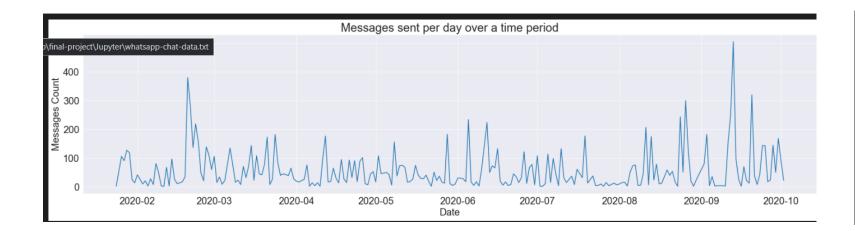
Multiples sub-modules are involved in EDA process.

1. Fetch_stats sub-module

- Going through all the messages and filtering the users, URLs, Message and words and counting them.
- For URL identification URLSurf library is used.
- Returning statistical information from function

2. Timeline sub-module

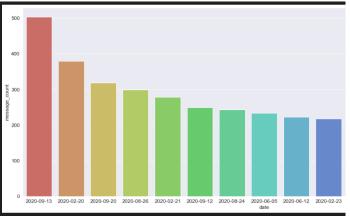
- Analysing the time in a day and weekday during which most conversation has been occurred.
- It also helps in predicting that which tine us best to send msg so that we can get response



```
num_messages, words, num_media_messages, num_links = fetch_stats('Overall',df)
    print('Total MSG : ', num_messages)
    print('Total Words : ', words)
    print('Total Media : ', num_media_messages)
    print('Total Links : ', num_links)

[474]

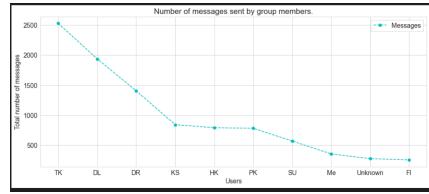
... Total MSG : 13655
    Total Words : 104364
    Total Media : 687
    Total Links : 1035
```

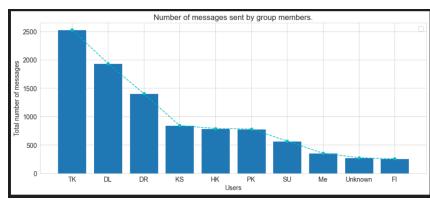


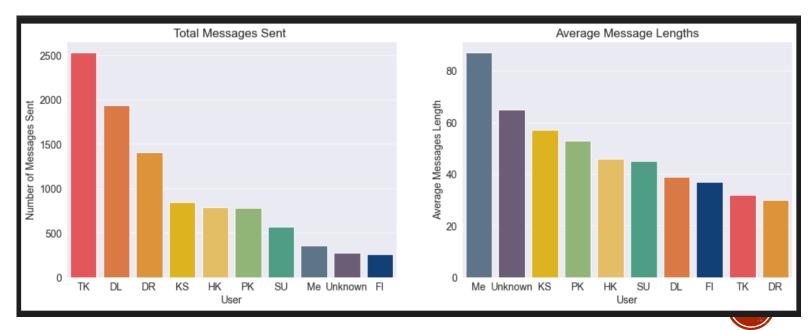
EXPLORATORY DATA ANALYSIS-II

3. Total Msg and avg word length sub-module

- Separating each user message and applying count to identify busiest user.
- Fetching top users from chat by most no of messages and average length of messages.



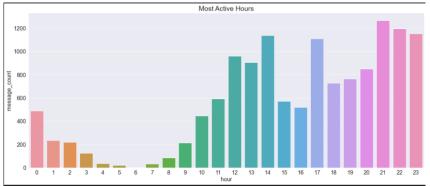


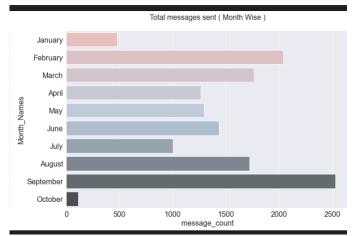


EXPLORATORY DATA ANALYSIS-III

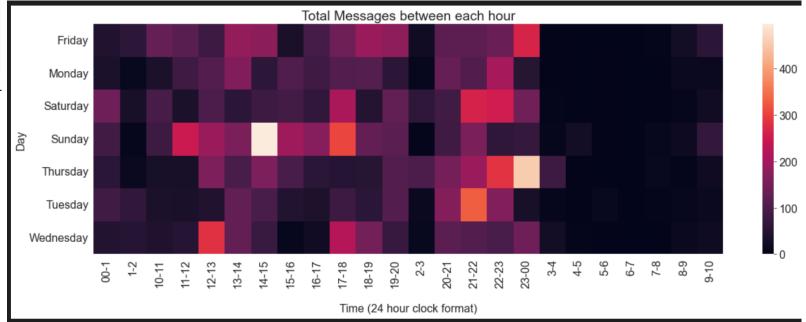
4. Activity Map

- Displaying engagement in form of Heat Map.
- Fetching day wise activity with respect to time as well.









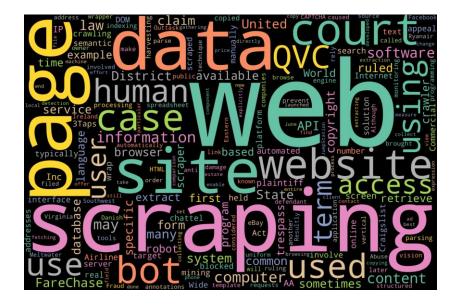
EXPLORATORY DATA ANALYSIS-IV

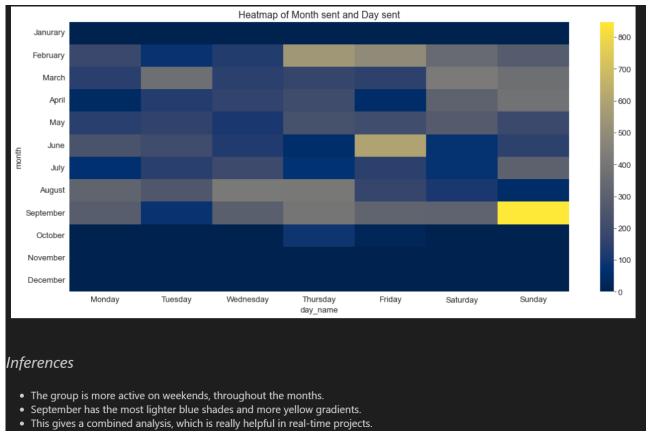
5. Weekly and Monthly Activity

Heatmap representation of monthly and weekly activity

6. Stop Words & Word Cloud

```
# Making Word Cloud
temp = df[df['user'] != 'group_notification']
temp = temp[temp['message'] != '<Media omitted>\n']
wc = WordCloud(width=1500, height=1000,min_font_size=12,background_color='white')
# Image of Wordcloud
df_wc = wc.generate(temp['message'].str.cat(sep=" "))
fig,ax = plt.subplots()
ax.imshow(df_wc)
```





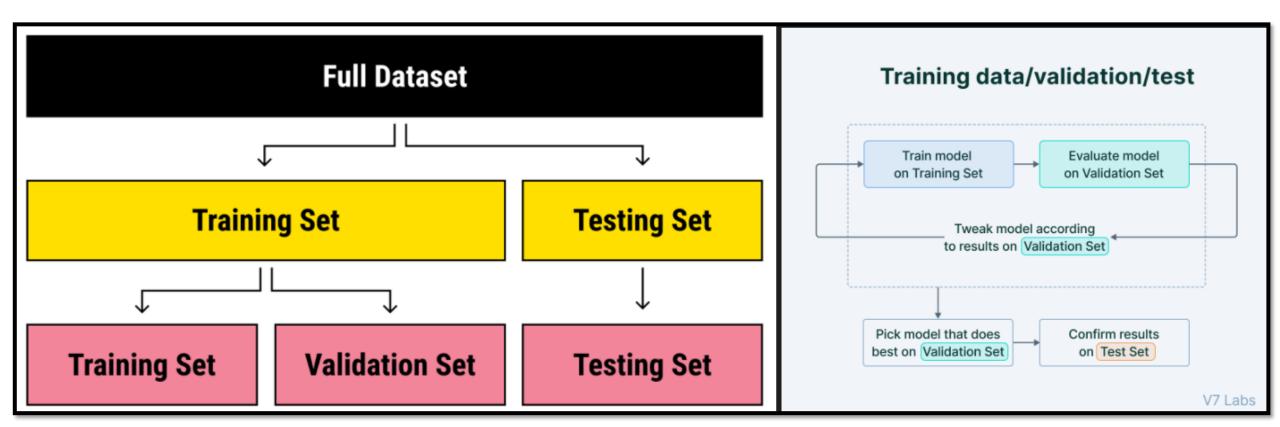


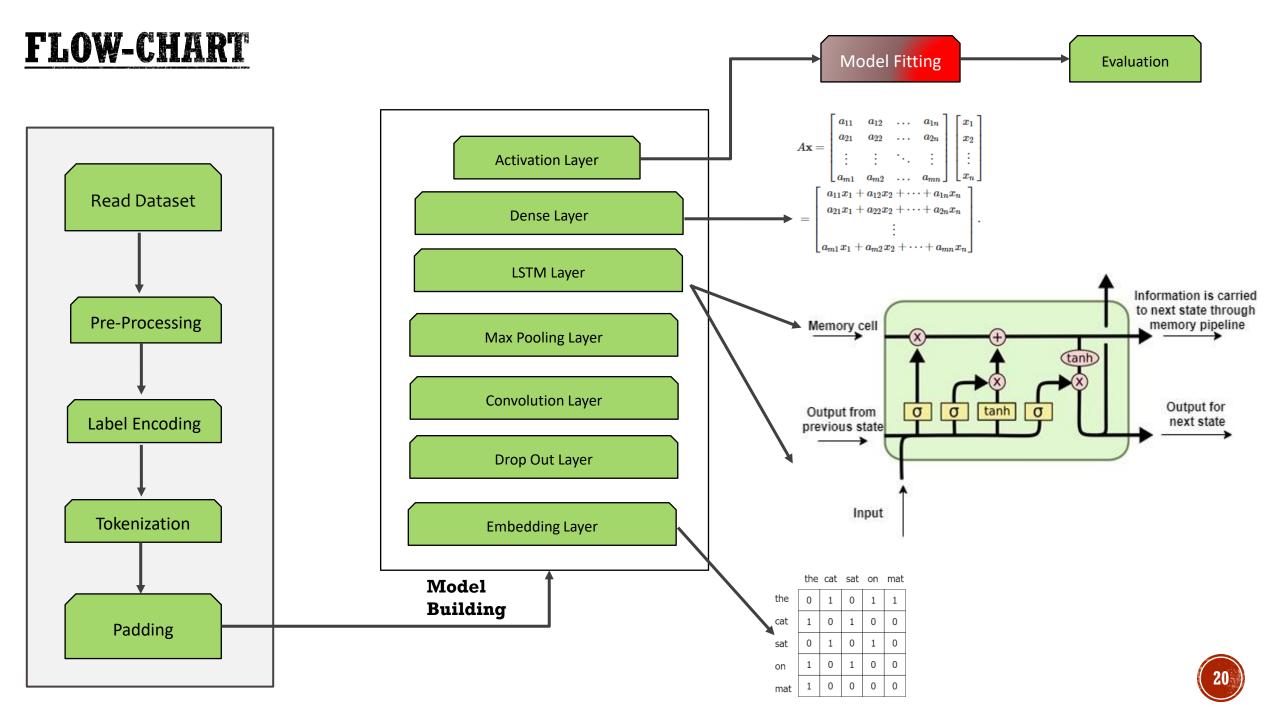
LSTW MODULE



DATASET

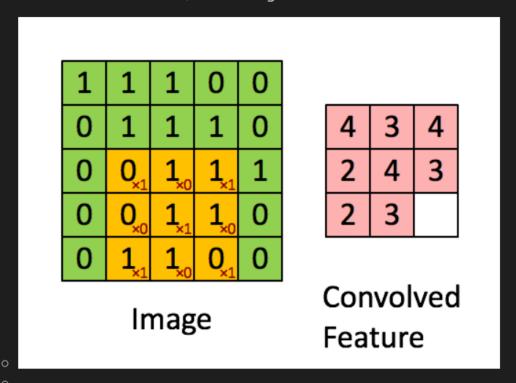
- Train.txt The model sees and learns from this data.
- Val.txt Provides an unbiased evaluation of a model fit on the training dataset while tuning model hyperparameters.
- **Test.txt** Provides an unbiased evaluation of a final model fit on the training dataset.





LAYERS-I

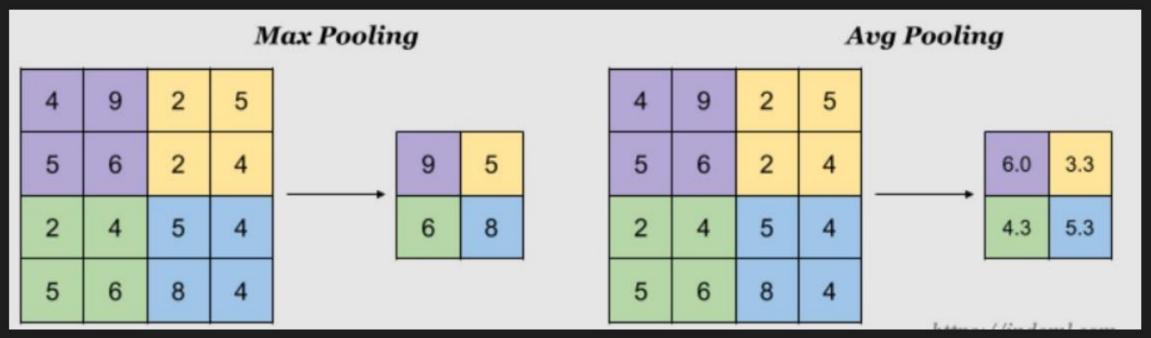
- The first layer is the Embedded layer that uses 200 length vectors to represent each word.
- The next layer is **Dropout layer**, i am using it because with the greater number of parameters there may be chance of causing overfitting. It prevents all neurons in a layer from synchronously optimizing their weights. It helps in increasing accuracy score. Here it can max dropout 25% bits.
- The next layer is **Convolution layer**. Mainly used for feature extraction with respect to filters.
 - o In Case Kernel Size = 3 then Following will be feature extracted
 - A kernel is a small matrix, with its height and width smaller than the training dataset to be convolved. It is also known as a convolution matrix or convolution mask.



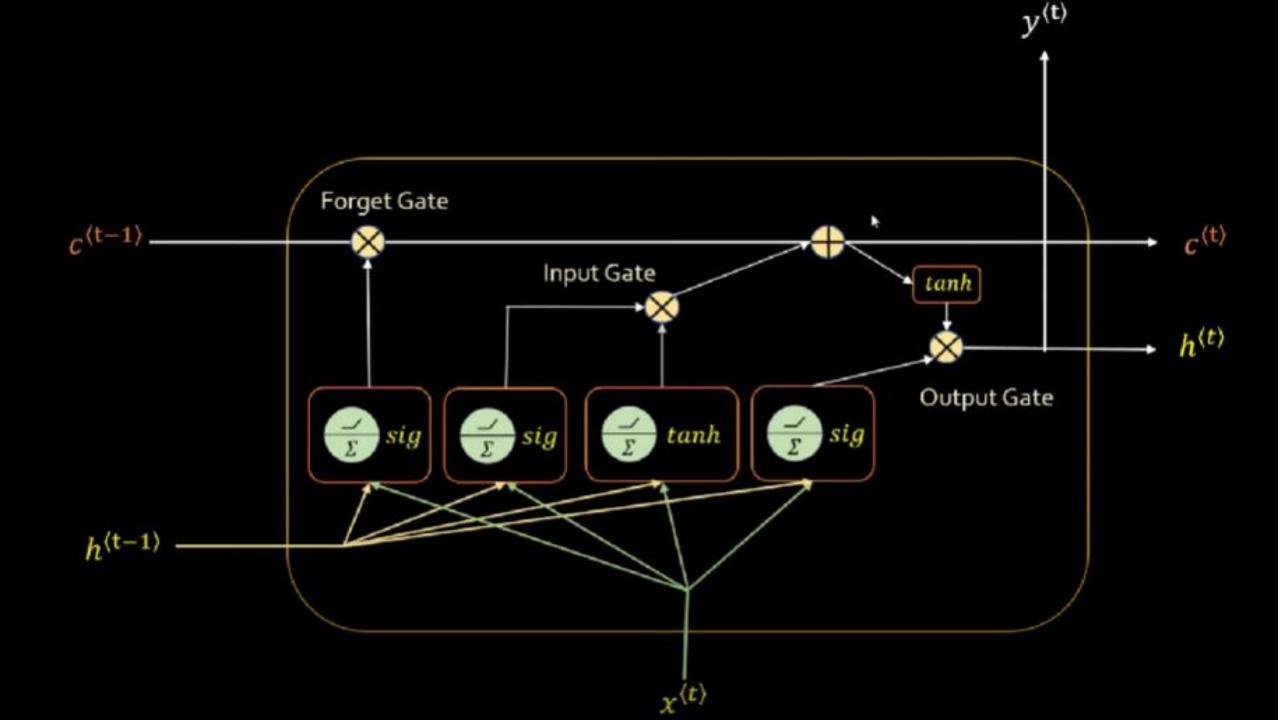
An activation function is the last component of the convolutional layer to increase the non-linearity in the output. Generally, ReLu function or Tanh function is used as an activation function in a convolution layer

LAYERS-II

• The next layer is Maxpooling layer. Pooling layer is used to reduce the size of the input image and speed up computation.



- The next layer is the LSTM layer with 128 memory units (smart neurons) that represent the dimensionality of outer space. It mainly
 used to classifying, processing and making predictions based on time series data
- The next layer is **Dense layer**., Since this is a classification problem we use a Dense output layer with a single neuron and a sigmoid activation function to make 0 or 1 predictions for the each emotions.
- Softmax converts a vector of values to a probability distribution. The elements of the output vector are in range (0, 1) and sum to 1.



Formula for calculating Input Gate

$$i_t = \sigma\left(W_i \cdot [h_{t-1}, x_t] + b_i\right)$$

$$\tilde{C}_t = \tanh(W_C \cdot [h_{t-1}, x_t] + b_C)$$

Where σ represents sigmoid function

tanh represents tanh function

W_i is weight of current input gate neuron

h_{t-1} is output of the previous LSTM block (at timestamp t-1)

X_t is input at current timestamp (t)

b_i is biases for the input gates

Formula for calculating Forget Gate

$$f_t = \sigma\left(W_f \cdot [h_{t-1}, x_t] + b_f\right)$$

Where σ represents sigmoid function

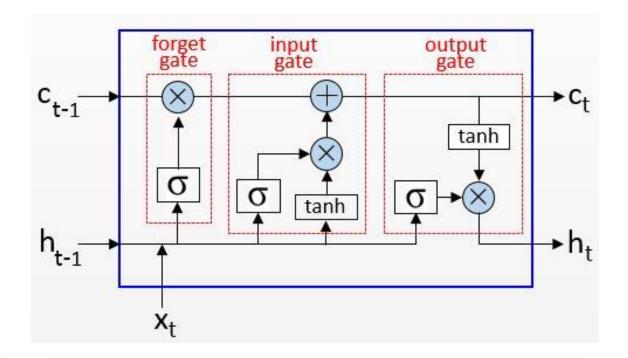
Ft represents Forget Gate

Wf is weight of current Forget Gate neuron

h_{t-1} is output of the previous LSTM block (at timestamp t-1)

X_t is input at current timestamp (t)

B_f is biases for the Forget gate



Formula for calculating Output Gate

$$o_t = \sigma \left(W_o \left[h_{t-1}, x_t \right] + b_o \right)$$

$$h_t = o_t * \tanh(C_t)$$

Where σ represents sigmoid function

Ot represents Output Gate

Wo is weight of current Output Gate neuron

h_{t-1} is output of the previous LSTM block (at timestamp t-1)

X_t is input at current timestamp (t)

B_o is biases for the Output gate

C_t Final calculated value at timestamp(t)



PRE-PROCESSING

```
Pre-Processing of Dataset

# Text preprocessing function

str_punc = string.punctuation.replace(',', '').replace("'",'')

def clean(text):
    global str_punc
    text = re.sub(r'[^a-zA-Z ]', '', text)
    text = text.lower()
    return text

    0.3s
```

```
df_test = df_test[df_test['Emotion'].isin(['sadness','anger','joy','fear'])]
df_val = df_val[df_val['Emotion'].isin(['sadness','anger','joy','fear'])]
df_train = df_train[df_train['Emotion'].isin(['sadness','anger','joy','fear'])]

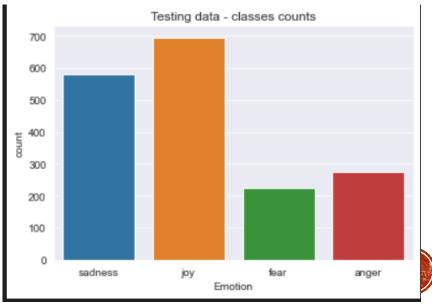
X_train = df_train['Text'].apply(clean)
y_train = df_train['Emotion']

X_test = df_test['Text'].apply(clean)
y_test = df_test['Emotion']

X_val = df_val['Text'].apply(clean)
y_val = df_val['Emotion']

    0.3s
```





LABEL ENCODING

Label Encoding

- Label Encoding is a popular encoding technique for handling categorical variables.
- In this technique, each label is assigned a unique integer based on alphabetical ordering.

ID	Country	Population
1	Japan	127185332
2	U.S	326766748
3	India	1354051854
4	China	1415045928
5	U.S	326766748
6	India	1354051854



ID	Country	Population
1	0	127185332
2	1	326766748
3	2	1354051854
4	3	1415045928
5	1	326766748
6	2	1354051854

- We use to_categorical to transform our training data
- If training data uses classes as numbers, to_categoric

[0., 0., 0., 1.]], dtype=float32)

[0., 0., 1., 0.], [1., 0., 0., 0.],

TEXT 2 SEQUENCE

we can use 'texts_to_sequences()' method to assign integers to words in a list of sentence.

```
X train.head()
                               i didnt feel humiliated
     i can go from feeling so hopeless to so damned...
      im grabbing a minute to post i feel greedy wrong
                                  i am feeling grouchy
4
     ive been feeling a little burdened lately wasn...
Name: Text, dtype: object
   sequences train = tokenizer.texts to sequences(X train)
   sequences test = tokenizer.texts to sequences(X test)
   sequences val = tokenizer.texts to sequences(X val)
   for i in range(3):
       print(X train[i] ,'\n', sequences train[i])
i didnt feel humiliated
[1, 137, 2, 581]
i can go from feeling so hopeless to so damned hopeful just from being around someone who cares and is awake
[1, 39, 98, 58, 7, 14, 473, 4, 14, 4089, 486, 30, 58, 60, 127, 155, 75, 1576, 3, 21, 1210]
im grabbing a minute to post i feel greedy wrong
 [15, 2984, 6, 1149, 4, 292, 1, 2, 415, 383]
```

PADDING

```
X train = pad sequences(sequences train, maxlen=256, truncating='pre') # truncating='pre' => remove post padding extra than maxlen
   X_test = pad_sequences(sequences_test, maxlen=256, truncating='pre')
   X_val = pad_sequences(sequences_val, maxlen=256, truncating='pre')
   vocabSize = len(tokenizer.index_word) + 1
   print(f"Vocabulary size = {vocabSize}")
 ✓ 0.3s
Vocabulary size = 14980
   for i in range(2):
       print(X_train[i])
 ✓ 0.1s
   1 137 2 581]
```

MODEL BUILDING

MODEL SUMMARY

```
print('Build model...')
  model = Sequential()
  model.add(Embedding(vocabSize, embedding_size, input_length=maxlen))
  model.add(Dropout(0.25))
  model.add(Conv1D(filters,
                   kernel size,
                   padding='valid',
                   activation='relu',
                   strides=1))
  model.add(MaxPooling1D(pool_size=pool_size))
  model.add(LSTM(lstm_output_size))
  model.add(Dense(4))
  model.add(Activation('softmax'))
  model.summary()
✓ 2.6s
```

Layer (type)	Output Shape	Param #
embedding (Embedding)	(None, 256, 200)	2996000
dropout (Dropout)	(None, 256, 200)	0
conv1d (Conv1D)	(None, 252, 128)	128128
<pre>max_pooling1d (MaxPooling1D)</pre>	(None, 63, 128)	0
lstm (LSTM)	(None, 128)	131584
dense (Dense)	(None, 4)	516
activation (Activation)	(None, 4)	Ø
Total params: 3,256,228 Trainable params: 3,256,228 Non-trainable params: 0		

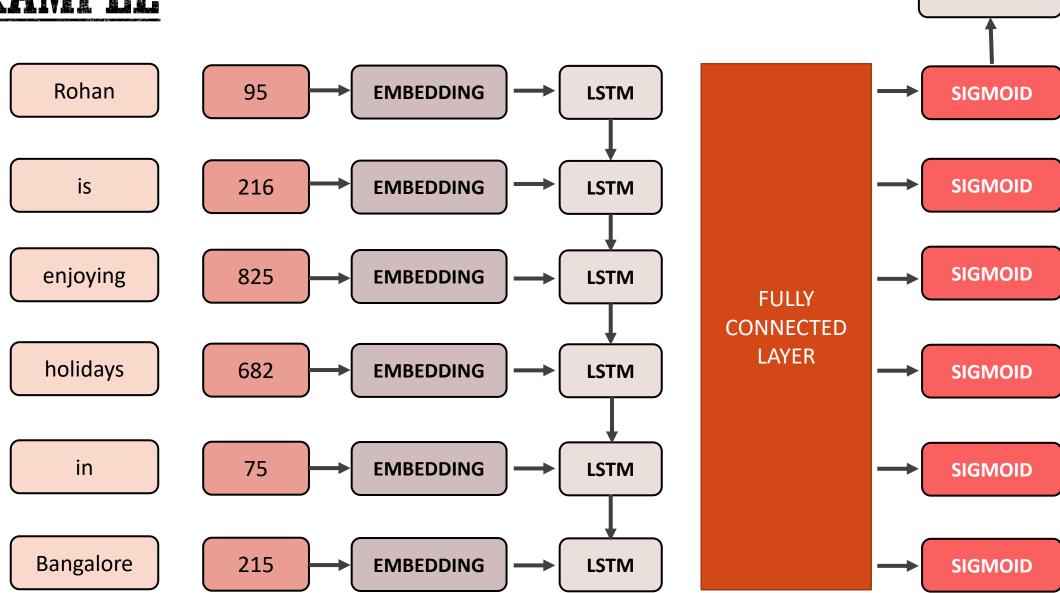
MODEL FITTING

Fitting the Model with Epochs = 40, Batch size of 256

EVALUATION

- verbose=0 will show nothing (silent)
- verbose=1 will show an animated progress bar like this:
- verbose=2 will just mention the number of epoch like this: Epoch 1/50

EXAMPLE





OUTPUT

THANK YOU