nlp_analysis

October 28, 2024

0.1 Data Import

```
[]: pip install googletrans==4.0.0-rc1
[]:
[]: import re
     import locale
     from collections import Counter
     import numpy as np
     import pandas as pd
     import matplotlib.pyplot as plt
     import seaborn as sns
     from sklearn.feature_extraction.text import TfidfVectorizer
     from sklearn.cluster import KMeans
     from sklearn.metrics import silhouette_score
     from wordcloud import WordCloud
     from nltk.corpus import stopwords
     from nltk.tokenize import word_tokenize
     from nltk.stem import WordNetLemmatizer
     # from googletrans import Translator
     from tqdm import tqdm
     tqdm.pandas()
     import nltk
     nltk.download('stopwords')
     nltk.download('punkt')
     nltk.download('wordnet')
    [nltk_data] Downloading package stopwords to /root/nltk_data...
    [nltk_data]
                  Unzipping corpora/stopwords.zip.
    [nltk_data] Downloading package punkt to /root/nltk_data...
                  Unzipping tokenizers/punkt.zip.
    [nltk_data]
    [nltk_data] Downloading package wordnet to /root/nltk_data...
[]: True
```

```
[]: df = pd.read_excel("sample_data/hotel_reviews_trianon_rive_gauche.xlsx")
     df.head()
[]:
                                                  Content
                                                               Country \
                                            Rien à redire La Réunion
     1
                                                    Bien
                                                                France
     2
                                                Fabuleux
                                                                France
     3
                                           Super séjour !
                                                                France
     4 mérite d'être bien noté surtout pour l'emplace...
                                                             Tunisie
                       Score
                                                                        Positive \
     0
        Avec une note de 10 Propre, l'emplacement, personnel et la literie...
     1 Avec une note de 7,0
                                                        Normal pour un 4 étoiles
     2 Avec une note de 9,0 L'emplacement le prix posé en dernière minute ...
     3 Avec une note de 8,0 Chambre confortable et très propre. Petit déje...
     4 Avec une note de 8,0 Très bon emplacement\nBon petit déjeuner en sa...
                                                 Negative \
     0
                                                     Rien
     1 L'isolation phonique. On entend les voisins, s...
     2
     3
                                                      NaN
     4
                                   douche vraiment petite
                                           Date
     0
             Commentaire envoyé le 16 août 2024
       Commentaire envoyé le 13 septembre 2024
     1
       Commentaire envoyé le 10 septembre 2024
     3
         Commentaire envoyé le 5 septembre 2024
     4
             Commentaire envoyé le 29 août 2024
```

0.2 Data Cleaning

I first convert the content of 'Date' column into a valid date format.

```
[]: months_map = {
    'janvier': '01', 'février': '02', 'mars': '03', 'avril': '04',
    'mai': '05', 'juin': '06', 'juillet': '07', 'août': '08',
    'septembre': '09', 'octobre': '10', 'novembre': '11', 'décembre': '12'
}

def replace_french_month(date_str):
    for french_month, month_num in months_map.items():
        if french_month in date_str:
            return date_str.replace(french_month, month_num)
    return date_str

date_value_example = df["Date"][1]
df['Date'] = df['Date'].apply(replace_french_month)
```

```
df['Date'] = df['Date'].str.extract(r'envoyé le (\d{1,2} \w+ \d{4})')[0]
df['Date'] = pd.to_datetime(df['Date'], format='%d %m %Y', errors='coerce')

commentary = f"Previous Date value : {date_value_example} \
   \nBecomes : {df['Date'][1].strftime('%Y-%m-%d')}"
print(commentary)
```

Previous Date value : Commentaire envoyé le 13 septembre 2024 Becomes : 2024-09-13

0.2.1 Mapping countries with associated region done with the use of text generative AI

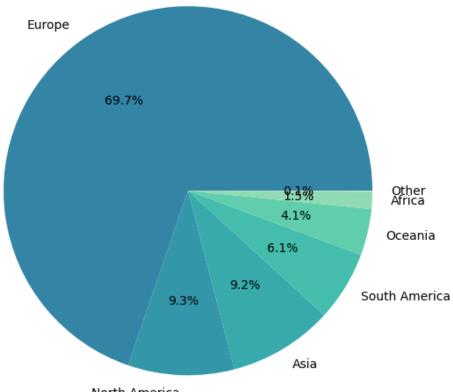
```
[]: regions mapping = {
         'La Réunion': 'Africa',
         'France': 'Europe',
         'Tunisie': 'Africa',
         'Guadeloupe': 'North America',
         'Belgique': 'Europe',
         'Finlande': 'Europe',
         'Sénégal': 'Africa',
         'Saint-Martin (Antilles françaises)': 'North America',
         'Martinique': 'North America',
         'Canada': 'North America',
         'Algérie': 'Africa',
         'Suisse': 'Europe',
         'Île Maurice': 'Africa',
         'Maroc': 'Africa',
         'Portugal': 'Europe',
         'Luxembourg': 'Europe',
         'Gabon': 'Africa',
         'Allemagne': 'Europe',
         'Polynésie française': 'Oceania',
         'Turquie': 'Asia',
         'Émirats arabes unis': 'Asia',
         'République démocratique du Congo': 'Africa',
         'Espagne': 'Europe',
         'Liban': 'Asia',
         'Brésil': 'South America',
         'Côte-d\'Ivoire': 'Africa',
         'Pays-Bas': 'Europe',
         'Corée du Sud': 'Asia',
         'États-Unis': 'North America',
         'Roumanie': 'Europe',
         'Royaume-Uni': 'Europe',
         'Irlande': 'Europe',
         'Australie': 'Oceania',
         'Afrique du Sud': 'Africa',
```

```
'Hongrie': 'Europe',
'Estonie': 'Europe',
'Philippines': 'Asia',
'Arménie': 'Asia',
'République tchèque': 'Europe',
'Italie': 'Europe',
'Norvège': 'Europe',
'Autriche': 'Europe',
'Slovaquie': 'Europe',
'Pologne': 'Europe',
'Ukraine': 'Europe',
'Nouvelle-Zélande': 'Oceania',
'République dominicaine': 'North America',
'Argentine': 'South America',
'Inde': 'Asia',
'Russie': 'Europe',
'Albanie': 'Europe',
'Hong Kong': 'Asia',
'Israël': 'Asia',
'Islande': 'Europe',
'Lettonie': 'Europe',
'Lituanie': 'Europe',
'Japon': 'Asia',
'Chine': 'Asia',
'Géorgie': 'Asia',
'Serbie': 'Europe',
'Malte': 'Europe',
'Égypte': 'Africa',
'Singapour': 'Asia',
'Danemark': 'Europe',
'Chypre': 'Europe',
'Bermudes': 'North America',
'Iran': 'Asia',
'Taïwan': 'Asia',
'Croatie': 'Europe',
'Azerbaïdjan': 'Asia',
'Qatar': 'Asia',
'Malaisie': 'Asia',
'Kenya': 'Africa',
'Biélorussie': 'Europe',
'Mexique': 'North America',
'Irak': 'Asia',
'Suède': 'Europe',
'Bahreïn': 'Asia',
'Monténégro': 'Europe',
'Bulgarie': 'Europe',
'Slovénie': 'Europe',
```

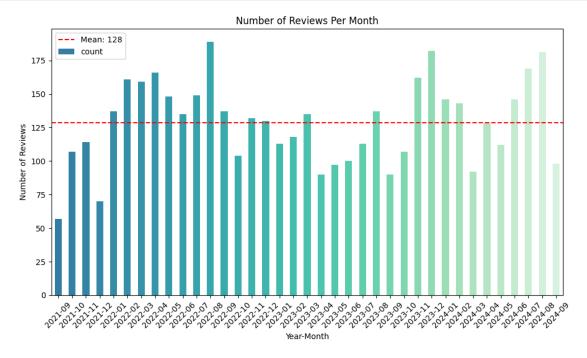
```
'Nigeria': 'Africa',
    'Paraguay': 'South America',
    'Pakistan': 'Asia',
    'Grèce': 'Europe',
    'Arabie Saoudite': 'Asia',
    'Colombie': 'South America',
    'Guatemala': 'North America',
    'Indonésie': 'Asia',
    'Oman': 'Asia',
    'Koweït': 'Asia',
    'Fidji': 'Oceania',
    'Kazakhstan': 'Asia',
    'Uruguay': 'South America',
    'Pérou': 'South America',
    'Chili': 'South America',
    'Équateur': 'South America',
    'Bolivie': 'South America',
    'Ouzbékistan': 'Asia',
    'Vénézuela': 'South America',
    'Thaïlande': 'Asia',
    'Costa Rica': 'North America',
    'Groenland': 'North America',
    'Cameroun': 'Africa',
    'Gambie': 'Africa',
    'Nouvelle-Calédonie': 'Oceania',
    'Kirghizistan': 'Asia',
    'Mongolie': 'Asia',
    'Jordanie': 'Asia',
    'Bosnie-Herzégovine': 'Europe',
    'Porto Rico': 'North America',
    'Panama': 'North America',
    'Bangladesh': 'Asia',
    'Soudan': 'Africa',
    'Turkmenistan': 'Asia',
    'Moldavie': 'Europe',
    'Îles Féroé': 'Europe',
    'Andorre': 'Europe'
}
```

0.2.2 Figures to visualize data

Distribution of Reviews by Region



North America



Then I do the same for 'Score' column.

```
[]: score_value_example = df['Score'][1]
    df['Score'] = df['Score'].str.extract(r'(\d+)')[0]
    df['Score'] = pd.to_numeric(df['Score'], errors='coerce')
    df['Score'] = df['Score'].astype('Int64')

commentary = f"Previous Score value : {score_value_example} \
    \nBecomes : {df['Score'][1]}"
    print(commentary)
```

Previous Score value : Avec une note de 7,0

Becomes: 7

The values that will be parsed are in 'Negative' column. This is why I need to translate all the rows in a same language. Here, we will chose English.

```
[]: import pandas as pd
     from googletrans import Translator
     from time import sleep
     df.dropna(subset=['Negative'], inplace=True)
     df = df[~df['Negative'].str.lower().isin(['rien', 'ras'])]
     translator = Translator()
     def translate_text(text, dest='en'):
         sleep(1) # 1-second delay to deal with the limited amount of requests of
      → Translator() object.
         try:
             translation = translator.translate(text, dest=dest)
             return translation.text
         except Exception as e:
             print(f"Erreur lors de la traduction : {e}")
             return text
     df['Translated_Neg'] = df['Negative'].progress_apply(lambda x:__
      ⇔translate_text(x, dest='en'))
```

```
100% | 2052/2052 [36:28<00:00, 1.07s/it]
```

In a second term, I clean the text to remove unnecessary punctuation in order to simplify the analysis.

I additionally remove reviews that contain 'Nothing' word because they are useless.

```
[]: df = df[~df['Translated_Neg'].str.contains('nothing', case=False, na=False)]

def clean_text(text):
    text = text.lower()
    text = text.replace("'", " ")
    text = re.sub(r'[^\w\s]', ' ', text)
    text = re.sub(r'\d+', ' ', text)
    return text

df['Translated_Neg'] = df['Translated_Neg'].astype(str)

df['Clean_Neg'] = df['Translated_Neg'].apply(clean_text)
```

Here, I apply tokenization and lemmatization. A lemmatization is the process of reducing words to their base form so that variations of a word are grouped in a single word (ex: 'rooms' will become 'room').

0.3 Data Analysis

```
[]: df = pd.read_excel("sample_data/hotel_reviews_trianon_rive_gauche_cleaned.xlsx")
    df_raw = pd.read_excel("sample_data/hotel_reviews_trianon_rive_gauche.xlsx")
    df.dropna(subset=['Clean_Neg'], inplace=True)
```

0.3.1 Most frequent words

```
[]:
                     frequency
              word
              room 170.423305
    0
             small 138.753593
    1
    2
          bathroom 101.248501
    3
         breakfast
                   58.220401
    4
            little 52.689142
    5
             hotel 50.220417
    6
            shower 46.133373
    7
          elevator 39.899833
    8
               old 38.469276
    9
                     37.293957
               bit
    10
             staff
                     36.628069
```

```
11
         could
                 36.108449
12
           bed
                 35.496090
13
    everything
                 34.552757
14
         water
                 29.176973
15
          size
                 27.677994
16
                 26.408752
           one
17
          good
                 25.668851
18
         noise
                 25.463540
19
          tiny
                 24.660084
```

0.3.2 Clustering reviews using k-means algorithm

```
[]: num_clusters = 10
     kmeans = KMeans(n_clusters=num_clusters, random_state=42)
     kmeans.fit(tfidf_matrix)
     df['cluster'] = kmeans.labels_
     for i in range(num_clusters):
         print(f"Cluster {i}:")
         print(df[df['cluster'] == i]['Clean_Neg'].head(5))
    /usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:1416:
    FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
    1.4. Set the value of `n_init` explicitly to suppress the warning
      super()._check_params_vs_input(X, default_n_init=10)
    0
          sound insulation hear neighbor especially step...
    5
                                 bottle water made available
    7
          blocked sink therefore limited use shower paro...
    11
          small bathroom replace old bathtub shoe shower...
                                                lighting low
    Name: Clean_Neg, dtype: object
    Cluster 1:
    8
                                     shower little narrow
    37
                                      shower little small
    56
              bathroom little poorly arranged hey detail
    71
                     bad shower shower read little small
    93
          egg morning little calf otherwise rest perfect
    Name: Clean_Neg, dtype: object
    Cluster 2:
    21
           dilapidated bathroom
    34
            narrowness bathroom
    50
          dilapidation bathroom
    82
                 small bathroom
    85
                 small bathroom
    Name: Clean_Neg, dtype: object
```

```
Cluster 3:
             really small shower
1
19
      shower small remains paris
30
              small shower cabin
                    small shower
36
                       small room
41
Name: Clean_Neg, dtype: object
Cluster 4:
                           fruit breakfast example melon
      dimension bathroom small decoration overall bi...
10
24
      everything good except cleaning woman manager ...
39
                               deterrent breakfast price
40
      breakfast little choice poorly arranged room t...
Name: Clean_Neg, dtype: object
Cluster 5:
       enjoyed everything happy try place disappointm...
142
                                     everything went well
153
       small work soundproofing cool wait everything ...
232
                                          everything else
240
       kind hotel chosen default everything else full...
Name: Clean_Neg, dtype: object
Cluster 6:
15
      slight problem took possession room soap showe...
16
28
      regret however concerning service announced pr...
46
      staff aware administrative paper made u pay ca...
      sometimes friendly listening staff staff somet...
65
Name: Clean_Neg, dtype: object
Cluster 7:
2
      room cleanliness hair bathroom wiper toilet di...
6
                    tiny room impossible enter suitcase
      completely deficient soundproofing tranquility...
12
17
                                                room size
20
                                    room furniture dated
Name: Clean_Neg, dtype: object
Cluster 8:
9
      right part hotel person elevator really narrow...
14
                       broken elevator balconv furniture
25
      one elevator clean room old fashioned decorati...
35
                                           elevator small
45
      elevator ridiculous size room person coat hook...
Name: Clean_Neg, dtype: object
Cluster 9:
27
               awake noise drill deactivating entry card
81
       room overlooking course impossible open window...
105
                               woke neighbor shower noise
106
       room overlook interior courtyard ventilation s...
126
       noise adjoining room mine tv placed adjoining ...
```

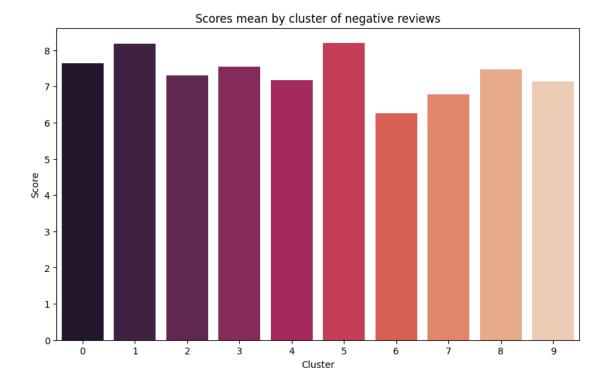
Name: Clean_Neg, dtype: object

```
[]: cluster_scores = df.groupby('cluster')['Score'].mean().reset_index()
     palette = sns.color_palette("rocket", 10)
     plt.figure(figsize=(10, 6))
     sns.barplot(x='cluster', y='Score', data=cluster_scores, palette=palette)
     plt.title("Scores mean by cluster of negative reviews")
     plt.xlabel("Cluster")
     plt.ylabel("Score")
     plt.show()
     word_scores = []
     for word, freq in words freq[:20]:
         word_in_reviews = df['Clean_Neg'].str.contains(word)
         avg_score = df[word_in_reviews]['Score'].mean()
         word_scores.append((word, avg_score))
     word_scores df = pd.DataFrame(word scores, columns=['word', 'avg score'])
     word_scored_df = word_scores_df.sort_values(by='avg_score', ascending=False)
     word_scores_df.head(len(word_scores_df))
```

<ipython-input-25-924f5abb71af>:4: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x='cluster', y='Score', data=cluster_scores, palette=palette)



[]:		word	avg_score
	0	room	6.925522
	1	small	7.041431
	2	bathroom	6.793970
	3	breakfast	6.680556
	4	little	7.976190
	5	hotel	6.261044
	6	shower	7.016760
	7	elevator	7.284615
	8	old	6.098291
	9	bit	7.967742
	10	staff	6.064516
	11	could	7.121795
	12	bed	6.406977
	13	everything	7.583333
	14	water	6.732759
	15	size	7.072464
	16	one	6.519824
	17	good	7.131579
	18	noise	6.654762
	19	tiny	6.140845

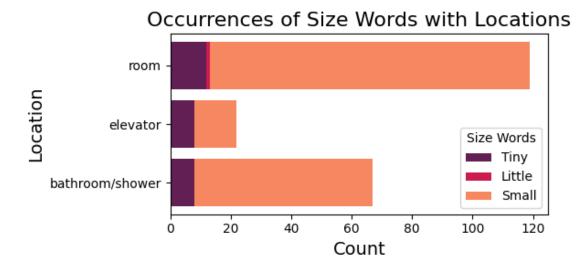
0.3.3 In-depth Analysis: Why Do the Words 'Tiny,' 'Little,' and 'Small' Appear So Frequently?

```
[]: size_words = ['tiny', 'little', 'small']
     location words = ['elevator', 'bathroom', 'shower', 'room']
     def count word combinations(text, size word, location word):
         pattern = re.compile(r'\b' + size_word + r'\s+' + location_word + r'\b', re.
      →IGNORECASE)
         return len(pattern.findall(text))
     word_counts = {size_word: {'bathroom/shower': 0, 'elevator': 0, 'room': 0} for_
      ⇒size_word in size_words}
     for review in df['Clean Neg']:
         for size word in size words:
             for location_word in location_words:
                 if location_word in ['bathroom', 'shower']:
                     word_counts[size_word]['bathroom/shower'] +=__
      →count_word_combinations(review, size_word, location_word)
                 else:
                     word_counts[size_word][location_word] +=__
      →count_word_combinations(review, size_word, location_word)
     word_counts_df = pd.DataFrame(word_counts)
     palette = sns.color_palette("rocket", 3)
     locations = word_counts_df.index
     tiny_counts = word_counts_df['tiny']
     little counts = word counts df['little']
     small_counts = word_counts_df['small']
     plt.figure(figsize=(6, 3))
     plt.barh(locations, tiny_counts, color=palette[0], label='Tiny')
     plt.barh(locations, little_counts, left=tiny_counts, color=palette[1],_
      ⇔label='Little')
     plt.barh(locations, small_counts, left=tiny_counts + little_counts,_

color=palette[2], label='Small')

     plt.title('Occurrences of Size Words with Locations', fontsize=16)
     plt.xlabel('Count', fontsize=14)
     plt.ylabel('Location', fontsize=14)
     plt.legend(title='Size Words')
     plt.tight_layout()
```





We observe that the amount of reviews complaining on the smallness concern essentially the room, then the bathroom and we have finally some complains about the elevator.

```
word_counts_df_t = word_counts_df.T
total_bathroom = word_counts_df_t['bathroom/shower'].sum()
total_elevator = word_counts_df_t['elevator'].sum()
total_room = word_counts_df_t['room'].sum()

total_list = pd.Series([total_bathroom, total_elevator, total_room],
index=word_counts_df_t.columns)
word_counts_df_t.loc['Total'] = total_list
word_counts_df_t.head()
```

```
[]:
             bathroom/shower elevator room
                            8
                                       8
                                            12
     tiny
                            0
                                       0
     little
                                             1
                                           106
     small
                           59
                                      14
     Total
                           67
                                      22
                                           119
```

```
[]: size_words = ['tiny', 'little', 'small']
location_word = 'room'
pattern = r'\b(?:' + '|'.join(size_words) + r')\b.*\b' + location_word + r'\b'
matching_reviews = df[df['Translated_Neg'].str.contains(pattern, case=False, using pattern)]
```

```
[]: review_examples = f"Here are 3 examples of reviews that complain on the size of upthe room : \
\n\t- '{matching_reviews['Translated_Neg'][6]}' \
```

```
\n\t- '{matching_reviews['Translated_Neg'][215]}' \
\n\t- '{matching_reviews['Translated_Neg'][97]}' \
"
print(review_examples)
```

Here are 3 examples of reviews that complain on the size of the room :

- 'The tiny room !!!!Impossible to enter 2 suitcases!'
- 'The very small room despite the choice of a superior room. The dilapidated air conditioning which does not cool'
- $\,$ 'Very small room, 140cm bed and bathroom too and a little dated for a fairly high price'

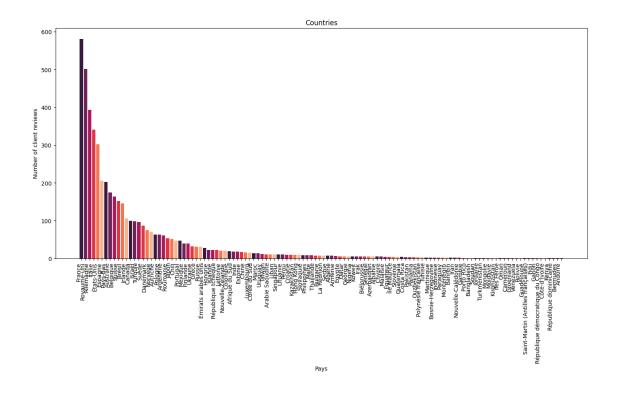
The word 'little' is used in order to measure the degree of complaint

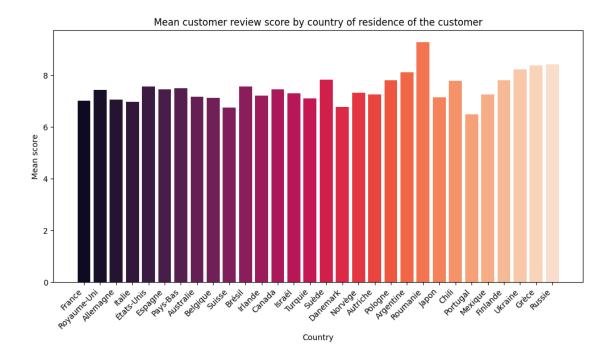
Number of reviews containing 'little' with 'small': 29

```
[]: 37 The shower a little small 71 Bad shower of the shower and reads a little small 95 Room: a little small\nBathroom: Ditto - Provid... 125 A little small bathroom with toilet in it.\nDi... 134 A little small but very functional bathroom Name: Translated_Neg, dtype: object
```

0.3.4 Reviews by country

```
[]: country_count = df_raw['Country'].value_counts()
    palette = sns.color_palette("rocket")
    plt.figure(figsize=(14, 9))
    plt.bar(country_count.index, country_count.values, color=palette)
    plt.xlabel('Pays')
    plt.ylabel('Number of client reviews')
    plt.title('Countries')
    plt.xticks(rotation=90, ha='right')
    plt.tight_layout()
    plt.show()
```





3 countries with the weakest mean scores :

Country

Portugal 6.500000 Suisse 6.746032 Danemark 6.766667

Name: Score, dtype: float64

```
[]: portuguese_reviews = df[df['Country'] == 'Portugal']['Translated_Neg']
for review in portuguese_reviews:
    print(review)
```

The reception staff is not very professional.

The room is tiny and does not have a storage cabinet.

The bed when we arrive was not very cleaned, with some hair and stains on the sheets

Difficult to stabilize the shower temperature

We thought the room was a little small yet it didn't interfere our experience as we walked around the city most of the day.

The air conditioner didn't work very well and the city was hot in those days.

They have to change all the fridges, terrible, didn't work too.

Bedroom looked really tired and dated. Bathroom is extremely small and tub looking dirty and old needing to be replaced. Also super small and view was to a

wall and airconditioner extractor! Also requested 4 days before my check in and during my stay and check out for the hotel invoice to be done with my company details and fiscal number and no one was Trained for that! Still waiting for that invoice until today! 5 days after and after severall messages through Booking to the Hotel with NO RESPONSE! Terrible service! Hotel is only good for the location.

Too small room, small double bed, weak air conditioner. Flattened main elevator with very insufficient service elevator.

Lack of hot water in one of the nights

Very superficial cleaning, low nursing derived to the age of the building. Tiny elevator.

The room could have a better lighting.

Dimension of the rooms, bedroom window did not close well and let it get cold. One day they left the bedroom door open after arranging the room. The refrigerated air dripping water in the carpet. The closet lamp burned. The protection of the box was half a glass wall and at bath time the bathroom floor was very

wet.

the bedroom size and the lack of sympathy of the staff too small bathroom and need some improvements

Cleaning, bed, room heating

Weak breakfast for 4 -star hotel.

Elevator that can only be transported 1 person and suitcase at a time.

Very small room and even on the 6th floor a lot of outdoor noise.

Bad heating and air conditioning that does not work well.

Obligation to make a deposit, even after the stay paid.

I traveled with the family and the location of the rooms, it was not what was waiting for the amount charged to us. One of the rooms (100) was on a kind of basement and without access to the small windows he had. Dark room without light and near the noise's collaborators, where everything was heard. This was not our choice and when we arrived there we had to subject ourselves. The extremely small WCs of both rooms. They didn't fit 2 people at the same time. The value for these 100 and 208 rooms does not correspond to the exaggerated amounts.

Small room without air conditioning

A horror.

a noise all night beside the number of number 111

I changed a hotel. I made the check-out at 4am

I paid and didn't have breakfast.

Extremely small room, ambitious photos compared to reality.

[]: df.to_excel("sample_data/hotel_reviews_trianon_rive_gauche_cleaned.xlsx")