

**RATING PREDICTION PROJECT**

Submitted by:

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Internship-19

**ACKNOWLEDGMENT**

I would like to express my special thanks of gratitude to my teacher

Dr. Deepika Sharma from Data trained as well as Shubham Yadav(SME) from Flip Robo, who gave me the golden opportunity to do this wonderful project on the topic

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, which also helped me in doing a lot of research and I came to know about so many new things on the Natural language processing project I am thankful to them.Secondly, I would also like to thank my parents who helped me a lot in finalizing this project within the limited time frame.

**INTRODUCTION**

* **Business Problem Framing**

In this time of in Internet era, more and more online shopping websites are coming in the frame, for more business growth they need review and ratings for there product as we see advertisement through the mouth is very impactful same in the online world more no of reviews means more no of customers buy the product. same with our client who has a website where people write different reviews for technical products. Now they are adding a new feature to their website i.e. The reviewer will have to add stars(rating) as well with the review. The rating is out 5 stars and it only has 5 options available 1 star, 2 stars, 3 stars, 4 stars, 5 stars. Now they want to predict ratings for the reviews which were written in the past and they don’t have a rating. So, we have to build an application that can predict the rating by seeing the review.

* **Conceptual Background of the Domain Problem**

The conceptual background of the problem depends on the language and words which make any review good or bad, our main motto is to find those words which are highly malignant which predicts the review for 5\* rating or 1\* rating.

Here 5\*,4\* &3\* rating is good and 2\*,&1\* rating is bad all we have to find out by using scrapped data from different e-commerce websites.

* **Review of Literature**

Data exploration is the first step in data analysis and typically involves summarizing the main characteristics of a data set, including its size, accuracy, initial patterns in the data, and other attributes. It is commonly conducted by data analysts using visual analytics tools, but it can also be done in more advanced statistical software, Python. Before it can analyse data collected by multiple data sources and stored in data warehouses or any scrapped data from websites, an organization must know how many cases are in a data set, what variables are included, how many missing values there are, and what general hypotheses the data is likely to support. An initial exploration of the data set can help answer these questions by familiarizing analysts with the data with which they are working. We divided the data 7:3 for Training and Testing purposes respectively.

* **Motivation for the Problem Undertaken**

Every problem of Machine learning gives us chance to enhance and develop problem-solving skills. These Problems do’s the same.

When this real-life problem of predicting whether the reviews to any product increase or decrease its sales, whether to rely on old data or new data words are words they are accepted globally important and with help of A. I technology we make a completely new model of detection. As Data scientists it is our role to help and understand the market better with newer data, for constructing real-life helpful models for companies.

In this project, we have to scrape at least 20000 rows of data. You can scrape more data as well, it’s up to you. more the data better the model In this section you need to scrape the reviews of different laptops, Phones, Headphones, smartwatches, Professional Cameras, Printers, Monitors, Home theater, Routers from different e-commerce websites. We need these columns 1) reviews of the product. 2) rating of the product.

And we do the same we scrap 23000 rows of data for our model building phase.

**Analytical Problem Framing**

* **Mathematical/ Analytical Modelling of the Problem**

As for any basic model building, we have to understand the type of target variable, the data of the target variable is continued or classified.

Data Analysis is always the difficult part, for better understanding different kinds of bar plots, distribution plots are created with the target Column for finding the insights of the dataset we have.

Analytical Modelling always starts with the target variable we have, and in that case, our target variables are text comments first we have to filter them and make data clean then using different analysis tools select the list of toxic words which makes comments malignant, for that, we create some distribution plots with the target variable to understand which feature columns help to learn the model best and which feature columns reduce the accuracy of the model.

And after finding the relation and correlation with the target variable we choose either Regression Model or Classification Model. Here in this problem, our target feature column is classified so we build our Machine Learning model on classification.

* **Data Sources and their formats**

Data Set Description

The data set contains the training set, which has approximately 23000 rows of data.

The data set includes:

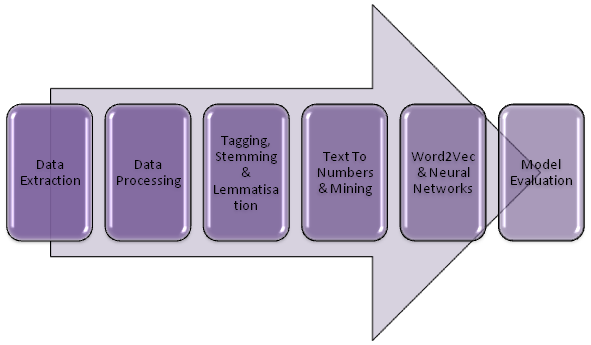
Review: Review columns show all the different product reviews over the product.

Rating: These feature columns are rated out of 5, 5 is the highest, and 1 is the lowest.

This project is more about exploration, feature engineering, and classification that can be done on this data. Since the data set is huge and includes many categories of comments, we can do a good amount of data exploration and derive some interesting features using the comments text column available.

* **Data Preprocessing Done**

This project is based on NLP and we have comments or string data for that we have to first convert comments into words then filter and cleaning of data using several libraries and finally convert them into int datatype.



1. Data Extraction: It is the first step of any model. most data is in CSV or excel format and for analyzing the data we use the data manipulation tool pandas and NumPy after that data is converted into a data frame for analyzing the data.
2. Data Cleaning: First we clean the data which have no use in prediction like the S.no column and Id, then we drop the data which has a high no of missing percentages.
3. Stemming And Lemmatisation: The next step is to tag the words via Text Part Of Speech Tagging. Additionally, we are ready to perform Stemming And Lemmatisation In The NLP Data Science Project.
4. Text Mining Algorithms: The text needs to be converted to numbers. Multiple algorithms compute and use the frequency of the words or group them to help us understand their hidden meanings.
5. Word2Vec Algorithm: Now the numerical data needs to be fed into a model so that we can start forecasting it. We can feed our data to a model. Word2Vec algorithm is gaining popularity. Let’s understand how to Predict Text Using
6. Data transformation is the process of changing the format, structure, or values of data; we use a labeled encoder for coding the object data into integer data.
7. Data Reduction: it is the process of finding the most correlated columns, and combining them because the machine does not understand which feature columns impact the most on accuracy.
8. Data discretization converts a large number of data values into smaller once, so that data evaluation and data management becomes very easy, using box plots is makes a clear understanding of the data.
9. Evaluate NLP Model: Now that the NLP algorithm has started to forecast text, the last step is about assessing the accuracy of the model. Learn How To Evaluate The Model Performance.

* **Data Inputs- Logic- Output Relationships**

Regression and classification models are important tools for researchers in various fields. The application of these many-to-one mapping models is two-fold. First, they can be used for prediction. The output value or class of a (new) case can be predicted by applying the inferred mapping to the input variables of the case. Second, they inform us about the relationship between the input and the output. They specify how the input variables are (mathematically) interacting with each other to produce the output variable. The usefulness of the second application is, however, limited by the power of the human intellect. We suggest that the interpretation of these many-to-one mapping models is of utmost, yet undervalued, importance in many research fields.

* **State the set of assumptions (if any) related to the problem under consideration**

As we are trying to predict the malignant in comments and build a filtration model using M.L for predicting whether a comment is malignant or not for this we assume that the bad words are almost the same which makes any comments review worst or good.

All this depends on the selection of words.

* **Hardware and Software Requirements and Tools Used**

Python is widely used in scientific and numeric computing:

SciPy is a collection of packages for mathematics, science, and engineering.

Pandas are data analysis and modeling libraries.

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](https://www.nltk.org/nltk_data/) 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,

Libraries Used for this Project include –

* 1. Pandas
* 2. NumPy
* 3. Matplotlib
* 4. Seaborn
* 5. Scikit Learn
* 6. Nltk
* 7. WordNetLemmatizer
* 8. TF-IDF vactorrization

**Model/s Development and Evaluation**

* **Identification of possible problem-solving approaches (methods)**

After analyzing the dataset, I observe that many of the feature columns are int type and coment\_text is string type. so first, we have to convert them into an integer so that the machine interprets the data and for that, we use the NLP toolkit for all the features columns.

Then find the correlation between the columns with target columns and delete the non-related feature columns.

After converting text into int datatype and classes are defined.

The target column is classified so we start work on Classification models building.

Testing of Identified Approaches (Algorithms)

List down all the algorithms used for the training and testing.

1. Logistic Regression

# 2. DecisionTreeClassifier

# 3. Random forest Regression.

# 4. Xgboost

# 5. AdaBoostClassifier

# 6. KNeighborsClassifier

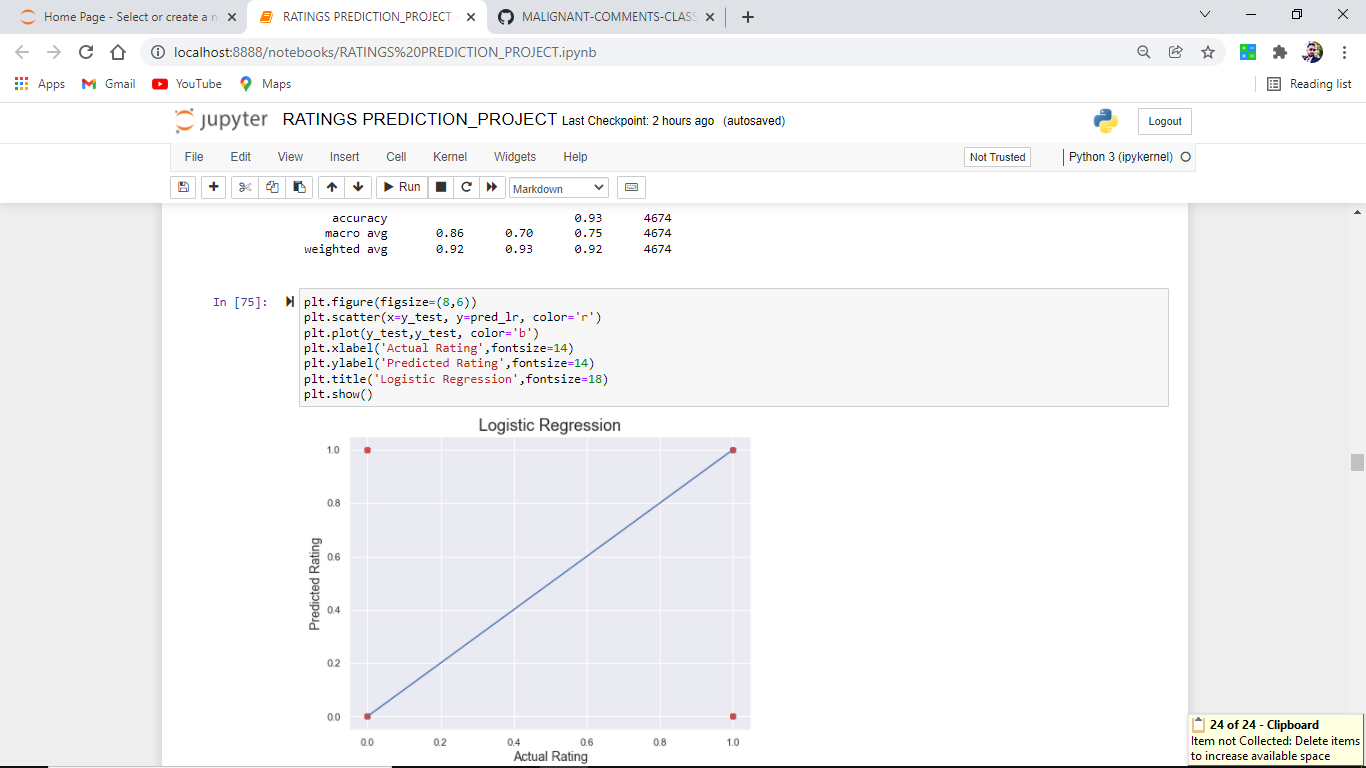
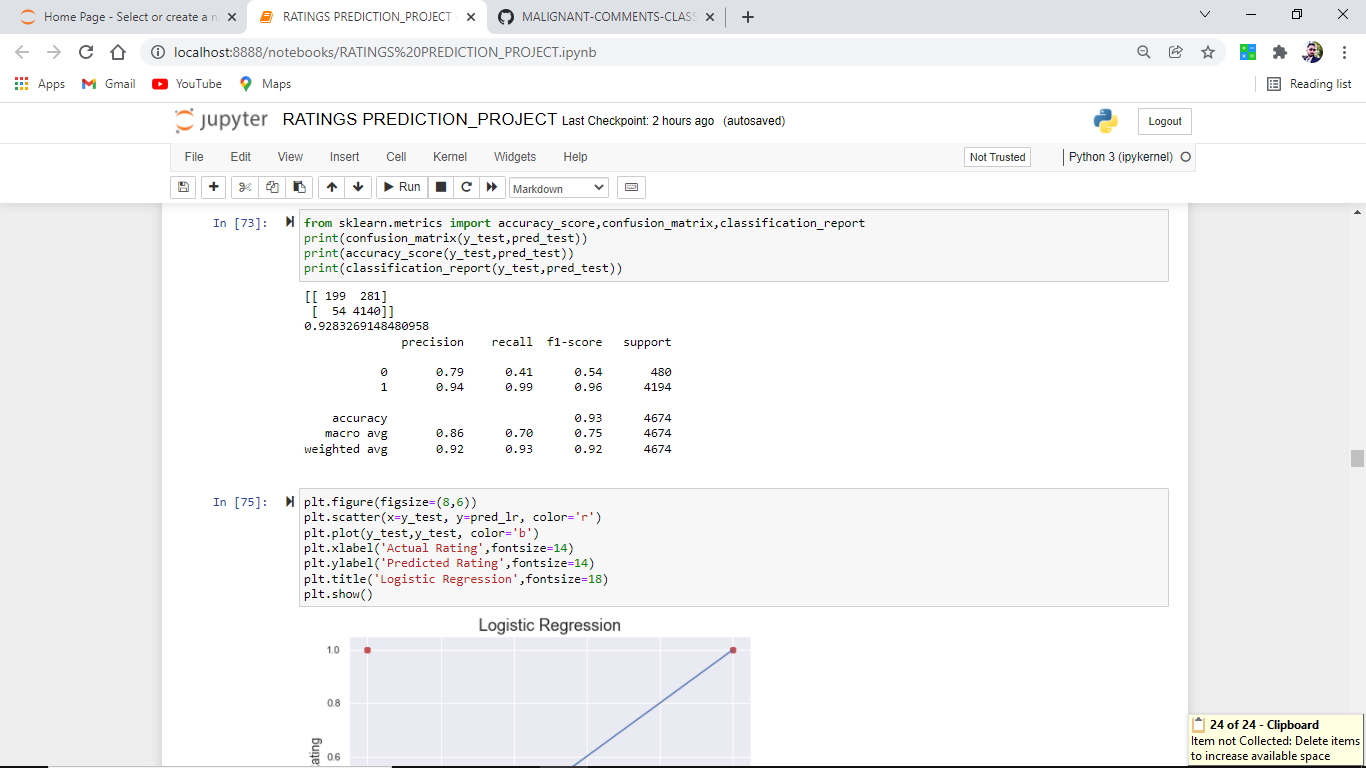
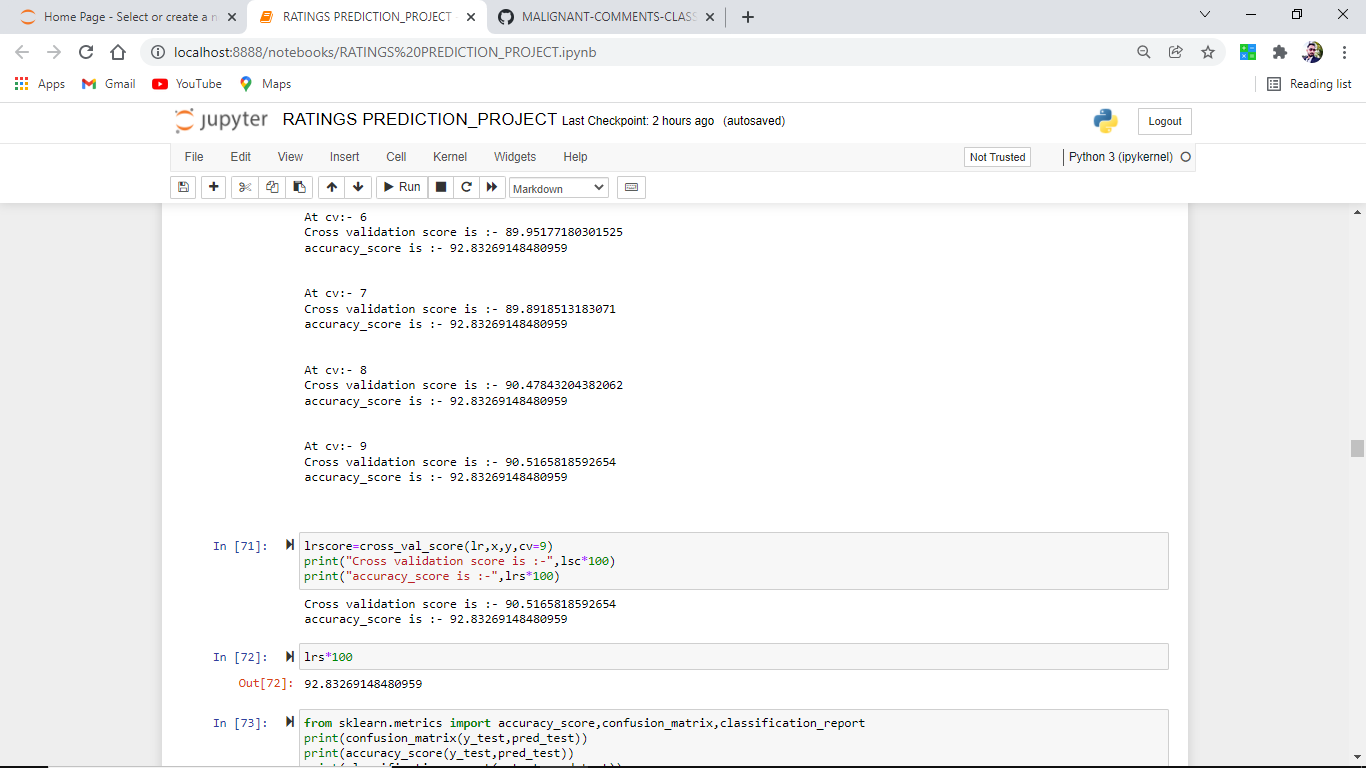
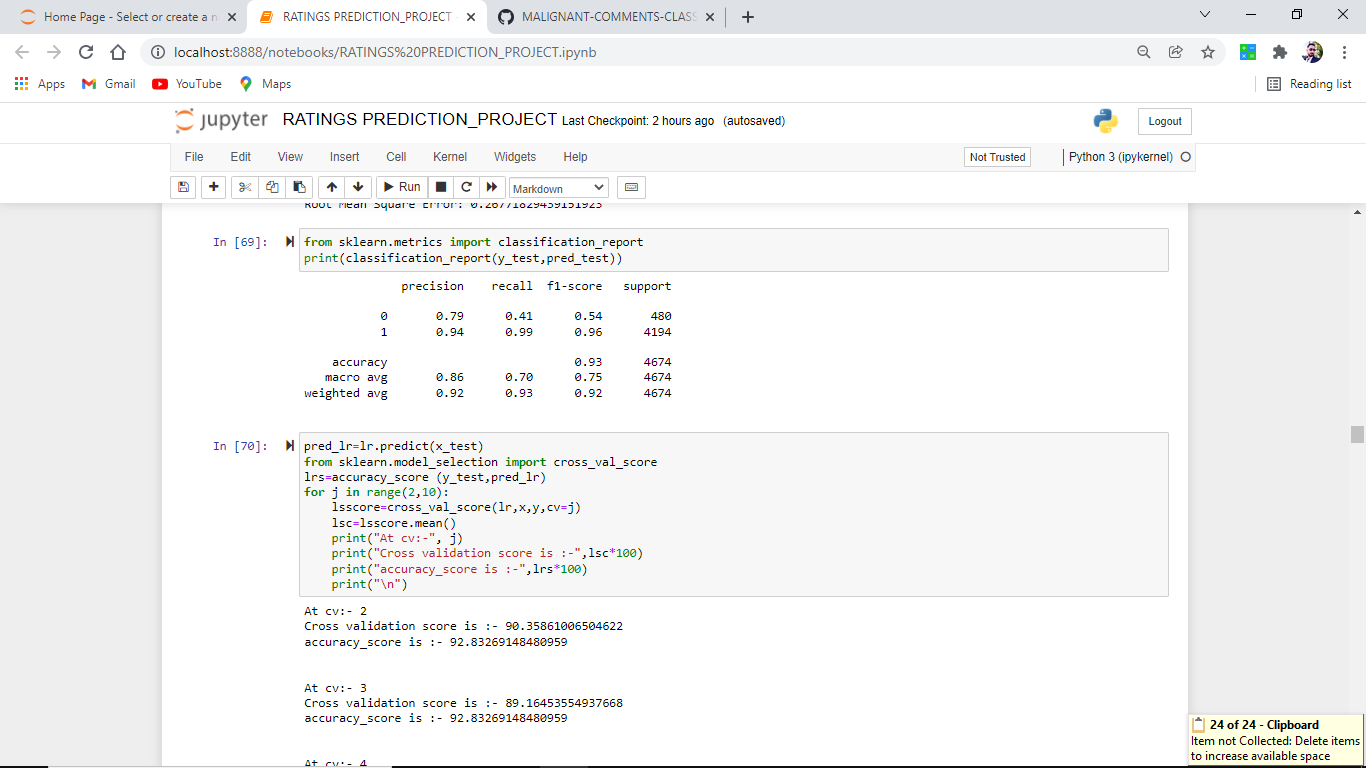
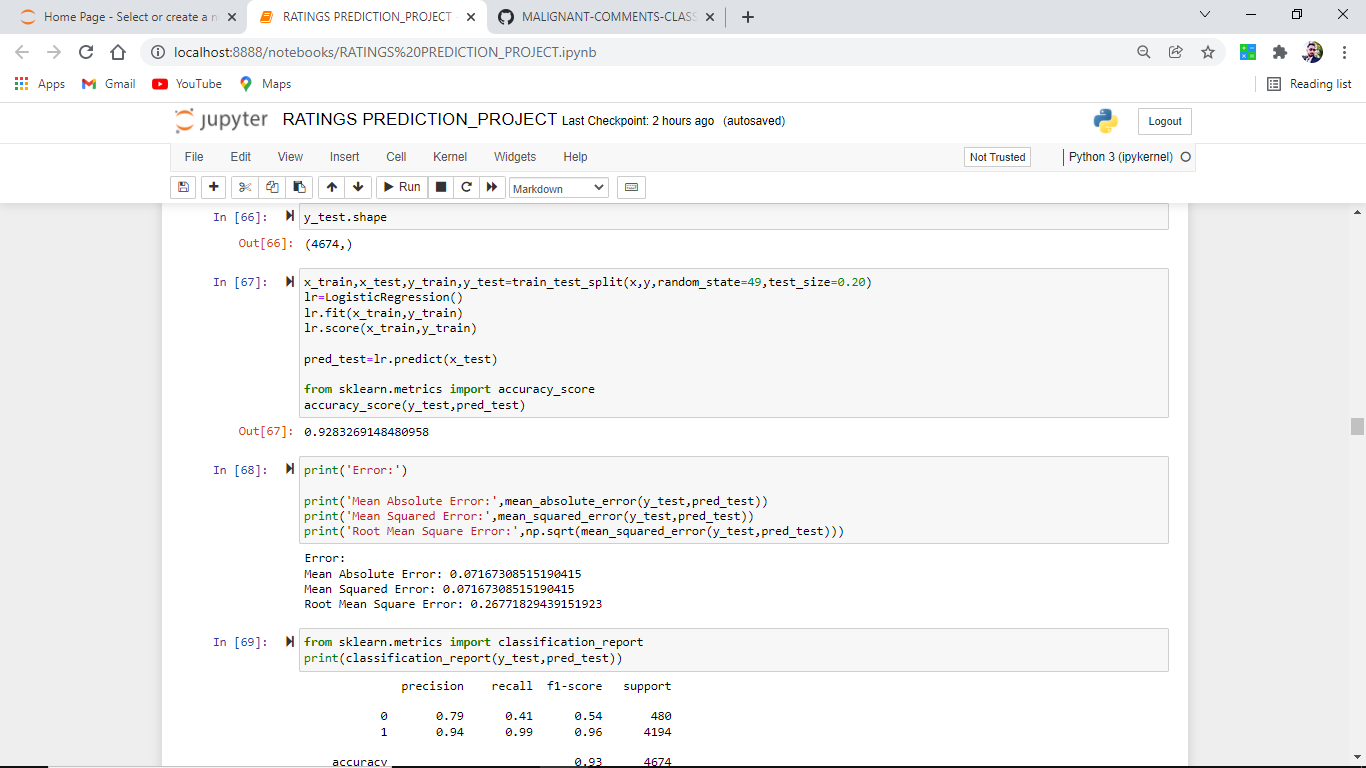
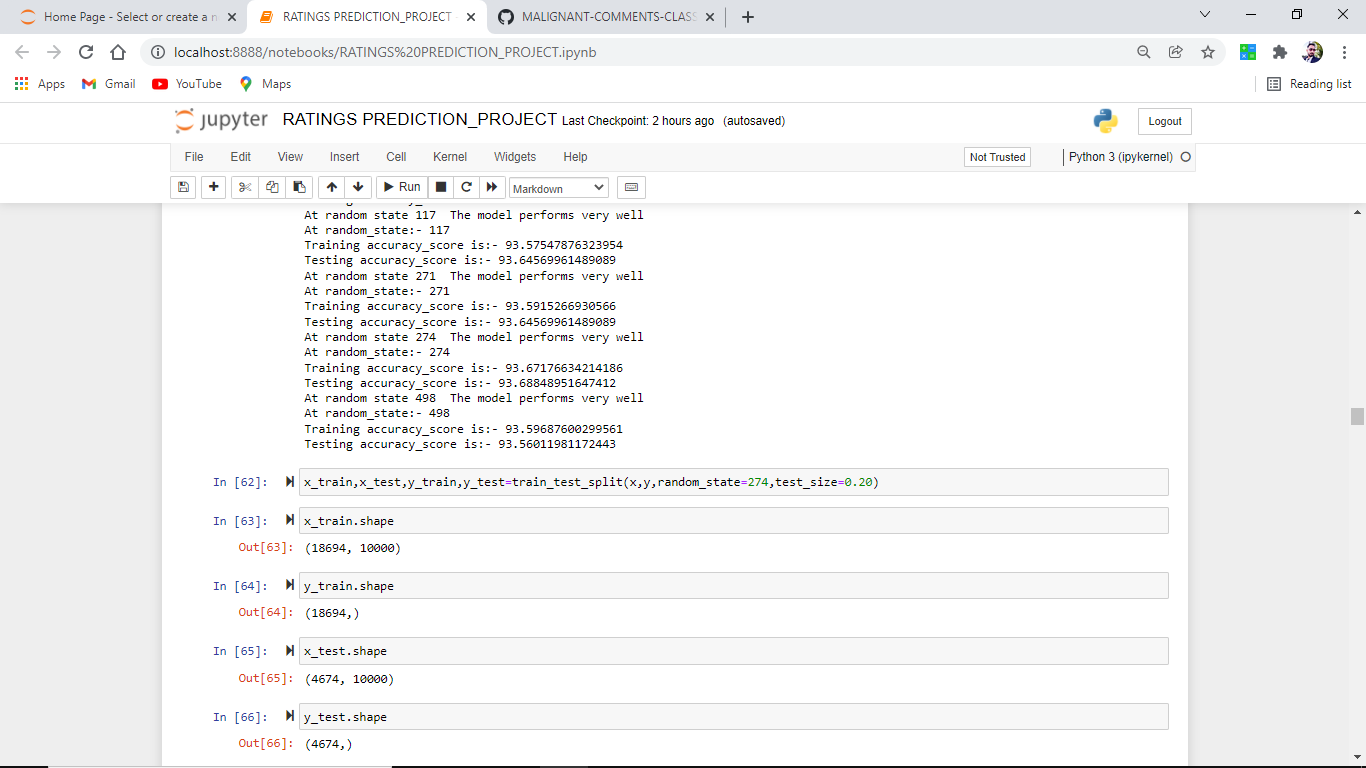
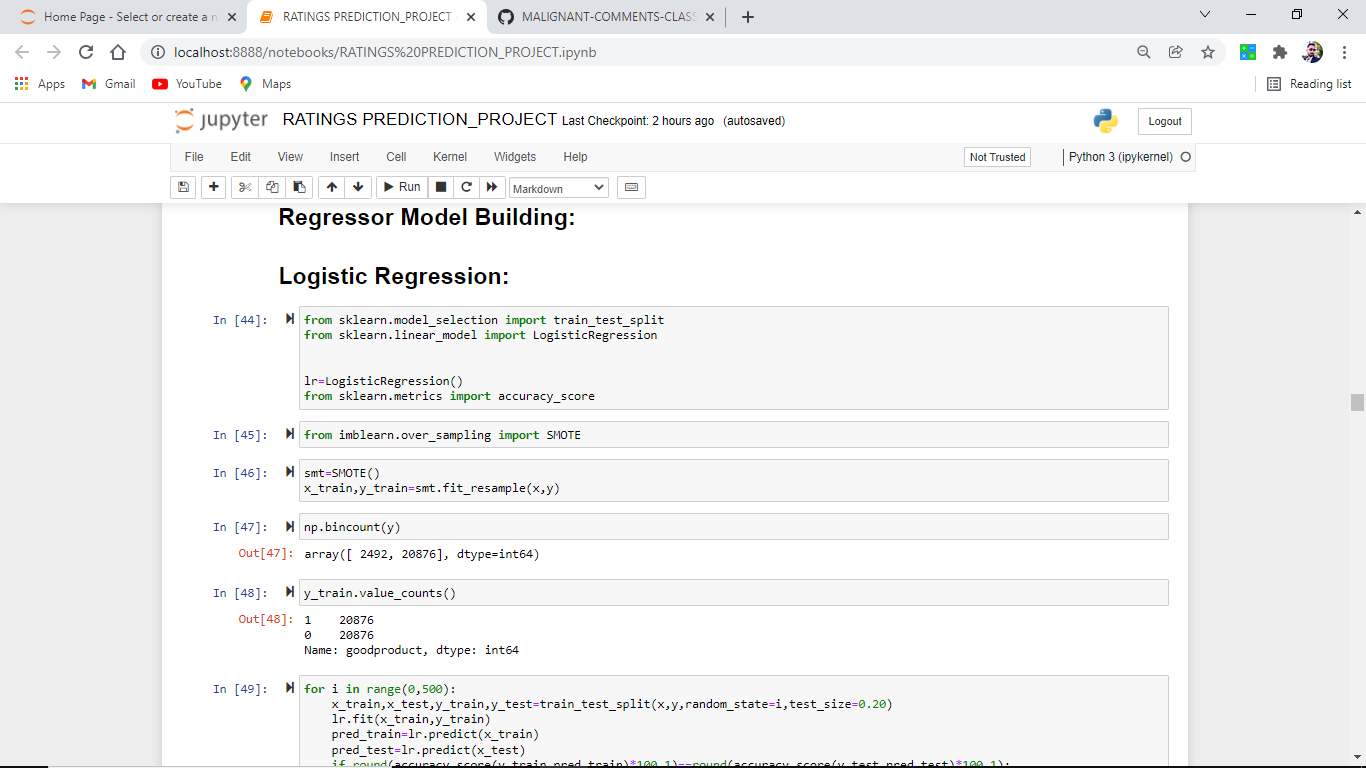
* **Run and Evaluate selected models**

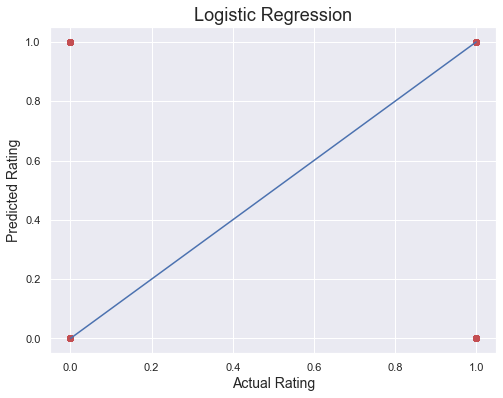
**Logistic Regression Model**

Logistic Regression is a machine learning algorithm based on supervised learning.

It performs a regression task. Regression models a target prediction value based on independent variables.

It is mostly used for finding out the relationship between variables and forecasting.

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**Conclusion of the Logistic Regression**.

**Observations:**

1. This Logistic Regression Performs with 92.55% accuracy for predicting labels.
2. We use the best-fit line.
3. from sklearn.metrics import accuracy\_score,confusion\_matrix,classification\_report.

**Error:**

**Mean Absolute Error: 0.07167308515190415**

**Mean Squared Error: 0.07167308515190415**

**Root Mean Square Error: 0.26771829439151923**

**Accuracy\_score,confusion\_matrix,classification\_report.**

**[[ 199 281]**

**[ 54 4140]]**

**0.9283269148480958**

**precision recall f1-score support**

**0 0.79 0.41 0.54 480**

**1 0.94 0.99 0.96 4194**

**accuracy 0.93 4674**

**macro avg 0.86 0.70 0.75 4674**

**weighted avg 0.92 0.93 0.92 4674**

from above we easily find out that

# Precision, recall,fl-score from the above plotting.

# Our model performs well on the initial level,

# **DecisionTreeClassifier**

# 

# 

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Conclusion of the Decision Tree Classifier.

**Observations:**

1. This Decision Tree Classifier Performs with 90.23% accuracy for predicting labels.
2. We use the best-fit line.
3. from sklearn.metrics import accuracy\_score,confusion\_matrix,classification\_report.

**Error:**

**Mean Absolute Error: 0.09007274283269148**

**Mean Squared Error: 0.09007274283269148**

**Root Mean Square Error: 0.3001212135666046**

**Accuracy\_score,confusion\_matrix,classification\_report.**

**0.9099272571673085**

**[[ 241 239]**

**[ 182 4012]]**

**precision recall f1-score support**

**0 0.57 0.50 0.53 480**

**1 0.94 0.96 0.95 4194**

**accuracy 0.91 4674**

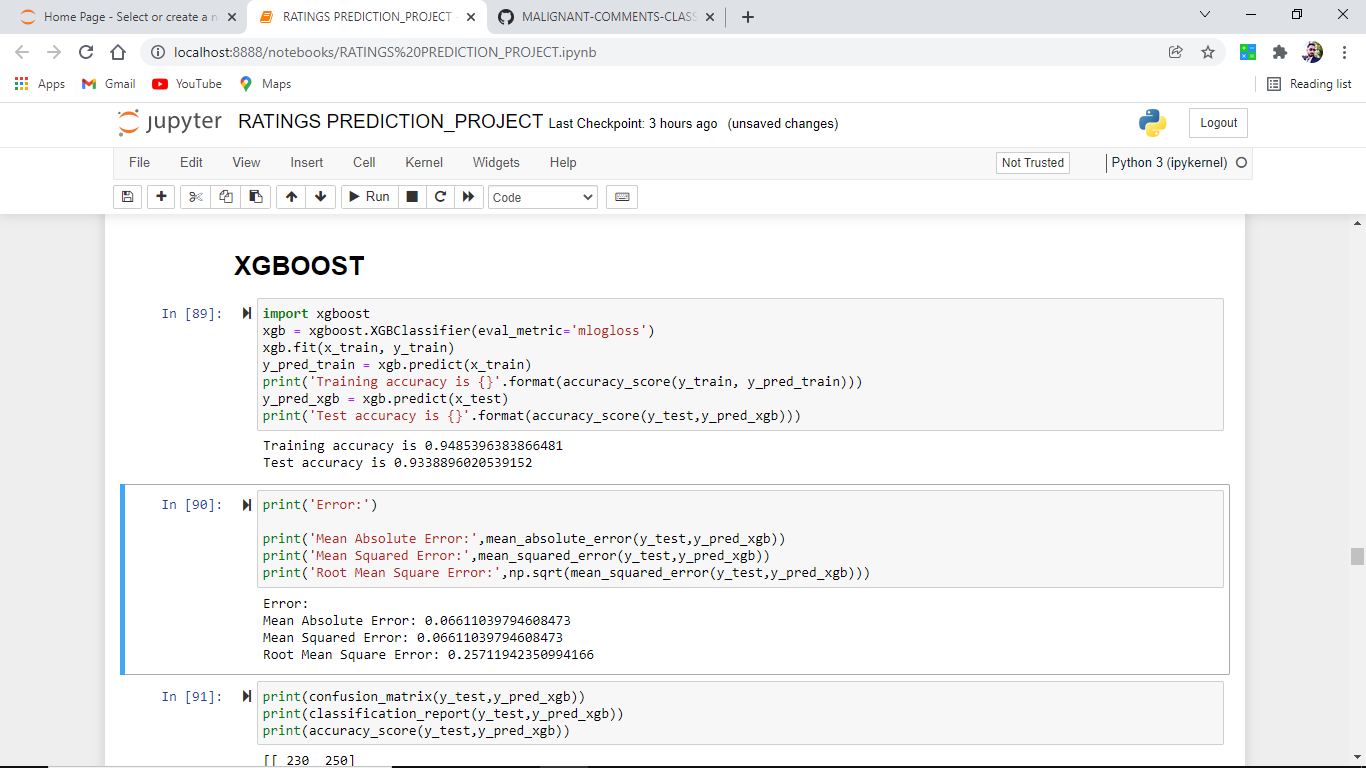
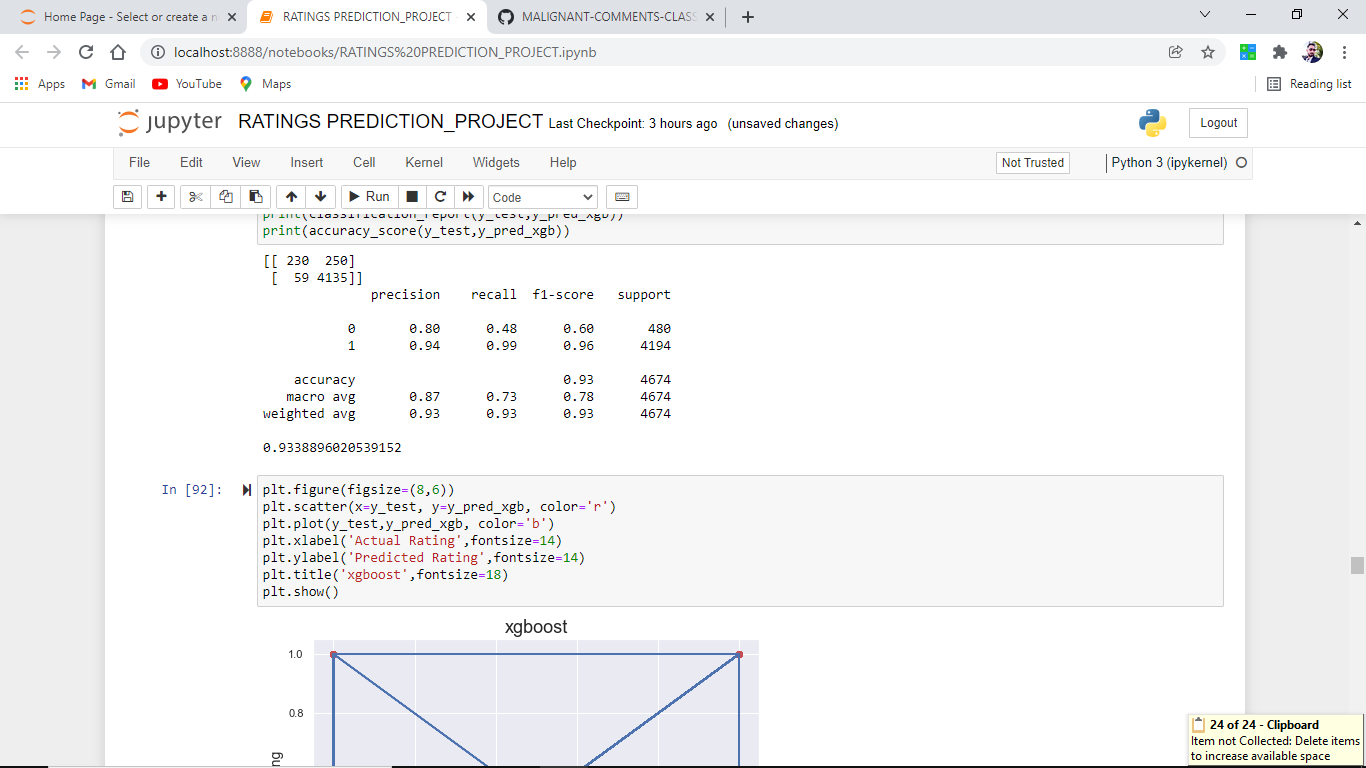
**macro avg 0.76 0.73 0.74 4674**

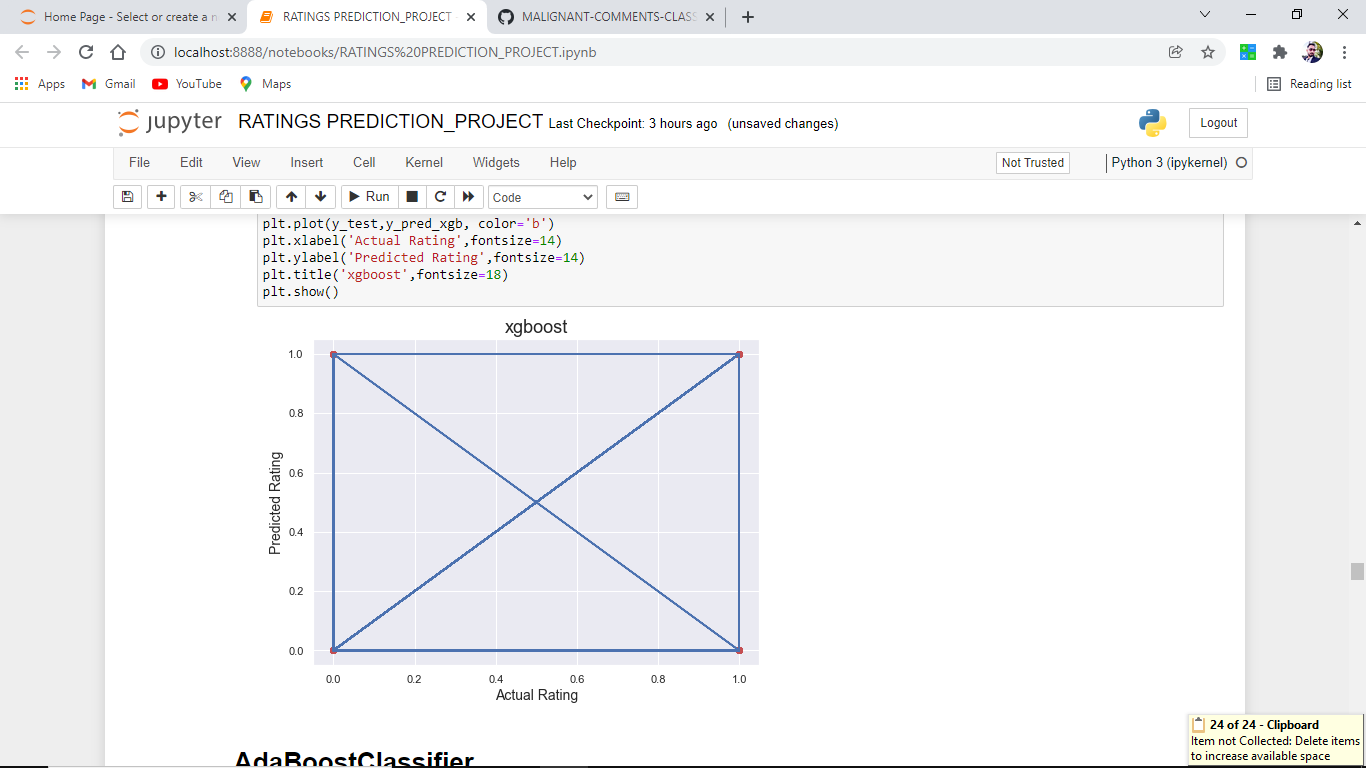
**weighted avg 0.91 0.91 0.91 4674**

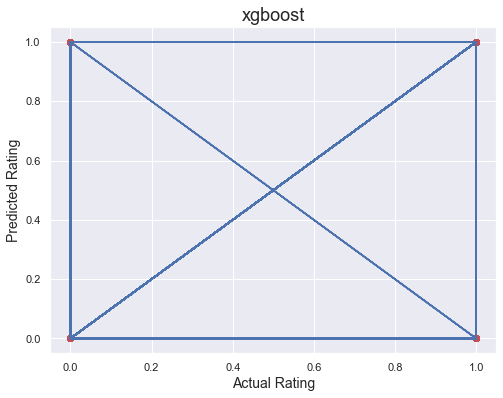
from above we easily find out that

# Precision, recall, f**1**-score**, and support** from the above plotting.

# Our model performs well on the initial level,

**XGBOOST**

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Conclusion of the XGBOOST.

**Observations:**

1. This XGBOOST Performs with 93.38% accuracy for predicting labels.
2. We use the best-fit line.
3. from sklearn.metrics import accuracy\_score,confusion\_matrix,classification\_report.

**Error:**

**Mean Absolute Error: 0.06611039794608473**

**Mean Squared Error: 0.06611039794608473**

**Root Mean Square Error: 0.25711942350994166**

**Accuracy\_score,confusion\_matrix,classification\_report.**

**0.9338896020539152**

**[[ 230 250]**

**[ 59 4135]]**

**precision recall f1-score support**

**0 0.80 0.48 0.60 480**

**1 0.94 0.99 0.96 4194**

**accuracy 0.93 4674**

**macro avg 0.87 0.73 0.78 4674**

**weighted avg 0.93 0.93 0.93 4674**

from above we easily find out that

# Precision, recall,f**1**-score**, and support** from the above plotting.

# Our model performs well on the initial level,

1. **Key Metrics for success in solving the problem under consideration.**

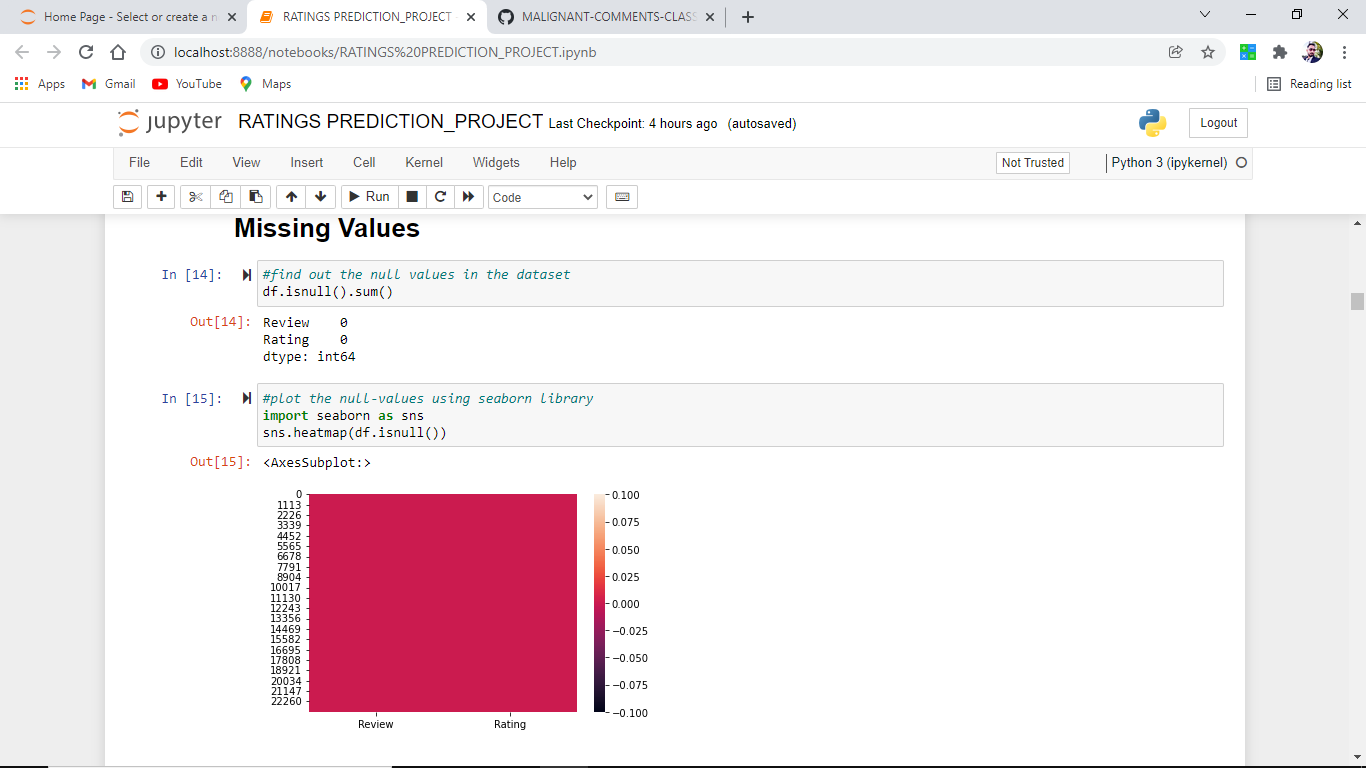
Confusion matrix, Mean Absolute Error, Mean Squared Error, Root Mean Square Error

This matrix helps to understand the model more deeply.

1. **Visualizations**

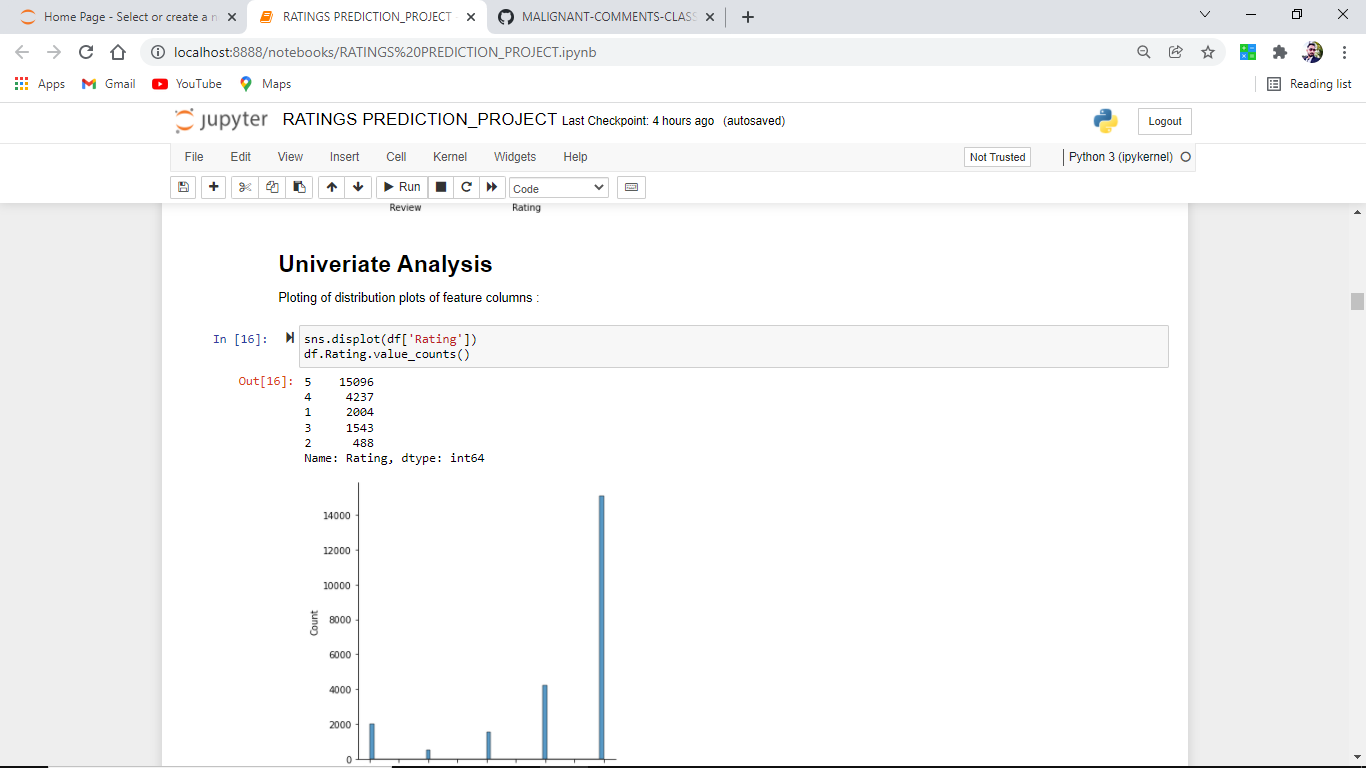
Data visualization is the graphical representation of information and data. By using charts, plots, and graphs data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data.

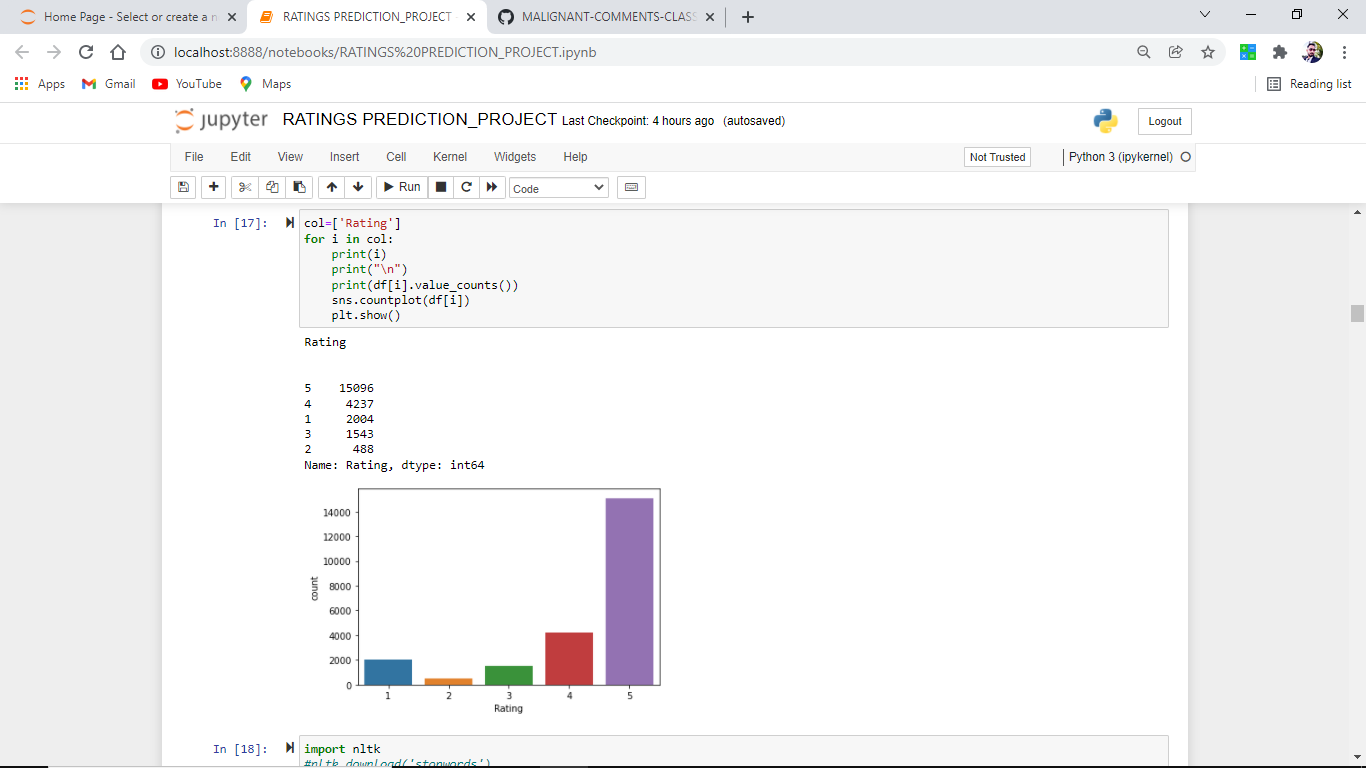
In the world of Big Data, data visualization tools and technologies are essential to analyze massive amounts of information and make data-driven decisions.

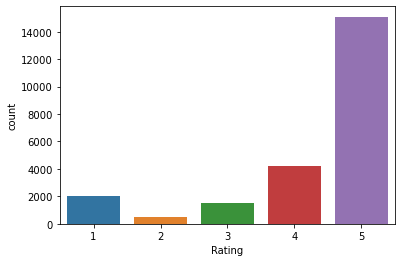




No null values are present in the dataset.







Classes are not equal.

5\* rating having maximum count.

1. **Interpretation of the Results**

# **List of accuracy scores of different classification models.**

**logistic Regression:- 0.9283269148480958**

**Ridge classifier:- 0.9296106118955927**

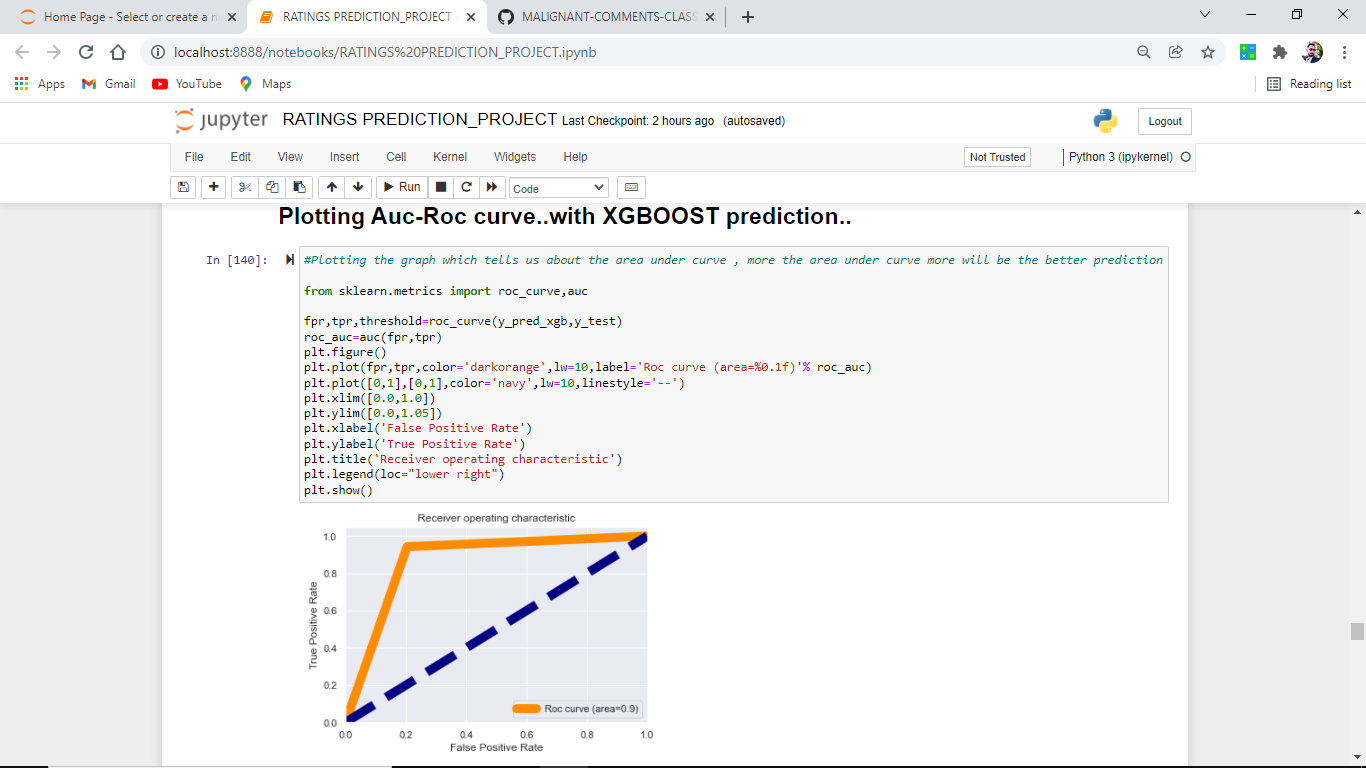
**Dicision Tree Classifier:- 0.9099272571673085**

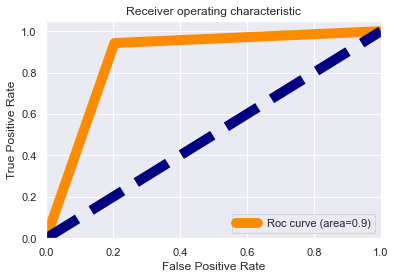
**Random Forest classifier:- 0.9313222079589217**

**xgboost:- 0.9338896020539152**

**AdaBoostClassifier:- 0.9238339751818571**

**KNeighborsClassifier:- 0.9107830551989731**





OBSERVATIONS:

1. Roc curve area is 0.9 which means that our model is distinguished between the malignant comment or not.

2. Our model understands that Rating 1 is 93.55% different  
 then 0, which is good.

3. It means there is a 93.55% chance that the model will be   
able to distinguish between positive class and negative class.

**CONCLUSION**

1. **Key Findings and Conclusions of the Study**

So, our Aim is achieved as we have successfully ticked

all our parameters as mentioned in our Aim Column. It is seen

that nltk libraries help us to find the outcomes. All the feature

columns are positively co-related.

**As our model Accuracy is over 93.38% which is good in terms of initial model building. XGBOOST is the best from rest.**

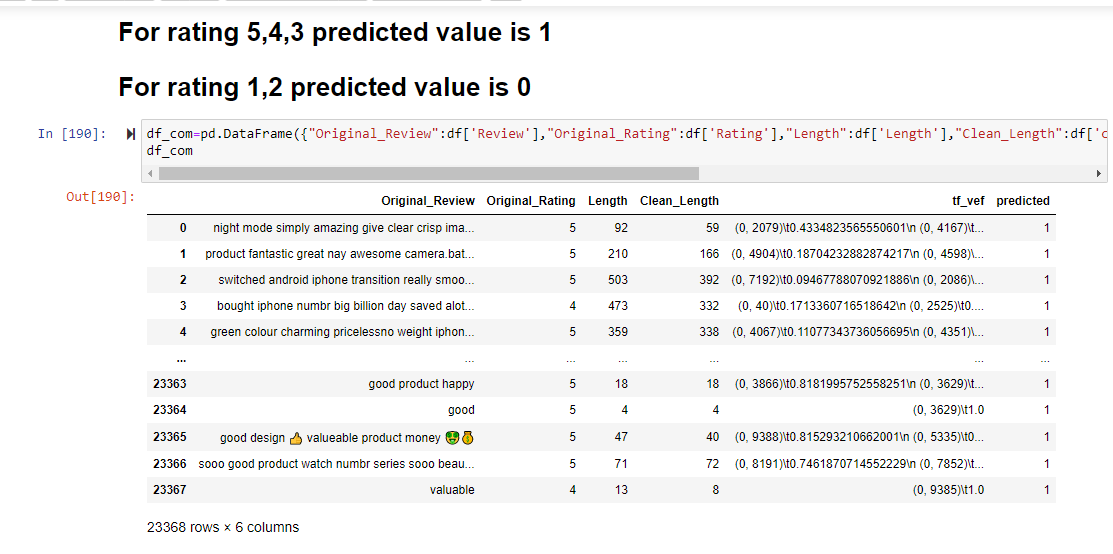
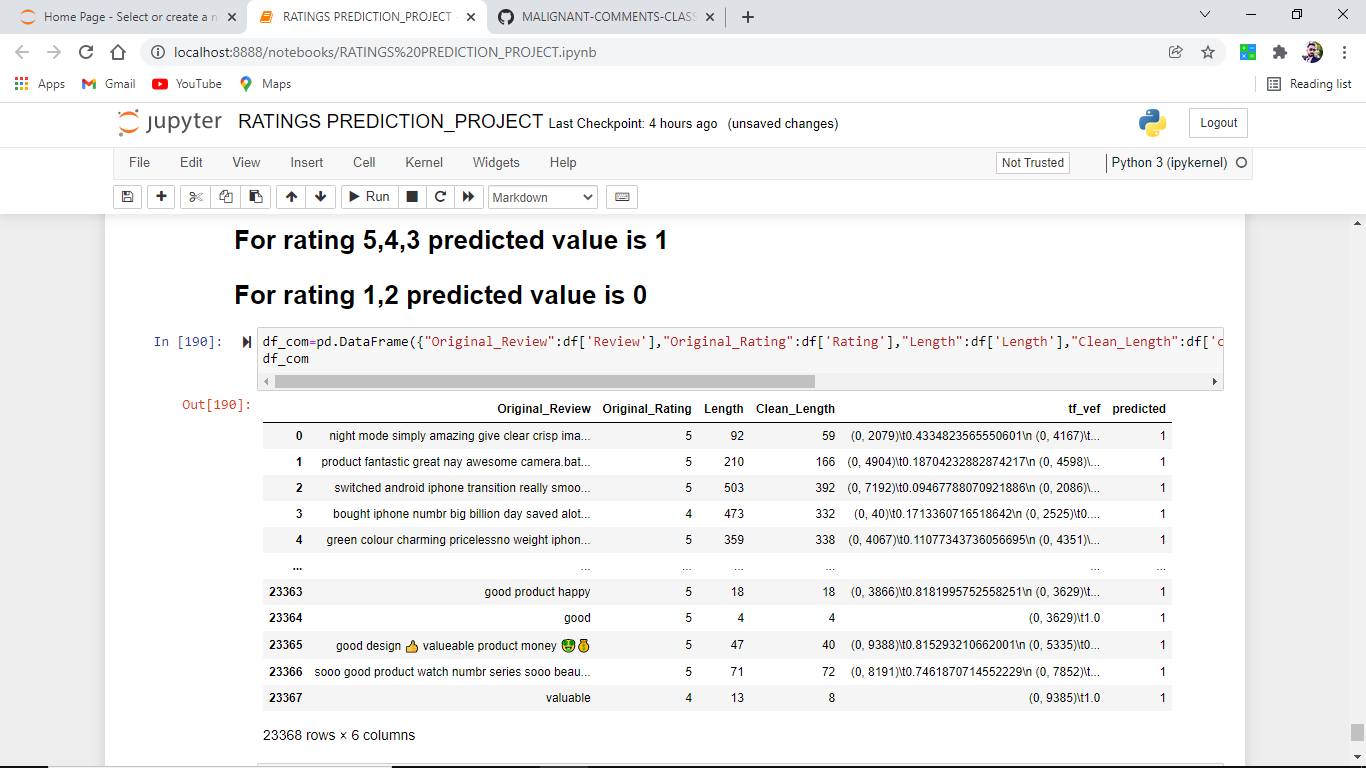
1. **Learning Outcomes of the Study in respect of Data Science**

That's it! We reached the end of our exercise. Throughout this kernel, we put into practice many of the strategies for predicting whether comments are malignant or not. We philosophized about the variables, we analyzed 'Comment \_text' alone and with the most correlated variables, we tested some of the fundamental statistical assumptions and we even transformed text data into numeric type using tf-idf vectorization. That's a lot of work that Python helped us make easier.

1. **Limitations of this work and Scope for Future Work**

As we do lots of research and our data set is quite big which helps us to find different toxic words from around the world which make this study successful still as generations are evolved and continuously discovering new slag words which make comments toxic. we don’t rely on this data for too long continuously adding more stopwords in the nltk library for helping us to make more powerful models and make us future-ready

The final dataset looks like this.



As we observe that good reviews get predicted as 1 which means our model works.