

R_Project: Classification - Logistic Regression/ KNN/ Decision Tree

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Data info

- Data Name: Airline Passenger Satisfaction.
- Database source: <https://www.kaggle.com/datasets/teejmahal20/airline-passenger-satisfaction>
- Data type: .CSV
- Last Update: 2 years ago.
- Search/ Downloaded Date: 29, June, 2022.
- Rows:103910; Columns:25

Purpose:

Use the data and the algorithms listed above to predict passenger satisfaction based in some variables, as age, class, flight distance, food and drink, and check-in service.

Logistic Regression Algorithm

Steps to get Data into R and necessary libraries.

```
library(readr)
library(tidyverse)
```

```
## -- Attaching packages ----- tidyverse 1.3.1 --
```

```
## v ggplot2 3.3.6      v dplyr   1.0.9
## v tibble  3.1.7      v stringr 1.4.0
## v tidyr   1.2.0      v forcats 0.5.1
## v purrr   0.3.4
```

```
## -- Conflicts ----- tidyverse_conflicts() --
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()     masks stats::lag()
```

```
library(caret)
```

```
## Loading required package: lattice
```

```
##
```

```
## Attaching package: 'caret'
```

```
## The following object is masked from 'package:purrr':
```

```
##
```

```
## lift
```

```
library(ggplot2)
```

```
library(gridExtra)
```

```
##
```

```
## Attaching package: 'gridExtra'
```

```
## The following object is masked from 'package:dplyr':
```

```
##
```

```
## combine
```

```
library(viridis)
```

```
## Loading required package: viridisLite
```

```
library(viridisLite)
```

```
library(class)
```

```
library(e1071)
```

```
library(caTools)
```

```
library(tree)
```

```
ps <- read.csv("~/Downloads/UTD/MachineLearn/R-Project/Classification/Airline_Passenger_Satisfaction.csv")
```

Steps to Data Cleaning

- 1°: removing unnecessary columns.
- 2°: check for NA's and remove them.
- 3°: converting necessary columns as factor.
- 4°: boxplot to analyze the data.
- 5°: check total of passenger satisfied or neutral/ dissatisfied.

Comments: there are two columns that is useless for this prediction. Luckily there is only one column that contains NA's values, 'Arrival Delay in Minutes' there are 310 NA's. After removing those rows with NA's values still left over 103599 rows that is good enough for this project, so we do not need to do any adjustment on the data to fill up NA's values. Make a graph to analyze how the data are spread, and have an idea what is the passenger satisfaction rate comparing with the predictor 'Age'. We generate two graphs to compare 'satisfied' and 'neutral or dissatisfied', as the graphs shows the mean for 'neutral or dissatisfied' is about 38 years old, and there are way more passenger dissatisfied also did not show any outlier. On the other hand we see 'satisfied' passenger mean that is about 43 years old, there are less client and a few outliers.

```

# remove unnecessary columns
ps$X <- NULL
ps$id <- NULL

# checking columns with NA's
sapply(ps, function(x) sum(is.na(x)==TRUE))

```

```

##                Gender                Customer.Type
##                0                        0
##                Age                Type.of.Travel
##                0                        0
##                Class                Flight.Distance
##                0                        0
##                Inflight.wifi.service Departure.Arrival.time.convenient
##                0                        0
##                Ease.of.Online.booking                Gate.location
##                0                        0
##                Food.and.drink                Online.boarding
##                0                        0
##                Seat.comfort                Inflight.entertainment
##                0                        0
##                On.board.service                Leg.room.service
##                0                        0
##                Baggage.handling                Checkin.service
##                0                        0
##                Inflight.service                Cleanliness
##                0                        0
##                Departure.Delay.in.Minutes                Arrival.Delay.in.Minutes
##                0                        310
##                satisfaction
##                0

```

```

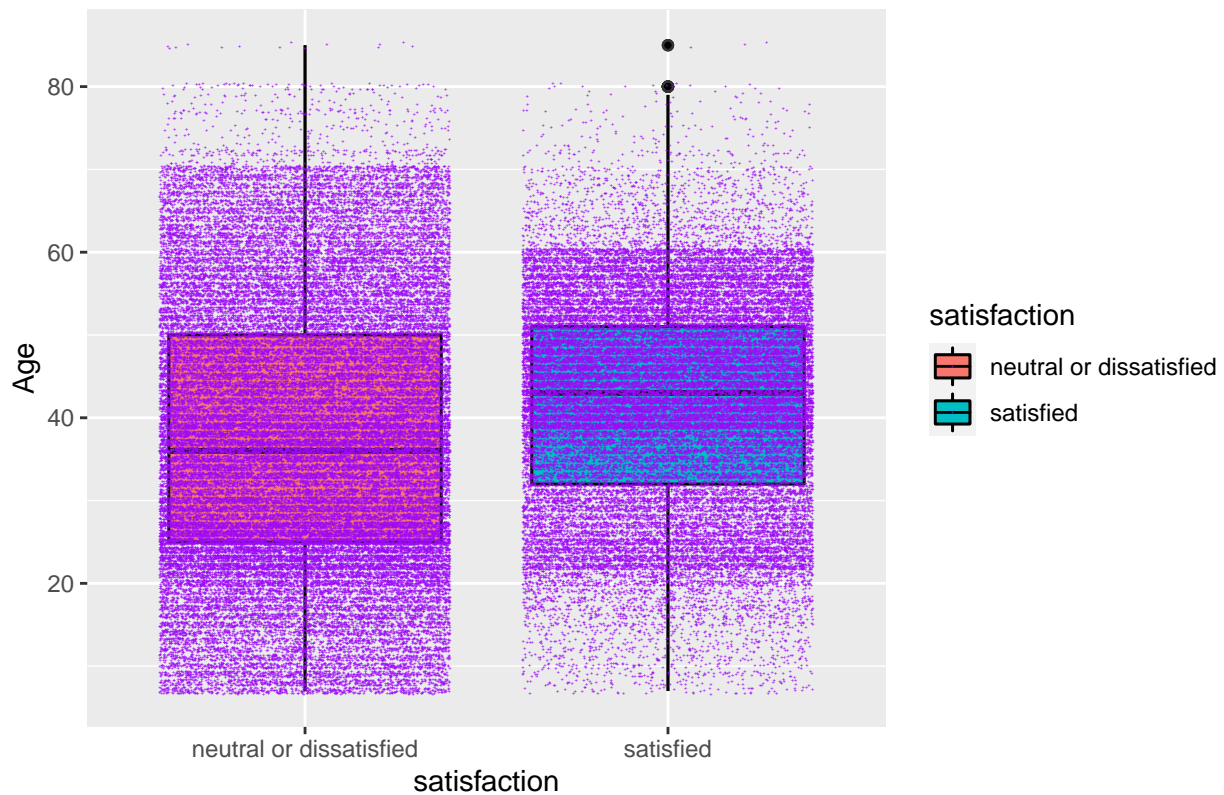
# remove NA's rows
ps <- ps %>% drop_na()

# converting columns to factor
ps$satisfaction <- factor(ps$satisfaction)
ps$Class <- factor(ps$Class)

# boxplot
qplot(data= ps, x=satisfaction, y=Age, fill=satisfaction, geom='boxplot') +
  geom_boxplot(color="black", outlier.size = 0.5) +
  geom_jitter(shape="+", color='#9d0bf7', size=0.4, alpha=1.4) +
  labs(title = "Passanger Satisfaction vs Age", xlab= "Satisfaction", ylab= "Age")

```

Passanger Satisfaction vs Age



Steps to do Data Exploration

- 1°: some data analysis.

Checking some values from the data using str function to see, min, max, mean, median and also checking variables type. The last line shows the total of 'satisfied' and 'neutral or dissatisfied' that's confirme what we saw about in the graph.

```
head(ps)
```

```
##   Gender   Customer.Type Age  Type.of.Travel   Class Flight.Distance
## 1   Male   Loyal Customer  13 Personal Travel Eco Plus          460
## 2   Male disloyal Customer  25 Business travel Business          235
## 3 Female   Loyal Customer  26 Business travel Business          1142
## 4 Female   Loyal Customer  25 Business travel Business          562
## 5   Male   Loyal Customer  61 Business travel Business          214
## 6 Female   Loyal Customer  26 Personal Travel   Eco          1180
##   Inflight.wifi.service Departure.Arrival.time.convenient
## 1                      3                             4
## 2                      3                             2
## 3                      2                             2
## 4                      2                             5
## 5                      3                             3
```

```

## 6          3          4
##  Ease.of.Online.booking Gate.location Food.and.drink Online.boarding
## 1          3          1          5          3
## 2          3          3          1          3
## 3          2          2          5          5
## 4          5          5          2          2
## 5          3          3          4          5
## 6          2          1          1          2
##  Seat.comfort Inflight.entertainment On.board.service Leg.room.service
## 1          5          5          4          3
## 2          1          1          1          5
## 3          5          5          4          3
## 4          2          2          2          5
## 5          5          3          3          4
## 6          1          1          3          4
##  Baggage.handling Checkin.service Inflight.service Cleanliness
## 1          4          4          5          5
## 2          3          1          4          1
## 3          4          4          4          5
## 4          3          1          4          2
## 5          4          3          3          3
## 6          4          4          4          1
##  Departure.Delay.in.Minutes Arrival.Delay.in.Minutes      satisfaction
## 1          25          18 neutral or dissatisfied
## 2          1          6 neutral or dissatisfied
## 3          0          0      satisfied
## 4          11          9 neutral or dissatisfied
## 5          0          0      satisfied
## 6          0          0 neutral or dissatisfied

```

```
summary(ps)
```

```

##      Gender      Customer.Type      Age      Type.of.Travel
## Length:103599 Length:103599 Min.   : 7.00 Length:103599
## Class :character Class :character 1st Qu.:27.00 Class :character
## Mode  :character Mode  :character Median :40.00 Mode  :character
##                                     Mean  :39.38
##                                     3rd Qu.:51.00
##                                     Max.   :85.00
##      Class      Flight.Distance Inflight.wifi.service
## Business:49536 Min.   : 31 Min.   :0.00
## Eco      :46595 1st Qu.: 414 1st Qu.:2.00
## Eco Plus: 7468 Median : 842 Median :3.00
##                                     Mean  :1189 Mean  :2.73
##                                     3rd Qu.:1742 3rd Qu.:4.00
##                                     Max.   :4983 Max.   :5.00
##  Departure.Arrival.time.convenient Ease.of.Online.booking Gate.location
## Min.   :0.00 Min.   :0.000 Min.   :0.000
## 1st Qu.:2.00 1st Qu.:2.000 1st Qu.:2.000
## Median :3.00 Median :3.000 Median :3.000
## Mean   :3.06 Mean   :2.757 Mean   :2.977
## 3rd Qu.:4.00 3rd Qu.:4.000 3rd Qu.:4.000
## Max.   :5.00 Max.   :5.000 Max.   :5.000
##  Food.and.drink Online.boarding Seat.comfort Inflight.entertainment

```

```
## Min. :0.000 Min. :0.00 Min. :0.00 Min. :0.000
## 1st Qu.:2.000 1st Qu.:2.00 1st Qu.:2.00 1st Qu.:2.000
## Median :3.000 Median :3.00 Median :4.00 Median :4.000
## Mean :3.202 Mean :3.25 Mean :3.44 Mean :3.358
## 3rd Qu.:4.000 3rd Qu.:4.00 3rd Qu.:5.00 3rd Qu.:4.000
## Max. :5.000 Max. :5.00 Max. :5.00 Max. :5.000
## On.board.service Leg.room.service Baggage.handling Checkin.service
## Min. :0.000 Min. :0.000 Min. :1.000 Min. :0.000
## 1st Qu.:2.000 1st Qu.:2.000 1st Qu.:3.000 1st Qu.:3.000
## Median :4.000 Median :4.000 Median :4.000 Median :3.000
## Mean :3.383 Mean :3.351 Mean :3.632 Mean :3.304
## 3rd Qu.:4.000 3rd Qu.:4.000 3rd Qu.:5.000 3rd Qu.:4.000
## Max. :5.000 Max. :5.000 Max. :5.000 Max. :5.000
## Inflight.service Cleanliness Departure.Delay.in.Minutes
## Min. :0.000 Min. :0.000 Min. : 0.00
## 1st Qu.:3.000 1st Qu.:2.000 1st Qu.: 0.00
## Median :4.000 Median :3.000 Median : 0.00
## Mean :3.641 Mean :3.286 Mean : 14.75
## 3rd Qu.:5.000 3rd Qu.:4.000 3rd Qu.: 12.00
## Max. :5.000 Max. :5.000 Max. :1592.00
## Arrival.Delay.in.Minutes satisfaction
## Min. : 0.00 neutral or dissatisfied:58700
## 1st Qu.: 0.00 satisfied :44899
## Median : 0.00
## Mean : 15.18
## 3rd Qu.: 13.00
## Max. :1584.00
```

```
str(ps)
```

```
## 'data.frame': 103599 obs. of 23 variables:
## $ Gender : chr "Male" "Male" "Female" "Female" ...
## $ Customer.Type : chr "Loyal Customer" "disloyal Customer" "Loyal Customer" "Lo
## $ Age : int 13 25 26 25 61 26 47 52 41 20 ...
## $ Type.of.Travel : chr "Personal Travel" "Business travel" "Business travel" "Bus
## $ Class : Factor w/ 3 levels "Business","Eco",...: 3 1 1 1 1 2 2 1 1 2 ..
## $ Flight.Distance : int 460 235 1142 562 214 1180 1276 2035 853 1061 ...
## $ Inflight.wifi.service : int 3 3 2 2 3 3 2 4 1 3 ...
## $ Departure.Arrival.time.convenient: int 4 2 2 5 3 4 4 3 2 3 ...
## $ Ease.of.Online.booking : int 3 3 2 5 3 2 2 4 2 3 ...
## $ Gate.location : int 1 3 2 5 3 1 3 4 2 4 ...
## $ Food.and.drink : int 5 1 5 2 4 1 2 5 4 2 ...
## $ Online.boarding : int 3 3 5 2 5 2 2 5 3 3 ...
## $ Seat.comfort : int 5 1 5 2 5 1 2 5 3 3 ...
## $ Inflight.entertainment : int 5 1 5 2 3 1 2 5 1 2 ...
## $ On.board.service : int 4 1 4 2 3 3 3 5 1 2 ...
## $ Leg.room.service : int 3 5 3 5 4 4 3 5 2 3 ...
## $ Baggage.handling : int 4 3 4 3 4 4 4 5 1 4 ...
## $ Checkin.service : int 4 1 4 1 3 4 3 4 4 4 ...
## $ Inflight.service : int 5 4 4 4 3 4 5 5 1 3 ...
## $ Cleanliness : int 5 1 5 2 3 1 2 4 2 2 ...
## $ Departure.Delay.in.Minutes : int 25 1 0 11 0 0 9 4 0 0 ...
## $ Arrival.Delay.in.Minutes : int 18 6 0 9 0 0 23 0 0 0 ...
## $ satisfaction : Factor w/ 2 levels "neutral or dissatisfied",...: 1 1 2 1 2 1 1
```

```
table(ps$satisfaction)
```

```
##  
## neutral or dissatisfied      satisfied  
##                58700                44899
```

```
median(ps$Age)
```

```
## [1] 40
```

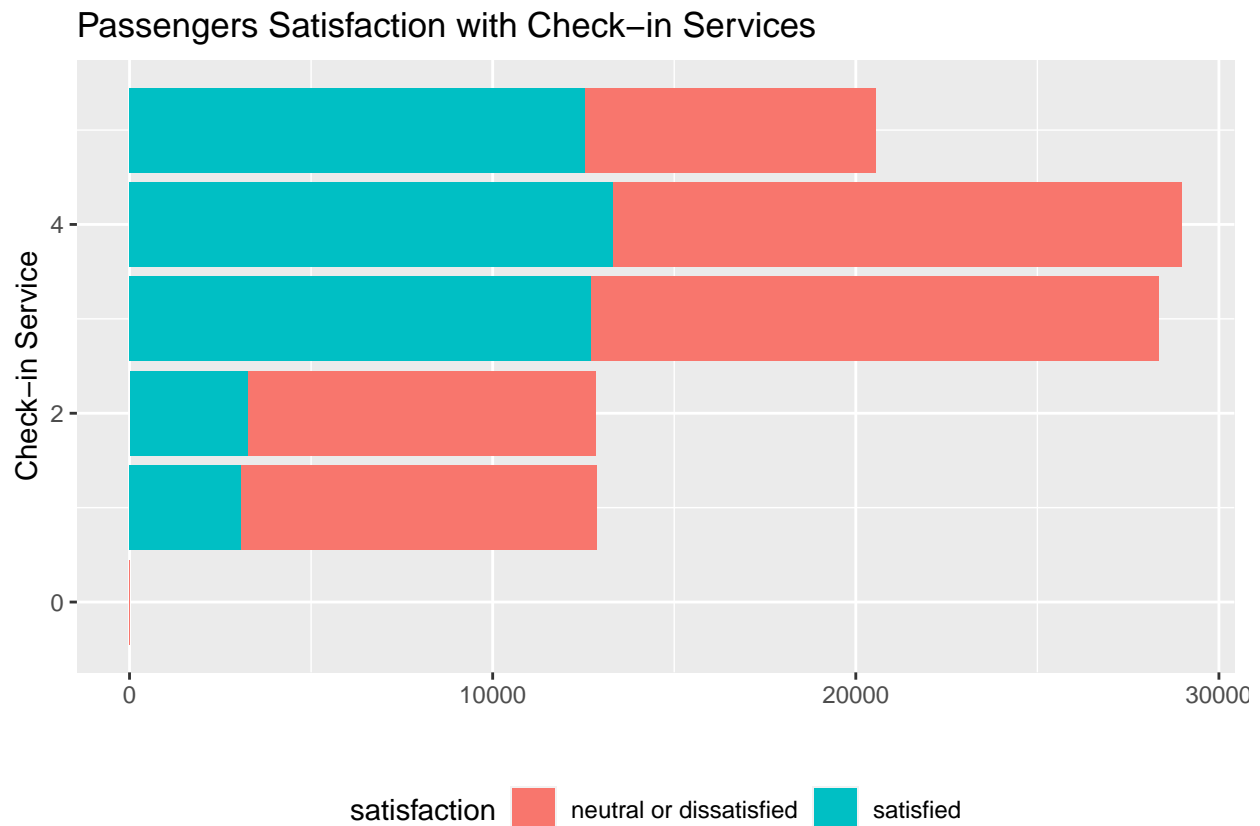
```
mean(ps$Age)
```

```
## [1] 39.37982
```

Steps to Data Exploration (graphs)

- 1s: graph to satisfied and check-in service.
- 2°: graph analyzing satisfied with class

```
ggplot(ps, aes(y = Checkin.service)) +  
  geom_bar(aes(fill = satisfaction), position = position_stack(reverse = FALSE)) +  
  theme(legend.position = "bottom") +  
  labs(title = "Passengers Satisfaction with Check-in Services", x = "", y = "Check-in Service")
```



Steps for Linear Regression Model

- 1°: dividing the data into 80% train and 20% test.
- 2°: make a logistic regression model with 3 predictors.
- 3°: calculate the probability, prediction and accuracy

Comments: As we can see out of 4 predictors used in this model, only 2 are significantly associated with the target. The coefficient estimated Age has $b = 0.0123$, which is positive. Meaning that an increase in the age is associated with the probability of the passenger to be satisfied. In the other hand for Class Eco Plus the $b = -1.85$, meaning a decrease in the probability of the passenger to be satisfied.

The accuracy value is 0.24 not the best result since the good accuracy is equal to 1. At this point I will not assume best or worse algorithm since I will run two more to compare.

```
# divide data into train and test
set.seed(1234)
i <- sample(1:nrow(ps), nrow(ps)*0.8, replace=FALSE)
train <- ps[i,]
test <- ps[-i,]

# make the model
lr_start_time <- Sys.time()
lm1 <- glm(satisfaction ~ Age + Class + Flight.Distance + Food.and.drink + Checkin.service, data=train)
lr_end_time <- Sys.time()
summary(lm1)$coef
```

	Estimate	Std. Error	z value	Pr(> z)
## (Intercept)	-2.195448584	4.305467e-02	-50.99211	0.000000e+00
## Age	0.011805559	5.711844e-04	20.66856	6.647197e-95
## ClassEco	-2.048797782	1.947047e-02	-105.22589	0.000000e+00
## ClassEco Plus	-1.697440820	3.418597e-02	-49.65314	0.000000e+00
## Flight.Distance	0.000205056	9.362269e-06	21.90239	2.465180e-106
## Food.and.drink	0.338389494	6.588571e-03	51.36007	0.000000e+00
## Checkin.service	0.325725435	6.973916e-03	46.70624	0.000000e+00

```
# calculate probability, prediction and accuracy
probs <- lm1 %>% predict(test, type="response")
pred <- ifelse(probs > 0.5, "neutral or dissatisfied", "satisfied")
acc <- mean(pred == test$satisfaction)
```

```
#printing result and time
print(paste("Logistic Regres. - Accuracy: ", acc))
```

```
## [1] "Logistic Regres. - Accuracy: 0.225241312741313"
```

```
print(paste("Logistic Regres. - Time: ", lr_end_time - lr_start_time))
```

```
## [1] "Logistic Regres. - Time: 0.436469078063965"
```

```
# confuse matrix for logistic regression
table(pred, test$satisfaction)
```



```
##
## pred                neutral or dissatisfied satisfied
##   neutral or dissatisfied      2378      6601
##   satisfied                    9452      2289
```

KNN Algorithm

Steps for KNN

- 1°: divide the data into train and test for KNN classification
- 2°: convert predictors columns on train and test to numeric
- 3°: setting scales for train and test
- 4°: make KNN prediction using k with (3, 15, 26, 34)
- 5°: print results and confuse matrix

Comments: Using different values for K we can see that the accuracy have the same value. Also we have a improvement comparing to the previous algorithm but the final analyses and comparison will be posted at the end after the last technology.

```
# divide the data into train and test
set.seed(1298)
spt <- sample.split(ps, SplitRatio= 0.7)
ps_train <- subset(ps, spt== "TRUE")
ps_test <- subset(ps, spt== "FALSE")

# convert columns to numeric necessary for KNN classification
ps_train$Age <- as.numeric(ps_train$Age)
ps_train$Class <- as.numeric(ps_train$Class)
ps_train$Checkin.service <- as.numeric(ps_train$Checkin.service)

ps_test$Age <- as.numeric(ps_test$Age)
ps_test$Class <- as.numeric(ps_test$Class)
ps_test$Food.and.drink <- as.numeric(ps_test$Food.and.drink)
ps_test$Flight.Distance <- as.numeric(ps_test$Flight.Distance)
ps_test$Checkin.service <- as.numeric(ps_test$Checkin.service)
str(ps_train)
```

```
## 'data.frame':   72068 obs. of  23 variables:
## $ Gender                : chr  "Female" "Female" "Male" "Female" ...
## $ Customer.Type         : chr  "Loyal Customer" "Loyal Customer" "Loyal Customer" "Loyal
## $ Age                   : num  26 25 61 26 52 20 24 53 33 13 ...
## $ Type.of.Travel        : chr  "Business travel" "Business travel" "Business travel" "Pe
## $ Class                 : num  1 1 1 2 1 2 2 2 2 2 ...
## $ Flight.Distance       : int  1142 562 214 1180 2035 1061 1182 834 946 486 ...
## $ Inflight.wifi.service : int  2 2 3 3 4 3 4 1 4 2 ...
## $ Departure.Arrival.time.convenient: int  2 5 3 4 3 3 5 4 2 1 ...
## $ Ease.of.Online.booking : int  2 5 3 2 4 3 5 4 4 2 ...
## $ Gate.location         : int  2 5 3 1 4 4 4 4 3 3 ...
## $ Food.and.drink        : int  5 2 4 1 5 2 2 1 4 4 ...
## $ Online.boarding       : int  5 2 5 2 5 3 5 1 4 2 ...
## $ Seat.comfort          : int  5 2 5 1 5 3 2 1 4 1 ...
```

```
## $ Inflight.entertainment      : int  5 2 3 1 5 2 2 1 4 4 ...
## $ On.board.service            : int  4 2 3 3 5 2 3 1 4 2 ...
## $ Leg.room.service           : int  3 5 4 4 5 3 3 1 5 1 ...
## $ Baggage.handling           : int  4 3 4 4 5 4 5 3 2 4 ...
## $ Checkin.service            : num  4 1 3 4 4 4 3 4 2 1 ...
## $ Inflight.service           : int  4 4 3 4 5 3 5 4 2 3 ...
## $ Cleanliness                : int  5 2 3 1 4 2 2 1 4 4 ...
## $ Departure.Delay.in.Minutes : int  0 11 0 0 4 0 0 28 0 1 ...
## $ Arrival.Delay.in.Minutes   : int  0 9 0 0 0 0 0 8 0 0 ...
## $ satisfaction                : Factor w/ 2 levels "neutral or dissatisfied",...: 2 1 2 1 2 1 1
```

```
# setting the scales
ps_trainSale <- scale(ps_train[,c(3, 5, 6, 11, 18)])
ps_testScale <- scale(ps_test[,c(3, 5, 6, 11, 18)])

# make the knn model for k= 3
knn_start_time <- Sys.time()
kn3_pred <- knn(train= ps_trainSale, test= ps_testScale, cl= ps_train$satisfaction, k= 3)
knn_end_time <- Sys.time()
sp3_error <- mean(kn3_pred != ps_test$satisfaction)

# checking accuracy for k=15
kn15_pred <- knn(train= ps_trainSale, test= ps_testScale, cl= ps_train$satisfaction, k= 15)
sp15_error <- mean(kn15_pred != ps_test$satisfaction)

# checking accuracy for k= 26
kn26_pred <- knn(train= ps_trainSale, test= ps_testScale, cl= ps_train$satisfaction, k= 26)
sp26_error <- mean(kn26_pred != ps_test$satisfaction)

# checking accuracy for k= 34
kn34_pred <- knn(train= ps_trainSale, test= ps_testScale, cl= ps_train$satisfaction, k= 34)
sp34_error <- mean(kn34_pred != ps_test$satisfaction)

print(paste("KNN k= 3 - Accuracy =", 1 - sp3_error))
```

```
## [1] "KNN k= 3 - Accuracy = 0.750277504677936"
```

```
print(paste("KNN k= 13 - Accuracy =", 1 - sp15_error))
```

```
## [1] "KNN k= 13 - Accuracy = 0.79052361168374"
```

```
print(paste("KNN k= 23 - Accuracy =", 1 - sp26_error))
```

```
## [1] "KNN k= 23 - Accuracy = 0.793377945513939"
```

```
print(paste("KNN k= 32 - Accuracy =", 1 - sp34_error))
```

```
## [1] "KNN k= 32 - Accuracy = 0.794995401351051"
```

```
print(paste("KNN avg - Time: ", knn_end_time - knn_start_time ))
```

```
## [1] "KNN avg - Time: 8.61600780487061"
```

```
# confuse matrix for knn
table(ps_test$satisfaction, kn3_pred)
```

```
##                kn3_pred
##                neutral or dissatisfied satisfied
## neutral or dissatisfied      14361      3582
## satisfied                    4292      9296
```

Decision Tree Algorithm

Steps to do Decision Tree

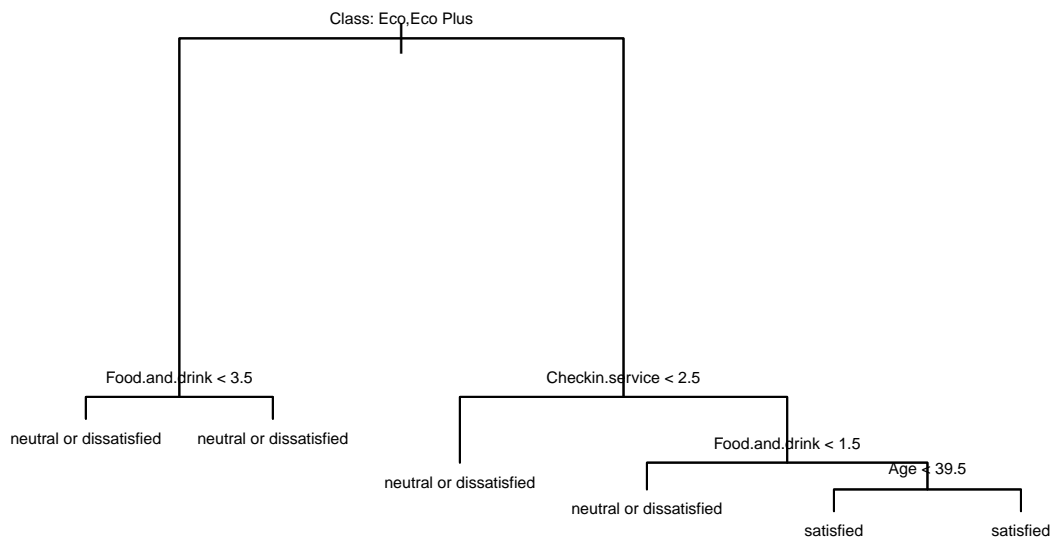
- 1°: make a decision tree model using 5 predictors
- 2°: plot the DT with all predictors based on the target
- 3°: make a prediction and calculate accuracy
- 4°: printing the result and confusing matrix

Comments: The graph of Decision Tree defined that the 'Class' is the best predictor for the target used and Classes (Eco, Eco Plus) have higher probability of satisfied clients, following the tree path, we can see that 'satisfied' and 'neutral or unsatisfied' clients are shown on the tree with each respective probability on top.

```
# making the prediction with the target and predictors
dt_start_time <- Sys.time()
tre <- tree(satisfaction ~ Age + Flight.Distance + Food.and.drink + Class + Checkin.service, data= train)
dt_end_time <- Sys.time()
summary(tre)
```

```
##
## Classification tree:
## tree(formula = satisfaction ~ Age + Flight.Distance + Food.and.drink +
##       Class + Checkin.service, data = train)
## Variables actually used in tree construction:
## [1] "Class"          "Food.and.drink" "Checkin.service" "Age"
## Number of terminal nodes: 6
## Residual mean deviance: 1.003 = 83150 / 82870
## Misclassification error rate: 0.2183 = 18090 / 82879
```

```
# plotting the prediction
plot(tre)
text(tre, cex= 0.5, pretty= 0)
```



```

# make prediction and find correlation and mse
tre_pred <- predict(tre, newdata =test, type = "class")
tre_acc <- mean(tre_pred == test$satisfaction)

print(paste("Dec. Tree - Accuracy: ", tre_acc))

```

```
## [1] "Dec. Tree - Accuracy: 0.787065637065637"
```

```
print(paste("Dec. Tree - Time: ", dt_end_time - dt_start_time ))
```

```
## [1] "Dec. Tree - Time: 0.15024995803833"
```

```

# confuse matrix for decision tree
table(tre_pred, test$satisfaction)

```

```
##
## tre_pred          neutral or dissatisfied satisfied
## neutral or dissatisfied          10202          2784
## satisfied                  1628          6106
```

Final conclusion and analyse.

-Linear Regression:

```
* "Logistic Regres. - Accuracy:  0.225241312741313"  
* "Logistic Regres. - Time:  0.267198085784912"
```

-KNN for K=3

```
* "KNN k= 3 - Accuracy = 0.75203780646389"  
* "KNN avg - Time:  8.6551718711853"
```

-Scaled KNN for K=13

```
* "KNN k= 13 - Accuracy = 0.786799454470487"  
* "KNN avg - Time:  8.6551718711853"
```

-KNN for K=23

```
* "KNN k= 23 - Accuracy = 0.788321862412382"  
* "KNN avg - Time:  8.6551718711853"
```

-KNN for K=32

```
* "KNN k= 32 - Accuracy = 0.789431951536681"  
* "KNN avg - Time:  8.6551718711853"
```

-Decision Tree

```
* "Dec. Tree - Accuracy:  0.787065637065637"  
* "Dec. Tree - Time:  0.242020130157471"
```

Since the best classification algorithm should give an accuracy value equal 1, analyzing the result in this project, we can conclude that the best algorithm in this case taking in consideration result closer to 1 would be KNN where $k=32$. Besides Logistic Regression that had the worst accuracy result, KNN and Decision Tree had almost the same results, the large difference that we can take into a count is time, KNN took 8.4 seconds more then Decision Tree. So in conclusion, to decide which technology performed better in this specific case will I would say Decision Tree because it has the lower run time.