Assignment 2

September 1, 2018

0.1 Exercise 2: t-SNE visualization of Amazon reviews with polarity based color-coding

Given Dataset consists of reviews of fine foods from amazon. Reviews describe (1)product and user information, (2)ratings, and (3) a plain text review.

0.2 Objective:

- To determine given review is positive (Rating of 4 or 5) or negative (rating of 1 or 2).
- To visualize Amazon reviews with polarity based color-coding via t-SSNE

0.3 2.1 Loading data:

The dataset is available in two forms

- 2.1(a)csv file
- 2.1(b)SQLite Database

```
In [1]: # All necessary module
        %matplotlib inline
        #import sys
        import re
        import sqlite3
        import pandas as pd
        import numpy as np
        import nltk
        import string
        import matplotlib.pyplot as plt
        import seaborn as sn
        from sklearn.feature_extraction.text import TfidfTransformer
        from sklearn.feature_extraction.text import TfidfVectorizer
        from sklearn.feature_extraction.text import CountVectorizer
        from sklearn.metrics import confusion_matrix
        from sklearn import metrics
        from sklearn.metrics import roc_curve, auc
        from nltk.stem.porter import PorterStemmer
```

```
In [2]: # Reading CSV file and printing first five rows
        amz1 = pd.read_csv('Reviews.csv') # reviews.csv is dataset file
        print(amz1.head())
   Ιd
        ProductId
                             UserId
                                                           ProfileName
      B001E4KFG0 A3SGXH7AUHU8GW
                                                            delmartian
      B00813GRG4 A1D87F6ZCVE5NK
1
                                                                 dll pa
2
    3 B000LOOCH0
                    ABXLMWJIXXAIN Natalia Corres "Natalia Corres"
3
    4 B000UA0QIQ A395BORC6FGVXV
                                                                   Karl
4
    5 B006K2ZZ7K A1UORSCLF8GW1T
                                        Michael D. Bigham "M. Wassir"
                           HelpfulnessDenominator
   HelpfulnessNumerator
                                                     Score
                                                                   Time
0
                                                            1303862400
1
                       0
                                                         1
                                                            1346976000
                       1
                                                         4 1219017600
2
                                                  1
3
                        3
                                                  3
                                                         2
                                                            1307923200
4
                       0
                                                  \cap
                                                            1350777600
                  Summary
                                                                             Text.
   Good Quality Dog Food I have bought several of the Vitality canned d...
0
       Not as Advertised Product arrived labeled as Jumbo Salted Peanut...
1
   "Delight" says it all This is a confection that has been around a fe...
2
          Cough Medicine If you are looking for the secret ingredient i...
3
4
              Great taffy Great taffy at a great price. There was a wid...
In [3]: # dimensions of dataset and columns name
        amz=amz1[0:10000]
        print(amz.shape)
        print(amz.columns)
(10000, 10)
Index(['Id', 'ProductId', 'UserId', 'ProfileName', 'HelpfulnessNumerator',
       'HelpfulnessDenominator', 'Score', 'Time', 'Summary', 'Text'],
      dtype='object')
  The amazon reviews datafile contains 568454 rows of entry and 10 columns. For given objec-
tive, processing of data is necessary. "Score" and "text" columns is processed for required result.
In [4]: '''
        amz\_spl = amz.head(10000)
        #print (amz_spl)
         \mathbf{r} \cdot \mathbf{r} \cdot \mathbf{r}
Out [4]: '\namz_spl = amz.head(10000)\n#print(amz_spl)\n'
```

#Give reviews with Score>3 a positive rating, and reviews with a score<3 a

In [5]: # Processing

```
if x < 3:
                return 'negative'
            return 'positive'
        actualScore = amz['Score']
       New_score = actualScore.map(score_part)
        #print (New_score)
        amz['Score'] = New_score
        # If score is equal to 3, it is considered as neutral score.
C:\ProgramData\Anaconda3\lib\site-packages\ipykernel_launcher.py:12: SettingWithCop
A value is trying to be set on a copy of a slice from a DataFrame.
Try using .loc[row_indexer,col_indexer] = value instead
See the caveats in the documentation: http://pandas.pydata.org/pandas-docs/stable/
 if sys.path[0] == '':
In [6]: print(amz.shape)
        amz.head(5)
        #Now, check the Score column for postive and negative entry of reviews
(10000, 10)
Out[6]:
          Id ProductId
                                                               ProfileName \
                                   UserId
        0
           1 B001E4KFG0 A3SGXH7AUHU8GW
                                                                delmartian
        1
           2 B00813GRG4 A1D87F6ZCVE5NK
                                                                    dll pa
           3 B000LQOCHO ABXLMWJIXXAIN Natalia Corres "Natalia Corres"
        2
            4 B000UA0QIQ A395BORC6FGVXV
        3
                                                                      Karl
            5 B006K2ZZ7K A1UQRSCLF8GW1T
                                            Michael D. Bigham "M. Wassir"
                                                                         Time
          HelpfulnessNumerator HelpfulnessDenominator
                                                            Score
        0
                                                      1 positive 1303862400
                              1
                              0
        1
                                                      0 negative 1346976000
        2
                              1
                                                      1 positive 1219017600
        3
                              3
                                                      3 negative 1307923200
                              0
        4
                                                         positive 1350777600
                         Summary
                                                                               Text
        O Good Quality Dog Food I have bought several of the Vitality canned d...
              Not as Advertised Product arrived labeled as Jumbo Salted Peanut...
```

def score_part(x):

```
2
           "Delight" says it all This is a confection that has been around a fe...
        3
                 Cough Medicine If you are looking for the secret ingredient i...
                    Great taffy Great taffy at a great price. There was a wid...
In [7]: #Processing of ProductId
        #Sorting data according to ProductId in ascending order
        sorted_data=amz.sort_values('ProductId', axis=0, ascending=True, inplace=Fa
In [8]: print(sorted_data.head()) # printing sorted data
        Ιd
            ProductId
                               UserId
                                           ProfileName
                                                       HelpfulnessNumerator
2774
     2775 B00002NCJC A13RRPGE79XFFH
                                              reader48
2773 2774 B00002NCJC A196AJHU9EASJN
                                          Alex Chaffee
                                                                           0
1243 1244 B00002Z754 A3B8RCEI0FXFI6
                                             B G Chase
                                                                          10
1244 1245 B00002Z754 A29Z5PI9BW2PU3
                                                Robbie
                                                                           7
9524 9525 B00005V3DC A2ZYCEEYBUQZND Robby "Robby C"
                                                                           5
      HelpfulnessDenominator
                                Score
                                             Time
2774
                          0 positive 1281052800
2773
                          0 positive 1282953600
1243
                         10 positive
                                        962236800
1244
                          7 positive 961718400
9524
                             positive 1176249600
                            Summary \
2774
                       Flies Begone
2773
                      thirty bucks?
1243 WOW Make your own 'slickers'!
1244
                       Great Product
9524
     Best herbal tea for digestion
                                                  Text
2774 We have used the Victor fly bait for 3 seasons...
2773 Why is this $[...] when the same product is av...
1243 I just received my shipment and could hardly w...
1244 This was a really good idea and the final prod...
9524 If you're new to this product you need to be v...
In [9]: # To check the duplications in raw data
       dupli=sorted_data[sorted_data.duplicated(["UserId", "ProfileName", "Time", "Te
       print (dupli.head(5))
            ProductId
                                         ProfileName HelpfulnessNumerator
        Ιd
                               UserId
2334 2335 B0001FQVCK
                        A5D06XJHDXK75
                                               C. Po
                                                                         3
29
       30 B0001PB9FY A3HDK070W0QNK4
                                        Canadian Fan
                                                                         1
2323 2324 B0001VWE0C
                       AQM7408Z4FMS0
                                            Sunshine
                                                                         0
2309 2310 B0001VWE0M AQM7408Z4FMS0
                                            Sunshine
                                                                         0
4640 4641 B0002NYO9I A5DVX3B075B09 Patricia Kays
                                                                         0
```

```
HelpfulnessDenominator
                                 Score
                                              Time
2334
                           3 positive 1190592000
29
                           1 positive 1107820800
                           0 negative 1127606400
2323
2309
                           0 negative 1127606400
4640
                             positive 1338940800
                                          Summary
     Chocolate Italian kisses - need I say more?
2334
29
                  The Best Hot Sauce in the World
2323
                                   Below standard
2309
                                   Below standard
4640
                           LOVELY JUNIPER BERRIES
                                                   Text.
2334 My family has been in love with Baci's ever si...
29
     I don't know if it's the cactus or the tequila...
2323 Too much of the white pith on this orange peel...
2309 Too much of the white pith on this orange peel...
4640 Dried berries, still with texture and the quin...
```

observation:

negative

• Same profile ID gave samiliar reviews at the same time.

1433 Name: Score, dtype: int64

• Repitation of text, summary, time, profile-ID for same product

```
In [10]: # Remove Deduplication of entries
                                        final=sorted_data.drop_duplicates(subset={"UserId", "ProfileName", "Time", "Time"
                                        final.shape
Out[10]: (9515, 10)
In [11]: #Checking to see how much % of data still remains
                                         (final['Id'].size*1.0) / (amz['Id'].size*1.0) *100
Out[11]: 95.15
In [12]: final=final[final.HelpfulnessNumerator<=final.HelpfulnessDenominator]</pre>
In [13]: #Before starting the next phase of preprocessing lets see the number of en
                                       print(final.shape)
                                        #How many positive and negative reviews are present in our dataset?
                                        final['Score'].value_counts()
 (9515, 10)
Out[13]: positive
                                                                                             8082
```

Data Pre-processing on raw data: Every datasets contains some unwanted data.Raw data is preprocessed by removing duplication. here, Data is preprocessed on csv data. Given amazon datasets is also avaliable in form of SQLite Database.

0.4 .1(b)SQLite Database

SQLITE dataset is easier to query the data and visualise the data efficiently.

Above query is used the SQLite Table to read data. Here, data is preprocessed using csv file and output is final ['Score'].

1 Text Preprocessing:

```
In [15]: # find sentences containing HTML tags

i=0;
    for sent in final['Text'].values:
        if (len(re.findall('<.*?>', sent))):
            print(i)
            print(sent)
            break;
        i += 1;

1
Why is this $[...] when the same product is available for $[...] here?<br/>br />http://
```

Observations:

• Text containing html tags like <.*?> is removed for processing the data. Read the sentences and find html tags and remove it.

```
In [16]: import string
    import nltk
    from nltk.corpus import stopwords
```

```
from nltk.stem import PorterStemmer
        from nltk.stem.wordnet import WordNetLemmatizer
        stop = set(stopwords.words('english')) #set of stopwords
        sno = nltk.stem.SnowballStemmer('english') #initialising the snowball stem
        def cleanhtml (sentence): #function to clean the word of any html-tags
            cleanr = re.compile('<.*?>')
            cleantext = re.sub(cleanr, ' ', sentence)
            return cleantext
        def cleanpunc (sentence): #function to clean the word of any punctuation of
            cleaned = re.sub(r'[?|!|\'|"|#]',r'',sentence)
            cleaned = re.sub(r'[.|,|)|(|||/]',r'',cleaned)
            return cleaned
        print(stop)
        print(sno.stem('tasty'))
{'didn', 'm', 'wasn', 'i', 'when', 'them', 'yours', 'of', 'can', "haven't", 'doing
******
tasti
In [17]: #print(final['Text'][0:10000])
```

Observations:

 English stopwords, printed in above text wwhich are common in almost any sentence are removed using nltk SnowballStemmer. Then we are cleaning the punctuations and html tags.

```
In [18]: #Code for implementing step-by-step the checks mentioned in the pre-proces
         i=0
         st.r1=' '
         final_string=[]
         all_positive_words=[]
         all_negative_words=[]
         s=
         for sent in final['Text'].values:
             filtered_sentence=[]
             #print(sent);
             sent=cleanhtml(sent) # remove HTMl tags
             for w in sent.split():
                 for cleaned_words in cleanpunc(w).split():
                     if((cleaned_words.isalpha()) & (len(cleaned_words)>2)):
                         if(cleaned_words.lower() not in stop):
                             s=(sno.stem(cleaned_words.lower())).encode('utf8')
                             filtered_sentence.append(s)
```

```
if (final['Score'].values)[i] == 'positive':
                               all_positive_words.append(s) #list of all words us
                           if(final['Score'].values)[i] == 'negative':
                               all_negative_words.append(s) #list of all words us
                       else:
                           continue
                    else:
                       continue
            #print(filtered sentence)
            str1 = b" ".join(filtered_sentence) #final string of cleaned words
            final_string.append(str1)
            i+=1
        print(all_positive_words[10])
        print(all_negative_words[10])
b'avail'
b'tast'
In [19]: final['CleanedText']=final_string #adding a column of CleanedText which di
In [20]: final.head(3) #below the processed review can be seen in the CleanedText (
                                               ProfileName HelpfulnessNumerator
Out [20]:
                Id
                   ProductId
                                       UserId
        2774
              2775 B00002NCJC A13RRPGE79XFFH
                                                  reader48
        2773 2774 B00002NCJC A196AJHU9EASJN Alex Chaffee
        1243 1244 B00002Z754 A3B8RCEI0FXFI6
                                                 B G Chase
                                                                             1(
              HelpfulnessDenominator
                                      Score
                                                    Time
        2774
                                  0 positive 1281052800
                                  0 positive 1282953600
        2773
        1243
                                 10 positive
                                              962236800
                                    Summary \
        2774
                               Flies Begone
        2773
                              thirty bucks?
        1243 WOW Make your own 'slickers' !
        2774 We have used the Victor fly bait for 3 seasons...
        2773 Why is this $[...] when the same product is av...
        1243
             I just received my shipment and could hardly w...
                                                  CleanedText
        2774 b'use victor fli bait season cant beat great p...
```

```
2773 b'product avail www amazon com victor trap unr...
1243 b'receiv shipment could hard wait tri product ...

In [21]: k=final['CleanedText']

R_data = k[0:10000] # R_data is used for further processing

pn_score =final['Score'][0:10000] # pn-score is positive or negative score

print(pn_score.shape)

print(R_data.shape)

(9515,)
(9515,)
```

After removing duplication & cleaning data, R_data is used for further processing and pn-score is positive or negative score

1.0.1 Methods:

- Bag of Words
- Avg word2vec
- Tf-idf
- tf-idf weighted Word2Vec

Using above four method is used for featurization of data.t-sne plot is observed based on reviews with polarity. The featurization of above four method is as follows:-

2 1. Bag of Words (BoW)

3 2. Avg word2vec

Firstly, word2vec model is designed for amazon reviews using gensim module.

```
In [24]: # traing word2vec model for amazon reviews using gensim
                           import gensim
                           i=0
                           list_of_sent=[]
                           for sent in final['Text'].values:
                                       filtered_sentence=[]
                                       sent=cleanhtml(sent)
                                       for w in sent.split():
                                                   for cleaned_words in cleanpunc(w).split():
                                                                if (cleaned_words.isalpha()):
                                                                            filtered_sentence.append(cleaned_words.lower())
                                                               else:
                                                                           continue
                                       list_of_sent.append(filtered_sentence)
C:\ProgramData\Anaconda3\lib\site-packages\gensim\utils.py:1197: UserWarning: detection detection of the control of the contro
     warnings.warn("detected Windows; aliasing chunkize to chunkize_serial")
In [25]: print(len(list_of_sent))
                           #print(final['Text'].values[0])
                           #print(list_of_sent[56])
9515
In [26]: #Creating word2vec on cleaned text
                           import gensim
                           []=w
                           for text in final['CleanedText'].values:
                                       filter_text=[]
                                       for i in text.split():
                                                   if(i.isalpha()):
                                                                filter_text.append(i.lower())
                                                   else:
                                                               continue
                                       w.append(filter_text)
                           print(len(w))
                           # w word2vec of cleaned text
9515
```

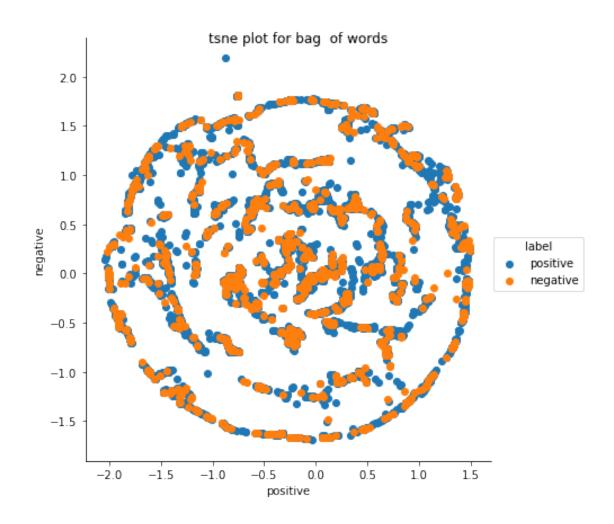
```
In [27]: w2v_model=gensim.models.Word2Vec(list_of_sent,min_count=5,size=100, worker
       #this model is used in avg word2vec
In [28]: words = list(w2v_model.wv.vocab)
      print(len(words))
5804
Avg Word2Vec
In [29]: # average Word2Vec
      sent vectors = [];
      for sent in R_data: # for each review/sentence
          sent_vec = np.zeros(100)
          cnt_words =0; # num of words with a valid vector in the sentence/review
          for word in sent:
             try:
                vec = w2v_model.wv[word]
                sent_vec += vec
                cnt_words += 1
             except:
                pass
          sent_vec /= cnt_words
          sent_vectors.append(sent_vec)
      print(len(sent_vectors))
       #print (sent_vectors[0:4])
C:\ProgramData\Anaconda3\lib\site-packages\ipykernel_launcher.py:14: RuntimeWarning
9515
In [30]: # to check the formator of data vector
      print(sent_vectors[7890])
       # convert the nan value into zero for further processing
      b = np.where(np.isnan(sent_vectors), 0, sent_vectors)
      print (b[7890])
```

```
nan nan nan nan nan nan nan nan nan]
0. 0. 0. 0.1
In [31]: # converting list to nd array
      data2_avg = np.asarray(b)
      print (type (data2_avg))
      #data2 is used for further processing
<class 'numpy.ndarray'>
4 3. tf-idf
In [32]: # tf-idf
      tf_idf_vect = TfidfVectorizer(ngram_range=(1,2))
      final_tf_idf = tf_idf_vect.fit_transform(R_data.values)
      final_tf_idf.get_shape()
Out [32]: (9515, 212248)
In [33]: features = tf_idf_vect.get_feature_names()
      len(features)
Out[33]: 212248
In [34]: data3 =final_tf_idf[:,:]
      #print (data3)
      print (type (data3))
<class 'scipy.sparse.csr.csr_matrix'>
  4.TF-IDF weighted Word2Vec
In [35]: # TF-IDF weighted Word2Vec
      tfidf_feat = tf_idf_vect.get_feature_names()
      tfidf_sent_vectors = [];
      row=0;
      for sent in R_data:
         sent_vec = np.zeros(100) # 100 dimension
```

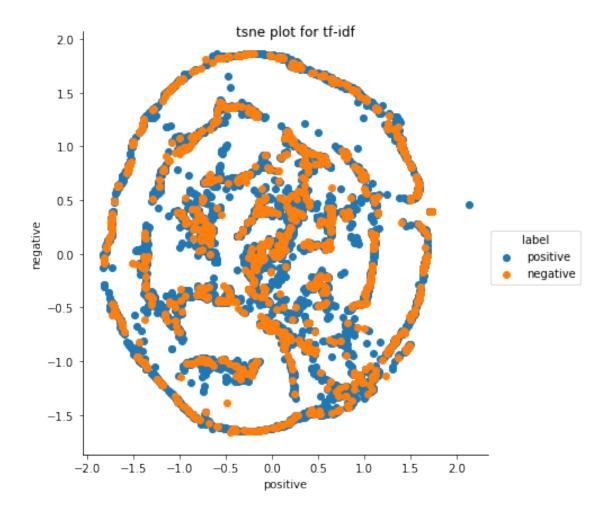
```
weight_sum =0;
       for word in sent:
         try:
           vec = w2v_model.wv[word]
           tfidf = final_tf_idf[row, tfidf_feat.index(word)]
           sent vec += (vec * tf idf)
           weight_sum += tf_idf
         except:
           pass
       sent_vec /= weight_sum
       tfidf_sent_vectors.append(sent_vec)
       row += 1
C:\ProgramData\Anaconda3\lib\site-packages\ipykernel_launcher.py:18: RuntimeWarning
In [36]: print(len(tfidf_sent_vectors))
9515
In [37]: data41 = np.asarray(tfidf_sent_vectors)
    print(type(data41))
<class 'numpy.ndarray'>
In [38]: print(tfidf_sent_vectors[786])
    bcd = np.where(np.isnan(tfidf_sent_vectors), 0, tfidf_sent_vectors)
    print (bcd[786])
nan nan nan nan nan nan nan nan nan l
0. 0. 0. 0.]
 tfidf_sent_vectors contains nan value. In above program is replacing nan value to 'o'.
```

```
<class 'numpy.ndarray'>
In [40]: #print(myarray2[4])
         data4=data41[0:10000,:]
  As there is computational limit, 10k data is processed for t-sne plots.
In [41]: from sklearn.manifold import TSNE
         import seaborn as sn
         print("a")
         R=['bag of words','tf-idf']
         X = [data, data3] # for large datavalues
         Y=[data[0:10000,10000],data3[0:10000,10000]] # for small datavalues to run
         #data_1000 = data[0:1000,:].toarray()
         #print (data_1000.shape)
         #print("b")
         labels_1000 = pn_score[0:10000]
         #print(labels_1000.shape)
         #print("c")
         for i in range(len(X)):
             Y_data=Y[i].toarray()
             print('vectorization technique is ',R[i])
         #print (data_1000)
             model = TSNE(n_components=2, random_state=0)
             print("d")
             tsne_data = model.fit_transform(Y_data)
             print(type(tsne_data))
             print("e")
             tsne_data = np.vstack((tsne_data.T, labels_1000)).T
             print(tsne_data.shape)
             print("f")
             tsne_df = pd.DataFrame(data=tsne_data, columns=("positive", "negative")
             print("g")
             # Ploting the result of tsne
             aa=sn.FacetGrid(tsne_df, hue="label", size=6).map(plt.scatter, 'position')
             print("h")
             aa.fig.suptitle('tsne plot for '+str(R[i]))
             plt.show()
         #print(labels_1000)
vectorization technique is bag of words
d
```

```
<class 'numpy.ndarray'>
e
  (9515, 3)
f
g
h
```



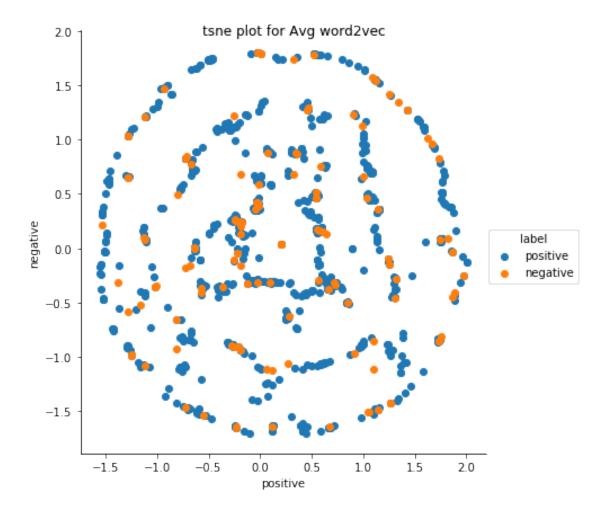
```
vectorization technique is tf-idf
d
<class 'numpy.ndarray'>
e
  (9515, 3)
f
g
h
```



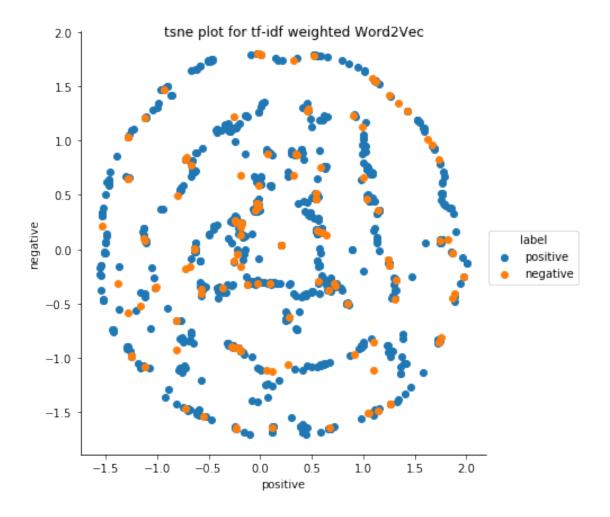
Observations t-sne plot for Bag of words and tf-idf is shown above. After Text preprocessing the data and featurization, t-sne is plotted to visualize the polarity based on reviews. * here, only 10k is used out of 393931 values of datasets. * here,10000 dimensional is used for converting into low dimensional(i.e. 2D). All positive and negative reviews are visualized as shown in above figure. * For Bag of words, In t-sne plot ,postive and negative polarity reviews are visualized in the form of circles. Negative points and postive points are overlapping each others in 2D views. It is observed that positive and negative points are nearly equal in quantity. * For tf-idf,t-sne plot is also visualized in forms circle here and positive and negative polarity reviews are wonderfully visualized on t-sne plot.

```
In [82]: w2v_list=[data2_avg,data2_tf] # for large dataset
    w2v_small_list=[data2_avg[0:1000,:],data2_tf[0:1000,:]] # for small datase
    #data_1000 = data2_tf[0:1000,:]
    #print(data_1000.shape)
    #print("b")
    R1=['Avg word2vec','tf-idf weighted Word2Vec']
    labels_1000 = pn_score[0:1000]
```

```
print (labels_1000.shape)
         print("c")
         for j in range(len(w2v_small_list)):
             w2v_data=w2v_small_list[j]
             print('vectorization technique is ',R1[j])
             model = TSNE(n_components=2, random_state=0)
             print("d")
             tsne_data = model.fit_transform(w2v_data)
             print("e")
             tsne_data = np.vstack((tsne_data.T, labels_1000)).T
             print(tsne_data.shape)
             print("f")
             tsne_df = pd.DataFrame(data=tsne_data, columns=("positive", "negative")
             print("g")
             # Ploting the result of tsne
             aal=sn.FacetGrid(tsne_df, hue="label", size=6).map(plt.scatter, 'posit
             print("h")
             aal.fig.suptitle('tsne plot for '+str(R1[j]))
             plt.show()
(1000,)
vectorization technique is Avg word2vec
d
(1000, 3)
f
q
h
```



```
vectorization technique is tf-idf weighted Word2Vec
d
e
(1000, 3)
f
g
h
```



Observation

- In Average word2vec and tf-idf weighted Word2Vec, only 100 dimensions are plotted on t-sne because of computational limit.
- t-sne plot for Average word2vec and tf-idf weighted Word2Vec are visualized as above. As data points are taken less here(nearly 1000) for 100 dimensions ,the structure may seems different than actual t-sne plot of them.
- It is observed from Average word2vec and tf-idf weighted Word2Vec plots negative points are centered and postive points are going away from center. It means if dimesions is large and datapoints is high, all negative points will concentrated on the center and positive points will try to go away from center.
- the structure of t-sne plot varies accouding to dimensions and feturizations data.
- Here, we are plotting bag of words and tf-idf t-sne seperatly and Average word2vec and tf-idf weighted Word2Vec seperately.Because while Average word2vec and tf-idf weighted Word2Vec featurization vector is already in the form of nd.array while bag of words and tf-idf was not and it is converted into nd.array by using x.toarray().

From t-sne plots, high dimensional data can be visualized in low dimension(2D). The objective to visualize the postive and negative reviews using t-sne is done.

```
In [43]: print(336824-57107)
279717
In []:
```