

# IE 582 Project Report

## Fall21

### Introduction

E-commerce has emerged as a profitable sector in the recent years. This has made the competition among e-commerce companies more severe. In such conditions, knowing the customers can make the difference. In this project, we aim to forecast customers' genders so that the company can reach out customers with personalized offers. Here, binary genders are considered. Since it can be either woman or man, gender classification problem is formalized as a binary classification problem.

We are exposed to timestamp of a customer's action for a product along with product brand, product hierarchical categories, and product gender information. Since the data set holds logs of customer events, the data should be transformed to a structure based on unique customers.

We are provided with two data sets: training and test sets. Unlike the test set, customers' genders are available in the training set. Also, not all of the customers and products have to have records on both training and test sets. There can be some products which are present only in the training set and vice versa. The training set includes around 2million rows while the size of the test set is roughly 2.3 million. User action distributions in both sets are similar (Figure 1). Similarly, the most frequent product categories are almost the same. However, the training data set is imbalanced with respect to customer gender. The number of female customers is more than male customers. Yet, it is not severe imbalance (Figure 2).

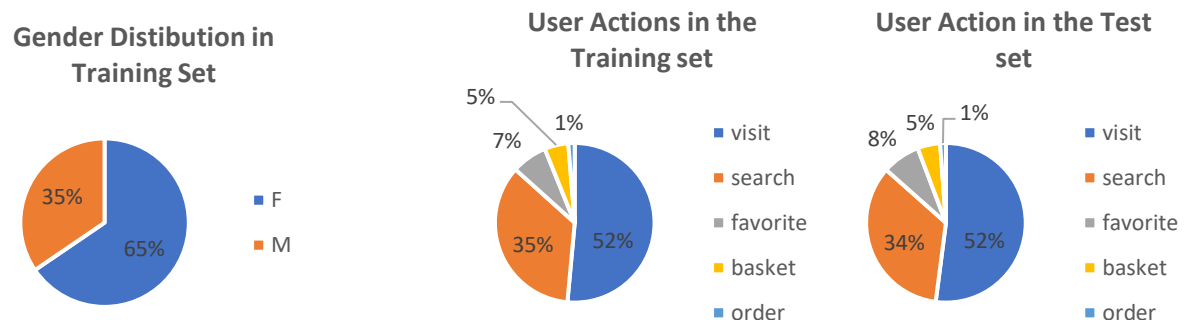


Figure 2

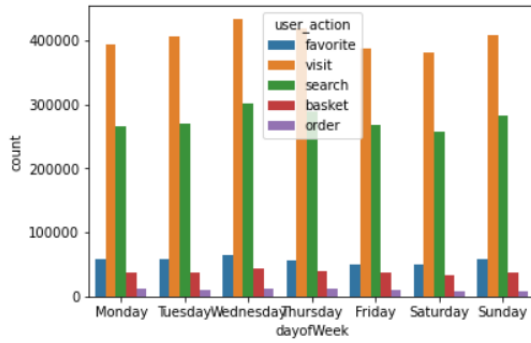


Figure 1

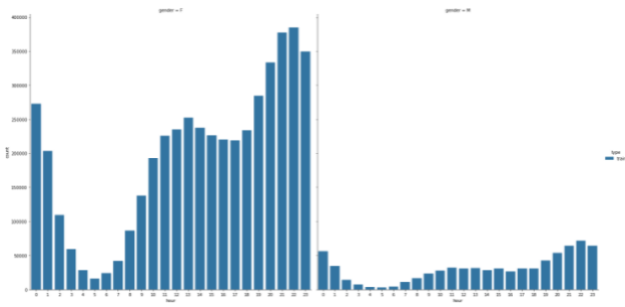


Figure 3

Further analysis on the effect of weekdays on user action reveals that weekdays do not have a significant impact on user action (Figure 3 - Left). Also, it does not prevail any significant difference with respect to customer gender. Similarly prime times of a day does not change based on gender (Figure 3 – Right).

The analysis on training and test set also shows that they covers the same period of time. Therefore, we can assume that both sets are exposed to the similar seasonal effects. Nevertheless, it is observed that the magnitudes of the spikes vary between the data sets (Figure 4 & Figure 5).

#### Number of records in the training set over time

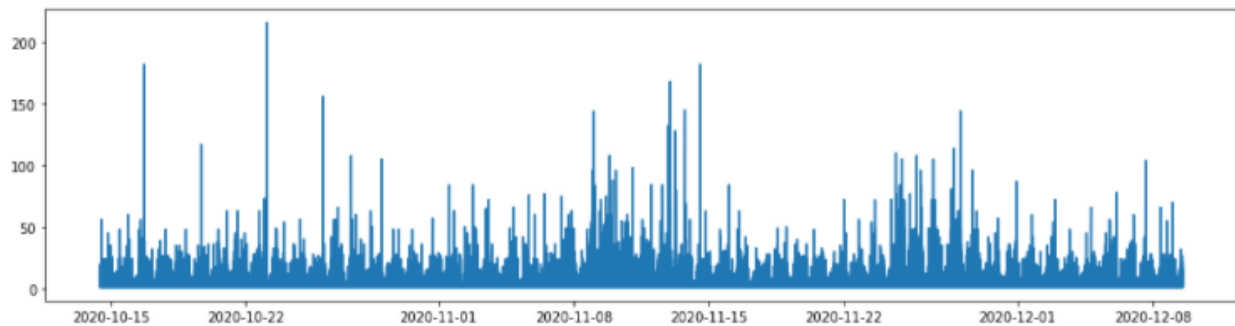


Figure 4

#### Number of records in the test set over time

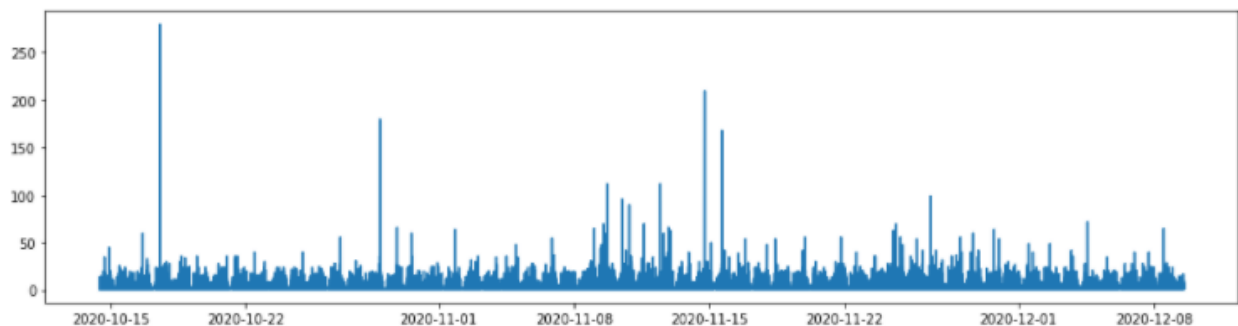


Figure 5

Furthermore, the distributions of several features with respect to product gender or gender provide valuable insights. User actions per gender subgraph points out that male customers do not intend to add a product to favorites. Rather, they are more likely to search and visit products that they searched for. On the other hand, for female customers, visiting happens more frequently than searching products. This may indicate that female customers are affected by commercials more than male customers and show interest in different products that they did not search for. Product gender distributions are also shown in Figure 6. Female products dominate the other sex products in both sets.

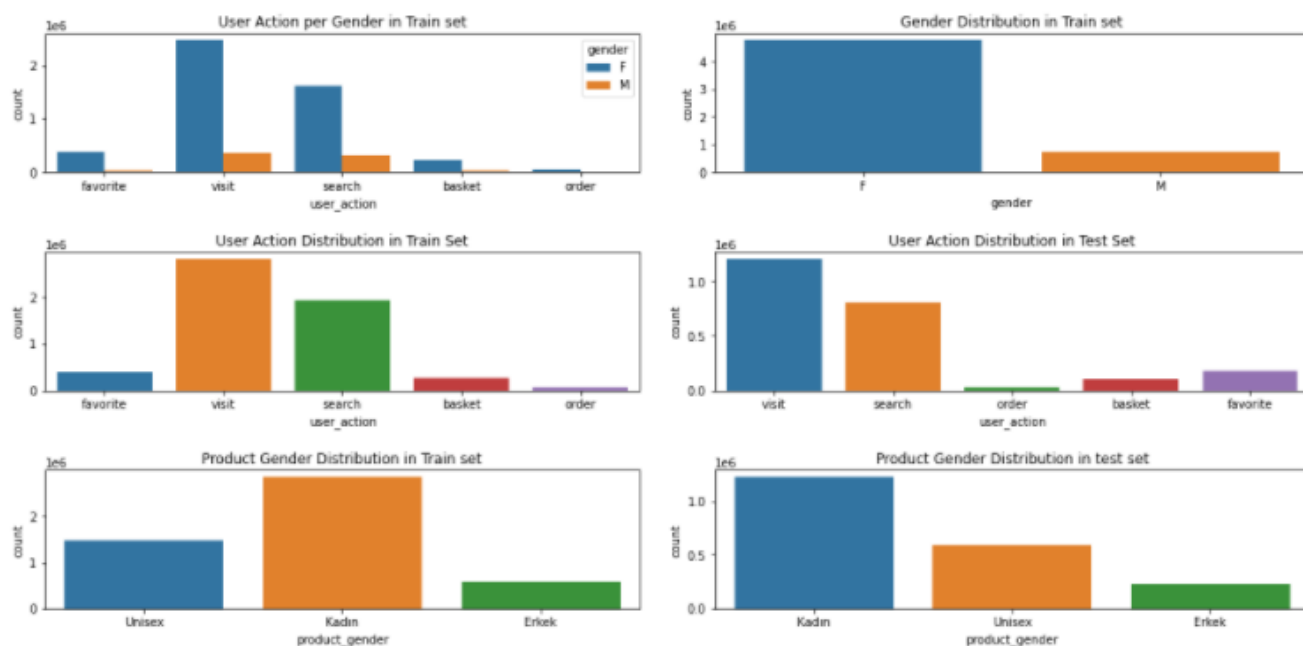


Figure 6

## Approach

To come up with a good gender estimator, we need to consider several issues:

1. We need to transform the unstructured data sets to a regular tabular data based on customers.
2. As the distributions of features versus each gender does not differ significantly, we suspect the nonlinear relationships between features can reveal gender of a customer
3. Since we have a very limited feature set and they do not show any linear dependency on gender, feature engineering is required.
4. Feature selection can be good choice to increase both interpretability and performance of learning algorithms.

5. Class imbalance should be handled carefully. Algorithms like SMOTE and ROSE can be employed as well as random downsampling and oversampling.
6. Since only the training set has gender information, to check the performances on learning models, cross validation can be a good setting prior to predicting the genders for the test set.

### *Feature Engineering*

Given the agenda above, we first work on aggregate features so that there would be only one row for each customer. Firstly, user actions are considered. Each action is represented as a column. 'Total Transaction' column is generated as the total number of favorites, order, search, basket, and visits for each customer. The percentage of each activity over total transaction, the ratios of each user activity based on another activity, and the multiplication of these ratios are generated as new columns so the relative importance and the interactions of user activities can be reflected on the data sets. Additionally, since we observed that some user actions are more popular in different genders and product gender gives a hint about the customer gender, we obtained another composite feature sets made of user action and product gender whose structures like 'visit\_female' or 'male\_basket'. Similar feature extraction steps applied previously for user activities are also applied for the new composite feature set. Furthermore, promotion related features are added to the data sets. Dates from the 9<sup>th</sup> of November to the 12<sup>th</sup> of November and from the 25<sup>th</sup> of November to the 27<sup>th</sup> of November are marked as 'promo' since these date ranges corresponds to 11.11 and Black Friday campaign periods, respectively. All feature extraction applications are repeated for no promo and promo dates so that promo effect can be addressed better. To sum up, we obtain three new sets of features: user activity related (set-1), user activity and product gender related (set -2) , and, finally, no promo/promo related features (set -3).

Secondly, we applied two clustering algorithms for products itself and categories, separately. Initially, we randomly down sampled the data set to reduce the effect of populated gender (female). Next, for the product-based clustering, we prepared a data set consisting of the following columns:

'basket','favorite','order','search','visit','total\_transaction','time\_stamp','product\_count','1\_businessunit\_Level1\_Level2\_Level3', '1\_businessunit\_Level1\_Level2', '1\_businessunit\_Level1', '1\_businessunit', '1\_Level1\_Level2\_Level3', '1\_Level1\_Level2', '1\_Level1', 'count\_Level1\_Level2\_Level3', 'count\_Level1\_Level2', 'count\_Level1'

Levels here refer to category hierarchies. By using elbow method, we decided to have 4 clusters and run k-means algorithm. However, product-based clustering did not provide sophisticated insights. Also, since products existing in the test set does not necessarily exist in the training set, this clustering approach is not sustainable for every product. Therefore, we opt for clustering product hierarchies rather than products itself. Moreover, we aim to obtain sustainable and generalizable clusters, and summarize the hierarchy information of products. For this purpose, we obtain clusters for the group of 'Level1\_Category\_Name', 'Level2\_Category\_Name', 'Level3\_Category\_Name', and 'business unit. Hence, we prepared a data set consisting of the following columns:

'product\_count', '1\_businessunit\_Level1\_Level2', '1\_businessunit\_Level1', '1\_businessunit', '1\_Level1\_Level2', '1\_Level1', 'count\_Level1\_Level2\_Level3\_businessunit', 'count\_Level1\_Level2\_Level3', 'count\_Level1\_Level2', 'count\_Level1', 'sellingprice\_Level1\_Level2\_Level3\_businessunit', 'sellingprice\_Level1\_Level2\_Level3', 'sellingprice\_Level1\_Level2', 'sellingprice\_Level1'

Figure 7 represents the spread of data points obtained for category clustering. Dimensions of the graph are obtained via PCA. Colors imply product gender. We observe that some female and male products can

be distinguished easily. However, almost half of male products and the other gender products covers the same area with female products. This causes a confusion in the customer gender prediction. Therefore, we aim to distinguish the data points at the center area of the graph through clustering.

Scatter plot of data set used for category based clustering in 2D wrt product gender

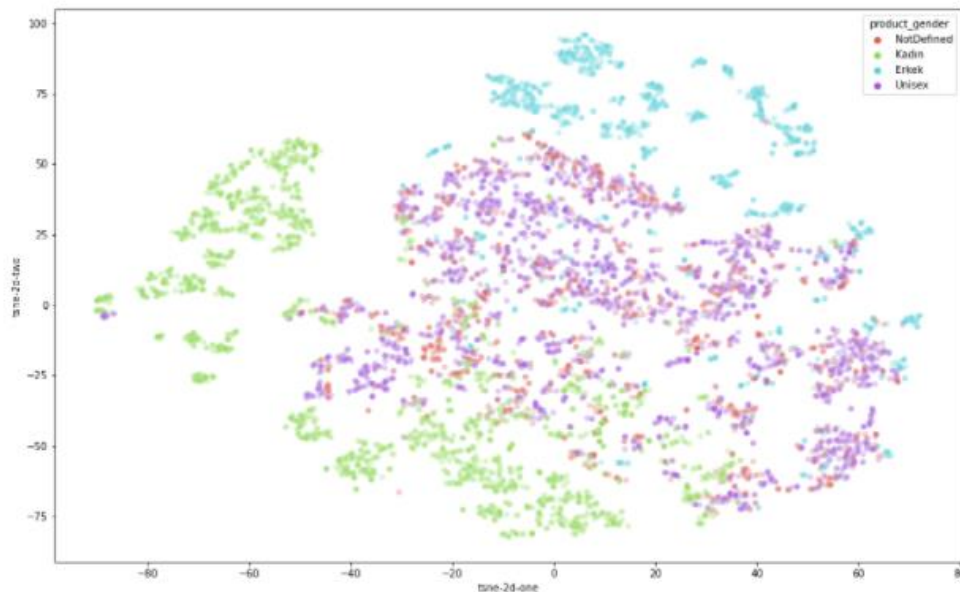


Figure 7

Although the elbow method does not point out a specific number of clusters strongly, 4 stands out as a reasonably good choice for  $k$ . Therefore, we run k-means algorithm with 4 clusters. Resulting clusters' sizes vary significantly. The most populated cluster's size is 3021 while the least populated cluster has only 48 members. Nevertheless, this category-based clusters has increased the performance of gender prediction algorithms as the clusters provide supplementary information for unisex and male products. As a result, category cluster information is added to the data set and extra features based on clusters are generated. For each cluster, set-1 and set-2 features are generated again and cluster related feature set (set -4) is added to the data sets.

Before finalizing the feature engineering part, extra features derived from selling price feature are introduced to the data set. The average selling price seen by a customer is calculated based on two other features: user action and product gender. For instance, we obtain the average price seen by a customer A for a female product while she was visiting the product page. In addition to the user action and product based average selling price calculations, the same calculations are also performed for user action and category cluster (instead of product gender). These two sets of calculations are added to the training data set as new features.

Finally, after all these steps, we have a customer-based training data set with more than 2200 features. Now, our aim is to overcome data imbalance, and find the best learning model.

## Modelling

In this part, we benefited from pycaret library. If required parameters are defined, pycaret library can perform several preprocessing steps like outlier elimination, over/down sampling, and feature elimination. Also, subsampling strategies such as k-fold cross validation can be applied easily. Now that pycaret can handle all these, we performed these processes via pycaret. More specifically, we performed Stratified 10-fold cross validation to evaluate the models better. Also, we applied SMOTE method to fix class imbalance.

Due to the size and the complexity of the data set, learning algorithms like KNN could not run. Although the data set reveals any kind of interactions between features, there can be still nonlinear relationships between features and the target variable. Moreover, with so many features, we indeed may suffer from multicollinearity. Therefore, we consider for tree-based ensemble learners. Although their interpretability suffers from multicollinearity, the prediction performances of these algorithms are not severely influenced. Moreover, their subtrees tend to focus on the key features as they grow if parameters are set well. For this reason, after some trials with different parameter setting, we observed the default parameters set by pycaret are sufficiently good. As a result, we train a random forest classifier and gradient boosting classifier initially with default parameter settings.

## Results

The comparison between the average performance of gbc and rf models on k-fold cv is represented in Figure 8. Indeed, performances of the classifiers are very similar with respect to AUC, F1 and Kappa. Yet, rf outperforms gbc in recall while gbc is better than rf in precision. Although the difference between the performances of these two models is quite small, gradient boosting classifier is still slightly better than random forest, in general. Hence, we favor gbc over rf model.

	Model	Accuracy	AUC	Recall	Prec.	F1	Kappa	MCC	TT (Sec)
rf	Random Forest Classifier	0.7818	0.8523	0.7976	0.8617	0.8282	0.5304	0.5337	1.0440
gbc	Gradient Boosting Classifier	0.7813	0.8575	0.7732	0.8811	0.8234	0.5392	0.5475	6.2210

Figure 8

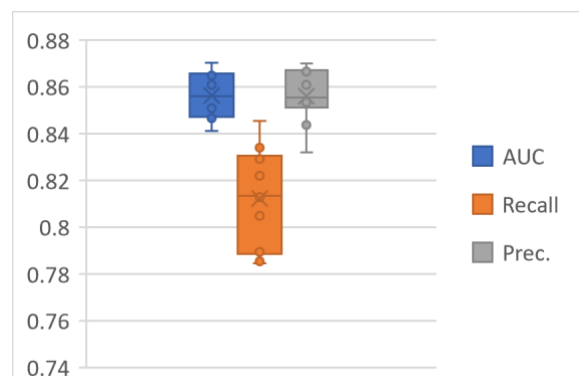


Figure 9

Moreover, we investigate the stability of gbc model by drawing the boxplots of AUC, recall and precision values obtained from each one of 10 folds (Figure 9). It is observed that gbc model is sufficiently robust; however, its recall performance might be improved. For this reason, we applied hyperparameter optimization to the gbc model by using a convenient function from pycaret library. The tuned parameters are shared in Figure 10. As a serial ensemble model of trees, a gradient boosting model benefits better generally from shallow decision trees. Shallow decision

trees alleviates overfitting risk and the ensemble learn from its mistakes. Also, `n_estimators` parameter controls the number of rounds that the ensemble is trained with an additional subtree. Therefore, as the value of `n_estimators` increase, the model tends to overfit. Hence, `max_depth` and `n_estimators` which equal to 10 and 290, respectively, might seem as very large values. However, given more than 2200 (2224) features, this size and the complexity of the ensemble is indeed reasonable. Also, small learning rate and large `n_estimators` are generally suggested to obtain better models. To sum up, the tuned parameters make sense.

Important GBC parameters	Learning rate	Max_dept	min_impurity_decrease	n_estimators	tol
values	0.049	10	0.0005	290	0.0001

Figure 10

## Conclusion

In this project, we put a great effort in feature engineering step. We found out that product gender gives a hint about customer gender; however, it was not sufficient to point out, especially, the male customers. We applied k-means clustering to distinguish data points corresponding to each gender better. Also, we paid attention to the effect of November promotions on customer behaviors. As a result, we came up with 4 different feature sets obtained with different approaches. Final set of features are given in the APPENDIX.

We decided to utilize an ensemble classifier considering their fitness to our final training data. We observed that gradient boosting classifier slightly outperformed random forest classifier. Therefore, we agreed on continuing with gradient boosting classifier. Besides, the good performance of the gradient boosting classifier was rather stabile. Yet, there was a room to improve the model metrics. Therefore, after hyperparameter tuning, we finally obtained our best model for gender classification.

Indeed, ensemble of different classifiers and feature elimination methods like recursive feature elimination or lasso model nonzero parameters can improve the success of predictions. Also, other good performing ml models such as support vector machine could be trained with a smaller number of features and compared with our existing gradient boosting and random forest models.

Github Link of code : <https://github.com/BU-IE-582/fall21-myildirim-boun/tree/main/project>

## APPENDIX

The final feature set used in modelling :

```
'favorite',
'order',
'search',
'basket',
'visit',
'total_transaction',
'favorite_percent',
'visit_percent',
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'basket_percent',
'order_percent',
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