Objective: Visualising Amazon fine food reviews using TSNE

NOTE - I am not explaning any techiques and methods as it can be easily available online

```
In [1]: | # importing library
        import warnings
        warnings.filterwarnings("ignore")
        import pickle
        import numpy as np # linear algebra
        import pandas as pd # data processing, CSV file I/O (e.g. pd.read csv)
        import matplotlib.pyplot as plt
        import seaborn as sn
        from sklearn.cross_validation import train test split # for spliting dataset
        from sklearn.feature extraction.text import CountVectorizer # bow-->1gram and
         2 gram
        from sklearn.feature extraction.text import TfidfVectorizer # tf-idf
        from gensim.models import Word2Vec # w2v
        from gensim.models import KeyedVectors # to understanding w2v using google pre
        from sklearn.metrics import accuracy score # to check the accuracy of model
        from sklearn.neighbors import KNeighborsClassifier
        from sklearn.cross validation import cross val score # k-fold cv
        from sklearn.metrics import classification report
        /home/adityaadarsh99/anaconda3/lib/python3.7/site-packages/sklearn/cross val
        idation.py:41: DeprecationWarning: This module was deprecated in version 0.1
        8 in favor of the model selection module into which all the refactored class
        es and functions are moved. Also note that the interface of the new CV itera
        tors are different from that of this module. This module will be removed in
```

In []: # remove '#' sign to download data-set

#!wget --header="Host: storage.googleapis.com" --header="User-Agent: Mozilla/
5.0 (Windows NT 10.0; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/71.
0.3575.0 Safari/537.36" --header="Accept: text/html,application/xhtml+xml,appl
ication/xml;q=0.9,image/webp,image/apng,*/*;q=0.8" --header="Accept-Language:
en-US,en;q=0.9" "https://storage.googleapis.com/kaggle-datasets/18/2157/Revie
ws.csv.zip?GoogleAccessId=web-data@kaggle-161607.iam.gserviceaccount.com&Expir
es=1539455264&Signature=sUXQZ0kX2395nqKOQppw23fSVbEPjFPhNtI1TC5FN1fOhx8RBGKLP1
d1UZgiftoI1XI3TLxlFu6JwY%2BL7LwhxM46VQp89iJ%2BJZ8PaaY%2F61q8y%2BVchuDT8v4UnmbJ
5%2Bkvf77HaNiJrAcqSY1K0C66npHhhaAgMzmvHJtTOnpZ70LFbZ6g1X%2Bh%2Ba2Tmkuiae%2F3CV
IjnkE7s02X413o5x4H45gu3EWzyrlqWJDwx0EJmDbnsOCsCzIEie7in70HwkD0wxGq9WdCGscFlFVD
fd8W%2BV00yUfT82%2F2%2F4H4WGrnvI0uxFECct3b0n1F%2BbACM0sO0gvmmXAZNgbeOIpsUAclR
w%3D%3D" -0 "Reviews.csv.zip" -c

"This module will be removed in 0.20.", DeprecationWarning)

0.20.

```
In []: # remove '#' sign to unzip the dataset
    """import zipfile
    data=zipfile.ZipFile("Reviews.csv.zip")
    data.extractall()"""
```

Loading the dataset

```
In [2]: #loading the amazon dataset
         dataset=pd.read csv("Reviews.csv")
In [3]: print(dataset.shape)
         dataset.head()
          (568454, 10)
Out[3]:
             ld
                   ProductId
                                       UserId ProfileName HelpfulnessNumerator HelpfulnessDenominator 5
             1 B001E4KFG0 A3SGXH7AUHU8GW
                                                                          1
                                                delmartian
                                                                                                1
          1 2 B00813GRG4
                              A1D87F6ZCVE5NK
                                                    dll pa
                                                                          0
                                                                                                0
                                                   Natalia
                                                   Corres
            3 B000LQOCH0
                               ABXLMWJIXXAIN
                                                  "Natalia
                                                  Corres"
          3 4 B000UA0QIQ A395BORC6FGVXV
                                                     Karl
                                                                          3
                                                                                                3
                                                Michael D.
                 B006K2ZZ7K A1UQRSCLF8GW1T
                                                                          0
                                               Bigham "M.
                                                                                                0
                                                  Wassir"
```

preprocessing the data

```
In [4]: # sorting the value
    dataset.sort_values(by='Id',inplace=True )
    #finding the dublicate values using 'df.dublicated'
    dataset[dataset.duplicated(subset={'ProfileName','HelpfulnessNumerator','Helpf
        ulnessDenominator','Score','Time'})].shape
    #alternate way to drop dublicate values
    dataset no dup=dataset.drop duplicates(subset={'ProfileName','Score','Time','S
```

```
print(f"before {dataset.shape}")
         print(f"after removing duplicate values-->shape = {dataset no dup.shape}")
         # %age of no. of review reamin in data set
         (dataset no dup.size/dataset.size) *100
         # removing reviews where "HelpfulnessNumerator>HelpfulnessDenominator"
         dataset no dup=dataset no dup[dataset no dup['HelpfulnessNumerator']<=dataset</pre>
         no dup['HelpfulnessDenominator']]
         before (568454, 10)
         after removing duplicate values-->shape = (393141, 10)
In [5]: # taking reviews whose score is not equal to 3
         filtered dataset=dataset no dup[dataset no dup['Score']!=3]
         filtered dataset.shape
         #creating a function to filter the reviews (if score>3 --> positive , if score
         <3 --> negative)
         def partition(x):
             if x>3:
                 return 'positive'
             else:
                 return 'negative'
         score=filtered dataset['Score']
         pos neg=score.map(partition)
         filtered dataset['Score']=pos neg
         print(filtered dataset.shape)
         filtered dataset.head()
         (363393, 10)
Out[5]:
            ld
                 ProductId
                                    UserId ProfileName HelpfulnessNumerator HelpfulnessDenominator
           1 B001E4KFG0 A3SGXH7AUHU8GW
                                            delmartian
         1 2 B00813GRG4 A1D87F6ZCVE5NK
                                                dll pa
                                                                                        0 r
                                               Natalia
                                               Corres
         2 3 B000LQOCH0
                            ABXLMWJIXXAIN
                                                                    1
                                              "Natalia
                                              Corres"
         3 4 B000UA0QIQ A395BORC6FGVXV
                                                Karl
                                                                    3
                                                                                        3 r
               B006K2ZZ7K A1UQRSCLF8GW1T
                                            Michael D.
                                                                    0
                                            Bigham "M.
```

Wassir"

ummary'},keep='first')

```
In [6]:
        # changing the format of timestamp to ('%Y-%m-%d %H:%M:%S'
        import time
        import datetime
        time=[]
        for timestamp in filtered dataset['Time']:
            t=datetime.datetime.fromtimestamp(timestamp).strftime(('%Y-%m-%d %H:%M:%S'
        ) )
            time.append(t)
        filtered dataset['time']=time
In [7]: # sort by time
        filtered dataset.sort values (by='time', inplace=True)
In [8]: import re
        import nltk
        nltk.download('stopwords')
        from nltk.corpus import stopwords
        sno = nltk.stem.SnowballStemmer('english') #snowball stemmer
        stop=set(stopwords.words('english')) #set of stopwords
        #clean html tags
        def cleanhtml(sent):
            pattern=re.compile(r'<.*?>')
            cleansent=re.sub(pattern, " ", sent)
            return cleansent
        #cleean punctuation
        def cleanpunc(word):
            clean punc=re.sub(r'[?|!|\'|"|#]',' ',word)
            clean_punc=re.sub(r'[.|,|)|(|\|/]',' ',clean punc)
            return clean punc
        [nltk data] Downloading package stopwords to
        [nltk data] /home/adityaadarsh99/nltk data...
        [nltk data] Package stopwords is already up-to-date!
In [9]: import string
        x=0 # number of reviews you want to clean/pre-processed
        positive words=[]
        negative words=[]
        str1=''
        final sent=[] # storing the list of final pre-processed sentences
        for sent in filtered dataset["Text"]:
            sent=cleanhtml(sent) #removing html tags
            filtered sentence=[]
            for w in sent.split():
                for clean words in cleanpunc(w).split():
                    if((len(clean words)>2) & (clean words.isalpha())):
                        if (clean words.lower() not in stop):
```

s=(sno.stem(clean words.lower()))

```
In [10]: print(len(final_sent))
    print("\nBefore cleaning :\n",filtered_dataset["Text"][10])
    print(f"\nAfter cleaning :\n {final_sent[10]}")
```

363393

Before cleaning :

I don't know if it's the cactus or the tequila or just the unique combinati on of ingredients, but the flavour of this hot sauce makes it one of a kind! We picked up a bottle once on a trip we were on and brought it back home w ith us and were totally blown away! When we realized that we simply could n't find it anywhere in our city we were bummed.

/> br />Now, because of the magic of the internet, we have a case of the sauce and are ecstatic because of it.

/> tr />If you love hot sauce. I mean really love hot sauce, b ut don't want a sauce that tastelessly burns your throat, grab a bottle of T equila Picante Gourmet de Inclan. Just realize that once you taste it, you will never want to use any other sauce.

/> Thank you for the personal, incredible service!

After cleaning:

get crazi realli imposs today find french vhs version film could pleas tell someth tks

```
In [11]: filtered_dataset['cleaned_text']=final_sent
    print(filtered_dataset.shape)
    filtered_dataset.head()
```

(363393, 12)

Out[11]:

	ld	ProductId	UserId	ProfileName	HelpfulnessNumerator	HelpfulnessDenom
150523	150524	0006641040	ACITT7DI6IDDL	shari zychinski	0	
150500	150501	0006641040	AJ46FKXOVC7NR	Nicholas A Mesiano	2	
451855	451856	B00004CXX9	AIUWLEQ1ADEG5	Elizabeth Medina	0	
230284	230285	B00004RYGX	A344SMIA5JECGM	Vincent P. Ross	1	

```
In [12]:
         # splitting the dataset in train and test
         n=filtered dataset.shape[0]
         train=filtered dataset.iloc[:round(0.70*n),:]
         test=filtered dataset.iloc[round(0.70*n):,:]
In [13]: print(train.shape)
         print(test.shape)
         (254375, 12)
         (109018, 12)
In [14]:
         '''# saving train and test dataset using pickle for fututre use
         file=open("train.pkl","wb")
         pickle.dump(train,file)
         file.close()
         file=open("test.pkl",'wb')
         pickle.dump(test,file)
         file.close()'''
 In [5]: #loading train and test dataset
         file=open("train.pkl", "rb")
         train=pickle.load(file) # loading 'train' dataset
         file=open("test.pkl",'rb')
         test=pickle.load(file) # loading 'train' dataset
```

Text Featurization (converting reviews text into vectors)

1. Bag of word

a. unigram bow

```
In [3]: # saving train_bow and test_bow dataset using pickle for fututre use
    '''file=open("train_bow.pkl","wb")
    pickle.dump(train_bow,file)
```

```
file.close()
         file=open("test bow.pkl",'wb')
         pickle.dump(test bow,file)
         file.close()
          111
         #loading train bow and test bow
         file=open('train bow.pkl','rb')
         train bow=pickle.load(file)
         file=open('test bow.pkl','rb')
         test bow=pickle.load(file)
In [18]: print("train bow", train bow.shape)
         print("test bow", test bow.shape)
         train bow (254375, 58042)
         test bow (109018, 58042)
         b. bigram bow
In [19]: | # bi-gram BOW
         count vect gram=CountVectorizer(ngram range=(1,2))
         train bow 2gram=count vect gram.fit transform(train['cleaned text'])
         test bow 2gram=count vect gram.transform(test['cleaned text'])
 In [4]: # saving train bow 2gram and test bow 2gram dataset using pickle for fututre u
         '''file=open("train bow 2gram.pkl","wb")
         pickle.dump(train bow 2gram,file)
         file.close()
         file=open("test bow 2gram.pkl",'wb')
```

```
'''file=open("train_bow_2gram.pkl","wb")
pickle.dump(train_bow_2gram,file)
file.close()

file=open("test_bow_2gram.pkl",'wb')
pickle.dump(test_bow,file)
file.close()
'''

#loading train_bow_2gram and test _bow_2gram
file=open('train_bow_2gram.pkl','rb')
train_bow_2gram=pickle.load(file)

file=open('test_bow_2gram.pkl','rb')
test_bow_2gram=pickle.load(file)
```

```
In [65]: print("train_bow_2gram", train_bow_2gram.shape)
    print("test_bow_2gram", test_bow_2gram.shape)
```

train_bow_2gram (254375, 2273361) test_bow_2gram (109018, 58042)

2. TF-IDF

```
In [8]: # tf-idf "from sklearn.feature_extraction.text.TfidfVectorizer"
tf_idf=TfidfVectorizer()
```

```
train_tf_idf=tf_idf.fit_transform(train['cleaned_text'])
test_tf_idf=tf_idf.transform(test['cleaned_text'])
```

```
In [5]: # saving train_tf_idf and test_tf_idf dataset using pickle for fututre use
    '''file=open("train_tf_idf.pkl","wb")
    pickle.dump(train_tf_idf,file)
    file=open("test_tf_idf.pkl",'wb')
    pickle.dump(test_tf_idf,file)
    file.close()
    '''

    #loading train_tf_idf and test_tf_idf
    file=open('train_tf_idf.pkl','rb')
    train_tf_idf=pickle.load(file)

file=open('test_tf_idf.pkl','rb')
    test_tf_idf=pickle.load(file)
```

3. avg w2v

```
In [13]: # converting our text-->vector using w2v with 50-dim
         # more the dimension of each word = better the semantic of word
         # using lib from "gensim.models.Word2Vec"
         # to run w2v we need list of list of the words as w2v covert each world into n
         umber of dim
         # for train w2v
         list of sent train=[]
         for sent in train['cleaned text'].values:
             list_of_sent_train.append((str(sent)).split())
         w2v model=Word2Vec(list of sent train,min count=5,size=50)
         # vocablary of w2v model of amazon dataset
         vocab=w2v model.wv.vocab
         len (vocab)
         # for test w2v
         list of sent test=[]
         for sent in test['cleaned text'].values:
             list of sent test.append((str(sent)).split())
```

```
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
                if word in vocab:
                    vec = w2v model.wv[word]
                    sent vec += vec
                    cnt words += 1
            if cnt words != 0:
                sent vec /= cnt words
            train w2v.append(sent vec)
        print(len(train w2v))
        _____
        test w2v = []; # the avg-w2v for each sentence/review in test dataset is store
        d in this list
        for sent in list of sent test: # 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
                if word in vocab:
                    vec = w2v model.wv[word]
                    sent vec += vec
                    cnt words += 1
            if cnt words != 0:
                sent vec /= cnt words
            test w2v.append(sent vec)
        print(len(test w2v))
        254375
        109018
In [6]: | # saving train w2v and test w2v dataset using pickle for fututre use
        '''file=open("train w2v.pk1","wb")
        pickle.dump(train w2v,file)
        file.close()
        file=open("test w2v.pk1",'wb')
        pickle.dump(test w2v,file)
        file.close()
```

for sent in list of sent train: # for each review/sentence

4. avg TF-IDF-W V

#loading train_w2v and test_w2v
file=open('train_w2v.pkl','rb')
train w2v=pickle.load(file)

file=open('test_w2v.pkl','rb')
test w2v=pickle.load(file)

111

```
tfidf feat = tf idf.get feature names()
In [16]: # TF-IDF weighted Word2Vec
         # final tf idf is the sparse matrix with row= sentence, col=word and cell val
          = tfidf
         train tf idf w2v = []; # the tfidf-w2v for each sentence/review is stored in t
         row=0;
         for sent in list of sent train[:20000]: # 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 vocab:
                     vec = w2v model.wv[word]
                     # obtain the tf idfidf of a word in a sentence/review
                     tf idf = train tf idf[row, tfidf feat.index(word)]
                     sent vec += (vec * tf idf)
                     weight sum += tf idf
             if weight sum != 0:
                 sent vec /= weight sum
             train tf idf w2v.append(sent vec)
             row += 1
In [18]: len(train tf idf w2v)
Out[18]: 20000
In [19]: # TF-IDF weighted Word2Vec
         # final tf idf is the sparse matrix with row= sentence, col=word and cell val
          = tfidf
         test tf idf w2v = []; # the tfidf-w2v for each sentence/review is stored in th
         is list
         for sent in list of sent test[:20000]: # 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 vocab:
                     vec = w2v model.wv[word]
                     # obtain the tf idfidf of a word in a sentence/review
                     tf idf = test tf idf[row, tfidf feat.index(word)]
                     sent vec += (vec * tf idf)
                     weight sum += tf idf
             if weight sum != 0:
                 sent_vec /= weight sum
             test tf idf w2v.append(sent vec)
             row += 1
In [20]: len(test_tf_idf_w2v)
Out[20]: 20000
In [3]: | # saving train tf idf w2v and test tf idf w2v dataset using pickle for fututre
          use
          '''file=open("train tf idf w2v.pk1","wb")
```

```
pickle.dump(train_tf_idf_w2v,file)
file.close()

file=open("test_tf_idf_w2v.pkl",'wb')
pickle.dump(test_tf_idf_w2v,file)
file.close()

,,,

#loading train_tf_idf_w2v and test_tf_idf_w2v
file=open('train_tf_idf_w2v.pkl','rb')
train_tf_idf_w2v=pickle.load(file)

file=open('test_tf_idf_w2v.pkl','rb')
test_tf_idf_w2v=pickle.load(file)
```

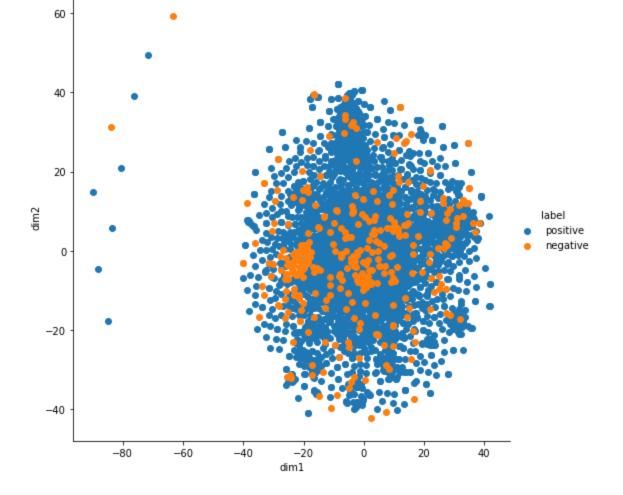
Visualisation of text vector using T-SNE

only using 3000 data points of each text vectors because of high computational expenses and time constrain

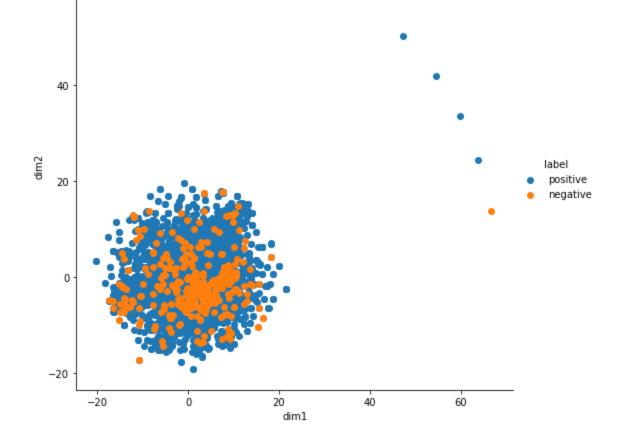
1. TSNE on BOW(unigram)

```
In [14]: # visualising
label=train['Score']
data=np.vstack((train_bow_tsne.T,label[:3000])).T
data=pd.DataFrame(data,columns=['dim1','dim2','label'])

g=sn.FacetGrid(data, hue='label',height=7)
g.map(plt.scatter,'dim1','dim2').add_legend()
plt.show()
```



```
In [15]:
         # converting sparse matrix of train bow into dense matrix
         mmm
         n components=2
         perplexity=40.0
         n iter=1000"""
         # taking default parameter of tsne but always run tsne with multiple times usi
         ng different parameter
         from sklearn.manifold import TSNE
         tsne=TSNE(n components=2, perplexity=40.0, n iter=1000)
         train bow tsne=tsne.fit transform(dense train bow[:3000])
         # visualising
         label=train['Score']
         data=np.vstack((train bow tsne.T,label[:3000])).T
         data=pd.DataFrame(data,columns=['dim1','dim2','label'])
         g=sn.FacetGrid(data, hue='label',height=7)
         g.map(plt.scatter,'dim1','dim2').add legend()
         plt.show()
```



conclusion TSNE on BOW(unigram)

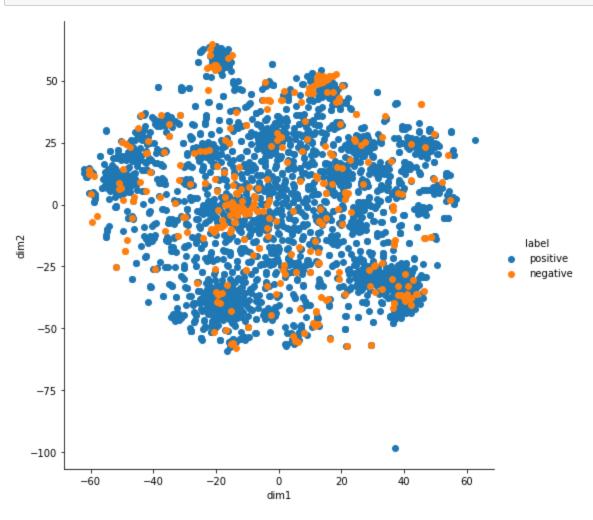
- · All the negative points are laying over positive points
- We are not able to linearly seperate negative points from positive points
- The density of negative points are more in the center.
- · The spreadness of postive points are more
- Apply TSNE on other text vectors to compare

2. TSNE on TF-IDF(unigram)

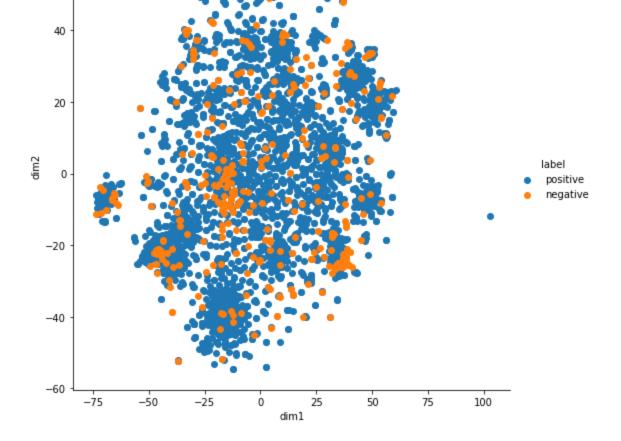
```
In [27]: # visualising
label=train['Score']
data=np.vstack((train_tf_idf_tsne.T,label[:3000])).T
data=pd.DataFrame(data,columns=['dim1','dim2','label'])

g=sn.FacetGrid(data, hue='label',height=7)
```

```
g.map(plt.scatter, 'dim1', 'dim2').add_legend()
plt.show()
```



```
In [16]:
         # converting sparse matrix of train tf idf into dense matrix
         dense train tf idf=train tf idf[:3000].todense()
         mmm
         n components=2
         perplexity=40.0
         n iter=1000"""
         # taking default parameter of tsne but always run tsne with multiple times usi
         ng different parameter
         from sklearn.manifold import TSNE
         tsne=TSNE(n components=2, perplexity=40.0, n iter=1000)
         train tf idf tsne=tsne.fit transform(dense train tf idf)
         # visualising
         label=train['Score']
         data=np.vstack((train tf idf tsne.T,label[:3000])).T
         data=pd.DataFrame(data,columns=['dim1','dim2','label'])
         g=sn.FacetGrid(data, hue='label',height=7)
         g.map(plt.scatter,'dim1','dim2').add legend()
         plt.show()
```



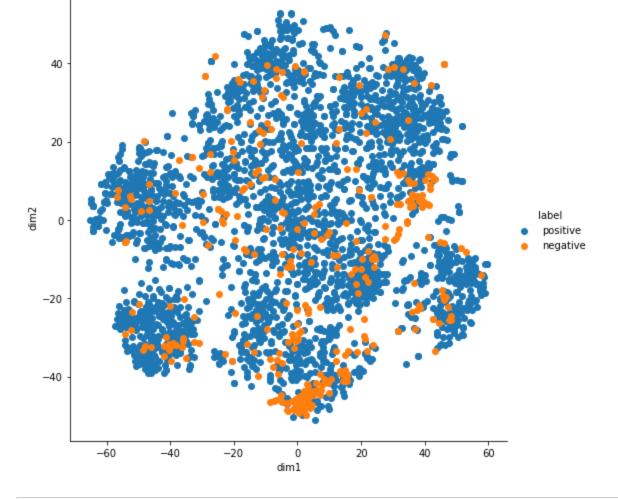
conclusion TSNE on TF-IDF(unigram)

- The seperation between positive class and negative class are clearer than TSNE on Bow
- Still, we are not able to lineary seperate positive class and negative class
- Try TSNE with different featurizer and compare

3. TSNE on avg w2v

```
In [17]: # visualising
label=train['Score']
data=np.vstack((train_w2v_tsne.T,label[:3000])).T
data=pd.DataFrame(data,columns=['dim1','dim2','label'])

g=sn.FacetGrid(data, hue='label',height=7)
g.map(plt.scatter,'dim1','dim2').add_legend()
plt.show()
```



```
mmm
In [ ]:
        n components=2
        perplexity=40.0
        n iter=1000"""
        # taking default parameter of tsne but always run tsne with multiple times usi
        ng different parameter
        from sklearn.manifold import TSNE
        tsne=TSNE(n components=2, perplexity=40.0, n iter=1000)
        train w2v tsne=tsne.fit transform(train w2v[:3000])
        # visualising
        label=train['Score']
        data=np.vstack((train_w2v_tsne.T,label[:3000])).T
        data=pd.DataFrame(data,columns=['dim1','dim2','label'])
        g=sn.FacetGrid(data, hue='label',height=7)
        g.map(plt.scatter,'dim1','dim2').add legend()
        plt.show()
```

conclusion TSNE on avg w2v

- The TSNE plot is very close to 'TSNE on Tf-Idf' but run time is comparatevely faster than TSNE Tf-Idf.
- We are not able to seperate postive class and negative class clearly

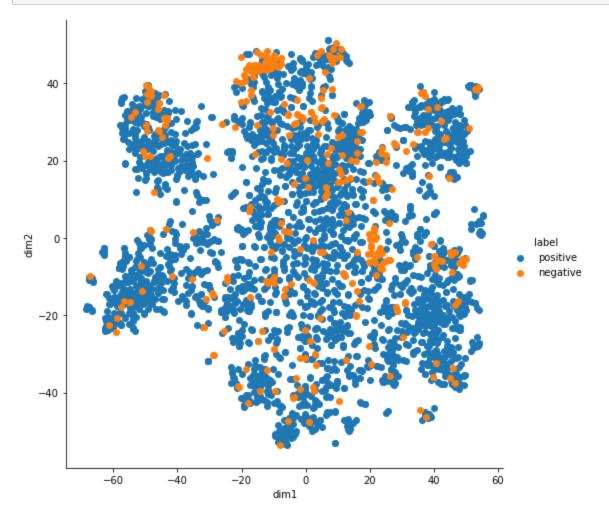
4. TSNE on tf-idf w2v

```
n_components=2
perplexity=30.0
n_iter=1000"""

# taking default parameter of tsne but always run tsne with multiple times usi
ng different parameter
from sklearn.manifold import TSNE
tsne=TSNE(n_components=2, perplexity=30.0, n_iter=1000)
train_tf_idf_w2v_tsne=tsne.fit_transform(train_tf_idf_w2v[:3000])
```

```
In [17]: # visualising
label=train['Score']
data=np.vstack((train_tf_idf_w2v_tsne.T,label[:3000])).T
data=pd.DataFrame(data,columns=['dim1','dim2','label'])

g=sn.FacetGrid(data, hue='label',height=7)
g.map(plt.scatter,'dim1','dim2').add_legend()
plt.show()
```



```
# visualising
label=train['Score']
data=np.vstack((train_tf_idf_w2v_tsne.T,label[:3000])).T
data=pd.DataFrame(data,columns=['dim1','dim2','label'])

g=sn.FacetGrid(data, hue='label',height=7)
g.map(plt.scatter,'dim1','dim2').add_legend()
plt.show()
```

conclusion TSNE on tf-idf w2v

- Again, The visualisation of TSNE on 'Tf-ldf avg w2v' is also close to TSNE on Tf-ldf but run time is comparatevely faster than Tf-ldf.
- We are not able to seperate postive class and negative class clearly.

conclusion on TSNE plot

- we can see that clsses are imbalance therefore majority class is showing dominace over minority class in plot
- positive class and negative class are overlaping
- positive and negative datapoints are not linearly seperable

Hence if want to make inference and seperation between positive class and negative better we need to apply ML classification model and then compare the result