

A DISSERTATION REPORT ON

**SENTIMENT ANALYSIS USING ORIGINAL AND
REVERSED REVIEWS**

SUBMITTED TO THE SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE OF

MASTER OF ENGINEERING (Computer Engineering)

BY

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Exam No:

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List of Figures

6.1	Task Network	23
6.2	Timeline Chart	24
7.1	Use Case : Candidate Registration	32
7.2	Use Case : Candidate Data Download	32
7.3	Use Case : Candidate Comparison	33
7.4	Use Case : Candidate Profiling	33
7.5	Use Case : Overall System	34
7.6	Activity Diagram	36
7.7	Level 0 DFD	37
7.8	Level 1 DFD	37
7.9	Level 2 DFD	38
8.1	Proposed System Architecture	42
8.2	Class Diagram	43
8.3	Component Diagram	44
8.4	Deployment Diagram	45
A.1	IJIRCCE Certificate	63
A.2	cPGCON Certificate	64

List of Tables

4.1	Literature Survey	12
4.2	Literature Survey	13
6.1	Risk Table	19
6.2	Risk Probability Definitions	20
6.3	Risk Impact Definitions	20
6.4	Risk 1	20
6.5	Risk 2	21
6.6	Risk 3	21
7.1	Use Cases	31
9.1	Polarity Training Dataset	52
B.1	Dissertation Task Set	66

ABSTRACT

Bag of words is used for modeling in machine learning algorithms. However, BOW is not able to handle negation well because of its fundamental deficiencies . Many ways are used to handle the problem of negation which results into polarity shift . They require either knowledge about language constructs or extra human interventions which eventually increases the complexity. In this paper, a data expansion technique, called dual sentiment analysis (DSA), is used to address the polarity shift problem due to negation in sentiment classification. Original and reversed training reviews are used for learning in a sentiment classifier and prediction is done on test reviews.

INDEX

1	SYNOPSIS	1
1.1	Dissertation Title	2
1.2	Internal Guide	2
1.3	Problem Statement	2
1.4	Objectives	2
1.5	Hypothesis	2
1.6	Relevant Mathematics Associated with Dissertation	2
1.6.1	Mathematical Model	2
1.6.2	Metrics for Performance Evaluation	3
2	TECHNICAL KEYWORDS	5
2.1	Area of Dissertation	6
2.2	ACM Keywords	6
3	INTRODUCTION	7
3.1	Dissertation Idea	8
3.2	Motivation of Dissertation	9
4	LITERATURE SURVEY	10
4.1	Sentiment Analysis and Polarity Shift	11
4.2	Gap Identification Through Literature Survey	11
5	PROBLEM DEFINITION AND SCOPE	14
5.1	Goals	15
5.2	Objectives	15

5.3	Statement of Scope	15
5.4	Software Context	15
5.4.1	Scikit-learn	15
5.4.2	NumPY	16
5.4.3	Natural language toolkit	16
5.4.4	Matplotlib	16
6	DISSERTATION PLAN	17
6.1	Purpose of the Document	18
6.2	Technical Constraints	18
6.3	Dissertation Estimates	18
6.3.1	Reconciled Estimates	18
6.4	Risk Management	18
6.4.1	Risk Identification	19
6.4.2	Risk Analysis	19
6.4.3	Overview of Risk Mitigation, Monitoring and Management	20
6.5	Staff Organization	21
6.5.1	Team Structure	21
6.5.2	Management Reporting and Communication	21
6.5.3	Dissertation Task Set	22
6.5.4	Task Network	22
6.5.5	Timeline Chart	23
7	SOFTWARE REQUIREMENT SPECIFICATION	25
7.1	Introduction	26
7.2	Purpose and Scope of the Document	26
7.3	Overview of Responsibilities of Developer	26
7.4	Product Overview	26
7.5	Hardware Resources Used	27
7.5.1	Software Requirements	27
7.5.2	Hardware Requirements	27
7.6	Functionality	28

7.7	Input	28
7.8	Output	28
7.9	Major Constraints	28
7.10	Applications	28
7.11	Usage Scenario	29
7.11.1	User Profiles	29
7.11.2	Use Cases	31
7.11.3	Use Case Views	32
7.12	Behavioral Model and Description	35
7.12.1	Activity Diagram	35
7.13	Functional Model and Description	36
7.13.1	Data Flow Diagram	37
7.14	Non-Functional Requirements	38
7.14.1	Availability	38
7.14.2	Scalability	38
7.14.3	Performance	38
7.14.4	Usability	38
7.14.5	Reliability	38
7.14.6	Maintainability and Changeability	39
8	DETAILED DESIGN DOCUMENT	40
8.1	Introduction	41
8.2	Architectural Design	42
8.3	Class Design	43
8.4	Component Design	44
8.5	Deployment Design	45
9	IMPLEMENTATION DETAILS	46
9.1	Introduction	47
9.2	Algorithm	47
9.2.1	Document Classification	47
9.2.2	Candidate Profiling	48

9.3	Modules	50
9.3.1	Candidate's Tweets Fetched From Twitter	50
9.3.2	Document Classification	50
9.3.3	Web Application	51
9.4	Dataset	52
9.5	Snapshots	52
10	TEST SPECIFICATION	53
11	DATA TABLES AND DISCUSSIONS	54
12	CONCLUSION	55
13	FUTURE ENHANCEMENTS	57
14	REFERENCES	59
A	PAPERS PUBLISHED	62
A.1	Paper Title	63
A.1.1	IJIRCCE Certification	63
A.2	Paper Title	63
A.2.1	cPGCON Certificate	64
A.2.2	cPGCON Review	64
B	DISSERTATION PLANNER	65

CHAPTER 1

SYNOPSIS

DISSERTATION TITLE

SENTIMENT ANALYSIS USING ORIGINAL AND REVERSED REVIEWS

INTERNAL GUIDE

Prof. A. G. Phakatkar

PROBLEM STATEMENT

”To make use of the original and reversed review samples in pairs for training a statistical classifier and make predictions.”

OBJECTIVES

- To obtain reversed reviews from each corresponding original reviews.
- To train the classifiers using these reviews.
- To obtain the predictions of labels(positive review or negative review) for test data.

HYPOTHESIS

Polarity shift causes accuracy of classifier to decrease. We assume that original review and corresponding opposite review can be used together to increase the accuracy of review class label prediction and to avoid the problem caused due to polarity shift.

RELEVANT MATHEMATICS ASSOCIATED WITH DISSERTATION

Mathematical Model

$$S = \{s, e, I, O, fmain|\phi\}$$

where,

s = start state

e = end state

I = Inputs to the system

$$I = \{x, x', y, y', D, D'\}$$

where,

x = original sample

x' = reversed sample

$y \in \{0, 1\}$ = The class label of the original sample

$y' = 1 - y$ = The class label of the reversed sample

$D = (x_i, y_i)_{i=1}^n$ = original training set

$D' = (x'_i, y'_i)_{i=1}^n$ = The reversed training set

O = Output

$$O = \{p(x), p(x'), p(x, x')\}$$

where

$p(x)$ = Prediction for the original sample

$p(x')$ = Prediction for the reversed sample

$p(x, x')$ = Dual prediction based on a pair of sample

$$f_{main} = \{f_{reverse}, f_{classifier}\}$$

$f_{reverse}$ = function for reversing the corresponding each review

$f_{classifier}$ = classifier for the prediction of class of review

Metrics for Performance Evaluation

Several statistical measures are used for performance evaluation -

- Accuracy-is the proximity of measurement results to the true value.

$$\frac{TP + TN}{TP + TN + FP + FN} \quad (1.1)$$

- Sensitivity- measures the proportion of positives that are correctly identified

$$\frac{TP}{TP + FN} \quad (1.2)$$

- Specificity- measures the proportion of negatives that are correctly identified

$$\frac{TN}{TN + FP} \quad (1.3)$$

- Positive predictive value- are the proportions of positive results in statistics and diagnostic tests

$$\frac{TP}{TP + FP} \quad (1.4)$$

- Negative predictive value- are the proportions of negative results in statistics and diagnostic tests

$$\frac{TN}{TN + FN} \quad (1.5)$$

CHAPTER 2

TECHNICAL KEYWORDS

AREA OF DISSERTATION

Natural language processing, machine learning, sentiment analysis, opinion mining.

ACM KEYWORDS

A Information Systems

A.1 Information Retrievals

A.1.1 Retrieval tasks and goals

A.1.1.1 Sentiment analysis

A.1.1.2 Clustering and classification

B Computing methodologies

B.1 Machine learning

B.1.1 Supervised learning by classification

B.1.1.1 Multinomial Naive Bayes

B.1.1.2 Random Forest

B.1.1.3 Support Vector Machines

CHAPTER 3

INTRODUCTION

DISSERTATION IDEA

Sentiment is an attitude, thought, or judgement prompted by feeling. Sentiment analysis is also known as opinion mining, it involves studying of people's sentiments towards certain entities. Internet is a resourceful place with respect to sentiment information. From a perspective of a user, people are able to express their views through various social media, such as forums, micro-blogs, or online social networking sites.

With the advent of Web 2.0 techniques, users started preferring to share their opinions on the Web. These user-generated and sentiment-rich data are valuable to many applications like credibility analysis of news sites on the Web, recommendation system, business and government intelligence etc. At the same time, it brings urgent need for detecting overall sentiment inclinations of documents generated by users, which can be treated as a classification problem. Sentiment analysis includes several subtasks which have seen a great deal of attention in recent years:

1. To detect whether a given document is subjective or objective.
2. To Identify whether given subjective document express a positive opinion or a negative opinion.
3. To determine the sentiment strength of a document, such as strongly negative, weakly negative, neutral, weakly positive and strongly positive.

In this work we are focusing on second subtask.

Besides individuals on social media marketers also need to monitor all media for information related to their brands whether its for public relations activities, fraud violations, or competitive intelligence. Thus, aside from individuals, sentiment analysis is also the need of companies which are anxious to understand how their products and services are perceived by the public.

The dominating text representation method in both supervised and semi supervised sentiment classification is known as the bag-of-words (BOW) model, which is difficult to meet the requirements for understanding the review text and dealing with complex linguistic structures such as negation. For example, the BOW representations of two opposite reviews "It works well" and "It doesn't work well" are considered to be very similar by most statistical learning algorithms. The two sentiment

opposite texts are considered to be very similar by the BOW representation. This is exactly why standard machine learning algorithms often fail under the circumstance of polarity shift due to negation in the sentences of the review text.

Several approaches have been proposed in the literature to address the polarity shift problem. They require either knowledge about language constructs or extra human interventions which eventually increases the complexity in classification of sentiment. Such high-level dependency on external resources makes the systems difficult to be widely used in practice. There were also some efforts to address the polarity shift problem with the absence of extra annotations and linguistic knowledge. However, results are still far from satisfactory.

MOTIVATION OF DISSERTATION

Polarity shift is a kind of linguistic phenomenon which can reverse the sentiment polarity of the text. Negation is the most important type of polarity shift. For example, by adding a negation word *don't* to a positive text *I like this book* in front of the word *like*, the sentiment of the *this book* in front of the word *like*, the sentiment of the text will be reversed from positive to negative. However, the two sentiment-opposite texts are considered to be very similar by the BOW representation. This is the main reason why standard machine learning algorithms often fail under the circumstance of polarity shift.

CHAPTER 4

LITERATURE SURVEY

We studied the related work on sentiment analysis and polarity shift.

SENTIMENT ANALYSIS AND POLARITY SHIFT

According to the levels of granularity, tasks in sentiment analysis can be divided into four categorizations: document-level, sentence-level, phrase-level, and aspect-level sentiment analysis.

For document and sentence-level sentiment classification, there are two main types of methods in the literature: term-counting and machine learning methods. In term-counting methods, the overall orientation of a text is obtained by summing up the orientation scores of content words in the text, based on manually-collected or external lexical resources [38], [39]. In machine learning methods, sentiment classification is regarded as a statistical classification problem, where a text is represented by a bag-of-words; then, the supervised machine learning algorithms are applied as classifier [35]. Accordingly, the way to handle polarity shift also differs in the two types of methods.

The term-counting methods can be easily modified to include polarity shift. One common way is to directly reverse the sentiment of polarity-shifted words, and then sum up the sentiment score word by word [4], [16], [17], [37]. Compared with term counting methods, the machine learning methods are more widely discussed in the sentiment classification literatures. However, it is relatively hard to integrate the polarity shift information into the BOW model in such methods. For example, Das and Chen [6] proposed a method by simply attaching NOT to words in the scope of negation, so that in the text I dont like book, the word like becomes a new word like-NOT. Yet Pang et al. [35] reported that this method only has slightly negligible effects on improving the sentiment classification accuracy.

GAP IDENTIFICATION THROUGH LITERATURE SURVEY

The following table shows the literature survey about different techniques of sentiment analysis used for classification.

Table 4.1: Literature Survey

No.	Reference	Techniques	Description
1	Dual Sentiment Analysis: Considering Two sides of one review	Support vector machine (SVM), Naive bayes, Logistic Regression	Dual training and Dual Prediction technique is used.
2	Thumbs up?Sentiment Classification using Machine learning algorithms	Learning algorithms and n-gram model	Classify the dataset using different machine.
3	Classification of sentiment reviews using N-gram machine learning approach	Support Vector Machine Naive Bayes	Converting text reviews into numeric matrices using countvectorizer and TF-IDF
4	Thumbs up or thumbs down? Semantic orientation applied to unsupervised classification of reviews	Unsupervised learning algorithm for classifying a review	A specific unsupervised learning technique based on the mutual information
5	Automatic Opinion polarity Classification of movie	Naive Bayes And Markov Model (MM)	Accessed overall opinion polarity(OvOp) concept using machine learning algorithm
6	Dual Training and dual prediction for polarity classification	SVM and Naive Bayes	Dual training and dual prediction (DTDP)
7	A 3D Hand Tracking Design for Gesture Control in Complex Environments	3D hand tracking design	It segments hands out of entire image and also facilitates depth estimation of tracked hands in real-time by dual camera systems.
8	Hand tracking and Gesture Recognition	Kalman filter and derived Scale Invariant Feature Transform (SIFT).	It presents a method for tracking and recognizing hand gestures by extracting unique invariant features from gestures.

No.	Reference	Techniques	Description
9	Hand Position Tracking Using a Depth Image from a RGB-d Camera	RGB image based on the skin color Hand Tracking	The algorithms can be used for natural user interfaces, the guidance of the end effector of an industrial robot and hand segmentation.
10	Indian Sign Language Recognition: Database Creation, Hand Tracking and Segmentation	YcbCr based skin color model	This algorithm works on motion tracking, edge detection and skin color detection.

Table 4.2: Literature Survey

CHAPTER 5

PROBLEM DEFINITION AND SCOPE

GOALS

- Understanding existing sentiment analysis approaches.
- Study corpus based, lexical based and semantic based techniques.
- Understanding unigram, bigram, trigram and combination of them for modeling purpose.
- Training the model with naive bayes, support vector machine, maximum entropy.
- Applying this learned model to the test dataset.
- Evaluating the results generated by classifiers.

OBJECTIVES

Please refer Chapter 1, Section 1.7 on Page 2

STATEMENT OF SCOPE

- Preprocessing the reviews
- Classify reviews into two polarities.
- Evaluate the classification accuracy by each classifier.

SOFTWARE CONTEXT

Scikit-learn

Scikit-learn (formerly scikits.learn) is a free software machine learning library for the Python programming language. It features various classification, regression and clustering algorithms including support vector machines, random forests, gradient boosting, k-means and DBSCAN, and is designed to interoperate with the Python numerical and scientific libraries NumPy and SciPy.

NumPY

NumPy is the fundamental package for scientific computing with Python. It contains among other things:

- A powerful N-dimensional array object
- Sophisticated (broadcasting) functions
- Tools for integrating C/C++ and Fortran code
- Useful linear algebra, Fourier transform, and random number capabilities

Besides its obvious scientific uses, NumPy can also be used as an efficient multi-dimensional container of generic data. Arbitrary data-types can be defined. This allows NumPy to seamlessly and speedily integrate with a wide variety of databases.

Natural language toolkit

NLTK is a leading platform for building Python programs to work with human language data. It provides easy-to-use interfaces to over 50 corpora and lexical resources such as WordNet, along with a suite of text processing libraries for classification, tokenization, stemming, tagging, parsing, and semantic reasoning, wrappers for industrial-strength NLP libraries, and an active discussion forum.

Matplotlib

Matplotlib is a Python 2D plotting library which produces publication quality figures in a variety of hardcopy formats and interactive environments across platforms. Matplotlib can be used in Python scripts, the Python and IPython shell, the jupyter notebook, web application servers, and four graphical user interface toolkits. You can generate plots, histograms, power spectra, bar charts, errorcharts, scatterplots, etc., with just a few lines of code.

CHAPTER 6

DISSERTATION PLAN

PURPOSE OF THE DOCUMENT

This document specifies and estimates various risks associated with this project and states how they are handled. It also states the project plan in terms of task and their dependency.

TECHNICAL CONSTRAINTS

- To build a classification module that distributes data and execution among spark executors.
- To fetch candidate's tweets in a CSV format and store it in Alluxio.

DISSERTATION ESTIMATES

Reconciled Estimates

Cost Estimates

No cost is required for tools and software as open source softwares are used.

Time Estimates

Calendar time required: 11 months.

Dissertation Resources

- People : Single Person
- Hardware resources used are mentioned in Chapter 6, Section 6.5 on Page XX
- Software resources used are mentioned in Chapter 6, Section 6.6 on Page XX

RISK MANAGEMENT

This section discusses dissertation risks and the approach to managing them.

Risk Identification

For risks identification, review of scope document, requirement specifications and schedule is done. Answers to questionnaire revealed some risks. Following risk identification questionnaire has been referred.

- Are requirements fully understood by the software engineering team and its customers?
- Have customers been involved fully in the definition of requirements?
- Do end-users have realistic expectations?
- Does the software engineering team have the right mix of skills?
- Are project requirements stable?
- Is the number of people on the project team adequate to do the job?
- Do all customer/user constituencies agree on the importance of the project and on the requirements for the system/product to be built?

Risk Analysis

The risks for the dissertation are analyzed within the constraints of time and quality. Risk can be as follows:

- Out of memory error, while creating model and training the model.
- Review text contains unrecognized characters.
- Out of memory error, while predicting on the test dataset.

Please refer Table 6.1, 6.2 and 6.3 for detail description.

Table 6.1: Risk Table

ID	Risk Description	Probability	Impact		
			Schedule	Quality	Overall
1	Out of Memory	High	Low	High	High
2	Unrecognized characters	Low	Medium	High	Medium
3	Out of Memory	Low	Medium	High	High

Table 6.2: Risk Probability Definitions

Probability	Value	Description
High	Probability of the occurrence is	>75%
Medium	Probability of the occurrence is	26% - 74%
Low	Probability of the occurrence is	25%

Table 6.3: Risk Impact Definitions

Impact	Value	Description
Very High	>10%	Schedule impact or Unacceptable quality
High	5%-10%	Schedule impact or Some parts of the project have low quality
Low	<5%	Schedule impact or Barely noticeable degradation in quality Low Impact on schedule or Quality can be incorporated

Overview of Risk Mitigation, Monitoring and Management

Please refer Table 6.4, 6.5 and 6.6 for detail description.

Table 6.4: Risk 1

Risk ID	1
Risk Description	Out of memory error, when training Model
Category	Configuration
Source	Software Requirement Specification Document
Probability	High
Impact	High
Response	Mitigate
Strategy	Changing number of features resolves this issue.
Risk Status	Occurred and Resolved

Table 6.5: Risk 2

Risk ID	2
Risk Description	Unreconized characters
Category	Configuration
Source	Software Requirement Specification Document
Probability	Low
Impact	Low
Response	Mitigate
Strategy	Convert all characters into unicode format
Risk Status	Occurred and Resolved

Table 6.6: Risk 3

Risk ID	3
Risk Description	Out of memory error, when predicting
Category	Development Environment
Source	Software Requirement Specification Document
Probability	Low
Impact	Low
Response	Mitigate
Strategy	Using sparse matrix to represent text
Risk Status	Occurred and Resolved

STAFF ORGANIZATION

Team Structure

- Internal Guide : Prof. A. G. Phakatkar
- Student : Kaushik S. Hande

Management Reporting and Communication

The progress of dissertation is reported once in a month.

Dissertation Task Set

Major tasks in the Dissertation stages are -

Task 1 : Requirement

1. Define problem statement
2. Identify scope, requirements
3. Related mathematical model

Task 2 : Design

1. Identifying of key objects, functional relation
2. UML diagrams and functional dependency graph
3. System design

Task 3 : Implementation

1. GUI Implementation
2. MongoDB Implementation
3. Cloud Installation

Task 4 : Testing

1. Unit testing
2. Integration testing
3. System testing

Task 5 : Integration and Maintenance

1. Integration
2. Maintenance

Please refer figure 6.1 Task Network.

Task Network

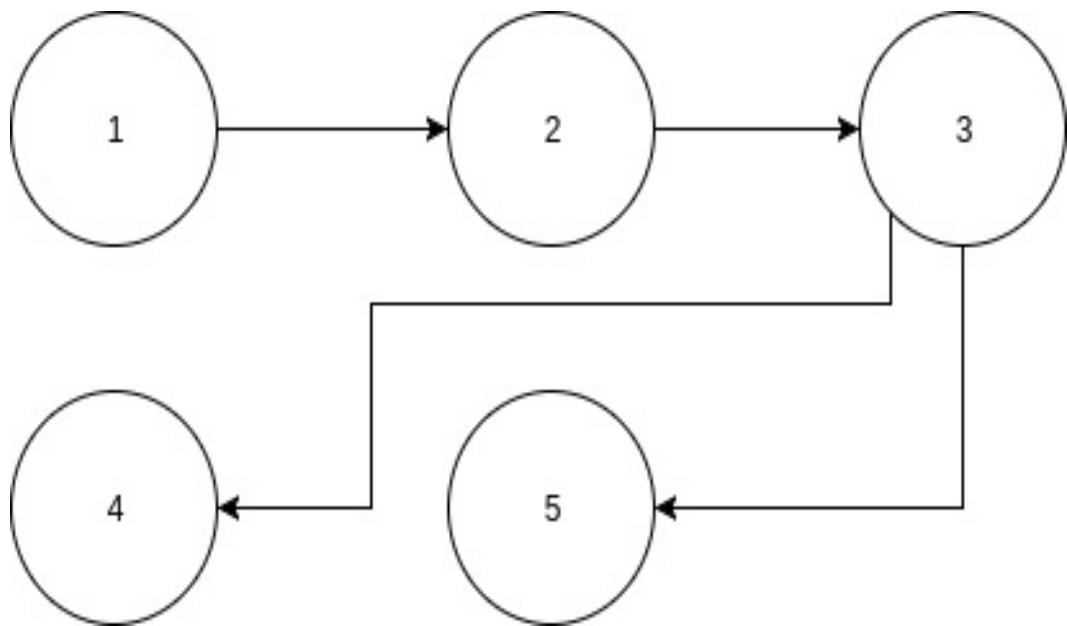


Figure 6.1: Task Network

Timeline Chart

Please refer Annexure B, Table B.1 on Page 66 for all Dissertation Tasks.

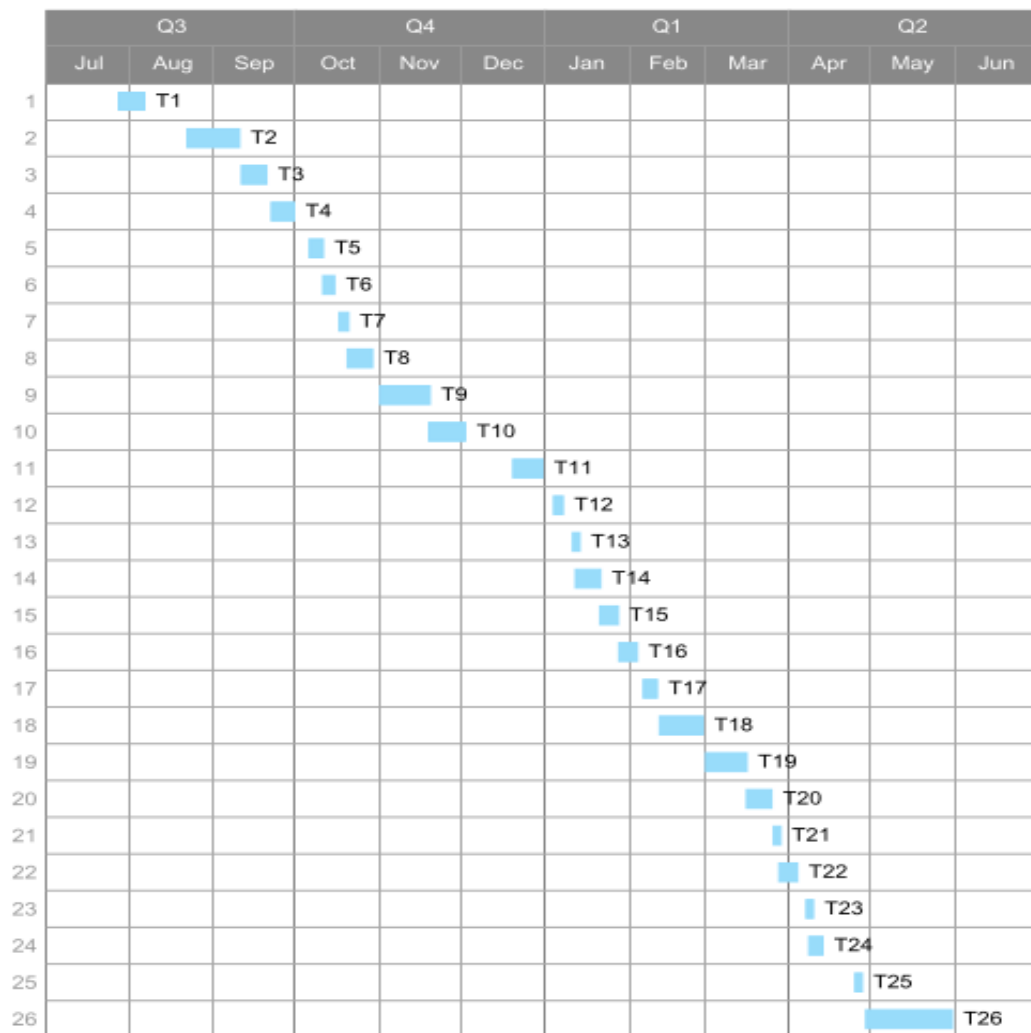


Figure 6.2: Timeline Chart

CHAPTER 7

SOFTWARE REQUIREMENT

SPECIFICATION

INTRODUCTION

The aim of this document is to specify the software requirements for classification of movie reviews.

PURPOSE AND SCOPE OF THE DOCUMENT

The purpose of the document is to enlist various software requirements to build the system. This document has functional and non-functional requirements for the software being developed.

OVERVIEW OF RESPONSIBILITIES OF DEVELOPER

The responsibilities of a developer includes gathering of information about the classification libraries, that can be used to design and develop the system to categorize movie reviews. The developers responsibilities include:

- Planning for dissertation (Scheduling)
- Designing of system (High Level Design Document)
- Coding of system (Implementation)
- Testing of system (Test Cases)

PRODUCT OVERVIEW

System builds classifier models for classification of reviews. Different functionality of the system are :

- Review loader : It loads the reviews into python environment.
- Stopwords remover : It removes the stopwords like the words is, a, an, the, was, were etc.
- Vectorizer : It converts the reviews into matrix of rows and columns where columns represents the words and rows represents each reviews. Presence of particular word in a review is shown by the values in the columns.
- Classifier : It classifies the reviews into positive and negative review.

HARDWARE RESOURCES USED

Software Requirements

- Python 2.7.6
- Rstudio Version 0.99.893
- R version 3.3.2
- Operating Systems:
 - Windows XP, 7, 8, 10
 - Linux(Any flavor)
 - Mac OS

Hardware Requirements

- Intel(R) Core(TM) i3 CPU @ 2.90GHz or later, width : 64 bits
- Memory : 4 GB DDR3 or more
- Capacity : 1697MHz or more
- Cores : 4 or more
- PCI Express Gigabit Ethernet Controller, Size: 100Mbit/s, Capacity: 1Gbit/s, Width: 64 bits
- Hard Disk : 500 GB (EXT4 Primary/Logical Partition)

FUNCTIONALITY

- Download movie reviews from imDb dataset.
- Import the movie review dataset into python environment using csv package.
- Convert the text reviews into matrix form.
- Remove the stopwords from reviews.
- Show positive and negative polarity score for test reviews.
- Compare classifiers for accuracy of classification.

INPUT

- Dataset that consists of movie reviews and their corresponding labels.
- List of stopwords which play no role in classification.

OUTPUT

- Classification of each test review into positive or negative.
- Percentage of accuracy achieved in classification.
- Comparison of accuracies obtained by each classifier.

MAJOR CONSTRAINTS

- To store movie reviews as input in csv file format.
- To execute classifiers in configured environment.
- To train the model for polarity classification.

APPLICATIONS

- Businesses and organisations which require consumer opinions to do with products they market and services they produce.

- Individuals who make decisions to purchase products or services based upon word of mouth or on-line reviews, or to find public opinion, e.g. concerning politics or local issues.
- On-line advertising where in social media, an organisation may place an advertisement in response to a favourable review of a product, or a rival product could be advertised upon receipt of a bad review
- Opinion retrieval for general searches of opinions
- HR Analytics.

USAGE SCENARIO

A use case represents a particular functionality of a system. Hence, use case diagram is used to describe the relationships among the functionalities and their internal/external actors. This section provides various usage scenarios for the system to be developed.

User Profiles

Actors of the system are Candidate, Product Administrator, Storage System, Database System and Web Interface.

- **Candidate** : Actor registers for a specific organization giving twitter URL and other details to Database using Web Interface.
- **Product Administrator** : Actor manages registers candidates, downloads tweets of a candidate, manages several behavioral assessment tests, profiles and compares candidates.
- **Storage System** : Actor stores tweets of candidates downloaded by Product Administrator.
- **Database System** : Actor stores emotional, polarity scores and other details of candidates.
- **Web Interface** : Actor displays candidate's emotional and polarity graphs according to year, month and day. It also allows Product Admin to download

candidate's data and manage behavioral assessment tests.

Use Cases

Table 7.1 gives Use Cases for system to be developed.

Table 7.1: Use Cases

Sr. No.	Use Case	Descriptions	Actors	Assumptions
1	Candidate Registration	Candidate has to registers for a specific organization giving necessary details and saved to Database.	Candidate, Database System	Provided details are correct
2	Candidate Data Download	Product Admin fetches candidate's details from database, Extract screen name from Twitter URL, downloads candidate's data and store it in storage system.	Candidate, Database System, Storage System, Product Admin	Data is downloaded properly.
3	Candidate Comparison	Product Admin chooses two candidates for comparison based on emotional and polarity values.	Candidate, Database System, Product Admin, Web Interface	Comparison between two candidates are shown in the form of graph.
4	Candidate Profiling	Candidate are profiled based on set of rules defined by Product Admin.	Candidate, Database System, Product Admin, Web Interface	Profile results are displayed in the form of column graph.
5	System	Overall system description	Candidate, Product Admin, Database System, Web Interface, Storage System	System is functional

Use Case Views

Candidate Registration

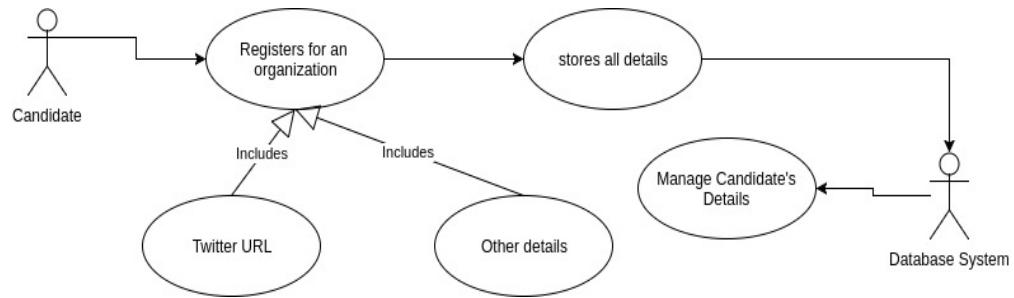


Figure 7.1: Use Case : Candidate Registration

Candidate Data Download

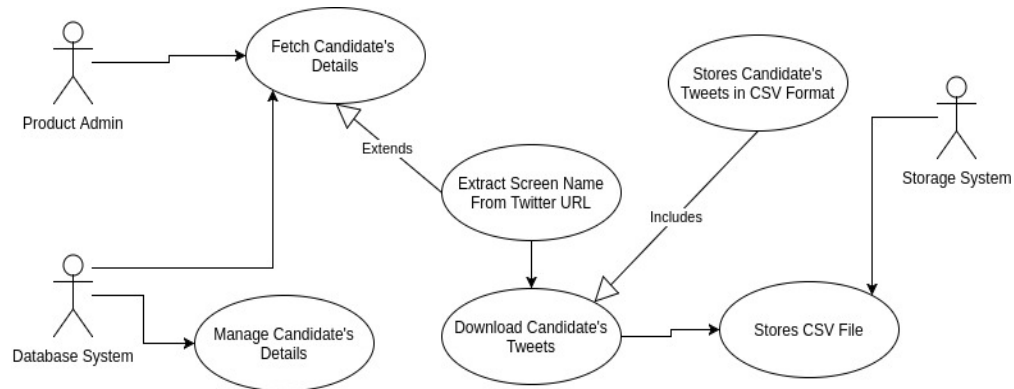


Figure 7.2: Use Case : Candidate Data Download

Candidate Comparison

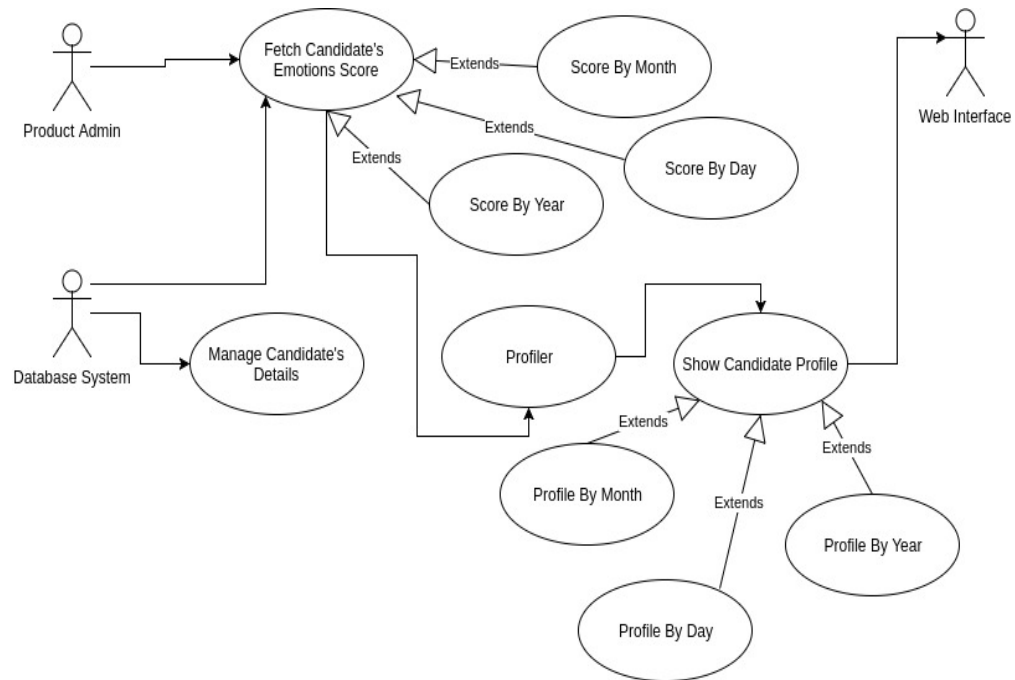


Figure 7.3: Use Case : Candidate Comparison

Candidate Profiling

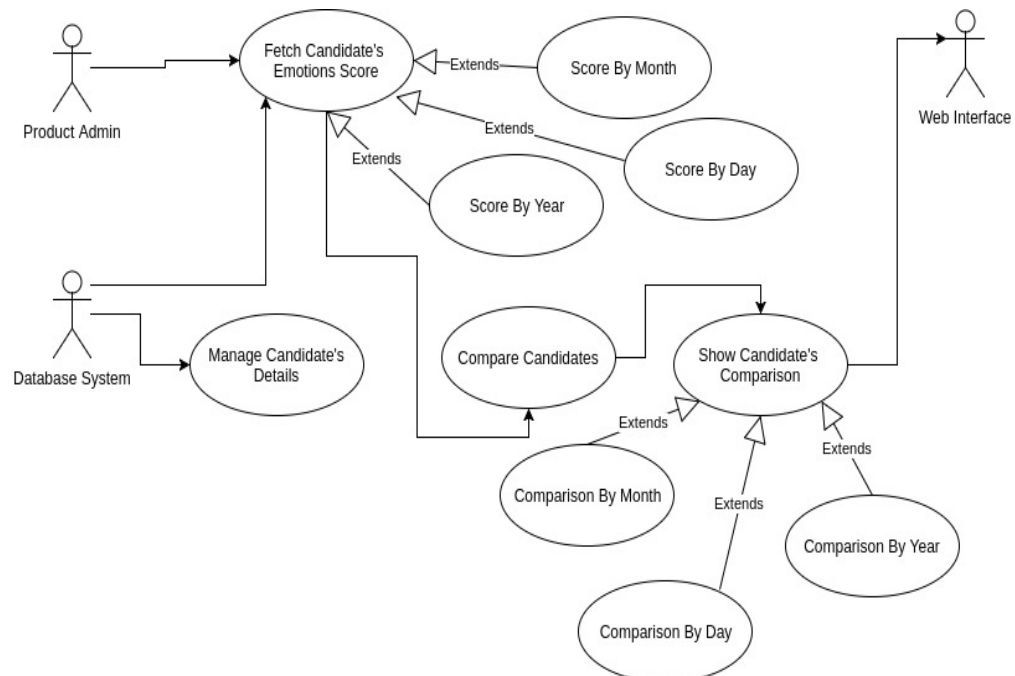


Figure 7.4: Use Case : Candidate Profiling

```

    usecaseDiagram
        actor Candidate
        actor Admin as Product Admin
        actor Storage
        actor Web as Web Interface

        usecase UC1 as Registers for a specific organization
        usecase UC2 as Stores Candidate's details
        usecase UC3 as Stores Candidate's Tweets
        usecase UC4 as Download Candidate's Data
        usecase UC5 as Compares Candidates
        usecase UC6 as Emotional Scores
        usecase UC7 as Polarity Scores
        usecase UC8 as Score By Year
        usecase UC9 as Show Candidate Profile
        usecase UC10 as Show Candidate Comparison Results
        usecase UC11 as Show Candidates
        usecase UC12 as Show Behavioral Test
        usecase UC13 as Score By Month
        usecase UC14 as Deletes
        usecase UC15 as Deletes Candidate's Details
        usecase UC16 as Deletes Candidate's Data
        usecase UC17 as Manages Behavioral Assessment Tests
        usecase UC18 as Emotional Categories
        usecase UC19 as Polarity Categories
        usecase UC20 as Stores Behavioral Tests

        Candidate --> UC1
        UC1 --> UC2
        UC1 -- Includes --> UC1a as Twitter URL
        UC1 -- Includes --> UC1b as Other Details
        UC2 --> UC3
        UC3 --> UC4
        UC3 --> UC5
        UC3 --> UC6
        UC3 --> UC7
        UC3 --> UC8
        UC3 --> UC9
        UC3 --> UC10
        UC3 --> UC11
        UC3 --> UC12
        UC3 --> UC13
        UC3 --> UC14
        UC3 --> UC15
        UC3 --> UC16
        UC3 --> UC17
        UC3 --> UC18
        UC3 --> UC19
        UC3 --> UC20
        UC4 --> UC5
        UC5 --> UC6
        UC5 --> UC7
        UC5 --> UC8
        UC5 --> UC9
        UC5 --> UC10
        UC5 --> UC11
        UC5 --> UC12
        UC5 --> UC13
        UC5 --> UC14
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        UC5 --> UC16
        UC5 --> UC17
        UC5 --> UC18
        UC5 --> UC19
        UC5 --> UC20
        UC6 --> UC7
        UC7 --> UC8
        UC8 --> UC9
        UC9 --> UC10
        UC10 --> UC11
        UC11 --> UC12
        UC12 --> UC13
        UC13 --> UC14
        UC14 --> UC15
        UC15 --> UC16
        UC16 --> UC17
        UC17 --> UC18
        UC17 --> UC19
        UC17 --> UC20
        UC18 --> UC19
        UC19 --> UC20
        UC20 --> UC17
        UC17 -- Includes --> UC17a as Emotional Categories
        UC17 -- Includes --> UC17b as Polarity Categories
    
```

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BEHAVIORAL MODEL AND DESCRIPTION

This section contains details about events and associated behaviour of the system which is shown using diagram below.

Activity Diagram

Activity diagram is a flow chart to represent the flow from one activity to another activity. The activity can be described as an operation of the system. The control flow is drawn from one operation to another. This flow can be sequential, branched or concurrent. The purpose of activity diagrams is to capture the dynamic behaviour of the system.

Description : As shown in figure 7.6, Product Administrator downloads candidate's tweets from Twitter for analysis. Tweets are stored in a CSV format in Alluxio data storage. For analysis to take place, candidate's download status is checked. If it is true, load candidate's CSV file and proceed with analysis else download candidate's tweets. For document classification, initially model existence is checked. If it exists, then load model for document classification else proceed with training phase. The training phase consists of document preprocessing, feature extraction and saving model in Alluxio. Classifier uses this trained model for document classification. Candidates are profiled and compared based on their document classified into emotional and polarity categories.

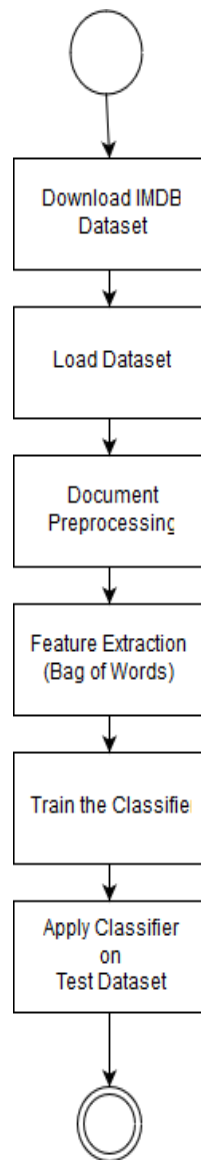


Figure 7.6: Activity Diagram

FUNCTIONAL MODEL AND DESCRIPTION

This section describes data flow diagrams (DFD) of the proposed system. There are three types of DFDs explained in the section. These diagrams explain the system in brief.

Data Flow Diagram

Level 0 Data Flow Diagram

In the level 0 DFD as shown in figure 7.7, Candidates registers into Behavioral Assessment System. System performs analysis and generates reports for a registered candidate. They are displayed to Product Admin.

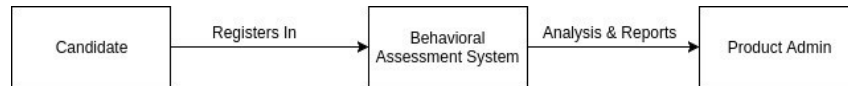


Figure 7.7: Level 0 DFD

Level 1 Data Flow Diagram

In the level 1 DFD as shown in figure 7.8, Candidate's tweets are fetched from Twitter by Product Admin using Web Interface. Tweets are stored in Alluxio for storage. They are retrieved by Web Application modules for analysis and report generation.

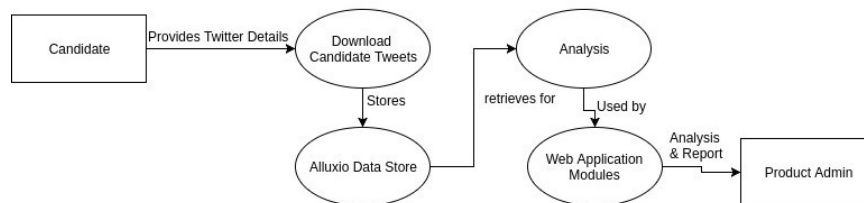


Figure 7.8: Level 1 DFD

Level 2 Data Flow Diagram

In the level 2 DFD as shown in figure 7.9, Candidate's tweets are retrieved from Alluxio Data Storage and preprocessed. Features are extracted for Classification. It classifies tweets of a candidate to emotional and polarity categories. Candidate are profiled and compared based on these categories. Profile and comparison results are displayed to Product Admin using Web Interface.

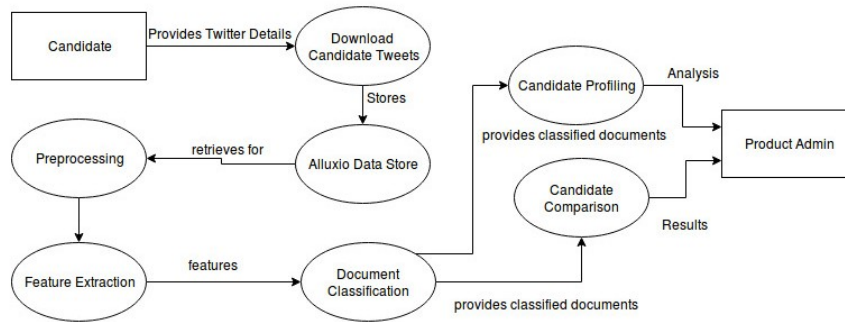


Figure 7.9: Level 2 DFD

NON-FUNCTIONAL REQUIREMENTS

Availability

Required libraries must be installed and loaded in the python environment with the required configurations. Dataset must be downloaded from specified url [17].

Scalability

The system should be scalable to classify reviews even if the training and test data are increased. System can comfortably handle reviews dataset upto 25000 reviews.

Performance

The system must be interactive and delays involved must be less. There should be no immediate delays for every action and response of the system. Training time increases as the training data increases. It takes 4 to 5 seconds in training the dataset. Training increases further when bigram and trigram models are used.

Usability

The system should be easy to handle and process requests efficiently. System's functions are designed to use with ease and provide results. Results are presented in the form of graphs and are easy to comprehend.

Reliability

The system should efficiently analyze movie reviews entirely and give correct classification result. It should be reliable to perform classification effectively on any

review dataset.

Maintainability and Changeability

The system is made up of different independent modules that can be modified to correct faults, improve performance or other attributes, or adapt to a changed environment. System can be improved for new features and will be able to include new requirements.

CHAPTER 8

DETAILED DESIGN DOCUMENT

INTRODUCTION

This document specifies the design that is used to fetch movie reviews in CSV format, classifies individual movie review into polarity categories.

- **Polarity Categories**

- Positive
- Negative

Candidate's tweets are collected and classified based on these categories. They are profiled and compared based on emotional and polarity categories.

ARCHITECTURAL DESIGN

Figure 8.1 shows architectural design of proposed system. Following are important components in the system :

- Movie reviews data : It contains 1,000 positive and 1,000 negative movie reviews from IMDB.
- Preprocessing : It has stopwords removal and vectorizer.
- Training data and Test Data : Data is divided into training data and test data. Training data consists of 75 % of data and test data consists of 25 % of total data. Both are mutually exclusive.
- Classifier : Training data is given as a input to one of the classifier.
- Prediction system : It takes test data and applies trained model to it .
- Sentiment : It gives the end output of polarity into positive and negative classification.

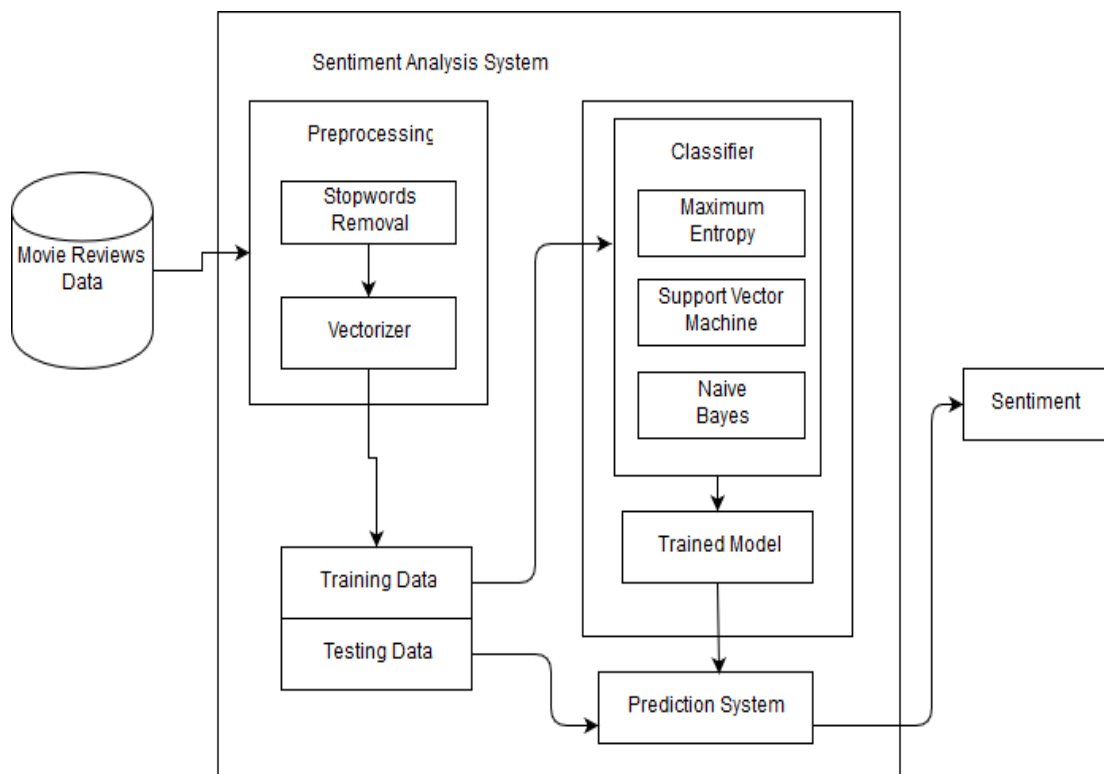


Figure 8.1: Proposed System Architecture

CLASS DESIGN

It is a static diagram that represents the static view of an application. It is not only used for visualizing, describing, and documenting different aspects of a system but also for constructing executable code of the software application. It describes the attributes and operations of a class and also the constraints imposed on the system.

Description : In figure 9.2, modules and their relationships are shown. Document classifier used for classifying SentimentClassification class has ClassifyReview method which predicts the polarity of review.

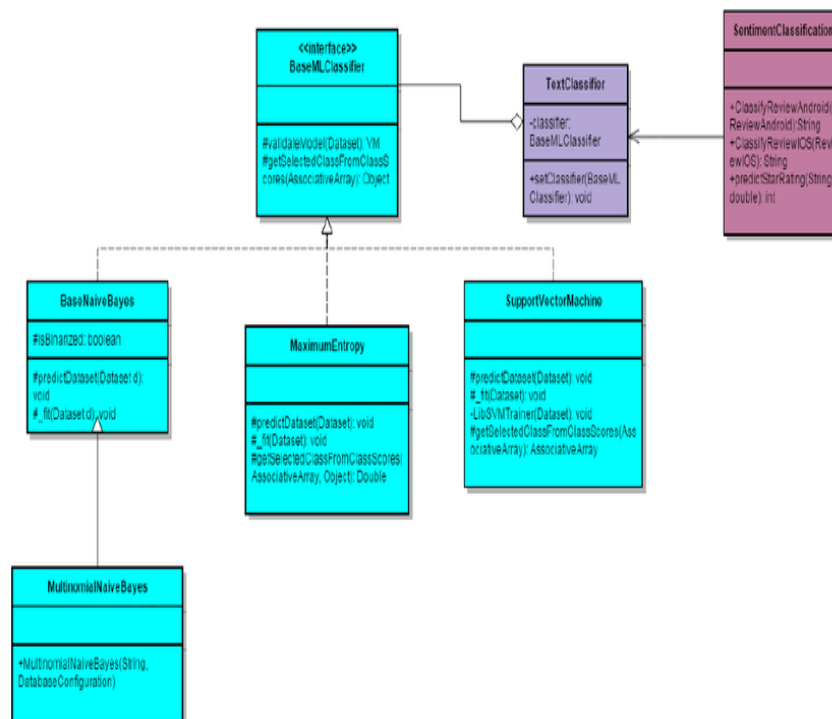


Figure 8.2: Class Diagram

COMPONENT DESIGN

It is used to model the physical aspects of a system. It is also used to visualize the organization and relationships among components in a system. It does not describe the functionality of the system but it describes the components used to make those functionalities.

Description : Figure 8.3 describes primary components of the system. A web application provides candidate's tweets to be fetched and candidates are profiled and compared functionality to Product Administrator. Product Admins are authenticated first before using any of the functionality. To download tweets of a specific candidate, he/she must register for that organization. Tweets are stored in Alluxio data storage in CSV format. Data storage is accessed by Spark application for fetching candidate's tweets for preprocessing and document classification.

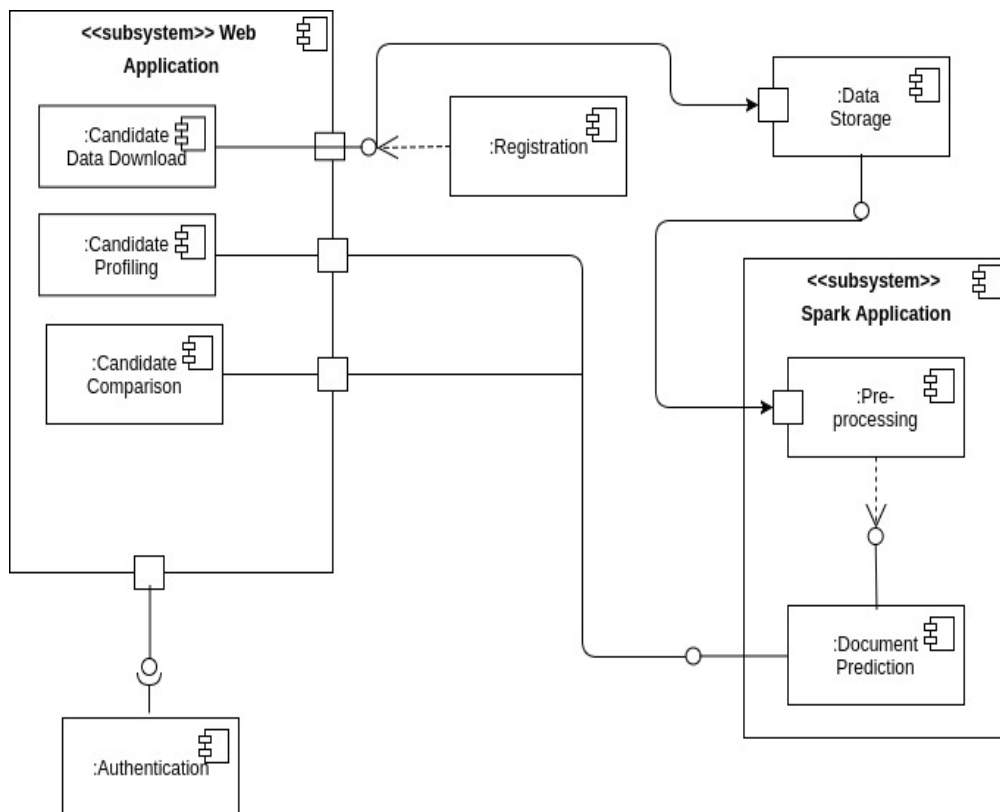


Figure 8.3: Component Diagram

DEPLOYMENT DESIGN

It is used visualize the topology of the physical components of a system, where the software components are deployed. It describes the static deployment view of a system, consisting of nodes and their relationships.

Description : In figure 8.4, Web application designed in Laravel PHP runs on Apache Tomcat Server. Process component of Symphony is used to run spark application. 4-Node cluster is formed for spark application execution. It requires data from Alluxio data storage system. Alluxio is specifically compiled for Spark for data access. Web application retrieves candidate's emotional and polarity scores from database.

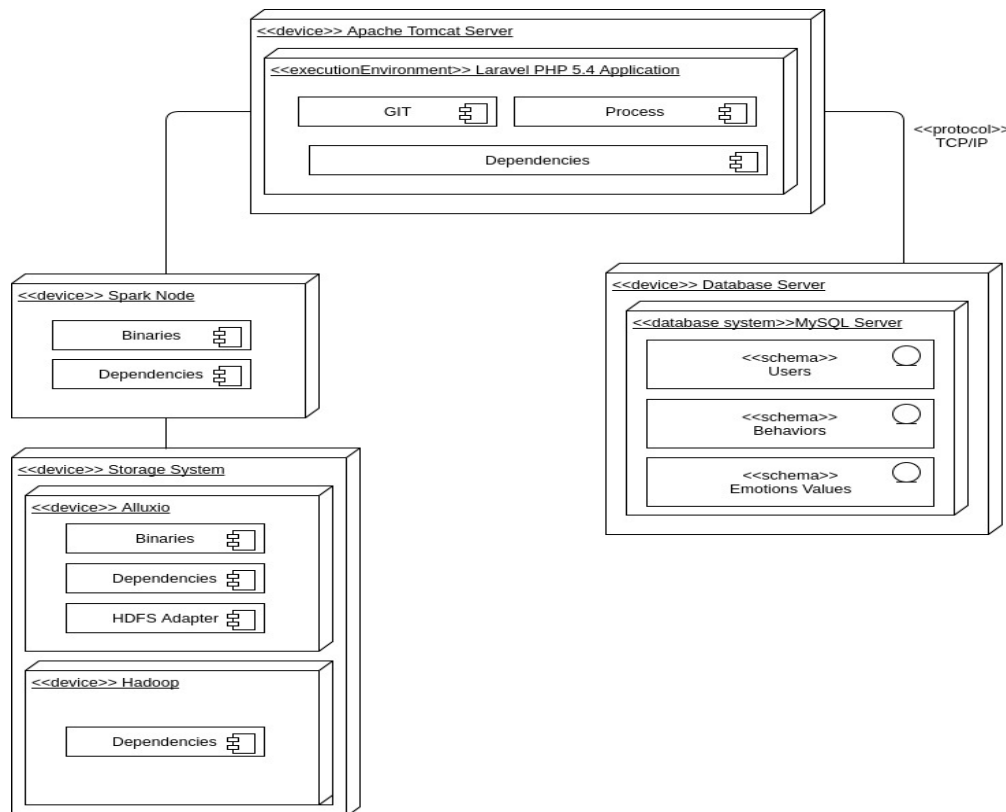


Figure 8.4: Deployment Diagram

CHAPTER 9

IMPLEMENTATION DETAILS

INTRODUCTION

This section describes implementation of the system, required libraries and dependencies needed for components of the system and use of implementation strategy.

ALGORITHM

Document Classification

Input : Candidate's CSV file and Unique Identifier.

Output : Candidate's tweets classified into emotional and polarity categories.

Initialize numFeatures to 10000

Initialize emotionalTrainingDataPath to /emotion-training

Initialize polarityTrainingDataPath to /polarity-training

Initialize emotionModel to /emotion-model

Initialize polarityModel to /polarity-model

Input candidateCSVLocation

Input candidateUserId

If emotionModel exists

 load emotionModel

Else

 load Category Data from emotionalTrainingDataPath

 transform Category Data using Hashing Transform for numFeatures

 attach label to Category Data

 save emotionModel to /emotion-model

 load emotionModel from /emotion-model

If polarityModel exists

 load polarityModel

Else

 load Category Data from polarityTrainingDataPath

 transform Category Data using Hashing Transform for numFeatures

- attach label to Category Data
- save polarityModel to /polarity-model
- load polarityModel from /polarity-model

Read CSV file from candidateCSVLocation

While CSV file contains some rows

- Read Columns from CSV file
- Column 0 contains 'Date'
- Column 1 contains 'Actual Tweet'
- Split Column 0 into year, month and day
- Transform Column 1 using Hashing Transform for numFeatures
- Classify Column 1 with respect to emotionModel and get emotionLabel
- Save emotionLabel into database with year, month and day
- Classify Column 1 with respect to polarityModel and get polarityLabel
- Save polarityLabel into database with year, month and day

Candidate Profiling

Input : Candidate's User Identifier.

Output : Candidate Profiles

Input Candidate's User Identifier.

Retrieve years from Database based on UserId

Retrieve months from Database based on UserId

Retrieve days from Database based on UserId

Calculate Percentage of Categories for all years

Retrieve emotionsValues from Database based on UserId for all years

Retrieve polarityValues from Database based on UserId for all years

While candidate has emotion category and value in a year

- Calculate Total number of documents in a year

- Calculate Total number of document for a specific category

Calculate Percentage for a specific category

While candidate has polarity category and value in a year

Calculate Total number of documents in a year

Calculate Total number of document for a specific category for a year

Calculate Percentage for a specific category for a year

Calculate Percentage of Categories for all months

Retrieve emotionsValues from Database based on UserId for all months group by years

Retrieve polarityValues from Database based on UserId for all months group by years

While candidate has emotion category and value in a month for specific year

Calculate Total number of documents in a month

Calculate Total number of document for a specific category

Calculate Percentage for a specific category for a month

While candidate has polarity category and value in a month for specific year

Calculate Total number of documents in a month

Calculate Total number of document for a specific category for a year

Calculate Percentage for a specific category for a month

Calculate Percentage of Categories for all days

Retrieve emotionsValues from Database based on UserId for all days in a month for a specific year

Retrieve polarityValues from Database based on UserId for all days in a month for a specific year

While candidate has emotion category and value for all days in a month for specific year

Calculate Total number of documents in a day

Calculate Total number of document for a specific category

Calculate Percentage for a specific category for a day

While candidate has polarity category and value for all days in a month for specific year

Calculate Total number of documents in a day

Calculate Total number of document for a specific category

Calculate Percentage for a specific category for a day

MODULES

Candidate's Tweets Fetched From Twitter

- This module retrieves candidate's tweets from Twitter. Input to module is candidate's screen name.
- Every user in twitter has unique screen name which can be used to retrieve his/her tweets using Twitter APIs and OAuth.
- OAuth 2 is an authorization framework that enables application to obtain limited access to user accounts on an HTTP service such as Facebook and Twitter.
- A Twitter application is created, python module connects to Twitter application using consumer secret key and consumer key. Twitter application also generates access key and access secret key which decides validity of tweets access. Tweets are fetched and stored in CSV format.
- The CSV file of every candidate is pushed to Alluxio storage system. Python's Tweepy library is used for implementation of this module.
- A Product Administrator uses candidate data downloading functionality to trigger this module giving candidate's screen name as an input.

Document Classification

- This module takes candidate's CSV location in Alluxio and unique identifier as an input.

- This module is written in Scala and executes as an spark job on multi-node spark cluster. This means, spark job uses resources of multiple connected nodes for faster processing.
- Alluxio is memory centric distributed storage system that provides candidate's CSV file to spark job. Spark's Machine Learning library is used for implementation of Naive Bayes Classifier.
- Initially, model is trained by training dataset that consists of emotional categories of 21429 records and polarity categories of 8797 records. Both models are saved to and loaded from Alluxio.
- Every candidate's tweet is classified into one of the emotional and polarity categories. A database insertion operation push classified documents along with user identifier to MySQL.

Web Application

Web application is designed and built in Laravel PHP 5.4. High charts is used for showing candidate results in the form of column graphs. There are different modules in web application -

- Candidate Profiling : Module shows each candidate's emotional and polarity categories percentage year-wise, month-wise and day-wise.
- Candidate Comparison : Two candidates are compared by emotional and polarity categories percentage. Results are shown year-wise, month-wise and day-wise.
- Candidate Data Downloading Functionality : It enables product administrator to download tweets of a certain candidate. It uses Process component of Symfony to execute python script that fetches tweets from Twitter.
- Storage Analyzer : It shows storage space used by candidate's CSV files, training and testing dataset and saved trained models in Alluxio. Alluxio's local file system commands are used to retrieve space occupied. Registration It allows a candidate to register himself/herself to a certain organization.

- Assessment creation and deletion : Assessments are created, deleted and updated by product administrator.

DATASET

Pang and Lee's Movie Review Data was one of the first widely-available sentiment analysis datasets. It contains 1,000 positive and 1,000 negative movie reviews from IMDB, so it is now considered too small for serious research and development purposes. However, the text is similar to movies reviews on IMDB today.

The file movie-pang02.zip contains a copy of Pang and Lee's Movie Review Data in a csv format that can be imported directly in python. It has two categories: Pos (reviews that express a positive or favorable sentiment) and Neg (reviews that express a negative or unfavorable sentiment). For this assignment, we will assume that all reviews are either positive or negative; there are no neutral reviews.

For document classification, a training and testing dataset is required. Training records for polarity categories are mentioned in Table 9.1

Table 9.1: Polarity Training Dataset

Polarity	Training Records
Positive	1000
Negative	1000
Total	2000

SNAPSHOTS

CHAPTER 10

TEST SPECIFICATION

CHAPTER 11

DATA TABLES AND DISCUSSIONS

CHAPTER 12

CONCLUSION

We proposed a hand gesture based human computer interaction system that provides a natural way to interact with computer. The hand is first segmented by using skin color information and then tracked using 'Camshift' tracker with Kalman filter, then fingertips are located on the contour of the segmented hand and single gestures drawn from fingertips are recognized. For pointing, click, right click, zoom, drag and window closing various gestures have been allocated.

CHAPTER 13

FUTURE ENHANCEMENTS

The research can be extended to explore the relationship between behaviors and psychological theories to determine candidate's language style or social tendencies. The system only fetches 3200 tweets of a candidate for analysis. For more precise profile deviation, more tweets should be fetched for Behavioral Analytics.

CHAPTER 14

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ANNEXURE A

PAPERS PUBLISHED

PAPER TITLE

Sentiment Analysis using Machine Learning Algorithms: A Survey

IJIRCCE Certification



Figure A.1: IJIRCCE Certificate

PAPER TITLE

Sentiment Analysis using Original and Reversed Reviews

cPGCON Certificate



Figure A.2: cPGCON Certificate

cPGCON Review

ANNEXURE B

DISSERTATION PLANNER

Table B.1: Dissertation Task Set

Task Title	Dissertation Task
T1	Study of Domain - Machine Learning and Natural Language Processing
T2	Identification of problem in existing systems
T3	Review of Literature
T4	Building Mathematical Model
T5	Report On Scheme of Implementation
T6	Identification of Prerequisites and Installation
T7	Configuring python and python package installer pip in the system
T8	Study of various machine learning algorithms and its implementation in python
T9	Studying libraries in python required for implementation
T10	Downloading and extracting reviews from IMDb movie datasets provided for research
T11	Removing stopwords, punctuation marks, numbers etc.
T12	Report Preparation
T13	Dissertation Project Stage I Presentation
T14	Document Preprocessing
T15	Creating Bag of words model from movie reviews.
T16	Splitting the dataset into training and test dataset
T17	Train machine learning classifiers using bag of words model.
T18	Create unigram, bigram, trigram variations of model
T19	Train machine learning classifiers using this model.
T20	Cpgcon Paper Presentation
T21	Predictive Model Construction
T22	Model Testing
T23	Experimental results, Analysis and Validation of results
T24	Project Review with Demonstration
T25	Report Validation and Submission, Report Submission