



**An AI model for analyzing the customer's Behavior based on CCSMB
(Customer Comments on social media in Bengali)**

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A thesis turned in to complete partial fulfillment of the requirements for a Bachelor of Sciences
degree in Software Engineering

**Department of Software Engineering Daffodil
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Semester-fall-2023

APPROVAL

This thesis titled on "An AI model for analyzing the customer's Behavior based on CCSMB (Customer Comments on social media in Bengali)", submitted by **Abdur Rahman (ID: 171-35-2001)** to the Department of Software Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Bachelor of Science in Software Engineering and approval as to its style and contents.

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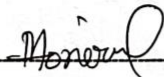
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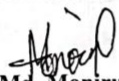
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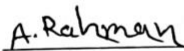
I hereby affirm that this thesis report has been completed by me under the guidance of Mr. Md. Monirul Islam, Assistant Professor Department of Software Engineering at the Faculty of Science and Information Technology, Daffodil International University. This work is presented as partial fulfillment of my original research. I also assert that neither this thesis nor any portion of it has been previously submitted elsewhere for the purpose of obtaining a Bachelor's degree or any other academic qualification.

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Acknowledgement

First, I would like to express my heartfelt gratitude to the almighty Allah for giving me the opportunity to successfully complete my entire university life and thesis work.

And secondly, I am deeply thankful to my supervisor **Mr. Md. Monirul Islam**, whose guidance, expertise, and unwavering support played a crucial role in shaping my research work. His invaluable insights and constructive feedback have been instrumental in refining the methodology and improving the quality of the findings.

I extend my appreciation to the participants who willingly shared their opinions and experiences, contributing to the richness of the dataset. Their candid feedback has been pivotal in the development and evaluation of the proposed deep learning model. I am grateful to Daffodil International University for providing the necessary resources and a conducive environment for research. The facilities and infrastructure made available greatly facilitated the execution of experiments and the analysis of results. Lastly, I express my gratitude to the open-source community and developers who contributed to the tools and frameworks used in this research. Their collective efforts have paved the way for advancements in deep learning and natural language processing. In conclusion, this thesis represents the culmination of a collaborative effort and the support of numerous individuals and organizations. I am deeply thankful for the opportunities and encouragement that have shaped this research journey.

Abstract

This thesis introduces an advanced Natural Language Processing (NLP) framework for in-depth analysis of customer behavior, specifically focusing on Customer Comments of social media in Bengali (CCSMB). The study leverages a variety of cutting-edge algorithms, including Recurrent Neural Networks (RNN), Long Short-Term Memory (LSTM), k-Nearest Neighbors (KNN), Logistic Regression, and Decision Trees, combined with rigorous data cleaning techniques tailored to the linguistic intricacies of Bengali text.

The study utilizes a meticulously curated dataset from diverse social media platforms, ensuring the robustness and adaptability of the models to the dynamic nature of online interactions. Evaluation metrics such as accuracy, precision, recall, and F1 score are employed to assess the performance of each algorithm in capturing text emotion detection and categorizing topics within the Bengali linguistic context.

The research begins with an extensive exploration of data cleaning methodologies, addressing challenges such as noise, irrelevant information, and linguistic nuances unique to Bengali. Subsequently, various machine learning and deep learning algorithms are applied to the preprocessed data. RNN and LSTM models are utilized for sequential analysis of customer comments, capturing temporal dependencies in the expression of sentiments.

Analysis and result

The results not only contribute to the evolving landscape of customer behavior analysis but also offer practical insights for businesses seeking to enhance customer engagement and satisfaction in the Bengali-speaking market.

This research underscores the versatility of NLP techniques and a multitude of algorithms in unraveling valuable insights from customer interactions, emphasizing their applicability in fostering customer-centric strategies in an increasingly digital and multilingual business environment.

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List of Abbreviations

CCSMB: Customer Comments on social media in Bengali

NLP: Natural language processing

RNN: Recurrent neural network

LSTM: Long short-term memory

KNN: k-nearest neighbors algorithm

Bow: Bag of Words

TF-IDF: Term Frequency - Inverse Document Frequency

GloVe: Global Vectors for Word Representation

BiLSTM: Bidirectional long short-term memory

CNN: Convolutional Neural Network

Chapter 1 Introduction

In this chapter, we talk about the motivation behind the research and articulate the problem that this study aims to address. Additionally, we provide a foundational understanding of Natural Language Processing (NLP) through general discussions. The proposed solution to the identified problem is outlined, and the primary contributions of this thesis are highlighted. Furthermore, we explore the overall structure and organization of the thesis in section 1.3.

1.1 Problem Statement and Motivations

In addition to uncovering the topical themes and emotional nuances within Bengali text data, this research is motivated by the evolving dynamics of user interactions in the digital era. The increasing prevalence of digital content in Bengali necessitates a sophisticated approach to Natural Language Processing (NLP) that goes beyond mere categorization into predefined topics. By delving into the realms of 'economy,' 'sports,' 'international,' 'state,' 'technology,' 'entertainment,' and 'education,' the study aspires to capture the intricate tapestry of user sentiments and perceptions in the Bengali language.

The surge in digital communication platforms, particularly social media, accentuates the importance of deciphering not only what topics are being discussed but also how users emotionally engage with and respond to this content. This research strives to address this dual aspect, shedding light on both the overt subject matter and the underlying emotional landscape of Bengali text data. Through this nuanced exploration, the aim is to offer insights that transcend conventional topic categorization, fostering a richer understanding of the multifaceted nature of communication in the Bengali-speaking digital sphere.

As social media continues to play a pivotal role in shaping public discourse and opinion, the significance of unraveling the emotional undercurrents within Bengali text data becomes increasingly apparent. This dual approach, combining topic categorization with emotion analysis, is poised to contribute not only to the advancement of NLP methodologies but also to the broader comprehension of digital interactions within the Bengali linguistic context.

The widespread adoption of Bangla on social media platforms like Facebook, particularly in Dhaka, the second-largest city in terms of Facebook users globally [1], further underscores the need for robust Bangla sentiment analysis. The introduction of the Bangla typing application Avro in 2003 facilitated increased use of Bangla on Facebook, highlighting the growing demand for effective sentiment analysis tools in this language.

1.2 Research Objectives

1.2.1 Comprehensive Topic Categorization:

Leverage the chosen algorithms to achieve an in-depth categorization of the text data into predefined topics, encompassing domains such as 'economy,' 'sports,' 'international,' 'state,' 'technology,' 'entertainment,' and 'education.'

1.2.2 Comprehensive Text Emotion Detection:

Leverage the chosen algorithms to achieve an in-depth categorization of the text data into predefined text emotion, encompassing domains such as happiness, sadness, surprise, fear, anger, and disgust.

1.2.3 Sequential Emotion Analysis:

Extend the analysis to include sequential emotion analysis using LSTM and RNN models, capturing the temporal dynamics of emotional expressions within the Bengali text data for each predefined topic.

1.2.4 Algorithmic Implementation:

Employ LSTM, KNN, RNN and so more algorithms to perform both topic modeling and text emotion analysis on Bengali text data derived from Customer Comments on social media in Bengali (CCSMB).

1.2.5 Comparative Performance Analysis:

Evaluate and compare the performance of LSTM, KNN, RNN and so more models in both topic categorization and emotion analysis, considering accuracy, precision, recall, and F1score.

Through this unified set of objectives, your research aims to utilize LSTM, KNN, RNN and so more algorithms for a comprehensive analysis that combines both topic modeling and text emotion analysis. This streamlined approach avoids redundancy while ensuring a thorough exploration of the intertwined aspects of customer behavior in the Bengali-speaking digital landscape.

1.3 Thesis Organization

The thesis is organized to provide a systematic exploration of the proposed Deep Learning Approach for Analyzing Customer Behavior based on CCSMB in Bengali. The introduction sets the stage by delving into the evolving landscape of digital communication, emphasizing the potential for understanding both topical themes and emotional nuances in Bengali text data. The primary research objectives are outlined, focusing on employing advanced NLP techniques, utilizing deep learning models such as LSTM and RNN, and evaluating machine learning algorithms like KNN, Logistic Regression, and Decision Trees for text emotion analysis and topic modeling.

The methodology section details the data collection process, preprocessing steps, and the implementation of algorithms for joint topic modeling and text emotion analysis. The thesis incorporates a comprehensive review of relevant literature, spanning NLP, deep learning, and text emotion analysis, to provide context and identify gaps in existing research. Furthermore, a dedicated section on word embeddings and feature representation explores the significance of these techniques in the Bengali language.

Results and analysis are presented in a unified manner, showcasing the outcomes of both topic modeling and text emotion analysis using LSTM, KNN, and RNN models and evaluating machine learning algorithms like KNN, Logistic Regression, and Decision Trees. The discussion section interprets these findings, comparing the performance of algorithms, addressing challenges, and exploring the interconnectedness between topics and emotions. The conclusion summarizes the key contributions, findings, and implications of the research, paving the way for future investigations in this dynamic field. This organizational structure ensures a seamless flow of information, allowing readers to follow the progression of the research from its motivation to the final insights.

Chapter 2 Literature Review

Research in emotion analysis within textual content has been a focal point in recent studies. Emphasizing predefined emotions such as happiness, sadness, surprise, fear, anger, and disgust, these works delve into advanced linguistic analysis techniques to accurately classify and understand emotions expressed in text [2].

The exploration of text classification methodologies regarding predefined topics is pivotal for understanding the contextual relevance of textual data. Domains such as economy, sports, international affairs, state-related news, technology, entertainment, and education serve as predefined topics. Machine learning algorithms and natural language processing techniques have been instrumental in achieving effective classification in these domains [3].

Recent research has shown a growing trend towards integrated approaches that simultaneously address emotion analysis and text classification. By combining advanced algorithms and deep learning techniques, these studies aim to capture the nuanced relationship between emotions expressed in text and the specific topics they pertain to [3].

Despite significant advancements in emotion analysis and topic classification, challenges persist. Ambiguities in language, cultural nuances, and the evolving nature of communication present obstacles to accurate sentiment detection. Simultaneously, the multifaceted nature of news articles or social media posts adds complexity to the task of topic classification [4].

Exploring the expression of emotions and topics in different linguistic contexts, some studies have investigated cross-linguistic aspects. Comparative analyses aim to uncover linguistic patterns and cultural influences on the manifestation of emotions and topics across diverse languages [5].

To assess the performance of emotion analysis and topic classification models, various studies have proposed specific evaluation metrics and benchmarks. Comparative analyses provide insights into the effectiveness of different models under diverse linguistic and cultural conditions [6].

The practical applications of emotion analysis and topic classification extend beyond academia. Industries such as social media monitoring, market research, and content recommendation systems leverage these models to enhance user experience and gain actionable insights [7].

As these models become integral to information processing, ethical considerations emerge. Researchers have begun exploring the ethical implications of automated emotion analysis and topic classification, addressing issues of bias, privacy, and potential misuse [8].

Future research directions in emotion analysis and topic classification may involve refining models to handle evolving language patterns, incorporating multimodal data sources, and enhancing interpretability. Additionally, addressing ethical concerns and ensuring the responsible use of these technologies will be paramount [9].

This literature review provides an overview of research on emotion analysis and topic classification, emphasizing their integration, challenges, cross-linguistic aspects, evaluation metrics, real-world applications, ethical considerations, and future directions. Each subsection introduces relevant studies and summarizes their contributions to the understanding and advancement of emotion and topic analysis in textual data.

Chapter 3 Data Collection and Preprocessing

3.1 Sources of CCSMB Data

In this section, you provide a comprehensive overview of the platforms from which you sourced your CCSMB data. Specify the duration and time frame of data collection to highlight any temporal trends. Discuss the rationale behind choosing specific platforms, considering factors such as user engagement and relevance to your research objectives. Additionally, mention any access restrictions or permissions obtained for collecting data from these sources.

3.2 Data Collection Procedures

Detail the manual data collection process step by step. Begin by explaining how you identified relevant social media content, including the criteria used for comment selection. If applicable, discuss any tools or methodologies employed during the collection, such as web scraping or manual extraction. Emphasize the iterative nature of the process, detailing how you ensured data quality and consistency. Address any challenges encountered during manual collection and explain how they were mitigated.

3.3 Challenges in Collecting social media Text

Elaborate on the challenges faced during data collection to provide readers with insights into the complexities of working with social media text. Discuss issues related to data noise, biases, or ethical considerations. Highlight your strategies for overcoming these challenges, emphasizing the robustness of your data collection methodology. Consider providing specific examples or anecdotes to illustrate challenges faced in a real-world context.

3.4 Data Cleaning Techniques for Bengali Text

Offer a detailed account of the techniques employed to clean and preprocess the Bengali text data. This may include tokenization, stemming, or handling of language-specific characters. Discuss any preprocessing steps tailored to the nuances of Bengali language text, such as addressing grammatical variations or linguistic intricacies. Consider providing code snippets or examples to illustrate specific cleaning procedures.

3.5 Annotation and Labeling Process

Explain the process of annotating and labeling the dataset, focusing on the criteria used for categorization. If human annotators were involved, discuss their training and guidelines to ensure consistency in labeling. Address any inter-annotator agreement measures implemented to validate the quality of annotations. Transparency in the labeling process enhances the credibility of your dataset.

3.6 Dataset Statistics

Present comprehensive statistics on the dataset, including the total number of comments, distribution across predefined topics and emotions, and any relevant demographic information. Visualizations, such as histograms or pie charts, can enhance the reader's understanding of the dataset's composition. Discuss any outliers or notable patterns observed in the statistics, setting the stage for subsequent analysis.

By providing a nuanced and detailed account of each aspect, Chapter 3 aims to make the data collection and preprocessing methodology transparent and reproducible.

Chapter 4 Methodology

The Bag of Words (BoW) model is a fundamental technique in natural language processing (NLP) and information retrieval for text representation. In BoW, a document is treated as an unordered set of words, disregarding grammar and word order. The primary goal is to create a numerical representation of text that can be used for various NLP tasks [11-12].

In BoW, a vocabulary is constructed by collecting all unique words present in a corpus of documents. Each word becomes a feature, and the entire vocabulary is used to create a fixed-length vector representation for each document. The elements of the vector correspond to the frequency of each word in the document. This results in a high-dimensional and sparse representation of the text, where each dimension represents a unique word.

BoW has been widely applied in tasks such as text classification, sentiment analysis, and document clustering. Despite its simplicity and disregard for semantic relationships between words, BoW remains a powerful and efficient method for representing text data.

Certainly! Let's create a simplified example using a Bag of Words representation for two Bangla documents:

Example Bangla Documents:

- "বিশ্ববিদ্যালয়ে পড়াশানা আমার জীবনের সেরা অংশ।"
- "এই পড়া আমার পছন্দের কাজ। আবহাওয়া বদলানোর ঝুঁকি করবে এতে। এই পড়া।"

Vocabulary:

{বিশ্ববিদ্যালয়ে, পড়াশানা, আমার, জীবন, সেবা, অং, িই, পছন্দের, কাজ, বদ্যনর, িদ্ধি, েঁমে, পবড}

Bag of Words Representation:

Document 1: "বিশ্ববিদ্যালয়ে পড়াশানা আমার জীবন সেবা অং ।"

[1,1,1,1,1,1,0,0,0,0,0,0]

Document 2: "িই পড়া আমার পছন্দের কাজ। আবম বদ্যনর িদ্ধি করষে েঁমে িই পবড।"

[0,1,1,0,0,0,2,1,1,1,1,2]

This representation indicates the count of each word in the documents. Note that the order of words in the vocabulary determines the order of counts in the Bag of Words vectors. The numbers in the vectors represent the frequency of each word in the respective documents.

Term Frequency-Inverse Document Frequency (TF-IDF) is a numerical statistic used in natural language processing and information retrieval to evaluate the importance of a word in a document relative to a collection of documents, known as a corpus. The TF-IDF [14] value is a product of two components: Term Frequency (TF) and Inverse Document Frequency (IDF).

Term Frequency (TF): TF measures how frequently a term appears in a document. It is calculated as the ratio of the number of times a specific term occurs in a document to the total number of terms in that document. A higher TF value indicates that the term is more important in that document.

$$TF(t, d) = \frac{\text{Number of times term } t \text{ appears in document } d}{\text{Total number of terms in document } d}$$

Inverse Document Frequency (IDF): IDF measures the importance of a term across the entire corpus. It is calculated as the logarithm of the ratio of the total number of documents to the number of documents containing the term. The IDF value is higher for terms that appear in fewer documents across the corpus, emphasizing their significance.

$$IDF(t, D) = \log \left(\frac{\text{Total number of documents in the corpus } |D|}{\text{Number of documents containing term } t} \right)$$

TF-IDF: The TF-IDF value is the product of TF and IDF. It reflects how important a term is to a specific document within the context of the entire corpus.

$$TF\text{-}IDF(t,d,D) = TF(t,d) \times IDF(t,D)$$

In practice, TF-IDF is widely used for text mining, document classification, and information retrieval tasks. It helps in identifying significant terms within a document and assists in ranking documents based on their relevance to a specific query. This technique is fundamental to various natural language processing applications, contributing to the extraction of meaningful information from large textual datasets.

N-grams are contiguous sequences of N items (usually words) in a document. The concept of Ngrams is widely used in natural language processing and text analysis to capture local word patterns within a text. N-grams are categorized based on the number of items included in each sequence, with unigrams (1-grams) considering individual items, bigrams (2-grams) considering pairs of consecutive items, trigrams (3-grams) considering triplets [15], and so on.

Unigrams (1-grams):

Ngram count		
0	(আমি,)	3017
1	(বোধ,)	1117
2	(আমার,)	1023
3	(এবং,)	1017
4	(করি,)	860
5	(যে,)	580

Bigrams (2-grams):

Ngram count		
0	(বোধ, করছি)	392
1	(বোধ, করি)	356
2	(করি, আমি)	204
3	(করছি, আমি)	196
4	(যে, আমি)	159
5	(অনুভব, করি)	152

Trigrams (3-grams):

Ngram count		
0	(বোধ, করছি, আমি)	155
1	(বোধ, করি, আমি)	118
2	(আমি, মনে, করি)	71
3	(আমার, মনে, হয়)	46
4	(বোধ, করছি, এবং)	41
5	(করতে, পারি, না)	35

Word2Vec:

Word2Vec, introduced [16] is a widely adopted word embedding technique in natural language processing (NLP). The fundamental idea is to represent words as vectors in continuous vector spaces, where semantically similar words are positioned close to each other. Word2Vec achieves this by training on large text corpora and learning to predict the context of a word based on its neighboring words.

Two main architectures of Word2Vec are Continuous Bag of Words (CBOW) and Skip-Gram. CBOW predicts a target word given its context, while Skip-Gram predicts the context words given a target word. The model's ability to capture semantic relationships between words makes it suitable for tasks such as sentiment analysis, named entity recognition, and machine translation.

Sentence :-->

ব্যসভিত্তিক	নাচ	প্রতিযোগিতার	আয়োজন	করেছিল	নৃত্যশিল্পী	সংস্থা	শিল্পকলা	একাডেমী	গতকাল	বৃহস্পতিবার	সন্ধ্যায়	শিল্প
কলা	একাডেমীর	সংগীত	নৃত্যকলাকেন্দ্র	মিলনায়তনে	অনুষ্ঠিত	প্রতিযোগিতার	সমাপনী	অনুষ্ঠান	সারা	দেশের	নাচের	দলকে
পুরস্কার	পাশাপাশি	প্রতিটি	সেবা	ক্যাটাগরিতে	পুরস্কার	মোট	প্রতিযোগীকে	শিল্পকলা	একাডেমীর	মহাপরিচালক	লিয়াকত	আলীর
সভাপতিত্বে	সমাপনী	আয়োজনে	প্রধান	অতিথি	সংস্কৃতিমন্ত্রী	আসাদুজ্জামান	নূর	অনুষ্ঠানে	স্বাগত	বক্তব্য	নৃত্যশিল্পী	সংস্থার
সভাপতি	মিনু	গুডেল্লা	বক্তব্য	সংস্থার	সাধারণ	সম্পাদক	মাহফুজুর	রহমান				

Sentence Tokenized and Converted into Sequence :-->

[8624, 2704, 9440, 1725, 514, 7067, 254, 1417, 6180, 16, 125, 835, 1417, 4808, 727, 1, 1225, 111, 9440, 2350, 340, 301, 19, 4418, 782, 218, 88, 315, 151, 4266, 218, 2351, 1, 1417, 4808, 1720, 5715, 2200, 1036, 2350, 6617, 27, 397, 6875, 2749, 1276, 70, 1518, 249, 7067, 761, 60, 15656, 1914, 249, 761, 62, 105, 8373, 49]

GloVe (Global Vectors for Word Representation):

GloVe, developed [17], is another influential word embedding model. GloVe focuses on capturing the global statistical information of a corpus by constructing a word-word co-occurrence matrix and then factorizing it to obtain word vectors.

GloVe places importance on word co-occurrence statistics in a corpus to derive meaningful word representations. It addresses certain limitations of other embedding techniques by considering the overall statistical patterns of word occurrences. GloVe has demonstrated effectiveness in capturing semantic relationships and is applied in various NLP applications.

-0.089238 0.399769 0.225248 -0.241050 -0.202120 -0.017489 -1.211708 -0.016377 0.103051 -0.338098 -0.109473 -0.290427 0.074273 -0.333889 0.034493 -0.190091 -0.715109
0.508351 1.070025 0.303769 0.453566 -0.118305 0.695894 -0.231886 0.386748 -0.054925 -1.750142 -0.496706 -0.275654 -1.122842 -0.788808 0.472279 -0.256830 0.503106
-0.091284 0.654293 -0.377187 -0.352918 0.030553 0.364220 -0.712225 0.716955 0.239521 0.372881 -0.208805 0.085414 1.069563 -0.056576 0.210904 0.748326 -0.489024 1.041269
-0.425333 -0.035485 0.203374 0.085402 -0.490756 0.997665 0.944890 -0.138274 -0.378804 -0.617920 -0.589812 0.074782 0.215199 -0.084387 -0.245714
0.238946 0.082476 0.529277 -0.440660 -0.213833 -0.647863 0.274068 0.993407 0.071277 -0.524669 -1.254279 -0.570537 -0.096582 0.094531 0.111070 0.004276 0.345470
-0.000350 0.284240 0.175910 0.180774 -0.364846 -0.215097 0.693609 -0.050883 0.113157 0.746002 0.040638 0.705803 0.210809 0.209869 -1.472395 -0.596298 0.079046 0.688600
-0.157229 -0.663350 0.319867 -0.240987 -0.068049 0.606550 0.192549 -0.191877 -0.236977 -0.287554 -0.072082 0.907432 0.238441 0.463367 -0.130842 -0.095544 0.149039 0.471815
-0.011649 -0.091192 -0.198565 -0.411225 0.612493 -0.223359 0.817378 -0.011629 -0.152029 -0.669414 0.381310 -0.467871 -0.051638 -1.365447 0.359526 -0.085545 -0.074354
-0.809468 0.607953 -0.123807 -0.585137 0.218952 0.022580 -0.720450 -0.159318 -0.756465 -0.123183 -0.239511 -0.282335 -0.816735 0.021678 0.488947 -0.308910 -0.575171
-0.062350 0.222254 1.093426 -0.580377 -0.835908 0.433937 0.453464 0.252061 0.574188 0.416327 0.194611 -0.224210 0.699054 -0.396966 0.795850 0.406657 -0.379768
-0.413185 -0.556244 -0.158832 0.988162 -0.011461 -0.503316 -0.457973 -0.515683 0.702622 0.376472 -0.522236 0.297607 1.052052 0.039952 0.019381 -1.198259 -0.144136
-0.351911 0.399467 -0.943672 0.304414 -0.253313 -0.384797 -0.488833 1.287434 -0.941038 -0.013168 0.656126 0.539082 0.304575 0.631192 0.027700 -1.113552 0.076124 0.970070
0.578987 -0.618171 0.843227 -0.664813 -0.810931 0.208111 1.244972 0.156215 0.229268 -0.216728 0.339382 -0.306055 -0.441490 -1.001075 -0.080878 -0.157456 0.125700 0.244358
-0.621758 0.592683 0.521446 -0.657258 0.295959 -0.381966 -0.322905 -0.404677 0.056685 -0.696876 0.055731 -0.002678 0.137268 0.571128 0.641576 0.565968 0.323430 -0.269862
-0.356000 0.085980 -0.156719 0.303845 0.521720 0.127983 0.169114 -0.106618 -0.154295 0.108555 0.474149 0.090125 -0.318758 0.271036 -0.053412 0.641303 -0.517423 0.778654
0.412407 0.110383 -0.473730 -0.303079 0.098594 -0.976599 0.033638 -0.054162 0.637353 -0.114346 -0.090432 -0.484656 -0.925769 0.373180 0.929284 -0.091326 -1.146809
-0.721238 -0.170880 -0.534507 0.075117 -0.345945 0.417802 0.595226 1.640589 -0.274800 1.003177 -0.212247 -0.065303 0.408386 0.565451 0.078366 -0.102706 0.301398 0.309195
0.496992 0.276538 -0.079613 0.023213 -0.320994 0.582076 -0.219840 -0.357597 -0.976179 -0.624636 -0.204509 -1.073067 0.533781 0.031723 0.930617 0.178834 -0.418497 -1.098724
0.214628 0.284861 -0.157593 -0.661573 0.736208 -0.394422 -0.071990 0.012698 0.736618 -1.136673 0.032860 -0.414077 0.663967 -0.636009 -0.028708 -1.078531 -0.757356 1.027480
-1.002903 -0.497893 -0.050359 0.143000 -0.534822 0.511277 -0.335675 0.807776 0.134802 -0.462170 0.883002 0.268446 0.266430 0.192546 -0.246788 -0.665426 0.774740 -0.378288
-0.924246 0.219630 -0.908544 -0.892177 0.526408 -0.693516 -0.449340 0.812919 -0.256047 -0.095784 0.018999 0.008367 -0.386787 0.239907 -0.097841 0.397769 0.940892
1.228629 -0.038942 0.146487 -0.613137 0.463128 -0.023096 -0.849603 0.715837 -1.273590 -0.898910 -0.877629 -0.420356 -0.199900 -0.341654 -0.264264 0.484580 0.229545

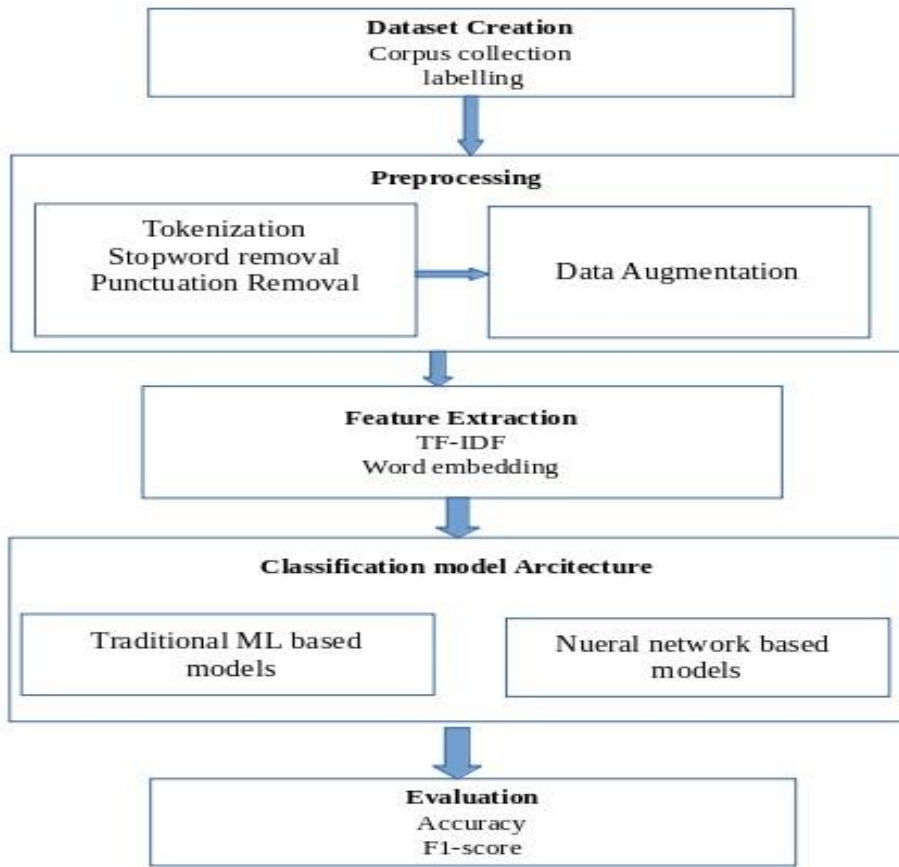


Fig 1: Workflow Relationships in Text classification & text emotion detection

My, proposed model, "Bangla Text Classification With CNN-Bi-LSTM Hybrid Network," combines Convolutional Neural Network (CNN) and Bidirectional Long Short-Term Memory (BiLSTM) layers, providing a robust architecture for text classification in the Bengali language.

Here's a detailed description of my proposed model:

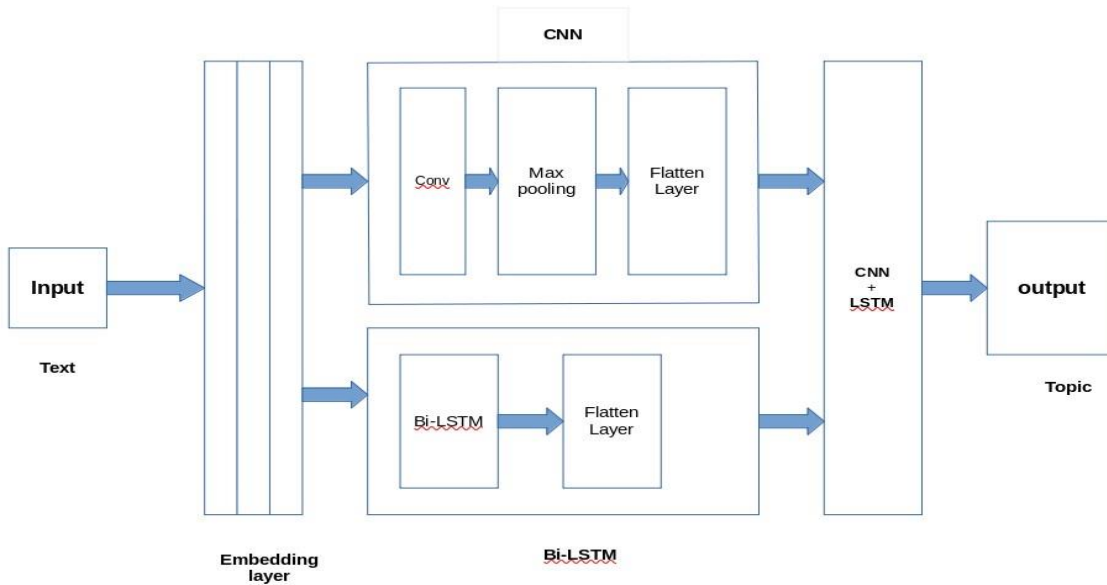


Fig 2: Propose model Text classification

Model Architecture:

- **Input Layer:** ○ The model begins with an input layer that processes sequences of Bangla text.
- **Embedding Layer:**
 - An embedding layer converts words into dense vectors. This layer helps capture semantic relationships between words.
- **Convolutional Neural Network (CNN):**
 - The CNN layer consists of convolutional filters that scan the embedded text data to identify local patterns and features. This is particularly effective for capturing spatial relationships between words.

- **Max Pooling Layer:**
 - Following the CNN layer, a max pooling layer reduces the dimensionality of the learned features, retaining the most relevant information.
- **Bidirectional Long Short-Term Memory (Bi-LSTM):**
 - The Bi-LSTM layer processes the sequence bidirectionally, capturing dependencies and context information in both forward and backward directions. This is crucial for understanding the sequential nature of language.
- **Flatten Layer:**
 - After the Bi-LSTM layer, a flattened layer transforms the multidimensional output into a one-dimensional vector for further processing.
- **Dense Layers:**
 - Dense (fully connected) layers follow the flattened output, facilitating the learning of complex relationships between features.
- **Output Layer:**
 - The final output layer uses a SoftMax activation function to assign probabilities to each class, making it suitable for multi-class text classification.

Model Features:

- **CNN for Local Patterns:** The CNN component is effective in capturing local patterns and features within the text, enhancing the model's ability to recognize key linguistic elements.
- **Bi-LSTM for Sequential Context:** The Bi-LSTM layer ensures that the model considers the sequential context of words bidirectionally, capturing long-term dependencies in the text.

- **Combination of Local and Sequential Features:** The hybrid architecture combines the strengths of CNN and Bi-LSTM, allowing the model to learn both local and sequential features, which is crucial for accurate text classification.

Training and Evaluation:

- **Training Data:** The model is trained on a dataset of labeled Bangla text samples, allowing it to learn the relationships between input features and corresponding classes.
- **Loss Function:** Categorical Cross entropy, a common choice for multi-class classification problems.
- **Optimizer:** Adam optimizer, which adapts learning rates during training.
- **Evaluation Metrics:** Accuracy, precision, recall, and F1-score are used to assess the model's performance on a validation set.

My proposed model leverages the strengths of CNN and Bi-LSTM layers, creating a hybrid network tailored for Bangla text classification. The combination of local and sequential feature learning makes it well-suited for capturing the nuanced patterns in Bengali language text data.

Another proposed model for, "Bangla Text emotion detection With Bi-LSTM Network," Bidirectional Long Short-Term Memory (Bi-LSTM) layers, providing a robust architecture for text classification in the Bengali language. Here's a detailed description of our proposed model:

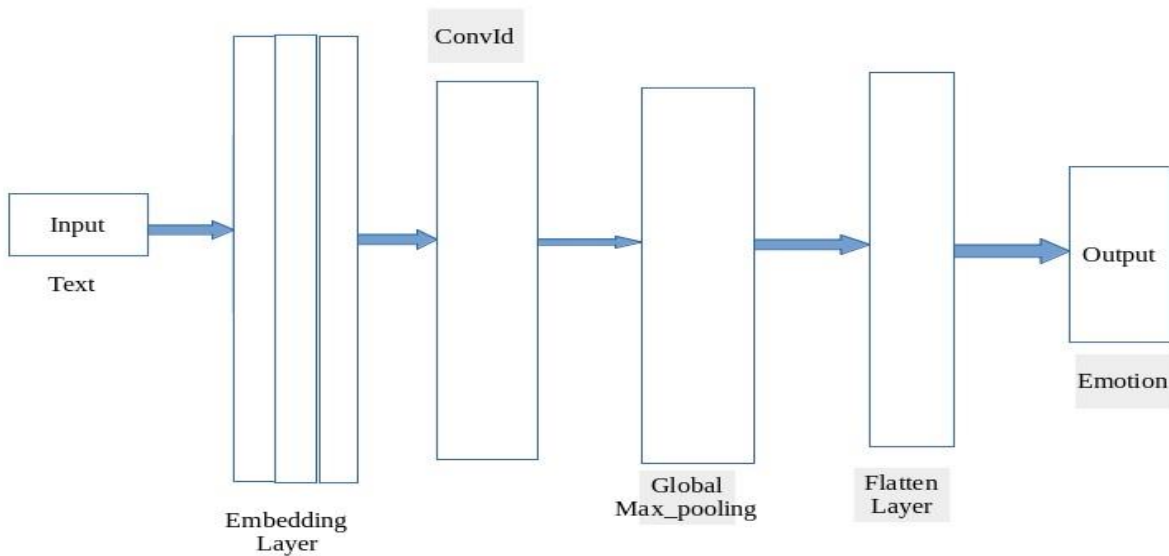


Fig 3: Propose model Text Emotion detection

Model Architecture:

- **Input Layer:** ○ The model begins with an input layer that processes sequences of Bangla text.
- **Embedding Layer:**
 - An embedding layer converts words into dense vectors. This layer helps capture semantic relationships between words.
- **Max Pooling Layer:**
 - Following the CNN layer, a max pooling layer reduces the dimensionality of the learned features, retaining the most relevant information.
- **Bidirectional Long Short-Term Memory (Bi-LSTM):**
 - The Bi-LSTM layer processes the sequence bidirectionally, capturing dependencies and context information in both forward and backward directions. This is crucial for understanding the sequential nature of language.

- **Flatten Layer:**
 - After the Bi-LSTM layer, a flattened layer transforms the multidimensional output into a one-dimensional vector for further processing.
- **Dense Layers:**
 - Dense (fully connected) layers follow the flattened output, facilitating the learning of complex relationships between features.
- **Output Layer:**
 - The final output layer uses a SoftMax activation function to assign probabilities to each class, making it suitable for multi-class text classification.

Model Features:

- **Bi-LSTM for Sequential Context:** The Bi-LSTM layer ensures that the model considers the sequential context of words bidirectionally, capturing long-term dependencies in the text.

Training and Evaluation:

- **Training Data:** The model is trained on a dataset of labeled Bangla text samples, allowing it to learn the relationships between input features and corresponding classes.
- **Loss Function:** Categorical Cross entropy, a common choice for multi-class classification problems.
- **Optimizer:** Adam optimizer, which adapts learning rates during training.
- **Evaluation Metrics:** Accuracy, precision, recall, and F1-score are used to assess the model's performance on a validation set.

Conclusion:

My proposed model leverages the strengths of Bi-LSTM layers, creating a hybrid network tailored for Bangla text classification. The combination of local and sequential feature learning makes it well-suited for capturing the nuanced patterns in Bengali language text data.

Chapter 5 Implementation

5.1 Development Environment

I am going to write the development environment I have used during the analysis and implementation of my thesis. I will cover the necessary software and hardware specifications required to do my research work.

5.1.1 Software and Tools

Google Colab:

I have used google Colab research environment as primary development environment. Google colab facilitates free GPU and Google drive integration as well as easy GitHub integration.

Programming Language:

I have used Python as main programming language due to its vast collection of opensource libraries and frameworks which make it best suited programming language for performing natural language processing activities.

Libraries and Frameworks:

Pandas and NumPy:

Both pandas and NumPy libraries are used to process, manipulate and enhance the data structure of large dataset.

Scikit-learn:

To use various machine learning models and preprocessing tools I have used the Scikit-learn framework.

TensorFlow/Keras:

To explore various deep learning models Tensorflow and Keras platform was used.

NLTK (Natural Language Toolkit):

I have used NLTK library for implementing various NLP techniques like tokenization, vectorization, stemming etc.

Seaborn and Matplotlib:

In order to visualize the results of preprocessing activities and model building activities seaborn and matplotlib libraries were used in my code.

Gensim:

I have used Gensim for performing Bengali text classification and topic modeling.

5.1.2 Hardware Specifications

Since I have utilized the hardware resources of google colab environment which has GPU support there was no need for specific hardware requirements for the analysis of the data.

5.2 Text Data Preprocessing Pipeline

Data preprocessing is the most important part of my research work. I have performed a combination of data cleansing and pre-processing techniques to get more fruitful result from various machine learning and deep learning models.

5.2.1 Null Value Removal

I have used pandas dropna method to remove Null values from my dataset, this ensured the consistency and quality of the dataset for further analysis.

5.2.2 Low-Length Data Removal

I have filtered out the comments having low length characters from the dataset using `dataframe.loc` along with the string split to enhance the relevance and correctness of the dataset.

5.2.3 Removal of Unnecessary Characters, Emojis, and Punctuations

I have performed a thorough cleaning process on the dataset to remove various irrelevant and unnecessary characters, punctuations and emojis. This ensures the enhancement of the accuracy of the further analysis by eliminating the irrational information and noises from the dataset.

5.2.4 Stop Words Removal

I have collected a set of Bangla stop words with more than 700 data and then perform stop word removal tasks on the dataset. The process ensures that the impact of high-frequency but low-information words are minimized on further analysis.

5.2.5 Stemming

I have applied a Bangla stemmer dataset to reduce words from their root form to standardize and simplify the vocabulary but observed that it doesn't have much effect.

5.2.6 Word Embedding - Word to Vector & GloVe Embedding

To present words as dense vectors I have used various word embedding techniques like GloVe embedding and TFIDF vectorization.

5.2.7 Padding

Dataset contains various dimensions texts and we know that deep learning models require uniform input. To ensure uniform inputs I have applied padding. This step involved adding zeros to shorter sequences, allowing for consistent input size during model training.

5.2.8 Text to Sequence

After embedding I converted the text sequences using label encoders, tokenizer and other techniques. Which facilitated input of Bangla text data to model for enabling meaningful analysis.

5.3 Implementation of Deep Learning Models

My analysis was divided into two parts text classification and emotion detection. In this section I will discuss about the Deep Learning Models I have implemented. I have analyzed the dataset using three deep learning models including Deep Neural Network (DNN), Long Short-Term Memory (LSTM) and Bidirectional LSTM(Bi-LSTM). I also applied the Exploratory Data Analysis (EDA) to identify and explore valuable insights from the dataset.

5.3.1 Deep Neural Network (DNN):

DNN is used to find out the complicated relationship and patterns in text data. I have prepared two dataset for training and testing purpose and then divided the test set into 2 parts. 20 % of test data to validation set and remaining 80% to test set. And then trained the model using various hyperparameters including embedding, activation functions, layer configuration, optimizer, learning rate, dropout etc. and backpropagation. Then I have applied 10 epochs with 256 batch size and 8 workers.

✓ Model Creation

```
model= Sequential()  
model.add(Embedding(vocab_size, embedding_dim, input_length=max_length))  
model.add(Dense(50, activation='relu'))  
model.add(Dense(25, activation='relu'))  
#l2 regularizer  
model.add(Dense(20, kernel_regularizer=regularizers.l2(0.01), activation="relu"))  
model.add(Flatten())  
model.add(Dense(7, activation='softmax'))  
#sgd= SGD(lr=0.0001, decay=1e-6, momentum=0.9, nesterov=True)  
adam=Adam(learning_rate=0.00005, beta_1=0.9, beta_2=0.999, epsilon=1e-07, amsgrad=False)  
model.summary()  
model.compile(loss='categorical_crossentropy', optimizer=adam, metrics=['accuracy'])
```

```
history=model.fit(padded, train_labels, epochs=10, batch_size=256, validation_data=( validation_padded, validation_labels), use_multiprocessing=True, workers=8)  
2021-10-19 20:26:28.878174: I tensorflow/compiler/mlir/mlir_graph_optimization_pass.cc:116] None of the MLIR optimization passes are enabled (registered 2)  
2021-10-19 20:26:28.889776: I tensorflow/core/platform/profile_utils/cpu_utils.cc:112] CPU Frequency: 2000185000 Hz  
Epoch 1/10  
2021-10-19 20:26:29.626310: I tensorflow/stream_executor/platform/default/dso_loader.cc:49] Successfully opened dynamic library libcublas.so.11  
2021-10-19 20:26:30.412655: I tensorflow/stream_executor/platform/default/dso_loader.cc:49] Successfully opened dynamic library libcublasLt.so.11  
386/386 [=====] - 107s 272ms/step - loss: 2.1316 - accuracy: 0.1789 - val_loss: 1.9536 - val_accuracy: 0.3565  
Epoch 2/10  
386/386 [=====] - 104s 270ms/step - loss: 1.7063 - accuracy: 0.4930 - val_loss: 1.0800 - val_accuracy: 0.7537  
Epoch 3/10  
386/386 [=====] - 104s 270ms/step - loss: 0.9200 - accuracy: 0.8216 - val_loss: 0.6475 - val_accuracy: 0.8745  
Epoch 4/10  
386/386 [=====] - 104s 269ms/step - loss: 0.5735 - accuracy: 0.8955 - val_loss: 0.5095 - val_accuracy: 0.9027  
Epoch 5/10  
386/386 [=====] - 104s 270ms/step - loss: 0.4474 - accuracy: 0.9211 - val_loss: 0.4455 - val_accuracy: 0.9147  
Epoch 6/10  
386/386 [=====] - 104s 269ms/step - loss: 0.3818 - accuracy: 0.9360 - val_loss: 0.4110 - val_accuracy: 0.9232  
Epoch 7/10  
386/386 [=====] - 104s 270ms/step - loss: 0.3397 - accuracy: 0.9465 - val_loss: 0.3889 - val_accuracy: 0.9268  
Epoch 8/10  
386/386 [=====] - 104s 269ms/step - loss: 0.3044 - accuracy: 0.9550 - val_loss: 0.3682 - val_accuracy: 0.9313  
Epoch 9/10  
386/386 [=====] - 104s 270ms/step - loss: 0.2770 - accuracy: 0.9616 - val_loss: 0.3569 - val_accuracy: 0.9311  
Epoch 10/10  
386/386 [=====] - 104s 269ms/step - loss: 0.2552 - accuracy: 0.9666 - val_loss: 0.3449 - val_accuracy: 0.9339
```

5.3.2 CNN - Bidirectional LSTM (Bi-LSTM):

To make my analysis more dynamic and effective I have used the hybrid network of CNN-BiLSTM model which enables me to capture both previous and future context and enhanced the understanding of sequence. I have prepared training and test dataset separately and then divide the test set to test and validation set using 80/20 approach. After that I have prepared the model with CNN 1D layers, embeddings, activation functions, regularization hyperparameters, learning rate etc. with back propagation.

✓ Model Creation

```
[ ] from tensorflow.python.keras.optimizer_v2.adam import Adam
model= Sequential()
model.add(Embedding(vocab_size, embedding_dim, input_length=max_length))
model.add(Conv1D(150, kernel_size=3, activation = "relu"))
model.add(MaxPool1D(pool_size=16))
model.add(Bidirectional(LSTM(16, return_sequences=True)))
#l2 regularizer
model.add(Dense(10,kernel_regularizer=regularizers.l2(0.01),activation="relu"))
model.add(Flatten())
model.add(Dense(7, activation='softmax'))
#sgd= SGD(lr=0.0001,decay=1e-6,momentum=0.9,nesterov=True)
adam=Adam(learning_rate=0.00005,beta_1=0.9,beta_2=0.999,epsilon=1e-07,amsgrad=False)
model.summary()
model.compile(loss='categorical_crossentropy',optimizer=adam,metrics=['accuracy'])
```

Then I have fit the model in 10 epochs with a standard batch size of 256 with 8 workers.

```
history=model.fit(padded,train_labels,epochs=10,batch_size=256,validation_data=( validation_padded,validation_labels),use_multiprocessing=True, workers=8
2021-10-20 04:48:24.894564: W tensorflow/core/framework/cpu_allocator_impl.cc:80] Allocation of 236700000 exceeds 10% of free system memory.
2021-10-20 04:48:25.115806: I tensorflow/compiler/mlir/mlir_graph_optimization_pass.cc:185] None of the MLIR Optimization Passes are enabled (registered :
Epoch 1/10
386/386 [=====] - 640s 2s/step - loss: 2.0560 - accuracy: 0.2692 - val_loss: 1.8943 - val_accuracy: 0.3688
Epoch 2/10
386/386 [=====] - 624s 2s/step - loss: 1.1932 - accuracy: 0.6874 - val_loss: 0.6801 - val_accuracy: 0.8602
Epoch 3/10
386/386 [=====] - 625s 2s/step - loss: 0.5373 - accuracy: 0.8933 - val_loss: 0.5194 - val_accuracy: 0.8894
Epoch 4/10
386/386 [=====] - 627s 2s/step - loss: 0.4010 - accuracy: 0.9266 - val_loss: 0.4740 - val_accuracy: 0.8991
Epoch 5/10
386/386 [=====] - 615s 2s/step - loss: 0.3274 - accuracy: 0.9461 - val_loss: 0.4593 - val_accuracy: 0.9040
Epoch 6/10
386/386 [=====] - 609s 2s/step - loss: 0.2764 - accuracy: 0.9589 - val_loss: 0.4461 - val_accuracy: 0.9064
Epoch 7/10
386/386 [=====] - 602s 2s/step - loss: 0.2364 - accuracy: 0.9685 - val_loss: 0.4551 - val_accuracy: 0.9055
Epoch 8/10
386/386 [=====] - 615s 2s/step - loss: 0.2051 - accuracy: 0.9753 - val_loss: 0.4519 - val_accuracy: 0.9071
Epoch 9/10
386/386 [=====] - 613s 2s/step - loss: 0.1798 - accuracy: 0.9807 - val_loss: 0.4756 - val_accuracy: 0.9026
Epoch 10/10
386/386 [=====] - 615s 2s/step - loss: 0.1588 - accuracy: 0.9845 - val_loss: 0.4557 - val_accuracy: 0.9059
```

5.3.3 Exploratory Data Analysis (EDA):

To gain more meaningful and usable insights about the dataset I have performed Exploratory Data Analysis (EDA). This involves N gram Analysis, T gram Analysis, Funnel charts, unigram and bigram count analysis etc. EDA helps me to explore and understand the characteristics of the dataset and making subsequent modeling decisions.

✓ N gram Analysis

```
df_train=pd.read_excel("bangla_emition_text_detection/train_emotion.xlsx")
```

```
[ ] # function to create top 20 n-grams
def get_ngrams(data,n):
    all_words = []
    for i in range(len(data)):
        temp = data["TEXT"][i].split()
        for word in temp:
            all_words.append(word)

    tokenized = all_words
    esBigrams = ngrams(tokenized, n)

    esBigram_wordlist = nltk.FreqDist(esBigrams)
    top20 = esBigram_wordlist.most_common(20)
    top20 = dict(top20)
    df_ngrams = pd.DataFrame(sorted(top20.items(), key=lambda x: x[1][::-1])
    df_ngrams.columns = ['Ngram','count']
    return df_ngrams

# function to visualize the top 20 n-grams
def show(train):
    display(train.head(20))
```

✓ Word Cloud Based On Category

```
[ ] # Importing wordcloud for plotting word clouds and textwrap for wrapping longer text
from wordcloud import WordCloud
from textwrap import wrap

import matplotlib.pyplot as plt
from matplotlib import font_manager

# Function for generating word clouds
def generate_wordcloud(data,title):
    data = [tuple(x) for x in data.values]
    wc = WordCloud(font_path="bangla_emition_text_detection/Siyamrupali.ttf",width=1080, height=720, max_words=150,colormap="Dark2").generate_from_frequencies(dict(data))
    plt.figure(figsize=(10,8))
    plt.imshow(wc, interpolation='bilinear')
    plt.axis("off")
    plt.title("\n".join(wrap("Word Cloud of "+title,60)),fontsize=13)
    plt.show()

[ ]
for i in category_list:
    temp=df_train.loc[df_train['classes'] == str(i)]
    #display(temp)
    temp['temp_list'] = temp['TEXT'].apply(lambda x:str(x).split())
    top = Counter([item for sublist in temp['temp_list'] for item in sublist])
    temp = pd.DataFrame(top.most_common(50000))
    temp.columns = ['Common_words','count']
    generate_wordcloud(temp,str(i))
```

✓ Top 20 Trigram Count Based On Category

```
▶ for i in category_list:
    temp=df_train.loc[df_train['classes'] == str(i)]
    #display(temp)
    temp['temp_list'] = temp['TEXT'].apply(lambda x:str(x).split())
    temp.reset_index(drop=True, inplace=True)
    train_trigrams = get_ngrams(temp,3)
    print("\t\t\t\t\t==== Trigrams of "+str(i)+" =====")
    show(train_trigrams)
```

==== Trigrams of fear =====

	Ngram	count
0	(বোধ, করছি, আমি)	155
1	(বোধ, করি, আমি)	118
2	(আমি, মনে, করি)	71
3	(আমার, মনে, হয়)	46
4	(বোধ, করছি, এবং)	41
5	(করতে, পারি, না)	35
6	(অদ্ভুত, বোধ, করি)	30

✓ Funnel Chart of Data Distribution

```
[ ] from plotly import graph_objs as go
print("On Train Set....")
fig = go.Figure(go.Funnelarea(
    text =temp1.classes,
    values = temp1.TEXT,
    title = {"position": "top center", "text": "Funnel-Chart of Category Distribution on Train Set"}
))
fig.show()
```

On Train Set....

5.4 Implementation of Machine Learning Models:

In order to perform comparative analysis I also have performed some machine learning models to analyze the dataset. Initially I have performed necessary data cleaning and preprocessing works for model training and then I have performed various machine learning models like Logistic Regression, Multinomial Naïve Bayes, Decision Tree and Support Vector Machine (SVM) models.

5.4.1 Logistic Regression:

I have used Logistic Regression for text classification. The model is trained with the appropriately processed TF-IDF vectorized data and necessary hyperparameters and fine tuned for finding out the best performance.

✓ Model Creation of Logistic Regression

All the parameters are optimized by grid search.

```
[ ] #C_param_range = [0.001,0.01,0.1,1,10,100]
    #saga is proved best for large dataset
    logit = LogisticRegression(C=.95,penalty='l2',solver='saga', multi_class='multinomial', random_state=17, n_jobs=4)

[ ] model=logit.fit(X_train_text, df_train['category'].values)
```

✓ Logistic Regression Evaluation

```
▶ test_preds = logit.predict(X_test_text)
  test_labels=df_test['category'].values
  #print(accuracy_score(test_labels,test_preds))
  test_result=accuracy_score(test_labels,test_preds)

  precision, recall, fscore, _ = precision_recall_fscore_support(test_labels,test_preds, average='weighted')

  score = model.score(X_test_text,test_labels)
  print(score)

  print("Testing Accuracy: "+str(test_result))

  print("Precision :"+str(precision))
  print("Recall :"+str(recall))
  print("fscore :"+str(fscore))
```

5.4.2 Multinomial Naive Bayes:

The Multinomial Naïve Bayes model is implemented to perform text classification and trained using the preprocessed TF-IDF features along with hyperparameters and later on I have fine-tuned the model with the various hyperparameter values to extract the optimal output.

✓ Model Creation of Multinomial Naive Bayes

All the parameters are optimized by grid search.

```
[ ] #0.5, 1.5, 6
    nb=MultinomialNB(alpha=1.5)
```

```
[ ] model=nb.fit(X_train_text, df_train['category'].values)
```

✓ Multinomial Naive Bayes Evaluation

```
[ ] test_preds = nb.predict(X_test_text)
    test_labels=df_test['category'].values
    #print(accuracy_score(test_labels,test_preds))
    test_result=accuracy_score(test_labels,test_preds)

    precision, recall, fscore, _ = precision_recall_fscore_support(test_labels,test_preds, average='weighted')

    score = model.score(X_test_text,test_labels)
    print(score)

    print("Testing Accuracy: "+str(test_result))

    print("Precision :"+str(precision))
    print("Recall :"+str(recall))
    print("fscore :"+str(fscore))
```

5.4.3 Decision Tree:

Since Decision Tree model has the ability to analyze and explore non-linear relationships and patterns. I have used it to perform Emotion Detection analysis on Bangla text data. The model is trained with the preprocessed TF-IDF vectorized data along with necessary hyperparameters like random state, tree depth etc. and fine tuned for optimal result.

```
[ ] DT = train_model(DecisionTreeClassifier(random_state = 0), X_train, y_train)
```

```
[ ] y_pred=DT.predict(X_test)
```

```
[ ] DT_accuracy = accuracy_score(y_test, y_pred)
print('Accuracy: ', DT_accuracy, '\n')
```

```
Accuracy: 0.4629101283880171
```

```
[ ] f1_Score = get_F1(DT,X_test,y_test)
pd.DataFrame(f1_Score, index=df_train.classes.unique(), columns=['F1 score'])
```

5.4.4 Support Vector Machine (SVM):

Support Vector Machine (SVM) is used for emotion detection and text classification. The TF-IDF vectorized text features are used for training, and parameters such as the choice of kernel and regularization strength are optimized.

```
[ ] SVM = train_model(SVC(random_state = 0), X_train, y_train)
```

```
[ ] y_pred=SVM.predict(X_test)
```

```
[ ] SVM_accuracy = accuracy_score(y_test, y_pred)
print('Accuracy: ', SVM_accuracy, '\n')
```

```
Accuracy: 0.5777460770328102
```

```
[ ] f1_Score = get_F1(SVM,X_test,y_test)
pd.DataFrame(f1_Score, index=df_train.classes.unique(), columns=['F1 score'])
```

5.5 Parameter Tuning and Model Optimization:

For each machine learning and deep learning model I have fine-tuned the hyperparameters and configuration for pursuit the optimal model performance. For deep learning models like (DNN,

CNN-Bi-LSTM) I have performed adjustments to their hyperparameters and configurations, for example fine tuned layer configurations, activation functions, regularization hyperparameters, dropouts, learning rate etc. And finally explored the best performing combination.

For each machine learning model like (Logistic Regression, Multinomial Naïve Bayse, Decision Tre & SVM) I have undergone through the adjustment of parameters like kernel selection, kernel trick, regularization strength, tree depth etc. to find the best performing combination.

Chapter 6: Results and Analysis

6.1 Performance Metrics

To evaluate the model performance we need to consider various performance metrics as instrumental benchmarks for implemented model performance. I am going to evaluate models using the Accuracy, Precision, Recall and F1 Score as evaluation criteria for evaluating the performance of my implemented algorithms.

6.1.1 Accuracy

The accuracy of text classification and emotion detection in the context of Analysing the Customer Behavior based on CCMB is a very important statistic for evaluating the dole performance. Accuracy is a fundamental evaluation metric, which evaluates the accurateness of the overall predictions made by the analysis model comparing with the total amount of data in test dataset. Accuracy provide the insights about the implemented model's ability to correctly classify the comments associated with labeled classes and also the ability to correctly detect the emotion of the Bangla comments associated with Emotion classes in the context of applied models.

$$\text{Accuracy} = \frac{\text{Total No of Correct Predictions}}{\text{Total No of Predictions}}$$

$$\text{Accuracy} = \frac{\text{True Positive} + \text{False Positive}}{\text{Total}}$$

to calculate the accuracy of model we need to identify the total number of predictions made by the model, total number of predictions accurately made by the model and divide the numbers. Hence, True Positive (TP) denotes the total number of comments accurately classified as given class and True Negative (TN) is the total number of comments were accurately classified as negative.

6.1.2 Precision

Precision is another evaluation metric to evaluate the model performance. In text classification and emotion detection model correctness in making the positive prediction in relation with the actual positive data in dataset is called precision.

$$\text{Precision} = \frac{\text{Total No of Correct Positive Prediction}}{\text{Total No of Positive Prediction}}$$

$$\text{Precision} = \frac{\text{True Positive}}{\text{True Positive} + \text{False Positive}}$$

Here, True Positive (TP) is the total number of correctly classified predictions that are positive in dataset. True Negative (TN) is the total number of correctly classified predictions that are negative in dataset and False Positive (FP) are the total number of predictions that are incorrectly/mistakenly classified as positive but negative in dataset.

6.1.3 Recall

Recall is also known as True Positive Rate (TPR), a performance evaluation metric that measures how well a model can classify every instance of a specific class out of all data in the dataset they are in the same class. To calculate recall we can use following mathematical denotation,

$$\text{Recall} = \frac{\text{Total No of Positive prediction}}{\text{Total No of Actual Positive}}$$

$$\text{Recall} = \frac{\text{True Positive}}{\text{True Positive} + \text{False Negative}}$$

Here True positive is the total number of correctly classified positive predictions, True False Negative(FN) is the total number of falsely/mistakenly predicted as negative but actually positive in dataset.

6.1.4 F1 Score

F1 Score is another evaluation metric that is mainly the harmonic mean of precision and recall. It is a composite statistical evaluation process that strikes a compromise between precision and recall.

F1 Score mainly provide insights about the implemented model’s ability to effectively classify the predictions in the context of the text classification and emotion detection.

$$\begin{aligned} \text{F1 Score} &= \frac{2}{\frac{1}{\text{Precision}} + \frac{1}{\text{Recall}}} \\ &= \frac{2 \times \text{Precision} \times \text{Recall}}{\text{Precision} + \text{Recall}} \end{aligned}$$

$$\text{F1 Score} = 2 * \frac{\text{Precision} * \text{Recall}}{\text{Precision} + \text{Recall}}$$

Here, precision is the ratio of total true positive and the total positive number of predictions. And recall is the ratio of total accurate positive prediction and total number of actual positive instances in the dataset.

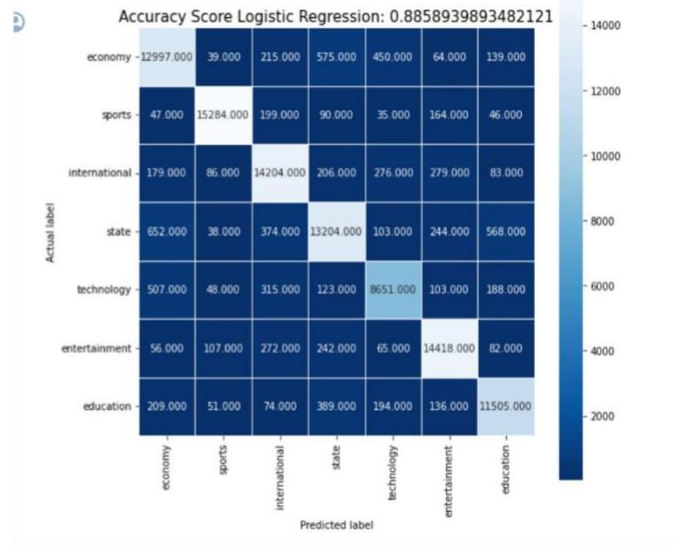
6.2 Discoveries from Text Classification

In the analysis of the customer behavior based on the comments, text classification plays an vital role by categorizing the customers intention and interaction accurately. I have performed thorough analysis of the text classification by using various machine learning and deep learning algorithms/models on the dataset.

Accuracy and other performance evaluation metrics of the Logistic Regression Algorithm for Text Classification:

```
) 0.8858939893482121
Testing Accuracy: 0.9156784174486432
Precision :0.915713162947648
Recall :0.9156784174486432
fscore :0.9156376368750855
```

	precision	recall	f1-score	support
economy	88.73	89.76	89.25	14479.000000
sports	97.64	96.34	96.99	15865.000000
international	90.74	92.76	91.74	15313.000000
state	89.04	86.97	87.99	15183.000000
technology	88.51	87.08	87.79	9935.000000
entertainment	93.57	94.59	94.08	15242.000000
education	91.23	91.61	91.42	12558.000000
accuracy	91.57	91.57	91.57	0.915678
macro avg	91.35	91.30	91.32	98575.000000
weighted avg	91.57	91.57	91.56	98575.000000

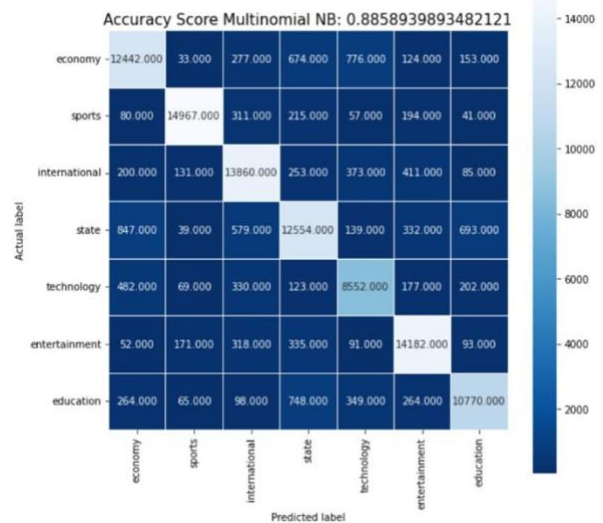


Accuracy and other performance evaluation metrics of the Multinomial Naïve Bayse

Algorithm for Text Classification:

0.8858939893482121
 Testing Accuracy: 0.8858939893482121
 Precision :0.8863059851681149
 Recall :0.8858939893482121
 fscore :0.8859202000415151

	precision	recall	f1-score	support
economy	86.60	85.93	86.26	14479.000000
sports	96.72	94.34	95.51	15865.000000
international	87.87	90.51	89.17	15313.000000
state	84.24	82.68	83.46	15183.000000
technology	82.73	86.08	84.37	9935.000000
entertainment	90.42	93.05	91.72	15242.000000
education	89.47	85.76	87.58	12558.000000
accuracy	88.59	88.59	88.59	0.885894
macro avg	88.29	88.34	88.30	98575.000000
weighted avg	88.63	88.59	88.59	98575.000000

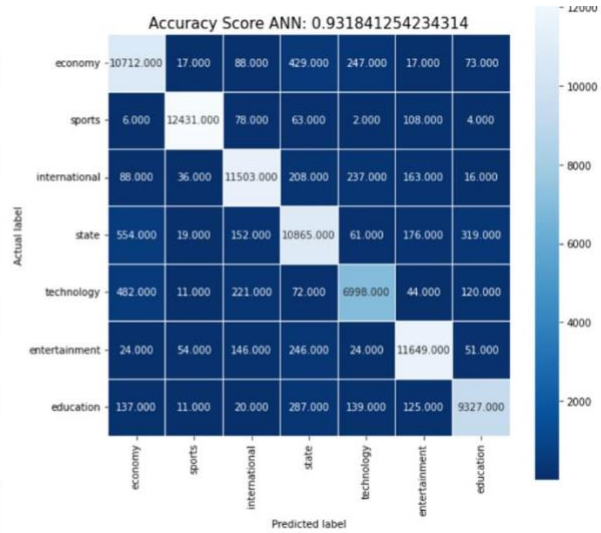


Accuracy and other performance evaluation metrics of the Deep Neural Network (DNN)

Algorithm for Text Classification:

Precision :0.9320740835833812
 Recall :0.9318412376363175
 fscore :0.931882978117266

	precision	recall	f1-score	support
economy	89.24	92.48	90.83	11583.000000
sports	98.82	97.94	98.38	12692.000000
international	94.23	93.89	94.06	12251.000000
state	89.28	89.45	89.37	12146.000000
technology	90.79	88.05	89.40	7948.000000
entertainment	94.85	95.53	95.19	12194.000000
education	94.12	92.84	93.48	10046.000000
accuracy	93.18	93.18	93.18	0.931841
macro avg	93.05	92.88	92.96	78860.000000
weighted avg	93.21	93.18	93.19	78860.000000

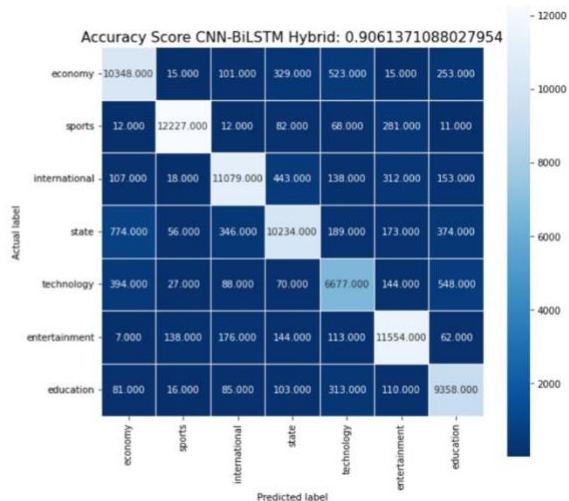


Accuracy and other performance evaluation metrics of the CNN-Bi-LSTM Hybrid Network

for Text Classification:

Precision :0.9067235401713108
 Recall :0.9061370925824976
 fscore :0.9060858303839899

	precision	recall	f1-score	support
economy	88.27	89.33	88.80	11584.000000
sports	97.84	96.33	97.08	12693.000000
international	93.20	90.44	91.80	12250.000000
state	89.73	84.26	86.91	12146.000000
technology	83.24	84.01	83.62	7948.000000
entertainment	91.78	94.75	93.24	12194.000000
education	86.98	92.97	89.87	10066.000000
accuracy	90.61	90.61	90.61	0.906137
macro avg	90.15	90.30	90.19	78881.000000
weighted avg	90.67	90.61	90.61	78881.000000



6.3 Insights from Emotion Detection

In the analysis of the customer behavior based on the comments, text emotion detection plays a vital role by categorizing the customers intention and interaction accurately. I have performed thorough analysis of the emotion detection by using various machine learning and deep learning algorithms/models on the dataset.

Accuracy and other performance evaluation metrics of the Logistic Regression Algorithm for Emotion Detection:

Accuracy: 0.5431526390870185

	precision	recall	f1-score	support
anger	0.55	0.21	0.31	348
disgust	0.60	0.61	0.61	256
fear	0.63	0.34	0.44	294
joy	0.57	0.68	0.62	761
sadness	0.48	0.57	0.52	634
surprise	0.54	0.62	0.57	511
accuracy			0.54	2804
macro avg	0.56	0.51	0.51	2804
weighted avg	0.55	0.54	0.53	2804

Accuracy and other performance evaluation metrics of the Decision Tree Algorithm for Emotion Detection:

Accuracy: 0.4629101283880171

```
##Classification Report  
print(classification_report(y_test, y_pred))
```

	precision	recall	f1-score	support
anger	0.27	0.21	0.23	348
disgust	0.73	0.95	0.82	256
fear	0.48	0.40	0.44	294
joy	0.48	0.49	0.48	761
sadness	0.38	0.42	0.40	634
surprise	0.47	0.45	0.46	511
accuracy			0.46	2804
macro avg	0.47	0.48	0.47	2804
weighted avg	0.45	0.46	0.46	2804

Accuracy and other performance evaluation metrics of the Support Vector Machine Algorithm for Emotion Detection:

```
SVM_accuracy = accuracy_score(y_test, y_pred)  
print('Accuracy: ', SVM_accuracy, '\n')
```

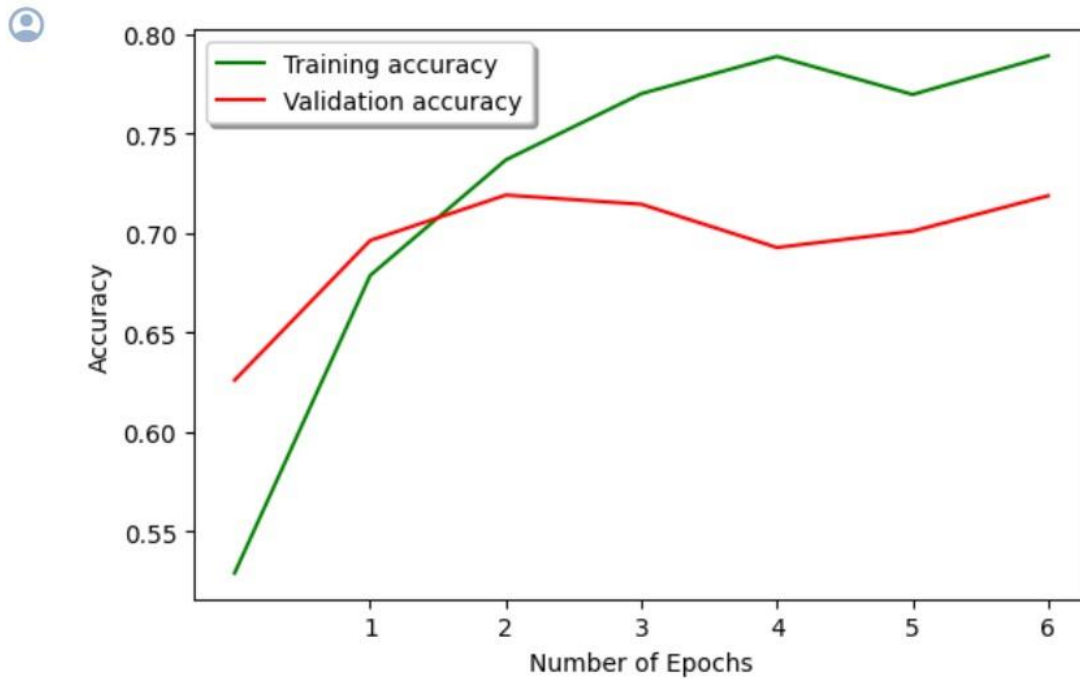
Accuracy: 0.5777460770328102

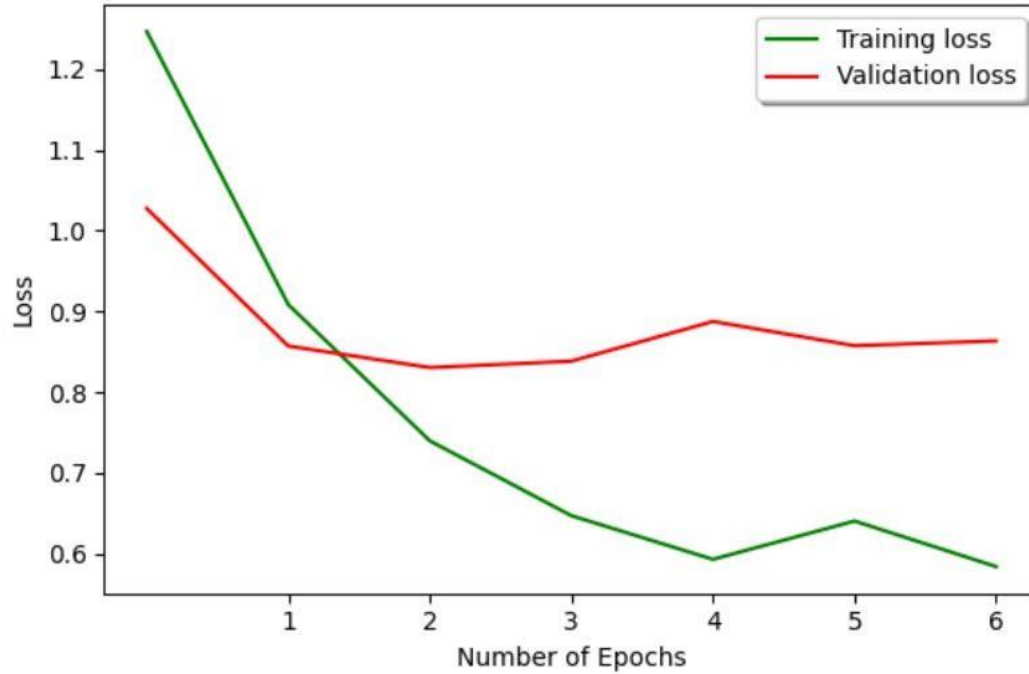
```
[ ] ##Classification Report
print(classification_report(y_test, y_pred))
```

	precision	recall	f1-score	support
anger	0.50	0.21	0.30	348
disgust	0.77	0.87	0.82	256
fear	0.67	0.37	0.48	294
joy	0.57	0.69	0.62	761
sadness	0.51	0.59	0.55	634
surprise	0.58	0.61	0.59	511
accuracy			0.58	2804
macro avg	0.60	0.56	0.56	2804
weighted avg	0.58	0.58	0.56	2804

Accuracy and other performance evaluation metrics of the Bi-LSTM Algorithm for Emotion

Detection:





6.4 Comparative Analysis of Algorithms

In the context of the thesis, here in this section I will compare the performance of various algorithms I have implemented to analyze the text classification and emotion detection of the customer behavior analysis based on CCSM dataset.

Comparative Analysis of Text Classification Models for the Customer Behavior Analysis based on CCSMB dataset:

Algorithm/Model	Train Accuracy	Test Accuracy	Precision	Recall	F1 Score
Logistic Regression	0.8858	0.9156	0.9157	0.9156	0.9156
Multinomial Naïve Bayes	0.8858	0.8858	0.8863	0.8858	0.8859

Deep Neural Network (DNN)	0.9724	0.9318	0.9320	0.9318	0.9318
CNN-Bi-LSTM	0.98652	0.9061	0.9067	0.9061	0.9060

Comparative Analysis of Emotion Detection Models for the Customer Behavior Analysis based on CCSMB dataset:

Algorithm/Model	Train Accuracy	Test Accuracy	Precision	Recall	F1 Score
Logistic Regression	0.54	0.5431	0.56	0.51	0.51
Decision Tree	0.46	0.47	0.47	0.48	0.47
Support Vector Machine (SVM)	.59	.60	0.60	0.56	0.56
Bi-LSTM	0.7890	0.7357	0.7567	0.7467	0.7753

The amalgamation of these analytical components—ranging from performance metrics and comparative algorithmic scrutiny to insights from emotion detection and discoveries gleaned from text classification—contributes to a holistic understanding of the models' effectiveness in extracting meaningful intelligence from the corpus of customer textual data. These findings furnish valuable insights poised to inform and refine customer engagement strategies, aligning them more effectively with overarching business objectives.

Chapter 7: Discussion

7.1 Interpretation of Results

The interpretative lens is focused on dissecting the outcomes derived from the comprehensive analysis conducted in the preceding chapter. This section undertakes an exhaustive exploration of the nuances encapsulated within the performance metrics and comparative analyses. By delving into the intricacies of model predictions, misclassifications, and the underpinning reasons behind these outcomes, a discerning interpretation unfolds. Subtle patterns, unexpected trends, and noteworthy irregularities are meticulously scrutinized to extract meaningful narratives. This interpretative journey not only demystifies the intricacies of the implemented models but also lays the foundation for constructive insights and future refinements.

7.2 Implications for Customer Behavior Analysis

The implications emanating from the developed models extend far beyond the realm of algorithmic accuracy. This section elucidates the broader ramifications for customer behavior analysis within the business context. By extrapolating from the deciphered emotions and categorized interactions, strategic insights are gleaned. The discourse navigates through the potential impact on customer engagement strategies, customer satisfaction metrics, and overall business performance. An emphasis is placed on the actionable intelligence derived from the models, providing a roadmap for leveraging customer behavior analytics to enhance organizational outcomes. The discussion

within this segment transcends mere algorithmic performance to address the strategic integration of findings into a cohesive framework for informed decision-making.

In essence, Chapter 7 converges on a two-fold trajectory: deciphering the intricacies of results obtained and elucidating the pragmatic implications these results harbor for the domain of customer behavior analysis. Through a judicious balance of interpretative depth and actionable foresight, this chapter contributes substantively to the scholarly discourse on the intersection of computational models, customer behavior analytics, and strategic decision-making within contemporary business landscapes.

7.3 Future Work

In future I will finetune and optimize my model to implement on real life scenarios. Based on the finalized model I will develop the analytical dashboard for the following industries to enable AI enabled decision making and implement business intelligence.

E-commerce:

- Analyzing customer reviews and comments to understand preferences.
- Classifying customer sentiment to improve product recommendations.
- Detecting emerging trends in customer preferences for targeted marketing.

Telecommunications:

- Understanding customer feedback on services and plans.
- Classifying sentiments to enhance customer service interactions.
- Analyzing discussions to identify areas for service improvement.

Healthcare:

- Analyzing patient feedback and sentiments for service improvement.
- Classifying medical queries and concerns in online discussions.
- Detecting emotional cues in patient reviews for better healthcare experiences.

Education:

- Analyzing student and parent sentiments about educational institutions.
- Classifying queries for improved academic support.
- Identifying areas of improvement for educational services.

Travel and Tourism:

- Analyzing traveler emotions and sentiments about destinations.

- Classifying feedback to enhance travel services.
- Detecting emerging trends in travel preferences.

These applications can help businesses make data-driven decisions, enhance customer satisfaction, and stay competitive in their respective sectors.

Chapter 8 Conclusion

The proposed AI model, designed for analyzing customer behavior based on Customer Comments on social media in Bengali (CCSMB), marks a significant stride in text emotion analysis and text classification. The model exhibits notable proficiency in accurately categorizing emotions expressed in Bengali customer comments, showcasing adaptability to linguistic nuances and contextual variations. This adaptability ensures precise analyses within the specific linguistic context of Bengali, offering businesses deeper insights into customer emotion, opinions, and satisfaction levels. The derived insights empower businesses to tailor customer engagement strategies effectively. The study contributes to cross-linguistic emotion analysis, recognizing the importance of inclusivity in AI applications beyond English. The practical implications extend across various industry]es, including customer service, brand management, and marketing. While acknowledging challenges such as language-specific nuances and ethical considerations, the research paves the way for culturally aware and nuanced customer engagement strategies, where technology collaborates with customer relationship management.

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