

Spam Project

Submitted by: Roshan Kumar Verma

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My thanks and appreciations also go to my colleague in developing the project and people who have willingly helped me out with their abilities.

INTRODUCTION

Problem Statement:

The SMS Spam Collection is a set of SMS tagged messages that have been collected for SMS Spam research. It contains one set of SMS messages in English of 5,574 messages, tagged according being ham (legitimate) or spam.

Conceptual Background of the Domain Problem

Spam Detector is used to detect unwanted, malicious and virus infected texts and helps to separate them from the non-spam texts. It uses a binary type of classification containing the labels such as 'ham' (non-spam) and spam. Application of this can be seen in Google Mail (GMAIL) where it segregates the spam emails in order to prevent them from getting into the user's inbox.

The files contain one message per line. Each line is composed by two columns: v1 contains the label (ham or spam) and v2 contains the raw text. This corpus has been collected from free or free for research sources at the Internet:

Review of Literature

A collection of 5573 rows SMS spam messages was manually extracted from the Grumble text Web site. This is a UK forum in which cell phone users make public claims about SMS spam messages, most of them without reporting the very spam message received. The identification of the text of spam messages in the claims is a very hard and time-consuming task, and it involved carefully scanning hundreds of web pages.

Motivation for the Problem Undertaken

A subset of 3,375 SMS randomly chosen ham messages of the NUS SMS Corpus (NSC), which is a dataset of about 10,000 legitimate messages collected for research at the Department of Computer Science at the National University of Singapore. The messages largely originate from Singaporeans and mostly from students attending the University. These messages were collected from volunteers who were made aware that their contributions were going to be made publicly available.

These information are Gathered from Different Sources:- Spam Email, become a big trouble over the internet. Spam is waste of time, storage space and communication bandwidth. The problem of spam e-mail has been increasing for years. In recent statistics, 40% of all emails are spam which about 15.4 billion email per day and that cost internet users about \$355 million per year Knowledge engineering and machine learning are the two general approaches used in e-mail filtering In knowledge engineering approach a set of rules has to be specified according to which emails are categorized as spam or ham. Machine learning approach is more efficient than knowledge engineering approach; it does not require specifying any rules. Instead, a set of training samples, these samples is a set of pre classified e-mail messages. A specific algorithm is then used to learn the classification rules from these e-mail messages. Machine learning approach has been widely studied and there are lots of algorithms can be used in e-mail filtering. They include Naive Bayes, support vector machines, Neural Networks, K-nearest neighbour, Rough sets and the artificial immune system.

Analytical Problem Framing

Mathematical/ Analytical Modelling of the Problem

There are multiple mathematical and analytical analytics can be done before moving forward to the proper Exploratory Data Analysis.

Data contains 5572 entries each having 5 columns. Data contains Null values. We need to treat them using the domain knowledge and our own understanding. Extensive EDA has to be performed to gain relationships of important variable and price.

```
df.shape
 Out[7]: (5572, 2)
              1 df.columns
 In [8]:
 Out[8]: Index(['class label', 'message'], dtype='object')
In [54]:
                 # check for missing values
                 df.isnull().sum()
Out[54]: class_label
                               0
            message
            length
                               0
            word count
            dtype: int64
           1 df.drop(columns=['Unnamed: 2','Unnamed: 3', 'Unnamed: 4'], inplace=True)
In [6]:
            df.rename(columns= {'v1':'class_label', 'v2':'message'}, inplace=True)
           3 df.head()
Out[6]:
            class_label
          0
                          Go until jurong point, crazy.. Available only ...
          1
                  ham
                                        Ok lar... Joking wif u oni...
          2
                 spam Free entry in 2 a wkly comp to win FA Cup fina...
          3
                        U dun say so early hor... U c already then say...
                  ham
                  ham
                         Nah I don't think he goes to usf, he lives aro...
```

We have to build Machine Learning models, apply regularization and determine the optimal values of Hyper Parameters. We need to find important features which affect the price positively or negatively.

Data Sources and their formats

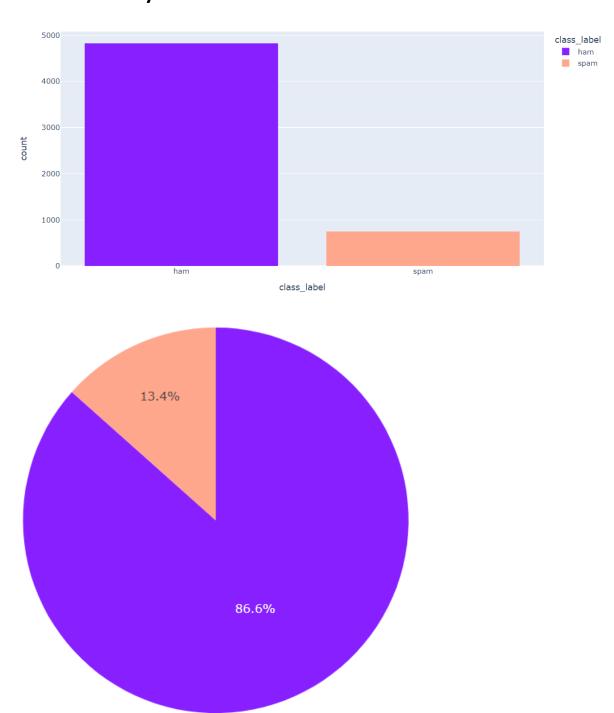
A collection of 5573 rows SMS spam messages was manually extracted from the Grumble text Web site. This is a UK forum in which cell phone users make public claims about SMS spam messages, most of them without reporting the very spam message received. The identification of the text of spam messages in the claims is a very hard and time-consuming task, and it involved carefully scanning hundreds of web pages.

The data is provided in the CSV file.

In [5]:	<pre># read in the dataset and display the first few rows df = pd.read_csv('spam.csv', encoding = 'latin-1') df</pre>						
Out[5]:		v1	v2	Unnamed: 2	Unnamed: 3	Unnamed: 4	
	0	ham	Go until jurong point, crazy Available only	NaN	NaN	NaN	
	1	ham	Ok lar Joking wif u oni	NaN	NaN	NaN	
	2	spam	Free entry in 2 a wkly comp to win FA Cup fina	NaN	NaN	NaN	
	3	ham	U dun say so early hor U c already then say	NaN	NaN	NaN	
	4	ham	Nah I don't think he goes to usf, he lives aro	NaN	NaN	NaN	
	5567	spam	This is the 2nd time we have tried 2 contact u	NaN	NaN	NaN	
	5568	ham	Will i_ b going to esplanade fr home?	NaN	NaN	NaN	
	5569	ham	Pity, * was in mood for that. Soany other s	NaN	NaN	NaN	
	5570	ham	The guy did some bitching but I acted like i'd	NaN	NaN	NaN	
	5571	ham	Rofl. Its true to its name	NaN	NaN	NaN	

5572 rows × 5 columns

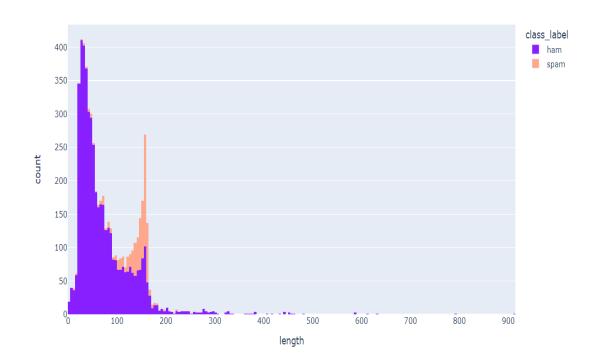
Univariate analysis



87%ham and 13%spam messages present in the dataset

Analysing vs Length of the messages

```
df['length'] = df['message'].apply(len)
In [12]:
Out[12]:
                  class_label
                                                                                    length
                                                                        message
               0
                          ham
                                     Go until jurong point, crazy.. Available only ...
                                                                                        111
               1
                          ham
                                                        Ok lar... Joking wif u oni...
                                                                                        29
                         spam
                                 Free entry in 2 a wkly comp to win FA Cup fina...
                                                                                       155
               3
                                  U dun say so early hor... U c already then say...
                                                                                        49
                                    Nah I don't think he goes to usf, he lives aro
                                                                                        61
                          ham
In [17]: 1 fig = px.histogram(df, x="length", color="class_label", color_discrete_sequence=["#871ffff","#ffa78c"] )
         2 fig.show()
```



Spam messages found to lengthier than ham messages

Data Pre-Processing

Impute missing values

Dropping columns which has missing values.

```
In [6]:
            df.drop(columns=['Unnamed: 2', 'Unnamed: 3', 'Unnamed: 4'], inplace=True)
            df.rename(columns= {'v1':'class label', 'v2':'message'}, inplace=True)
            3 df.head()
Out[6]:
              class_label
                                                            message
           0
                     ham
                             Go until jurong point, crazy.. Available only
           1
                     ham
                                              Ok lar... Joking wif u oni...
           2
                    spam
                           Free entry in 2 a wkly comp to win FA Cup fina...
           3
                           U dun say so early hor... U c already then say ...
                     ham
           4
                     ham
                             Nah I don't think he goes to usf, he lives aro...
```

Selecting categorical features and level encoding

Label encoding of input features

Data pre-processing

```
In [32]: 1 df['class_label'] = df['class_label'].map( {'spam': 1, 'ham': 0})
```

```
1 # Replace email address with 'emailaddress'
2 df['message'] = df['message'].str.replace(r'^.+@[^\.].*\.[a-z]{2,}$', 'emailaddress')
4 # Replace urls with 'webaddress'
    df['message'] = df['message'].str.replace(r'^http\://[a-zA-Z0-9\-\.]+\.[a-zA-Z]\{2,3\}(/\S^*)?$', 'webaddress') 
7 # Replace money symbol with 'money-symbol'
8 df['message'] = df['message'].str.replace(r'f|\$', 'money-symbol')
10 # Replace 10 digit phone number with 'phone-number'
13 # Replace normal number with 'number'
14 df['message'] = df['message'].str.replace(r'\d+(\.\d+)?', 'number')
15
16 # remove punctuation
17 | df['message'] = df['message'].str.replace(r'[^\w\d\s]', ' ')
19 # remove whitespace between terms with single space
20 df['message'] = df['message'].str.replace(r'\s+',
22 # remove leading and trailing whitespace
23 df['message'] = df['message'].str.replace(r'^\s+|\s*?$', ' ')
25 # change words to lower case
26 df['message'] = df['message'].str.lower()
27
```

Pre-processing using NLP

```
1 from nltk.corpus import stopwords
 stop words = set(stopwords.words('english'))
df['message'] = df['message'].apply(lambda x: ' '.join(term for term in x.split() if term not in stop_words))
1 ss = nltk.SnowballStemmer("english")
 df['message'] = df['message'].apply(lambda x: ' '.join(ss.stem(term) for term in x.split()))
 1 sms df = df['message']
 2 from nltk.tokenize import word_tokenize
 4 # creating a bag-of-words model
 5 all_words = []
 6 for sms in sms df:
       words = word_tokenize(sms)
        for w in words:
           all_words.append(w)
9
10
all_words = nltk.FreqDist(all_words)
1 print('Number of words: {}'.format(len(all_words)))
```

Number of words: 6526

```
from sklearn.feature_extraction.text import TfidfVectorizer
tfidf_model = TfidfVectorizer()
tfidf_vec=tfidf_model.fit_transform(sms_df)
import pickle

#serializing our model to a file called model.pkl
pickle.dump(tfidf_model, open("tfidf_model.pkl","wb"))
tfidf_data=pd.DataFrame(tfidf_vec.toarray())
tfidf_data.head()
```

	0	1	2	3	4	5	6	7	8	9	 6496	6497	6498	6499	6500	6501	6502	6503	6504	6505
0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

5 rows × 6506 columns

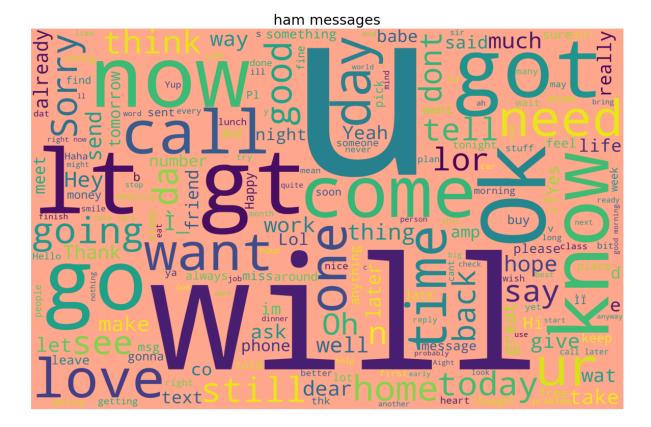
Data Inputs- Logic- Output Relationships

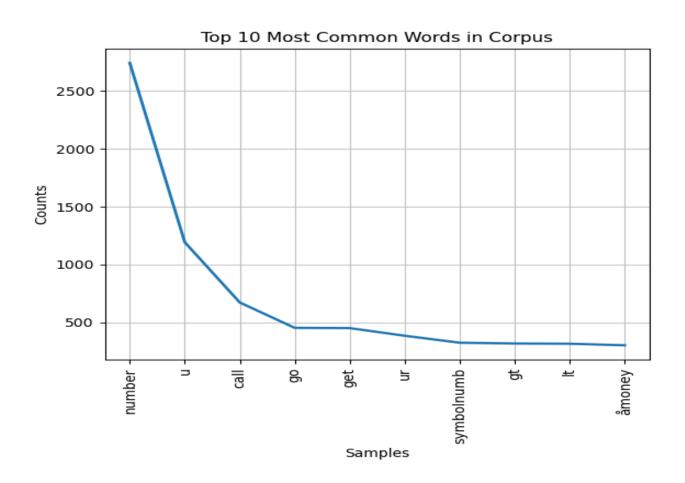
```
1 #Checking correlation of the dataset
            2 corr=df.corr() #corr() function provides the correlation value of each column
Out[27]:
                       length word_count
               length 1.000000
                                 0.974318
           word_count 0.974318
                                 1.000000
           #Plotting heatmap for visualizing the correlation
plt.figure(figsize=(10,8))
In [28]:
           sns.heatmap(corr,linewidth=0.5,linecolor='black',fmt='.0%',cmap='YlGn_r',annot=True)
           4 plt.show()
                                                                                                 - 1.000
                                                                                                 - 0.995
                     100%
                                                                97%
                                                                                                 - 0.990
                                                                                                 - 0.985
                      97%
                                                                100%
                                                                                                 - 0.980
                                                                                                  0.975
                     length
                                                             word_count
```

Displaying the Wordcloud

```
In [29]:
             1 import wordcloud
                data_ham = df[df['class_label'] == "ham"].copy()
data_spam = df[df['class_label'] == "spam"].copy()
                def show_wordcloud(df, title):
                     text = ' '.join(df['message'].astype(str).tolist())
stopwords = set(wordcloud.STOPWORDS)
                     fig_wordcloud = wordcloud.WordCloud(stopwords=stopwords, background_color="#ffa78c",
             8
             9
                                                                width = 3000, height = 2000).generate(text)
            10
                     plt.figure(figsize=(15,15), frameon=True)
            11
                     plt.imshow(fig_wordcloud)
                     plt.axis('off')
            12
                     plt.title(title, fontsize=20)
            13
            14
                     plt.show()
```

Spam messages Will Bjoin date year is a offer dating service uk end Call MobileUpd8 and control of the c -See Code Expires week contact 1st line rental ur cash go Valid 12hrs Landline every want none ur line Claim winner per min Please awarded 150ppm OME SELV NOKIAIdentifier sexy msg Orange opt å award yr CO UK 150p msg charged poly uk Ubur mates contact U message





Hardware and Software Requirements and Tools Used

The General Hardware used for this project is :-

8 GB RAM

512GB SSD

Intel i5 processor

So for doing these project the hardware use is a laptop with high end specification, an internet connection. While coming to software I have used anaconda navigator in that I have used **Jupyter notebook** to do my python programming and analysis, for csv file excel is needed.

So in Jupyter notebook I have used lots of python libraries to carry out this project I will be pasting down below with proper justification.

- 1. Pandas- pandas is used to read the data, visualization and analysis of data.
- 2. Numpy used for working with array and various mathematical techniques.
- 3. Seaborn I used seaborn for plotting different types of plot.
- 4. Ploty Is also used to plot the different types of plot.
- 5. Matplotlib It provides an object-oriented API for embedding plots into applications
- 6. zscore To remove outliers.
- 7. skew- to treat skewed data using various transformation like sqrt, log, boxcox.
- 8. PCA- I used this to remove the data columns to 10.
- 9. Standard-Scaler- I used this data to scale my data before sending it to model.
- 10. train-test-split to split the test and train data.
- 11. joblib this is used to save the model pickle file.

Model/s Development and Evaluation

Testing of Identified Approaches (Algorithms)

- 1) from sklearn.neighbors import KNeighborsClassifier
- 2) from sklearn.linear_model import LogisticRegression
- 3) from sklearn.tree import DecisionTreeClassifier
- 4) from sklearn.naive bayes import GaussianNB
- 5) from sklearn.ensemble import RandomForestClassifier
- 6) from sklearn.preprocessing import StandardScaler
- 7) from sklearn.metrics import
- 8) classification_report , confusion_matrix,accuracy_score,roc_curve,auc

Run and Evaluate selected models

```
In [58]: 1 models = []
         2 models.append(('KNeighborsClassifier', KNN))
        3 models.append(('LogisticRegression', LR))
        4 models.append(('DecisionTreeClassifier',DT))
         5 models.append(('GaussianNB', GNB))
         6 models.append(('RandomForestClassifier', RF))
In [59]: 1 # lets make the for loop and call the algorithm one by one and save data to respective model using append function.
         2 Model=[]
        3 score=[]
        4 cvs=[]
         5 rocscore=[]
         6 for name, model in models:
         print('\n')
         9 Model.append(name)
        10 model.fit(x train,y train)
        11 print(model)
        pre=model.predict(x test)
        13 print('\n')
        AS=accuracy_score(y_test,pre)
        print('accuracy_score=',AS)
        score.append(AS*100)
            print('\n')
        17
            sc=cross_val_score(model,x,y,cv=10,scoring='accuracy').mean()
        18
            print('cross_val_score',sc)
        19
        20 cvs.append(sc*100)
        21 print('\n')
        false positive rate, true positive rate, thresholds=roc curve(y test, pre)
        roc auc= auc(false positive rate, true positive rate)
        print('roc auc score = ',roc auc)
        25 rocscore.append(roc auc*100)
```

Key Metrics for success in solving problem under consideration

We can observe that I imported the metrics to find the accuracy score, roc_auc_curve, confusion_matrix, classification_report, in order to interpret the models output. Then I also selected the model to find the cross_validation_score and cross validation prediction.

LogisticRegression()

accuracy_score: 0.9805680119581465

cross_val_score: 0.9667939987820408

roc_auc_score: 0.951479583796922

Hamming_loss: 0.01943198804185351

Log_loss : 0.6711630659506583

Classification report:

	precision	recall	f1-score	support
0	0.99	0.99	0.99	1157
1	0.94	0.91	0.93	181
accuracy			0.98	1338
macro avg	0.96	0.95	0.96	1338
weighted avg	0.98	0.98	0.98	1338

```
[[1147 10]
[ 16 165]]
```

MultinomialNB()

accuracy_score: 0.976831091180867

cross_val_score: 0.9688131942242556

roc_auc_score: 0.9702913326043253

Hamming_loss: 0.023168908819133034

Log_loss : 0.8002401035729126

Classification report:

	precision	recall	f1-score	support
0	0.99	0.98	0.99	1157
1	0.88	0.96	0.92	181
accuracy			0.98	1338
macro avg	0.94	0.97	0.95	1338
weighted avg	0.98	0.98	0.98	1338

DecisionTreeClassifier()

accuracy_score: 0.9723467862481315

cross_val_score: 0.9719524593216672

roc_auc_score: 0.9234231222871114

Hamming_loss: 0.02765321375186846

Log_loss : 0.9551147400474056

Classification report:

	precision	recall	f1-score	support
0	0.98	0.99	0.98	1157
1	0.93	0.86	0.89	181
accuracy			0.97	1338
macro avg	0.96	0.92	0.94	1338
weighted avg	0.97	0.97	0.97	1338

KNeighborsClassifier()

accuracy_score: 0.9446935724962631

cross_val_score: 0.9062131026256587

roc_auc_score: 0.8002406681405998

Hamming_loss: 0.05530642750373692

Log_loss : 1.9102175279658082

Classification report:

support	f1-score	recall	precision	
1157	0.97	1.00	0.94	0
181	0.75	0.60	0.98	1
1338	0.94			accuracy
1338	0.86	0.80	0.96	macro avg
1338	0.94	0.94	0.95	weighted avg

RandomForestClassifier()

accuracy_score: 0.9805680119581465

cross_val_score: 0.9820509529777093

roc_auc_score: 0.9305070744017916

Hamming_loss: 0.01943198804185351

Log_loss : 0.6711576874926078

Classification report:

	precision	recall	f1-score	support
0	0.98	1.00	0.99	1157
1	0.99	0.86	0.92	181
accuracy			0.98	1338
macro avg	0.99	0.93	0.96	1338
weighted avg	0.98	0.98	0.98	1338

AdaBoostClassifier()

accuracy_score: 0.9701046337817638

cross_val_score: 0.975543929579804

roc_auc_score: 0.936108338864562

Hamming_loss: 0.029895366218236172

Log_loss : 1.0325613211846283

Classification report:

	precision	recall	f1-score	support
0	0.98	0.98	0.98	1157
1	0.89	0.89	0.89	181
accuracy			0.97	1338
macro avg	0.94	0.94	0.94	1338
weighted avg	0.97	0.97	0.97	1338

GradientBoostingClassifier()

accuracy_score: 0.9723467862481315

cross_val_score: 0.975991856784084

roc_auc_score: 0.9513864681472851

Hamming_loss: 0.02765321375186846

Log_loss : 0.9551219113248065

Classification report:

0 0.99 0.98 0.98	
0.55 0.50 0.50	1157
1 0.88 0.92 0.90	181
accuracy 0.97	1338
macro avg 0.93 0.95 0.94	1338
weighted avg 0.97 0.97 0.97	1338

accuracy score: 0.9798206278026906

cross_val_score: 0.9793565953506164

roc_auc_score: 0.9533777105010577

Hamming loss: 0.020179372197309416

Log loss: 0.6969779953899492

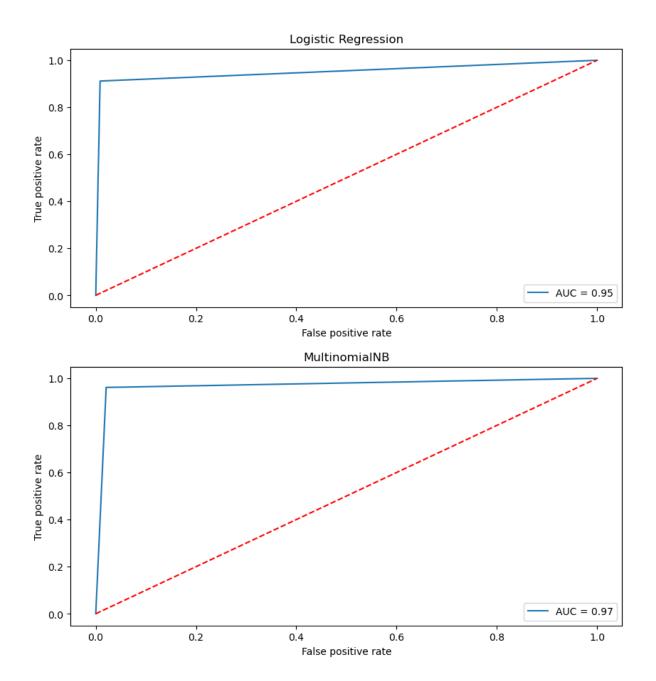
Classification report:

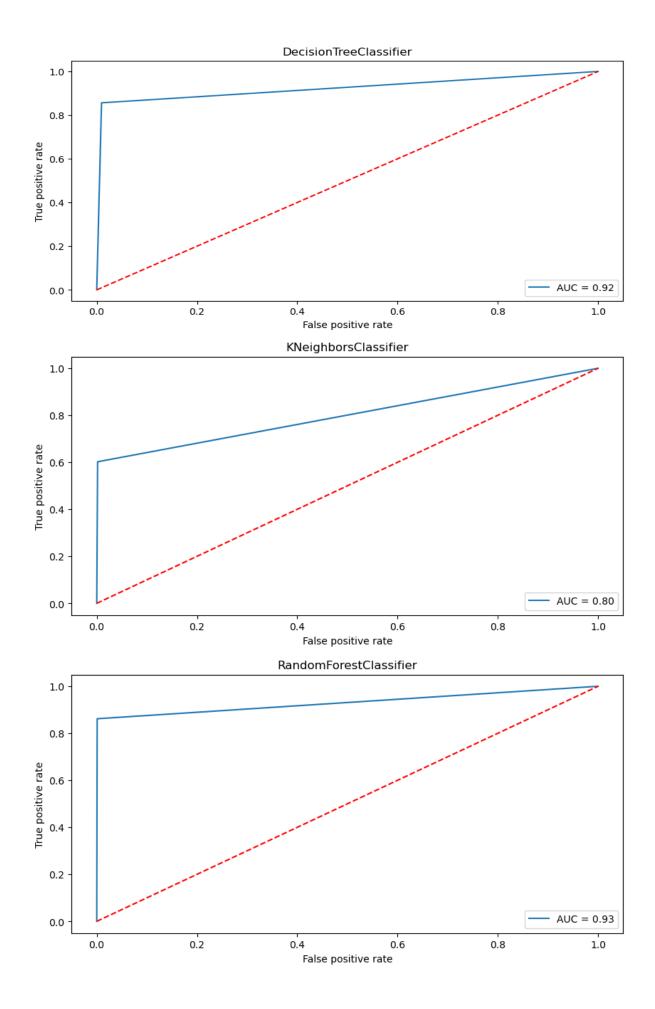
	precision	recall	f1-score	support
0	0.99	0.99	0.99	1157
1	0.93	0.92	0.92	181
accuracy			0.98	1338
macro avg	0.96	0.95	0.96	1338
weighted avg	0.98	0.98	0.98	1338

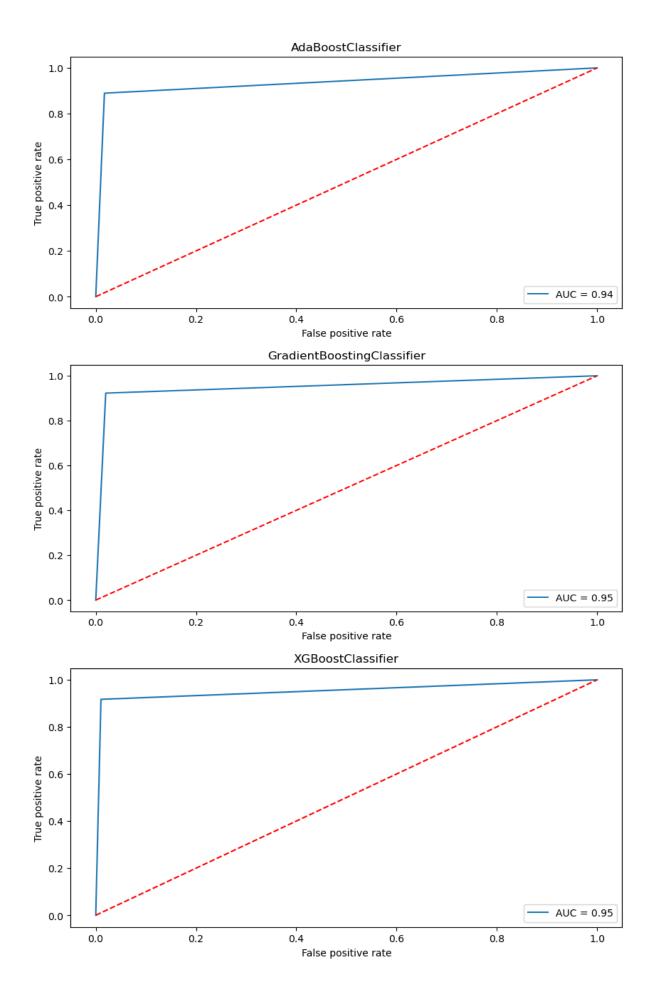
Confusion matrix:

[[1145 12] [15 166]]

Visualizations







Interpretation of the Results

```
#Finalizing the result
    result=pd.DataFrame({'Model':Model, 'Accuracy_score': score,'Cross_val_score':cvs,'roc_auc_score':rocscore,
                            'Hamming_loss':h_loss, 'Log_loss':l_loss})
   result
                   Model Accuracy_score Cross_val_score roc_auc_score Hamming_loss Log_loss
0
                                98.056801
                                                               95.147958
                                                                               0.019432 0.671163
        Logistic Regression
                                                96 679400
1
            MultinomialNB
                                97.683109
                                                96.881319
                                                               97.029133
                                                                               0.023169  0.800240
      DecisionTreeClassifier
                                97.234679
                                                97.195246
                                                               92.342312
                                                                               0.027653 0.955115
                                                               80.024067
3
       KNeighborsClassifier
                                94.469357
                                                90.621310
                                                                               0.055306 1.910218
    RandomForestClassifier
                                98.056801
                                                98.205095
                                                               93.050707
                                                                               0.019432 0.671158
         AdaBoostClassifier
                                                97.554393
                                                               93.610834
                                97.010463
                                                                               0.029895 1.032561
6 GradientBoostingClassifier
                               97.234679
                                                97.599186
                                                               95.138647
                                                                               0.027653 0.955122
         XGBoostClassifier
                                97.982063
                                                97.935660
                                                               95.337771
                                                                               0.020179 0.696978
```

Logistic Regression and Random Forest Classifier showed the best accuracy (98.25%). After running the for loop of classification algorithms and the required metrics, we can see that the best 2 performing algorithms are RandomForestClassifier because the loss values are less and their scores are the best among all. Now, we will try Hyperparameter Tuning to find out the best parameters and using them to improve the scores and metrics values.

Hyper-parameter Tuning

Random Forest Classifier

Accuracy score: 97.98206278026906

Cross validation score: 98.16022708399392

roc_auc_score: 0.9533777105010577 Hamming_loss: 0.020179372197309416 Log loss: 0.6969779953899492 Classification report:

	precision	recall	f1-score	support
0	0.99	0.99	0.99	1157
1	0.93	0.92	0.92	181
accuracy			0.98	1338
macro avg	0.96	0.95	0.96	1338
weighted avg	0.98	0.98	0.98	1338

Confusion matrix:

[[1145 12] [15 166]]

```
#AUC_ROC Curve of Randomforest Classifier with oversampled data
y_pred_prob=rfc.predict_proba(x_test)[:,1]
fpr,tpr,thresholds=roc_curve(y_test,y_pred_prob)
plt.plot([0,1],[0,1],'k--')
plt.plot(fpr,tpr,label='RandomForest Classifier')
plt.xlabel('False Positive Rate')
plt.ylabel('True Positive Rate')
plt.title('RandomForest Classifier')
plt.show()

auc_score=roc_auc_score(y_test,rfc.predict(x_test))
print(auc_score)
```


0.9415567981586977

Conclusion

We converted all the text to lower case and made a bag of words. Counted the frequency of each word and chose 3,000 most frequent word Make a feature set that is simply a sequence of True, False based on whether the data set contains word in "frequent word" set or not.

Logistic Regression and RandomForestClassifier showed the best accuracy (98.25%).

Things to work on in the future

Do some more extensive analysis on the text.

Get rid of all the punctuation and stop words to see the difference in the result.