Amazone Fine Food Review Analysis

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

Number of reviews: 568,454 Number of users: 256,059 Number of products: 74,258 Timespan: Oct 1999 - Oct 2012

Number of Attributes/Columns in data: 10

Attribute Information:

- 1. Id
- 2. ProductId unique identifier for the product
- 3. UserId unqiue identifier for the user
- 4. ProfileName
- 5. HelpfulnessNumerator number of users who found the review helpful
- 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

```
In [29]:
         #import re
         #import string
         import pickle
         import sqlite3
         import pandas as pd
         import numpy as np
         from sklearn.cross validation import train test split
         from sklearn.model selection import train test split
         from sklearn.model selection import TimeSeriesSplit
         from datetime import datetime
         from sklearn.metrics import classification report
         import seaborn as sns
         import scikitplot.metrics as skplt
         import matplotlib.pyplot as plt
         from sklearn import preprocessing
         from sklearn.feature extraction.text import TfidfTransformer
         from sklearn.feature extraction.text import TfidfVectorizer
         from sklearn.feature extraction.text import CountVectorizer
         from sklearn import metrics
         from sklearn.metrics import roc_curve,auc
         from sklearn.metrics import accuracy score
         from sklearn.metrics import confusion matrix
         from sklearn.metrics import precision score
         from sklearn.metrics import f1 score
         from sklearn.metrics import recall score
         from gensim.models import Word2Vec
         from gensim.models import KeyedVectors
         from sklearn.model selection import GridSearchCV
         import gensim
         import warnings
         warnings.filterwarnings("ignore")
         from tqdm import tqdm
         from sklearn.linear model import SGDClassifier
         from sklearn.tree import DecisionTreeClassifier
         import graphviz
         from sklearn import tree
```

Loading Data

```
In [14]: con = sqlite3.connect("final.sqlite")
  final = pd.read_sql_query("""SELECT * FROM Reviews""",con)
```

Sorting data

```
In [15]: final.sort_values("Time",ascending=True, inplace=True, kind='quicksort')
```

Replace Negative with 0 and Positive with 1

```
In [16]: final['Score'].replace(['negative', 'positive'],[0,1],inplace=True)
In [17]: final = final.to_csv("final.csv") #saving dataframe
In [30]: final = pd.read_csv("final.csv") #retriving the sorted dataframe
In [31]: final = final.iloc[:100000] #taking initial 100k points
```

Function

```
In [32]: # defining model function that does cross validation ,plot accuracy, test acc
         uracy and confusion matrix
         # this function takes 'search', 'X_train', 'X_test', 'y_train', 'y_test' as ar
         guments
         def DT(scoring,X_train, X_test, y_train, y_test,n):
             start=datetime.now()
             cv score=[]
             depth=list(range(1,n))
             param={'max depth':depth}
             tscv=TimeSeriesSplit(n splits=10)
             DT=DecisionTreeClassifier()
             clf=GridSearchCV(estimator=DT, param grid=param, scoring=scoring, n jobs=-
         1, cv=tscv, verbose=1)
             clf.fit(X_train,y_train)
             optimal depth=clf.best estimator .get params()['max depth']
             print('optimal depth',optimal_depth)
             if (scoring == "f1"):
                 # finding precision error and optimal depth
                 mse=[]
                 for x in clf.grid scores :
                      mse.append(x[1])
                 #ploting f1 score vs depth
                  plt.figure(figsize=(8,8))
                  plt.plot(depth,mse)
                 plt.xlabel('depth')
                 plt.ylabel('F1_score')
                 plt.title('plot between depth vs F1_score ')
                  plt.show()
             elif (scoring == "accuracy"):
                 mse=[]
                 for x in clf.grid scores :
                      mse.append(1-x[1])
                 #ploting precision error vs depth
                  plt.figure(figsize=(8,8))
                 plt.plot(depth,mse)
                 plt.xlabel('depth')
                 plt.ylabel('misclassification error')
                  plt.title('plot between depth vs error')
                  plt.show()
             #Testing Accuracy on Test data
             DT=DecisionTreeClassifier(max_depth = optimal_depth)
             DT.fit(X train,y train)
             y pred = DT.predict(X test)
             print("Accuracy on test set: %0.3f%%"%(accuracy_score(y_test, y_pred)*100
```

```
print("Precision on test set: %0.3f"%(precision_score(y_test, y_pred)))
print("Recall on test set: %0.3f"%(recall_score(y_test, y_pred)))
print("F1-Score on test set: %0.3f"%(f1_score(y_test, y_pred)))
print("Confusion Matrix of test set:\n [ [TN FP]\n [FN TP] ]\n")

confusion = pd.DataFrame(confusion_matrix(y_test, y_pred), range(2),range(2))

sns.set(font_scale=1.4)#for label size
sns.heatmap(confusion, annot=True,annot_kws={"size": 16}, fmt='g')
#skplt.plot_confusion_matrix(y_test ,y_pred)

end=datetime.now()
print('duration = ',(end-start))

return optimal_depth
```

1.Bag Of Word

The bag-of-words model is a simplifying representation used in natural language processing and information retrieval(IR). Also known as the vector space model. The bag-of-words model is commonly used in methods of document classification where the occurrence of each word is used as a feature for training a classifier. OR Simply, Converting a collection of text documents to a matrix of token counts

```
In [33]: X = final["CleanedText"] #taking cleandtext as X
y = final["Score"] #taking score as y
```

1.1 BOW with Scoring = F1

In [34]: #Breaking into Train and test
X_train, X_test, y_train, y_test = train_test_split(X,y,train_size=0.7,shuffle
=False,random_state=0)

#Bag of Words
count = CountVectorizer()

X_train = count.fit_transform(X_train)

X_test = count.transform(X_test)

print ("Train Data Size: ",X_train.shape)
print ("Test Data Size: ",X_test.shape)

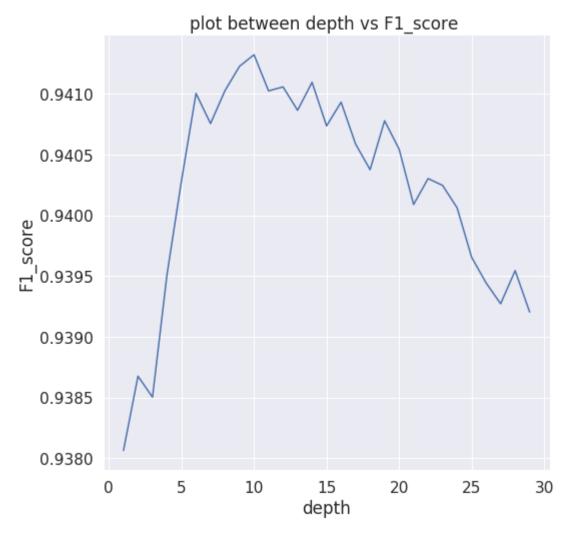
depth = DT(scoring="f1",X_train = X_train, X_test=X_test, y_train=y_train, y_test=y_test,n=30)

Train Data Size: (70000, 31377) Test Data Size: (30000, 31377)

Fitting 10 folds for each of 29 candidates, totalling 290 fits

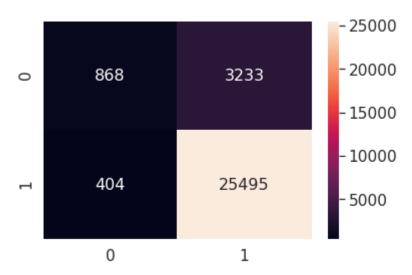
[Parallel(n_jobs=-1)]: Done 290 out of 290 | elapsed: 1.1min finished

optimal depth 10



Accuracy on test set: 87.877%
Precision on test set: 0.887
Recall on test set: 0.984
F1-Score on test set: 0.933
Confusion Matrix of test set:
[[TN FP]
[FN TP]]

duration = 0:01:09.809414



1.1.1 feature importance

```
In [35]: #feature importance
    clf=DecisionTreeClassifier(max_depth=depth)
    clf.fit(X_train,y_train)
    print('top 25 words and their IG---')
    print('------')
    top=clf.feature_importances_
    s=np.argsort(top)[-25:]
    feature=count.get_feature_names()
    for i in range(25):
        index=s[i]
        print(feature[index],'\t\t:\t\t',round(top[index],5))
```

```
top 25 words and their IG---
                                 0.00356
first
                                 0.00358
use
flavor
                                 0.00388
item
                                 0.00394
noth
                                 0.00409
back
                                 0.00453
ive
                                 0.0053
                                 0.00562
good
aw
                                 0.00566
unfortun
                                         0.00783
                                 0.00853
threw
refund
                                 0.01183
delici
                                 0.01616
wont
                                 0.01873
wast
                                 0.03371
bad
                                 0.03982
return
                                 0.04224
horribl
                                         0.05279
love
                                 0.05427
terribl
                                         0.05487
                                 0.06344
monev
                                 0.06866
best
                                 0.08066
worst
                                 0.09007
great
disappoint
                                         0.15119
```

Observation

· we can take depth 10 as best hyperparameter

1.2 BOW with Scoring = "accuracy"

```
In [36]: print ("Train Data Size: ",X_train.shape)
    print ("Test Data Size: ",X_test.shape)

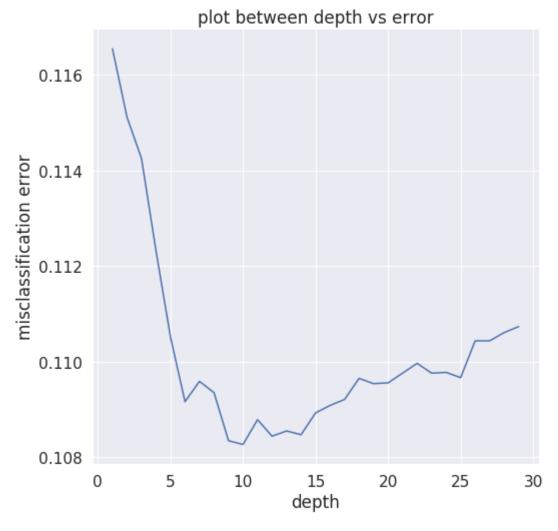
depth = DT(scoring="accuracy",X_train = X_train, X_test=X_test, y_train=y_train, y_test=y_test,n=30)
```

Train Data Size: (70000, 31377) Test Data Size: (30000, 31377)

Fitting 10 folds for each of 29 candidates, totalling 290 fits

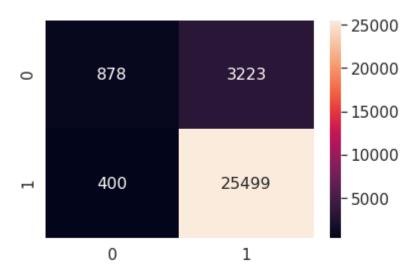
[Parallel(n_jobs=-1)]: Done 290 out of 290 | elapsed: 1.1min finished

optimal depth 10



Accuracy on test set: 87.923%
Precision on test set: 0.888
Recall on test set: 0.985
F1-Score on test set: 0.934
Confusion Matrix of test set:
[[TN FP]
[FN TP]]

duration = 0:01:10.056800



1.2.1 feature importance

```
In [37]: #feature importance
    clf=DecisionTreeClassifier(max_depth=depth)
    clf.fit(X_train,y_train)
    print('top 25 words and their IG---')
    print('------')
    top=clf.feature_importances_
    s=np.argsort(top)[-25:]
    feature=count.get_feature_names()
    for i in range(25):
        index=s[i]
        print(feature[index],'\t\t:\t\t',round(top[index],5))
```

```
top 25 words and their IG---
                                  0.00356
first
use
                                  0.00358
                                  0.00388
flavor
                                  0.00394
item
noth
                                  0.00409
back
                                  0.00453
ive
                                  0.0053
good
                                  0.00562
aw
                                  0.00566
unfortun
                                           0.00783
                                  0.00853
threw
refund
                                  0.01183
delici
                                  0.01616
wont
                                  0.01873
                                  0.03371
wast
bad
                                  0.03985
return
                                  0.04224
horribl
                                           0.05279
terribl
                                           0.05487
                                  0.05514
love
                                  0.06345
money
                                  0.06769
best
                                  0.08066
worst
                                  0.09001
great
disappoint
                                           0.15119
```

Observation

· we can take depth 10 as best hyperparameter

1.3 Tree

```
In [38]: clf=DecisionTreeClassifier(max_depth=depth)
    clf.fit(X_train,y_train)
    dot_data = tree.export_graphviz(clf, out_file=None)
    graph = graphviz.Source(dot_data)
    graph.render("graph_bow")
```

Out[38]: 'graph_bow.pdf'

2.TFIDF

2.1 TFDIF with Scoring = F1

```
In [39]: #Breaking into Train and test
X_train, X_test, y_train, y_test = train_test_split(X,y,train_size=0.7,shuffle
=False,random_state=0)

tfidf = TfidfVectorizer(ngram_range=(1,1), binary=True)

X_train = tfidf.fit_transform(X_train)

X_test = tfidf.transform(X_test)

print ("Train Data Size: ",X_train.shape)
print ("Test Data Size: ",X_test.shape)

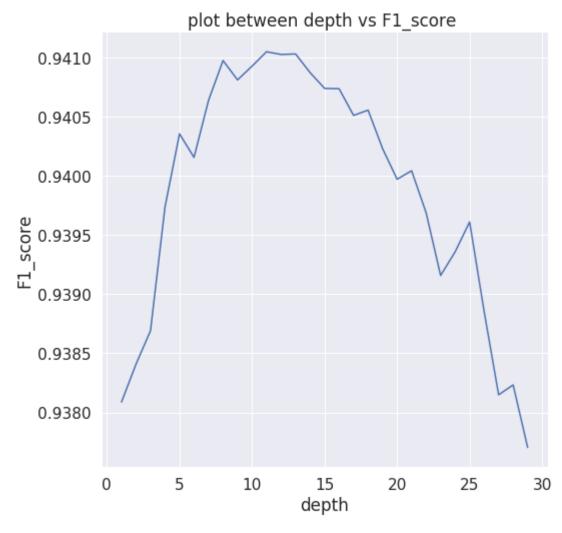
depth = DT(scoring="f1",X_train = X_train, X_test=X_test, y_train=y_train, y_test=y_test,n=30)
```

Train Data Size: (70000, 31377) Test Data Size: (30000, 31377)

Fitting 10 folds for each of 29 candidates, totalling 290 fits

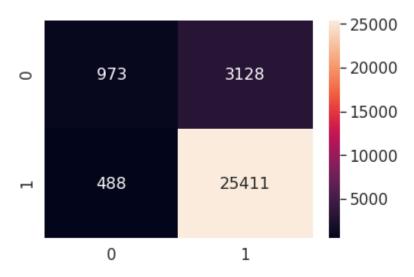
[Parallel(n_jobs=-1)]: Done 290 out of 290 | elapsed: 1.4min finished

optimal depth 11



Accuracy on test set: 87.947%
Precision on test set: 0.890
Recall on test set: 0.981
F1-Score on test set: 0.934
Confusion Matrix of test set:
[[TN FP]
[FN TP]]

duration = 0:01:36.422260



1.2.1 feature importance

```
In [40]: #feature importance
    clf=DecisionTreeClassifier(max_depth=depth)
    clf.fit(X_train,y_train)
    print('top 25 words and their IG---')
    print('------')
    top=clf.feature_importances_
    s=np.argsort(top)[-25:]
    feature=tfidf.get_feature_names()
    for i in range(25):
        index=s[i]
        print(feature[index],'\t\t:\t\t',round(top[index],5))
```

```
top 25 words and their IG---
                                  0.00424
ever
unfortun
                                          0.00425
amazon
                                  0.00434
thought
                                          0.00458
order
                                  0.00476
                                          0.00511
perfect
tasti
                                  0.00588
mayb
                                  0.00968
horribl
                                          0.00982
threw
                                  0.01177
                                  0.01492
tast
delici
                                  0.01547
wont
                                  0.01777
money
                                  0.0277
return
                                  0.03589
love
                                  0.04164
bad
                                  0.04179
terribl
                                          0.04399
refund
                                  0.04979
                                  0.05244
aw
                                  0.05508
best
wast
                                  0.05834
                                  0.07711
great
worst
                                  0.08169
disappoint
                                          0.1425
```

Observation

· we can take depth 11 as best hyperparameter

2.2 TFDIF with Scoring = "accuracy"

```
In [41]: print ("Train Data Size: ",X_train.shape)
    print ("Test Data Size: ",X_test.shape)

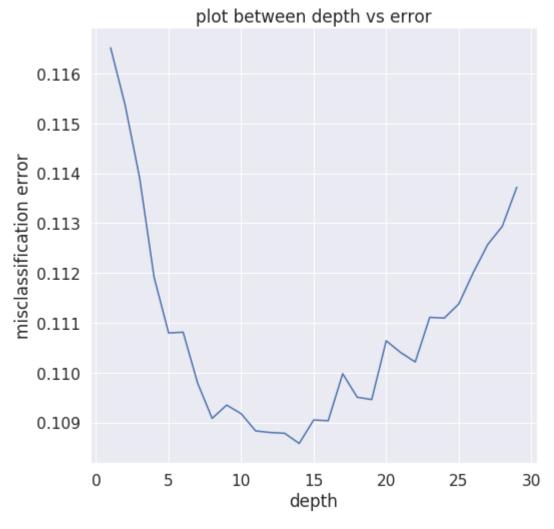
depth = DT(scoring="accuracy",X_train = X_train, X_test=X_test, y_train=y_train, y_test=y_test,n=30)
```

Train Data Size: (70000, 31377) Test Data Size: (30000, 31377)

Fitting 10 folds for each of 29 candidates, totalling 290 fits

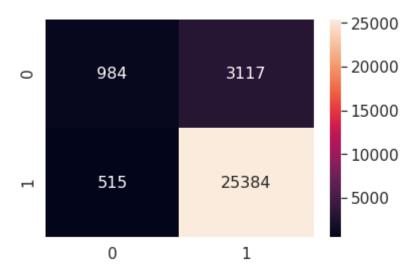
[Parallel(n_jobs=-1)]: Done 290 out of 290 | elapsed: 1.4min finished

optimal depth 14



Accuracy on test set: 87.893%
Precision on test set: 0.891
Recall on test set: 0.980
F1-Score on test set: 0.933
Confusion Matrix of test set:
[[TN FP]
[FN TP]]

duration = 0:01:41.241411



1.2.1 feature importance

```
In [42]: #feature importance
    clf=DecisionTreeClassifier(max_depth=depth)
    clf.fit(X_train,y_train)
    print('top 25 words and their IG---')
    print('------')
    top=clf.feature_importances_
    s=np.argsort(top)[-25:]
    feature=tfidf.get_feature_names()
    for i in range(25):
        index=s[i]
        print(feature[index],'\t\t:\t\t',round(top[index],5))
```

```
top 25 words and their IG---
                                  0.00477
box
good
                                  0.00576
                                  0.00582
amazon
order
                                  0.00605
                                  0.00629
tasti
unfortun
                                          0.00633
mayb
                                  0.00696
threw
                                  0.00948
tast
                                  0.01295
wont
                                  0.01347
would
                                  0.02167
                                  0.02265
money
return
                                  0.02892
horribl
                                          0.03286
bad
                                  0.03367
delici
                                  0.03377
terribl
                                          0.03544
                                  0.03679
love
refund
                                  0.04053
aw
                                  0.04225
                                  0.04438
best
                                  0.04812
wast
great
                                  0.06284
worst
                                  0.0667
disappoint
                                          0.11529
```

Observation

· we can take depth 14 as best hyperparameter

2.2 Tree

3.AVG WORD2VEC

```
In [44]: | X_train, X_test, y_train, y_test = train_test_split(X,y,train_size=0.7,shuffle
         =False, random state=0)
In [45]: # Train your own Word2Vec model using your own text corpus
         #for train data
         i=0
         list_of_sent=[]
         for sent in X_train.values:
             list of sent.append(sent.split())
In [46]: | w2v_model=gensim.models.Word2Vec(list_of_sent,min_count=5,size=300, workers=4)
In [47]: | w2v_words_train = list(w2v_model.wv.vocab)
In [48]:
         words train = list(w2v model.wv.vocab)
         print(len(words train))
         10700
In [49]:
         i=0
         list_of_sent_test=[]
         for sent in X_test.values:
             list_of_sent_test.append(sent.split())
In [50]:
         w2v_model_test=gensim.models.Word2Vec(list_of_sent_test,min_count=5,size=300,
         workers=4)
In [51]: | w2v_words_test = list(w2v_model_test.wv.vocab)
         words_test = list(w2v_model_test.wv.vocab)
In [52]:
         print(len(words_test))
         7363
```

AVG W2V

```
In [53]: # average Word2Vec
         # compute average word2vec for each review.
         sent vectors = []; # the avq-w2v for each sentence/review is stored in this li
         for sent in list_of_sent: # for each review/sentence
             sent_vec = np.zeros(300) # 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 w2v words train:
                     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]))
         70000
         300
In [54]:
         # average Word2Vec
         # compute average word2vec for each review.
         sent_vectors_test = []; # the avg-w2v for each sentence/review is stored in th
         is list
         for sent in list of sent_test: # for each review/sentence
             sent vec = np.zeros(300) # as word vectors are of zero length
             cnt_words =0; # num of words with a valid vector in the sentence/review
             for word_test in sent: # for each word in a review/sentence
                  if word in words test:
                     vec = w2v model test.wv[word]
                     sent vec += vec
                     cnt words += 1
             if cnt words != 0:
                  sent_vec /= cnt_words
             sent vectors test.append(sent vec)
         print(len(sent vectors test))
         print(len(sent_vectors_test[0]))
         30000
```

3000E

3.1 AVG W2V with Scoring = "f1"

Fitting 10 folds for each of 19 candidates, totalling 190 fits

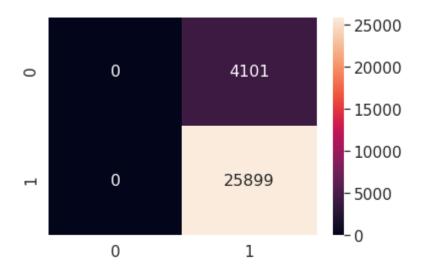
[Parallel(n_jobs=-1)]: Done 190 out of 190 | elapsed: 6.4min finished

optimal depth 1



Accuracy on test set: 86.330%
Precision on test set: 0.863
Recall on test set: 1.000
F1-Score on test set: 0.927
Confusion Matrix of test set:
[[TN FP]
[FN TP]]

duration = 0:06:34.133432



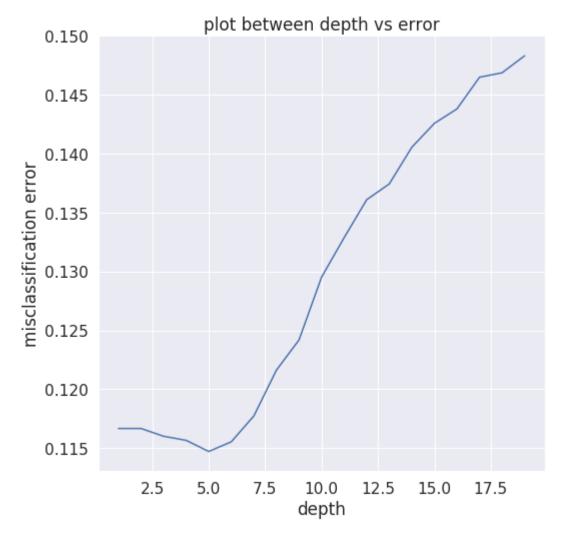
3.2 AVG W2V with Scoring = "accuracy"

Fitting 10 folds for each of 19 candidates, totalling 190 fits

[Parallel(n_jobs=-1)]: Done 10 tasks | elapsed: 20.7s

[Parallel(n_jobs=-1)]: Done 190 out of 190 | elapsed: 6.4min finished

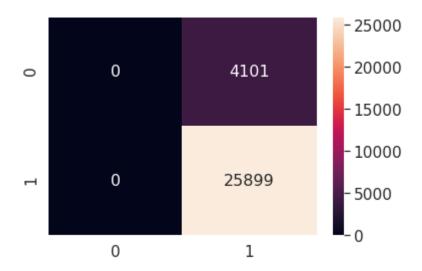
optimal depth 5



Accuracy on test set: 86.330%
Precision on test set: 0.863
Recall on test set: 1.000
F1-Score on test set: 0.927
Confusion Matrix of test set:
[[TN FP]

[[TN FP] [FN TP]]

duration = 0:07:03.226915



4. TFDIF WORD2VEC

```
In [58]: # S = ["abc def pqr", "def def def abc", "pqr pqr def"]
model = TfidfVectorizer()
tf_idf_matrix = model.fit_transform(X_train.values)
tfidf_idf_matrix_test = model.transform(X_test.values)
# 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 [59]: # 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
         row=0;
         for sent in tqdm(list of sent): # for each review/sentence
             sent_vec = np.zeros(300) # as word vectors are of zero length
             weight sum =0; # num of words with a valid vector in the sentence/review
             for word_train in sent: # for each word in a review/sentence
                 if word in w2v words train:
                     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
         print(len(tfidf sent vectors))
         print(len(tfidf_sent_vectors[0]))
```

100%| 70000/70000 [02:50<00:00, 410.44it/s]

70000 300

```
In [60]: # 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_test = []; # the tfidf-w2v for each sentence/review is stor
         ed in this list
         row=0;
         for sent in tqdm(list of sent test): # for each review/sentence
             sent_vec = np.zeros(300) # as word vectors are of zero length
             weight sum =0; # num of words with a valid vector in the sentence/review
             for word test in sent: # for each word in a review/sentence
                 if word in w2v_words_test:
                     vec = w2v model test.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_test.append(sent_vec)
             row += 1
         print(len(tfidf sent vectors test))
         print(len(tfidf_sent_vectors_test[0]))
         100%
                 30000/30000 [00:19<00:00, 1551.33it/s]
         30000
```

4.1 TFDIF WORD2VEC with Scoring = "f1"

300

In [61]: depth = DT(scoring="f1",n=30,X_train =tfidf_sent_vectors, X_test=tfidf_sent_vectors_test, y_train=y_train, y_test=y_test)

Fitting 10 folds for each of 29 candidates, totalling 290 fits

[Parallel(n_jobs=-1)]: Done 290 out of 290 | elapsed: 8.2min finished

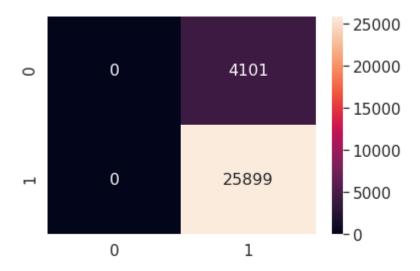
optimal depth 1



Accuracy on test set: 86.330% Precision on test set: 0.863 Recall on test set: 1.000 F1-Score on test set: 0.927 Confusion Matrix of test set: [[TN FP]]

[FN TP]]

duration = 0:08:13.867747

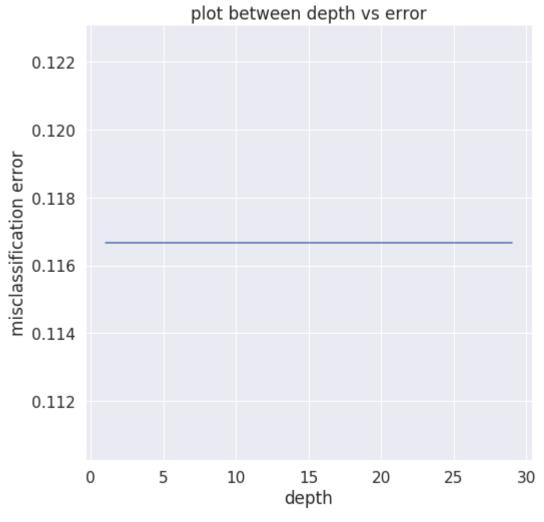


4.2 TFDIF WORD2VEC with Scoring = "accuracy"

Fitting 10 folds for each of 29 candidates, totalling 290 fits

[Parallel(n_jobs=-1)]: Done 290 out of 290 | elapsed: 8.2min finished

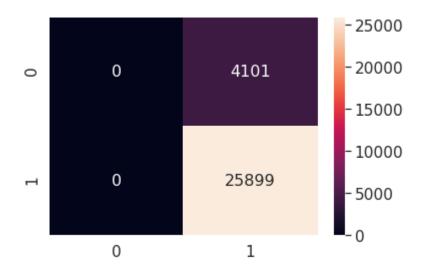
optimal depth 1



Accuracy on test set: 86.330% Precision on test set: 0.863 Recall on test set: 1.000 F1-Score on test set: 0.927 Confusion Matrix of test set: [[TN FP]

[FN TP]]

duration = 0:08:13.446088



Performance Table

S No.	featurization	scoring	depth	accuracy	Precision	Recall	f1-score
1	BOW	F1	10	87.877%	0.887	0.984	0.933
2	BOW	ACCURACY	10	87.923%	0.888	0.985	0.934
3	TFIDF	F1	11	87.947%	0.890	0.981	0.934
4	TFIDF	ACCURACY	14	87.893%	0.891	0.980	0.933
5	AVG W2V	F1	1	86.330%	0.863	1	0.927
6	AVG W2V	ACCURACY	5	86.330%	0.863	1	0.927
7	TFIDF W2V	F1	1	86.330%	0.863	1	0.927
8	TFIDF W2V	ACCURACY	1	86.330%	0.863	1	0.927

Conclusion-

- On appling DecisionTreeClassifier on amazon fine food review observe following conclusion.
- Standardization and normalization has no impact on the performance of a decision tree.
- · we applied four featurization for Decision Tree.
- As we can see that recall is so bad especially in case of avg word2vec model and Tfidf word2vec model, seems like dumb model.
- depth of avg word2vec model and Tfidf word2vec model seem like overfit model.
- · So we can conclude that decision tree is not working well for this amazon fine food review dataset.