

Web APIs and NLP Classification



Objective & Aim

- **Objective**
- A beverage company wants to know if people in an area posts more on social media about coffee or tea.
- **Aim**
- A classification model is needed to classify posts into either coffee or tea.



Content

- Data Gathering
- Data Cleaning
- Naïve Bayes Model
- Alternative Models
- Conclusions and Recommendations

Data Collection

- Using Pushshift's API, posts about coffee and tea were collected.
- Empty, removed or deleted posts were removed.
- Duplicates were removed.

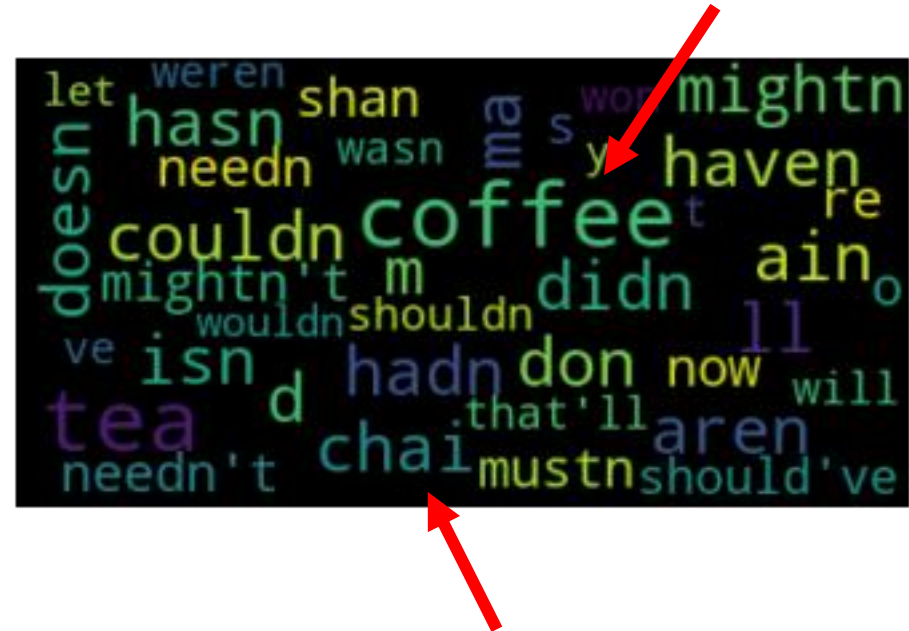


Data Cleaning

Original text



Removal of stop words



Data Cleaning

Original text

Get a fine italian espresso, melt a little square of dark chocolate in it (at least 70% cocoa) and a dash of cinemon. Nothing more!\n\nAnd then, Like Homer said, "It\'s like a party in my mouth and everyone\'s invited!"Just for real cofee lovers!

After data cleaning

get fine italian melt little square dark chocolate
least cocoa dash cinemon nothing like homer
said like party mouth everyone invited real
cofee lovers

Lemmatization and Stemming

- **Cleaned sample**
 - using starbucks beans grinding size tamping twice get oz secondshelp brevle dual temp machine
- **Lemmatization**
 - using starbucks bean grinding size tamping twice get oz secondshelp brevle dual temp machine
- **Stemming**
 - use starbuck bean grind size tamp twice get oz secondshelp brevl dual temp machin

Naïve Bayes Model

- MultinomialNB
- It is easy to implement.
- One of the most popular supervised learning classification.
- Metrics:
 - Accuracy score – emphasis on correct positive predictions.
 - f1-score – emphasis on Type 1 and Type 2 errors.

Naïve Bayes Model

- **No differences** in the scores when using cleaned, lemmatized and stemmed datasets.

Dataset	Train score	Accuracy	f1-score
Cleaned	0.893	0.871	0.879
Lemmatized	0.895	0.872	0.879
Stemmed	0.897	0.865	0.870

Naïve Bayes Model – Feature Importance

- 'bean'
- 'grind', 'burr', 'roaster',
- 'machines'
- 'breville', 'baratza', 'jx', 'zpresso'
- Method
- 'moka', 'drip', 'barista'



Naïve Bayes Model – Feature Importance

- **Types**
 - 'chinese', 'sencha', 'yunnan', 'oolong', 'chamomile', 'pu', 'erh', 'gong', 'fu'
- **Device**
 - 'gaiwan'
- **Other**
 - 'leaf', 'sourcing',
 - 'worry', 'stories', 'topics', 'august', 'gal'



Spam !!

- Not dropped during cleaning.
- They were properly classified as 'tea'.



drinking today questions mind stories share worry one make fun drink questions ask also talk anything else mind specific routine making oolong kick lately feel free link pictures well even talk non related topics maybe want advice guy gal talk life general cup daily discussion questions stories September

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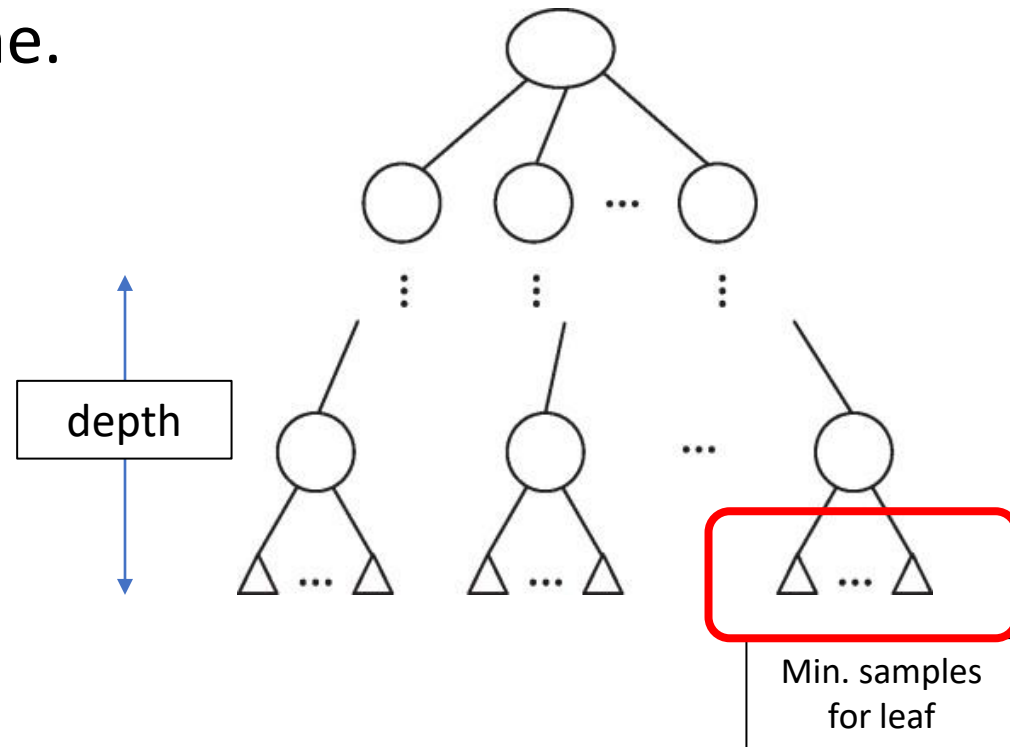
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Alternative Models – Decision Tree Classifier

- One decision tree, one outcome.
- **Not recommended.**
- Tendency to overfit.
- Hyperparameter tuning:
 - Tree depth
 - Min sample for split
 - Min samples for leaf



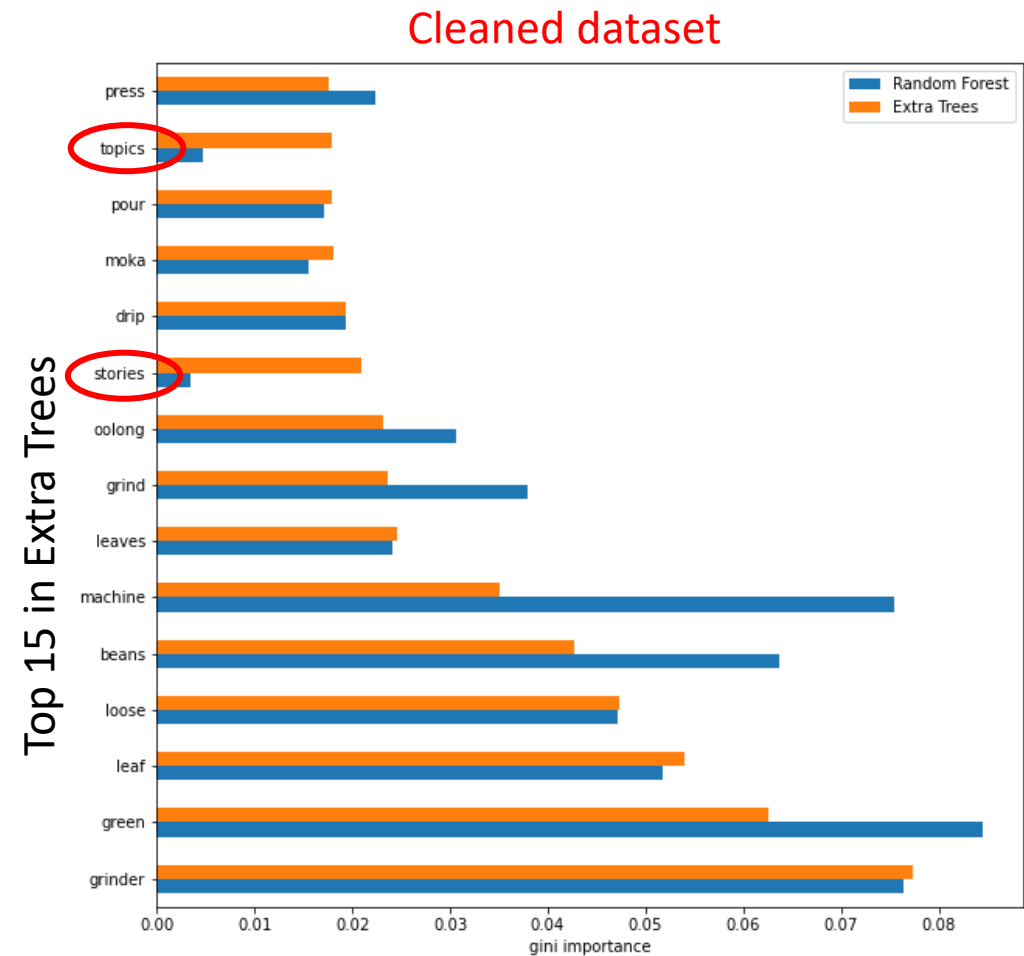
Random Forest vs Extra Trees

- Hyperparameter tuning:
 - Number of trees
 - Tree depth
 - Min sample for split
 - Min samples for leaf
- Which is better?

Dataset	Accuracy scores	
	Random Forest	Extra Trees
Cleaned	0.832	0.812
Lemmatized	0.850	0.833
Stemmed	0.862	0.850

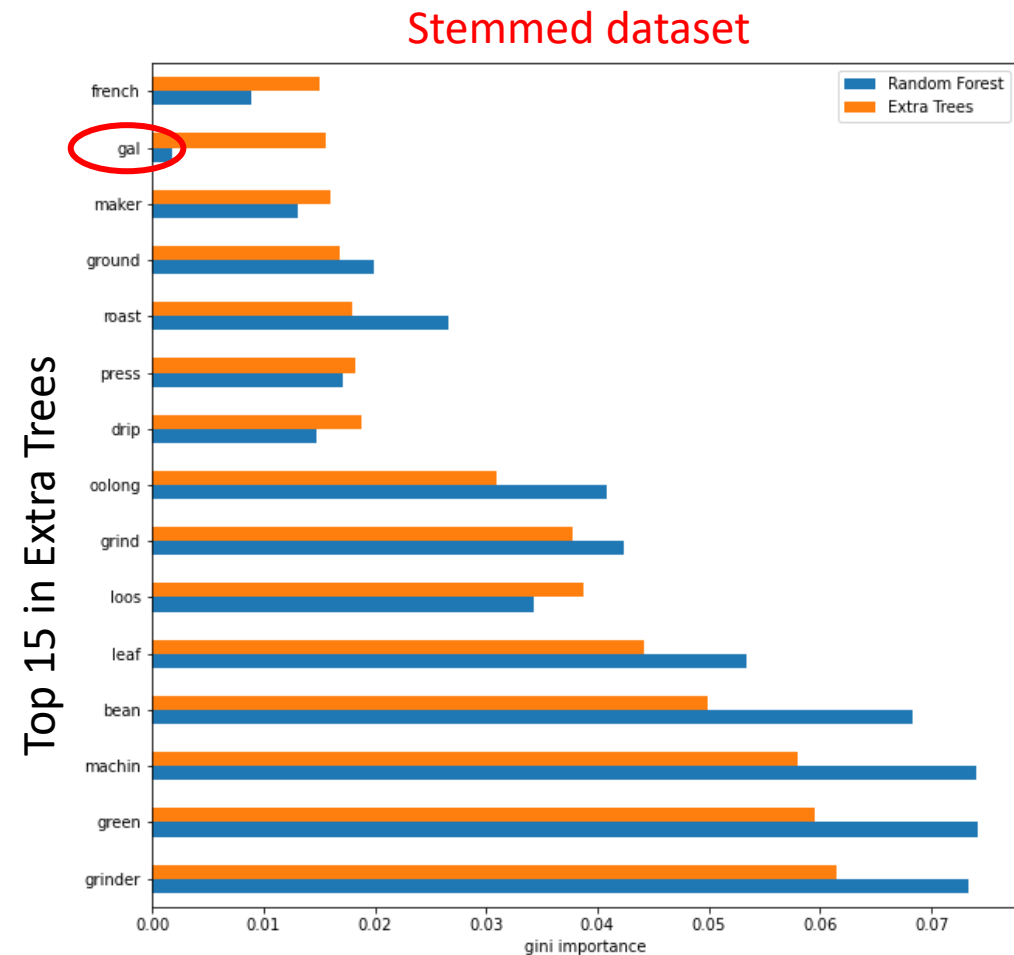
Random Forest vs Extra Trees

- Words in spam posts has higher importance in Extra Trees.
- Not found in Random Forest.



Random Forest vs Extra Trees

- Stemmed features?
- 'gal' in spam posts has higher importance in Extra Trees.
- Not found in Random Forest.



Random Forest vs Extra Trees

- **Metrics:**
- Random Forest has higher accuracy and f1 scores than Extra Trees.
- Both models performed better for stemmed dataset.
- If there were many irrelevant features, stemming might be better at consolidating features.

Conclusions

- Naïve Bayes model the model of choice.
 - It provided good accuracy and f1-scores, compared to other models.
 - It reported good scores for all datasets.
 - The model performed well *despite* the presence of spam.
- Recommendations:
 - Better cleaning
 - Validity longer term

