# Podcast Prophet

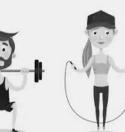
Predict podcast rating, provide suggestions based on the podcast reviews

# Ziying Feng

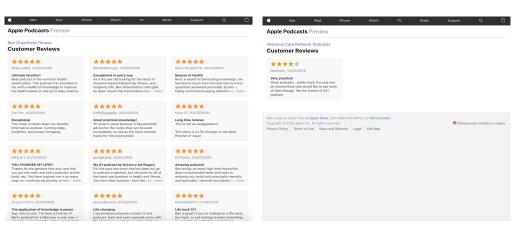


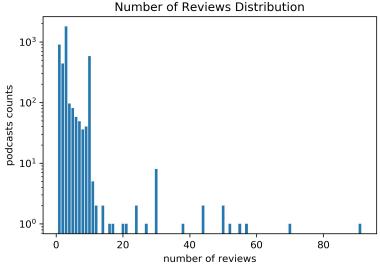






# **Problem**

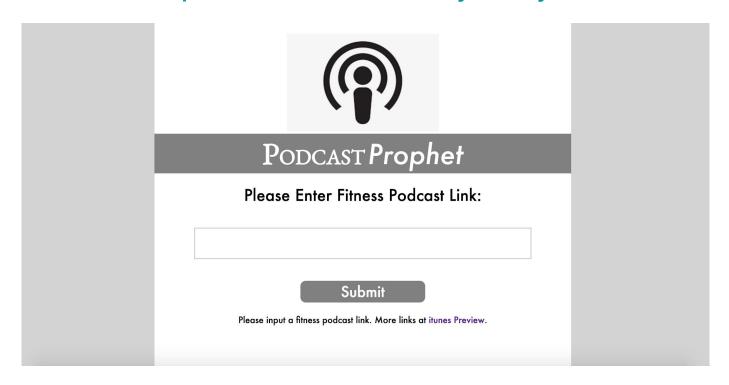




- Among 10k+ fitness and health podcasts, 4115 podcasts have reviews
- Listeners: if the podcast has one review, is it a good podcast to listen to?
- Creators: how can I get more people to listen to my podcasts?
- Predict podcast ratings and provide suggestions based on reviews

# Web app

# http://datascienceanalysis.xyz/







# **Scraped 10k Fitness Podcasts from iTunes**

Apple Podcasts Preview

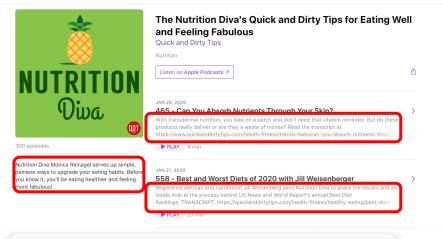
# Review Categorization

# Sentiment Analysis

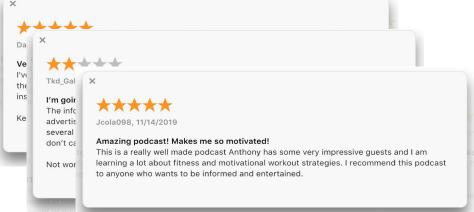
Description
Vectorization

Prediction

# **Description**



### **Review**



# Review Categorization

Sentiment Analysis

Description Vectorization

**Prediction** 

### Information

knowledge data news intelligence insight

### **Emotion**

inspiring feeling delight disappoint unhappy

### Advertisement

advertisement promotion sponsor product brochure

### Audio

audio sound voice acoustic frequency

# Cosine Similarity SpaCy

# Review Categorization

Sentiment Analysis

Description Vectorization

Prediction

### Information

knowledge data news intelligence insight

. . . . . .

### **Emotion**

inspiring feeling delight disappoint unhappy

### Advertisement

advertisement promotion sponsor product brochure

### Audio

audio sound voice acoustic frequency

# Cosine Similarity SpaCy

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Sentiment Analysis

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**Prediction** 

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Sentiment Analysis

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Prediction

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### **Emotion**

inspiring feeling delight disappoint unhappy

### Advertisement

advertisement promotion sponsor product brochure

### Audio

audio sound voice acoustic frequency

# Cosine Similarity SpaCy

# vaderSentiment

[ Information, Emotion, Advertisement, Audio ]

Review
Categorizatior

"Very informative and gained some new insights that will help me take my workout to the next level."

**Sentiment Analysis** 

Description Vectorization

Predictior

[ 1.67, Emotion, Advertisement, Audio ]

# vaderSentiment

[ Information, Emotion, Advertisement, Audio ]

# Review Categorization

"Very informative and gained some new insights that will help me take my workout to the next level."

**Sentiment Analysis** 

"Makes me so motivated!"

[ 1.67, 1.58, Advertisement, Audio

Description Vectorization

Predictior

# vaderSentiment

[ Information, Emotion, Advertisement, Audio ]

# Review Categorization

"Very informative and gained some new insights that will help me take my workout to the next level."

# **Sentiment Analysis**

"Makes me so motivated!"

Description Vectorization "But the **advertisements** are **annoying**, they **interrupt** already brief podcasts."

[1.67, 1.58, -0.70, Audio]

Prediction

# vaderSentiment

Information, Emotion, Advertisement, Audio

Review Categorization

"Very informative and gained some new insights that will help me take my workout to the next level."

**Sentiment Analysis** 

"Makes me so motivated!"

Description Vectorization

"But the **advertisements** are **annoying**, they **interrupt** already brief podcasts."

Prediction

"It has a **fantastic** and **enormous** variety of **sounds** and **speeds**."

[1.67, 1.58, -0.70, 0.90

Review
Categorization

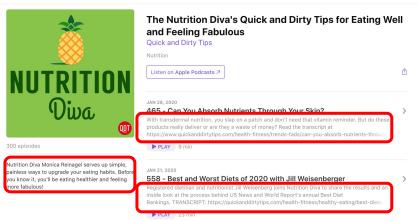
Sentiment Analysis

Vectorization

Prediction

Apple Podcasts Preview

## **Description**



- TF-IDF (Term Frequency Inverse Document Frequency) vectorize descriptions
- Concatenate with the sentiment vector

Description TF-IDF Vector +
Review Sentiment Vector

Review
Categorization

Sentiment Analysis

Vectorizatior

Prediction

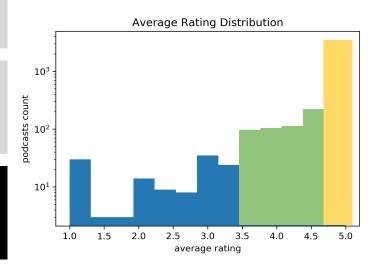
**Low**: **0** < average\_rating <= **3.5** (136 samples)

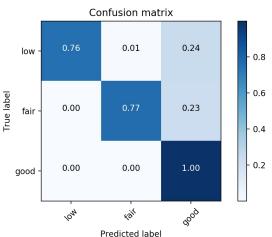
**Fair**: **3.5** < average\_rating <= **4.8** (658 samples)

**Good**: **4.8** < average\_rating <= **5.0** (3321 samples)

### **Random Forest classification**

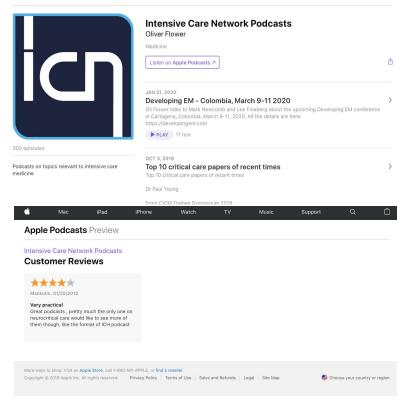
Train and validate the weighted model on samples accuracy **81%** 





# How it works?

Apple Podcasts Preview



### Podcast Prophet

Please Enter Fitness Podcast Link:

Submit

Podcast name: Intensive Care Network Podcasts

good

The Podcast is rated as good

Information score: 0.9

Emotion score: N/A

Advertisement score: N/A

Audio score: N/A

Need more helpful information. 🙂

N/A

N/A

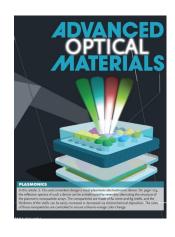
N/A

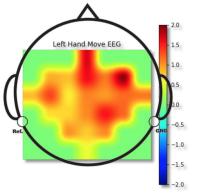
# **Ziying Feng**

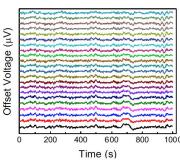
PhD, Chemistry

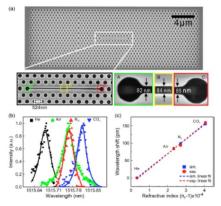








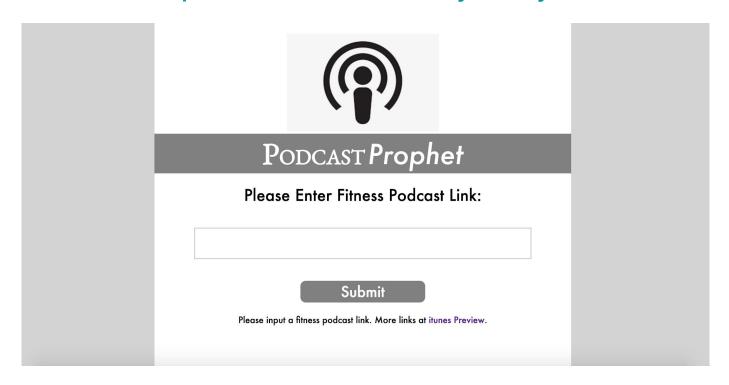




# Thank you!

# Web app

# http://datascienceanalysis.xyz/



Review Categorization

**Sentiment Analysis** 

Description Vectorization

Prediction

"Makes me so motivated! It has a fantastic and enormous variety of sounds and speeds. Very informative and gained some new insights that will help me take my workout to the next level. But the advertisements are annoying, they interrupt already brief podcasts."

# vaderSentiment

Review Sentiment Vector
[Information, Emotion, Advertisement, Audio]

Review
Categorization

Sentiment Analysis

Vectorization

Prediction

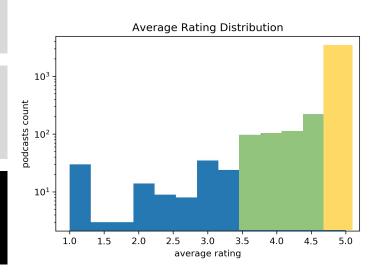
## **Logistic Regression classification**

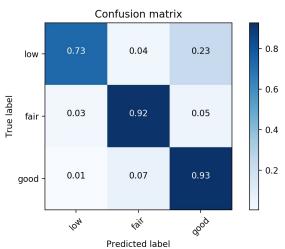
**Low**: **0** < average\_rating <= **3.5** (136 samples)

**Fair**: **3.5** < average\_rating <= **4.8** (658 samples)

**Good**: **4.8** < average\_rating <= **5.0** (3321 samples)

Train and validate the weighted model on samples that have >= 2 reviews, accuracy 98%





Review Categorization

Sentiment Analysis

Vectorization

Prediction

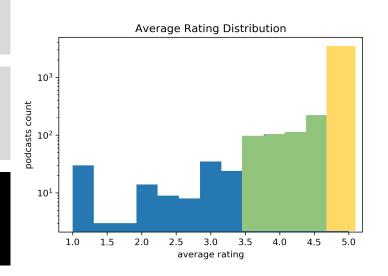
### **SVM** classification

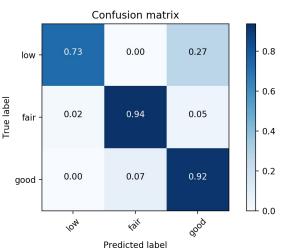
**Low**: **0** < average\_rating <= **3.5** (136 samples)

**Fair**: **3.5** < average\_rating <= **4.8** (658 samples)

**Good**: **4.8** < average\_rating <= **5.0** (3321 samples)

Train and validate the weighted model on samples that have >=2 reviews, accuracy **91%** 





Review Categorization

**Sentiment Analysis** 

Vectorization

Prediction

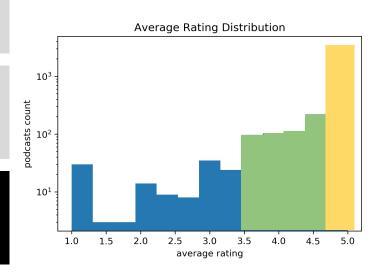
### **Random Forest classification**

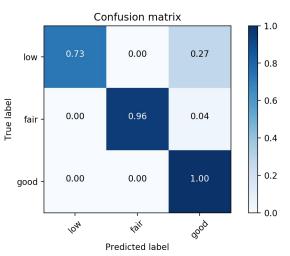
**Low**: **0** < average\_rating <= **3.5** (136 samples)

**Fair**: **3.5** < average\_rating <= **4.8** (658 samples)

**Good**: **4.8** < average\_rating <= **5.0** (3321 samples)

Train and validate the weighted model on samples that have >= 2 reviews, accuracy **98%** 





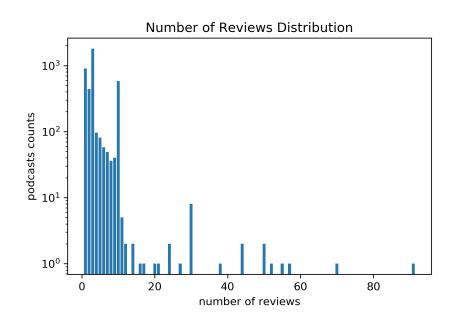
Review Categorization

Sentiment Analysis

Vectorization

Prediction

# **Logistic Regression vs SVM**



Prediction

# **Logistic Regression vs SVM**

- 0.8

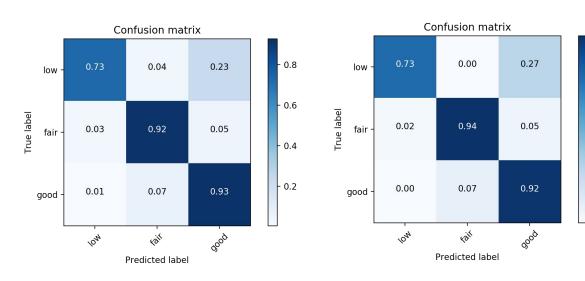
- 0.6

- 0.4

0.2



# **SVM**



Review Categorization

**Sentiment Analysis** 

Vectorization

Prediction

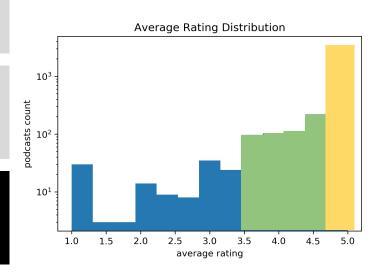
### **Random Forest classification**

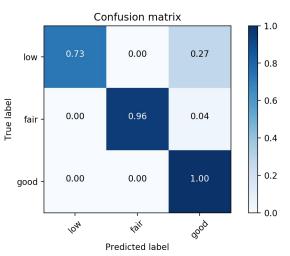
**Low**: **0** < average\_rating <= **3.5** (136 samples)

**Fair**: **3.5** < average\_rating <= **4.8** (658 samples)

**Good**: **4.8** < average\_rating <= **5.0** (3321 samples)

Train and validate the weighted model on samples that have >= 2 reviews, accuracy **98%** 





# **Bag of Words**

Unique words:

Doc1: [1, 1, 1, 1, 1, 1, 0, 0, 0, 0]

Doc1: It was the best of times

Doc2: it was the worst of times

Doc3: it was the age of wisdom

Doc4:it was the age of foolishness

"it"

"was"

• "the"

"best"

"of"

"times"

"worst"

"age"

· "wisdom"

"foolishness"

• "it" = 1

• "was" = 1

• "the" = 1

"best" = 1

• "of" = 1

• "times" = 1

"worst" = 0

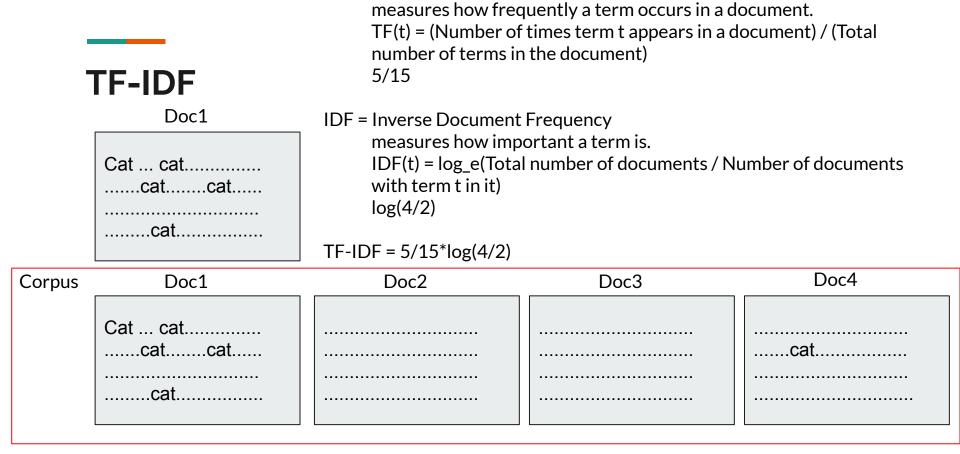
• "age" = 0

• "wisdom" = 0

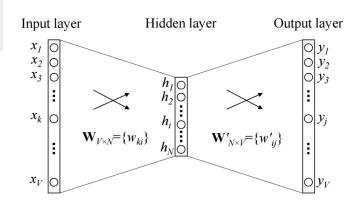
"foolishness" = 0

# TF-IDF

- Term Frequency Inverse Document Frequency
- evaluate how important a word is to a document in a collection or corpus.
- TF = Term Frequency, measures how frequently a term occurs in a document.
- IDF = Inverse Document Frequency, measures how important a term is.



TF = Term Frequency



# Word2Vec

The drawback of the classical approach is that the context is lost.

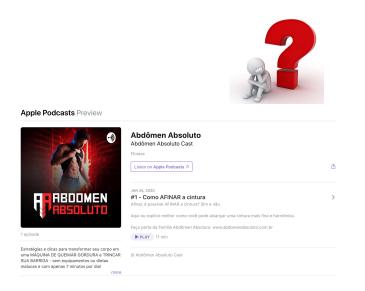
Solution: word embedding

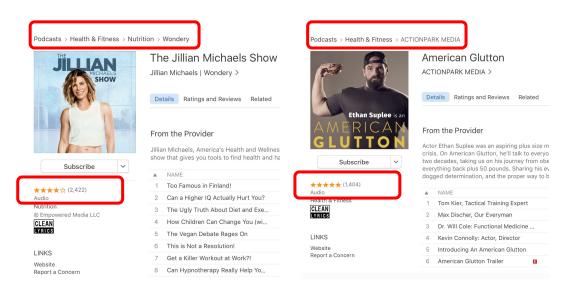
It is capable of capturing context of a word in a document, semantic and syntactic similarity, relation with other words, etc.

**Word2vec** is an unsupervised model that learns word embedding from raw text. **Word2Vec** builds on the fact that words that share similar contexts also share semantic meanings.

**Word2vec** model predicts a word by using its neighbors, by learning dense vectors called embedding.

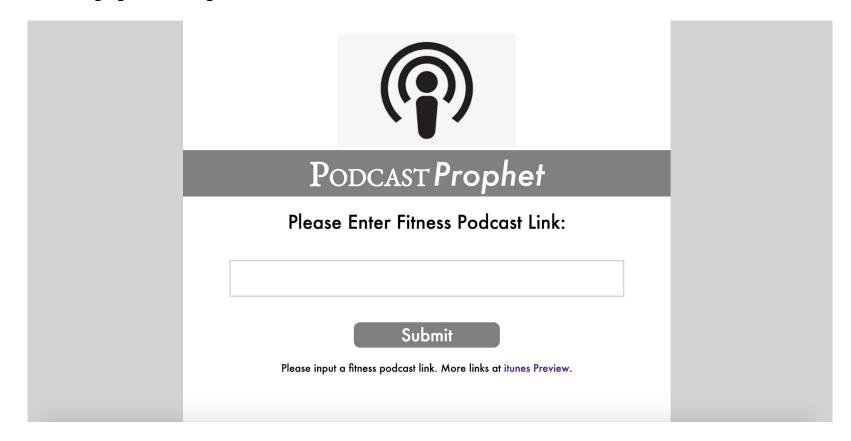
# **Problem**



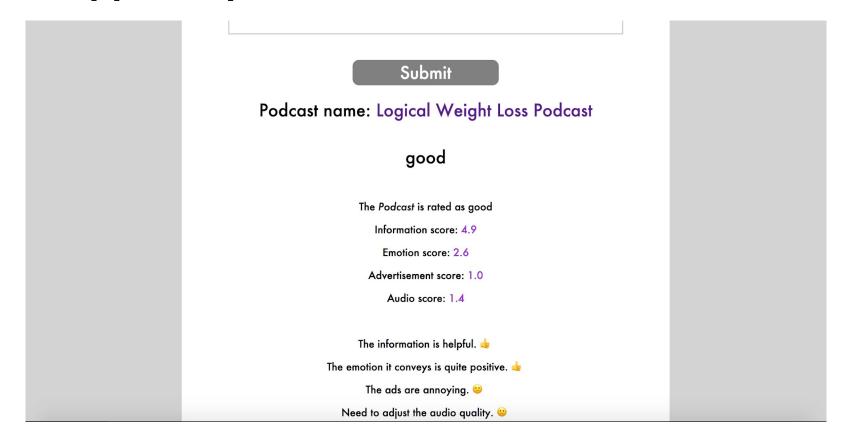


- Among 10k fitness and health podcasts, 4115 podcasts have reviews
- How to become an podcast influencer?
- How to get higher popularity?

# Web app - input



# Web app - output



## **Rating level**

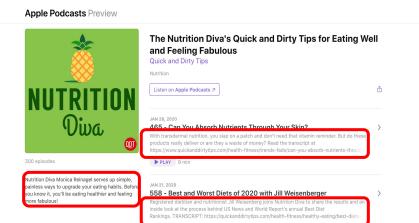
**Data** 

Low: 0 < average\_rating <= 3.5

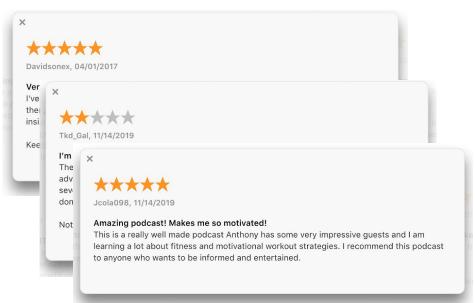
Fair: 3.5 < average\_rating <= 4.9

Good: 4.9 < average\_rating <= 5.0

**Description** 



### Review



# Review Categorization

Sentiment Analysis

Description
Vectorization

Prediction

### Information

knowledge data news intelligence insight

. . . . . .

### **Emotion**

inspiring feeling delight disappoint unhappy

. . . . . .

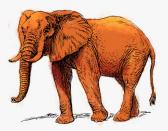
### Advertisement

advertisement promotion sponsor product brochure

### Audio

audio sound voice acoustic frequency

.....



**Related Words** 

Type a word or short phrase...

a

examples: winter, understanding, cloud

This tool helps you find words that are related to a specific word or phrase.

Also check out ReverseDictionary.org and DescribingWords.io.

# Review Categorization

## Sentiment Analysis

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Vectorization

Prediction

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knowledge data news intelligence insight

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. . . . . .

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advertisement promotion sponsor product brochure

### Audio

audio sound voice acoustic frequency

. . . . . .

# **Cosine Similarity SpaCy**

### Information



. . . . . .

Davidsonex, 04/01/2017

#### Very informative and fun too!

I've been training at the Burbank location since it opened, so I thought I knew everything there was to know - but after listening to a few episodes I have really gained some new insights that will help me take my workout to the next level.

Keep up the good work - really loving it!

### Advertisement



#### I'm going to pass

The information is interesting. While I understand the need for revenue through advertisements, it is annoying that 1) they interrupt already brief podcasts and 2) of the several I listened to, it is odd that none of her advertisers were healthy food makers. I really don't care that Monica bought a Burberry sweater through one of the advertisers!

Not worth subscribing to at all.

### \* Emotion



Jcola098, 11/14/2019

#### Amazing podcast! Makes me so motivated!

This is a really well made podcast Anthony has some very impressive guests and I am learning a lot about fitness and motivational workout strategies. I recommend this podcast to anyone who wants to be informed and entertained.

## \* Audio



SaEmGaLL, 04/05/2019

#### Use it and recommend it weekly

Podunner has a fantastic and enormous variety of sounds and speeds, and is so easy to use. Every week someone around me says they need walking or running music, and I enthusiastically recommend Podrunner every time. Hands down. Thank you. Steve Boyett!

# vaderSentiment

Information, Emotion, Advertisement, Audio

\*\*\*\* Davidsonex, 04/01/2017

#### Very informative and fun too!

I've been training at the Burbank location since it opened, so I thought I knew everything there was to know - but after listening to a few episodes I have really gained some new insights that will help me take my workout to the next level.

Keep up the good work - really loving it!

# Sentiment Analysis

#### Amazing podcast! Makes me so motivated!

This is a really well made podcast Anthony has some very impressive guests and I am learning a lot about fitness and motivational workout strategies. I recommend this podcast to anyone who wants to be informed and entertained

### \*\*\*\* Tkd\_Gal, 11/14/2019

The information is interesting. While I understand the need for revenue through advertisements, it is annoying that 1) they interrupt already brief podcasts and 2) of the several I listened to, it is odd that none of her advertisers were healthy food makers. I really don't care that Monica bought a Burberry sweater through one of the advertisers!

Not worth subscribing to at all.

# SaEmGaLL, 04/05/2019

#### Use it and recommend it weekly

Podunner has a fantastic and enormous variety of sounds and speeds, and is so easy to use. Every week someone around me says they need walking or running music, and I enthusiastically recommend Podrunner every time. Hands down. Thank you, Steve Boyett! [ 1.67,

[ 1.67,

1.58,

[ 1.67,

1.58, -0.70,

[ 1.67, 1.58, -0.70,

# ata

# vaderSentiment

0,

0,

-0.70.

-0.70,

0 ]

0 ]

0 ]

iformation, Emotion, Advertisement, Audio

/ala		[ Inf
	"Very informative. Gained some	

motivated!"

brief podcasts"

speeds"

Review Categorization

Sentiment Analysis

"Very informative. Gained some new insights that will help me take my workout to the next level."

"Amazing podcast! Makes me so

annoying, they interrupt already

"Podunner has a fantastic and

enormous variety of sounds and

"The advertisements are

[ 1.67,

[ 1.67,

[ 1.67,

[ 1.67,

0,

1.58.

1.58,

1.58,

# vaderSentiment

Information, Emotion, Advertisement, Audio

Review
Categorization

"Very informative and gained some **new insights**  [ 1.67, 0, 0, 01

Sentiment Analysis

that will help me take my workout to the next level "

"Makes me so motivated!"

"But the **advertisements** are

[ 1.67, 1.58. 0. 01

annoying, they interrupt already brief podcasts."

[ 1.67, 1.58, -0.70, 01

"It has a fantastic and **enormous** variety of **sounds** and **speeds**."

[ 1.67, 1.58, -0.70,

# vaderSentiment

[Information, Emotion, Advertisement, Audio]

Review Categorization

"Very informative and gained some new insights that will help me take my workout to the next level."

Sentiment Analysis

"Makes me so motivated!"

[ 1.67, 1.58, Advertisement, Audi

[ 1.67, Emotion, Advertisement, Audio ]

Description Vectorization

"But the **advertisements** are **annoying**, they **interrupt** already brief podcasts."

[ 1.67, 1.58, -0.70, Audio ]

Prediction

"It has a **fantastic** and **enormous** variety of **sounds** and **speeds**."

[ 1.67, 1.58, -0.70, 0.90

# Review Categorization

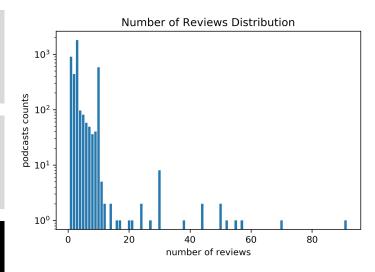
Sentiment Analysis

Vectorization

Prediction

### **SVM** classification

- Train the weighted model on 2771 samples having > 2 reviews
- Validate on the 1334 samples having <= 2 reviews</li>
- Accuracy 82%



# Review Categorization

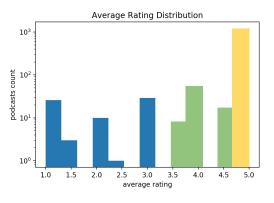
**Sentiment Analysis** 

Vectorization

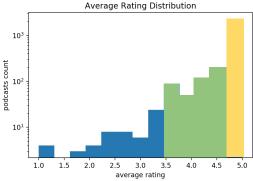
Prediction

### **SVM** classification

- Train on samples that have > 2 reviews
- Validate on samples that have <= 2 reviews</li>



Low rating level mainly distributes within the samples with <= 2 reviews



# Review Categorization

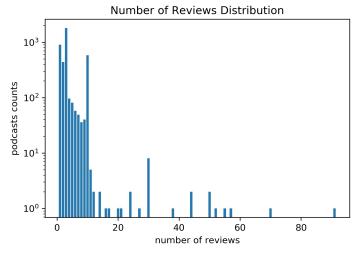
**Sentiment Analysis** 

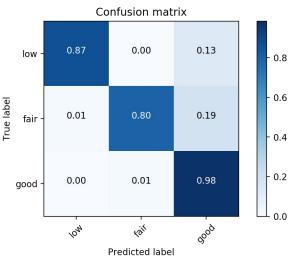
Vectorization

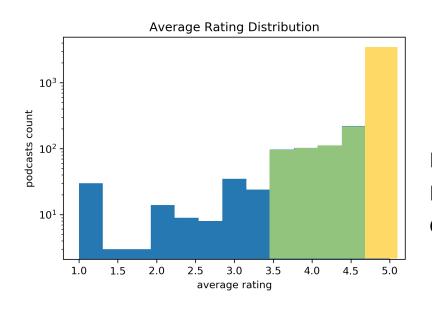
Prediction

### **SVM** classification

Validate model on the samples having <= 2 reviews</li>









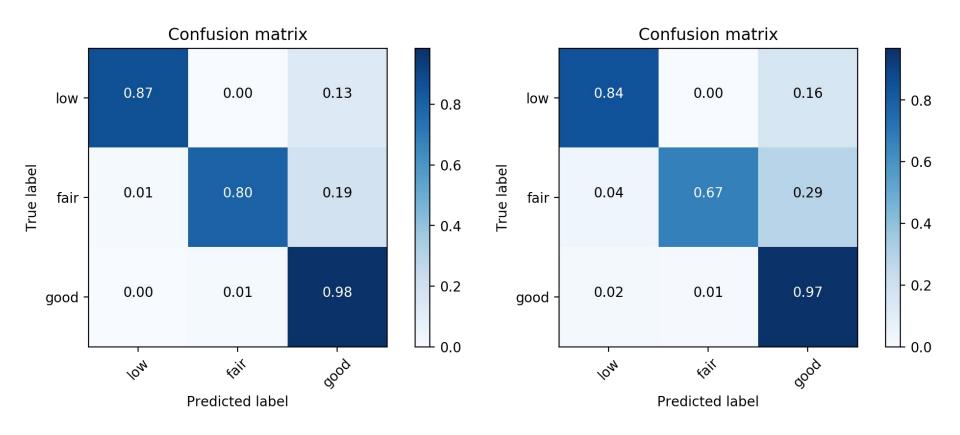
## **Rating level**

Low: **0** < average\_rating <= **3.5** (136 samples)

Fair: **3.5** < average\_rating <= **4.8** (658 samples)

Good: **4.8** < average\_rating <= **5.0** (3321 samples)

# Train on train set validate on less2



Train on over2, validate on less2

Train on train set, validate on test less2

Train on train set, validate on less2