Amazon Fine Food Reviews Analysis

Data Source: https://www.kaggle.com/snap/amazon-fine-food-reviews

EDA: https://nycdatascience.com/blog/student-works/amazon-fine-foods-visualization/

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. Userld unqiue identifier for the user
- ProfileName
- 5. HelpfulnessNumerator number of users who found the review helpful
- 6. HelpfulnessDenominator number of users who indicated whether they found the review helpful or not
- 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).

[Q] How to determine if a review is positive or negative?

[Ans] We could use the Score/Rating. A rating of 4 or 5 could be cosnidered a positive review. A review of 1 or 2 could be considered negative. A review of 3 is nuetral and ignored. This is an approximate and proxy way of determining the polarity (positivity/negativity) of a review.

Loading the data

The dataset is available in two forms

- 1. .csv file
- 2. SQLite Database

In order to load the data, We have used the SQLITE dataset as it easier to query the data and visualise the data efficiently.

Here as we only want to get the global sentiment of the recommendations (positive or negative), we will purposefully ignore all Scores equal to 3. If the score id above 3, then the recommendation will be set to "positive". Otherwise, it will be set to "negative".

```
%matplotlib inline
import warnings
warnings.filterwarnings("ignore")

import sqlite3
import pandas as pd
import numpy as np
import nttk
import string
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
from nltk.stem.porter import PorterStemmer
import re
# Tutorial about Python regular expressions: https://pymotw.com/2/re/
import string
from nltk.corpus import stopwords
from nltk.stem import PorterStemmer
from nltk.stem.wordnet import WordNetLemmatizer
from gensim.models import Word2Vec
from gensim.models import KeyedVectors
import pickle
from tqdm import tqdm
import os
D:\installed\Anaconda3\lib\site-packages\gensim\utils.py:1197: UserWarning: detected Windows; alia
sing chunkize to chunkize serial
 warnings.warn("detected Windows; aliasing chunkize to chunkize serial")
```

[1]. Reading Data

In [0]:

```
# using the SOLite Table to read data.
con = sqlite3.connect('database.sqlite')
#filtering only positive and negative reviews i.e.
# not taking into consideration those reviews with Score=3
# SELECT * FROM Reviews WHERE Score != 3 LIMIT 500000, will give top 500000 data points
# you can change the number to any other number based on your computing power
# filtered_data = pd.read_sql_query(""" SELECT * FROM Reviews WHERE Score != 3 LIMIT 500000""", co
n)
# for tsne assignment you can take 5k data points
filtered data = pd.read sql query(""" SELECT * FROM Reviews WHERE Score != 3 LIMIT 5000""", con)
# Give reviews with Score>3 a positive rating, and reviews with a score<3 a negative rating.
def partition(x):
    if x < 3:
       return 0
    return 1
#changing reviews with score less than 3 to be positive and vice-versa
actualScore = filtered data['Score']
positiveNegative = actualScore.map(partition)
filtered data['Score'] = positiveNegative
print("Number of data points in our data", filtered data.shape)
filtered data.head(3)
```

Number of data points in our data (5000, 10)

Out[0]:

ld	ProductId	Userld	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summary	
0 1	B001E4KFG0	A3SGXH7AUHU8GW	delmartian	1	1	1	1303862400	Good Quality Dog Food	

```
    Id
    ProductId
    UserId
    ProfileName
    HelpfulnessNumerator
    HelpfulnessDenominator
    Score
    Time
    Summary

    2
    3
    B000LQOCH0
    ABXLMWJIXXAIN
    Natalia Corres "Natalia Corres"
    1
    1
    1
    1219017600
    "Delight" says it all
```

In [0]:

```
display = pd.read_sql_query("""
SELECT UserId, ProductId, ProfileName, Time, Score, Text, COUNT(*)
FROM Reviews
GROUP BY UserId
HAVING COUNT(*)>1
""", con)
```

In [0]:

```
print(display.shape)
display.head()
```

(80668, 7)

Out[0]:

	UserId	ProductId	ProfileName	Time	Score	Text	COUNT(*)
0	#oc-R115TNMSPFT9I7	B007Y59HVM	Breyton	1331510400	2	Overall its just OK when considering the price	2
1	#oc-R11D9D7SHXIJB9	B005HG9ET0	Louis E. Emory "hoppy"	1342396800	5	My wife has recurring extreme muscle spasms, u	3
2	#oc- R11DNU2NBKQ23Z	B007Y59HVM	Kim Cieszykowski	1348531200	1	This coffee is horrible and unfortunately not	2
3	#oc- R1105J5ZVQE25C	B005HG9ET0	Penguin Chick	1346889600	5	This will be the bottle that you grab from the	3
4	#oc- R12KPBODL2B5ZD	B007OSBE1U	Christopher P. Presta	1348617600	1	I didnt like this coffee. Instead of telling y	2

In [0]:

```
display[display['UserId'] == 'AZY10LLTJ71NX']
```

Out[0]:

	Userld	ProductId	ProfileName	Time	Score	Text	COUNT(*)
80638	AZY10LLTJ71NX	B006P7E5ZI	undertheshrine "undertheshrine"	1334707200	5	I was recommended to try green tea extract to	5

In [0]:

```
display['COUNT(*)'].sum()
```

Out[0]:

393063

Exploratory Data Analysis

[2] Data Cleaning: Deduplication

It is observed (as shown in the table below) that the reviews data had many duplicate entries. Hence it was necessary to remove duplicates in order to get unbiased results for the analysis of the data. Following is an example:

In [0]:

```
display= pd.read_sql_query("""
SELECT *
FROM Reviews
WHERE Score != 3 AND UserId="AR5J8UI46CURR"
ORDER BY ProductID
""", con)
display.head()
```

Out[0]:

	ld	ProductId	UserId	ProfileName	HelpfulnessNumerator	HelpfulnessDenominator	Score	Time	Summ
(78445	B000HDL1RQ	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACH QUADRAT VANII WAFE
1	I 138317	B000HDOPYC	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACH QUADRA ⁻ VANII WAFE
2	2 138277	B000HDOPYM	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACH QUADRAT VANII WAFE
3	3 73791	B000HDOPZG	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACH QUADRAT VANII WAFE
4	1 155049	B000PAQ75C	AR5J8UI46CURR	Geetha Krishnan	2	2	5	1199577600	LOACH QUADRAT VANII WAFE
4									Þ

As can be seen above the same user has multiple reviews of the with the same values for HelpfulnessNumerator, HelpfulnessDenominator, Score, Time, Summary and Text and on doing analysis it was found that

ProductId=B000HDOPZG was Loacker Quadratini Vanilla Wafer Cookies, 8.82-Ounce Packages (Pack of 8)

ProductId=B000HDL1RQ was Loacker Quadratini Lemon Wafer Cookies, 8.82-Ounce Packages (Pack of 8) and so on

It was inferred after analysis that reviews with same parameters other than ProductId belonged to the same product just having different flavour or quantity. Hence in order to reduce redundancy it was decided to eliminate the rows having same parameters.

The method used for the same was that we first sort the data according to ProductId and then just keep the first similar product review and delelte the others. for eg. in the above just the review for ProductId=B000HDL1RQ remains. This method ensures that there is only one representative for each product and deduplication without sorting would lead to possibility of different representatives still existing for the same product.

In [0]:

```
#Sorting data according to ProductId in ascending order sorted_data=filtered_data.sort_values('ProductId', axis=0, ascending=True, inplace=False, kind='quicksort', na_position='last')
```

In [0]:

```
#Deduplication of entries
final=sorted_data.drop_duplicates(subset={"UserId","ProfileName","Time","Text"}, keep='first', inpl
ace=False)
final.shape
```

Out[0]:

(4986, 10)

```
In [0]:
#Checking to see how much % of data still remains
 (final['Id'].size*1.0)/(filtered data['Id'].size*1.0)*100
Out[0]:
99.72
Observation:- It was also seen that in two rows given below the value of HelpfulnessNumerator is greater than
HelpfulnessDenominator which is not practically possible hence these two rows too are removed from calcualtions
In [0]:
display= pd.read sql query("""
SELECT *
FROM Reviews
WHERE Score != 3 AND Id=44737 OR Id=64422
ORDER BY ProductID
""", con)
display.head()
Out[0]:
      ld
             ProductId
                               UserId ProfileName HelpfulnessNumerator HelpfulnessDenominator Score
                                                                                                     Time
                                                                                                          Summary
                                                                                                             Bought
                                            J. E.
                                                                                                             This for
 0 64422 B000MIDROQ A161DK06JJMCYF
                                         Stephens
                                                                                             5 1224892800
                                                                                                           My Son at
                                          "Jeanne"
                                                                                                            College
                                                                                                               Pure
                                                                                                              cocoa
                                                                                                           taste with
 1 44737 B001EQ55RW A2V0I904FH7ABY
                                            Ram
                                                                  3
                                                                                             4 1212883200
                                                                                                            crunchy
                                                                                                            almonds
                                                                                                              inside
4
                                                                                                                Þ
In [0]:
final=final[final.HelpfulnessNumerator<=final.HelpfulnessDenominator]</pre>
In [0]:
#Before starting the next phase of preprocessing lets see the number of entries left
print(final.shape)
 #How many positive and negative reviews are present in our dataset?
final['Score'].value counts()
(4986, 10)
Out[0]:
     4178
```

[3]. Text Preprocessing.

Now that we have finished deduplication our data requires some preprocessing before we go on further with analysis and making the prediction model.

Hence in the Preprocessing phase we do the following in the order below:-

1. Begin by removing the html tags

808

Name: Score, dtype: int64

2. Remove any punctuations or limited set of special characters like, or. or # etc.

- 3. Check if the word is made up of english letters and is not alpha-numeric
- 4. Check to see if the length of the word is greater than 2 (as it was researched that there is no adjective in 2-letters)
- 5. Convert the word to lowercase
- 6. Remove Stopwords
- 7. Finally Snowball Stemming the word (it was observed to be better than Porter Stemming)

After which we collect the words used to describe positive and negative reviews

In [0]:

```
# printing some random reviews
sent_0 = final['Text'].values[0]
print(sent_0)
print("="*50)

sent_1000 = final['Text'].values[1000]
print(sent_1000)
print("="*50)

sent_1500 = final['Text'].values[1500]
print(sent_1500)
print(sent_1500)
print("="*50)

sent_4900 = final['Text'].values[4900]
print(sent_4900)
print(sent_4900)
print("="*50)
```

Why is this \$[...] when the same product is available for \$[...] here?

/>http://www.amazon.com/VICTOR-FLY-MAGNET-BAIT-REFILL/dp/B00004RBDY

br />traps are unreal, of course -- total fly genocide. Pretty stinky, but only right nearby.

I recently tried this flavor/brand and was surprised at how delicious these chips are. The best thing was that there were a lot of "brown" chips in the bsg (my favorite), so I bought some more the rough amazon and shared with family and friends. I am a little disappointed that there are not, so far, very many brown chips in these bags, but the flavor is still very good. I like them better than the yogurt and green onion flavor because they do not seem to be as salty, and the onion flavor is better. If you haven't eaten Kettle chips before, I recommend that you try a bag before buy ing bulk. They are thicker and crunchier than Lays but just as fresh out of the bag.

Wow. So far, two two-star reviews. One obviously had no idea what they were ordering; the other wants crispy cookies. Hey, I'm sorry; but these reviews do nobody any good beyond reminding us to look before ordering. Spr /> Spr /> These are chocolate-oatmeal cookies. If you don't like that combination, don't order this type of cookie. I find the combo quite nice, really. The oatmeal sort of "calms" the rich chocolate flavor and gives the cookie sort of a coconut-type consistency. Now let's also remember that tastes differ; so, I've given my opinion. Spr /> Spr /> Then, these are soft, chewy cookies -- as advertised. They are not "crispy" cookies, or the blurb would say "crispy," rather than "chewy." I happen to like raw cookie dough; however, I don't see where these taste like raw cookie dough. Both are soft, however, so is this the confusion? And, yes, they stick toge ther. Soft cookies tend to do that. They aren't individually wrapped, which would add to the cost. Oh yeah, chocolate chip cookies tend to be somewhat sweet. Spr /> Spr /> Spr if you want something hard and crisp, I suggest Nabiso's Ginger Snaps. If you want a cookie that's soft, chew y and tastes like a combination of chocolate and oatmeal, give these a try. I'm here to place my second order.

love to order my coffee on amazon. easy and shows up quickly. <pr />This k cup is great coffee. d caf is very good as well

In [0]:

```
# remove urls from text python: https://stackoverflow.com/a/40823105/4084039
sent_0 = re.sub(r"http\S+", "", sent_0)
sent_1000 = re.sub(r"http\S+", "", sent_1000)
sent_150 = re.sub(r"http\S+", "", sent_1500)
sent_4900 = re.sub(r"http\S+", "", sent_4900)
print(sent_0)
```

Why is this $\{[...]$ when the same product is available for [...] here? $\$ /> /> br />The Victor M3 80 and M502 traps are unreal, of course -- total fly genocide. Pretty stinky, but only right nearb y.

```
# https://stackoverflow.com/questions/16206380/python-beautifulsoup-how-to-remove-all-tags-from-an
from bs4 import BeautifulSoup
soup = BeautifulSoup(sent 0, 'lxml')
text = soup.get text()
print(text)
print("="*50)
soup = BeautifulSoup(sent 1000, 'lxml')
text = soup.get text()
print(text)
print("="*50)
soup = BeautifulSoup(sent 1500, 'lxml')
text = soup.get text()
print(text)
print("="*50)
soup = BeautifulSoup(sent 4900, 'lxml')
text = soup.get text()
print(text)
```

Why is this \$[...] when the same product is available for \$[...] here? />The Victor M380 and M502 traps are unreal, of course -- total fly genocide. Pretty stinky, but only right nearby.

I recently tried this flavor/brand and was surprised at how delicious these chips are. The best thing was that there were a lot of "brown" chips in the bsg (my favorite), so I bought some more through amazon and shared with family and friends. I am a little disappointed that there are not, so far, very many brown chips in these bags, but the flavor is still very good. I like them better than the yogurt and green onion flavor because they do not seem to be as salty, and the onion flavor is better. If you haven't eaten Kettle chips before, I recommend that you try a bag before buy ing bulk. They are thicker and crunchier than Lays but just as fresh out of the bag.

Wow. So far, two two-star reviews. One obviously had no idea what they were ordering; the other wants crispy cookies. Hey, I'm sorry; but these reviews do nobody any good beyond reminding us to look before ordering. These are chocolate-oatmeal cookies. If you don't like that combination, do n't order this type of cookie. I find the combo quite nice, really. The oatmeal sort of "calms" the rich chocolate flavor and gives the cookie sort of a coconut-type consistency. Now let's also remember that tastes differ; so, I've given my opinion. Then, these are soft, chewy cookies -- as advertised. They are not "crispy" cookies, or the blurb would say "crispy," rather than "chewy." I happen to like raw cookie dough; however, I don't see where these taste like raw cookie dough. Both are soft, however, so is this the confusion? And, yes, they stick together. Soft cookies te nd to do that. They aren't individually wrapped, which would add to the cost. Oh yeah, chocolate chip cookies tend to be somewhat sweet. So, if you want something hard and crisp, I suggest Nabiso's Ginger Snaps. If you want a cookie that's soft, chewy and tastes like a combination of chocolate and oatmeal, give these a try. I'm here to place my second order.

love to order my coffee on amazon. easy and shows up quickly. This k cup is great coffee. dcaf is very good as well

```
# https://stackoverflow.com/a/47091490/4084039
import re

def decontracted(phrase):
    # specific
    phrase = re.sub(r"won't", "will not", phrase)
    phrase = re.sub(r"can\'t", "can not", phrase)

# general
    phrase = re.sub(r"n\'t", " not", phrase)
    phrase = re.sub(r"\'re", " are", phrase)
    phrase = re.sub(r"\'s", " is", phrase)
    phrase = re.sub(r"\'d", " would", phrase)
    phrase = re.sub(r"\'ll", " will", phrase)
    phrase = re.sub(r"\'t", " not", phrase)
    phrase = re.sub(r"\'t", " have", phrase)
    phrase = re.sub(r"\'ve", " have", phrase)
    phrase = re.sub(r"\'re", " am", phrase)
    return phrase
```

ın [U]:

```
sent_1500 = decontracted(sent_1500)
print(sent_1500)
print("="*50)
```

Wow. So far, two two-star reviews. One obviously had no idea what they were ordering; the other wants crispy cookies. Hey, I am sorry; but these reviews do nobody any good beyond reminding us to look before ordering. or /> or /> These are chocolate-oatmeal cookies. If you do not like that combination, do not order this type of cookie. I find the combo quite nice, really. The oatmeal sort of "calms" the rich chocolate flavor and gives the cookie sort of a coconut-type consistency. Now let is also remember that tastes differ; so, I have given my opinion. or /> or /> Then, these a re soft, chewy cookies -- as advertised. They are not "crispy" cookies, or the blurb would say "crispy," rather than "chewy." I happen to like raw cookie dough; however, I do not see where these taste like raw cookie dough. Both are soft, however, so is this the confusion? And, yes, they st ick together. Soft cookies tend to do that. They are not individually wrapped, which would add to the cost. Oh yeah, chocolate chip cookies tend to be somewhat sweet. or /> or /> for /> So, if you want something hard and crisp, I suggest Nabiso is Ginger Snaps. If you want a cookie that is soft, ch ewy and tastes like a combination of chocolate and oatmeal, give these a try. I am here to place my second order.

In [0]:

```
#remove words with numbers python: https://stackoverflow.com/a/18082370/4084039
sent_0 = re.sub("\S*\d\S*", "", sent_0).strip()
print(sent_0)
```

Why is this \$[...] when the same product is available for \$[...] here?
br />
/> The Victor a nd traps are unreal, of course -- total fly genocide. Pretty stinky, but only right nearby.

In [0]:

```
#remove spacial character: https://stackoverflow.com/a/5843547/4084039
sent_1500 = re.sub('[^A-Za-z0-9]+', ' ', sent_1500)
print(sent_1500)
```

Wow So far two two star reviews One obviously had no idea what they were ordering the other wants crispy cookies Hey I am sorry but these reviews do nobody any good beyond reminding us to look bef ore ordering br br These are chocolate oatmeal cookies If you do not like that combination do not order this type of cookie I find the combo quite nice really The oatmeal sort of calms the rich ch ocolate flavor and gives the cookie sort of a coconut type consistency Now let is also remember th at tastes differ so I have given my opinion br br Then these are soft chewy cookies as advertised They are not crispy cookies or the blurb would say crispy rather than chewy I happen to like raw c ookie dough however I do not see where these taste like raw cookie dough Both are soft however so is this the confusion And yes they stick together Soft cookies tend to do that They are not individually wrapped which would add to the cost Oh yeah chocolate chip cookies tend to be somewhat sweet br br So if you want something hard and crisp I suggest Nabiso is Ginger Snaps If you want a cookie that is soft chewy and tastes like a combination of chocolate and oatmeal give these a try I am here to place my second order

```
# https://gist.github.com/sebleier/554280
# we are removing the words from the stop words list: 'no', 'nor', 'not'
# <br /><br /> ==> after the above steps, we are getting "br br"
# we are including them into stop words list
# instead of <br /> if we have <br/> these tags would have revmoved in the 1st step
stopwords= set(['br', 'the', 'i', 'me', 'my', 'myself', 'we', 'our', 'ours', 'ourselves', 'you', "y
ou're", "you've", \
          "you'll", "you'd", 'your', 'yours', 'yourself', 'yourselves', 'he', 'him', 'his',
'himself', \
           'she', "she's", 'her', 'hers', 'herself', 'it', "it's", 'its', 'itself', 'they', 'them',
'their',\
           'theirs', 'themselves', 'what', 'which', 'who', 'whom', 'this', 'that', "that'll",
'these', 'those', \
           'am', 'is', 'are', 'was', 'were', 'be', 'been', 'being', 'have', 'has', 'had', 'having',
'do', 'does', \
           'did', 'doing', 'a', 'an', 'the', 'and', 'but', 'if', 'or', 'because', 'as', 'until', '
'before', 'after',\
```

In [0]:

```
# Combining all the above stundents
from tqdm import tqdm
preprocessed reviews = []
# tqdm is for printing the status bar
for sentance in tqdm(final['Text'].values):
   sentance = re.sub(r"http\S+", "", sentance)
   sentance = BeautifulSoup(sentance, 'lxml').get text()
    sentance = decontracted(sentance)
   sentance = re.sub("\S*\d\S*", "", sentance).strip()
   sentance = re.sub('[^A-Za-z]+', ' ', sentance)
    # https://gist.github.com/sebleier/554280
    sentance = ' '.join(e.lower() for e in sentance.split() if e.lower() not in stopwords)
    preprocessed reviews.append(sentance.strip())
                                                                                  | 4986/4986
100%|
[00:01<00:00, 3137.37it/s]
```

In [0]:

```
preprocessed_reviews[1500]
```

Out[0]:

'wow far two two star reviews one obviously no idea ordering wants crispy cookies hey sorry review s nobody good beyond reminding us look ordering chocolate oatmeal cookies not like combination not order type cookie find combo quite nice really oatmeal sort calms rich chocolate flavor gives cookie sort coconut type consistency let also remember tastes differ given opinion soft chewy cook ies advertised not crispy cookies blurb would say crispy rather chewy happen like raw cookie dough however not see taste like raw cookie dough soft however confusion yes stick together soft cookies tend not individually wrapped would add cost oh yeah chocolate chip cookies tend somewhat sweet want something hard crisp suggest nabiso ginger snaps want cookie soft chewy tastes like combination chocolate oatmeal give try place second order'

[3.2] Preprocess Summary

In [0]:

```
## Similartly you can do preprocessing for review summary also.
```

[4] Featurization

[4.1] BAG OF WORDS

```
#BoW
count_vect = CountVectorizer() #in scikit-learn
count_vect.fit(preprocessed_reviews)
print("some feature names ", count_vect.get_feature_names()[:10])
print('='*50)
```

```
final_counts = count_vect.transform(preprocessed_reviews)
print("the type of count vectorizer ",type(final_counts))
print("the shape of out text BOW vectorizer ",final_counts.get_shape())
print("the number of unique words ", final_counts.get_shape()[1])

some feature names ['aa', 'aahhhs', 'aback', 'abandon', 'abates', 'abbott', 'abby', 'abdominal', 'abiding', 'ability']

the type of count vectorizer <class 'scipy.sparse.csr.csr_matrix'>
the shape of out text BOW vectorizer (4986, 12997)
the number of unique words 12997
```

[4.2] Bi-Grams and n-Grams.

In [0]:

```
#bi-gram, tri-gram and n-gram

#removing stop words like "not" should be avoided before building n-grams
# count_vect = CountVectorizer(ngram_range=(1,2))
# please do read the CountVectorizer documentation http://scikit-
learn.org/stable/modules/generated/sklearn.feature_extraction.text.CountVectorizer.html
# you can choose these numebrs min_df=10, max_features=5000, of your choice
count_vect = CountVectorizer(ngram_range=(1,2), min_df=10, max_features=5000)
final_bigram_counts = count_vect.fit_transform(preprocessed_reviews)
print("the type of count vectorizer ",type(final_bigram_counts))
print("the shape of out text BOW vectorizer ",final_bigram_counts.get_shape())
print("the number of unique words including both unigrams and bigrams ", final_bigram_counts.get_s
hape()[1])
```

the type of count vectorizer <class 'scipy.sparse.csr_matrix'> the shape of out text BOW vectorizer (4986, 3144) the number of unique words including both unigrams and bigrams 3144

[4.3] TF-IDF

In [0]:

```
tf_idf_vect = TfidfVectorizer(ngram_range=(1,2), min_df=10)
tf_idf_vect.fit(preprocessed_reviews)
print("some sample features(unique words in the corpus)",tf_idf_vect.get_feature_names()[0:10])
print('='*50)

final_tf_idf = tf_idf_vect.transform(preprocessed_reviews)
print("the type of count vectorizer ",type(final_tf_idf))
print("the shape of out text TFIDF vectorizer ",final_tf_idf.get_shape())
print("the number of unique words including both unigrams and bigrams ", final_tf_idf.get_shape()[
1])

some sample features(unique words in the corpus) ['ability', 'able', 'able find', 'able get', 'absolute', 'absolutely', 'absolutely delicious', 'absolutely love', 'absolutely no', 'according']
```

```
'absolute', 'absolutely', 'absolutely delicious', 'absolutely love', 'absolutely no', 'accord the type of count vectorizer <class 'scipy.sparse.csr.csr_matrix'> the shape of out text TFIDF vectorizer (4986, 3144) the number of unique words including both unigrams and bigrams 3144
```

[4.4] Word2Vec

```
# Train your own Word2Vec model using your own text corpus
i=0
list_of_sentance=[]
for sentance in preprocessed_reviews:
    list_of_sentance.append(sentance.split())
```

```
In [0]:
# Using Google News Word2Vectors
# in this project we are using a pretrained model by google
# its 3.3G file, once you load this into your memory
# it occupies ~9Gb, so please do this step only if you have >12G of ram
# we will provide a pickle file wich contains a dict ,
# and it contains all our courpus words as keys and model[word] as values
# To use this code-snippet, download "GoogleNews-vectors-negative300.bin"
  from https://drive.google.com/file/d/0B7XkCwpI5KDYN1NUTT1SS21pQmM/edit
# it's 1.9GB in size.
# http://kavita-ganesan.com/gensim-word2vec-tutorial-starter-code/#.W17SRFAzZPY
# you can comment this whole cell
# or change these varible according to your need
is your ram gt 16g=False
want to use google w2v = False
want to train w2v = True
if want_to_train_w2v:
    # min count = 5 considers only words that occured atleast 5 times
    w2v_model=Word2Vec(list_of_sentance,min_count=5,size=50, workers=4)
    print(w2v_model.wv.most_similar('great'))
    print('='*50)
    print(w2v model.wv.most similar('worst'))
elif want to use google w2v and is your ram gt 16g:
    if os.path.isfile('GoogleNews-vectors-negative300.bin'):
        w2v model=KeyedVectors.load word2vec format('GoogleNews-vectors-negative300.bin', binary=Tr
ue)
        print(w2v model.wv.most similar('great'))
        print(w2v model.wv.most similar('worst'))
        print("you don't have gogole's word2vec file, keep want_to_train_w2v = True, to train your
own w2v ")
4
                                                                                                      | |
[('snack', 0.9951335191726685), ('calorie', 0.9946465492248535), ('wonderful',
0.9946032166481018), ('excellent', 0.9944332838058472), ('especially', 0.9941144585609436),
('baked', 0.9940600395202637), ('salted', 0.994047224521637), ('alternative', 0.9937226176261902),
('tasty', 0.9936816692352295), ('healthy', 0.9936649799346924)]
_____
[('varieties', 0.9994194507598877), ('become', 0.9992934465408325), ('popcorn',
0.9992750883102417), ('de', 0.9992610216140747), ('miss', 0.9992451071739197), ('melitta',
0.999218761920929), ('choice', 0.9992102384567261), ('american', 0.9991837739944458), ('beef',
0.9991780519485474), ('finish', 0.9991567134857178)]
In [0]:
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 3817
sample words ['product', 'available', 'course', 'total', 'pretty', 'stinky', 'right', 'nearby', '
used', 'ca', 'not', 'beat', 'great', 'received', 'shipment', 'could', 'hardly', 'wait', 'try', 'lo
ve', 'call', 'instead', 'removed', 'easily', 'daughter', 'designed', 'printed', 'use', 'car', 'win dows', 'beautifully', 'shop', 'program', 'going', 'lot', 'fun', 'everywhere', 'like', 'tv', 'computer', 'really', 'good', 'idea', 'final', 'outstanding', 'window', 'everybody', 'asks',
'bought', 'made']
```

[4.4.1] Converting text into vectors using wAvg W2V, TFIDF-W2V

[4.4.1.1] Avg W2v

```
In [0]:
```

```
# compute average word2vec for each review.
sent vectors = []; # the avg-w2v for each sentence/review is stored in this list
for sent in tqdm(list of sentance): # for each review/sentence
   sent vec = np.zeros(50) # as word vectors are of zero length 50, you might need to change this
to 300 if you use google's w2v
   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
       if word in w2v words:
           vec = w2v model.wv[word]
            sent vec += vec
           cnt_words += 1
    if cnt words != 0:
       sent vec /= cnt words
    sent_vectors.append(sent_vec)
print(len(sent vectors))
print(len(sent vectors[0]))
100%|
                                                                                 | 4986/4986
[00:03<00:00, 1330.47it/s]
```

4986 50

[4.4.1.2] TFIDF weighted W2v

In [0]:

```
# S = ["abc def pqr", "def def def abc", "pqr pqr def"]
model = TfidfVectorizer()
model.fit(preprocessed reviews)
# we are converting a dictionary with word as a key, and the idf as a value
dictionary = dict(zip(model.get feature names(), list(model.idf))))
```

In [0]:

```
# TF-IDF weighted Word2Vec
tfidf feat = model.get feature names() # tfidf words/col-names
# final tf idf is the sparse matrix with row = sentence, col = word and cell val = tfidf
tfidf sent vectors = []; # the tfidf-w2v for each sentence/review is stored in this list
for sent in tqdm(list of sentance): # for each review/sentence
   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
        if word in w2v words and word in tfidf feat:
            vec = w2v_model.wv[word]
             tf idf = tf idf matrix[row, tfidf feat.index(word)]
            # to reduce the computation we are
            # dictionary[word] = idf value of word in whole courpus
            # sent.count(word) = tf valeus of word in this review
            tf idf = dictionary[word] * (sent.count(word) /len(sent))
            sent_vec += (vec * tf_idf)
            weight sum += tf idf
    if weight sum != 0:
       sent vec /= weight sum
    tfidf sent vectors.append(sent vec)
    row += 1
100%|
                                                                                 1 4986/4986
```

[00:20<00:00, 245.63it/s]