Assignment - 4 (Apply Naive Bayes on Amazon Fine Food Reviews)

September 4, 2018

1 Note:

- (a). We can't apply Naive Bayes on negative values so we will use only Bag of Words(Bow) and TFIDF for this assignment.
 - (b). Range for alpha is taken from 10⁻³ to 10³

2 Objective: Apply Naive Bayes on Amazon Fine Food Reviews.

```
In [2]: # Importing libraries
        import warnings
        warnings.filterwarnings("ignore")
        import sqlite3
        import pandas as pd
        import numpy as np
        import nltk
        import string
        import matplotlib.pyplot as plt
        %matplotlib inline
        import seaborn as sns
        from sklearn.feature_extraction.text import TfidfTransformer
        from sklearn.feature_extraction.text import TfidfVectorizer
        from sklearn.feature_extraction.text import CountVectorizer
        from nltk.stem.porter import PorterStemmer
        import re
        import string
        from nltk.corpus import stopwords
        from nltk.stem import PorterStemmer
        from nltk.stem.wordnet import WordNetLemmatizer
        from gensim.models import Word2Vec
```

```
from gensim.models import KeyedVectors
import pickle
```

3 Loading Data

```
In [3]: # using the SQLite Table to read data.
        con1 = sqlite3.connect('database.sqlite')
        # Eliminating neutral reviews i.e. those reviews with Score = 3
        filtered_data = pd.read_sql_query(" SELECT * FROM Reviews WHERE Score != 3 ", con1)
        # Give reviews with Score>3 a positive rating, and reviews with a score<3 a negative r
        def polarity(x):
            if x < 3:
                return 'negative'
            return 'positive'
        # Applying polarity function on Score column of filtered_data
        filtered_data['Score'] = filtered_data['Score'].map(polarity)
        print(filtered_data.shape)
        filtered_data.head()
(525814, 10)
Out[3]:
               ProductId
                                   UserId
                                                               ProfileName
            1 B001E4KFG0 A3SGXH7AUHU8GW
                                                                delmartian
        1
           2 B00813GRG4 A1D87F6ZCVE5NK
                                                                    dll pa
        2
           3 BOOOLQOCHO
                                           Natalia Corres "Natalia Corres"
                            ABXLMWJIXXAIN
            4 BOOOUAOQIQ A395BORC6FGVXV
                                                                      Karl
            5 B006K2ZZ7K A1UQRSCLF8GW1T
                                             Michael D. Bigham "M. Wassir"
           HelpfulnessNumerator HelpfulnessDenominator
                                                            Score
                                                                         Time
        0
                                                      1 positive 1303862400
                              1
        1
                              0
                                                      0 negative 1346976000
        2
                              1
                                                      1 positive
                                                                   1219017600
        3
                              3
                                                      3 negative
                                                                   1307923200
                              0
        4
                                                         positive
                                                                   1350777600
                         Summary
        0
          Good Quality Dog Food I have bought several of the Vitality canned d...
               Not as Advertised Product arrived labeled as Jumbo Salted Peanut...
        1
          "Delight" says it all This is a confection that has been around a fe...
        2
                  Cough Medicine If you are looking for the secret ingredient i...
        3
        4
                     Great taffy Great taffy at a great price. There was a wid...
```

4 Data Cleaning: Deduplication

```
In [4]: #Sorting data according to ProductId in ascending order
        sorted_data=filtered_data.sort_values('ProductId', axis=0, ascending=True, inplace=Fal
        #Deduplication of entries
       final=sorted_data.drop_duplicates(subset={"UserId","ProfileName","Time","Text"}, keep=
       print(final.shape)
        #Checking to see how much % of data still remains
        ((final.shape[0]*1.0)/(filtered_data.shape[0]*1.0)*100)
(364173, 10)
Out[4]: 69.25890143662969
In [5]: # Removing rows where HelpfulnessNumerator is greater than HelpfulnessDenominator
       final = final[final.HelpfulnessNumerator <= final.HelpfulnessDenominator]</pre>
       print(final.shape)
       final[30:50]
(364171, 10)
Out[5]:
                                           UserId \
                   Ιd
                        ProductId
                                    AJ46FKXOVC7NR
        138683
              150501 0006641040
        138676
               150493 0006641040
                                    AMXOPJKV4PPNJ
        138682
               150500
                       0006641040
                                   A1IJKK6Q1GTEAY
              150499 0006641040 A3E7R866M94L0C
       138681
       476617 515426 141278509X
                                   AB1A5EGHHVA9M
       22621
                24751 2734888454 A1C298ITT645B6
       22620
                24750 2734888454 A13ISQV0U9GZIC
       284375 308077 2841233731 A3QD68022M2XHQ
       157850 171161 7310172001
                                   AFXMWPNS1BLU4
        157849 171160 7310172001
                                    A74C7IARQEM1R
       157833 171144 7310172001 A1V5MY8V9AWUQB
       157832 171143 7310172001
                                   A2SWO60IW01VPX
       157837 171148 7310172001
                                  A3TFTWTG2CC1GA
       157831 171142 7310172001 A2Z01AYFVQYG44
       157830 171141 7310172001
                                   AZ40270J4JBZN
       157829 171140 7310172001
                                    ADXXVGRCGQQUO
        157828 171139 7310172001
                                   A13MS1JQG2ADOJ
       157827 171138 7310172001
                                   A13LAEOYTXA11B
        157848 171159 7310172001 A16GY2RCF410DT
        157834 171145 7310172001 A1L8DNQYY69L2Z
```

3

ProfileName \

```
E. R. Bird "Ramseelbird"
138676
138682
                                                A Customer
                                   L. Barker "simienwolf"
138681
476617
                                                   CHelmic
                                         Hugh G. Pritchard
22621
22620
                                                 Sandikaye
284375
                                                   LABRNTH
                                                H. Sandler
157850
157849
                                                   stucker
                           Cheryl Sapper "champagne girl"
157833
157832
                                                        Sam
                                               J. Umphress
157837
                                     Cindy Rellie "Rellie"
157831
157830
        Zhinka Chunmee "gamer from way back in the 70's"
                                        Richard Pearlstein
157829
157828
                                                C. Perrone
157827
                                 Dita Vyslouzilova "dita"
157848
                                                         LB
                                                 R. Flores
157834
                               HelpfulnessDenominator
        HelpfulnessNumerator
                                                            Score
                                                                          Time
138683
                            2
                                                      2
                                                        positive
                                                                    940809600
138676
                           71
                                                    72
                                                        positive
                                                                  1096416000
138682
                            2
                                                      2
                                                        positive
                                                                   1009324800
                            2
                                                      2
                                                         positive
                                                                   1065830400
138681
                            1
476617
                                                        positive
                                                                   1332547200
                            0
22621
                                                        positive
                                                                   1195948800
22620
                            1
                                                         negative
                                                                   1192060800
284375
                            0
                                                         positive
                                                                   1345852800
                            0
157850
                                                      0
                                                         positive
                                                                   1229385600
157849
                            0
                                                      0
                                                        positive
                                                                   1230076800
157833
                            0
                                                         positive
                                                                   1244764800
                            0
                                                        positive
157832
                                                                   1252022400
                            0
                                                        positive
                                                                  1240272000
157837
157831
                            0
                                                        positive
                                                                   1254960000
                            0
157830
                                                         positive
                                                                  1264291200
157829
                            0
                                                        positive
                                                                  1264377600
                            0
                                                        positive 1265760000
157828
157827
                            0
                                                         positive
                                                                  1269216000
                            0
                                                        positive
157848
                                                                   1231718400
                            0
                                                         positive
157834
                                                                   1243728000
                                                    Summary
138683
        This whole series is great way to spend time w...
138676
        Read it once. Read it twice. Reading Chicken S...
138682
                                         It Was a favorite!
138681
                                          Can't explain why
```

Nicholas A Mesiano

```
476617
                                       The best drink mix
22621
                                        Dog Lover Delites
22620
                                            made in china
284375
                        Great recipe book for my babycook
                                         Excellent treats
157850
                                          Sophie's Treats
157849
157833
                              THE BEST healthy dog treat!
157832
                         My Alaskan Malamute Loves Them!!
157837
                                         Best treat ever!
157831
            my 12 year old maltese has always loved these
157830
                        Dogs, Cats, Ferrets all love this
157829
                                                5 snouts!
157828
                                      Best dog treat ever
157827
                                 Great for puppy training
157848
                                                   Great!
157834
                                          Terrific Treats
       I can remember seeing the show when it aired o...
138683
138676 These days, when a person says, "chicken soup"...
138682 This was a favorite book of mine when I was a ...
138681
       This book has been a favorite of mine since I ...
476617 This product by Archer Farms is the best drink...
        Our dogs just love them. I saw them in a pet ...
22621
22620
       My dogs loves this chicken but its a product f...
       This book is easy to read and the ingredients ...
284375
157850
       I have been feeding my greyhounds these treats...
157849
       This is one product that my welsh terrier can ...
157833
       This is the ONLY dog treat that my Lhasa Apso ...
157832
       These liver treas are phenomenal. When i recei...
157837
       This was the only treat my dog liked during ob...
157831
       No waste, even if she is having a day when s...
157830
       I wanted a treat that was accepted and well li...
157829 My Westie loves these things! She loves anyth...
157828 This is the only dog treat that my terrier wil...
       New puppy loves this, only treat he will pay a...
157827
       My dog loves these treats! We started using t...
157848
157834
       This is a great treat which all three of my do...
```

OBSERVATION: - Here books with ProductId - 0006641040 and 2841233731 are also there so we have to remove all these rows with these ProductIds from the data

5 Text Preprocessing: Stemming, stop-word removal and Lemmatization.

```
In [7]: #set of stopwords in English
        from nltk.corpus import stopwords
        stop = set(stopwords.words('english'))
        words_to_keep = set(('not'))
        stop -= words_to_keep
        #initialising the snowball stemmer
        sno = nltk.stem.SnowballStemmer('english')
         #function to clean the word of any html-tags
        def cleanhtml(sentence):
            cleanr = re.compile('<.*?>')
            cleantext = re.sub(cleanr, ' ', sentence)
            return cleantext
        #function to clean the word of any punctuation or special characters
        def cleanpunc(sentence):
            cleaned = re.sub(r'[?|!||'|#]',r'',sentence)
            cleaned = re.sub(r'[.|,|)|(|||/]',r'',cleaned)
            return cleaned
In [8]: #Code for removing HTML tags , punctuations . Code for removing stopwords . Code for c
        # also greater than 2 . Code for stemmimg and also to convert them to lowercase letter
        i=0
        str1=' '
        final_string=[]
        all_positive_words=[] # store words from +ve reviews here
        all_negative_words=[] # store words from -ve reviews here.
        S = 11
        for sent in final['Text'].values:
            filtered_sentence=[]
            #print(sent);
            sent=cleanhtml(sent) # remove HTMl tags
            for w in sent.split():
                for cleaned_words in cleanpunc(w).split():
                    if((cleaned_words.isalpha()) & (len(cleaned_words)>2)):
                        if(cleaned_words.lower() not in stop):
                            s=(sno.stem(cleaned_words.lower())).encode('utf8')
                            filtered_sentence.append(s)
                            if (final['Score'].values)[i] == 'positive':
                                all_positive_words.append(s) #list of all words used to descri
                            if(final['Score'].values)[i] == 'negative':
                                all_negative_words.append(s) #list of all words used to descri
                        else:
                            continue
                    else:
```

continue

```
str1 = b" ".join(filtered_sentence) #final string of cleaned words
            final_string.append(str1)
In [9]: #adding a column of CleanedText which displays the data after pre-processing of the re
        final['CleanedText']=final_string
        final['CleanedText']=final['CleanedText'].str.decode("utf-8")
        #below the processed review can be seen in the CleanedText Column
        print('Shape of final',final.shape)
        final.head()
Shape of final (364136, 11)
Out [9]:
                    Ιd
                         ProductId
                                            UserId
                                                          ProfileName
        476617 515426 141278509X
                                     AB1A5EGHHVA9M
                                                              CHelmic
        22621
                24751 2734888454 A1C298ITT645B6 Hugh G. Pritchard
        22620
                 24750 2734888454 A13ISQV0U9GZIC
                                                            Sandikave
        157850 171161 7310172001
                                   AFXMWPNS1BLU4
                                                           H. Sandler
        157849
               171160 7310172001
                                     A74C7IARQEM1R
                                                              stucker
                                                                 Score
                HelpfulnessNumerator
                                    HelpfulnessDenominator
                                                                              Time \
        476617
                                                           1 positive 1332547200
                                   1
        22621
                                   0
                                                             positive 1195948800
        22620
                                   1
                                                           1 negative 1192060800
                                                            positive 1229385600
        157850
                                   0
        157849
                                   0
                                                             positive 1230076800
                           Summary
                                                                                 Text \
        476617
               The best drink mix
                                    This product by Archer Farms is the best drink...
        22621
                Dog Lover Delites
                                    Our dogs just love them. I saw them in a pet ...
        22620
                     made in china
                                   My dogs loves this chicken but its a product f...
                  Excellent treats
                                   I have been feeding my greyhounds these treats...
        157850
                                   This is one product that my welsh terrier can ...
        157849
                  Sophie's Treats
                                                      CleanedText
               product archer farm best drink mix ever mix fl...
        476617
                dog love saw pet store tag attach regard made ...
        22621
                dog love chicken product china wont buy anymor...
        22620
                feed greyhound treat year hound littl finicki ...
        157850
        157849
                one product welsh terrier eat sophi food alerg...
```

TIME BASED SPLITTING OF SAMPLE DATASET

In [10]: from sklearn.model_selection import train_test_split
 ##Sorting data according to Time in ascending order for Time Based Splitting

```
time_sorted_data = final.sort_values('Time', axis=0, ascending=True, inplace=False, k:
x = time_sorted_data['CleanedText'].values
y = time_sorted_data['Score']

# split the data set into train and test
X_train, X_test, Y_train, Y_test = train_test_split(x, y, test_size=0.3, random_state=
```

6 (1). Bag of Words (BoW)

7 (1.a) Bernoulli Naive Bayes Classifier

8 10 Fold Cross Validation

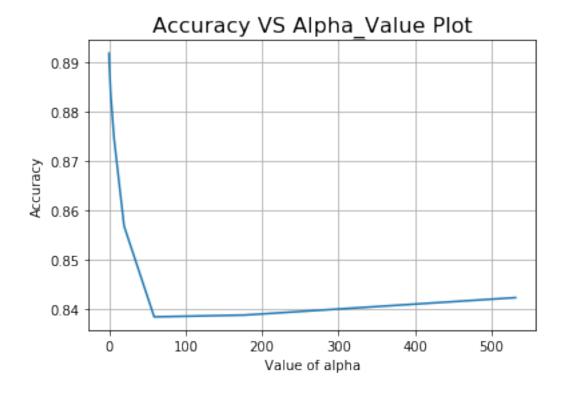
```
In [12]: # Importing libraries
         from sklearn.naive_bayes import BernoulliNB
         from sklearn.model_selection import cross_val_score
         from sklearn.metrics import accuracy_score,confusion_matrix,f1_score,precision_score,
         # Creating alpha values in the range from 10^-3 to 10^3
         neighbors = []
         i = 0.001
         while(i<=1000):
             neighbors.append(np.round(i,3))
             i *= 3
         # empty list that will hold cv scores
         cv_scores = []
         # perform 10-fold cross validation
         for k in neighbors:
             bn = BernoulliNB(alpha = k)
             scores = cross_val_score(bn, X_train_vec, Y_train, cv=10, scoring='accuracy', n_j
             cv_scores.append(scores.mean())
```

```
# determining best value of alpha
optimal_alpha = neighbors[cv_scores.index(max(cv_scores))]
print('\nThe optimal value of alpha is %.3f.' % optimal_alpha)
```

The optimal value of alpha is 0.001.

```
In [13]: # plot accuracy vs alpha
    plt.plot(neighbors, cv_scores)
    plt.xlabel('Value of alpha',size=10)
    plt.ylabel('Accuracy',size=10)
    plt.title('Accuracy VS Alpha_Value Plot',size=16)
    plt.grid()
    plt.show()

    print("\n\nAlpha values :\n",neighbors)
    print("\nAccuracy for each alpha value is :\n ", np.round(cv_scores,5))
```



```
Alpha values: [0.001, 0.003, 0.009, 0.027, 0.081, 0.243, 0.729, 2.187, 6.561, 19.683, 59.049, 177.147, 531.4
```

```
Accuracy for each alpha value is :
  [0.89194 0.89192 0.89176 0.89152 0.89114 0.89032 0.88849 0.88376 0.87466
0.85684 0.83839 0.83876 0.8423 ]
# instantiate learning model alpha = optimal_alpha
        bn_optimal = BernoulliNB(alpha = optimal_alpha)
        # fitting the model
        bn_optimal.fit(X_train_vec, Y_train)
        # predict the response
        predictions = bn_optimal.predict(X_test_vec)
        # evaluate accuracy
        acc = accuracy_score(Y_test, predictions) * 100
        print('\nThe Test Accuracy of the Bernoulli naive Bayes classifier for alpha = %.3f is
        # Variables that will be used for making table in Conclusion part of this assignment
        bow_bernoulli_alpha = optimal_alpha
        bow_bernoulli_train_acc = max(cv_scores)*100
        bow_bernoulli_test_acc = acc
The Test Accuracy of the Bernoulli naive Bayes classifier for alpha = 0.001 is 89.365714%
```

Top 20 Important Features Per Class Are:

```
In [15]: bn_optimal.classes_
Out[15]: array(['negative', 'positive'], dtype='<U8')</pre>
   From above we can see that first_class is 'negative' and second_class is 'positive'
In [16]: # Now we can find log probabilities of different features for both the classes
         class_features = bn_optimal.feature_log_prob_
         # row_0 is for 'negative' class and row_1 is for 'positive' class
         negative_features = class_features[0]
         positive_features = class_features[1]
         # Getting all feature names
         feature_names = count_vect.get_feature_names()
         # Sorting 'negative_features' and 'positive_features' in descending order using argso
```

```
sorted_negative_features = np.argsort(negative_features)[::-1]
sorted_positive_features = np.argsort(positive_features)[::-1]

print("Top 20 Important Features and their log probabilities For Negative Class :\n\n
for i in list(sorted_negative_features[0:20]):
    print("%s\t -->\t%f "%(feature_names[i],negative_features[i]))

print("\n\nTop 20 Important Features and their log probabilities For Positive Class :
for i in list(sorted_positive_features[0:20]):
    print("%s\t -->\t%f "%(feature_names[i],positive_features[i]))
```

Top 20 Important Features and their log probabilities For Negative Class :

tast	>	-0.987744
like	>	-1.001583
product	>	-1.177819
one	>	-1.355610
would	>	-1.417847
tri	>	-1.467070
flavor	>	-1.548114
good	>	-1.552114
buy	>	-1.602521
get	>	-1.655996
use	>	-1.681294
dont	>	-1.744126
even	>	-1.821458
order	>	-1.834662
make	>	-1.971348
much	>	-1.973322
time	>	-1.995297
realli	>	-2.026252
look	>	-2.054878
amazon	>	-2.066640

Top 20 Important Features and their log probabilities For Positive Class :

```
like
             -->
                        -1.175476
tast
             -->
                        -1.204468
love
             -->
                        -1.260625
             -->
                        -1.265811
good
             -->
                         -1.295596
great
              -->
flavor
                          -1.423290
            -->
                       -1.467773
one
            -->
                       -1.479067
use
                       -1.520718
            -->
tri
```

```
product
                           -1.537382
make
             -->
                        -1.657849
            -->
                       -1.684409
get
            -->
                       -1.893541
buy
time
            -->
                        -1.902954
would
              -->
                         -1.928464
realli
                          -1.967278
best
             -->
                        -1.989593
              -->
                         -1.997007
amazon
find
             -->
                        -2.011305
             -->
                        -2.015592
price
```

In [17]: # evaluate accuracy

10 Now Evaluate: Accuracy, F1-Score, Precision, Recall, Confusion_Matrix, TPR, FPR, TNR, FNR

```
acc = accuracy_score(Y_test, predictions) * 100
         print('\nThe Test Accuracy of the Bernoulli naive Bayes classifier for alpha = %.3f is
         # evaluate precision
         acc = precision_score(Y_test, predictions, pos_label = 'positive')
         print('\nThe Test Precision of the Bernoulli naive Bayes classifier for alpha = %.3f
         # evaluate recall
         acc = recall_score(Y_test, predictions, pos_label = 'positive')
         print('\nThe Test Recall of the Bernoulli naive Bayes classifier for alpha = %.3f is '
         # evaluate f1-score
         acc = f1_score(Y_test, predictions, pos_label = 'positive')
         print('\nThe Test F1-Score of the Bernoulli naive Bayes classifier for alpha = %.3f is
The Test Accuracy of the Bernoulli naive Bayes classifier for alpha = 0.001 is 89.365714%
The Test Precision of the Bernoulli naive Bayes classifier for alpha = 0.001 is 0.937157
The Test Recall of the Bernoulli naive Bayes classifier for alpha = 0.001 is 0.936801
The Test F1-Score of the Bernoulli naive Bayes classifier for alpha = 0.001 is 0.936979
In [18]: # Evaluate TPR , FPR , TNR , FNR
         TrueNeg,FalseNeg,FalsePos, TruePos = confusion_matrix(Y_test, predictions).ravel()
         # Evaluate TPR (TPR = TP/(FN+TP))
         TPR = TruePos/(FalseNeg + TruePos)
```

```
print("TPR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (optin

# Evaluate FPR (FPR = FP/(TN+FP))
FPR = FalsePos/(TrueNeg + FalsePos)
print("FPR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (optin

# Evaluate TNR (TNR = TN/(TN+FP))
TNR = TrueNeg/(TrueNeg + FalsePos)
print("TNR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (optin

# Evaluate FNR (FNR = TN/(FN+TP))
FNR = FalseNeg/(FalseNeg + TruePos)
print("FNR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (optin

TPR of the Bernoulli naive Bayes classifier for alpha = 0.001 is : 0.937157
FPR of the Bernoulli naive Bayes classifier for alpha = 0.001 is : 0.340881
TNR of the Bernoulli naive Bayes classifier for alpha = 0.001 is : 0.659119
FNR of the Bernoulli naive Bayes classifier for alpha = 0.001 is : 0.062843
```

Seaborn Heatmap For Representation of Confusion Matrix:

Confusion Matrix



11 (1.b) Multinomial Naive Bayes Classifier

12 10 Fold Cross Validation

```
In [20]: from sklearn.naive_bayes import MultinomialNB

# Creating alpha values in the range from 10^-3 to 10^3
neighbors = []
i = 0.001
while(i<=1000):
    neighbors.append(np.round(i,3))
    i *= 3

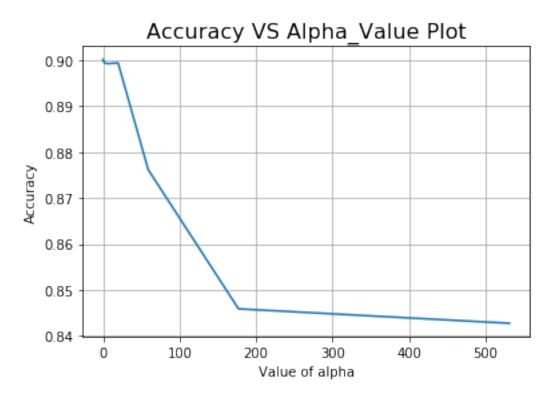
# empty list that will hold cv scores
cv_scores = []

# perform 10-fold cross validation
for k in neighbors:
    bn = MultinomialNB(alpha = k)</pre>
```

```
scores = cross_val_score(bn, X_train_vec, Y_train, cv=10, scoring='accuracy', n_j
cv_scores.append(scores.mean())

# determining best value of alpha
optimal_alpha = neighbors[cv_scores.index(max(cv_scores))]
print('\nThe optimal value of alpha is %.3f.' % optimal_alpha)
```

The optimal value of alpha is 0.009.



```
Alpha values :
 [0.001, 0.003, 0.009, 0.027, 0.081, 0.243, 0.729, 2.187, 6.561, 19.683, 59.049, 177.147, 531.48
Accuracy for each alpha value is :
 [0.90019 0.90023 0.90025 0.90025 0.90023 0.90015 0.89978 0.89944 0.89929
0.89945 0.87621 0.84591 0.84276]
# instantiate learning model alpha = optimal_alpha
        bn_optimal = MultinomialNB(alpha = optimal_alpha)
        # fitting the model
        bn_optimal.fit(X_train_vec, Y_train)
        # predict the response
        predictions = bn_optimal.predict(X_test_vec)
        # evaluate accuracy
        acc = accuracy_score(Y_test, predictions) * 100
        print('\nThe Test Accuracy of the Multinomial naive Bayes classifier for alpha = %.3f
        # Variables that will be used for making table in Conclusion part of this assignment
        bow_multinomial_alpha = optimal_alpha
        bow_multinomial_train_acc = max(cv_scores)*100
        bow_multinomial_test_acc = acc
```

The Test Accuracy of the Multinomial naive Bayes classifier for alpha = 0.009 is 90.191412%

13 Top 20 Important Features Per Class Are:-

```
In [23]: bn_optimal.classes_
Out[23]: array(['negative', 'positive'], dtype='<U8')
From above we can see that first_class is 'negative' and second_class is 'positive'
In [24]: # Now we can find log probabilities of different features for both the classes class_features = bn_optimal.feature_log_prob_

# row_0 is for 'negative' class and row_1 is for 'positive' class negative_features = class_features[0]
positive_features = class_features[1]

# Getting all feature names
feature_names = count_vect.get_feature_names()</pre>
```

```
# Sorting 'negative_features' and 'positive_features' in descending order using argso
sorted_negative_features = np.argsort(negative_features)[::-1]
sorted_positive_features = np.argsort(positive_features)[::-1]

print("Top 20 Important Features and their log probabilities For Negative Class :\n\n
for i in list(sorted_negative_features[0:20]):
    print("%s\t -->\t%f "%(feature_names[i],negative_features[i]))

print("\n\nTop 20 Important Features and their log probabilities For Positive Class :
for i in list(sorted_positive_features[0:20]):
    print("%s\t -->\t%f "%(feature_names[i],positive_features[i]))
```

Top 20 Important Features and their log probabilities For Negative Class :

>	-4.211208
>	-4.275870
>	-4.411933
>	-4.729366
>	-4.778510
>	-4.863789
>	-4.878241
>	-5.026657
>	-5.039993
>	-5.043213
>	-5.131303
>	-5.139937
>	-5.189192
>	-5.201784
>	-5.274021
>	-5.275934
>	-5.342246
>	-5.362271
>	-5.434784
>	-5.466863
	>>>>>>>>>>

Top 20 Important Features and their log probabilities For Positive Class :

```
like
                        -4.413711
tast
             -->
                        -4.491244
                        -4.623394
             -->
good
flavor
                          -4.654844
                        -4.675000
love
             -->
              -->
                          -4.707180
great
                        -4.708460
use
            -->
```

```
-->
                       -4.778937
one
product
                           -4.837269
            -->
                       -4.885283
tri
            -->
                       -4.918532
tea
coffe
             -->
                         -4.973927
make
             -->
                        -5.031791
            -->
                       -5.068710
get
food
            -->
                        -5.178502
would
             -->
                        -5.333505
time
             -->
                        -5.337991
                       -5.359727
buy
            -->
realli
              -->
                          -5.386546
                       -5.402433
            -->
```

In [25]: # evaluate accuracy

14 Now Evaluate: Accuracy, F1-Score, Precision, Recall, Confusion_Matrix, TPR, FPR, TNR, FNR

```
acc = accuracy_score(Y_test, predictions) * 100
        print('\nThe Test Accuracy of the Multinomial naive Bayes classifier for alpha = %.3f
         # evaluate precision
        acc = precision_score(Y_test, predictions, pos_label = 'positive')
        print('\nThe Test Precision of the Multinomial naive Bayes classifier for alpha = %.3
         # evaluate recall
         acc = recall_score(Y_test, predictions, pos_label = 'positive')
         print('\nThe Test Recall of the Multinomial naive Bayes classifier for alpha = %.3f is
         # evaluate f1-score
        acc = f1_score(Y_test, predictions, pos_label = 'positive')
        print('\nThe Test F1-Score of the Multinomial naive Bayes classifier for alpha = %.3f
The Test Accuracy of the Multinomial naive Bayes classifier for alpha = 0.009 is 90.191412%
The Test Precision of the Multinomial naive Bayes classifier for alpha = 0.009 is 0.945981
The Test Recall of the Multinomial naive Bayes classifier for alpha = 0.009 is 0.937289
The Test F1-Score of the Multinomial naive Bayes classifier for alpha = 0.009 is 0.941615
In [26]: # Evaluate TPR , FPR , TNR , FNR
         TrueNeg,FalseNeg,FalsePos, TruePos = confusion_matrix(Y_test, predictions).ravel()
```

```
# Evaluate TPR (TPR = TP/(FN+TP))
        TPR = TruePos/(FalseNeg + TruePos)
        print("TPR of the Multinomial naive Bayes classifier for alpha = %.3f is: %f" % (op
        # Evaluate FPR (FPR = FP/(TN+FP))
        FPR = FalsePos/(TrueNeg + FalsePos)
        print("FPR of the Multinomial naive Bayes classifier for alpha = %.3f is: %f" % (op
        # Evaluate TNR (TNR = TN/(TN+FP))
        TNR = TrueNeg/(TrueNeg + FalsePos)
        print("TNR of the Multinomial naive Bayes classifier for alpha = %.3f is : %f" % (op
        # Evaluate FNR (FNR = TN/(FN+TP))
        FNR = FalseNeg/(FalseNeg + TruePos)
        print("FNR of the Multinomial naive Bayes classifier for alpha = %.3f is : %f" % (op
TPR of the Multinomial naive Bayes classifier for alpha = 0.009 is: 0.945981
FPR of the Multinomial naive Bayes classifier for alpha = 0.009 is : 0.322907
TNR of the Multinomial naive Bayes classifier for alpha = 0.009 is: 0.677093
FNR of the Multinomial naive Bayes classifier for alpha = 0.009 is: 0.054019
  SEABORN HEATMAP FOR REPRESENTATION OF CONFUSION MATRIX:
In [27]: # Code for drawing seaborn heatmaps
        class_names = ['negative', 'positive']
        df_heatmap = pd.DataFrame(confusion_matrix(Y_test, predictions), index=class_names, can
        fig = plt.figure(figsize=(10,7))
```

heatmap.yaxis.set_ticklabels(heatmap.yaxis.get_ticklabels(), rotation=0, ha='right', heatmap.xaxis.set_ticklabels(heatmap.xaxis.get_ticklabels(), rotation=0, ha='right', heatmap.xaxis.set_ticklabels(), rotation=0, ha='right', heatmap.xaxis.get_ticklabels(), heatmap.xaxis.get_ti

heatmap = sns.heatmap(df_heatmap, annot=True, fmt="d")

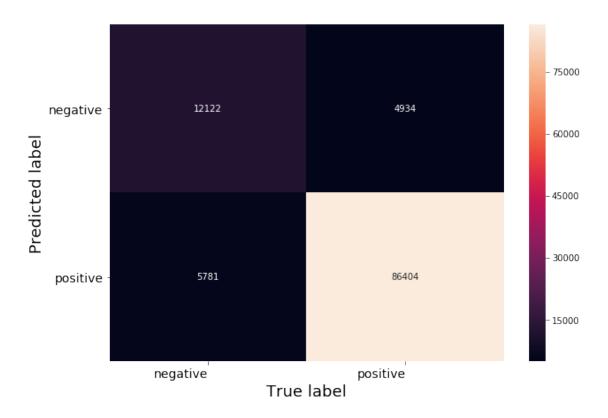
Setting tick labels for heatmap

plt.show()

plt.ylabel('Predicted label',size=18)
plt.xlabel('True label',size=18)

plt.title("Confusion Matrix\n", size=24)

Confusion Matrix

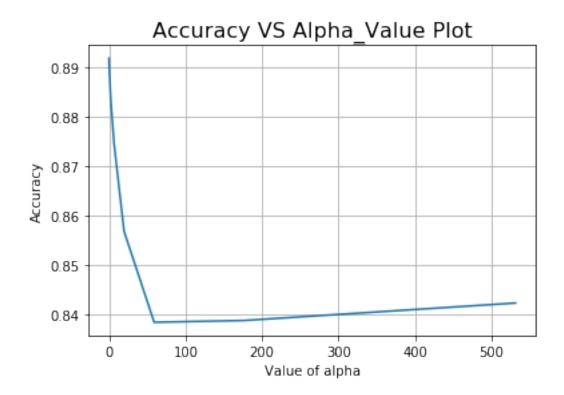


15 (2). TF-IDF

16 (2.a) Bernoulli Naive Bayes Classifier

17 10 Fold Cross Validation

```
In [29]: # Creating alpha values in the range from 10^-3 to 10^3
         neighbors = []
         i = 0.001
         while(i<=1000):
             neighbors.append(np.round(i,3))
         # empty list that will hold cv scores
         cv_scores = []
         # perform 10-fold cross validation
         for k in neighbors:
             bn = BernoulliNB(alpha = k)
             scores = cross_val_score(bn, X_train_vec, Y_train, cv=10, scoring='accuracy', n_j
             cv_scores.append(scores.mean())
         # determining best value of alpha
         optimal_alpha = neighbors[cv_scores.index(max(cv_scores))]
         print('\nThe optimal value of alpha is %.3f.' % optimal_alpha)
The optimal value of alpha is 0.001.
In [30]: # plot accuracy vs alpha
        plt.plot(neighbors, cv_scores)
         plt.xlabel('Value of alpha',size=10)
         plt.ylabel('Accuracy',size=10)
         plt.title('Accuracy VS Alpha_Value Plot',size=16)
         plt.grid()
         plt.show()
         print("\n\nAlpha values :\n",neighbors)
         print("\nAccuracy for each alpha value is :\n ", np.round(cv_scores,5))
```



```
# Variables that will be used for making table in Conclusion part of this assignment
tfidf_bernoulli_alpha = optimal_alpha
tfidf_bernoulli_train_acc = max(cv_scores)*100
tfidf_bernoulli_test_acc = acc
```

The Test Accuracy of the Bernoulli naive Bayes classifier for alpha = 0.001 is 89.365714%

18 Top 20 Important Features Per Class Are:-

```
In [32]: bn_optimal.classes_
Out[32]: array(['negative', 'positive'], dtype='<U8')</pre>
  From above we can see that first_class is 'negative' and second_class is 'positive'
In [33]: # Now we can find log probabilities of different features for both the classes
         class_features = bn_optimal.feature_log_prob_
         # row_0 is for 'negative' class and row_1 is for 'positive' class
         negative_features = class_features[0]
         positive_features = class_features[1]
         # Getting all feature names
         feature_names = tf_idf_vect.get_feature_names()
         # Sorting 'negative_features' and 'positive_features' in descending order using argso
         sorted_negative_features = np.argsort(negative_features)[::-1]
         sorted_positive_features = np.argsort(positive_features)[::-1]
         print("Top 20 Important Features and their log probabilities For Negative Class :\n\n
         for i in list(sorted_negative_features[0:20]):
             print("%s\t -->\t%f "%(feature_names[i],negative_features[i]))
         print("\n\nTop 20 Important Features and their log probabilities For Positive Class:
         for i in list(sorted_positive_features[0:20]):
             print("%s\t -->\t%f "%(feature_names[i],positive_features[i]))
```

Top 20 Important Features and their log probabilities For Negative Class:

```
tast
             -->
                        -0.987744
like
                        -1.001583
             -->
product
                           -1.177819
                       -1.355610
one
            -->
would
                         -1.417847
tri
            -->
                       -1.467070
```

```
-->
flavor
                           -1.548114
good
             -->
                         -1.552114
                        -1.602521
buy
             -->
             -->
                        -1.655996
get
use
             -->
                        -1.681294
dont
                         -1.744126
                         -1.821458
even
order
                          -1.834662
make
              -->
                         -1.971348
              -->
much
                         -1.973322
                         -1.995297
time
              -->
realli
                -->
                           -2.026252
                         -2.054878
look
              -->
amazon
                           -2.066640
```

Top 20 Important Features and their log probabilities For Positive Class :

```
-1.175476
like
              -->
tast
              -->
                         -1.204468
love
                         -1.260625
good
              -->
                         -1.265811
              -->
                          -1.295596
great
                -->
                           -1.423290
flavor
             -->
                        -1.467773
one
             -->
                        -1.479067
use
tri
             -->
                        -1.520718
                             -1.537382
product
              -->
                         -1.657849
make
             -->
                        -1.684409
get
             -->
                        -1.893541
buy
              -->
                         -1.902954
time
              -->
would
                          -1.928464
               -->
realli
                           -1.967278
best
              -->
                         -1.989593
amazon
                           -1.997007
find
                         -2.011305
                          -2.015592
price
              -->
```

19 Now Evaluate: Accuracy, F1-Score, Precision, Recall, Confusion_Matrix, TPR, FPR, TNR, FNR

```
# evaluate precision
                  acc = precision_score(Y_test, predictions, pos_label = 'positive')
                  print('\nThe Test Precision of the Bernoulli naive Bayes classifier for alpha = %.3f
                  # evaluate recall
                  acc = recall_score(Y_test, predictions, pos_label = 'positive')
                  print('\nThe Test Recall of the Bernoulli naive Bayes classifier for alpha = %.3f is '
                  # evaluate f1-score
                  acc = f1_score(Y_test, predictions, pos_label = 'positive')
                  print('\nThe Test F1-Score of the Bernoulli naive Bayes classifier for alpha = %.3f is
The Test Accuracy of the Bernoulli naive Bayes classifier for alpha = 0.001 is 89.365714%
The Test Precision of the Bernoulli naive Bayes classifier for alpha = 0.001 is 0.937157
The Test Recall of the Bernoulli naive Bayes classifier for alpha = 0.001 is 0.936801
The Test F1-Score of the Bernoulli naive Bayes classifier for alpha = 0.001 is 0.936979
In [35]: # Evaluate TPR , FPR , TNR , FNR
                  TrueNeg,FalseNeg,FalsePos, TruePos = confusion matrix(Y test, predictions).ravel()
                  # Evaluate TPR (TPR = TP/(FN+TP))
                  TPR = TruePos/(FalseNeg + TruePos)
                  print("TPR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (option
                  # Evaluate FPR (FPR = FP/(TN+FP))
                  FPR = FalsePos/(TrueNeg + FalsePos)
                  print("FPR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (option
                  # Evaluate TNR (TNR = TN/(TN+FP))
                  TNR = TrueNeg/(TrueNeg + FalsePos)
                  print("TNR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (optim
                  # Evaluate FNR (FNR = TN/(FN+TP))
                  FNR = FalseNeg/(FalseNeg + TruePos)
                  print("FNR of the Bernoulli naive Bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the bernoulli naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3f is : %f" % (optimize the content of the beautiful naive bayes classifier for alpha = %.3
TPR of the Bernoulli naive Bayes classifier for alpha = 0.001 is: 0.937157
FPR of the Bernoulli naive Bayes classifier for alpha = 0.001 is : 0.340881
TNR of the Bernoulli naive Bayes classifier for alpha = 0.001 is : 0.659119
FNR of the Bernoulli naive Bayes classifier for alpha = 0.001 is : 0.062843
```

SEABORN HEATMAP FOR REPRESENTATION OF CONFUSION MATRIX:

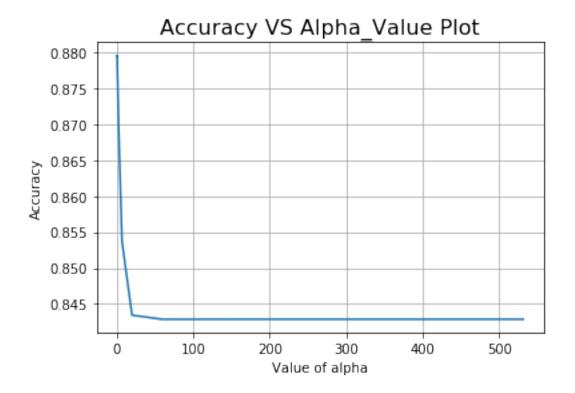
Confusion Matrix



20 (2.b) Multinomial Naive Bayes Classifier

21 10 Fold Cross Validation

```
i = 0.001
         while(i<=1000):
             neighbors.append(np.round(i,3))
         # empty list that will hold cv scores
         cv_scores = []
         # perform 10-fold cross validation
         for k in neighbors:
             bn = MultinomialNB(alpha = k)
             scores = cross_val_score(bn, X_train_vec, Y_train, cv=10, scoring='accuracy', n_j
             cv_scores.append(scores.mean())
         # determining best value of alpha
         optimal_alpha = neighbors[cv_scores.index(max(cv_scores))]
         print('\nThe optimal value of alpha is %.3f.' % optimal_alpha)
The optimal value of alpha is 0.027.
In [38]: # plot accuracy vs alpha
        plt.plot(neighbors, cv_scores)
        plt.xlabel('Value of alpha',size=10)
        plt.ylabel('Accuracy',size=10)
        plt.title('Accuracy VS Alpha_Value Plot',size=16)
        plt.grid()
        plt.show()
         print("\n\nAlpha values :\n",neighbors)
         print("\nAccuracy for each alpha value is :\n ", np.round(cv_scores,5))
```



```
# Variables that will be used for making table in Conclusion part of this assignment
tfidf_multinomial_alpha = optimal_alpha
tfidf_multinomial_train_acc = max(cv_scores)*100
tfidf_multinomial_test_acc = acc
```

The Test Accuracy of the Multinomial naive Bayes classifier for alpha = 0.027 is 88.040205%

22 Top 20 Important Features Per Class Are:-

```
In [40]: bn_optimal.classes_
Out[40]: array(['negative', 'positive'], dtype='<U8')</pre>
  From above we can see that first_class is 'negative' and second_class is 'positive'
In [41]: # Now we can find log probabilities of different features for both the classes
         class_features = bn_optimal.feature_log_prob_
         # row_0 is for 'negative' class and row_1 is for 'positive' class
         negative_features = class_features[0]
         positive_features = class_features[1]
         # Getting all feature names
         feature_names = tf_idf_vect.get_feature_names()
         # Sorting 'negative_features' and 'positive_features' in descending order using argso
         sorted_negative_features = np.argsort(negative_features)[::-1]
         sorted_positive_features = np.argsort(positive_features)[::-1]
         print("Top 20 Important Features and their log probabilities For Negative Class :\n\n
         for i in list(sorted_negative_features[0:20]):
             print("%s\t -->\t%f "%(feature_names[i],negative_features[i]))
         print("\n\nTop 20 Important Features and their log probabilities For Positive Class :
         for i in list(sorted_positive_features[0:20]):
             print("%s\t -->\t%f "%(feature_names[i],positive_features[i]))
```

Top 20 Important Features and their log probabilities For Negative Class:

```
-4.816971
tast
            -->
like
            -->
                       -4.964158
product
              -->
                          -4.980686
would
                        -5.306868
             -->
coffe
             -->
                        -5.324640
flavor
              -->
                        -5.334298
```

```
-->
                        -5.353519
one
tri
            -->
                        -5.459168
                        -5.465362
            -->
buy
              -->
                          -5.472430
order
box
            -->
                        -5.577193
disappoint
                               -5.606259
            -->
                        -5.610177
tea
                         -5.636388
good
                         -5.641933
dont
             -->
get
            -->
                        -5.653298
                        -5.698215
            -->
use
even
             -->
                         -5.730978
                         -5.752900
food
             -->
            -->
                        -5.762344
bag
```

Top 20 Important Features and their log probabilities For Positive Class :

```
-->
                          -5.040164
great
love
             -->
                         -5.048959
tast
                         -5.111444
good
             -->
                         -5.112518
                        -5.131742
like
             -->
            -->
                        -5.185184
tea
              -->
flavor
                           -5.189635
              -->
coffe
                          -5.197630
product
                            -5.279732
            -->
                        -5.297337
use
            -->
                       -5.393326
one
                       -5.446777
tri
            -->
             -->
                        -5.534496
make
            -->
                       -5.578981
get
                         -5.622630
price
                       -5.636730
buy
            -->
best
             -->
                         -5.647731
food
             -->
                         -5.660888
order
              -->
                          -5.694562
time
             -->
                         -5.714951
```

23 Now Evaluate: Accuracy, F1-Score, Precision, Recall, Confusion_Matrix, TPR, FPR, TNR, FNR

```
# evaluate precision
         acc = precision_score(Y_test, predictions, pos_label = 'positive')
         print('\nThe Test Precision of the Multinomial naive Bayes classifier for alpha = %.3
         # evaluate recall
        acc = recall_score(Y_test, predictions, pos_label = 'positive')
        print('\nThe Test Recall of the Multinomial naive Bayes classifier for alpha = %.3f is
         # evaluate f1-score
         acc = f1_score(Y_test, predictions, pos_label = 'positive')
         print('\nThe Test F1-Score of the Multinomial naive Bayes classifier for alpha = %.3f
The Test Accuracy of the Multinomial naive Bayes classifier for alpha = 0.027 is 88.040205%
The Test Precision of the Multinomial naive Bayes classifier for alpha = 0.027 is 0.879735
The Test Recall of the Multinomial naive Bayes classifier for alpha = 0.027 is 0.994186
The Test F1-Score of the Multinomial naive Bayes classifier for alpha = 0.027 is 0.933465
In [43]: # Evaluate TPR , FPR , TNR , FNR
        TrueNeg,FalseNeg,FalsePos, TruePos = confusion matrix(Y test, predictions).ravel()
         # Evaluate TPR (TPR = TP/(FN+TP))
        TPR = TruePos/(FalseNeg + TruePos)
        print("TPR of the Multinomial naive Bayes classifier for alpha = %.3f is : %f" % (op
         # Evaluate FPR (FPR = FP/(TN+FP))
        FPR = FalsePos/(TrueNeg + FalsePos)
        print("FPR of the Multinomial naive Bayes classifier for alpha = %.3f is : %f" % (op
         # Evaluate TNR (TNR = TN/(TN+FP))
        TNR = TrueNeg/(TrueNeg + FalsePos)
        print("TNR of the Multinomial naive Bayes classifier for alpha = %.3f is : %f" % (op
         # Evaluate FNR (FNR = TN/(FN+TP))
        FNR = FalseNeg/(FalseNeg + TruePos)
        print("FNR of the Multinomial naive Bayes classifier for alpha = %.3f is : %f" % (op
TPR of the Multinomial naive Bayes classifier for alpha = 0.027 is: 0.879735
FPR of the Multinomial naive Bayes classifier for alpha = 0.027 is: 0.105866
TNR of the Multinomial naive Bayes classifier for alpha = 0.027 is: 0.894134
FNR of the Multinomial naive Bayes classifier for alpha = 0.027 is: 0.120265
```

SEABORN HEATMAP FOR REPRESENTATION OF CONFUSION MATRIX:

Confusion Matrix



24 CONCLUSION:

25 (a). Procedure followed:

STEP 1:- Text Preprocessing

- STEP 2:- Time-based splitting of whole dataset into train_data and test_data
- STEP 3:- Training the vectorizer on train_data and later applying same vectorizer on both train_data and test_data to transform them into vectors
- STEP 4:- Using Bernoulli Naive Bayes as an estimator in 10-Fold Cross-Validation in order to find optimal value of alpha .
 - STEP 5:- Draw "Accuracy VS Alpha_value" plot
- STEP 6:- Once , we get optimal value of alpha then train BernoulliNB again with this optimal alpha and make predictions on test_data
 - STEP 7:- Find important features per class
 - STEP 8: Evaluate: Accuracy, F1-Score, Precision, Recall, TPR, FPR, TNR, FNR
 - STEP 9:- Draw Seaborn Heatmap for Confusion Matrix.
 - STEP 10:- Repeat from STEP 4 to STEP 9 using Multinomial Naive Bayes as an estimator
 - Repeat from STEP 3 to STEP 10 for each of these two vectorizers: Bag Of Words(BoW), TFIDF

26 (b). Table (Model Performances with their hyperparameters:

```
In [46]: # Creating table using PrettyTable library
                                from prettytable import PrettyTable
                                names = ["BernoulliNB for BoW", "MultinomialNB for BoW", "BernoulliNB for TFIDF", "MultinomialNB for BoW", "BernoulliNB for BoW", "BernoulliNB for BoW", "MultinomialNB for BoW", "BernoulliNB for B
                                optimal_alpha = [bow_bernoulli_alpha, bow_multinomial_alpha, tfidf_bernoulli_alpha, t
                                train_acc = [bow_bernoulli_train_acc, bow_multinomial_train_acc, tfidf_bernoulli_train_acc
                                test_acc = [bow_bernoulli_test_acc, bow_multinomial_test_acc, tfidf_bernoulli_test_ac
                                numbering = [1,2,3,4]
                                # Initializing prettytable
                                ptable = PrettyTable()
                                 # Adding columns
                                ptable.add_column("S.NO.", numbering)
                                ptable.add_column("MODEL",names)
                                ptable.add_column("Best Alpha",optimal_alpha)
                                ptable.add_column("Training Accuracy",train_acc)
                                ptable.add_column("Test Accuracy",test_acc)
                                 # Printing the Table
                                print(ptable)
```

	S.NO.		MODEL	i	Best Alpha		Training Accuracy	Test	Accuracy	+
	1	·+-	BernoulliNB for BoW	-+- 	0.001	+- 				+
١	2	1	MultinomialNB for BoW	1	0.009		90.0253049504307	90.1914	41164947226	1

	3	BernoulliNB for TFIDF	0.001	89.1943733660152 89.36571433802327
	4	MultinomialNB for TFIDF	0.027	87.96092412822742 88.04020468505415
+-		-+		