# T-SNE\_Amazon\_Fine\_Food\_Reviews

November 30, 2018

# 1 t-SNE: Amazon Find Food Reviews Analysis

• The Amazon Fine Food Reviews dataset consists of reviews of fine foods from Amazon.

Number of reviews: 568,454 Number of users: 256,059 Number of products: 74,258 Timespan: Oct 1999 - Oct 2012 Number of Attributes/Columns in data: 10

**Attribute Information:** 

- 1. Id
- 2. ProductId unique identifier for the product
- 3. UserId unqiue identifier for the user
- 4. ProfileName
- 5. HelpfulnessNumerator number of users who found the review helpful ---> Yes
- 6. HelpfulnessDenominator number of users who indicated whether they found the review helpful or not ---> Yes/NO
- 7. Score rating between 1 and 5
- 8. Time timestamp for the review
- 9. Summary brief summary of the review
- 10. Text text of the review

objective:

Given a review, determine whether the review is positive (Rating of 4 or 5) or negative (rating of 1 or 2).

Que:- How to determine if a review is positive or negative? Ans:-

- 1. A rating of 4 or 5 could be cosnidered a positive review.
- 2. A review of 1 or 2 could be considered negative.
- 3. A review of 3 is nuetral and ignored.

```
import matplotlib.pyplot as plt
        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 sklearn.metrics import confusion_matrix
        from sklearn import metrics
        from sklearn.metrics import roc_curve, auc
        import nltk
        from nltk.stem.porter import PorterStemmer
        con = sqlite3.connect('./amazon-fine-food-reviews/database.sqlite')
        filtered_data = pd.read_sql_query("""
        SELECT *
        FROM Reviews
        WHERE Score != 3
        """, con
        def partition(x):
            if x<3:
                return "negative"
            return "positive"
        actualScore = filtered_data['Score']
        positiveNegative = actualScore.map(partition)
        filtered_data['Score'] = positiveNegative
In [3]: print(filtered_data.shape)
        filtered_data.head()
(525814, 10)
Out[3]:
           Id ProductId
                                   UserId
                                                               ProfileName
        0
           1 B001E4KFG0 A3SGXH7AUHU8GW
                                                                delmartian
        1
           2 B00813GRG4 A1D87F6ZCVE5NK
                                                                    dll pa
           3 BOOOLQOCHO ABXLMWJIXXAIN Natalia Corres "Natalia Corres"
           4 BOOOUAOQIQ A395BORC6FGVXV
        3
           5 B006K2ZZ7K A1UQRSCLF8GW1T
                                            Michael D. Bigham "M. Wassir"
           HelpfulnessNumerator HelpfulnessDenominator
                                                            Score
                                                                         Time \
        0
                                                      1 positive 1303862400
                              0
        1
                                                      0 negative 1346976000
        2
                              1
                                                      1 positive 1219017600
```

import string

```
4
                             0
                                                      0 positive
                                                                  1350777600
                                                                              Text
                        Summary
          Good Quality Dog Food I have bought several of the Vitality canned d...
       0
        1
              Not as Advertised Product arrived labeled as Jumbo Salted Peanut...
       2
          "Delight" says it all This is a confection that has been around a fe...
                  Cough Medicine If you are looking for the secret ingredient i...
       3
                     Great taffy Great taffy at a great price. There was a wid...
   Data Cleaning: Deduplication
In [4]: display = pd.read_sql_query("""
       SELECT *
       FROM Reviews
       WHERE Score != 3 AND UserId="AR5J8UI46CURR"
       Order By ProductID
        """, con)
       display.head()
Out [4]:
              Ιd
                   ProductId
                                     UserId
                                                 ProfileName HelpfulnessNumerator
            78445
                  B000HDL1RQ AR5J8UI46CURR Geetha Krishnan
        0
          138317
                  BOOOHDOPYC AR5J8UI46CURR Geetha Krishnan
                                                                                 2
                  BOOOHDOPYM AR5J8UI46CURR Geetha Krishnan
          138277
                                                                                 2
        3
          73791 B000HD0PZG AR5J8UI46CURR Geetha Krishnan
                                                                                 2
        4 155049 B000PAQ75C AR5J8UI46CURR Geetha Krishnan
                                                                                 2
          HelpfulnessDenominator
                                  Score
                                                Time
       0
                                      5
                                         1199577600
       1
                                2
                                         1199577600
        2
                                2
                                         1199577600
       3
                                2
                                         1199577600
        4
                                         1199577600
                                    Summary
          LOACKER QUADRATINI VANILLA WAFERS
         LOACKER QUADRATINI VANILLA WAFERS
       2 LOACKER QUADRATINI VANILLA WAFERS
       3 LOACKER QUADRATINI VANILLA WAFERS
       4 LOACKER QUADRATINI VANILLA WAFERS
                                                        Text
         DELICIOUS WAFERS. I FIND THAT EUROPEAN WAFERS ...
       1 DELICIOUS WAFERS. I FIND THAT EUROPEAN WAFERS ...
       2 DELICIOUS WAFERS. I FIND THAT EUROPEAN WAFERS ...
        3 DELICIOUS WAFERS. I FIND THAT EUROPEAN WAFERS ...
        4 DELICIOUS WAFERS. I FIND THAT EUROPEAN WAFERS ...
```

3 negative

1307923200

3

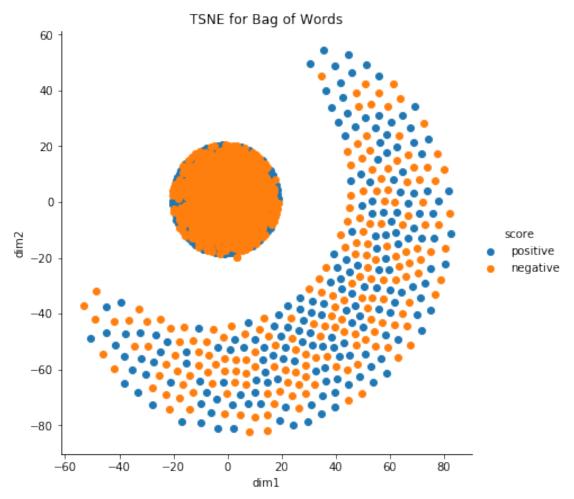
3

```
In [5]: sorted_data=filtered_data.sort_values('ProductId', axis=0, ascending=True, inplace=False
In [6]: final=sorted_data.drop_duplicates(subset={"UserId", "ProfileName", "Time", "Text"}, keep=
        final.shape
Out[6]: (364173, 10)
In [7]: (final['Id'].size*1.0)/(filtered_data['Id'].size*1.0)*100
Out[7]: 69.25890143662969
   Observation:- It was also seen that in two rows given below the value of HelpfulnessNumera-
tor is greater than HelpfulnessDenominator which is not practically possible hence these two rows
too are removed from calcualtions
In [8]: display= pd.read_sql_query("""
        SELECT *
        FROM Reviews
        WHERE Score != 3 AND Id=44737 OR Id=64422
        ORDER BY ProductID
        """, con)
        display.head()
Out[8]:
              Ιd
                   ProductId
                                       UserId
                                                            ProfileName \
        O 64422 BOOOMIDROQ A161DKO6JJMCYF J. E. Stephens "Jeanne"
          44737 B001EQ55RW A2V0I904FH7ABY
                                                                    Ram
           HelpfulnessNumerator HelpfulnessDenominator
                                                           Score
                                                                         Time
        0
                                                        1
                                                                  1224892800
        1
                               3
                                                        2
                                                                  1212883200
                                                  Summary \
                      Bought This for My Son at College
        0
        1 Pure cocoa taste with crunchy almonds inside
                                                          Text
        0 My son loves spaghetti so I didn't hesitate or...
        1 It was almost a 'love at first bite' - the per...
In [9]: final=final[final.HelpfulnessNumerator<=final.HelpfulnessDenominator]</pre>
In [10]: print(final.shape)
         final['Score'].value_counts()
(364171, 10)
Out[10]: positive
                     307061
         negative
                      57110
         Name: Score, dtype: int64
```

## 3 Bag of Words (BOW)

```
In [11]: positive data = final[final["Score"] == "positive"].sample(n = 2000)
         negative_data = final[final["Score"] == "negative"].sample(n = 2000)
         final_4000 = pd.concat([positive_data, negative_data])
In [12]: score_4000 = final_4000['Score']
In [13]: score_4000.shape
Out[13]: (4000,)
In [14]: final_4000.shape
Out[14]: (4000, 10)
In [15]: count_vect = CountVectorizer()
         final_counts = count_vect.fit_transform(final_4000['Text'].values)
In [16]: type(final_counts)
Out[16]: scipy.sparse.csr.csr_matrix
In [17]: final_counts.get_shape()
Out[17]: (4000, 13752)
   Bi-grams and n-grams
In [18]: count_vect = CountVectorizer(ngram_range=(1,2) )
         final_bigram_counts = count_vect.fit_transform(final_4000['Text'].values)
In [19]: final_bigram_counts.get_shape()
Out[19]: (4000, 144065)
In [20]: from sklearn.preprocessing import StandardScaler
         standard_data = StandardScaler(with_mean = False).fit_transform(final_bigram_counts)
         standard_data.shape
C:\ProgramData\Anaconda3\lib\site-packages\sklearn\utils\validation.py:475: DataConversionWarn
  warnings.warn(msg, DataConversionWarning)
C:\ProgramData\Anaconda3\lib\site-packages\sklearn\utils\validation.py:475: DataConversionWarn
  warnings.warn(msg, DataConversionWarning)
Out[20]: (4000, 144065)
In [21]: type(standard_data)
```

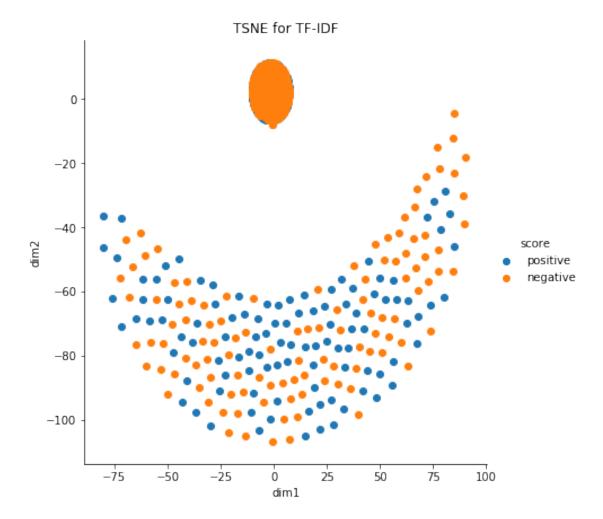
```
Out[21]: scipy.sparse.csr.csr_matrix
In [22]: standard_data = standard_data.todense()
    # convert sparse to dense as tsne takes dense vector
In [23]: type(standard_data)
Out[23]: numpy.matrixlib.defmatrix.matrix
In [24]: from sklearn.manifold import TSNE
    model = TSNE(n_components=2, random_state=0, perplexity=50)
    tsne_data = model.fit_transform(standard_data)
    tsne_data = np.vstack((tsne_data.T, score_4000)).T
    tsne_df = pd.DataFrame(data=tsne_data, columns=("dim1", "dim2", "score"))
    sns.FacetGrid(tsne_df, hue="score", size=6).map(plt.scatter, 'dim1', 'dim2').add_lege:
    plt.title("TSNE for Bag of Words")
    plt.show()
```



• Obeservation:- Here, we are unable to classify the +ve and -ve points because it overlaps each other.

#### 5 TF-IDF

```
In [24]: tf_idf_vect = TfidfVectorizer(ngram_range=(1,2))
         final_tf_idf = tf_idf_vect.fit_transform(final_4000['Text'].values)
In [25]: from sklearn.preprocessing import StandardScaler
         std = StandardScaler(with_mean = False)
         standard_data = std.fit_transform(final_tf_idf)
In [26]: standard_data = standard_data.todense()
In [27]: standard_data.shape
Out[27]: (4000, 144065)
In [29]: from sklearn.manifold import TSNE
         model = TSNE(n_components = 2, perplexity = 50)
         tsne_data = model.fit_transform(standard_data)
         tsne_data = np.vstack((tsne_data.T, score_4000)).T
         tsne_df = pd.DataFrame(data = tsne_data, columns = ("dim1", "dim2", "score"))
         sns.FacetGrid(tsne_df, hue = "score", size = 6).map(plt.scatter, "dim1", "dim2").add_
         plt.title("TSNE for TF-IDF")
         plt.show()
```



• Observation:- As we saw earlier, it overlaps +ve and -ve points same as Bag of Words.

## 6 Word2Vec

In [29]: model.wv['computer']

warnings.warn("detected Windows; aliasing chunkize to chunkize\_serial")

```
Out[29]: array([ 1.07421875e-01, -2.01171875e-01, 1.23046875e-01, 2.11914062e-01,
               -9.13085938e-02, 2.16796875e-01, -1.31835938e-01, 8.30078125e-02,
                2.02148438e-01, 4.78515625e-02, 3.66210938e-02, -2.45361328e-02,
                2.39257812e-02, -1.60156250e-01, -2.61230469e-02, 9.71679688e-02,
               -6.34765625e-02, 1.84570312e-01, 1.70898438e-01, -1.63085938e-01,
               -1.09375000e-01, 1.49414062e-01, -4.65393066e-04, 9.61914062e-02,
                1.68945312e-01, 2.60925293e-03, 8.93554688e-02, 6.49414062e-02,
                3.56445312e-02, -6.93359375e-02, -1.46484375e-01, -1.21093750e-01,
               -2.27539062e-01, 2.45361328e-02, -1.24511719e-01, -3.18359375e-01,
               -2.20703125e-01, 1.30859375e-01, 3.66210938e-02, -3.63769531e-02,
               -1.13281250e-01, 1.95312500e-01, 9.76562500e-02, 1.26953125e-01,
                6.59179688e-02, 6.93359375e-02, 1.02539062e-02, 1.75781250e-01,
               -1.68945312e-01, 1.21307373e-03, -2.98828125e-01, -1.15234375e-01,
                5.66406250e-02, -1.77734375e-01, -2.08984375e-01, 1.76757812e-01,
                2.38037109e-02, -2.57812500e-01, -4.46777344e-02, 1.88476562e-01,
                5.51757812e-02, 5.02929688e-02, -1.06933594e-01, 1.89453125e-01,
               -1.16210938e-01, 8.49609375e-02, -1.71875000e-01, 2.45117188e-01,
               -1.73828125e-01, -8.30078125e-03, 4.56542969e-02, -1.61132812e-02,
                1.86523438e-01, -6.05468750e-02, -4.17480469e-02, 1.82617188e-01,
                2.20703125e-01, -1.22558594e-01, -2.55126953e-02, -3.08593750e-01,
                9.13085938e-02, 1.60156250e-01, 1.70898438e-01, 1.19628906e-01,
                7.08007812e-02, -2.64892578e-02, -3.08837891e-02, 4.06250000e-01,
               -1.01562500e-01, 5.71289062e-02, -7.26318359e-03, -9.17968750e-02,
               -1.50390625e-01, -2.55859375e-01, 2.16796875e-01, -3.63769531e-02,
                2.24609375e-01, 8.00781250e-02, 1.56250000e-01, 5.27343750e-02,
                1.50390625e-01, -1.14746094e-01, -8.64257812e-02, 1.19140625e-01,
               -7.17773438e-02, 2.73437500e-01, -1.64062500e-01,
                                                                  7.29370117e-03,
                4.21875000e-01, -1.12792969e-01, -1.35742188e-01, -1.31835938e-01,
               -1.37695312e-01, -7.66601562e-02, 6.25000000e-02, 4.98046875e-02,
               -1.91406250e-01, -6.03027344e-02, 2.27539062e-01, 5.88378906e-02,
               -3.24218750e-01, 5.41992188e-02, -1.35742188e-01, 8.17871094e-03,
               -5.24902344e-02, -1.74713135e-03, -9.81445312e-02, -2.86865234e-02,
                3.61328125e-02, 2.15820312e-01, 5.98144531e-02, -3.08593750e-01,
               -2.27539062e-01, 2.61718750e-01, 9.86328125e-02, -5.07812500e-02,
                1.78222656e-02, 1.31835938e-01, -5.35156250e-01, -1.81640625e-01,
                1.38671875e-01, -3.10546875e-01, -9.71679688e-02, 1.31835938e-01,
               -1.16210938e-01, 7.03125000e-02, 2.85156250e-01, 3.51562500e-02,
               -1.01562500e-01, -3.75976562e-02, 1.41601562e-01, 1.42578125e-01,
               -5.68847656e-02, 2.65625000e-01, -2.09960938e-01, 9.64355469e-03,
               -6.68945312e-02, -4.83398438e-02, -6.10351562e-02, 2.45117188e-01,
               -9.66796875e-02, 1.78222656e-02, -1.27929688e-01, -4.78515625e-02,
               -7.26318359e-03, 1.79687500e-01, 2.78320312e-02, -2.10937500e-01,
               -1.43554688e-01, -1.27929688e-01, 1.73339844e-02, -3.60107422e-03,
               -2.04101562e-01, 3.63159180e-03, -1.19628906e-01, -6.15234375e-02,
                5.93261719e-02, -3.23486328e-03, -1.70898438e-01, -3.14941406e-02,
               -8.88671875e-02, -2.89062500e-01, 3.44238281e-02, -1.87500000e-01,
                2.94921875e-01, 1.58203125e-01, -1.19628906e-01, 7.61718750e-02,
                6.39648438e-02, -4.68750000e-02, -6.83593750e-02, 1.21459961e-02,
```

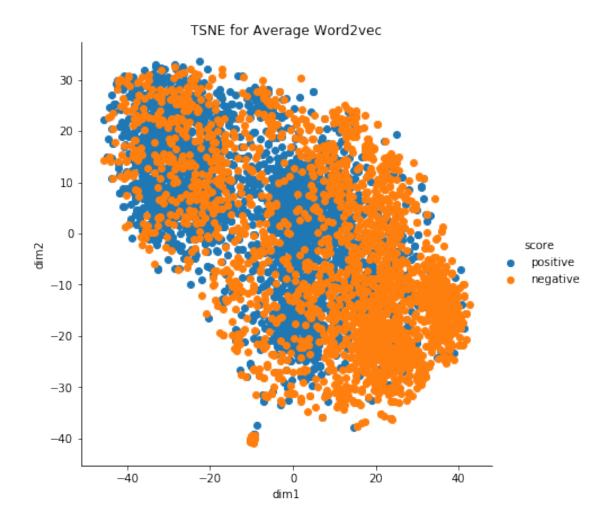
```
1.45507812e-01, -2.55859375e-01, -4.46777344e-02, -1.33789062e-01,
               -1.38671875e-01, 6.59179688e-02, 1.37695312e-01, 1.14746094e-01,
                2.03125000e-01, -4.78515625e-02, 1.80664062e-02, -8.54492188e-02,
               -2.48046875e-01, -3.39843750e-01, -2.83203125e-02, 1.05468750e-01,
               -2.14843750e-01, -8.74023438e-02, 7.12890625e-02, 1.87500000e-01,
               -1.12304688e-01, 2.73437500e-01, -3.26171875e-01, -1.77734375e-01,
               -4.24804688e-02, -2.69531250e-01, 6.64062500e-02, -6.88476562e-02,
               -1.99218750e-01, -7.03125000e-02, -2.43164062e-01, -3.66210938e-02,
               -7.37304688e-02, -1.77734375e-01, 9.17968750e-02, -1.25000000e-01,
               -1.65039062e-01, -3.57421875e-01, -2.85156250e-01, -1.66992188e-01,
                1.97265625e-01, -1.53320312e-01, 2.31933594e-02, 2.06054688e-01,
                1.80664062e-01, -2.74658203e-02, -1.92382812e-01, -9.61914062e-02,
               -1.06811523e-02, -4.73632812e-02, 6.54296875e-02, -1.25732422e-02,
                1.78222656e-02, -8.00781250e-02, -2.59765625e-01, 9.37500000e-02,
               -7.81250000e-02, 4.68750000e-02, -2.22167969e-02, 1.86767578e-02,
                3.11279297e-02, 1.04980469e-02, -1.69921875e-01, 2.58789062e-02,
               -3.41796875e-02, -1.44042969e-02, -5.46875000e-02, -8.78906250e-02,
                1.96838379e-03, 2.23632812e-01, -1.36718750e-01, 1.75781250e-01,
               -1.63085938e-01, 1.87500000e-01, 3.44238281e-02, -5.63964844e-02,
               -2.27689743e-05, 4.27246094e-02, 5.81054688e-02, -1.07910156e-01,
               -3.88183594e-02, -2.69531250e-01, 3.34472656e-02, 9.81445312e-02,
                5.63964844e-02, 2.23632812e-01, -5.49316406e-02, 1.46484375e-01,
                5.93261719e-02, -2.19726562e-01, 6.39648438e-02, 1.66015625e-02,
                4.56542969e-02, 3.26171875e-01, -3.80859375e-01, 1.70898438e-01,
                5.66406250e-02, -1.04492188e-01, 1.38671875e-01, -1.57226562e-01,
                3.23486328e-03, -4.80957031e-02, -2.48046875e-01, -6.20117188e-02],
              dtype=float32)
In [30]: model.wv.similarity('woman', 'man')
Out[30]: 0.7664012230995352
In [31]: model.wv.similarity('tasty', 'tast')
Out[31]: 0.440350541900889
In [32]: i=0
        list_of_sent=[]
        for sent in final['Text'].values:
            list_of_sent.append(sent.split())
In [33]: print(final['Text'].values[0])
        print(list_of_sent[0])
this witty little book makes my son laugh at loud. i recite it in the car as we're driving alo:
*************************
['this', 'witty', 'little', 'book', 'makes', 'my', 'son', 'laugh', 'at', 'loud.', 'i', 'recite
```

-1.44531250e-01, 4.54101562e-02, 3.68652344e-02, 3.88671875e-01,

```
In [34]: w2v_model=gensim.models.Word2Vec(list_of_sent,min_count=5,size=50, workers=4)
In [35]: w2v_words = list(w2v_model.wv.vocab)
         print("number of words that occured minimum 5 times ",len(w2v_words))
         print("sample words ", w2v_words[0:50])
number of words that occured minimum 5 times 94472
sample words ['this', 'witty', 'little', 'book', 'makes', 'my', 'son', 'laugh', 'at', 'loud.'
In [36]: w2v model.wv.most similar('tasty')
Out[36]: [('tasty,', 0.9057872295379639),
          ('delicious', 0.8898302316665649),
          ('yummy', 0.8788954019546509),
          ('satisfying', 0.8654456734657288),
          ('tastey', 0.844463050365448),
          ('delicious,', 0.812126100063324),
          ('flavorful', 0.8079628944396973),
          ('filling,', 0.7960013151168823),
          ('hearty', 0.7909684181213379),
          ('nutritious', 0.7884812355041504)]
In [37]: w2v_model.wv.most_similar('like')
Out[37]: [('like,', 0.7549582719802856),
          ('prefer', 0.6632524728775024),
          ('resemble', 0.6574012041091919),
          ('miss', 0.6534298658370972),
          ('enjoy', 0.6335715055465698),
          ('like.', 0.6291797757148743),
          ('love', 0.614167332649231),
          ('mean', 0.6112775206565857),
          ('dislike', 0.6002678871154785),
          ('like...', 0.5922833681106567)]
   Avg W2V
In [38]: sent_vectors = []; # the avg-w2v for each sentence/review is stored in this list
         for sent in list_of_sent: # for each review/sentence
             sent_vec = np.zeros(50) # as word vectors are of zero length
             cnt_words =0; # num of words with a valid vector in the sentence/review
             for word in sent: # for each word in a review/sentence
                 try:
                     vec = w2v model.wv[word]
                     sent_vec += vec
                     cnt words += 1
                 except:
```

```
pass
             sent_vec /= cnt_words
             sent_vectors.append(sent_vec)
         print(len(sent_vectors))
         print(len(sent_vectors[0]))
364171
50
In [39]: sent_vectors = sent_vectors[0:4000]
         len(sent_vectors)
Out [39]: 4000
In [40]: from sklearn.manifold import TSNE
         model = TSNE(n_components=2, random_state=15, perplexity=50, n_iter=5000)
         tsne_data = model.fit_transform(sent_vectors)
         tsne_data = np.vstack((tsne_data.T, score_4000)).T
         tsne_df = pd.DataFrame(data=tsne_data, columns=("dim1", "dim2", "score"))
         # Ploting the result of tsne
         sns.FacetGrid(tsne_df, hue="score", size=6).map(plt.scatter, 'dim1', 'dim2').add_lege
         plt.title("TSNE for Average Word2vec")
         plt.show()
C:\ProgramData\Anaconda3\lib\site-packages\seaborn\axisgrid.py:230: UserWarning: The `size` pa
```

warnings.warn(msg, UserWarning)



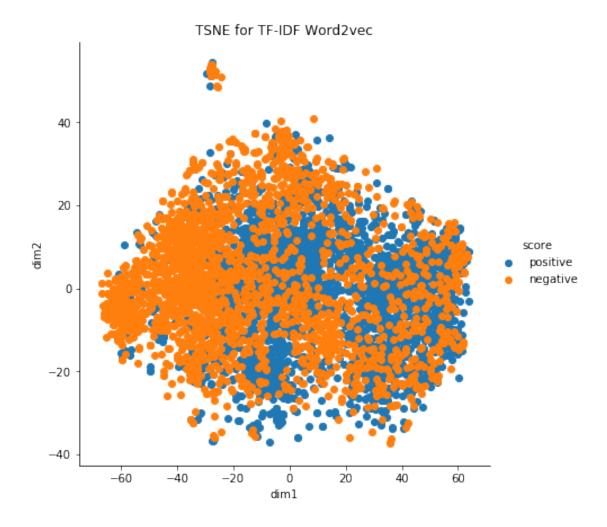
#### Observation:-

We can't classify from the Avg W2V because of all +ve and -ve reviews are not well separated.

### 8 TFIDF Word2Vec

```
sent_vec = np.zeros(50) # as word vectors are of zero length
                                 weight_sum =0; # num of words with a valid vector in the sentence/review
                                 for word in sent: # for each word in a review/sentence
                                           try:
                                                     vec = w2v_model.wv[word]
                                                     # obtain the tf_idfidf of a word in a sentence/review
                                                     \# tf\_idf = final\_tf\_idf[row, tfidf\_feat.index(word)]
                                                     tf_idf = dictionary[word]*sent.count(word)
                                                     sent_vec += (vec * tf_idf)
                                                     weight_sum += tf_idf
                                           except:
                                                     pass
                                 sent_vec /= weight_sum
                                 tfidf_sent_vectors.append(sent_vec)
                                 row += 1
In [43]: len(tfidf_sent_vectors)
Out [43]: 364171
In [44]: tfidf_sent_vectors = tfidf_sent_vectors[0:4000]
                      len(tfidf_sent_vectors)
Out [44]: 4000
In [45]: tfidf_sent_vectors = np.nan_to_num(tfidf_sent_vectors)
In [46]: from sklearn.manifold import TSNE
                      model = TSNE(n_components=2, random_state=15, perplexity=50, n_iter=5000)
                      tsne_data = model.fit_transform(tfidf_sent_vectors)
                      tsne_data = np.vstack((tsne_data.T, score_4000)).T
                      tsne_df = pd.DataFrame(data=tsne_data, columns=("dim1", "dim2", "score"))
                       # Ploting the result of tsne
                       sns.FacetGrid(tsne_df, hue="score", size=6).map(plt.scatter, 'dim1', 'dim2').add_lege:
                      plt.title("TSNE for TF-IDF Word2vec")
                      plt.show()
C:\ProgramData\Anaconda3\lib\site-packages\seaborn\axisgrid.py:230: UserWarning: The `size` page of the content of the content
     warnings.warn(msg, UserWarning)
```

for sent in list\_of\_sent: # for each review/sentence



#### Observation:-

The +ve and -ve reviews are overlapped each other, it looks same as bow, tfidf and avg word2vec.

### Conclusion:-

- 1. As we saw TSNE representation, all the +ve and -ve reviews are overlapped each other.
- 2. We can not simply draw a plane to separate +ve and -ve reviews.