Sentiment Analysis

May 8, 2023

0.1 Final Project Submission

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Student pace: Self paced

Scheduled project review date/time: 9/05/2023 21:00 UK time

Instructor name: Abhineet

0.2 Business Objective

We want to build a model that helps to identify via tweets whether there was a positive, negative or neutral sentiment in the messsage, either towards a brand or a product/app. The dataset we are using focuses on 9000 different tweets that happened during SXSW event and has four different options of sentiment these are: - Positive - Negative - Neutral/neither positive nor negative - I can't tell

0.3 Data Understanding

The dataset comes from CrowdFlower via data.worldLinks. Human raters rated the sentiment in over 9,000 Tweets as positive, negative, or neither, which can be found in tweets_dataset.csv in the data folder in this repository. The dataset includes 9,092 entries, and 3 columns. Here are the columns in the dataset including our target variable, sentiment

- tweet_text The column contains the contents of the tweet that was captured
- emotion_in_tweet_is_directed_at This column identifies whether the tweet was targeted to a brand or a specific product. There are a lot of NULL values in this column, so it's not super helpful initially
- is_there_an_emotion_directed_at_a_brand_or_product This column helps to identify the sentiment of the tweet

0.4 Importing packages & EDA

```
[1]: import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
```

```
import nltk
     from nltk.tokenize import regexp tokenize, word tokenize, RegexpTokenizer
     from nltk.corpus import stopwords, wordnet
     from nltk import pos_tag
     from nltk.stem import WordNetLemmatizer
     from sklearn.feature_extraction.text import TfidfVectorizer, CountVectorizer
     from sklearn.feature_selection import chi2
     from sklearn.model_selection import train_test_split
     from sklearn.feature_extraction.text import TfidfTransformer
     from sklearn.naive_bayes import MultinomialNB
     from sklearn.ensemble import RandomForestClassifier
     from sklearn.model_selection import cross_val_score
     from sklearn.metrics import confusion_matrix, accuracy_score, recall_score,_
      →precision_score, plot_confusion_matrix
     from sklearn import metrics
[2]: nltk.download('averaged_perceptron_tagger')
     nltk.download('wordnet')
    [nltk_data] Downloading package averaged_perceptron_tagger to
    [nltk_data]
                    /Users/davidboyd/nltk_data...
    [nltk_data]
                  Package averaged_perceptron_tagger is already up-to-
    [nltk_data]
    [nltk_data] Downloading package wordnet to
    [nltk_data]
                    /Users/davidboyd/nltk_data...
    [nltk_data]
                  Package wordnet is already up-to-date!
[2]: True
[3]: | ## Reading in the data into a dataframe and viewing the top 5 records for
     \rightarrow inspection
     df = pd.read_csv('Data/tweets_dataset.csv')
     df.head()
[3]:
                                                tweet_text \
     O .@wesley83 I have a 3G iPhone. After 3 hrs twe...
     1 @jessedee Know about @fludapp ? Awesome iPad/i...
     2 @swonderlin Can not wait for #iPad 2 also. The...
     3 @sxsw I hope this year's festival isn't as cra...
     4 @sxtxstate great stuff on Fri #SXSW: Marissa M...
       emotion_in_tweet_is_directed_at \
     0
                                iPhone
```

```
1
                    iPad or iPhone App
     2
                                   iPad
     3
                    iPad or iPhone App
     4
                                 Google
       is_there_an_emotion_directed_at_a_brand_or_product
                                          Negative emotion
     1
                                          Positive emotion
     2
                                          Positive emotion
     3
                                          Negative emotion
     4
                                          Positive emotion
[4]: df.info()
    <class 'pandas.core.frame.DataFrame'>
    RangeIndex: 9093 entries, 0 to 9092
    Data columns (total 3 columns):
         Column
                                                               Non-Null Count Dtype
     0
        tweet_text
                                                               9092 non-null
                                                                                object
         emotion in tweet is directed at
                                                               3291 non-null
                                                                                object
         is_there_an_emotion_directed_at_a_brand_or_product 9093 non-null
                                                                                object
    dtypes: object(3)
    memory usage: 213.2+ KB
[5]: list =
      → ['emotion_in_tweet_is_directed_at', 'is_there_an_emotion_directed_at_a_brand_or_product']
     ## Helping to identify what are all the categories that are listed inside each_{\sqcup}
     →of the columns that isn't the tweet text itself
     for item in list:
         print(f'The column name is {item}')
         print(df[item].unique())
         print(df[item].value_counts())
    The column name is emotion_in_tweet_is_directed_at
    ['iPhone' 'iPad or iPhone App' 'iPad' 'Google' nan 'Android' 'Apple'
     'Android App' 'Other Google product or service'
     'Other Apple product or service']
    iPad
                                        946
    Apple
                                        661
    iPad or iPhone App
                                        470
                                        430
    Google
                                        297
    iPhone
                                        293
    Other Google product or service
    Android App
                                         81
    Android
                                         78
```

```
Other Apple product or service
    Name: emotion_in_tweet_is_directed_at, dtype: int64
    The column name is is_there_an_emotion_directed_at_a_brand_or_product
    ['Negative emotion' 'Positive emotion'
     'No emotion toward brand or product' "I can't tell"]
    No emotion toward brand or product
                                          5389
    Positive emotion
                                          2978
    Negative emotion
                                           570
    I can't tell
                                           156
    Name: is_there_an_emotion_directed_at_a_brand_or_product, dtype: int64
[6]: | ## Removing the records which have an unknown sentiment option - Keeping the
     →options to just Positive, Negative & Neutral
     df = df[~df['is_there_an_emotion_directed_at_a_brand_or_product'].isin(['I_
     df.info()
    <class 'pandas.core.frame.DataFrame'>
    Int64Index: 8937 entries, 0 to 9092
    Data columns (total 3 columns):
         Column
                                                             Non-Null Count
                                                                             Dtype
        ----
                                                              -----
        tweet_text
                                                             8936 non-null
                                                                              object
         emotion_in_tweet_is_directed_at
                                                             3282 non-null
                                                                              object
         is_there_an_emotion_directed_at_a_brand_or_product 8937 non-null
                                                                              object
    dtypes: object(3)
    memory usage: 279.3+ KB
[7]: tweet df = df[['tweet text',__
     -,'is_there_an_emotion_directed_at_a_brand_or_product']].copy()
     ## Renaming columns to make easier to read
     tweet_df.columns = ['tweet_text', 'sentiment_classification']
     tweet_df.head()
[7]:
                                               tweet_text sentiment_classification
     O .@wesley83 I have a 3G iPhone. After 3 hrs twe...
                                                                Negative emotion
     1 @jessedee Know about @fludapp ? Awesome iPad/i...
                                                                Positive emotion
     2 @swonderlin Can not wait for #iPad 2 also. The...
                                                                Positive emotion
     3 @sxsw I hope this year's festival isn't as cra...
                                                                Negative emotion
     4 @sxtxstate great stuff on Fri #SXSW: Marissa M...
                                                                Positive emotion
[8]: ## Helping to encode the labels and store them in a dictionary for future lookupu
     \hookrightarrow process
     tweet_df['category_id'] = tweet_df['sentiment_classification'].factorize()[0]
```

```
category_id df = tweet_df[['sentiment_classification', 'category_id']].
       →drop_duplicates()
 [9]: # Dictionaries for future use
      category_to_id = dict(category_id_df.values)
      id_to_category = dict(category_id_df[['category_id',_
      tweet_df.head()
 [9]:
                                                tweet_text sentiment_classification \
      O .@wesley83 I have a 3G iPhone. After 3 hrs twe...
                                                                 Negative emotion
      1 @jessedee Know about @fludapp ? Awesome iPad/i...
                                                                 Positive emotion
      2 @swonderlin Can not wait for #iPad 2 also. The...
                                                                 Positive emotion
      3 @sxsw I hope this year's festival isn't as cra...
                                                                 Negative emotion
      4 @sxtxstate great stuff on Fri #SXSW: Marissa M...
                                                                 Positive emotion
        category_id
     0
                  0
                  1
      1
      2
                   1
      3
                  0
      4
[10]: id_to_category
[10]: {0: 'Negative emotion',
       1: 'Positive emotion',
      2: 'No emotion toward brand or product'}
[11]: ## dropping all null value columns
      tweet df.dropna()
Γ11]:
                                                   tweet_text \
            .@wesley83 I have a 3G iPhone. After 3 hrs twe...
      0
      1
            @jessedee Know about @fludapp ? Awesome iPad/i...
      2
            Oswonderlin Can not wait for #iPad 2 also. The...
      3
            @sxsw I hope this year's festival isn't as cra...
      4
            @sxtxstate great stuff on Fri #SXSW: Marissa M...
      9088
                                Ipad everywhere. #SXSW {link}
      9089 Wave, buzz... RT @mention We interrupt your re...
      9090
           Google's Zeiger, a physician never reported po...
      9091
           Some Verizon iPhone customers complained their...
      9092
                               RT @mentio...
                      sentiment_classification category_id
```

```
0
                        Negative emotion
                                                     0
1
                        Positive emotion
                                                     1
2
                        Positive emotion
                                                     1
3
                        Negative emotion
                                                     0
4
                        Positive emotion
                                                     1
                        Positive emotion
9088
                                                     1
                                                     2
9089 No emotion toward brand or product
                                                     2
9090 No emotion toward brand or product
9091 No emotion toward brand or product
                                                     2
9092 No emotion toward brand or product
```

[8936 rows x 3 columns]

```
[12]: ## Converting the tweet text into str format, otherwise the tokenising of the

→ text doesn't work later on

tweet_df['tweet_text'].dropna(inplace=True)

tweet_df['tweet_text'] = tweet_df['tweet_text'].astype(str)
```

```
[13]: tweet_df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
Int64Index: 8937 entries, 0 to 9092
Data columns (total 3 columns):
```

#	Column	Non-Null Count	Dtype
0	tweet_text	8937 non-null	object
1	sentiment_classification	8937 non-null	object
2	category_id	8937 non-null	int64
	1 . 04 (4) 1 1 . (0)		

dtypes: int64(1), object(2)
memory usage: 279.3+ KB

0.5 EDA - Understanding which terms has highest correlation with each category

```
print("Each of the %d tweets is represented by %d features (TF-IDF score of \_ \_ unigrams and bigrams)" %(features.shape))
```

Each of the 8937 tweets is represented by 4603 features (TF-IDF score of unigrams and bigrams)

```
[15]: # Finding the five most correlated terms with each of the product categories
N = 5
for sentiment_classification, category_id in sorted(category_to_id.items()):
    features_chi2 = chi2(features, labels == category_id)
    indices = np.argsort(features_chi2[0])
    feature_names = np.array(tf_idf.get_feature_names())[indices]
    unigrams = [v for v in feature_names if len(v.split(' ')) == 1]
    bigrams = [v for v in feature_names if len(v.split(' ')) == 2]
    print("\n==> %s:" %(sentiment_classification))
    print(" * Most Correlated Unigrams are: %s" %(', '.join(unigrams[-N:])))
    print(" * Most Correlated Bigrams are: %s" %(', '.join(bigrams[-N:])))
```

- ==> Negative emotion:
 - * Most Correlated Unigrams are: classiest, fail, headaches, hate, fascist
- * Most Correlated Bigrams are: design headaches, news apps, fascist company, ipad news, company america
- ==> No emotion toward brand or product:
 - * Most Correlated Unigrams are: begins, app, awesome, wins, cool
- \ast Most Correlated Bigrams are: comes cool, quot apple, begins apple, wins sxsw, apple wins
- ==> Positive emotion:
 - * Most Correlated Unigrams are: comes, begins, awesome, wins, cool
- * Most Correlated Bigrams are: comes cool, apple comes, begins apple, wins sxsw, apple wins

0.6 Baseline Model

```
[16]: X = tweet_df['tweet_text'].astype(str)
y = tweet_df['category_id']
```

```
[17]: X_train, X_test, y_train, y_test = train_test_split(X, y, test_size =0.2, u →random_state=42, stratify=y)
```

0.6.1 Tf-Idf and count Vectorisation

```
[18]: # creating a count
      count_vect = CountVectorizer(analyzer='word', token_pattern=r'\w{1,}')
      count_vect.fit(tweet_df['tweet_text'].values.astype('U'))
      # transform the training and validation data using count vectorizer object
      xtrain_count = count_vect.transform(X_train.values.astype('U'))
      xtest_count = count_vect.transform(X_test.values.astype('U'))
[19]: # word-level tf-idf
      tfidf = TfidfVectorizer(analyzer='word', token_pattern=r'\w{1,}',_u
      →max features=4000)
      tfidf.fit(tweet_df['tweet_text'].values.astype('U'))
      xtrain_tfidf = tfidf.transform(X_train.values.astype('U'))
      xtest_tfidf = tfidf.transform(X_test.values.astype('U'))
      # ngram (uni, bi)-level tf-idf
      tfidf ngram = TfidfVectorizer(analyzer='word', token pattern=r'\w{1,}',,,
      →ngram_range = (2,3) , max_features=4000)
      tfidf_ngram.fit(tweet_df['tweet_text'].values.astype('U'))
      xtrain_tfidf_ngram = tfidf_ngram.transform(X_train.values.astype('U'))
      xtest_tfidf_ngram = tfidf_ngram.transform(X_test.values.astype('U'))
[20]: def train_model(classifier, train_df, label, test_df):
          # fit the training dataset on the classifier
          classifier.fit(train_df, label)
          # predict the labels on test dataset
          predictions = classifier.predict(test_df)
          return metrics.accuracy_score(predictions, y_test)
[21]: # Naive Bayes on Count Vectors
      accuracy = train_model(MultinomialNB(), xtrain_count, y_train, xtest_count)
      print("NB, Count Vectors: ", accuracy)
     NB, Count Vectors: 0.7013422818791947
[22]: # Naive Bayes on Word Level TF IDF Vectors
      accuracy = train_model(MultinomialNB(), xtrain_tfidf, y_train, xtest_tfidf)
      print("NB, WordLevel TF-IDF: ", accuracy)
     NB, WordLevel TF-IDF: 0.6817673378076062
[23]: # Naive Bayes on n-gram Level TF IDF Vectors
      accuracy = train_model(MultinomialNB(), xtrain_tfidf_ngram, y_train,_
      →xtest_tfidf_ngram)
```

```
print("NB, n-gram TF-IDF: ", accuracy)
```

NB, n-gram TF-IDF: 0.6571588366890381

0.7 Text Pre-Processing

In order to improve performance we want to complete the following steps to help reduce/remove the noise from the messy text data. These steps are: - Step 1: Tokenize all tweets - Step 2: Lower case all tokens - Step 3: Remove all punctuation - Step 4: Remove @mentions - Step 5: html.unescape(text) to remove HTML parsing - Step 6: Remove urls - Step 7: Remove all non asci characters - Step 8: Split attached words - Step 9: Remove common words related to the event itself such as sxsw - Step 10: Standardise words (if they use too many letters) - Step 11: Stem/lemmatise words

This will then allow us to fit out models with a cleaner, hopefully more robust dataset.

```
def get_wordnet_pos(tag):
    '''
    Translate nltk POS to wordnet tags
    '''
    if tag.startswith('J'):
        return wordnet.ADJ
    elif tag.startswith('V'):
        return wordnet.VERB
    elif tag.startswith('N'):
        return wordnet.NOUN
    elif tag.startswith('R'):
        return wordnet.ADV
    else:
        return wordnet.NOUN
```

```
[25]: sw = stopwords.words('english')
additional_sw = ['sxsw', 'link', 'quot', 'lt', 'amp', 'gt', 'mention']
sw.extend(additional_sw)
```

```
- Lower cased all words
- Split up any attached words
- Standardised any words
- Lemmatised words

'''

regex_token = RegexpTokenizer(r"([a-zA-ZO-9]+(?:'[a-z]+)?)")
tweet = regex_token.tokenize(tweet)
tweet = [word.lower() for word in tweet]
tweet = [word for word in tweet if word not in sw]
tweet = pos_tag(tweet)
tweet = [(word[0], get_wordnet_pos(word[1])) for word in tweet]
lemmatizer = WordNetLemmatizer()
tweet = [lemmatizer.lemmatize(word[0], word[1]) for word in tweet]
print(tweet)
return ' '.join(tweet)
```

[27]: token_tweets = [tweet_preprocessor(tweet, sw) for tweet in X_train]

```
['sxswi', 'hold', 'secret', 'show', 'ft', 'mister', 'heavenly', 'michael',
'cera', '5', 'free', 'beer', '4', 'location']
['nadya', 'direkova', 'riff', 'sid', 'meier', 'user', 'engagement', 'w', 'game',
'mechanic', 'reward', 'user', 'first', '10', 'minute']
['conf', 'everyone', 'mac', 'ipad', 'include', 'happen', 'pc', 'become',
'obsolete']
['heard', 'apple', 'go', 'open', 'special', 'store', 'expecting', 'lot',
'customer']
['hear', 'ex', 'apple', 'ex', 'pentagram', 'industrial', 'designer', 'really',
'cool', 'perspective', 'gsdm']
['like', 'vega', 'ce', 'iphone', 'best', 'use', 'hand', 'warmer']
['compete', 'circle', 'socialflow', 'board', 'resonant', 'topic']
['devops', 'provider', 'cloudkick', 'monitor', 'pagerduty', 'page',
'dnsmadeeasy', 'postmark', 'ec2', 'azure', 'google']
['official', 'app', 'go', 'android', 'iphone', 'ipad']
['try', 'make', 'detailed', 'colour', 'cod', 'google', 'calendar', 'prove',
'really', 'tough', 'also', 'get', 'organize']
['new', 'ubersocial', 'iphone', 'app', 'store', 'include', 'uberguide',
'sponsor', 'mashable']
['get', 'ipad', 'courtesy', 'random', 'stranger', 'street', 'apple', 'investor',
'thank', 'utter']
['rt', 'download', '20', 'free', 'track', 'music', 'sampler', 'available',
'store', 'today']
['say', 'pretty', 'smart', 'time', 'apple', 'drop', 'ipad2', 'right', 'top',
'nearly', 'anyones', 'talk']
['dislike', 'iphone', 'twitter', 'auto', 'shorten', 'link']
['temporary', 'apple', 'store', 'setup']
['ooooo', 'apple', 'rumor', 'open', 'temporary', 'store']
```

```
['rt', 'tweethouse', 'watch', 'ipad', 'dj', 'rock', 'check', 'www', 'rana',
'co', 'dotco']
['get', 'app', 'yet', 'android', 'version', 'schedule']
['gowalla', 'promise', 'launch', 'foursquare', 'check', 'groupon', 'reward',
'type', 'service', 'finger', 'cross']
['hmmm', 'another', 'one', 'rt', 'google', 'launch', 'major', 'new', 'social',
'network', 'call', 'circle', 'possibly', 'today']
['rt', 'google', 'launch', 'major', 'new', 'social', 'network', 'call',
'circle', 'cc']
['rt', 'new', 'social', 'medium', 'tool', 'rt', 'google', 'launch', 'major',
'new', 'social', 'network', 'circle', 'possibly', 'today']
['know', '1', 'user', 'rt', 'use', 'google', 'tv', 'room', 'nobody', 'raise',
'hand', 'pack', 'room', 'socialviewing', 'session']
['ipad', '2', 'v', 'android', 'v', 'world', 'panel', 'today', '3', '30pm']
['rock', 'note', 'work', 'awesome', 'mbp', 'iphone', 'app', 'sync',
'transparently']
['optimistic', 'ohio', 'google', 'pay', 'per', 'click', 'management']
['rt', 'official', 'iphone', 'app', 'enjoy']
['dang', 'touch', 'ipad', '2', 'want', 'sigh']
['thats', 'news', 'p', 'rt', 'google', 'launch', 'major', 'new', 'social',
'network', 'call', 'circle', 'possibly', 'today']
['rt', 'google', 'save', 'user', '2', 'year', 'time', 'gps', 'navigation',
'use', 'alternate', 'route', 'w', 'traffic']
['apple', 'store', 'downtown', 'apple', 'really', 'keep', 'store', 'open',
'permanently', 'convience', 'location']
['rt', 'google', 'product', 'gatekeeper', 'marissa', 'mayer', 'location',
'base', 'fast', 'fun', 'future', 'ht']
['stop', 'let', 'u', 'make', 'custom', 'iphone', 'case', 'zazzlesxsw', 'sxswi']
['rt', 'digital', 'tribe', 'learn', 'native', 'american', 'dgtltribe', 'oh',
'win', 'ipad', '11am', 'hyatt']
['guy', 'line', 'apple', 'pop', 'store', 'sixth', 'street', 'austin', 'guy',
'tell']
['smmnextgen', 'tool', 'cheap', 'google', 'analytics', 'excel', 'buzzmetrics',
'also', 'radian6', 'altimeter', 'sloansxsw']
['apple', 'pop', 'store', 'line', 'finally', 'dwindle', 'time', 'check',
'ipad2']
['head', 'austin', 'wkend', 'love', 'set', 'pop', 'store', '6th', 'congress',
'deal', 'mass', 'geek', 'influx', 'ipad2', 'release']
['miss', 'marissa', 'mayer', 'yesterday', 'presentation', 'available',
'anywhere', 'sure', 'stream']
['apple', 'open', 'temporary', 'store', 'tipb', 'via']
['google', 'map', 'street', 'view', 'car', 'sighting']
['laptop', 'rt', 'think', 'may', 'go', 'ipad', 'laptop', 'today', 'sxswi',
'cont']
['black', 'white', 'ipad', 'ipad2']
['post', 'dmi', 'house', 'intimate', 'stranger', 'stage', 'get', 'restaurant',
'crowd', 'sit', 'deal', 'wif']
['rt', 'google', 'launch', 'major', 'new', 'social', 'network', 'call',
```

```
'circle', 'possibly', 'today', 'sxswi', 'via']
['bad', 'apple', 'show', 'late', 'qs', 'process', 'poo', 'poos', 'idea',
'leave', 'early', 'even', 'creative', 'busy', 'gamestorming']
['2011', 'novelty', 'ipad', 'news', 'apps', 'fade', 'fast', 'among', 'digital',
'delegate']
['absolutely', 'rt', 'timely', 'good', 'schtuff', 'google', 'people', 'finder',
'4', 'japan', 'quake', 'iqlab']
['rt', 'wonder', 'many', 'come', 'back', 'ipad', '2', 'maybe', 'everyone']
['google', 'look', 'launch', 'new', 'social']
['rt', 'enchantment', 'one', 'use', 'windows', 'voluntarily', 'apple', 'great',
'collection', 'egomaniac', 'history', 'haha']
['dear', 'matt', 'cutts', 'google', 'may', 'want', 'provide', 'large', 'room',
'salon', 'j', 'hilton', 'sayin', 'sxswi']
['curious', 'know', 'devs', 'think', 'ref', 'iphone', 'v', 'android',
'development', 'buzz', 'still', 'seem', 'favour', 'iphone', 'year']
['rt', 'intend', 'bring', 'trusty', 'backpack', 'upcoming', 'trip', 'number',
'ipad', '2', 'help', 'b']
['creative', 'process', 'illustrate', 'check', 'book']
['mike', 'tyson', 'want', 'iphone', 'knockout', 'cnet', 'blog']
['google', 'might', 'launch', 'circle', 'today', 'mobile491']
['google', 'save', 'driver', 'time', 'fuel', 'seo', 'sem', 'googlemaps',
'mobile', 'topnews']
['lol', 'apple', 'pop', 'store', 'ipad', '2', 'fly', 'shelf', 'hipster', 'feed',
'frenzy']
['check', 'googletv', 'ipad', 'apps', 'connect', 'tv', 'experience',
'connectedtv']
['anyone', 'know', 'line', 'like', 'popup', 'apple', 'store', 'ipad2']
['put', 'ipad', 'idiot', 'smcomedyfyeah']
['nice', 'song', 'hack', 'write', 'rail', 'deliver', 'sell', 'work', 'google']
['apple', 'store', 'line']
['rt', 'speak', 'truth', 'watched', 'apple', 'staff', 'temp', 'store', 'high',
'five', 'entire', 'long', 'line', 'facepalmed', 'ugh', 'longlinesbadux']
['google', 'offer', 'test', 'latitude', 'mayer', 'say', 'test']
['free', 'itunes', 'album', 'feature', 'artist', 'grab', 'miss']
['rt', 'awesome', 'new', 'version', 'iphone', 'new', 'web', 'site', 'come',
'want', 'demo', 'meet']
['thats', 'one', 'want', 'get', 'hit', 'canada', 'rt', 'ipad', 'store', 'sell',
'everything', 'except', '64gig', 'wifi', 'white']
['crowley', 'grow', 'foursquare', 'competitor', 'facebook', 'google',
'checkins', 'ketchsx']
['congrats', 'rt', 'yes', 'gowalla', 'win', 'best', 'andoid', 'app', 'team',
'android', 'choice', 'award', 'thanks']
['haha', 'awesomely', 'rad', 'ipad', 'app', 'hollergram']
['rt', 'google', 'launch', 'major', 'new', 'social', 'network', 'call',
'circle', 'possibly', 'today']
['spark', 'select', 'finalist', 'team', 'android', 'choice', 'award', 'austin',
'3', '13', 'please', 'come', 'support']
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[28]: y_train.value_counts()
[28]: 2
           4311
           2382
      1
      0
            456
      Name: category_id, dtype: int64
[29]: def train predict model(classifier, train_df, label, test_df):
          # fit the training dataset on the classifier
          classifier.fit(train_df, label)
          # predict the labels on test dataset
          predictions = classifier.predict(test_df)
          #plot_confusion_matrix(classifier, test_df, predictions)
```

'app']

```
return predictions, classifier.fit(train_df, label)
[30]: def prepare_transformed_datasets(model, X_train_df, y_train_df, X_val_df,__
       →y_val_df):
          X_t_vec = model.fit_transform(X_train_df)
          X_t_vec = pd.DataFrame.sparse.from_spmatrix(X_t_vec)
          X_t_vec.columns = sorted(model.vocabulary_)
          X_t_vec.set_index(y_train_df.index, inplace=True)
          X_val_vec = model.transform(X_val_df)
          X_val_vec = pd.DataFrame.sparse.from_spmatrix(X_val_vec)
          X val vec.columns = sorted(model.vocabulary )
          X_val_vec.set_index(y_val_df.index, inplace=True)
          return X_t_vec, X_val_vec
     0.8 Binary Classification - Positive & Negative Tweets only
[31]: tweet_df_bin = tweet_df[tweet_df['category_id'].isin([0,1])]
      X_bin = tweet_df_bin['tweet_text'].astype(str)
      y_bin = tweet_df_bin['category_id']
[32]: X_train_bin, X_test_bin, y_train_bin, y_test_bin = train_test_split(X_bin,__
       →y_bin, test_size =0.2, random_state=42, stratify=y_bin)
[33]: token_tweets = [tweet_preprocessor(tweet, sw) for tweet in X_train_bin]
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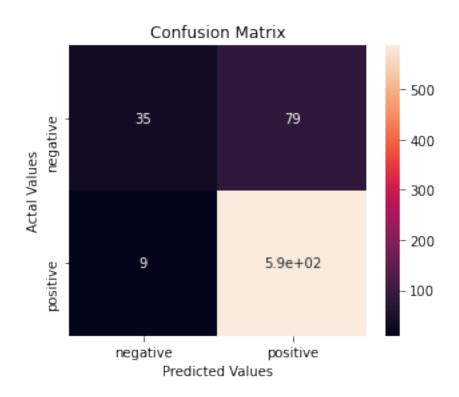
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[34]: # Secondary train-test split to build our best model
      X_t_bin, X_val_bin, y_t_bin, y_val_bin = train_test_split(token_tweets,_

y_train_bin,

                                                test_size=0.25, random_state=42,__
       →stratify=y_train_bin)
     0.8.1 CountVectorizer Multinomial Naive Bayes
[35]: X_train_vec, X_val_vec = prepare_transformed_datasets(CountVectorizer(),__
       →X_t_bin, y_t_bin, X_val_bin, y_val_bin)
[36]: prediction, model = train_predict_model(MultinomialNB(), X_train_vec, y_t_bin,__
      →X_val_vec)
[37]: accuracy_score(y_val_bin, prediction)
[37]: 0.8760563380281691
[38]: cm = confusion matrix(y val bin, prediction)
      cm
[38]: array([[ 35, 79],
             [ 9, 587]])
[39]: cm_df = pd.DataFrame(cm,
                           index = ['negative', 'positive'],
                           columns = ['negative', 'positive'])
[40]: plt.figure(figsize=(5,4))
      sns.heatmap(cm_df, annot=True)
      plt.title('Confusion Matrix')
      plt.ylabel('Actal Values')
      plt.xlabel('Predicted Values')
      plt.show()
```



```
[41]: recall_score(y_val_bin, prediction, average = 'weighted')
```

[41]: 0.8760563380281691

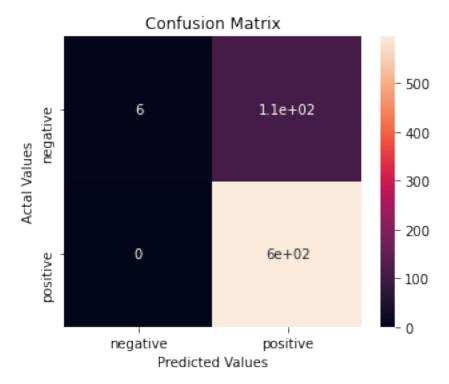
[42]: print(metrics.classification_report(y_val_bin, prediction, digits=3))

	precision	recall	f1-score	support
0 1	0.795 0.881	0.307 0.985	0.443 0.930	114 596
accuracy macro avg weighted avg	0.838 0.868	0.646 0.876	0.876 0.687 0.852	710 710 710

0.8.2 Tf-idf Vectorizer Multinomial Naive Bayes

```
[43]: X_train_vec, X_val_vec = prepare_transformed_datasets(TfidfVectorizer(), 

→X_t_bin, y_t_bin, X_val_bin, y_val_bin)
```



```
[49]: print(metrics.classification_report(y_val_bin, prediction, digits=3))

precision recall f1-score support
```

0	1.000	0.053	0.100	114
1	0.847	1.000	0.917	596
accuracy			0.848	710
macro avg	0.923	0.526	0.508	710
weighted avg	0.871	0.848	0.786	710

0.9 Random Forest with Countvectorization

[0, 596]])

'customer']

0.10 Multi-Classification Model

```
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['compete', 'circle', 'socialflow', 'board', 'resonant', 'topic']
['devops', 'provider', 'cloudkick', 'monitor', 'pagerduty', 'page',
'dnsmadeeasy', 'postmark', 'ec2', 'azure', 'google']
['official', 'app', 'go', 'android', 'iphone', 'ipad']
['try', 'make', 'detailed', 'colour', 'cod', 'google', 'calendar', 'prove',
'really', 'tough', 'also', 'get', 'organize']
['new', 'ubersocial', 'iphone', 'app', 'store', 'include', 'uberguide',
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['get', 'ipad', 'courtesy', 'random', 'stranger', 'street', 'apple', 'investor',
'thank', 'utter']
['rt', 'download', '20', 'free', 'track', 'music', 'sampler', 'available',
'store', 'today']
['say', 'pretty', 'smart', 'time', 'apple', 'drop', 'ipad2', 'right', 'top',
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['dislike', 'iphone', 'twitter', 'auto', 'shorten', 'link']
['temporary', 'apple', 'store', 'setup']
['ooooo', 'apple', 'rumor', 'open', 'temporary', 'store']
['rt', 'tweethouse', 'watch', 'ipad', 'dj', 'rock', 'check', 'www', 'rana',
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['get', 'app', 'yet', 'android', 'version', 'schedule']
['gowalla', 'promise', 'launch', 'foursquare', 'check', 'groupon', 'reward',
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```

```
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['sit', 'lobby', 'hotel', '2am', 'free', 'wifi', 'set', 'new', 'ipad', 'yeah']
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['iphone', 'developer', 'meetup', 'pack']
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121
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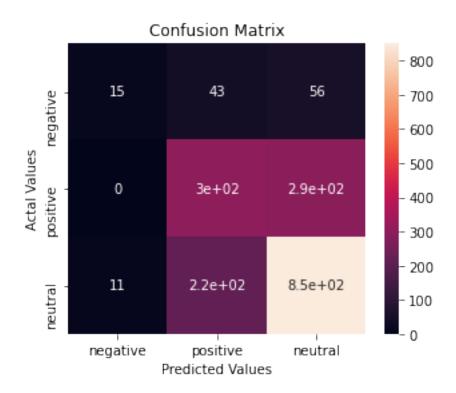
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```
'launch'l
     ['smartypants', 'get', 'ipad', 'couple', 'minute', 'thanks', 'widfy']
[57]: # Secondary train-test split to build our best model
      X_t, X_val, y_t, y_val = train_test_split(token_tweets, y_train,
                                                test_size=0.25, random_state=42,__
       ⇒stratify=y_train)
     0.10.1 CountVectorizer Multinomial Naive Bayes
[58]: X_train_vec, X_val_vec = prepare_transformed_datasets(CountVectorizer(), X_t,__
       →y_t, X_val, y_val)
[59]: prediction, model = train_predict_model(MultinomialNB(), X_train_vec, y_t,__
       →X_val_vec)
[60]: accuracy_score(y_val, prediction)
[60]: 0.6538031319910514
[61]: cm = confusion_matrix(y_val, prediction)
      cm
[61]: array([[ 15, 43, 56],
             [ 0, 303, 293],
             [ 11, 216, 851]])
[62]: cm df = pd.DataFrame(cm,
                           index = ['negative', 'positive', 'neutral'],
                           columns = ['negative', 'positive', 'neutral'])
[63]: plt.figure(figsize=(5,4))
      sns.heatmap(cm_df, annot=True)
      plt.title('Confusion Matrix')
      plt.ylabel('Actal Values')
      plt.xlabel('Predicted Values')
      plt.show()
```



[64]: recall_score(y_val, prediction, average = 'weighted')

[64]: 0.6538031319910514

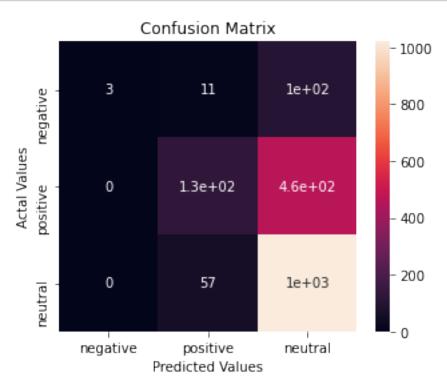
[65]: print(metrics.classification_report(y_val, prediction, digits=3))

	precision	recall	f1-score	support
0	0.577	0.132	0.214	114
1	0.539	0.508	0.523	596
2	0.709	0.789	0.747	1078
accuracy			0.654	1788
macro avg	0.608	0.476	0.495	1788
weighted avg	0.644	0.654	0.639	1788

0.10.2 Tf-idf Vectorizer Multinomial Naive Bayes

[66]: X_train_vec, X_val_vec = prepare_transformed_datasets(TfidfVectorizer(), X_t, →y_t, X_val, y_val)

```
[67]: prediction, model = train_predict_model(MultinomialNB(), X_train_vec, y_t,__
       →X_val_vec)
[68]: accuracy_score(y_val, prediction)
[68]: 0.6459731543624161
[69]: cm = confusion_matrix(y_val, prediction)
      cm
[69]: array([[
                 3,
                      11, 100],
             Ο,
                     131, 465],
             57, 1021]])
                 0,
[70]: cm_df = pd.DataFrame(cm,
                           index = ['negative','positive','neutral'],
                           columns = ['negative', 'positive', 'neutral'])
[71]: plt.figure(figsize=(5,4))
      sns.heatmap(cm_df, annot=True)
      plt.title('Confusion Matrix')
      plt.ylabel('Actal Values')
      plt.xlabel('Predicted Values')
      plt.show()
```

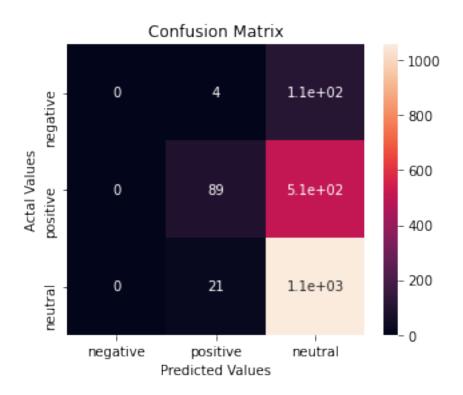


```
[72]: recall_score(y_val, prediction, average = 'weighted')
[72]: 0.6459731543624161
[73]: print(metrics.classification_report(y_val, prediction, digits=3))
                   precision
                                recall f1-score
                                                    support
                0
                       1.000
                                 0.026
                                           0.051
                                                        114
                       0.658
                                 0.220
                                           0.330
                                                        596
                1
                2
                       0.644
                                 0.947
                                           0.767
                                                       1078
         accuracy
                                           0.646
                                                       1788
                                           0.382
                                                       1788
        macro avg
                       0.767
                                 0.398
     weighted avg
                                           0.575
                                                       1788
                       0.671
                                 0.646
     0.10.3 CountVectoriser & Tf-idf MultiNB
[74]: count_vect = CountVectorizer()
      X_train_counts = count_vect.fit_transform(X_t)
      tfidf_transformer = TfidfTransformer()
      X_train_tfidf = tfidf_transformer.fit_transform(X_train_counts)
      model = MultinomialNB()
      clf = model.fit(X_train_tfidf, y_t)
[75]: X_test_tf = count_vect.transform(X_val)
      X_test_tfidf = tfidf_transformer.transform(X_test_tf)
      predicted = model.predict(X_test_tfidf)
      print("Accuracy:", accuracy_score(y_val, predicted))
     Accuracy: 0.6459731543624161
[76]: cm = confusion_matrix(y_val, predicted)
      cm
[76]: array([[
                 3, 11, 100],
             Γ
                 0, 131, 465],
             Γ
                     57, 1021]])
                 0,
[77]: print(metrics.classification_report(y_val, predicted))
                   precision
                                recall f1-score
                                                    support
```

```
0
                    1.00
                              0.03
                                         0.05
                                                     114
                    0.66
                               0.22
                                         0.33
                                                     596
           1
           2
                    0.64
                              0.95
                                         0.77
                                                    1078
                                         0.65
                                                    1788
    accuracy
   macro avg
                    0.77
                              0.40
                                         0.38
                                                    1788
weighted avg
                                         0.58
                    0.67
                               0.65
                                                    1788
```

0.10.4 RandomForest - Count Vectoriser

```
[78]: X_train_vec, X_val_vec = prepare_transformed_datasets(CountVectorizer(), X_t,__
      →y_t, X_val, y_val)
[79]: prediction, model =
      →train_predict_model(RandomForestClassifier(n_estimators=5000,
       →max_features=500, max_depth=10), X_train_vec, y_t, X_val_vec)
[80]: accuracy_score(y_val, prediction)
[80]: 0.6409395973154363
[81]: cm = confusion_matrix(y_val, prediction)
      cm
[81]: array([[
                      4, 110],
                 0,
                      89, 507],
             Ο,
             Г
                      21, 1057]])
                 0,
[82]: cm_df = pd.DataFrame(cm,
                           index = ['negative','positive','neutral'],
                           columns = ['negative','positive','neutral'])
[83]: plt.figure(figsize=(5,4))
      sns.heatmap(cm_df, annot=True)
      plt.title('Confusion Matrix')
      plt.ylabel('Actal Values')
      plt.xlabel('Predicted Values')
      plt.show()
```



[84]: recall_score(y_val, prediction, average = 'weighted')

[84]: 0.6409395973154363

[85]: print(metrics.classification_report(y_val, prediction, digits=3))

	precision	recall	f1-score	support
	_			
0	0.000	0.000	0.000	114
1	0.781	0.149	0.251	596
2	0.631	0.981	0.768	1078
accuracy			0.641	1788
macro avg	0.471	0.377	0.340	1788
weighted avg	0.641	0.641	0.547	1788

/Users/davidboyd/opt/anaconda3/envs/learn-env/lib/python3.8/site-packages/sklearn/metrics/_classification.py:1221: UndefinedMetricWarning: Precision and F-score are ill-defined and being set to 0.0 in labels with no predicted samples. Use `zero_division` parameter to control this behavior.
_warn_prf(average, modifier, msg_start, len(result))

0.11 Model Evaluation

After evaluating several different transformations and models, with a focus on optimising towards our recall score, we are getting varied results, this could be due to several reasons, however the main one to call out is the fact that the initial dataset is heavily imbalanced towards the neutral tweet compared to the negative sentiment tweets. As a result on all of the models trialled the negative sentiment category always had the lowest results.

The best performing model on both occassions has been the CountVectorizer Multinomial Naive Bayes model

0.12 Future steps & Limitations

In order to further refine the model in the future, the following limitations need to be addressed:

• Collect more data that allows the class imbalance between categories to be more balanced

Improvements could be made by switching approach from trialling out supervised ML models such as logisitic regression, RandomForest and Multinomial Naive Bayes. Instead it is worth testing out a CNN approach using more advanced techniques such as gensim, GloVe and Word2Vec to help us the hidden layer inside the neural networks to better make the connection between the context of the tweet and the overall sentiment