Imports & Configuration

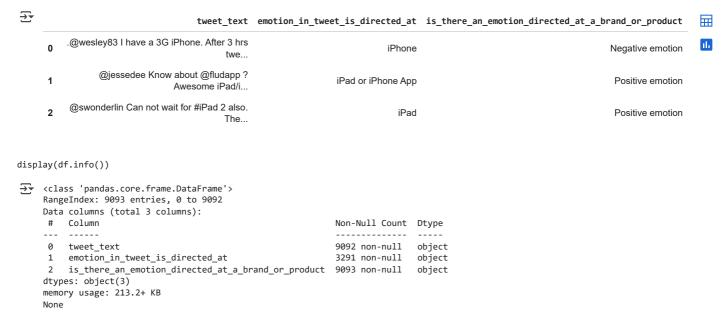
We import all necessary libraries, set up warnings, and define helper functions for reproducibility and plotting

```
# Imports & configuration
import os
import re
import json
import math
import string
from collections import Counter
from pathlib import Path
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.model_selection import train_test_split, StratifiedKFold, cross_val_score, GridSearchCV
from sklearn.feature extraction.text import TfidfVectorizer
from sklearn.linear model import LogisticRegression
from sklearn.svm import LinearSVC
from sklearn.calibration import CalibratedClassifierCV, calibration_curve
from sklearn.pipeline import Pipeline
from sklearn.metrics import (
    classification_report, confusion_matrix, f1_score, accuracy_score,
    precision recall fscore support, roc auc score
import joblib
# Settings
RANDOM STATE = 42
CV_FOLDS = 5
SAVEDIR = Path("artifacts")
```

```
SAVEDIR.mkdir(exist_ok=True)
sns.set(style="whitegrid")
np.random.seed(RANDOM_STATE)
```

Load Dataset

Load the CSV and show top rows and quick summaries



Quick label inspection and cleaning plan

Inspect target label distribution and nulls; define allowed labels and show counts

```
# Inspect labels and missing values
label_col = "is_there_an_emotion_directed_at_a_brand_or_product"
text_col = "tweet_text"
```

```
print("Missing in text:", df[text_col].isna().sum())
print("Missing in label:", df[label_col].isna().sum())
print("\nLabel value counts:")
vc = df[label_col].value_counts(dropna=False)
display(vc)
→ Missing in text: 1
     Missing in label: 0
     Label value counts:
                                                           count
      is there an emotion directed at a brand or product
               No emotion toward brand or product
                                                            5389
                        Positive emotion
                                                            2978
                        Negative emotion
                                                             570
                           I can't tell
                                                             156
     dtype: int64
# Keep the set of labels present (we'll filter to these - avoids odd values)
allowed labels = vc.index.tolist()
print("\nAllowed labels (detected):", allowed_labels)
     Allowed labels (detected): ['No emotion toward brand or product', 'Positive emotion', 'Negative emotion', "I can't tell"]
```

Text cleaning function

Define a conservative text cleaner: remove URLs, normalize mentions, keep hashtags as tokens, and remove excessive whitespace. This preserves tokens useful for stakeholders.

```
# Basic text cleaning function (conservative)
URL RE = re.compile(r"https?://\S+|www\.\S+")
USER RE = re.compile(r"@\w+")
HASHTAG_RE = re.compile(r"#(\w+)")
NON ALPHANUMERIC RE = re.compile(r"[^\w\s#@']")
def clean_text_basic(text):
    if not isinstance(text, str):
        return ""
    t = text
   t = URL_RE.sub(" ", t)
    t = USER RE.sub(" @user ", t)
                                          # normalize mentions
    t = HASHTAG RE.sub(r" hashtag \1 ", t) # preserve hashtag token
    t = NON_ALPHANUMERIC_RE.sub(" ", t)
                                           # drop punctuation except underscores (keeps hashtags)
    t = re.sub(r"\s+", " ", t).strip()
    return t.lower()
# Quick check
sample_text = df[text_col].dropna().astype(str).iloc[0]
print("Original:", sample text)
print("Cleaned :", clean_text_basic(sample_text))
→ Original: .@wesley83 I have a 3G iPhone. After 3 hrs tweeting at #RISE Austin, it was dead! I need to upgrade. Plugin stations at #
     Cleaned: @user i have a 3g iphone after 3 hrs tweeting at hashtag rise austin it was dead i need to upgrade plugin stations at hash
```

Apply cleaning, filter labels, and split

Apply cleaning, drop rows with missing text or labels, restrict to detected labels, and create stratified train/val/test splits.

```
# Prepare dataframe
df = df.dropna(subset=[text_col, label_col]).copy()
df["clean text"] = df[text col].map(clean text basic)
```

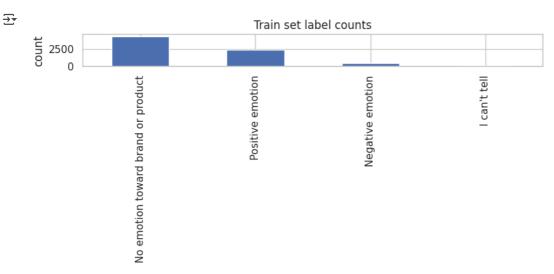
```
# Filter to allowed labels detected earlier (defensive)
df = df[df[label_col].isin(allowed_labels)].reset_index(drop=True)
# Train / validation / test split (80/10/10 stratified)
X = df["clean text"].values
v = df[label col].values
X_train, X_temp, y_train, y_temp = train_test_split(
    X, y, test size=0.2, random state=RANDOM STATE, stratify=y
X_val, X_test, y_val, y_test = train_test_split(
    X_temp, y_temp, test_size=0.5, random_state=RANDOM_STATE, stratify=y_temp
print("Train:", len(X_train), "Val:", len(X_val), "Test:", len(X_test))
print("Train label distribution:\n", pd.Series(y train).value counts(normalize=True))
→ Train: 7273 Val: 909 Test: 910
     Train label distribution:
      No emotion toward brand or product 0.592603
     Positive emotion
                                           0.327513
     Negative emotion
                                          0.062698
     I can't tell
                                           0.017187
     Name: proportion, dtype: float64
```

EDA, label distribution and length

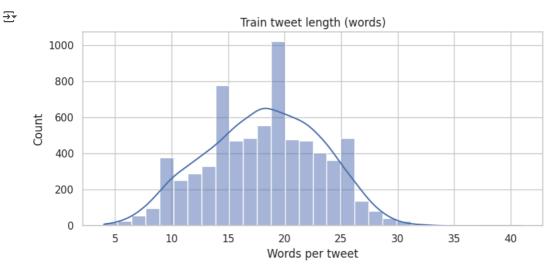
Visualize class balance and tweet length distribution to communicate dataset characteristics to stakeholders.

```
# Plot label distribution (train)
plt.figure(figsize=(8,4))
pd.Series(y_train).value_counts().plot(kind="bar")
plt.title("Train set label counts")
plt.ylabel("count")
```

```
plt.tight_layout()
plt.show()
```



```
# Tweet length (word count)
def word_count(s): return len(str(s).split())
train_lengths = [word_count(t) for t in X_train]
plt.figure(figsize=(8,4))
sns.histplot(train_lengths, bins=30, kde=True)
plt.title("Train tweet length (words)")
plt.xlabel("Words per tweet")
plt.tight_layout()
plt.show()
```



Quick top tokens per label

Show top unigrams for each class using TF-IDF-like frequency — useful to quickly explain what each class talks about.

```
# Top tokens per label (simple frequency-based)
from sklearn.feature_extraction.text import CountVectorizer

def top_tokens_for_label(texts, n=15):
    vec = CountVectorizer(ngram_range=(1,1), stop_words="english", min_df=2)
    Xc = vec.fit_transform(texts)
    sums = np.asarray(Xc.sum(axis=0)).ravel()
    tokens = np.array(vec.get_feature_names_out())
    top_idx = np.argsort(sums)[::-1][:n]
```

```
return list(zip(tokens[top_lax], sums[top_lax]))
labels = pd.Series(y train).unique().tolist()
print("Top tokens per label (train subset):")
for lab in labels:
    texts = [t for t,l in zip(X train, y train) if l == lab]
    tops = top tokens for label(texts, n=10)
    print(f"\n{lab} (n={len(texts)})")
    print(", ".join([f"{tok}({cnt}))" for tok,cnt in tops]))
    Top tokens per label (train subset):
     No emotion toward brand or product (n=4310)
     hashtag_sxsw(4317), user(3630), link(2369), rt(1488), google(1182), ipad(890), apple(821), quot(782), store(705), new(547)
     Negative emotion (n=456)
     hashtag_sxsw(456), user(258), quot(145), ipad(135), iphone(120), google(116), rt(113), link(89), apple(88), app(47)
     Positive emotion (n=2382)
     hashtag_sxsw(2398), user(1781), link(968), ipad(760), rt(745), apple(613), google(524), store(450), quot(383), iphone(370)
     I can't tell (n=125)
     hashtag sxsw(126), user(79), google(40), link(37), ipad(31), apple(29), rt(29), quot(26), iphone(25), store(20)
```

Baseline pipeline: TF-IDF and Logistic Regression

```
\rightarrow Baseline CV macro-F1 (mean ± std): 0.2083 ± 0.1118
# Fit on full train and evaluate on validation
baseline pipe.fit(X train, y train)
y val pred baseline = baseline pipe.predict(X val)
print("\nValidation classification report (baseline):")
print(classification report(y val, y val pred baseline, digits=4))
/wsr/local/lib/python3.12/dist-packages/sklearn/linear_model/_logistic.py:1247: FutureWarning: 'multi_class' was deprecated in versi
       warnings.warn(
     Validation classification report (baseline):
                                         precision
                                                      recall f1-score support
                           I can't tell
                                            0.0252
                                                      0.2000
                                                                0.0448
                                                                              15
                                                                0.2000
                                                                              57
                       Negative emotion
                                            0.1182
                                                      0.6491
     No emotion toward brand or product
                                            0.7465
                                                      0.3989
                                                                0.5200
                                                                             539
                       Positive emotion
                                            0.5767
                                                      0.3658
                                                                             298
                                                                0.4476
                                                                0.4004
                                                                             909
                               accuracy
                                            0.3667
                                                                0.3031
                                                                             909
                              macro avg
                                                      0.4034
                           weighted avg
                                            0.6396
                                                      0.4004
                                                                0.4683
                                                                             909
```

/usr/local/lib/python3.12/dist-packages/sklearn/linear_model/_sag.py:348: ConvergenceWarning: The max_iter was reached which means t warnings.warn(

Improved model: TF-IDF (word+char ngrams) and LinearSVC with GridSearch

Use a stronger text representation with word n-grams and character n-grams, tuned LinearSVC. GridSearch is limited but meaningful.

```
# Improved pipeline and parameter tuning
pipe_svm = Pipeline([
    ("tfidf", TfidfVectorizer(analyzer="word", ngram_range=(1,2), min_df=2, max_df=0.95, sublinear_tf=True)),
    ("clf", LinearSVC(class_weight="balanced", random_state=RANDOM_STATE, max_iter=5000))
```

```
])
param_grid = {
    "tfidf ngram_range": [(1,2), (1,3)],
    "tfidf min df": [2,3],
    "clf C": [0.5, 1.0]
grid = GridSearchCV(pipe_svm, param_grid, scoring="f1_macro", cv=cv, n_jobs=-1, verbose=1)
grid.fit(X train, y train)
print("Best params:", grid.best_params_)
print("Best CV macro-F1:", grid.best score )
best_svm = grid.best_estimator_
y val pred svm = best svm.predict(X val)
print("\nValidation classification report (best SVM):")
print(classification_report(y_val, y_val_pred_svm, digits=4))
→ Fitting 5 folds for each of 8 candidates, totalling 40 fits
     Best params: {'clf C': 0.5, 'tfidf min df': 2, 'tfidf ngram range': (1, 2)}
     Best CV macro-F1: 0.44629277465209566
     Validation classification report (best SVM):
                                                    recall f1-score support
                                        precision
                          I can't tell
                                           0.0000
                                                    0.0000
                                                              0.0000
                                                                            15
                      Negative emotion
                                           0.4348
                                                    0.3509
                                                              0.3883
                                                                            57
     No emotion toward brand or product
                                           0.7194
                                                    0.7421
                                                              0.7306
                                                                           539
                      Positive emotion
                                           0.5782
                                                    0.5705
                                                              0.5743
                                                                           298
                                                              0.6491
                                                                           909
                              accuracy
                                           0.4331
                                                              0.4233
                                                                           909
                             macro avg
                                                    0.4159
                          weighted avg
                                           0.6434
                                                    0.6491
                                                              0.6458
                                                                           909
```

Calibrated classifier for probabilities and confidence

Wrap best SVM in a calibration method (sigmoid) to produce probabilities and allow confidence-based routing.

```
# Calibrate SVM for probability estimates
calibrator = CalibratedClassifierCV(estimator=best svm.named steps["clf"], method="sigmoid", cv=3)
# We need pipeline: fit tfidf then calibrator on transformed features
# Extract tfidf and fit transform
tfidf = best svm.named steps["tfidf"]
X_train_tfidf = tfidf.fit_transform(X_train)
X val tfidf = tfidf.transform(X val)
calibrator.fit(X train tfidf, y train)
→
      CalibratedClassifierCV
                        (i) (?
             estimator:
             LinearSVC
          LinearSVC
# Build a final pipeline: tfidf and calibrated estimator (wrap with a simple predict wrapper)
class TfidfCalibratedPipeline:
    def __init__(self, tfidf, calibrator):
        self.tfidf = tfidf
        self.calibrator = calibrator
    def predict(self, texts):
       X = self.tfidf.transform(texts)
        return self.calibrator.predict(X)
    def predict_proba(self, texts):
       X = self.tfidf.transform(texts)
        return self.calibrator.predict proba(X)
final pipe = TfidfCalibratedPipeline(tfidf=tfidf, calibrator=calibrator)
y val pred cal = final pipe.predict(X val)
```

```
print("Validation classification report (calibrated SVM):")
print(classification report(y val, y val pred cal, digits=4))
    Validation classification report (calibrated SVM):
                                         precision
                                                      recall f1-score
                                                                         support
                           I can't tell
                                                      0.0000
                                            0.0000
                                                                 0.0000
                                                                               15
                       Negative emotion
                                            0.5000
                                                      0.1404
                                                                0.2192
                                                                              57
     No emotion toward brand or product
                                            0.7006
                                                      0.8553
                                                                0.7703
                                                                              539
                       Positive emotion
                                            0.6128
                                                      0.4832
                                                                0.5403
                                                                              298
                                                                0.6744
                                                                              909
                               accuracy
                              macro avg
                                            0.4533
                                                      0.3697
                                                                 0.3824
                                                                              909
                           weighted avg
                                            0.6477
                                                      0.6744
                                                                0.6476
                                                                              909
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/_classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       _warn_prf(average, modifier, f"{metric.capitalize()} is", len(result))
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/ classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       _warn_prf(average, modifier, f"{metric.capitalize()} is", len(result))
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/ classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       _warn_prf(average, modifier, f"{metric.capitalize()} is", len(result))
```

Compare models (macro-F1, accuracy)

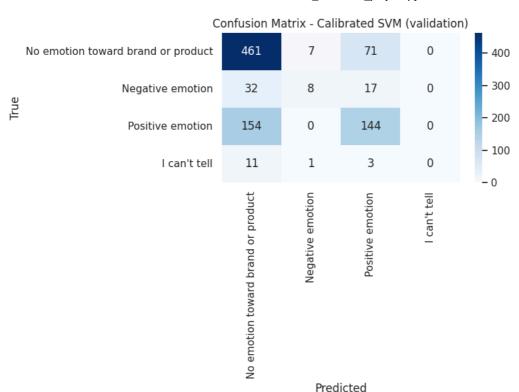
Summarize validation performance across the three main approaches for stakeholder-friendly comparison.

```
# Compare F1 and accuracy
def summarize(name, y_true, y_pred):
    return {
        "name": name,
        "accuracy": accuracy_score(y_true, y_pred),
        "f1_macro": f1_score(y_true, y_pred, average="macro")
}
summary = [
```

Confusion matrix for final model

Show confusion matrix heatmap for the final calibrated model to visualize error types.

```
# Confusion matrix (final)
labels = list(pd.Series(y_train).unique())
cm = confusion_matrix(y_val, y_val_pred_cal, labels=labels)
plt.figure(figsize=(8,6))
sns.heatmap(cm, annot=True, fmt="d", xticklabels=labels, yticklabels=labels, cmap="Blues")
plt.xlabel("Predicted")
plt.ylabel("True")
plt.title("Confusion Matrix - Calibrated SVM (validation)")
plt.tight_layout()
plt.show()
```



Top tokens (model interpretability)

For stakeholder transparency, extract top positive/negative tokens per class using logistic regression coefficients on the baseline TF-IDF (multinomial).

```
# Interpretability: top tokens per class from baseline (multinomial LR)
# baseline pipe has tfidf and logistic regression fitted earlier
tfidf baseline = baseline pipe.named steps["tfidf"]
clf_baseline = baseline_pipe.named_steps["clf"]
feature names = tfidf baseline.get feature names out()
if hasattr(clf baseline, "coef "):
    coefs = clf baseline.coef # shape: (n classes, n features)
    classes = clf baseline.classes
    print("Top tokens per class (baseline logistic regression):")
    for i, cls in enumerate(classes):
        topn = np.argsort(coefs[i])[-15:][::-1]
       toks = [feature_names[j] for j in topn]
        print(f"\n{cls}:")
       print(", ".join(toks))
else:
    print("Baseline classifier has no coef_ attribute to inspect.")
    Top tokens per class (baseline logistic regression):
     I can't tell:
     en, another, gave, 2day, circles, email, down, stock, form, fragmentation, fine, holy, killer, temptation, take
     Negative emotion:
     iphone, hate, suck, quot, battery, kinda, headaches, over, design, apple, because, glad, sucks, fascist, swisher
     No emotion toward brand or product:
     link, amp, and, from, major, with, new, what, free, you, know, hashtag google, at, talk, pop
     Positive emotion:
     cool, great, awesome, love, nice, get, new, time, smart, free, just, fun, hashtag_apple, major, must
```

Misclassified examples for stakeholder review

Show a sample of misclassified tweets and the predicted vs true labels to help stakeholders understand common failure modes.

```
# Misclassified examples (final model)
preds = y val pred cal
mis_idx = [i for i,(p,t) in enumerate(zip(preds, y_val)) if p != t]
print("Total misclassified on validation:", len(mis idx))
# show up to 12 misclassified examples
for i in mis_idx[:12]:
   print("-" * 80)
   print("Text:", X_val[i])
   print("True:", y val[i], "| Pred:", preds[i])
→ Total misclassified on validation: 296
    Text: rt @user we're wondering how many @user will come back from hashtag sxsw with ipad 2's maybe everyone
    True: Positive emotion | Pred: No emotion toward brand or product
    ______
    Text: apple popup store is still under constuction that's not keeping a 50 line of people standing in line for it hashtag sxsw
    True: No emotion toward brand or product | Pred: Positive emotion
    _____
    Text: it is never more apparent than at hashtag sxsw how nice it would be if apple made stuff w removable batteries hashtag alwaysha
    True: Negative emotion | Pred: Positive emotion
    Text: rt @user at hashtag_sxsw we're giving away an ipad 2 to the creator of the most popular disc during interactive create a disc
    True: No emotion toward brand or product | Pred: Positive emotion
    Text: awesome lost colleague left iphone in car hashtag_fail hashtag_sxsw
    True: No emotion toward brand or product | Pred: Negative emotion
    ______
    Text: rt @user google hotpot rate restaurants and get personalized recos on where to eat um think foursquare yelp etc have this cove
    True: Negative emotion | Pred: Positive emotion
    Text: line a mile long outside lucky to get in just to sit on the floor your mom has an ipad i miss the old days at hashtag_sxsw bet
    True: I can't tell | Pred: No emotion toward brand or product
```

```
Text: hashtag_dgtltribe hashtag_sxsw hashtag_openbeta6 ipad give away fantastic now how are we going to squeeze that in True: Positive emotion | Pred: No emotion toward brand or product

Text: fantastico rt @user marissa mayer google will connect the digital amp physical worlds through mobile link hashtag_sxsw True: Positive emotion | Pred: No emotion toward brand or product

Text: apple set to open popup shop in core of sxsw action they're going to sell ipad2 at hashtag_sxsw link True: Positive emotion | Pred: No emotion toward brand or product

Text: @user link you get the hashtag_sxsw app yet android version has the schedule True: Positive emotion | Pred: No emotion toward brand or product

Text: rt @user google maps has 150 million users 40 percent of google maps users are mobile hashtag_sxsw

True: No emotion toward brand or product | Pred: Positive emotion
```

Calibration curve and probability distribution

Plot calibration curve and predicted probability distributions to show model confidence.

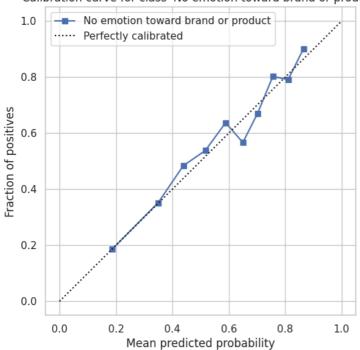
```
# Calibration and probability distribution (take one class vs rest as example)
# We'll compute calibrated probs and plot reliability for the class with highest support
probs = final_pipe.predict_proba(X_val) # shape (n_samples, n_classes)
# Find largest class to plot
class_counts = pd.Series(y_train).value_counts()
top_class = class_counts.index[0]
class_idx = list(calibrator.classes_).index(top_class)

# Calibration curve
y_true_bin = (np.array(y_val) == top_class).astype(int)
prob_pos = probs[:, class_idx]
frac_pos, mean_pred = calibration_curve(y_true_bin, prob_pos, n_bins=10, strategy='quantile')
plt.figure(figsize=(6,6))
plt.plot(mean_pred, frac_pos, "s-", label=f"{top_class}")
```

```
plt.plot([0,1],[0,1], "k:", label="Perfectly calibrated")
plt.xlabel("Mean predicted probability")
plt.ylabel("Fraction of positives")
plt.title(f"Calibration curve for class '{top_class}'")
plt.legend()
plt.grid(True)
plt.show()
```

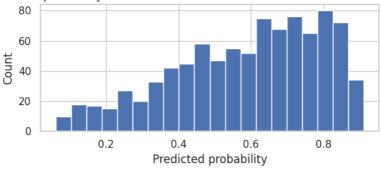


Calibration curve for class 'No emotion toward brand or product'



```
# Probability histogram
plt.figure(figsize=(6,3))
plt.hist(prob_pos, bins=20)
plt.title(f"Predicted probability distribution for class '{top_class}'")
plt.xlabel("Predicted probability")
plt.ylabel("Count")
plt.tight_layout()
plt.show()
```

Predicted probability distribution for class 'No emotion toward brand or product'



Final test-set evaluation

Evaluate the chosen final pipeline on the hold-out test set and save a concise report for stakeholders.

```
# Evaluate on hold-out test set
X_test_arr = X_test
y_test_arr = y_test
y_test_pred = final_pipe.predict(X_test_arr)
```

```
test report = classification report(y test arr, y test pred, output dict=True)
test summary = {
    "accuracy": accuracy score(y test arr, y test pred),
    "f1 macro": f1 score(y test arr, y test pred, average="macro")
}
print("Test summary:", test_summary)
print("\nClassification report (test):")
print(classification report(y test arr, y test pred, digits=4))
# Save report
with open(SAVEDIR / "test report.ison", "w") as f:
    ison.dump({"summary": test summary, "report": test report}, f, indent=2)
    Test summary: {'accuracy': 0.7054945054945055, 'f1 macro': 0.4463349564857024}
     Classification report (test):
                                         precision
                                                      recall f1-score
                                                                        support
                           I can't tell
                                                      0.0000
                                            0.0000
                                                                0.0000
                                                                              16
                       Negative emotion
                                            0.7391
                                                      0.2982
                                                                0.4250
                                                                              57
     No emotion toward brand or product
                                            0.7090
                                                      0.8905
                                                                0.7895
                                                                             539
                       Positive emotion
                                            0.6905
                                                                0.5709
                                                                             298
                                                      0.4866
                                                                             910
                               accuracy
                                                                0.7055
                              macro avg
                                            0.5347
                                                      0.4188
                                                                0.4463
                                                                             910
                                                                             910
                           weighted avg
                                            0.6924
                                                      0.7055
                                                                0.6812
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/ classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       warn prf(average, modifier, f"{metric.capitalize()} is", len(result))
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/ classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       warn prf(average, modifier, f"{metric.capitalize()} is", len(result))
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/_classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       warn prf(average, modifier, f"{metric.capitalize()} is", len(result))
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/ classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       warn prf(average, modifier, f"{metric.capitalize()} is", len(result))
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/ classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       _warn_prf(average, modifier, f"{metric.capitalize()} is", len(result))
     /usr/local/lib/python3.12/dist-packages/sklearn/metrics/_classification.py:1565: UndefinedMetricWarning: Precision is ill-defined ar
       warn prf(average, modifier, f"{metric.capitalize()} is", len(result))
```

Save artifacts

Save TF-IDF, calibrated model, and a short run-summary for reproducibility and deployment.

```
# Save artifacts
joblib.dump(tfidf, SAVEDIR / "tfidf best svm.joblib")
joblib.dump(calibrator, SAVEDIR / "calibrated_svm_estimator.joblib")
# Note: calibrated estimator expects tfidf features; we saved both.
run_summary = {
    "chosen model": "calibrated svm",
    "cv folds": CV FOLDS,
    "random_state": RANDOM_STATE,
    "train size": len(X train),
    "validation size": len(X val),
    "test_size": len(X_test),
    "class distribution train": pd.Series(y train).value counts().to dict(),
    "validation metrics": {
        "accuracy": accuracy_score(y_val, y_val_pred_cal),
        "f1_macro": f1_score(y_val, y_val_pred_cal, average="macro")
    },
    "test metrics": test summary
with open(SAVEDIR / "run_summary.json", "w") as f:
    json.dump(run_summary, f, indent=2)
print("Artifacts saved to", SAVEDIR.resolve())
→ Artifacts saved to /content/artifacts
```

Short stakeholder summary

Print an executive summary for stakeholders describing what was built and next recommended actions.