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Abstract

Contents

1	Dataset	3
2	Parameters	4
3	Evaluation metrics	4
4	Results	5
4.1	Multi-label classification score	5
4.2	Heatmap	5
4.3	Common words per cluster	5

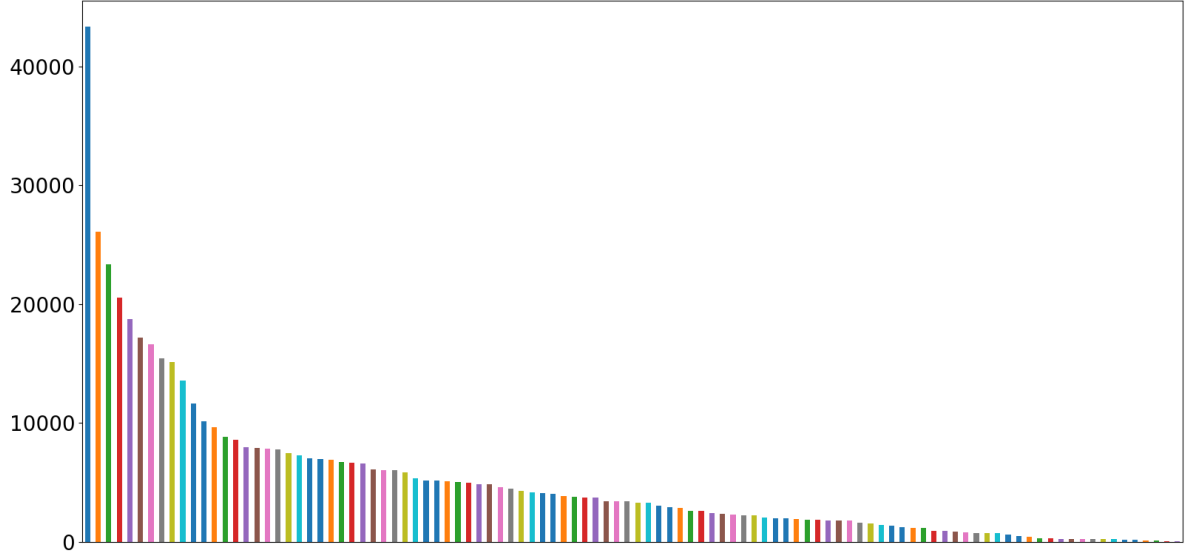


Figure 1: A plot of the number of reviews per beer style

1 Dataset

The dataset used for this experiment is a collection of beer reviews taken from the Beer-Advocate website. The original dataset was made up out of 1.5 million user reviews, from 33387 different users, collected between 1998 and 2011. It is not available at this time but I found a subset of around 500 thousand reviews on data.world[1].

The data is in csv format, each row containing various information like: beer name, beer style, alcohol content, scores for taste, appearance, aroma and a textual review. The only columns considered for this experiment were the beer style and the text review.

On exploratory data analysis, 407 duplicate and 119 missing reviews were found. Also there are 104 distinct beer styles and the amount of data for each of them is quite imbalanced as can be see in figure 1, where each bar represents a beer style with a size proportional to the number of reviews for it.

The first step in preprocessing this dataset was to remove rows containing duplicates and missing values in the columns that are relevant for the experiment: beer style, text review. Next, some of the styles for which there wasn't a lot of data available were dropped, as they would be outliers for clustering. The threshold for this cut was chosen arbitrarily at 7000 reviews.

Upon inspection of the beer styles present in the dataset, a fine granularity was observed. For example, the difference between American Pale Ale and American India Pale Ale is minimal and not very rigorous. This and other similar cases would only confuse the classifier. For this reason, a mapping was made for each style to a broader category, using the taxonomy published by BusinessInsider[2].

The final mapping can be seen in figure 2. Finally, a balanced dataset is built by selecting the minimum value for which we have an equal distribution of reviews per beer style, which is around 9500 per style. The analyzed dataset is made through random sampling of 9500 values for each of the remaining beer styles.



Figure 2: Mapping of beer styles from the original dataset

2 Parameters

The most important parameter used in the experiment is k , the number of clusters. This was chosen to be the number of distinct beer styles in the dataset, 9, as the reviews for beers of the same type should be similar to each other.

The number of features for each data point is equivalent to how many word frequencies are considered. This was determined experimentally by running the basic algorithm with some different feature values. The results, shown in table 2, indicate that until around 1000 there is the biggest growth in performance.

Nr features	Precision	Recall	F1
200	0.420	0.481	0.449
700	0.501	0.554	0.526
1000	0.537	0.532	0.534
1500	0.515	0.528	0.521

Two methods were tested for seed initialization: random points and kd-tree based. The run with kd-trees obtained a 0.47 F1 score while, random initialization got a 0.53 F1 score. This might be caused by finding good starting points through randomness or that the large number of features is not a good fit for the kd-tree data structure.

3 Evaluation metrics

The direction chosen for evaluation is how well the clusters found separate the initial dataset by beer types. In order to do this, each cluster is labeled with the most common style of beer among its elements. This turns our problem into a multi-label classification one.

The metrics used are the ones described by Beleites at al.[3] for multi-class problems. First of all, a confusion matrix is computed, which is a $l \times l$ matrix where l is the number of features. Each element (x, y) in the confusion matrix has a value meaning how many times a data point with label x has been classified as having label y . Precision and recall are then calculated for each label, simulating the binary evaluation.

Precision, also called positive predictive value, is a fraction that represents how many elements classified with a label have been assigned correctly. Recall, also known as sensitivity, is the fraction of instances correctly assigned to a class and all instances from that class. For the binary case, precision and recall can be calculated as in figure 1, where tp, fp, fn stand for true positives, false positives and false negatives. This can be extended to the confusion matrix, for each row, as follows: precision is the fraction of the value on the diagonal and the sum of values on the column, recall is the value on the diagonal divided by the sum of values on the row. The precision and recall of the multi-label classifier can then be computed as the means of the values obtained from the previous step.

$$precision = \frac{tp}{tp + fp} \quad recall = \frac{tp}{tp + fn} \quad (1)$$

F1 score is a combined measure of precision and recall, used to provide a single measurement for the system. It represents the harmonic mean of the two values, as in figure 2, where mp and mr are mean precision and mean recall.

$$F1 = \frac{2 * mp * mr}{mp + mr} \quad (2)$$

4 Results

4.1 Multi-label classification score

The correlation between the beer styles of the data points and the type that is most prevalent in the resulting clusters was chose as a measure of evaluation. For the best run, the result can be seen in table 4.1. These were obtained using the random seed initialization method.

Mean precision	0.537
Mean recall	0.532
F1 score	0.534

4.2 Heatmap

In order to better visualize the results a heatmap was generated. Visible in figure 3, the diagram helps visualize which style of beer is more common in which cluster. As expected, there is a clear separation for most of the dominant styles in each cluster. This is best observed for the following cluster, style pairs: 0 with Porter, 1 with Stout, 2 with Pale Lager, 4 with Wheat Beer, 5 with Belgian Ale, 6 with Fruit/Vegetable Beer and 7 with Barleywine. For cluster 3 there are two dominant classes : Pale Ale and Amber, which can be explained by the fact that Amber is a particular style of ale. For cluster 8 there is no clear majority, meaning it might be a collection of outliers from other styles.

4.3 Common words per cluster

In order to interpret what features these clusters have in common, we can look at the most popular words for each cluster, identified by id. Figure 4 shows the 10 words with the highest tf-idf score for the mean of each cluster. Looking at this figure we can find

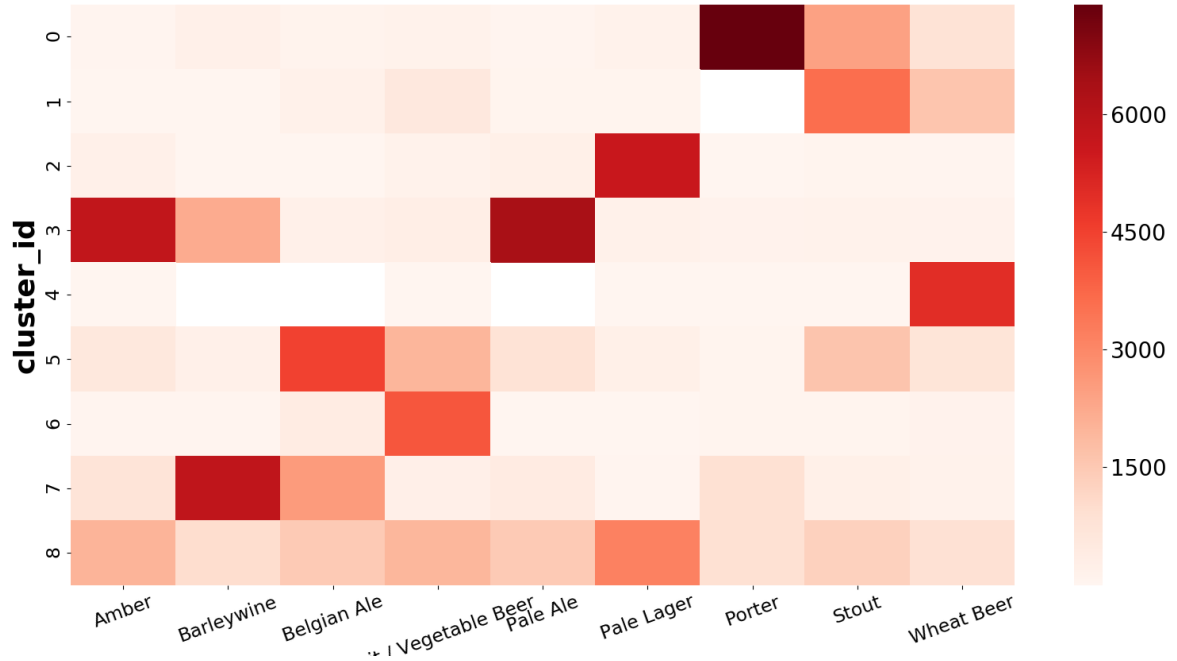


Figure 3: Heatmap of beer styles per cluster

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0 : ['chocol', 'coffe', 'roast', 'dark', 'black', 'stout', 'veri', 'beer', 'malt', 'flavor']
1 : ['wheat', 'banana', 'lemon', 'beer', 'clove', 'light', 'veri', 'tast', 'orang', 'citrus']
2 : ['lager', 'corn', 'macro', 'light', 'beer', 'adjunct', 'tast', 'yellow', 'grain', 'veri']
3 : ['hop', 'malt', 'nice', 'bitter', 'veri', 'amber', 'citrus', 'caramel', 'sweet', 'beer']
4 : ['porter', 'chocol', 'roast', 'coffe', 'dark', 'malt', 'brown', 'nice', 'veri', 'flavor']
5 : ['appl', 'spice', 'veri', 'yeast', 'light', 'sweet', 'beer', 'white', 'orang', 'flavor']
6 : ['cherri', 'raspberri', 'tart', 'beer', 'sweet', 'like', 'fruit', 'sour', 'veri', 'red']
7 : ['alcohol', 'dark', 'sweet', 'caramel', 'brown', 'veri', 'fruit', 'malt', 'hop', 'barleywin']
8 : ['beer', 'tast', 'like', 'veri', 'smell', 'good', 'drink', 'just', 'realli', 'flavor']

```

Figure 4: Most common words for each cluster

the reason for the shape of cluster 8, as the most common words are general words used in beer description, like 'beer', 'taste', 'drink', 'flavour', which can be applied to any beer style.

Another thing we can observe from the table of common words is the difference between 'Porter' and 'Stout' styles, which are often put under the same category. According to the diagram, Porter beers tend to have a stronger chocolate, roast, coffee taste while Stouts also have a fruity, citrus taste.

An interesting observation is that while the Wheat Beer style is clearly associated with cluster number 4, the feature words for this cluster: 'chocolate', 'dark', 'roast' are not at all representative of the style.

References

- [1] “Beer advocate reviews.” <https://data.world/petergensler/beer-advocate-reviews>, 2011.
- [2] M. Stanger and S. Gould, “Everything you need to know about beer, in one chart.” <https://www.businessinsider.com/different-types-of-beer-2014-12>, 2014.
- [3] C. Beleites, R. Salzer, and V. Sergo, “Validation of soft classification models using partial class memberships: An extended concept of sensitivity and co. applied to the grading of astrocytoma tissues.,” *Chemometrics and Intelligent Laboratory Systems*, vol. 122, pp. 12–22, 2013.