C550-T301_Data_Mining 2241 Term project1 Samanta Rajib

November 5, 2023

0.1 Class: C550-T301 Data Mining (2241-1)

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0.2.1 Assignment: Week 6,8 & 10

0.2.2 Term Project Milestone 1: Data Selection and EDA

0.2.3 Topic: Personality Prediction

Data Source: https://www.kaggle.com/datasets/datasnaek/mbti-type/data

About Data File: The Myers–Briggs Type Indicator (MBTI) is a kind of psychological classification about human's experience. using four principal psychological functions, sensation, intuition, feeling, and thinking, constructed by Katharine Cook Briggs and her daughter Isabel Briggs Myers. The Myers Briggs Type Indicator (or MBTI for short) is a personality type system that divides everyone. into 16 distinct personality types across 4 axes:

- * Introversion (I) Extroversion (E)
- * Intuition (N) Sensing (S)
- * Thinking (T) Feeling (F)
- * Judging (J) Perceiving (P)

0.2.4 Overview

Organization needs to classify the individuals based on their personality traits. The availability of high dimensional and large amount of date has paved the way for increasing the effectiveness of marketing campaigns by targeting specific people. This will increase the popularity and attractiveness of products and services. Some common examples: 1. Personalizing the online advertisement campaigns. 2. Incorporate a personality-based approach to increase the attractiveness of recommended products. 3. Personality based adaptations can also provide personalized visualization and better music recommendations.

• In this project we will use machine learning to evaluate the MBTIs validity and ability to predict language styles and behaviour online.

```
[52]: # Import Libraries
# Import Libraries
import pandas as pd
```

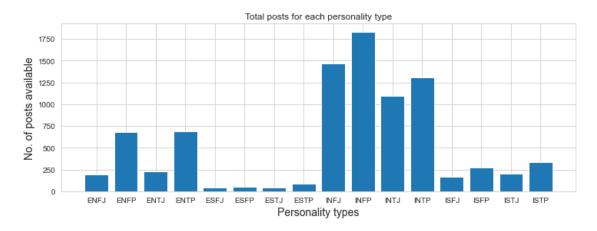
```
import os
import numpy as np
#pip install textblob
from textblob import TextBlob
# pip install vaderSentiment
from vaderSentiment.vaderSentiment import SentimentIntensityAnalyzer
import re
# pip install nltk
import nltk
from nltk.corpus import stopwords
import wordcloud
from wordcloud import WordCloud, STOPWORDS
import collections
from collections import Counter
from nltk.stem import PorterStemmer
from sklearn.model_selection import train_test_split
from sklearn.feature_extraction.text import CountVectorizer
from sklearn.feature_extraction.text import TfidfVectorizer
from sklearn.linear_model import LogisticRegression
from sklearn.metrics import accuracy_score
from sklearn.metrics import accuracy_score, confusion_matrix
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.metrics import classification report
from sklearn.metrics import roc_curve, roc_auc_score
from sklearn.svm import SVC
from sklearn.preprocessing import LabelEncoder #encoding categorical data tou
 \rightarrownumerical
from sklearn.ensemble import RandomForestClassifier, GradientBoostingClassifier
from xgboost import XGBClassifier
from sklearn.linear_model import SGDClassifier
```

[53]: | # pip install xgboost

```
df.head()
     /Users/rajibsamanta/Documents/Rajib/College/Sem6_fall_2023/Week6
[54]:
        type
      O INFJ 'http://www.youtube.com/watch?v=qsXHcwe3krw|||...
      1 ENTP 'I'm finding the lack of me in these posts ver...
      2 INTP 'Good one ____
                                 https://www.youtube.com/wat...
      3 INTJ
              'Dear INTP, I enjoyed our conversation the o...
      4 ENTJ 'You're fired. | | | That's another silly misconce...
[55]: # Describe the data
      df.info()
     <class 'pandas.core.frame.DataFrame'>
     RangeIndex: 8675 entries, 0 to 8674
     Data columns (total 2 columns):
          Column Non-Null Count Dtype
     --- ----- ------ ----
         type
                  8675 non-null object
          posts
                  8675 non-null object
     dtypes: object(2)
     memory usage: 135.7+ KB
     There are only 2 columns in the dataset
     Total no. of rows are 8675
     There are no null values present in the dataset
     One Disadvantage is that all values are textual, hence they have to be converted to numerical:
     to train the ML model
[56]: #displays unique values in type column
      df['type'].unique()
[56]: array(['INFJ', 'ENTP', 'INTP', 'INTJ', 'ENTJ', 'ENFJ', 'INFP', 'ENFP',
             'ISFP', 'ISTP', 'ISFJ', 'ISTJ', 'ESTP', 'ESFP', 'ESTJ', 'ESFJ'],
            dtype=object)
        • It has 16 distinct personality types
[57]: # Data visualization for no. of posts for each personality type
      # Group by the data using type
      df_total = df.groupby(['type']).count()
      plt.figure(figsize = (12,4))
      plt.bar(np.array(df_total.index), height = df_total['posts'],)
      plt.xlabel('Personality types', size = 14)
      plt.ylabel('No. of posts available', size = 14)
      plt.title('Total posts for each personality type')
```

Display few records.

[57]: Text(0.5, 1.0, 'Total posts for each personality type')



We observe that some of the personality types has a lot more data than others, the most common Kaggle users personality is INFP (Introvert Intuition Feeling Perceiving). We can consider for now that users who comment on social media more frequently are more intoverted, perceptive, and emotional.

```
[58]:
         type
                                                             posts words_per_comment
      O INFJ
                'http://www.youtube.com/watch?v=qsXHcwe3krw|||...
                                                                               11.12
      1 ENTP
               'I'm finding the lack of me in these posts ver...
                                                                               23.40
                                   https://www.youtube.com/wat...
                                                                               16.72
      2 INTP
               'Good one
                              I enjoyed our conversation the o...
      3 INTJ
               'Dear INTP,
                                                                               21.28
      4 ENTJ
                'You're fired. | | | That's another silly misconce...
                                                                               19.34
         variance_of_word_counts
      0
                         135.2900
      1
                         187.4756
      2
                         180.6900
      3
                         181.8324
```

196.4576

4

Since the original dataset only came with 2 features, the Type and 50 posts for each person, lets create additional features for exploring & analysing our dataset. Added two more parameter words per comments and Variance of words

```
[59]: # Add length of the post

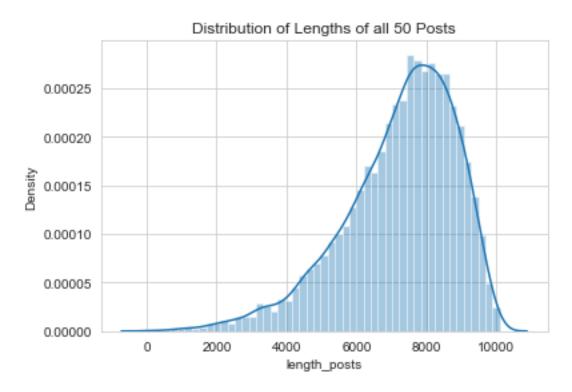
df["length_posts"] = df["posts"].apply(len)

sns.distplot(df["length_posts"]).set_title("Distribution of Lengths of all 50

→Posts")
```

/Users/rajibsamanta/opt/anaconda3/lib/python3.9/sitepackages/seaborn/distributions.py:2619: FutureWarning: `distplot` is a
deprecated function and will be removed in a future version. Please adapt your
code to use either `displot` (a figure-level function with similar flexibility)
or `histplot` (an axes-level function for histograms).
warnings.warn(msg, FutureWarning)

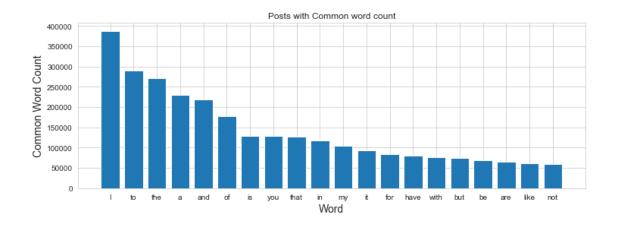
[59]: Text(0.5, 1.0, 'Distribution of Lengths of all 50 Posts')



We can see that most no of lengthly posts have between 7000-9000 words

```
[60]: #Finding the most common words in all posts.Top 20
words = list(df["posts"].apply(lambda x: x.split()))
words = [x for y in words for x in y]
```

```
Counter(words).most_common(20)
[60]: [('I', 387957),
       ('to', 290168),
       ('the', 270699),
       ('a', 230918),
       ('and', 219498),
       ('of', 177853),
       ('is', 128804),
       ('you', 128750),
       ('that', 127221),
       ('in', 117263),
      ('my', 104561),
       ('it', 93101),
       ('for', 83057),
       ('have', 79784),
       ('with', 77131),
       ('but', 74729),
       ('be', 69317),
       ('are', 65034),
       ('like', 61390),
       ('not', 59496)]
[61]: # Convert the list to a DataFrame
      df_words = pd.DataFrame(Counter(words).most_common(20) , columns=['Word',__
      df_words.head()
[61]:
       Word
             Count
          I 387957
      0
      1
         to 290168
      2 the 270699
      3
           a 230918
      4 and 219498
[62]: # Barplot for commonly used words.
      plt.figure(figsize = (12,4))
      plt.bar(df_words['Word'], height = df_words['Count'],)
      plt.xlabel('Word', size = 14)
      plt.ylabel('Common Word Count', size = 14)
      plt.title('Posts with Common word count')
[62]: Text(0.5, 1.0, 'Posts with Common word count')
```



Next Steps:

Feature Engineering:

Convert the text data into numerical features that machine learning models can understand.

Label Encoding:

Encode the categorical MBTI personality types into numerical labels. For example, convert "INF, "ENF," to 2, and so on.

Data Splitting:

Split the dataset into training, validation, and test sets.

Model Selection:

Choose a machine learning model suitable for text classification tasks. Common choices include

Model Training:

Train the selected model on the training dataset using the prepared text features and the corre

1 Week 8 and week 10

```
[63]: # Print dataset

df.head(10)
```

[63]:		type	posts	words_per_comment	\
	0	INFJ	http://www.youtube.com/watch?v=qsXHcwe3krw	11.12	
	1	ENTP	'I'm finding the lack of me in these posts ver	23.40	
	2	INTP	'Good one https://www.youtube.com/wat	16.72	
	3	TNT.I	'Dear INTP. I enjoyed our conversation the o	21.28	

```
4 ENTJ 'You're fired.|||That's another silly misconce...
5 INTJ '18/37 @.@|||Science is not perfect. No scien...
6 INFJ 'No, I can't draw on my own nails (haha). Thos...
7 INTJ 'I tend to build up a collection of things on ...
8 INFJ I'm not sure, that's a good question. The dist...
9 INTP 'https://www.youtube.com/watch?v=w8-egj0y8Qs||...
24.66
```

```
variance_of_word_counts length_posts
0
                   135.2900
                                      4652
1
                   187.4756
                                      7053
2
                   180.6900
                                      5265
3
                   181.8324
                                      6271
4
                   196.4576
                                      6111
5
                   97.7200
                                      8589
6
                   151.3664
                                      7916
7
                   174.7664
                                      6900
8
                   207.1124
                                      5325
9
                   145.6704
                                      7573
```

Counting the no. of users and posts in the given MBTI Kaggle dataset

```
[64]: def extract(posts, new_posts):
    for post in posts[1].split("|||"):
        new_posts.append((posts[0], post))

posts = []
    df.apply(lambda x: extract(x, posts), axis=1)
    print("Number of users", len(df))
    print("Number of posts", len(posts))
    print("5 posts from start are:")
    posts[0:5]
```

```
Number of users 8675
Number of posts 422845
5 posts from start are:
```

- http://www.youtube.com/watch?v=u8ejam5DP3E On repeat for most of today.')]
 - It is inferenced that a lot of hyperlinks are presnt in these posts
 - It is safe to assume that url links do not provide any real information about a user's person-

ality, hence, we need to clean our dataset for these too.

Data cleaning & Pre-Processing :

```
[65]: def preprocess_text(df, remove_special=True):
         texts = df['posts'].copy()
         labels = df['type'].copy()
          #Remove links
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'https?:\/\/.*?[\s+]',_
       #Keep the End Of Sentence characters
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'\.', ' EOSTokenDot ', x
       + " "))
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'\?', ' EOSTokenQuest ',__
       \hookrightarrow X + " ")
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'!', 'EOSTokenExs', x +
       " "))
          #Strip Punctation
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'[\.+]', ".",x))
          #Remove multiple fullstops
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'[^\w\s]','',x))
          #Remove Non-words
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'[^a-zA-Z\s]','',x))
              #Convert posts to lowercase
         df["posts"] = df["posts"].apply(lambda x: x.lower())
         #Remove multiple letter repeating words
         df["posts"] = df["posts"].apply(lambda x: re.
       \Rightarrowsub(r'([a-z])\1{2,}[\s|\w]*','',x))
         #Remove very short or long words
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'(\b\w{0,3})?\b','',x))
         df["posts"] = df["posts"].apply(lambda x: re.sub(r'(\b\w{30,1000}))?
       \rightarrow \b','',x))
          #Remove MBTI Personality Words - crutial in order to get valid model
       →accuracy estimation for unseen data.
         if remove_special:
             pers_types = ['INFP' ,'INFJ', 'INTP', 'INTJ', 'ENTP', 'ENFP', 'ISTP',
       →,'ISFP','ENTJ','ISTJ','ENFJ','ISFJ','ESTP','ESFP','ESFJ','ESTJ']
             pers_types = [p.lower() for p in pers_types]
             p = re.compile("(" + "|".join(pers_types) + ")")
```

```
return df
      #Preprocessing of entered Text
      data_set = pd.read_csv("/Users/rajibsamanta/Documents/Rajib/College/
       ⇔Sem6_fall_2023/Week6/mbti_1.csv")
      new_df = preprocess_text(data_set, remove_special=True)
[66]: #Remove posts with less than X words
      min_words = 15
      print("Before : Number of posts", len(new_df))
      new_df["no. of. words"] = new_df["posts"].apply(lambda x: len(re.
       \hookrightarrowfindall(r'\w+', x)))
      new_df = new_df[new_df["no. of. words"] >= min_words]
      print("After : Number of posts", len(new_df))
     Before: Number of posts 8675
     After: Number of posts 8466
     Feature Engineering
[67]: print(new_df.shape)
     (8466, 3)
[68]: new_df.head()
[68]:
                                                           posts no. of. words
         type
      O INFJ
                   enfp intj moments
                                        sportscenter
                                                        plays...
                                                                           430
      1 ENTP
                                 these posts very alarming eo...
                                                                          803
              finding lack
      2 INTP good
                            course which
                                             know thats bles...
                                                                          253
      3 INTJ dear intp
                            enjoyed conversation other eos...
                                                                          777
      4 ENTJ youre fired eostokendot
                                          thats another silly...
                                                                          402
     Splitting into Targets & Features:
[69]: # Converting MBTI personality (or target or Y feature) into numerical form
      ⇔using Label Encoding
      # encoding personality type
      # Encode the categorical MBTI personality types into numerical labels. For
       ⇔example, convert "INFP" to 1, "ENFJ" to 2, and so on
      enc = LabelEncoder()
      new_df['type of encoding'] = enc.fit_transform(new_df['type'])
      target = new_df['type of encoding']
```

/var/folders/s5/r_yh4p17f12tlyfs6w_46xm0000gn/T/ipykernel_90320/336629569.py:5: SettingWithCopyWarning:

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: https://pandas.pydata.org/pandas-docs/stable/user_guide/indexing.html#returning-a-view-versus-a-copy new_df['type of encoding'] = enc.fit_transform(new_df['type'])

```
[70]: new_df.head(15)
[70]:
                                                              posts no. of. words \
          type
      0
          INFJ
                                          sportscenter
                                                                              430
                    enfp intj moments
                                                           plays...
          ENTP
                                                                              803
      1
                 finding lack
                                   these posts very alarming eo...
      2
          INTP
                              course which
                                               know thats bles...
                                                                              253
                good
      3
          INTJ
                dear intp
                              enjoyed conversation other eos...
                                                                              777
      4
                youre fired eostokendot
                                            thats another silly...
                                                                              402
          ENTJ
          INTJ
                                             perfect eostokendo...
      5
                  eostokendot
                                  science
                                                                              245
      6
          INFJ
                  cant draw
                                nails haha eostokendot those w...
                                                                              970
      7
          INTJ
                 tend build
                                collection things
                                                     desktop th...
                                                                              140
          INFJ
                  sure thats good question eostokendot
                                                                              522
                                                            dist...
          INTP
                    this position where have actually
      9
                                                                              130
      10 INFJ
                 time parents were fighting over dads affair...
                                                                             1072
      11 ENFJ
                       went through break some months eosto ...
                                                                             332
      12 INFJ
                 santagato entp
                                           entp eostokenquest ...
                                                                             554
                                    enfj
                fair enough thats
      13 INTJ
                                      want look
                                                   eostokendot ...
                                                                             1110
          INTP
                basically this eostokendot eostokendot eosto...
                                                                              640
          type of encoding
      0
                          8
      1
                         3
      2
                         11
      3
                         10
      4
                         2
      5
                        10
      6
                         8
      7
                        10
      8
                         8
      9
                        11
      10
                         8
                         0
      11
      12
                         8
      13
                         10
      14
                         11
[71]: # In natural language processing, useless words are referred to as stop words.
```

['i', 'me', 'my', 'myself', 'we', 'our', 'ours', 'ourselves', 'you', "you're",

The python natural language toolkit library provides a list of english stop_

→words.

print(stopwords.words('english'))

```
"you've", "you'll", "you'd", 'your', 'yours', 'yourself', 'yourselves', 'he',
'him', 'his', 'himself', 'she', "she's", 'her', 'hers', 'herself', 'it', "it's",
'its', 'itself', 'they', 'them', 'their', 'theirs', 'themselves', 'what',
'which', 'who', 'whom', 'this', 'that', "that'll", 'these', 'those', 'am', 'is',
'are', 'was', 'were', 'be', 'been', 'being', 'have', 'has', 'had', 'having',
'do', 'does', 'did', 'doing', 'a', 'an', 'the', 'and', 'but', 'if', 'or',
'because', 'as', 'until', 'while', 'of', 'at', 'by', 'for', 'with', 'about',
'against', 'between', 'into', 'through', 'during', 'before', 'after', 'above',
'below', 'to', 'from', 'up', 'down', 'in', 'out', 'on', 'off', 'over', 'under',
'again', 'further', 'then', 'once', 'here', 'there', 'when', 'where', 'why',
'how', 'all', 'any', 'both', 'each', 'few', 'more', 'most', 'other', 'some',
'such', 'no', 'nor', 'not', 'only', 'own', 'same', 'so', 'than', 'too', 'very',
's', 't', 'can', 'will', 'just', 'don', "don't", 'should', "should've", 'now',
'd', 'll', 'm', 'o', 're', 've', 'y', 'ain', 'aren', "aren't", 'couldn',
"couldn't", 'didn', "didn't", 'doesn', "doesn't", 'hadn', "hadn't", 'hasn',
"hasn't", 'haven', "haven't", 'isn', "isn't", 'ma', 'mightn', "mightn't",
'mustn', "mustn't", 'needn', "needn't", 'shan', "shan't", 'shouldn',
"shouldn't", 'wasn', "wasn't", 'weren', "weren't", 'won', "won't", 'wouldn',
"wouldn't"]
```

[72]: (8466, 98555)

[73]: new_df.head()

```
[73]:
                                                         posts no. of. words \
        type
                                                      plays...
     O INFJ
                  enfp intj moments
                                      sportscenter
                                                                       430
     1 ENTP
               finding lack
                               these posts very alarming eo...
                                                                       803
     2 INTP good
                           course which
                                           know thats bles...
                                                                       253
     3 INTJ dear intp
                           enjoyed conversation other eos...
                                                                       777
     4 ENTJ youre fired eostokendot thats another silly...
                                                                       402
        type of encoding
     0
                       8
```

```
1 3
2 11
3 10
4 2
```

• So now there are 98555 features in our dataset for 8466 rows (users)

Model(s) Building

```
[74]: #Splitting into Train & Test Sets , 80-20 split

X_train, X_test, y_train, y_test = train_test_split(train, target, test_size=0.

-2, stratify=target, random_state=42)

print ((X_train.shape),(y_train.shape),(X_test.shape),(y_test.shape))

(6772, 98555) (6772,) (1694, 98555) (1694,)

[75]: # Random Forest
```

```
[75]: # Random Forest
accuracies = {}
random_forest = RandomForestClassifier(n_estimators=100, random_state = 1)
random_forest.fit(X_train, y_train)

# make predictions for test data
Y_pred = random_forest.predict(X_test)
predictions = [round(value) for value in Y_pred]

# evaluate predictions
accuracy = accuracy_score(y_test, predictions)
accuracies['Random Forest'] = accuracy* 100.0
print("Accuracy: %.2f%%" % (accuracy * 100.0))
```

Accuracy: 39.20%

```
[76]: #XG boost Classifier
xgb = XGBClassifier()
xgb.fit(X_train,y_train)

Y_pred = xgb.predict(X_test)
predictions = [round(value) for value in Y_pred]

# evaluate predictions
accuracy = accuracy_score(y_test, predictions)
accuracies['XG Boost'] = accuracy* 100.0
print("Accuracy: %.2f%%" % (accuracy * 100.0))
```

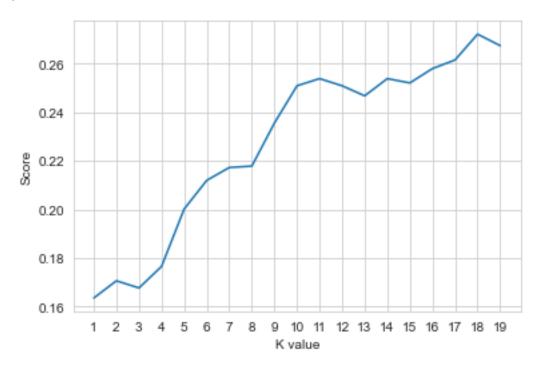
Accuracy: 58.15%

```
[77]: # Logistic Regression
logreg = LogisticRegression()
logreg.fit(X_train, y_train)
```

```
Y_pred = logreg.predict(X_test)
      predictions = [round(value) for value in Y_pred]
      # evaluate predictions
      accuracy = accuracy_score(y_test, predictions)
      accuracies['Logistic Regression'] = accuracy* 100.0
      print("Accuracy: %.2f%%" % (accuracy * 100.0))
     Accuracy: 57.73%
     /Users/rajibsamanta/opt/anaconda3/lib/python3.9/site-
     packages/sklearn/linear_model/_logistic.py:814: ConvergenceWarning: lbfgs failed
     to converge (status=1):
     STOP: TOTAL NO. of ITERATIONS REACHED LIMIT.
     Increase the number of iterations (max_iter) or scale the data as shown in:
         https://scikit-learn.org/stable/modules/preprocessing.html
     Please also refer to the documentation for alternative solver options:
         https://scikit-learn.org/stable/modules/linear_model.html#logistic-
     regression
       n_iter_i = _check_optimize_result(
[78]: #KNN Classifier
      from sklearn.neighbors import KNeighborsClassifier
      knn = KNeighborsClassifier(n_neighbors = 2) # n_neighbors means k
      knn.fit(X_train, y_train)
      Y_pred = knn.predict(X_test)
      predictions = [round(value) for value in Y_pred]
      # evaluate predictions
      accuracy = accuracy_score(y_test, predictions)
      accuracies['KNN'] = accuracy* 100.0
      print("Accuracy: %.2f%%" % (accuracy * 100.0))
      #try to find best k value
      scoreList = []
      for i in range (1,20):
          knn2 = KNeighborsClassifier(n_neighbors = i) # n_neighbors means k
          knn2.fit(X_train, y_train)
          scoreList.append(knn2.score(X_test, y_test))
      plt.plot(range(1,20), scoreList)
      plt.xticks(np.arange(1,20,1))
      plt.xlabel("K value")
      plt.ylabel("Score")
      plt.show()
```

```
acc = max(scoreList)*100
print("Maximum KNN Score is {:.2f}%".format(acc))
```

Accuracy: 17.06%



Maximum KNN Score is 27.21%

```
[79]: #Gradient Descent
sgd = SGDClassifier(max_iter=5, tol=None)
sgd.fit(X_train, y_train)

Y_pred = sgd.predict(X_test)
predictions = [round(value) for value in Y_pred]

# evaluate predictions
accuracy = accuracy_score(y_test, predictions)
accuracies['Gradient Descent'] = accuracy* 100.0
print("Accuracy: %.2f%%" % (accuracy * 100.0))
```

Accuracy: 27.80%

```
[80]: # SVM Model
from sklearn.svm import SVC
svm = SVC(random_state = 1)
svm.fit(X_train, y_train)
```

```
Y_pred = svm.predict(X_test)

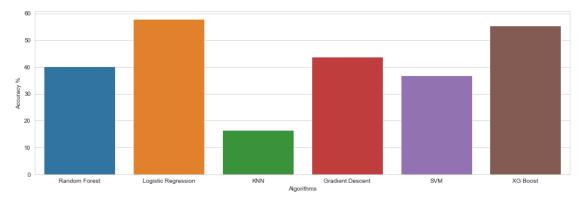
predictions = [round(value) for value in Y_pred]
# evaluate predictions
accuracy = accuracy_score(y_test, predictions)
accuracies['SVM'] = accuracy* 100.0
print("Accuracy: %.2f%%" % (accuracy * 100.0))
```

Accuracy: 36.48%

```
[81]: #### Comparing Algorithms
pd.DataFrame.from_dict(accuracies, orient='index', columns=['Accuracies(%)'])
```

[81]:		Accuracies(%)
	Random Forest	39.197166
	XG Boost	58.146399
	Logistic Regression	57.733176
	KNN	17.060213
	Gradient Descent	27.804014
	SVM	36.481700

```
[50]: # Bar plot
sns.set_style("whitegrid")
plt.figure(figsize=(16,5))
plt.yticks(np.arange(0,100,10))
plt.ylabel("Accuracy %")
plt.xlabel("Algorithms")
sns.barplot(x=list(accuracies.keys()), y=list(accuracies.values()))
plt.show()
```



 \bullet After comparing all the ML models, Logistic Regression model has highest accuracy 57.925072. So will consider this model as Personality Predictor.

[]:[