

Amazon Review Sentiment Analysis System

Overview

What

1. It is a Natural Language Processing application which can analyze the sentiment on the amazon customer review text data.
2. This application predicts the sentiment into 3 categories:
 - a. Positive
 - b. Negative
 - c. Neutral
3. This application then visualizes the results based on various factors like gadget type, gender, language, and review etc.
4. This application can get the data from google forms through a google sheet.
5. This application is a web application which can access over a LAN.

Why

1. This application can be used in many use cases such as product/service monitoring, survey analysis, social media monitoring and feedback analysis etc.
2. This kind of project shows Machine Learning knowledge, Programming skills, web development skills and practical implementation of Natural Language Processing.
3. This project can be very useful for resume point of view.

How

1. Backend

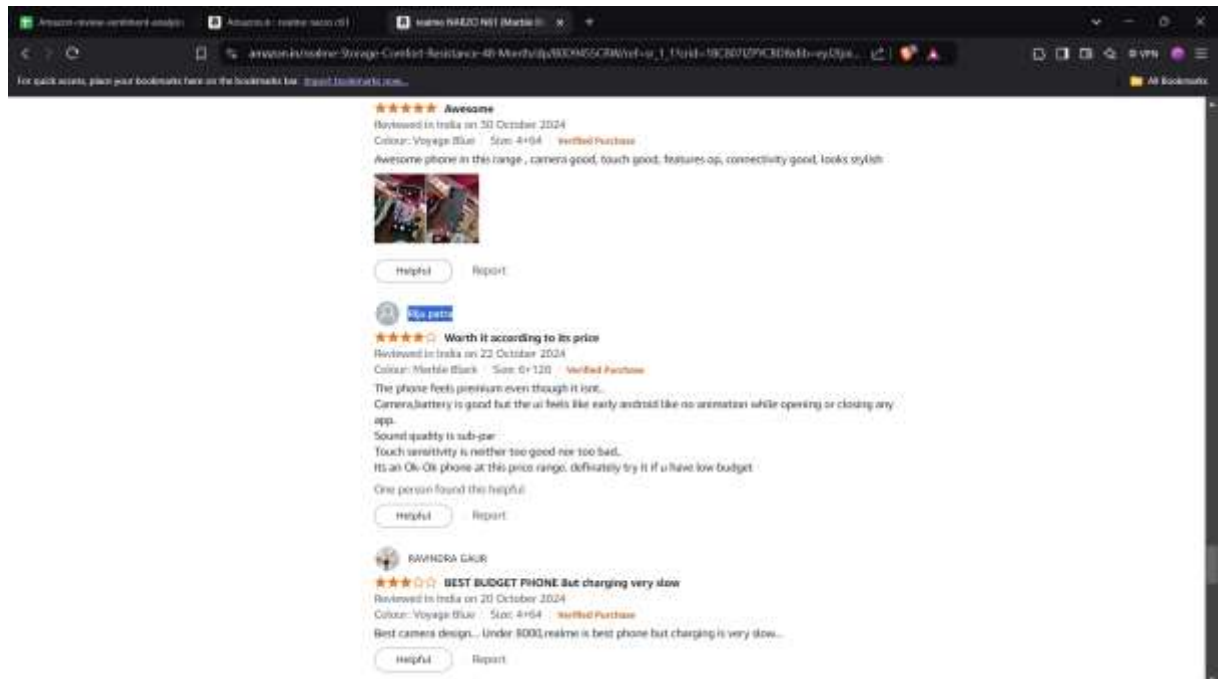
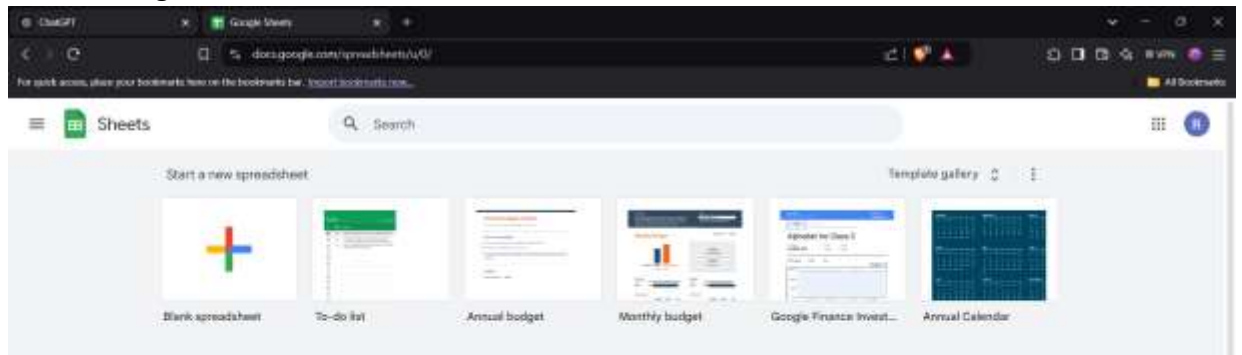
| | |
|---------------------------|----------------------------|
| Data Collection | Google Sheets using Python |
| Data Organisation | Pandas |
| Data Analysis | NLTK, vaderSentiment |
| Data Visualization | Plotly |

2. Frontend

| | |
|------------------------|-----------|
| Web Application | Streamlit |
|------------------------|-----------|

Google Sheet

1. Create Google Sheet.



The screenshot shows a Google Spreadsheet with the following data:

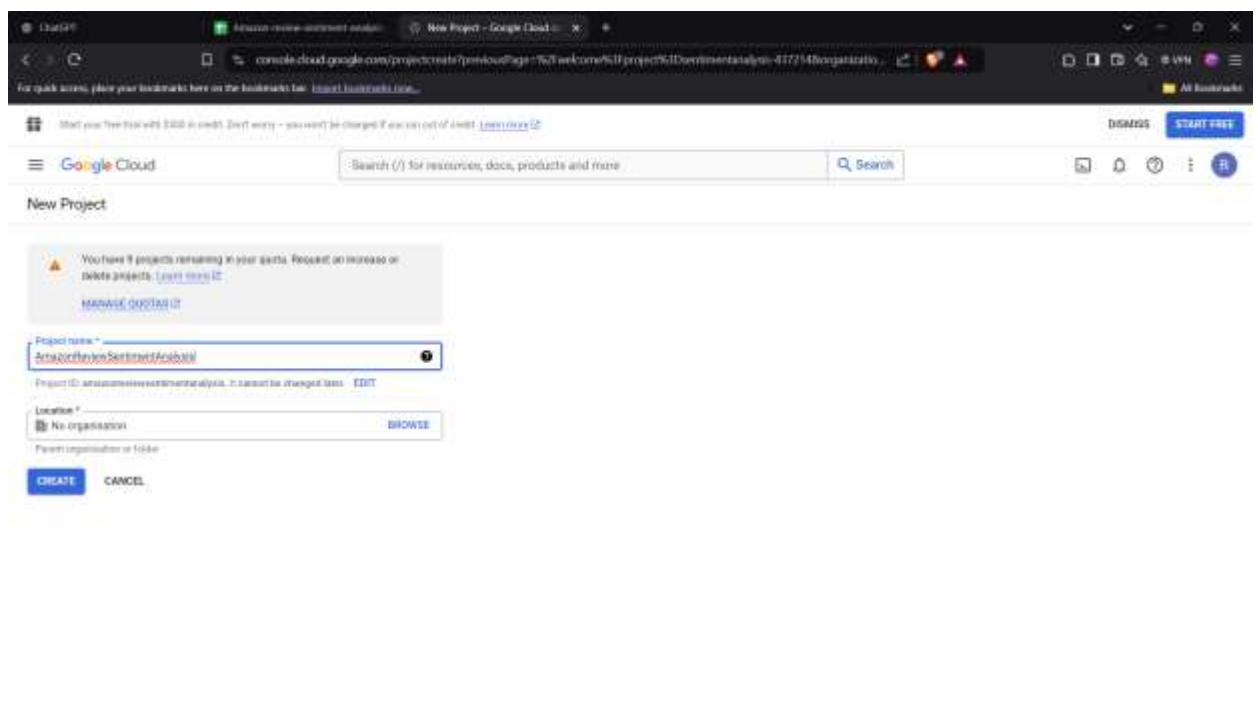
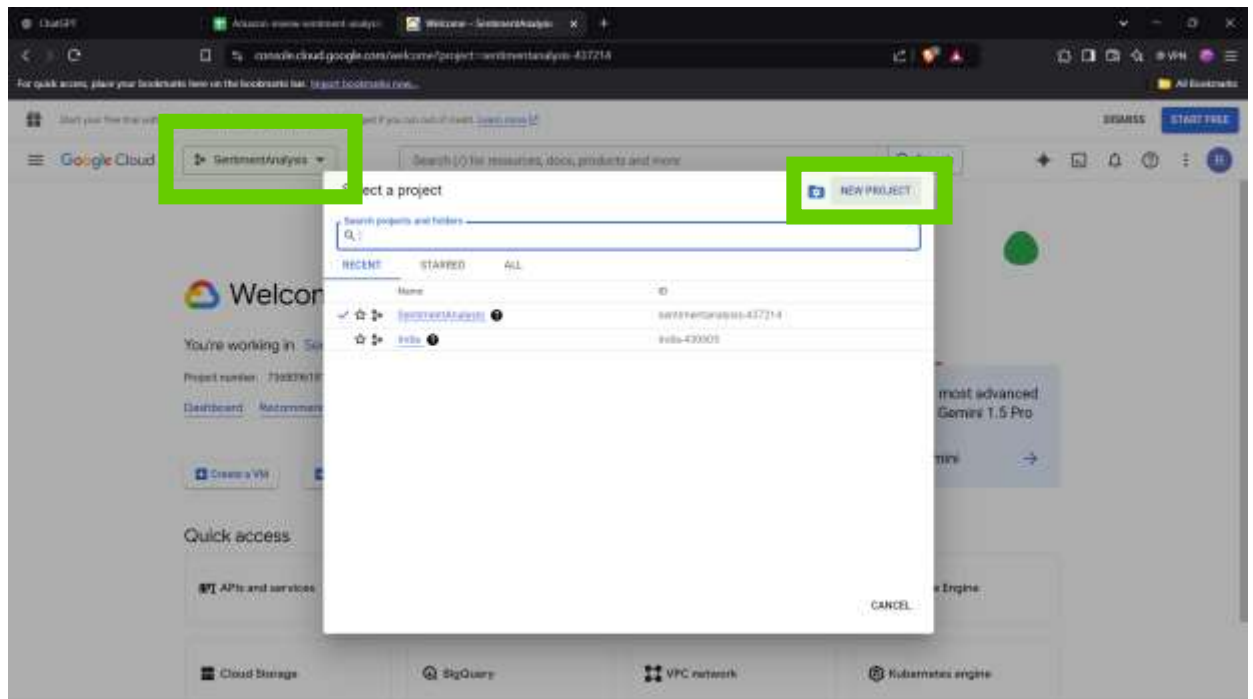
| | Name | Gadget Type | Gender | Language | Product Name | Opinion |
|---|-----------------------|-------------|--------|----------|------------------|--|
| 1 | | | | | | |
| 2 | Patun Mohammad Rashid | Smartphone | Male | English | Realme Narzo N61 | I had a great experience using this phone. It's affordable and works really well for everyday use. The only thing that could be better is the camera quality, but considering the low price, it's still a fantastic deal. If you're looking for a budget-friendly phone that gets the job done, this is a solid choice! |
| 3 | Wasim | Smartphone | Male | English | Realme Narzo N61 | Excellent phone and excellent price I got it at 7500. Great phone at this price. |
| 4 | Riju patra | Smartphone | Male | English | Realme Narzo N61 | Its an Ok-Ok phone at this price range. definitely try it if u have low budget. |
| 5 | | | | | | Okay for basic use, but it falls short in a few key areas. The charging speed is not as fast as expected, and the battery drains quicker than anticipated. The camera quality is average, not very impressive in low-light conditions. While performance is decent for casual usage, it lags during multitasking or when running heavier apps. |

Spreadsheet Link:

https://docs.google.com/spreadsheets/d/1u3l2eyMCQEGUahI13YxyqSVOBPFQSiXVHICV_-45mM/edit?gid=0#gid=0

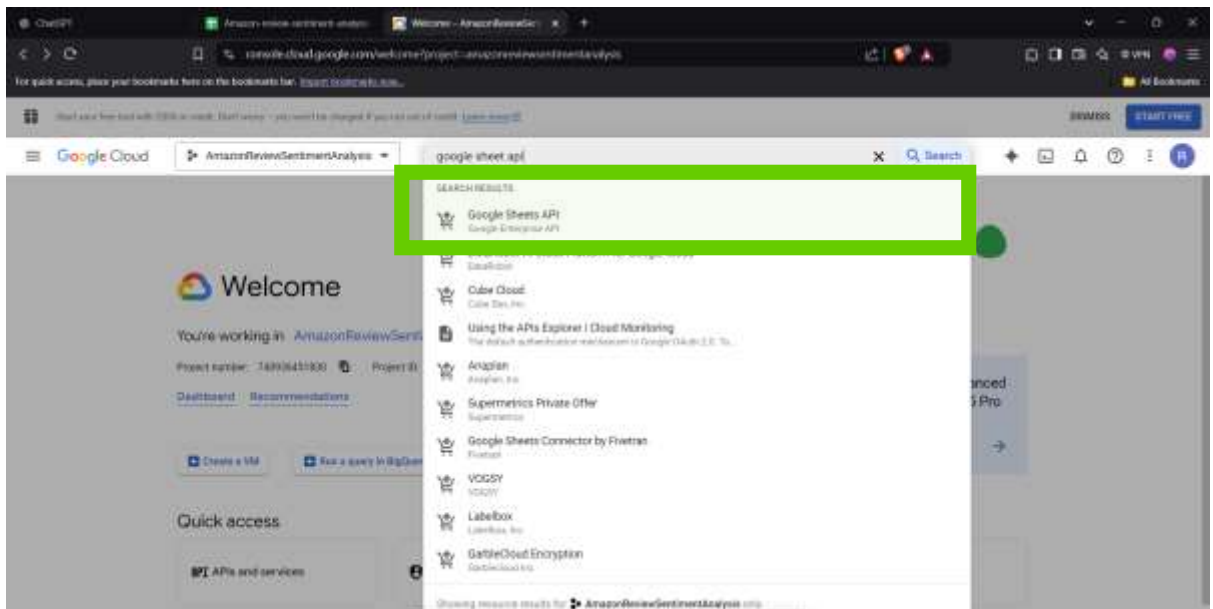
2. Create Google Project

- Go to Google cloud platform using below link:
<https://console.cloud.google.com>
- Create New Project



3. Create Google Sheet API

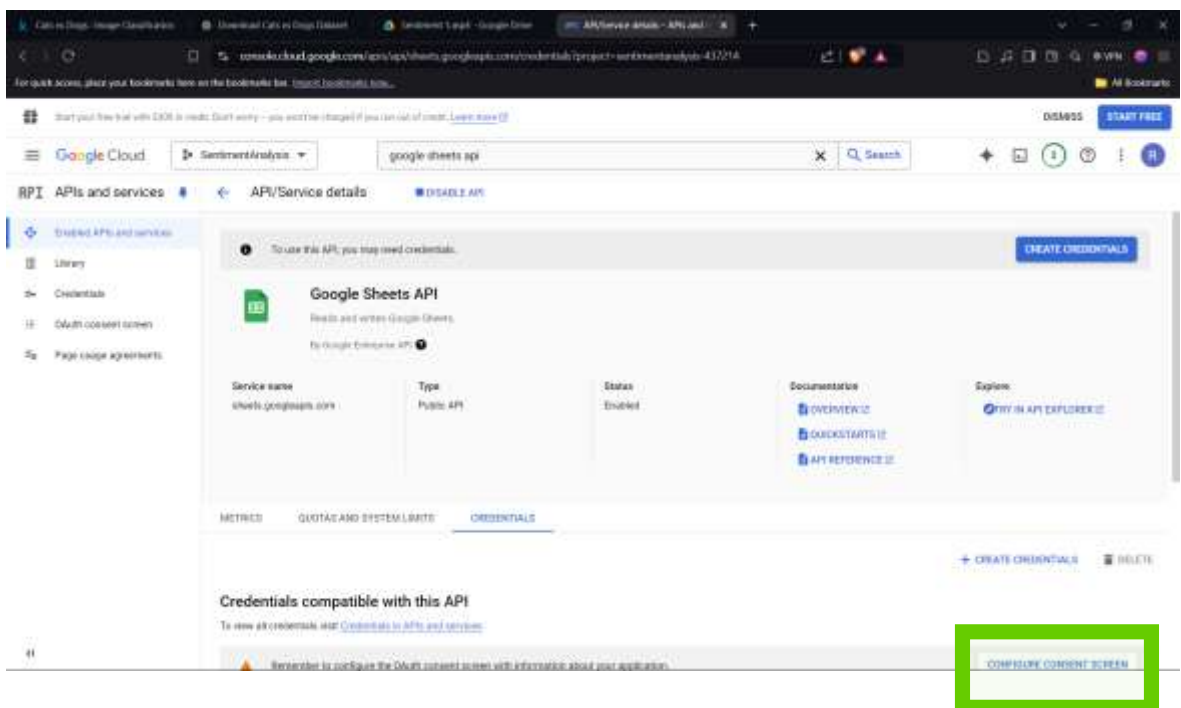
- Search "Google sheets api" in the search box



- After Clicking on Google Sheets API click ENABLE option.

4. Create a consent application.

- Go to credentials tab in the current open page.



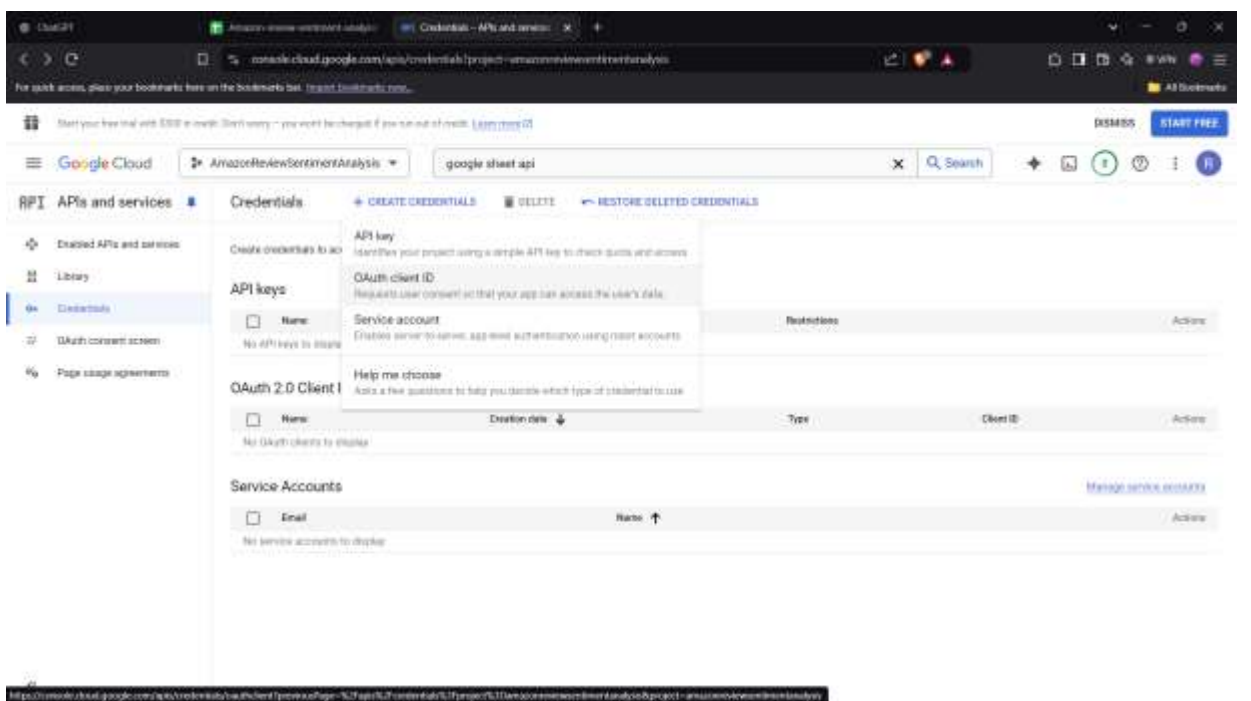
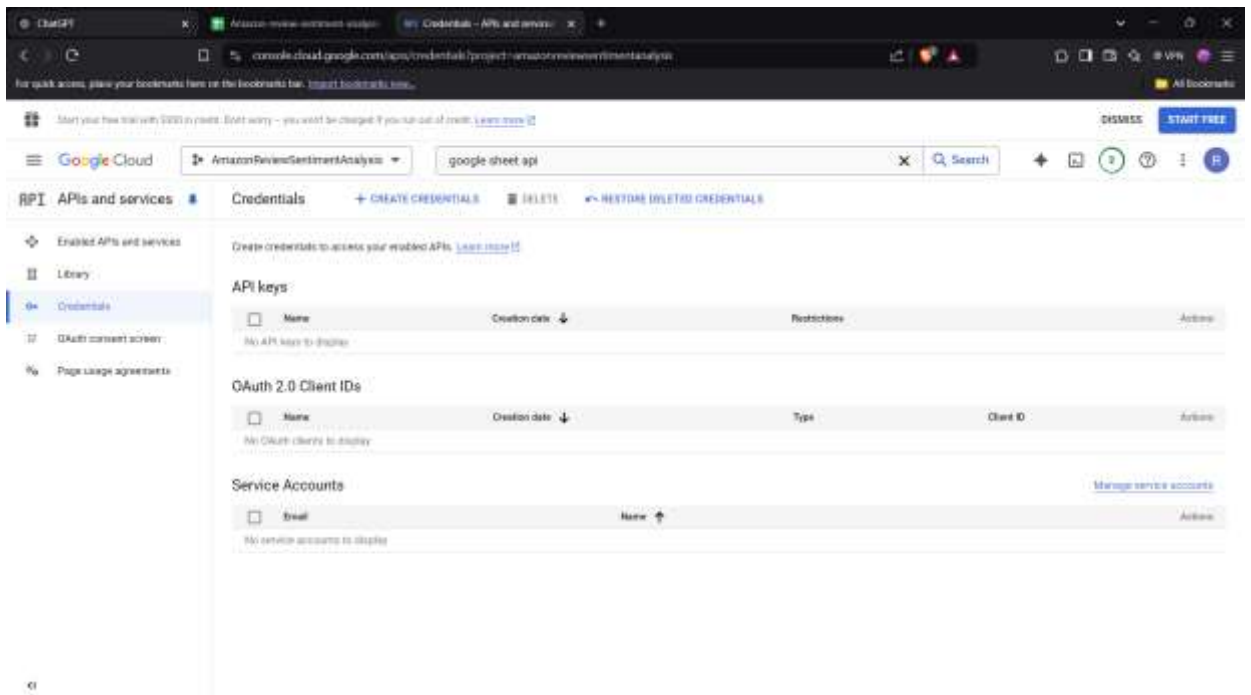
- Click on “Configure Consent Screen” button.
- Simply click “CREATE” button on below shown page.
- Give “App name”, “User support email” and “Developer contact information” details and then click “Save and continue” button.

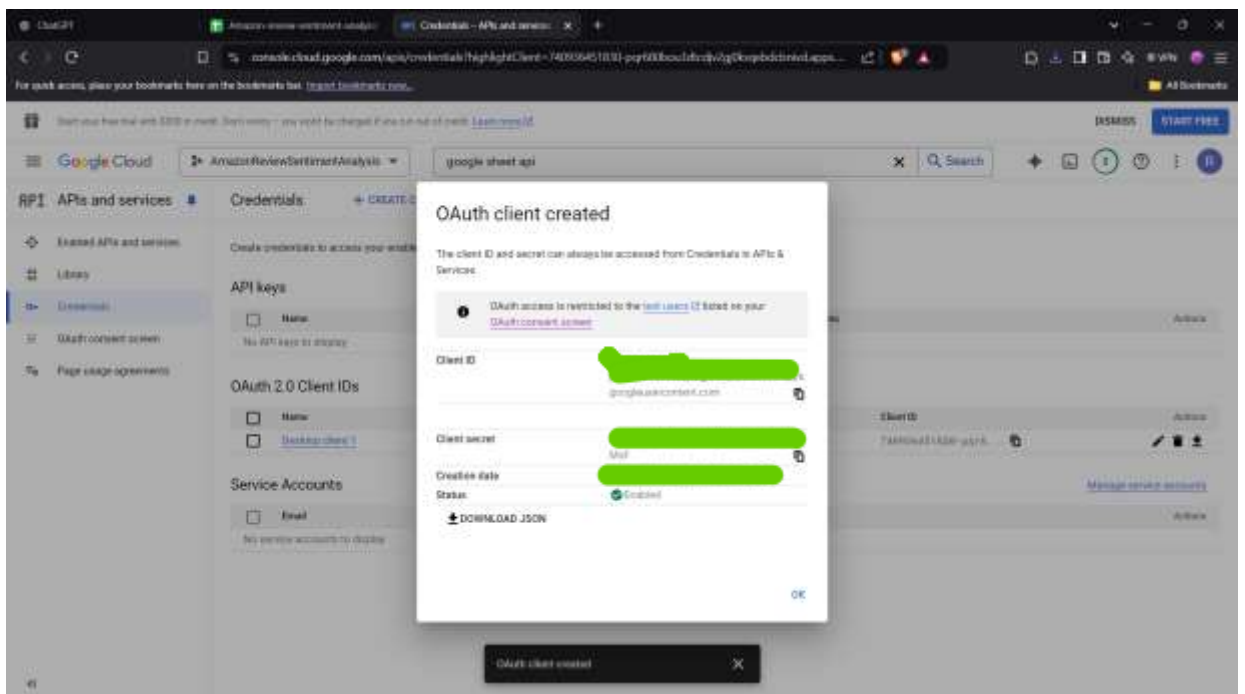
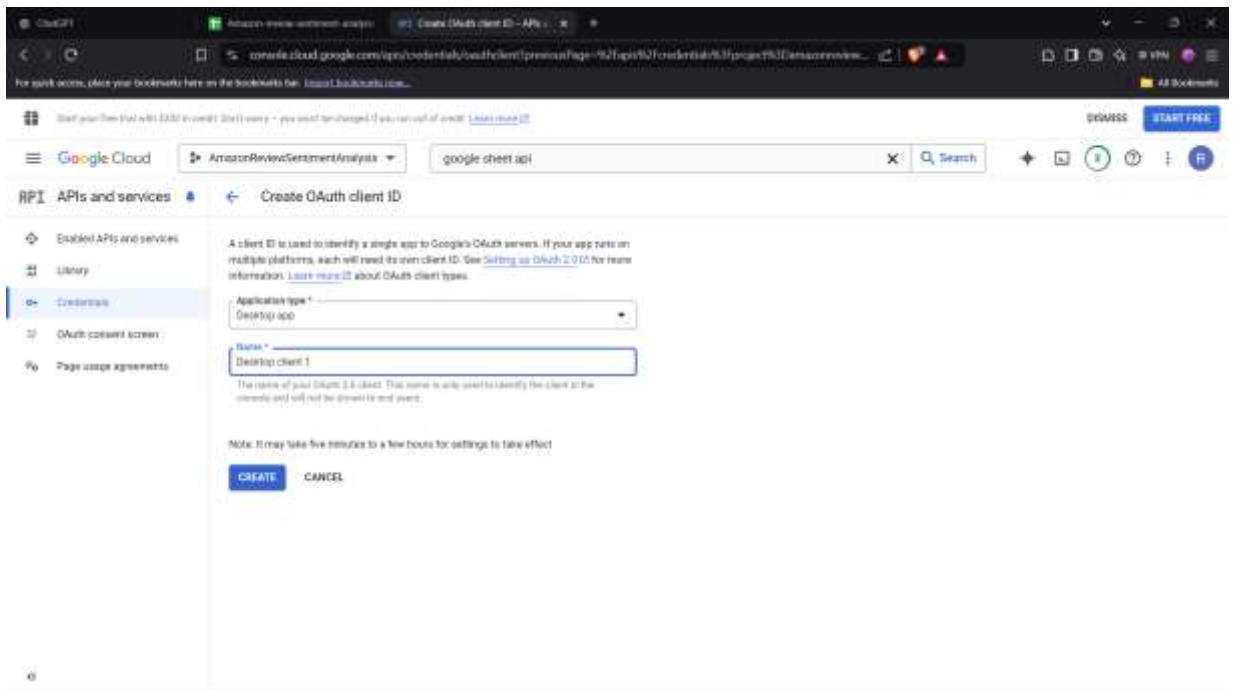
The first screenshot shows the 'Edit app registration' page for 'AmazonReviewSentimentAnalysis'. The 'OAuth consent screen' tab is active. The 'App name' field is 'amazonreview-sentiment-analysis' and the 'User support email' is 'ry7942@gmail.com'. The 'App logo' field is empty. The 'Authorized domains' section is empty. The 'Developer contact information' section is empty. The 'Save and Continue' button is highlighted in green.

The second screenshot shows the 'Edit app registration' page for 'AmazonReviewSentimentAnalysis'. The 'Authorized domains' section is empty. The 'Developer contact information' section is empty. The 'Save and Continue' button is highlighted in green.

- Now simply click “Save and Continue” button on each next step.
- Now Click “Back to Dashboard” button and click “Publish app” button.

5. Download Credentials





Setting up Environment

1. Creating virtual environment using below command:

```
Python -m venv virtualenv_path
```

2. Install google auth library and google api client library.

```
pip install google_auth_oauthlib
pip install google_api_python_client
```

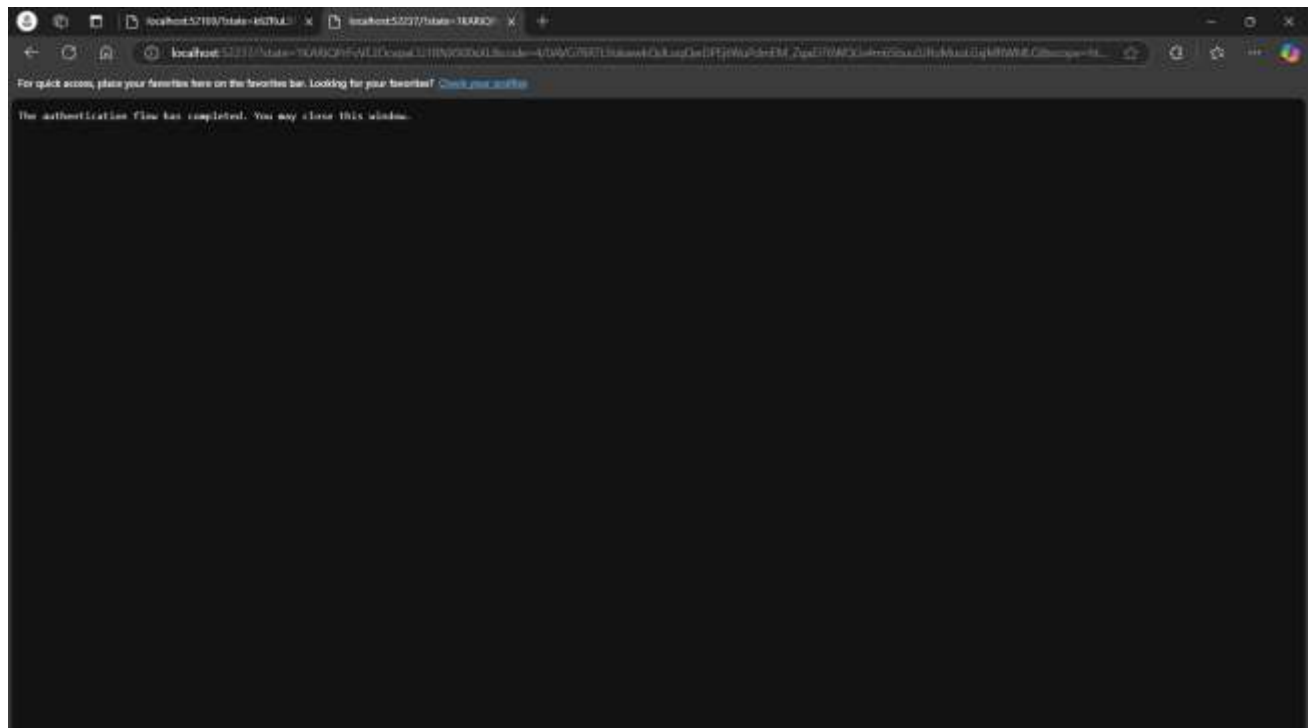
3. Establishing connection between python program and google sheet.

- Code for creating connection

```
backend.py > ...
1 from google_auth_oauthlib.flow import InstalledAppFlow
2 from googleapiclient.discovery import build
3
4 # Getting Permissions
5 f=InstalledAppFlow.from_client_secrets_file("key.json", ["https://www.googleapis.com/auth/spreadsheets"])
6 creds=f.run_local_server(port=0)
7 print(creds)
8 service=build("Sheets","v4", credentials=creds).spreadsheets().values()
9 d=service.get(spreadsheetId="1u3l2eyMCQEGUahI13YxyqSV08PFPQSTXVHLCV_-45mM",range="B:F").execute()
10 data=d['values']
11 print(data)
```

```
<google.oauth2.credentials.Credentials object at 0x0000015BD0F4D760>
```

```
(arsa) E:\DS Course\Projects\amazon-review-sentiment-analysis\arsa>python backend.py
Please visit this URL to authorize this application: https://accounts.google.com/o/oauth2/auth?response_type=code&client_id=1037785784393-rfgv3pse5mo9p84j1p7vapk3e4lo5ivk.apps.googleusercontent.com&redirect_uri=http%3A%2F%2Flocalhost%3A52237%2F&scope=https%3A%2F%2Fwww.googleapis.com%2Fauth%2Fspreadsheets&state=1KARlQPrFvVE2DcvpaCG1R0X900sX0&access_type=offline
```

```
(arsa) E:\DS Course\Projects\amazon-review-sentiment-analysis\arsa>python backend.py
Please visit this URL to authorize this application: https://accounts.google.com/o/oauth2/auth?response_type=code&client_id=1037785784393-rfgv3pse5mo9p84j1p7vapk3e4lo5ivk.apps.googleusercontent.com&redirect_uri=http%3A%2F%2Flocalhost%3A52217%2F&scope=https%3A%2F%2Fwww.googleapis.com%2Fauth%2Fspreadsheets&state=1KARIQPrFvVE20xvpaG61RNX900sXI&access_type=offline
<google.oauth2.credentials.Credentials object at 0x0000025730315090>
[('Gadget Type', 'Gender', 'Language', 'Product Name', 'Opinion'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'I had a great experience using this phone. It's affordable and works really well for everyday use. The only thing that could be better is the camera quality , but considering the low price, it's still a fantastic deal. If you're looking for a budget-friendly phone that gets the job done, this is a solid choice!'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Excellent phone and excellent price I got it at 7500. Great phone at this price'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Its an ok-ok phone at this price range. definately try it if u have low budget-'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Okay for basic use, but it falls short in a few key areas. The charging speed is not as fast as expected, and the battery drains quicker than anticipated. The camera quality is average, not very impressive in low-light conditions. While performance is decent for casual usage, it lags during multitasking or when running heavier apps. Overall, it's good for light usage, but if you're looking for more efficiency, this may not be the best option.'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Just received my realme n61, very slim and light phone 🍋 nice phone considering price.'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Using it for a month, so far so good and reliable!'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'I got this phone in sale under 6000 . I think its a good phone under 7000 and if you have no problem with its inability of 5g then you are good to go. This phone is not for hardcore phone users who need performance'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Phone is nice but delivery boy experience was very bad , for exchange good condition phone he asked for 500 Rs and put it in his pocket without mentioning any issue in his remark'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'worth it product for the price . Build quality is really good . Also battery is very good'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Great performance and quality build.worth it.'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Product is nice in that budget but when I take camera it takes slowly. Any way when compare to price it is suitable.'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Product is good.. features must be upgraded..charging is very slow 10 watt charger...screen guard is missing in the box .. every thing is good worth of money..go through it.'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'loud speaker making noise on call'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Mobile is good but need 5g for better rating'), ('Smartphone', 'Male', 'English', 'POCO C61', 'it is very laggy and the ads are a pain to deal with so don't take the 4 gb ram the os it self is buggy and it has no light sensor 🍋 it uses the camera the camera bezel is just stupid , then why buy it idk my dad wanted it because it's cheap thats , buy the samsung m05 it the same price much cheaper around 6500 and has a nice camera and no bezel b.s and cools clean and good os 🍋'), ('Smartphone', 'Male', 'Hindi', 'POCO C61', 'Price ke hisab se kaafi badhiya phone hai'), ('Smartphone', 'Male', 'English', 'POCO C61', 'Performance average but camer superb'), ('Smartphone', 'Male', 'Hindi', 'POCO C61', 'Display pe line mark aa raha h .... return policy ke andar hi problem aaya uske baad'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'It is good phone in this price range. It can do basic task with ease. - Build quality is good. - Phone screen is huge( I am not big fan of huge screens though). - Supports all basic functions with some casual gaming. - Filled with many pre installed apps. - Don't expect too much with camera. - Sound is loud enough. - Charging take 90-120 mins. - Fingerprint sensor is less sensitive (my view) - Heats while charging and Gaming. I think purpose of this phone is for day to day calling with smartphone features of internet browsing, payments, YouTube, etc. It does well in that area.'), ('Smartphone', 'Male', 'English', 'Realme Narzo N61', 'Phone scores in all area. Must buy if you are looking for budget phone'), ('Smartphone', 'Male', 'English', 'POCO C61', 'Value for money'), ('Smartphone', 'Male', 'English', 'POCO C61', 'Bought for my grand parent, a steal if u buy just to watch YouTube and call, it has the biggest screen and best battery'), ('Smartphone', 'Male', 'English', 'POCO C61', 'Don't buy this phone,worst battery in the poco phone.'), ('Smartphone', 'Male', 'Hindi', 'POCO C61', 'Ye phone maine bhi amazon se liya, itna bekar phone aajtak maine nahi dekha kahin, isme network he nahi rahata, itna bad feel karw
```

4. Representing data in Data frame

- Install pandas package using command:

```
pip install pandas
```

- Code for representing data in dataframes.

```
backend.py > ...
1  from google_auth_oauthlib.flow import InstalledAppFlow
2  from googleapiclient.discovery import build
3  import pandas as pd
4
5  # Getting Permissions
6  f=InstalledAppFlow.from_client_secrets_file("key.json", ["https://www.googleapis.com/auth/spreadsheets"])
7  creds=f.run_local_server(port=0)
8  print(creds)
9  service=build("sheets","v4", credentials=creds).spreadsheets().values()
10 d=service.get(spreadsheetId="1u3l2eyMCQEGuahI13YxyqSV0BPFPQ5IXVHLCV_-45wM",range="B:F").execute()
11 data=d['values']
12
13 # Getting first 5 datapoints from dataframe
14 df=pd.DataFrame(data[1:], columns=data[0])
15 print(df.head())
16
17 # Getting Opinion columns only
18 for reviews in df.loc[:5,'Opinion']:
19     print(reviews)
```

```
(arsa) E:\DS Course\Projects\amazon-review-sentiment-analysis\arsa>python backend.py
Please visit this URL to authorize this application: https://accounts.google.com/o/oauth2/auth?response_type=code&client_id=1037785784393-rfgv3pse5mo9p84tjp7vapk3e4lo5ivk.apps.googleusercontent.com&redirect_uri=http%3A%2F%2Flocalhost%3A5049%2F&scope=https%3A%2F%2Fwww.googleapis.com%2Fauth%2Fspreadsheets&state=R2a9JHzpD8AZedURi7Qfi8BGzNQFu&access_type=offline
<google.oauth2.credentials.Credentials object at 0x00000221D8520E90>
  Gadget Type Gender Language   Product Name   Opinion
0  Smartphone   Male   English   Realme Narzo N61  I had a great experience using this phone. It'...
1  Smartphone   Male   English   Realme Narzo N61  Excellent phone and excellent price I got it a...
2  Smartphone   Male   English   Realme Narzo N61  Its an Ok-Ok phone at this price range. defina...
3  Smartphone   Male   English   Realme Narzo N61  Okay for basic use, but it falls short in a fe...
4  Smartphone   Male   English   Realme Narzo N61  Just received my realme n61, very slim and lig...
I had a great experience using this phone. It's affordable and works really well for everyday use. The only thing that could be better is t
he camera quality, but considering the low price, it's still a fantastic deal. If you're looking for a budget-friendly phone that gets the
job done, this is a solid choice!
Excellent phone and excellent price I got it at 7500. Great phone at this price
Its an Ok-Ok phone at this price range. definately try it if u have low budget.
Okay for basic use, but it falls short in a few key areas. The charging speed is not as fast as expected, and the battery drains quicker th
an anticipated. The camera quality is average, not very impressive in low-light conditions, while performance is decent for casual usage, i
t lags during multitasking or when running heavier apps. Overall, it's good for light usage, but if you're looking for more efficiency, thi
s may not be the best option.
Just received my realme n61, very slim and light phone 🍌nice phone considering price.
Using it for a month, so far so good and reliable!
```


Sentiment Analysis

1. Install the following packages:

```
pip install vadersentiment nltk
```

2. Code for sentiment analysis and saving the data frame into a CSV file.

```
backend.py > _
1 from google_auth_oauthlib.flow import InstalledAppFlow
2 from googleapiclient.discovery import build
3 import pandas as pd
4 from vaderSentiment.vaderSentiment import SentimentIntensityAnalyzer
5
6 # Getting Permissions
7 f=InstalledAppFlow.from_client_secrets_file("key.json", ["https://www.googleapis.com/auth/spreadsheets"])
8 creds=f.run_local_server(port=0)
9 print(creds)
10 service=build("sheets","v4", credentials=creds).spreadsheets().values()
11 d=service.get(spreadsheetId="1u3l2eyMCQEGUahT13YxyqSVOBPFQSTIXVHlCV_-45mM",range="B:F").execute()
12 data=d['values']
13
14 # Getting first 5 datapoints from dataframe
15 df=pd.DataFrame(data[1:], columns=data[0])
16 print(df.head())
17
18 mymodel=SentimentIntensityAnalyzer()
19 sentiment=[]
20
21 # Getting Opinion columns only
22 for reviews in df.loc[:, 'Opinion']:
23     pred=mymodel.polarity_scores(reviews)
24     if pred['compound']>=0.5:
25         sentiment.append("Positive")
26     elif pred['compound']<0.5 and pred['compound']>=-0.5:
27         sentiment.append("Neutral")
28     else:
29         sentiment.append("Negative")
30
31 # Adding prediction to dataframe as sentiment feature.
32 df['Sentiment']=sentiment
33 # Saving CSV file
34 df.to_csv("./data/result.csv",index=False)
```

| Gadget Type | Gender | Language | Product Name | Opinion | Sentiment |
|-------------|--------|----------|------------------|---|-----------|
| Smartphone | Male | English | Realme Narzo 50i | I had a great experience using this phone. It's affordable and works really well for everyday use. The only thing that could be better is the camera quality, but considering the low price, it's still a fantastic deal. If you're looking for a budget-friendly phone that gets the job done, this is a solid choice! | Positive |
| Smartphone | Male | English | Realme Narzo 50i | Excellent phone and excellent price! got it at 7500. Great phone at this price | Positive |
| Smartphone | Male | English | Realme Narzo 50i | It's an OK/OK phone at this price range. definitely try it if u have low budget. Okay for basic use, but it falls short in a few key areas. The charging speed is not as fast as expected, and the battery doesn't quite live up to the hype. The camera quality is average, not very impressive in low-light conditions. While performance is decent for casual usage, it lags during multitasking or when running heavier apps. Overall, it's good for light usage, but if you're looking for more efficiency, this may not be the best option. | Neutral |
| Smartphone | Male | English | Realme Narzo 50i | Just received my realme 50i, very slim and light phone 80% like phone considering price. | Neutral |
| Smartphone | Male | English | Realme Narzo 50i | Using it for a month, so far so good and reliable! | Positive |

Data Visualization

1. Installing plotly package.

```
pip install plotly
```

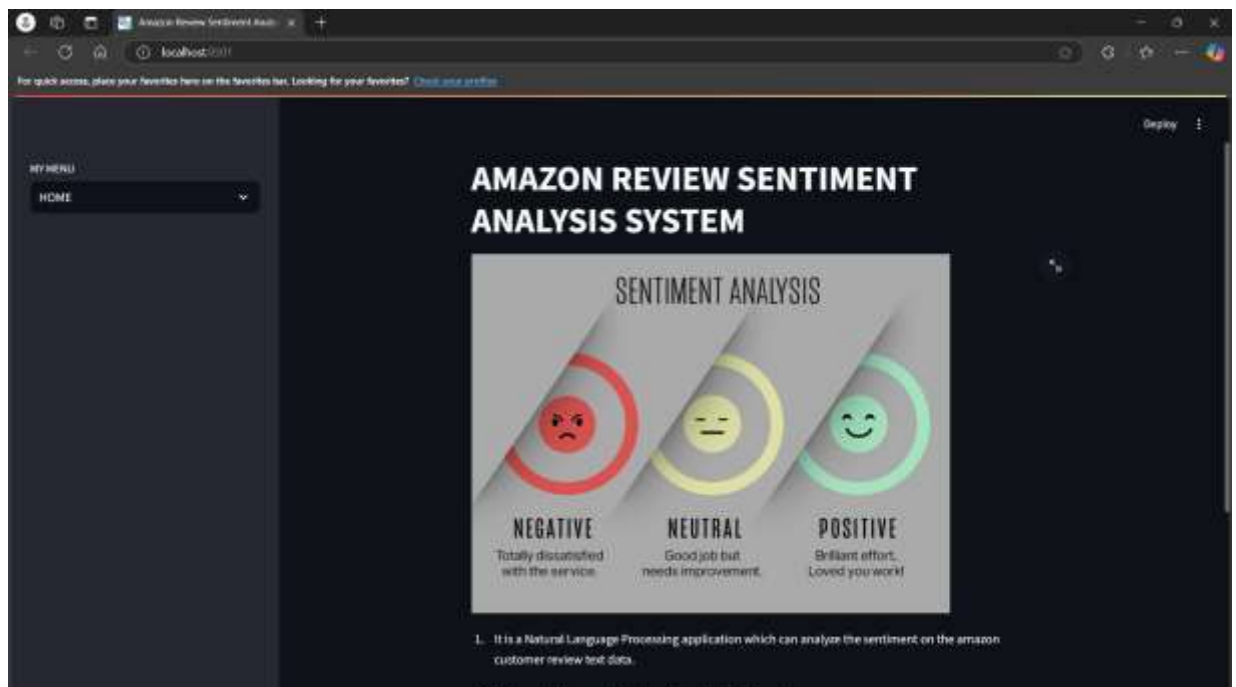
Creating Frontend

1. Install streamlit package.

```
pip install streamlit
```

2. Creating frontend application in main.py file.

```
main.py 2_
1 from google_auth_oauthlib.flow import InstalledAppFlow
2 from googleapiclient.discovery import build
3 import pandas as pd
4 from vaderSentiment.vaderSentiment import SentimentIntensityAnalyzer
5 import streamlit as st
6
7 st.set_page_config("Amazon Review Sentiment Analysis System",page_icon='https://static.vecteezy.com/system/resources/previews/0
8 st.title("AMAZON REVIEW SENTIMENT ANALYSIS SYSTEM")
9 choice=st.sidebar.selectbox("MY MENU",("HOME", "ANALYSIS", "RESULT"))
10
11 if choice=="HOME":
12     st.image("https://camo.githubusercontent.com/af6d1852b5fad2894cacc29678363df835d3c6805a3364ac33cb5181b6b65d7f/68747470733a21
13     width=600)
14     st.write("1. It is a Natural Language Processing application which can analyze the sentiment on the amazon customer review
15     st.write("2. This application predicts the sentiment into 3 categories:\n
16     a. Positive\n
17     b. Negative\n
18     c. Neutral
19     """
20     st.write("3. This application can get the data through a google sheet.")
21
```



- Analyze page


```

24 elif choice=="ANALYSIS":
25     sid=st.text_input("Enter your Google sheet ID")
26     r=st.text_input("Enter the range between first and the last column")
27     c=st.text_input("Enter the text column that is to analyzed")
28     btn=st.button("Analyze")
29
30     if btn:
31         if 'cred' not in st.session_state:
32             f=InstalledAppFlow.from_client_secrets_file('key.json',['https://www.googleapis.com/auth/spreadsheets'])
33             st.session_state['cred']=f.run_local_server(port=0)
34             mymodel=SentimentIntensityAnalyzer()
35             service=build("Sheets","v4",credentials=st.session_state['cred'],spreadsheets().values())
36             k=service.get(spreadsheetId=sid,range=r).execute()
37             d=k['values']
38
39             df=pd.DataFrame(d[1:],columns=d[0])
40             l=[]
41             for i in range(df.shape[0]):
42                 t=df.get_value(i,c)
43                 pred=mymodel.polarity_scores(t)
44
45                 if pred['compound']>0.5:
46                     l.append("Positive")
47                 elif pred['compound']<0.5 and pred['compound']>-0.5:
48                     l.append("Neutral")
49                 else:
50                     l.append("Negative")
51
52             df['Sentiment']=l
53             df.to_csv("./data/result.csv",index=False)
54             st.subheader("The result is saved as \"result.csv\" successfully.")

```

Amazon Review Sentiment Analysis

localhost:7731

For quick access, place your favorites here on the Favorites bar. Looking for your favorites? [Check your profile](#)

Deploy

MY MENU

ANALYSIS

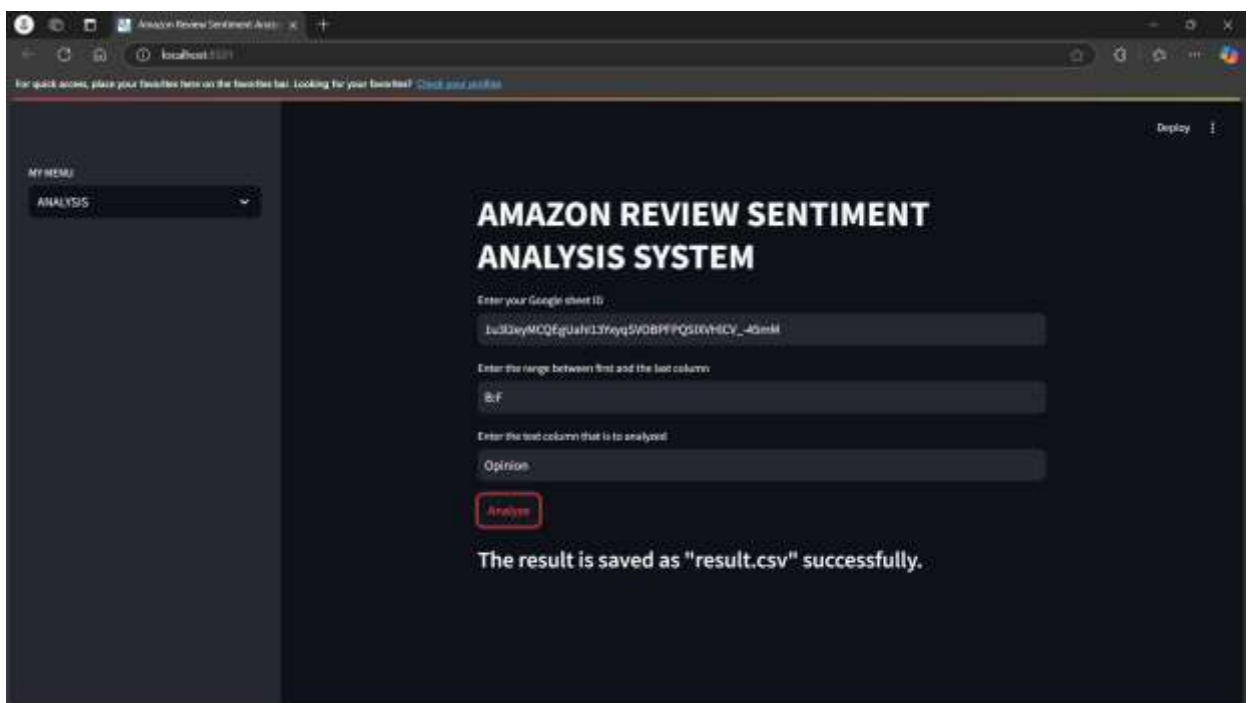
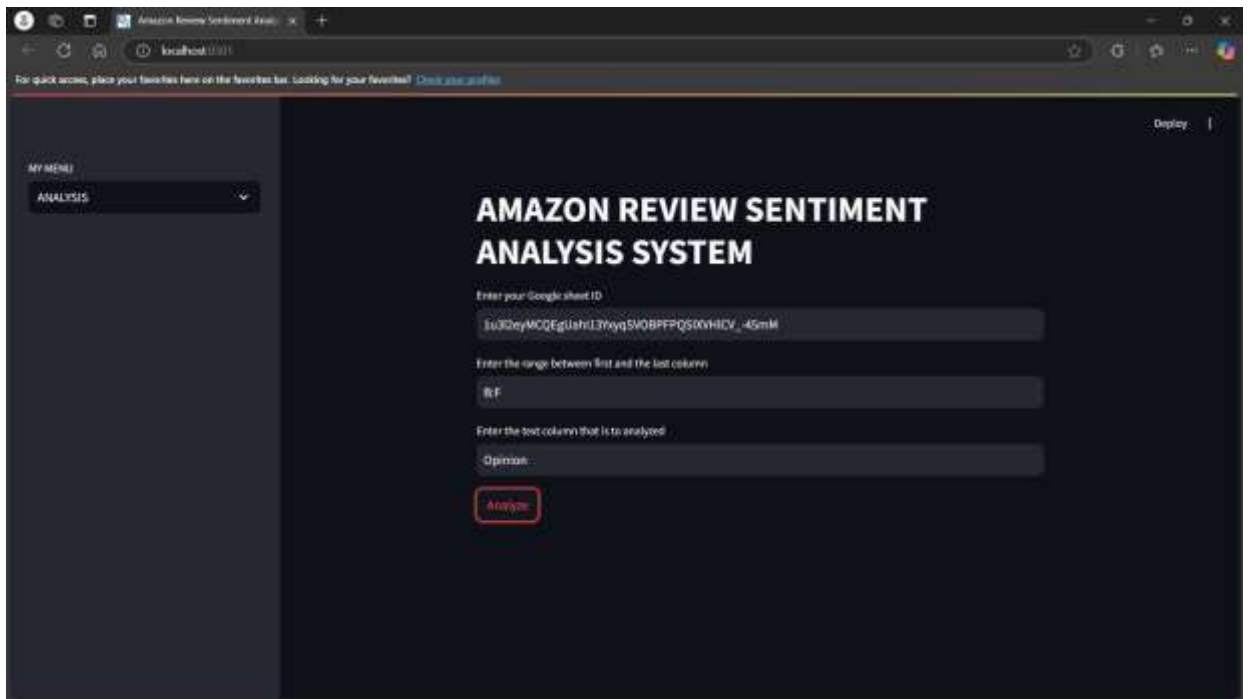
AMAZON REVIEW SENTIMENT ANALYSIS SYSTEM

Enter your Google sheet ID

Enter the range between first and the last column

Enter the text column that is to analyzed

Analyze



- Result page

```

57 else:
58     df=pd.read_csv("./data/result.csv")
59     choice2=st.sidebar.selectbox("Choose Visualization",("NONE","PIE CHART", "HISTOGRAM", "SCATTERPLOT"))
60     st.dataframe(df)
61     if choice2=="PIE CHART":
62         k=st.selectbox("CHOOSE COLUMN",("None","Gadget Type", "Gender","Language", "Sentiment"))
63         if k=="Gadget Type":
64             freq=(df['Gadget Type'].value_counts().to_list())
65             label=df['Gadget Type'].value_counts().index
66             fig=px.pie(values=freq,names=label)
67             st.plotly_chart(fig)
68         elif k=="Gender":
69             freq=(df['Gender'].value_counts().to_list())
70             label=df['Gender'].value_counts().index
71             fig=px.pie(values=freq,names=label)
72             st.plotly_chart(fig)
73         elif k=="Language":
74             freq=(df['Language'].value_counts().to_list())
75             label=df['Language'].value_counts().index
76             fig=px.pie(values=freq,names=label,)
77             st.plotly_chart(fig)
78         elif k=="Sentiment":
79             freq=(df['Sentiment'].value_counts().to_list())
80             label=df['Sentiment'].value_counts().index
81             fig=px.pie(values=freq,names=label,)
82             st.plotly_chart(fig)
83         else:
84             pass
85
86     elif choice2=="HISTOGRAM":
87         k=st.selectbox("CHOOSE COLUMN",("None","Gadget Type", "Gender","Language"))
88         if k!="None":
89             fig=px.histogram(df,x=k,color=df['Sentiment'])
90             st.plotly_chart(fig)
91
92     elif choice2=="SCATTERPLOT":
93         k=st.selectbox("CHOOSE NUMERIC VALUE COLUMN",("None", "Gadget Type","Gender","Language"))
94         if k!="None":
95             try:
96                 fig=px.scatter(df,x=k,y="Sentiment")
97                 st.plotly_chart(fig)
98             except Exception as e:
99                 st.write("Please try with a Numeric Column")
100                 st.rerun()

```

