Al19542 - DATA SCIENCE USING R - LABMANUAL



DEPARTMENTOFARTIFICIAL INTELLIGENCE AND MACHINE LEAR NING

Al19542 – DATA SCIENCE USING R LAB MANUAL

THIRDYEAR

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ODDSEMESTER

Ex No:1	BasicsofR–datatypes,vectors,factors,listanddata
Da te:	fra mes

To implement and understand the basics of R programming with its data types, vectors, factors, listanddataframes.

AL GO RIT HM:

- 1. Start
- 2. Assignvalues in logical, numerical, character, complex and character in rawform to a variable v.
- 3. Print the classofy.
- 4. AssignavectorforsubjectNames, temperature and flu_status for three patients using c() function and access the elements.
- 5. Createafactorusingfactor()withduplicatevaluesandassignlevelwithdistinct values.
- 6. Displaythespecificelementand checkforcertainvalues in factor.
- 7. Createalistusinglist() from the patient details and access the multiple elements.
- 8.Createadataframeusingdata.frame()withmultiplevectorsasfeatures.Accessthe el ement s.
- 9. Createamatrixusing matrix() with different allocations and access the elements. 10. Stop.

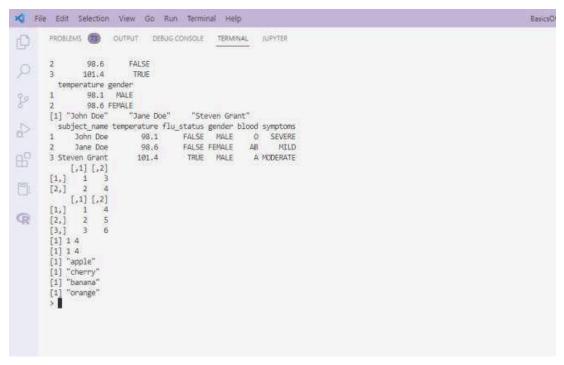
PROGRAM:

```
#DataTypes
v <-T RU E
print(class(v))
v<-23.5
print(class(v))
v<-2L
print(class(v))
v<-2+5i
print(class(v))
v<-"TRUE"
pri nt(cl ass(v))
v<-charToRaw("Hello")
pri nt(cl ass(v))
#Vectors
subject_name<-c("JohnDoe","Jane Doe","StevenGrant")</pre>
te mperat ure<-c(98.1,98.6,101.4)
flu_status<-c(FALSE,FALSE,TRUE)</pre>
te mperat ure[2]
temperature[2:3]
te mper atur e[-2]
#Fact ors
gender<-factor(c("MALE","FEMALE","MALE"))</pre>
blood<-factor(c("O","AB","A"),levels=c("A","B","AB","O"))
```

```
blood[1:2]
symptoms<-factor(c("SEVERE","MILD","MODERATE"),
        le ve ls= c(" MIL D", "MO DE RAT E ", "S E VE R E "),
        ordered=TRUE)
symptoms>"MODERATE"
#Lists
subject1<-list(fullname=subject name[1],</pre>
       temperature=temperature[1],
       flu status=flu status[1],
       gender=gender[1],
       blood=blood[1],
       symptoms=symptoms[1])
subjec t1
subject1[2]
subject1[[2]]
subject1$temperature
subject1[c("temperature","flu_status")]
#Data Frames
pt data<-data.frame(subject name,temperature,flu status,
          gender, blood, symptoms)
pt_data
pt_data$subject_name
pt_data[c("temperature","flu_status")]
pt_dat a[c(1,2),c(2,4)]
pt data[,1] pt data[,]
              m < -matrix(c(1,2,3,4),ncol=2) pri
                                                      nt(m
#Matrices
                                                               ) m<-
matrix(c(1,2,3,4,5,6),nrow=3)
pri nt(m)
pri nt(m [1,])
pri nt(m [1,])
thismatrix<-matrix(c("apple","banana","cherry","orange"),nrow =2,ncol=2)
for(rows in1:nrow(thismatrix)){
 for (columnsin1:ncol(thismatrix)){
  pri nt(t hism atri x[rows, columns])
}
```

OU TP UT:

```
File Edit Selection View Go Run Terminal Help
                  PROBLEMS (3) OUTPUT DEBUG CONSOLE TERMINAL
 [1] "logical"
[1] "numeric"
[1] "integer"
[1] "character"
[1] "character"
[1] "Row [1] 98.6
[1] 98.6 101.4
[1] 98.1 101.4
[1] 98.1 101.4
[1] O AB
Levels: FEMALE MALE
[1] O AB
Levels: A B AB O
[1] TRUE FALSE FALSE
[4] John Doe"
 SR.
                  [1] "John Doe"
                  $temperature
[1] 98.1
                  $flu_status
[1] FALSE
                   [1] MALE
Levels: FEMALE MALE
                   [1] O
Levels: A B AB O
                   $symptoms
[1] SEVERE
Levels: MILD < MODERATE < SEVERE
                   $temperature [1] 98.1
                   [1] 98.1
[1] 98.1
$temperature
[1] 98.1
                   $flu_status
[1] FALSE
                      subject_name temperature flu_status gender blood symptoms
John Doe 98.1 FALSE MALE O SEVERE
Jane Doe 98.6 FALSE FEMALE AB MILD
Steven Grant 101.4 TRUE MALE A MODERATE
1] "John Doe" "Steven Grant"
temperature flu_status
98.1 FALSE
98.6 FALSE
                 [1]
                                                    FALSE
FALSE
TRUE
 503
                                     98.6
101.4
```



Re su It:

ThustheRScriptprogramtoimplementvariousdatatypes, vectors, factors, listsanddata framesis executed successfully and the output is verified.

Ex no: 2	Diagnosis of Breast Cancer using KNN.
Dat e:	

Aim:

To implement a R program to predict and diagnose Breast Cancer using KNN algorithm.

Al gorit hm:

- 1. Start
- 2. Read the csv file from the directory and store it in bcd variable.
- 3. Dropthe first column id.
- 4. Change the diagnosis feature withcategorical values BandM ina factor
- 5. Normalizethe dataset.
- 6. Splitthedatasetfortraining andtesting, with diagnosis as the response variable and the restast he predictor variables.
- 7. Importthe library "class" for knnclassification.
- 8. Predict the knnmodelusing knn () with 5 clusters with the corresponding training and testing data.
- 9. Displaythe confusion matrixand accuracyofthe knn model.
- 10. Stop

PROGRAM:

```
bcd<-read.csv("../input/breast-cancer-dataset/Breast_Cancer.csv",stringsAsFactors=FALSE)
bcd<-bcd[-1]
bcd$diagnosis<-factor(bcd$diagnosis,levels=c("B","M"),labels=c("Benign","Malignant"))
norm ali ze<-funct ion(x){
    return (x-min(x)) / (max(x)- min(x))
}
bcd_n<-as.data.frame(lapply(bcd[2:31],normalize))
x_train <- bcd_n[1:469,]
x_test<-bcd_n[470:569,]
y_train<-bcd[1:469,1]
y_test<-bcd[470:569,1]
li brary( class)
y_pred<-knn(train=x_train,test=x_test,cl=y_train,k=5)
tb l =ta bl e(x = y_test, y= y_pred)
tbl
accuracy = sum(diag(tbl))</pre>
```

OU TP UT

Re su lt:

Thus the R Scriptprogram to implement diagnosis of Breast Cancerusing K-Nearest Neighbour algorithm is executed successfully and the output is verified.

Ex No: 3	Filtering Mobilephonespamusing NaïveBayes
Dat e:	

ToimplementaRprogramtoFilterMobilephonespamusing NaïveBayes.

ALGORITHM:

- 1 Start
- . Importthecsvfileandstorethedataframein "Sms". Haveaglimpseatthestructure
- 2 of the data frame.
- 3 Remove the unneccesary columns which is from column 3 to 5.
- . Convertthe labelsasfactors.
- 4 Remove special characters from the dataset and retain only alpha numeric characters using alnumin str_replace_all() from "stringr" package.
- E Create a volatile corpus VCorpus() for text mining from the source object of "v2"
- which is extracted using VectorSource().
- 7.CreateaDocumentTermMatrix()tosplittheSMSmessageintoindividual C omponents.
- 8. Createtrainingandtesting dataset withthe split ratio 0.75.
- 9. Find the frequent terms which appear for at least 5 times in Document Term Matrix in training and testing dataset respectively.
- 10. Train the model using naiveBayes() from e1071 library.
- 11. Evaluate the model Performance.
- 12. Print the confusion matrix and Accuracy of the model.
- 13. Stop.

PROGRAM:

```
sms <- read.csv("../input/spam-ham-dataset/spam.csv", stringsAsFactors=FALSE)
str(sms)
sms <-sms[-3:-5]
sms$v1<-factor(sms$v1)
library(stringr)
sms$v2 = str_replace_all(sms$v2, "[^[:alnum:]]", " ") %>% str_replace_all(.,"[]+", " ")
library(tm)
sms_corpus <- VCorpus(VectorSource(sms$v2))</pre>
```

```
print(sms corpus)
print(as.character(sms_corpus[[6]]))
sms_dtm<-DocumentTermMatrix(sms_corpus,</pre>
                                              control =list
(tolower=TRUE, removeNumbers=TRUE, stopwords=TRUE, removePunctuations=TRUE, stemmi
ng=TRUE))
x_train <-sms_dtm[1:4169, ]</pre>
x_test <-sms_dtm[4170:5572, ]</pre>
y_train <-sms[1:4169, ]$v1</pre>
y_test <- sms[4170:5572, ]$v1</pre>
sms_freq_word_train <-findFreqTerms(x_train, 5)</pre>
sms_freq_word_test <-findFreqTerms(x_test, 5)</pre>
x_train<- x_train[ , sms_freq_word_train]</pre>
x_test <- x_test[ , sms_freq_word_test]</pre>
convert_counts<-function(x) {x<-ifelse(x >0, "Yes", "No")}
x_train<-apply(x_train, MARGIN=2,convert_counts)</pre>
x_test<-apply(x_test,MARGIN =2,convert_counts)</pre>
library(e1071)
model <-naiveBayes(x_train, y_train,laplace=1)</pre>
y_pred <- predict(model, x_test)</pre>
cm=table(y_pred,y_test)
print(cm)
acc = sum(diag(cm))/sum(cm)
print(paste("Accuracy:",acc*100,"%"))
```

<u>OU TP U</u>T:

```
PROBLEMS 73 OUTPUT DEBUG CONSOLE TERMINAL JUPYTER
                                                                                                                                                                                         Rinteractive + v II II ^ X
'data.frame': 5572 obs. of 5 variables:
$ v1: chr "ham" "ham" "spam" "ham" ...
$ v2: chr "Go until jurong point, crazy.. Available only in bugis n great world la e buffet... Cine there got amore wat..." "Ok lar... Joking wif u oni..." "Free entry in 2 a wkly comp to win FA Cup
 final tkts 21st May 2005. Text FA to 87121 to receive entry question(std txt rate)T&C "U dun say so early hor... U c already then say..." ... $ X : chr "" "" "" ... 5 X.1: chr "" "" "" "" ...
 $ X.2: chr ** ** ** ...
<<VCorpus>>
Metadata: corpus specific: 0, document level (indexed): 0
Content: documents: 5572
[1] "FreeMsg Hey there darling it's been 3 week's now and no word back I d like some fun you up for it still To ok XXX std chgs to send 1 50 to rcv"
y_test
y_pred ham spam
  ham 1205 10
  spam 16 172
    "Accuracy: 98.1468282252316 %"
```

RESULT:

ThustheR programtoimplementfilteringofMobilephonespamusingNaïve Bayes is executed successfully and the output is verified.

A I19 542 221501010

Ex No:4	Risky Bank Loans using Decision Trees
Dat e:	9

ToimplementaRprogramtofindRiskyBankloansusing DecisionTree.

ALGO RIT HM:

- 1 Start
- Import the dataset credit.csv and display the structure of the dataset.
- 3. Displaythetable to find the rangeofvalues and find the missing values.
- 4. Factorise thedefault columnand set seedof123.
- 5. Splitthedatasetfortrainingandtestingintheratioof 0.8, with "default" as the response variable, and the restaspredictor variables.
- 6. Importthe libraryC5.0for implementingdecisiontree.
- 7. Trainthedecisiontree modelusing C5. Of unction for the training dataset.
- 8. Testthemodeltopredictusingpredict(). Printthe confusion matrix.
- 9. Print the accuracyofthe decisiontreemodel.
- 10. Stop

PROGRAM:

```
credit<-read.csv("credit.csv")

str(credit)

table(credit$savings_balance)

summary(credit$amount)

credit$default<-factor(credit$default)

set.seed(123)

train_sample <- sample(1000, 800)

st r(tr ain_sam ple)

x_train <- credit[train_sample, -17]

x_test <- credit[-train_sample, -17]

y_train <- credit[train_sample, 17]

y_test <- credit[-train_sample, 17]

li brary( C50)

model <- C5.0(x_train,y_train)
```

```
summary(model)
y_pred<-predict(model,x_test)
cm = table(y_pred,y_test)
print(cm)
acc=sum(diag(cm))/sum(cm)
pri nt(past e(" Accuar acy: ",a cc*100,"% "))</pre>
```

OU TP UT:

```
| Temporary | Temp
```

```
Decision tree:

checking balance in (unknown, > 200 CM): no (412/54)

checking balance in (e 0 CM; 1 - 200 CM):

in.credit, history in (very good, perfect):

in.credit, history in (pood, perfect):

in.credit, history in (pood):

in.credi
```

```
Evaluation on training data (see cases):

Decision Tree

Size trres

DECISION (SEE STREET)

DECISION (SEE STREET)

DECISION (SEE STREET)

DECISION (SEE STREET)

ACTITUTE Subject

ACTITUTE Subject (See STREET)

ACTITUTE Subject (See STREET)

AL 22% rendre, balance

SAL 22% rendre, box duration

42.22% savings balance

31.80% purpose

23.13% employment furnation

9.22% years at residence

8.74% Possing

8.44% (See
```

```
5.76% amount
4.0% existing loans_court
4.2% point
4.2% point
1.0% approach of income
1.0% dependents
0.70% app

Time: 0,0 sec
> y.pred <- predict(model.x.test)
> cn <- tablety.pred.y_test)
> print(cm)
y_test
y_pred copes
y_pre
```

RESULT:

Thus the Rprogram to find Risky Bankloansusing Decision Tree is executed successfully and the output is verified.

Ex No: 5	
	MedicalExpense withLinear Regression.
Dat e:	·

To implement a R program to predict Medical Expense using Linear Regression

ALGO RIT HM:

- 1. Start
- 2. Loadthe Insurance dataset and analyse the structure of the dataset.
- 3.Getthesummarystatistics.Checkwhetherthedistributionisright-skewed orleft skewed by comapring the mean and median. Verify the same using histogram.
- 4. Checkthe distribution of "region" using table.
- 5. Createacorrelation matrixof "age", "bmi", "children", "expenses".
- 6. Todetermine the pattern of the dataset, use scatter plotusing pairs () for "age", "bmi", "children", "expenses".
- 7. Todisplaya more informative scatterplot usepairs.panel() from "psych" library.
- 8. Fit the linear regression model using lm() with expenses as the dependent variable.
- 9. Evaluate the model performance using summary().
- 10.Toimprovethemodelperformance,square theagevariableasage2andbmi30is1if bmi>=30else 0.
- 11. Train the model with age + age2+bmi30 as also as the independent variables.
- 12. Evaluate the model performance for model 2 using summary().
- 13. Stop.

PROGRAM:

```
insurance<-read.csv("insurance.csv",stringsAsFactors = TRUE)
st r(ins ur ance)
summary(insurance$expenses)
hist (i nsurance$expenses)

ta bl e(i nsurance$regi on)
cor( insurance[ c("a ge","bm i" ,"chil dren" ," expenses" )])
pairs(insurance[c("age","bmi","children","expenses")])
library(psych)
pairs.panels(insurance[c("age","bmi","children","expenses")])8
ins_model <-lm(expenses ~ age+ children + bmi +sex + smoker + region, data = insurance)
ins_model</pre>
```

summary(ins_model)

insurance\$age2 <- insurance\$age^2

insurance\$bmi30 <-ifelse(insurance\$bmi>= 30,1,0)

expenses ~bmi30*smoker

expenses ~ bmi30+smokeryes+bmi30:smokeryes

ins_model2<-lm(expenses ~age+age2+children+bmi+sex+bmi30*smoker+region, data =i nsurance)

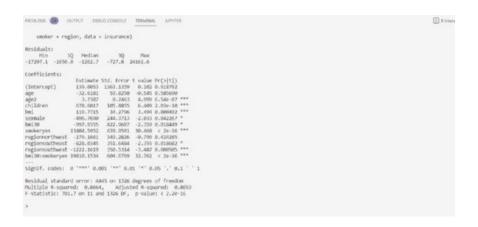
summary(ins_model2)

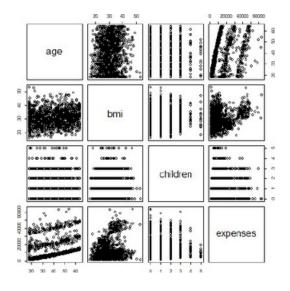
OU TP UT:

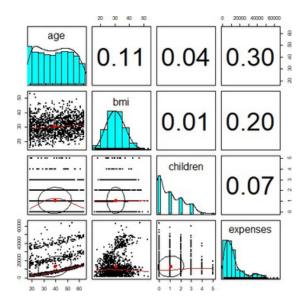
```
NOBLEMS 📵 DUTTUT DEBUG CONSCILE TERMINAL APPYTIS
> insurance-read.csv("E:\\Acadesic Dos\\Senester-5\\Data Science osing R\\inf > str(insurance)
* str(insurance)
* data,frame": 138 obs. of 7 variables:
* Sage : int 19 18 28 33 32 31 46 37 37 68 ...
* Sams : Factor of 2 levels "Female", "naie": 1.2 2.2 1 1 1.2 1 ...
* S bid: run 27, 93.8 33 32 22, 28.9 25.7 33.4 22.7 29.8 25.8 ...
* S childrent int 0.1.9 0.0 1.2 2.0 ...
* S smoker : Factor of 2 levels "ro", "yes": 2.1.11.11.11.1 ...
* S region : Factor of 4 levels "ro", "rortheast", "rortheast", ... 4 3.3 2.2 3.3 2.1 2 ...
* Sempensor insu 1665 176-6460 21984 380 ...
* Summary(InsuranceSeppensos)
* Hin. str Q. Nedian Plan Ped Qs. Nax.
* 1212 4700 9182 13270 16640 61770
* hist(insuranceSeppenso)
* hist(insuranceSeppenso)
* hist(insuranceSeppenso)
* hist(insuranceSeppenso)
Call:
Im(formula - expenses - age + children + bmi + sex + smoker +
    region, data = insurance)
   > summary(ins_model)
   Call:
Im(formula = expenses = age + children + bml + sex + smoker +
region, data = insurance)
   Residuals:

Min 10 Median 30 Nax

-11302.7 -2850.9 -979.6 1383.9 29081.7
     Signif, codes: 0 "*** 0.001 "** 0.01 "* 0.05 ". 0.1 " 1
   Residual standard error: 6062 on 1320 degrees of freedom
Multiple R-squared: 0.7500, Adjusted R-squared: 0.7604
F-statistic: 500.9 on 8 and 1320 DF, p-value: < 2.26-16
        > insurancešage? <- Insurancešage? >
    insurancešage? <- Insurancešage? >
    insurancešage
   Call:
In(formula = expenses - age + age2 + children + bei + sex + bei30 *
seoker + region, data = insurance)
Min 10 Nedian 30 Max
-17297.1 -1656.0 -1262.7 -727.8 24161.6
```







RESULT:

ThustheRprogramtopredictmedicalexpensesusinglinearregressionis executed successfully and the output is verified.

Ex No: 6	
	Modeling strength of concrete.
Dat e:	

To build a predictive model for the compressive strength of concrete based on its composition and age using linear regression in R.

ALGO RIT HM:

- 1. Start
- 2. Load the Insurance dataset and check its structure.
- 3. Get summary statistics and check skewness using mean, median, and histogram.
- 4. Check the distribution of "region" using a table.
- 5. Create a correlation matrix for "age," "bmi," "children," and "expenses."
- 6. Use scatterplots to examine relationships among "age," "bmi," "children," and "expenses."
- 7. Fit an initial linear model with "expenses" as the target, then improve by adding `age2` (age squared) and `bmi30` (1 if bmi >= 30) and re-evaluate.
- 8. Stop

PROGRAM:

```
li brary( ggpl ot2)

data <- read.csv("concrete.csv")

head(data)

sum( is.na(dat a))

set .seed(123)

trainIndex <- createDataPartition(data$CompressiveStrength, p = 0.8, list = FALSE)

trainData <- data[trainIndex,]

testData <- data[-trainIndex,]
```

```
model <- lm(CompressiveStrength ~ ., data = trainData)

sum mar y(mode l)

predictions <- predict(model, newdata = testData)

mae <- mean(abs(predictions - testData$CompressiveStrength))

print(paste("Mean Absolute Error:", round(mae, 2)))

ggplot() +

geom_point(aes(x = testData$CompressiveStrength, y = predictions), color = 'blue') +

geom_abline(slope = 1, intercept = 0, linetype = "dashed", color = "red") +

labs(title = "Predicted vs Actual Compressive Strength",

x = "Actual Strength",

y = "Predicted Strength") +

theme_minimal()
```

OU TP U T:

```
> str(concrete)
'data.frame': 1030 obs. of 10 variables:
$ cement
                : num 540 540 332 332 199 ...
$ slag
              : num 0 0 142 142 132 ..
            : num 0000000000.
$ ash
               : num 162 162 228 228 192 228 228 228 228 228 ...
$ water
$ superplastic : num 2.5 2.5 0 0 0 0 0 0 0 0 ...
$ coarseagg : num 1040 1055 525

$ fineagg : num 676 676 594 594 826

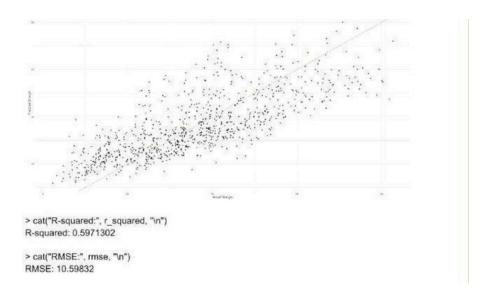
200 365 360 90 36
                  : num 1040 1055 932 932 978 ...
              : int 28 28 270 365 360 90 365 28 28 28 ...
$ strength
               : num 80 61.9 40.3 41 44.3 .
$ Predicted_Strength: num 55.1 54.7 57.6 68 59.4 ...
> summary(model)
Im(formula = strength ~ cement + slag + water + superplastic +
  coarseagg + fineagg + age, data = concrete)
Residuals:
  Min 1Q Median 3Q Max
-30.901 -7.239 0.441 6.899 34.408
Coefficients:
         Estimate Std. Error t value Pr(>|t|)
(Intercept) 121.611036 17.015934 7.147 1.69e-12 ***
            0.067636 0.004135 16.357 < 2e-16 ***
          0.042550 0.005192 8.196 7.39e-16 ***
          -0.323265 0.032336 -9.997 < 2e-16 ***
water
superplastic 0.371641 0.094876 3.917 9.56e-05 ***
coarseagg -0.027502 0.006913 -3.978 7.44e-05 *** fineagg -0.038549 0.006777 -5.688 1.68e-08 ***
```

```
age 0.109746 0.005514 19.903 < 2e-16 ***

Signif. codes: 0 **** 0.001 *** 0.01 ** 0.05 *. 0.1 ** 1

Residual standard error: 10.64 on 1022 degrees of freedom Multiple R-squared: 0.5971, Adjusted R-squared: 0.5944 F-statistic: 216.4 on 7 and 1022 DF, p-value: < 2.2e-16

> ggplot(concrete, aes(x = strength, y = Predicted_Strength)) + + geom_point() + + geom_abline(slope = 1, intercept = 0, color = "red") + + labs(title = "Actual vs Predicted Concrete Strength", + x = "Actual Strength", + y = "Predicted Strength") + + theme_minimal()
```



RESULT:

Thus the R Scriptprogram to implement Modeling strength of concrete is executed successfully and the output is verified.

	Ex No: 7	
	Identification of frequently Purchased groceries witl	
	Dat e:	Apriori algorithm.

To identify frequent itemsets of grocery items that are commonly purchased together using the Apriori algorithm. This will help in understanding customer buying patterns and optimizing store layout or inventory.

ALGO RIT HM:

- 1. Start
- 2.Load Data: Load the transaction dataset (assume each transaction is a list of items purcha sed).
- 3.Data Preprocessing: Convert the data into a transactional format suitable for association rule mining.
- 4.Set Parameters: Define minimum support and confidence levels for the Apriori al gorit hm.
- 5. Apply Apriori Algorithm: Use the Apriori algorithm to find frequent itemsets.
- 6.Generate Association Rules: Extract association rules from the frequent itemsets based on support and confidence thresholds.
- 7. Analyze Results: Sort and filter rules to identify the most frequently purchased item combinations.
- 8. Stop

PROGRAM:

```
if(!require(arules)) install.packages("arules", dependencies=TRUE)
li brar y(arul es)
dat a(" Groc eri es")
sum mar y(Gr oceri es)
min support <- 0.01 # Example: at least 1% of transactions
min confidence <- 0.5 # Example: at least 50% confidence
frequent_itemsets <- apriori(Groceries, parameter = list(supp = min_support, conf =
mi n_confi dence))
sum mar y(fr equent_i te mset s)
inspect(frequent_itemsets[1:10])
rules <- apriori(Groceries, parameter = list(supp = min_support, conf = min_confidence,
target = "rules"))
sum mar y(rul es)
inspect(sort(rules, by = "confidence")[1:10]) # Display top 10 rules by confidence
if(!require(arulesViz)) install.packages("arulesViz", dependencies=TRUE)
li brar y(arul esViz)
plot(rules, method = "graph", control = list(type = "items"))
```

<u>OU TP U</u> T:

Summary of the Groceries Dataset

transactions as itemMatrix in sparse format with 9835 rows (elements/itemsets/transactions) and 169 columns (items) and a density of 0.02609146

most frequent items:

whole milk other vegetables

rolls/buns (Other) soda yogurt

2513 1903 1809 1715 1372 34055

Frequent Itemsets

set of 50 itemsets

example of first 10 itemsets (sorted by support):

items support

[1] {whole milk} 0.25551601

[2] {other vegetables} 0.19349263

[3] {rolls/buns} 0.18393493

[4] {soda} 0.17437722 [5] {yogurt} 0.13950178

[6] {whole milk, other vegetables} 0.0751

[7] {whole milk, yogurt} 0.0561

Association Rules (Top 10 by Confidence):

set of 10 rules

example of first 10 rules (sorted by confidence):

support confidence lift

lhs [1] {yogurt} [1] {yogurt} => {whole milk} 0.0561 0.4032 [2] {rolls/buns} => {whole milk} 0.0567 0.3084 1.57

1.21 => {whole milk} 0.0569 0.3058 1.20

[4] $\{\text{tropical fruit}\} => \{\text{whole milk}\} 0.0519 0.2674 1.03$

[5] {other vegetables} => {whole milk} 0.0751 0.3926 1.53

RESULT:

Thus the R program to Identification of frequently Purchased groceries with Apriori algorithm is executed successfully and the output is verified.

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Ex No: 8	
	Finding Teen Segments of Market.
Dat e:	

The aim of this process is to identify and segment the teen demographic in a market based on behavior, preferences, or other relevant characteristics for targeted marketing or product development.

ALGO RIT HM:

- 1 START: Collect raw data from sources relevant to the teen market (e.g., social media data, survey responses).
- PREPROCESSING: Clean the data (e.g., remove missing values, correct errors). SELECT FEATURES: Choose features that help in segmentation (e.g., age,
- 3 purchase patterns, interests).
- 4.APPLY CLUSTERING ALGORITHM: Run clustering algorithms (e.g., K-Means or DBSCAN) to create market segments.
- 5.EVALUATE MODEL: Evaluate the clustering performance using a scoring metric (e.g., silhouette score).
- 6.VISUALIZE DATA: Visualize the segmented data to understand different groups.
- 7. EXTRACT INSIGHTS: Identify unique patterns and preferences within each
- 8. segm ent. STOP: Develop targeted marketing strategies based on the insights from the segm enta ti on.
- 9. This approach allows businesses to better understand the teen market and tailor their products or marketing campaigns accordingly.

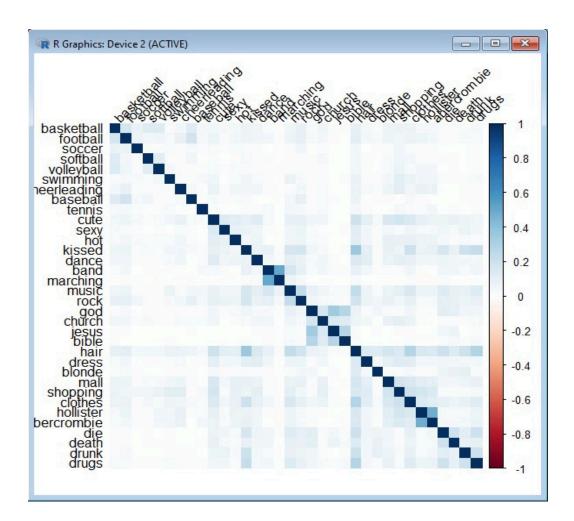
PROGRAM:

```
li brar y(dplyr )
li brar y(ggpl ot2)
li brar y(corr plot )
load_data <- function(file_path) {
    df <- read.csv(file_path)
    return(df)
}
preprocess_data <- function(df) {
    # Check for missing values
    print(colSums(is.na(df)))

df[is.na(df)] <- 0 # Fill missing values with 0
    return(df)
}</pre>
```

```
analyze segments <- function(df) {</pre>
# Example: Segment by gender
gender counts <- table(df$gender)</pre>
print("Gender Distribution:")
print(gender_counts)
interest_features <- c('basketball', 'football', 'soccer', 'softball', 'volleyball',
                'swimming', 'cheerleading', 'baseball', 'tennis',
                'cute', 'sexy', 'hot', 'kissed', 'dance',
                'band', 'marching', 'music', 'rock', 'god',
                'church', 'jesus', 'bible', 'hair', 'dress',
                'blonde', 'mall', 'shopping', 'clothes',
                'hollister', 'abercrombie', 'die', 'death',
                'drunk', 'drugs')
corr_matrix <- cor(df[interest_features])</pre>
corrplot(corr_matrix, method = "color", tl.col = "black", tl.srt = 45)
}
main <- function(file_path) {</pre>
df <- load_data(file_path)</pre>
df <- preprocess_data(df)</pre>
analyze_segments(df)
}
ma in('pat h_to_your _fi le .csv')
```

<u>OU TP U</u> T:



RESULT:

Thus the R program to Finding Teen Segments of Market is executed successfully and the output is verified.

Ex No: 9		
	Tuning stock models for better performance	١.
Dat e:		

<u>AIM:</u>

The aim is to enhance the predictive performance of stock market models by optimizing hyperparameters, improving data features, and using techniques like cross-validation and model selection to better forecast stock prices or trends.

ALGO RIT HM:

- 1. Start
- 2.Data Collection: Gather historical stock data (e.g., price, volume, market sentiment, technical indicators).
- 3.Data Preprocessing: Clean the data by handling missing values, normalizing features, and creating relevant indicators (e.g., moving averages, RSI).
- 4. Feature Engineering: Create new features based on existing data to improve model predictions (e.g., lagged values, percentage changes, or volatility).
- 5. Model Selection: Choose an appropriate model (e.g., Linear Regression, Decision Trees, Random Forest, LSTM for time series).
- 6. Hyperparameter Tuning: Tune the hyperparameters of the model using techniques like Grid Search or Random Search to optimize performance.
- 7.Cross-Validation: Implement cross-validation (e.g., k-fold) to ensure that the model generalizes well on unseen data.
- 8.Model Evaluation: Evaluate the model's performance using metrics like RMSE, MAE, or accuracy, and compare the results with different models.
- 9.Model Refinement: Refine the model by adjusting hyperparameters further, adding/removing features, or testing different algorithms to achieve better results 10. End.

PROGRAM:

```
li brary( random For est)
li brary( Metr ics)
data <- read.csv("C:/Users/AI_LAB/Desktop/77/stock.csv")
if (is.null(data)) {
  stop("Data not loaded. Please check the file path.")
}
st r(dat a)
data$Closing.Volume <- as.numeric(as.character(data$Closing.Volume)) # Update based on your target variable
data <- na.omit(data)
```

```
set .seed(123)
train_index <- sample(1:nrow(data), 0.8 * nrow(data))
train_data <- data[train_index, ]

test_data <- data[-train_index, ]

rf_model <- randomForest(Closing.Volume ~ ., data = train_data, ntree = 100)
predictions <- predict(rf_model, newdata = test_data)
actuals <- test_data$Closing.Volume

mae <- mean(abs(predictions - actuals))

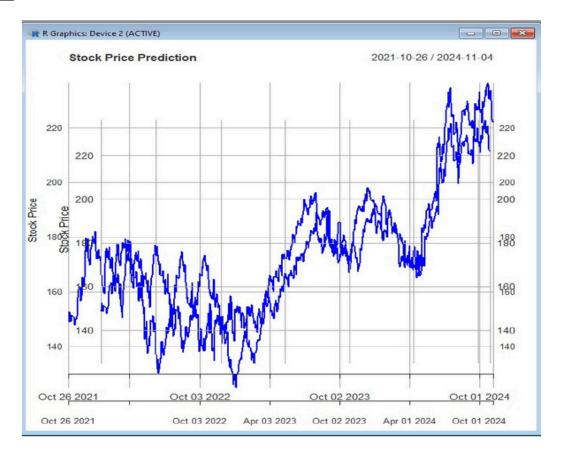
rmse <- sqrt(mean((predictions - actuals)))

cat("Mean Absolute Error:", mae, "\n")

cat("Root Mean Squared Error:", rmse, "\n")
plot(test_data$Date, actuals, type = 'l', col = 'blue', ylim = range(c(actuals, predictions)),

xlab = 'Date', ylab = 'Closing Price', main = 'Actual vs Predicted Closing Prices')
lines(test_data$Date, predictions, col = 'red')
legend("topright", legend = c("Actual", "Predicted"), col = c("blue", "red"), lty = 1)
```

OU TP U T:



RESULT:

Thus the R program to Tuning stock models for better performance is executed successfully and the output is verified.