

K-Mean Clustering (Customer Segmentation)

March 2, 2024

1 Customer Segmentation using K-Mean Clustering

2 Import Libraries

```
[1]: import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
import re
from sklearn.cluster import KMeans
```

3 Importing the dataset

```
[3]: df = pd.read_csv("C:/Users/Dharini/Downloads/Mall_Customers.csv")
```

4 Data Analysis

```
[4]: df.head()
```

```
[4]:
```

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40

```
[5]: df.tail()
```

```
[5]:
```

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
195	196	Female	35	120	79
196	197	Female	45	126	28
197	198	Male	32	126	74
198	199	Male	32	137	18
199	200	Male	30	137	83

```
[8]: df.shape
```

```
[8]: (200, 5)
```

```
[9]: df.isnull().sum()
```

```
[9]: CustomerID          0
     Gender            0
     Age              0
     Annual Income (k$)  0
     Spending Score (1-100)  0
     dtype: int64
```

```
[10]: df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
```

```
RangeIndex: 200 entries, 0 to 199
```

```
Data columns (total 5 columns):
```

#	Column	Non-Null Count	Dtype
0	CustomerID	200 non-null	int64
1	Gender	200 non-null	object
2	Age	200 non-null	int64
3	Annual Income (k\$)	200 non-null	int64
4	Spending Score (1-100)	200 non-null	int64

```
dtypes: int64(4), object(1)
```

```
memory usage: 7.9+ KB
```

- Conclusions

1. No Null Value
2. Gender has the dtype of object, which needs to be converted

```
[11]: df.describe()
```

```
[11]:
```

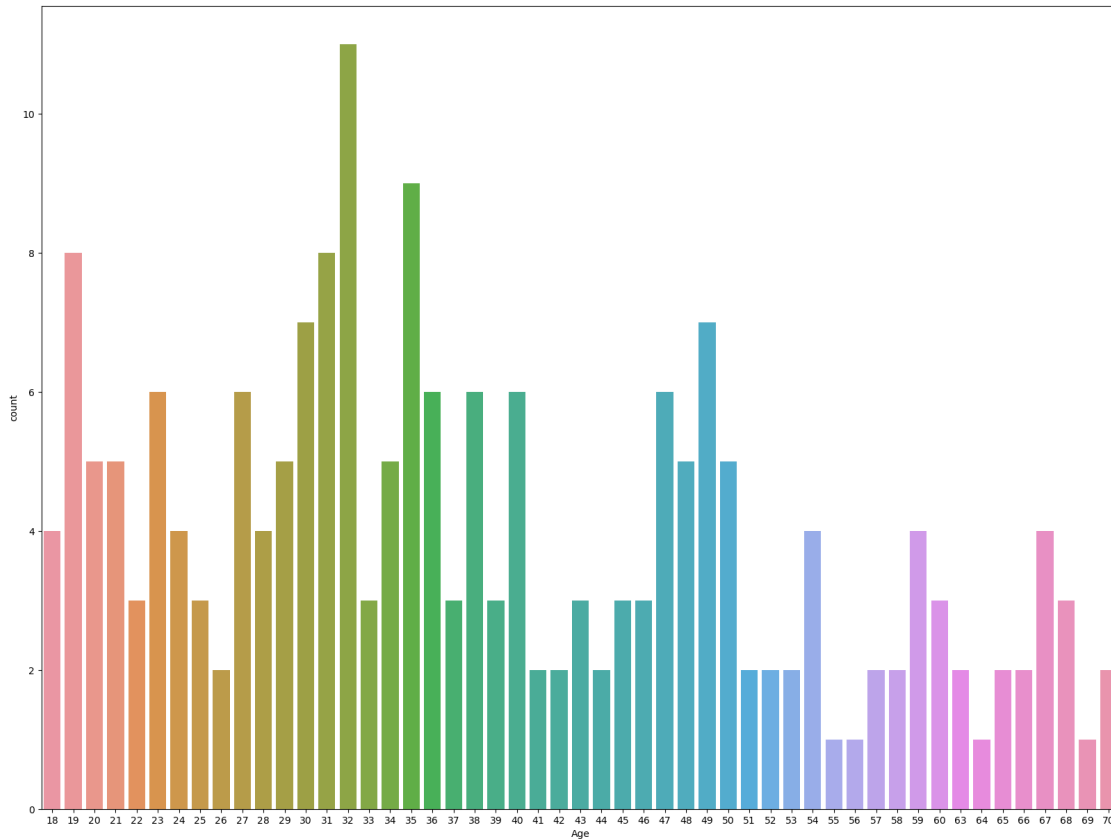
	CustomerID	Age	Annual Income (k\$)	Spending Score (1-100)
count	200.000000	200.000000	200.000000	200.000000
mean	100.500000	38.850000	60.560000	50.200000
std	57.879185	13.969007	26.264721	25.823522
min	1.000000	18.000000	15.000000	1.000000
25%	50.750000	28.750000	41.500000	34.750000
50%	100.500000	36.000000	61.500000	50.000000
75%	150.250000	49.000000	78.000000	73.000000
max	200.000000	70.000000	137.000000	99.000000

- Conclusions

1. Avg. age of Customer is 38
2. Customer that visits the mall is having the age b/w 18 to 70
3. Having the Avg. annual income as \$60k

```
[12]: plt.figure(figsize=(20,15))
sns.countplot(data=df, x='Age')
```

```
[12]: <AxesSubplot: xlabel='Age', ylabel='count'>
```



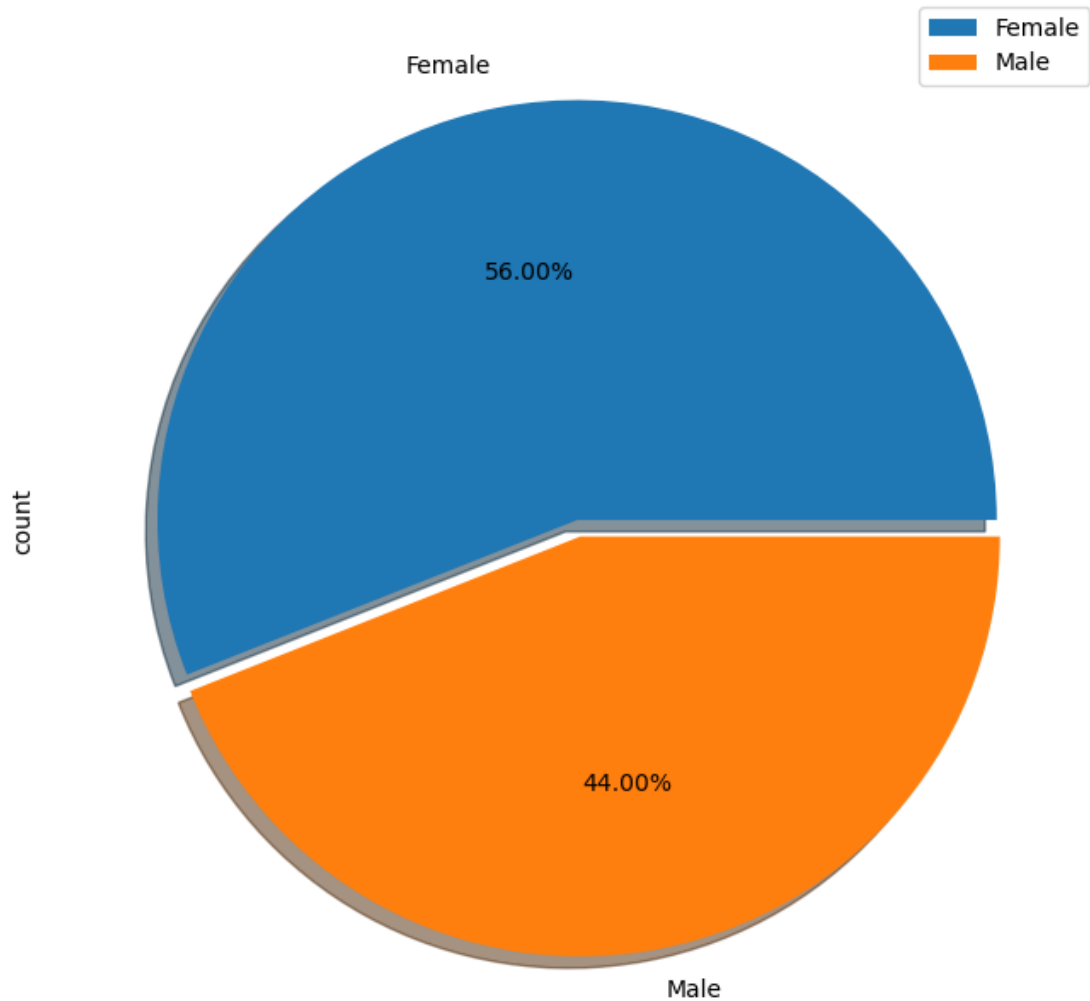
```
[13]: df.head()
```

```
[13]:
```

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40

```
[14]: #showing how many % of male and female visits the mall with the help of a plot
plt.figure(figsize=(8,8))
df.Gender.value_counts().plot(kind='pie', autopct='%.2f%%', shadow=True,
                               explode=(0,0.04))
plt.legend()
```

```
[14]: <matplotlib.legend.Legend at 0x281426ff370>
```



- Conclusion

1. No. of females > No. of males
2. Females are 12% more than Male
3. Female visits the mall most of the time.

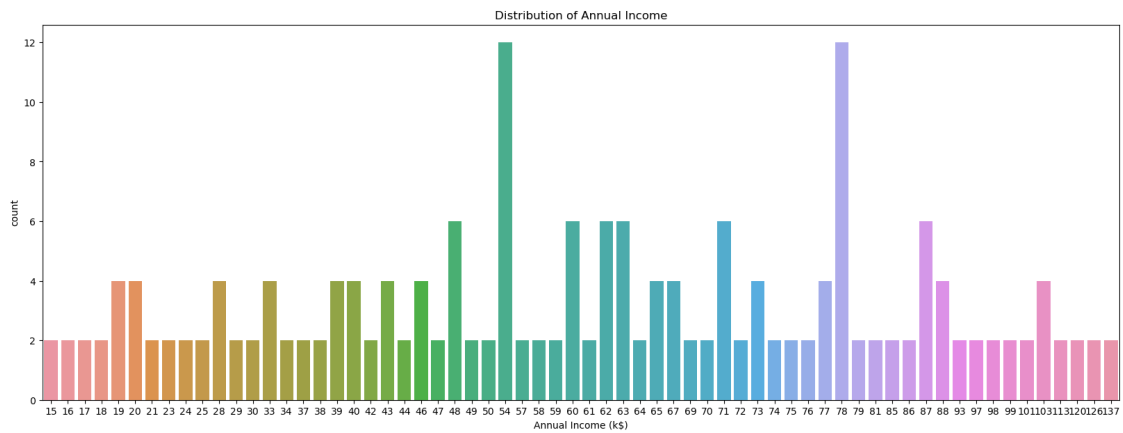
```
[15]: df.head(2)
```

```
[15]:   CustomerID Gender  Age  Annual Income (k$)  Spending Score (1-100)
0           1   Male   19             15             39
1           2   Male   21             15             81
```

```
[23]: # Distribution of Income
plt.figure(figsize=(20, 7))
sns.countplot(x='Annual Income (k$)', data=df)
```

```
plt.title('Distribution of Annual Income')
```

```
[23]: Text(0.5, 1.0, 'Distribution of Annual Income')
```

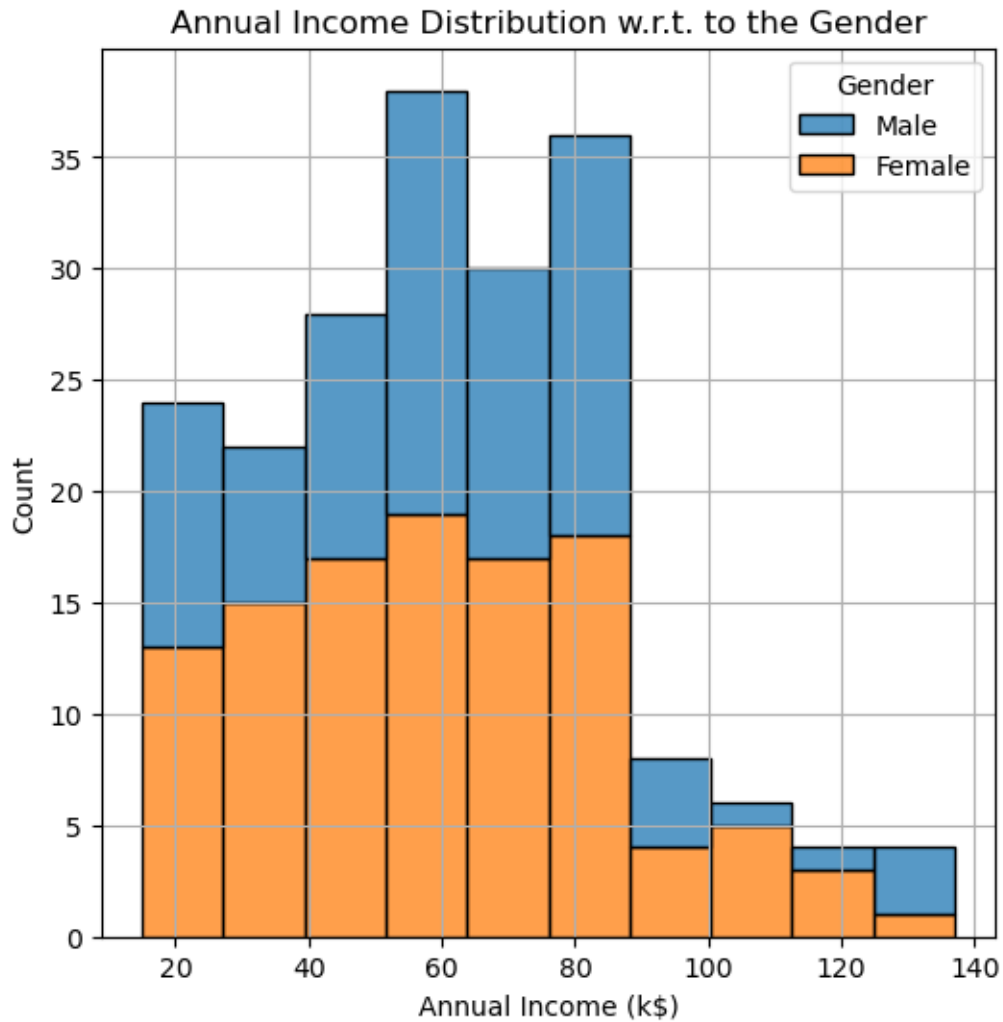


- Conclusions

1. The customers that are having the salary of \$54(k) and \$78(K), visits the mall most of time

```
[24]: # Show the Annual Income Distribution with respect to the Gender
```

```
plt.figure(figsize=(6,6))
sns.histplot(df,x='Annual Income (k$)',hue='Gender', multiple='stack')
plt.title('Annual Income Distribution w.r.t. to the Gender')
plt.grid()
```



- Conclusion

The histogram provides a visual representation of the annual income distribution with respect to gender, allowing for insights into potential income disparities and informing various decision-making processes.

5 Seaborn Implot

```
[25]: df.head()
```

```
[25]:
```

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77

4

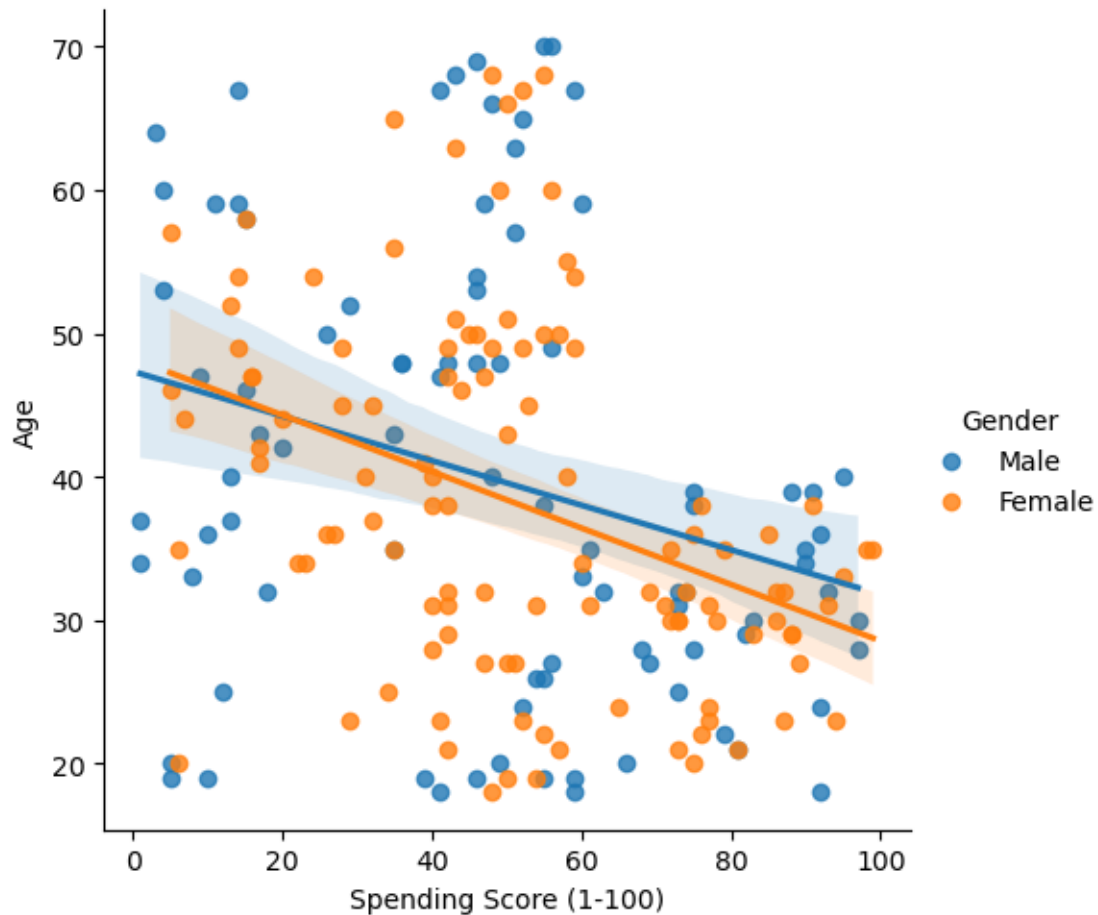
5 Female 31

17

40

```
[26]: sns.lmplot(data=df,x='Spending Score (1-100)', y='Age', hue='Gender')
```

```
[26]: <seaborn.axisgrid.FacetGrid at 0x28141fce3a0>
```



6 Machine Learning

```
[27]: df.head()
```

```
[27]:
```

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40

```
[28]: # Label Encoding
      from sklearn.preprocessing import LabelEncoder
```

```
[29]: enc = LabelEncoder()
```

```
[30]: df.Gender = enc.fit_transform(df.Gender)
```

```
[31]: df.head()
```

```
[31]:
```

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
0	1	1	19	15	39
1	2	1	21	15	81
2	3	0	20	16	6
3	4	0	23	16	77
4	5	0	31	17	40

```
[32]: df.drop('CustomerID', axis=1, inplace=True)
```

- K-Mean Clustering

```
[33]: ssd = []
      # clusters will be 1-10
      for i in range(1,11):
          Kmodel = KMeans(n_clusters=i, n_init=15,max_iter=500)
          Kmodel.fit(df)
          ssd.append(Kmodel.inertia_)
```

D:\anaconda\lib\site-packages\sklearn\cluster_kmeans.py:1440: UserWarning: KMeans is known to have a memory leak on Windows with MKL, when there are less chunks than available threads. You can avoid it by setting the environment variable OMP_NUM_THREADS=1.

warnings.warn(

D:\anaconda\lib\site-packages\sklearn\cluster_kmeans.py:1440: UserWarning: KMeans is known to have a memory leak on Windows with MKL, when there are less chunks than available threads. You can avoid it by setting the environment variable OMP_NUM_THREADS=1.

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warnings.warn(

D:\anaconda\lib\site-packages\sklearn\cluster_kmeans.py:1440: UserWarning: KMeans is known to have a memory leak on Windows with MKL, when there are less chunks than available threads. You can avoid it by setting the environment variable OMP_NUM_THREADS=1.

warnings.warn(

D:\anaconda\lib\site-packages\sklearn\cluster_kmeans.py:1440: UserWarning: KMeans is known to have a memory leak on Windows with MKL, when there are less


```

chunks than available threads. You can avoid it by setting the environment
variable OMP_NUM_THREADS=1.
warnings.warn(
D:\anaconda\lib\site-packages\sklearn\cluster\_kmeans.py:1440: UserWarning:
KMeans is known to have a memory leak on Windows with MKL, when there are less
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variable OMP_NUM_THREADS=1.
warnings.warn(
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KMeans is known to have a memory leak on Windows with MKL, when there are less
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KMeans is known to have a memory leak on Windows with MKL, when there are less
chunks than available threads. You can avoid it by setting the environment
variable OMP_NUM_THREADS=1.
warnings.warn(
D:\anaconda\lib\site-packages\sklearn\cluster\_kmeans.py:1440: UserWarning:
KMeans is known to have a memory leak on Windows with MKL, when there are less
chunks than available threads. You can avoid it by setting the environment
variable OMP_NUM_THREADS=1.
warnings.warn(
D:\anaconda\lib\site-packages\sklearn\cluster\_kmeans.py:1440: UserWarning:
KMeans is known to have a memory leak on Windows with MKL, when there are less
chunks than available threads. You can avoid it by setting the environment
variable OMP_NUM_THREADS=1.
warnings.warn(

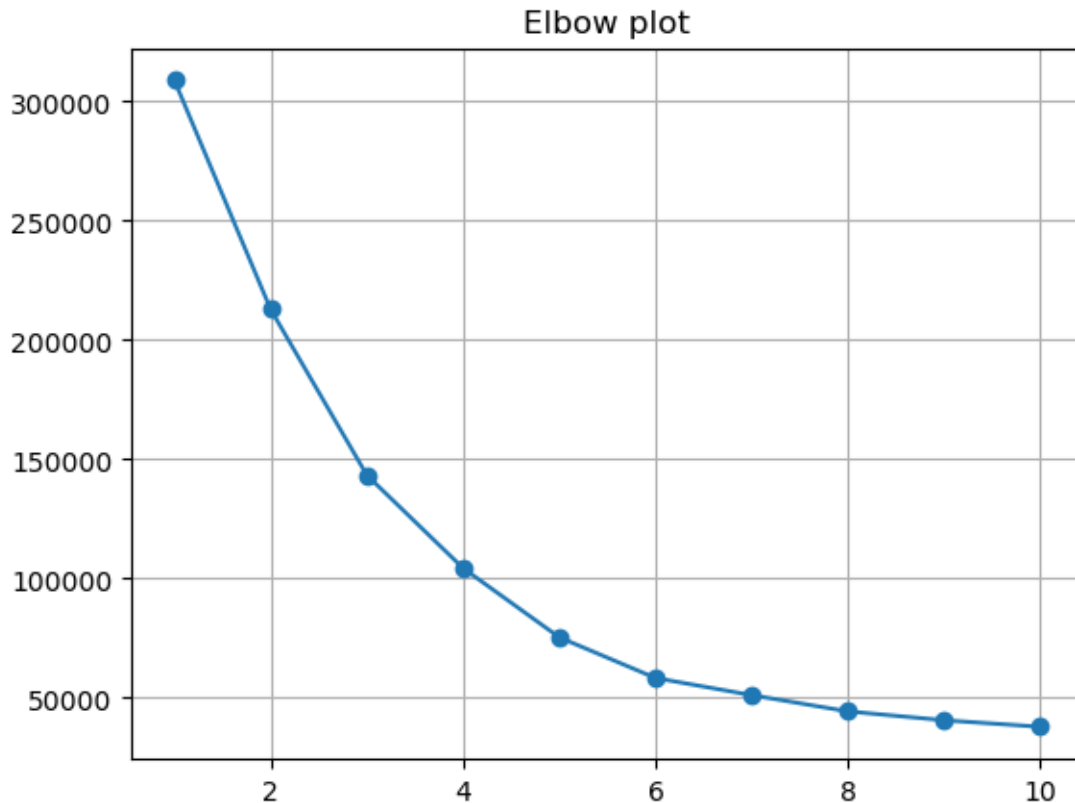
```

```
[34]: ssd
```

```
[34]: [308862.06,
212889.442455243,
143391.59236035674,
104414.67534220166,
75399.61541401484,
58348.64136331505,
51167.19736842105,
44355.31351771352,
40639.660394660765,
37895.206575973054]
```

```
[35]: plt.plot(range(1,11), ssd, marker='o')
plt.grid()
plt.title('Elbow plot')
```

```
[35]: Text(0.5, 1.0, 'Elbow plot')
```



- k=6 because after 6 the curve is becoming linear
- i.e we can make 6 categories of customers

```
[37]: Kmodel = KMeans(n_clusters=6)
```

```
[38]: Kmodel.fit(df)
      # Kmodel.fit_predict(df)
      # Kmodel.predict(df)
```

D:\anaconda\lib\site-packages\sklearn\cluster_kmeans.py:1416: FutureWarning:
The default value of `n_init` will change from 10 to 'auto' in 1.4. Set the
value of `n_init` explicitly to suppress the warning

```
super()._check_params_vs_input(X, default_n_init=10)
```

D:\anaconda\lib\site-packages\sklearn\cluster_kmeans.py:1440: UserWarning:
KMeans is known to have a memory leak on Windows with MKL, when there are less
chunks than available threads. You can avoid it by setting the environment
variable OMP_NUM_THREADS=1.

```
warnings.warn(
```

```
[38]: KMeans(n_clusters=6)
```

```
[39]: prediction = Kmodel.predict(df)
```

```
[40]: prediction
```

```
[40]: array([5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0,
        5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 5, 0, 4, 0, 5, 2,
        5, 0, 4, 2, 2, 2, 4, 2, 2, 4, 4, 4, 4, 4, 2, 4, 4, 2, 4, 4, 4, 2,
        4, 4, 2, 2, 4, 4, 4, 4, 4, 2, 4, 2, 2, 4, 4, 2, 4, 4, 2, 4, 4, 2,
        2, 4, 4, 2, 4, 2, 2, 2, 4, 2, 4, 2, 2, 4, 4, 2, 4, 2, 4, 4, 4, 4,
        4, 2, 2, 2, 2, 2, 4, 4, 4, 4, 2, 2, 2, 3, 2, 3, 1, 3, 1, 3, 1, 3,
        2, 3, 1, 3, 1, 3, 1, 3, 1, 3, 2, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3,
        1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3,
        1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3, 1, 3,
        1, 3])
```

```
[41]: len(prediction)
```

```
[41]: 200
```

```
[42]: Kmodel.cluster_centers_
```

```
[42]: array([[ 0.40909091, 25.27272727, 25.72727273, 79.36363636],
        [ 0.57142857, 41.68571429, 88.22857143, 17.28571429],
        [ 0.34210526, 27.          , 56.65789474, 49.13157895],
        [ 0.46153846, 32.69230769, 86.53846154, 82.12820513],
        [ 0.43181818, 56.34090909, 53.70454545, 49.38636364],
        [ 0.40909091, 44.31818182, 25.77272727, 20.27272727]])
```

```
[43]: len(Kmodel.cluster_centers_)
```

```
[43]: 6
```

```
[44]: df.head()
```

```
[44]:   Gender  Age  Annual Income (k$)  Spending Score (1-100)
0        1   19                15                    39
1        1   21                15                    81
2        0   20                16                     6
3        0   23                16                    77
4        0   31                17                    40
```

```
[45]: # to see which customer belongs to which cluster
df['Cluster'] = prediction
```

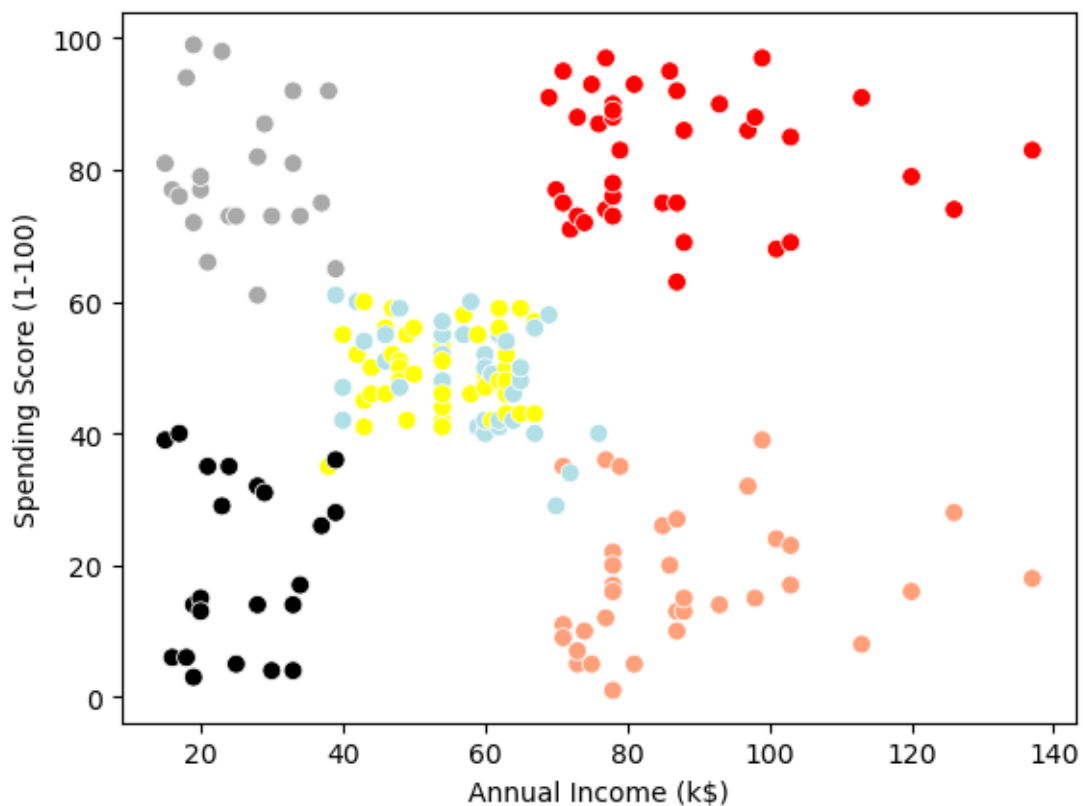
```
[46]: df.head()
```

```
[46]:   Gender  Age  Annual Income (k$)  Spending Score (1-100)  Cluster
0        1   19                15                    39         5
1        1   21                15                    81         0
2        0   20                16                     6         5
```

3	0	23	16	77	0
4	0	31	17	40	5

```
[47]: # visualization
color = np.array(['darkgray', 'lightsalmon', 'powderblue', 'red', 'yellow', 'black'])
sns.scatterplot(x = df['Annual Income (k$)'],
                y = df['Spending Score (1-100)'],
                c=color[Kmodel.labels_],
                s=50)
```

```
[47]: <AxesSubplot: xlabel='Annual Income (k$)', ylabel='Spending Score (1-100)'
```



```
[48]: from scipy.cluster.hierarchy import linkage, dendrogram
```

```
[49]: var = linkage(df, method='ward')
```

```
[50]: plt.figure(figsize=(20,15))
dendrogram(var, leaf_rotation=90)
```

```
[50]: {'icoord': [[15.0, 15.0, 25.0, 25.0],
[5.0, 5.0, 20.0, 20.0],
[45.0, 45.0, 55.0, 55.0],
[65.0, 65.0, 75.0, 75.0],
[50.0, 50.0, 70.0, 70.0],
[35.0, 35.0, 60.0, 60.0],
[105.0, 105.0, 115.0, 115.0],
[95.0, 95.0, 110.0, 110.0],
[85.0, 85.0, 102.5, 102.5],
[47.5, 47.5, 93.75, 93.75],
[145.0, 145.0, 155.0, 155.0],
[135.0, 135.0, 150.0, 150.0],
[125.0, 125.0, 142.5, 142.5],
[165.0, 165.0, 175.0, 175.0],
[185.0, 185.0, 195.0, 195.0],
[170.0, 170.0, 190.0, 190.0],
[133.75, 133.75, 180.0, 180.0],
[70.625, 70.625, 156.875, 156.875],
[12.5, 12.5, 113.75, 113.75],
[215.0, 215.0, 225.0, 225.0],
[205.0, 205.0, 220.0, 220.0],
[235.0, 235.0, 245.0, 245.0],
[265.0, 265.0, 275.0, 275.0],
[255.0, 255.0, 270.0, 270.0],
[240.0, 240.0, 262.5, 262.5],
[212.5, 212.5, 251.25, 251.25],
[295.0, 295.0, 305.0, 305.0],
[285.0, 285.0, 300.0, 300.0],
[335.0, 335.0, 345.0, 345.0],
[325.0, 325.0, 340.0, 340.0],
[315.0, 315.0, 332.5, 332.5],
[355.0, 355.0, 365.0, 365.0],
[385.0, 385.0, 395.0, 395.0],
[375.0, 375.0, 390.0, 390.0],
[360.0, 360.0, 382.5, 382.5],
[323.75, 323.75, 371.25, 371.25],
[292.5, 292.5, 347.5, 347.5],
[231.875, 231.875, 320.0, 320.0],
[425.0, 425.0, 435.0, 435.0],
[415.0, 415.0, 430.0, 430.0],
[405.0, 405.0, 422.5, 422.5],
[445.0, 445.0, 455.0, 455.0],
[413.75, 413.75, 450.0, 450.0],
[465.0, 465.0, 475.0, 475.0],
[485.0, 485.0, 495.0, 495.0],
[470.0, 470.0, 490.0, 490.0],
[515.0, 515.0, 525.0, 525.0],
```

[505.0, 505.0, 520.0, 520.0],
[535.0, 535.0, 545.0, 545.0],
[585.0, 585.0, 595.0, 595.0],
[575.0, 575.0, 590.0, 590.0],
[565.0, 565.0, 582.5, 582.5],
[555.0, 555.0, 573.75, 573.75],
[540.0, 540.0, 564.375, 564.375],
[512.5, 512.5, 552.1875, 552.1875],
[480.0, 480.0, 532.34375, 532.34375],
[431.875, 431.875, 506.171875, 506.171875],
[605.0, 605.0, 615.0, 615.0],
[625.0, 625.0, 635.0, 635.0],
[610.0, 610.0, 630.0, 630.0],
[655.0, 655.0, 665.0, 665.0],
[645.0, 645.0, 660.0, 660.0],
[620.0, 620.0, 652.5, 652.5],
[675.0, 675.0, 685.0, 685.0],
[715.0, 715.0, 725.0, 725.0],
[705.0, 705.0, 720.0, 720.0],
[735.0, 735.0, 745.0, 745.0],
[712.5, 712.5, 740.0, 740.0],
[695.0, 695.0, 726.25, 726.25],
[680.0, 680.0, 710.625, 710.625],
[765.0, 765.0, 775.0, 775.0],
[755.0, 755.0, 770.0, 770.0],
[785.0, 785.0, 795.0, 795.0],
[762.5, 762.5, 790.0, 790.0],
[805.0, 805.0, 815.0, 815.0],
[835.0, 835.0, 845.0, 845.0],
[825.0, 825.0, 840.0, 840.0],
[810.0, 810.0, 832.5, 832.5],
[855.0, 855.0, 865.0, 865.0],
[885.0, 885.0, 895.0, 895.0],
[875.0, 875.0, 890.0, 890.0],
[860.0, 860.0, 882.5, 882.5],
[821.25, 821.25, 871.25, 871.25],
[776.25, 776.25, 846.25, 846.25],
[695.3125, 695.3125, 811.25, 811.25],
[636.25, 636.25, 753.28125, 753.28125],
[469.0234375, 469.0234375, 694.765625, 694.765625],
[915.0, 915.0, 925.0, 925.0],
[905.0, 905.0, 920.0, 920.0],
[945.0, 945.0, 955.0, 955.0],
[935.0, 935.0, 950.0, 950.0],
[912.5, 912.5, 942.5, 942.5],
[985.0, 985.0, 995.0, 995.0],
[975.0, 975.0, 990.0, 990.0],

[965.0, 965.0, 982.5, 982.5],
 [927.5, 927.5, 973.75, 973.75],
 [1025.0, 1025.0, 1035.0, 1035.0],
 [1015.0, 1015.0, 1030.0, 1030.0],
 [1005.0, 1005.0, 1022.5, 1022.5],
 [1055.0, 1055.0, 1065.0, 1065.0],
 [1045.0, 1045.0, 1060.0, 1060.0],
 [1013.75, 1013.75, 1052.5, 1052.5],
 [1085.0, 1085.0, 1095.0, 1095.0],
 [1075.0, 1075.0, 1090.0, 1090.0],
 [1135.0, 1135.0, 1145.0, 1145.0],
 [1125.0, 1125.0, 1140.0, 1140.0],
 [1115.0, 1115.0, 1132.5, 1132.5],
 [1105.0, 1105.0, 1123.75, 1123.75],
 [1082.5, 1082.5, 1114.375, 1114.375],
 [1165.0, 1165.0, 1175.0, 1175.0],
 [1155.0, 1155.0, 1170.0, 1170.0],
 [1185.0, 1185.0, 1195.0, 1195.0],
 [1205.0, 1205.0, 1215.0, 1215.0],
 [1190.0, 1190.0, 1210.0, 1210.0],
 [1225.0, 1225.0, 1235.0, 1235.0],
 [1245.0, 1245.0, 1255.0, 1255.0],
 [1230.0, 1230.0, 1250.0, 1250.0],
 [1200.0, 1200.0, 1240.0, 1240.0],
 [1162.5, 1162.5, 1220.0, 1220.0],
 [1098.4375, 1098.4375, 1191.25, 1191.25],
 [1033.125, 1033.125, 1144.84375, 1144.84375],
 [950.625, 950.625, 1088.984375, 1088.984375],
 [581.89453125, 581.89453125, 1019.8046875, 1019.8046875],
 [275.9375, 275.9375, 800.849609375, 800.849609375],
 [63.125, 63.125, 538.3935546875, 538.3935546875],
 [1275.0, 1275.0, 1285.0, 1285.0],
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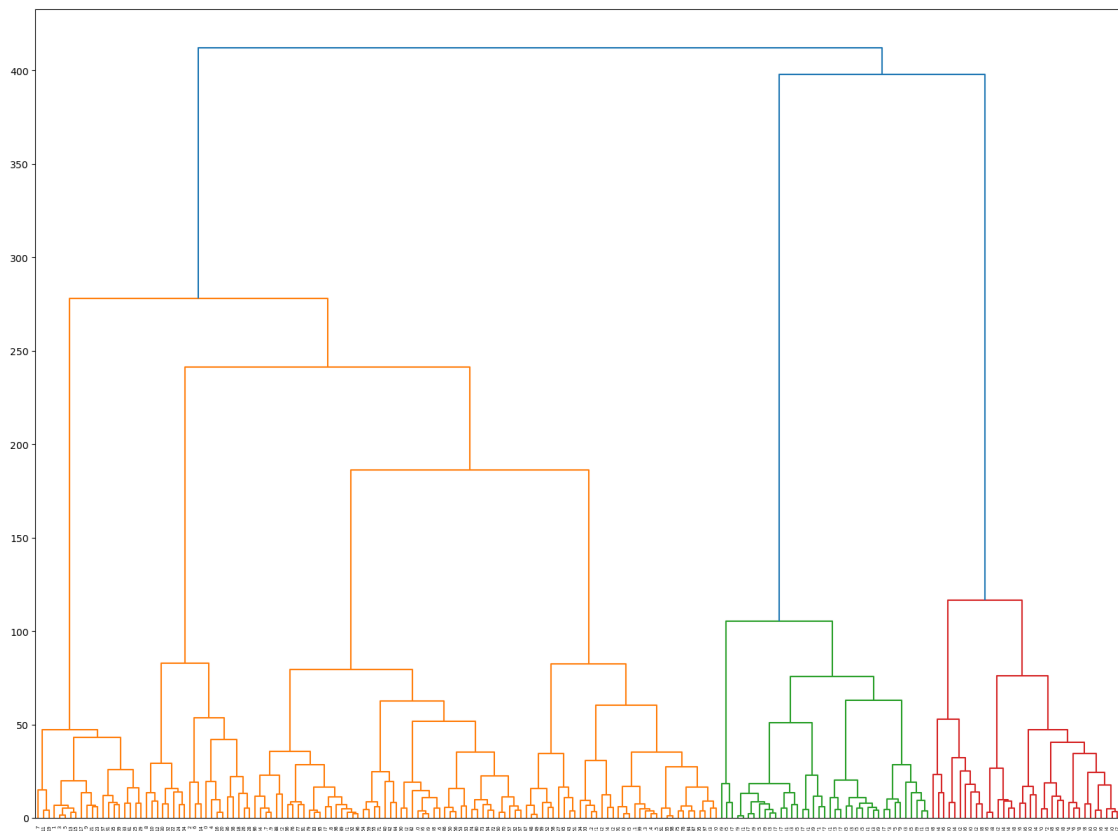
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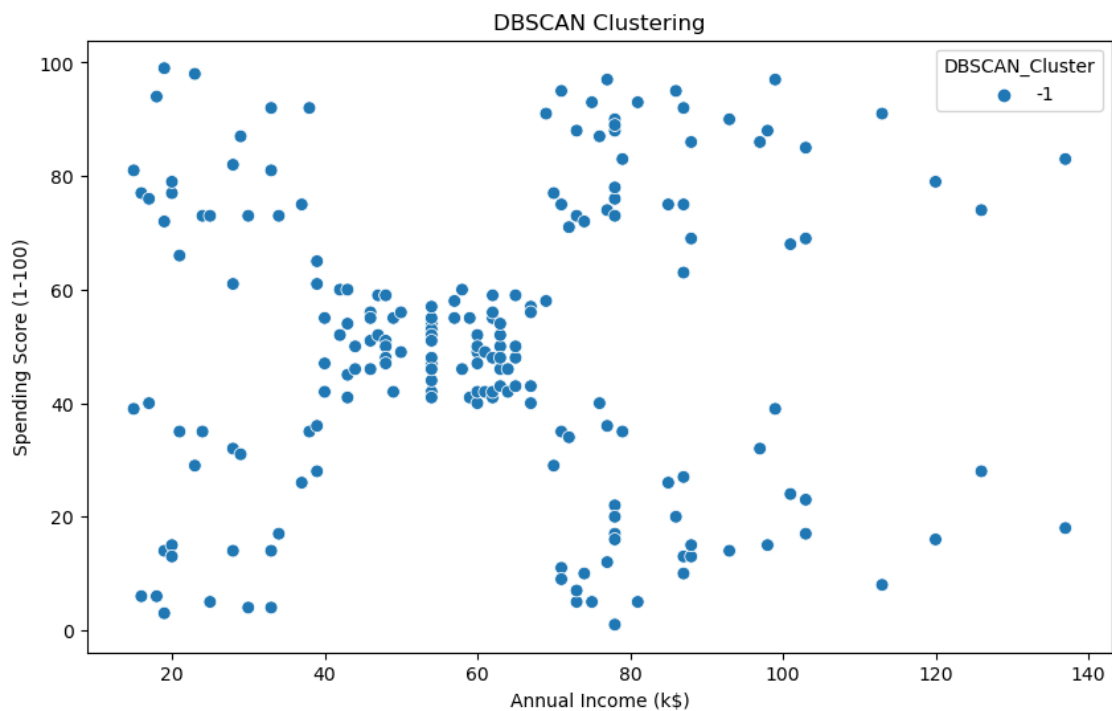
```
[54]: # DBSCAN
from sklearn.cluster import DBSCAN
```

```
[66]: # DBSCAN clustering
dbscan_model = DBSCAN(eps=0.3, min_samples=5)
dbscan_model.fit(df)
df['DBSCAN_Cluster'] = dbscan_model.labels_
```

```
[67]: dbscan_labels = df['DBSCAN_Cluster']
dbscan_labels
```

```
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```
[68]: # Visualize DBSCAN clustering
plt.figure(figsize=(10, 6))
sns.scatterplot(x='Annual Income (k$)',
                y='Spending Score (1-100)',
                hue='DBSCAN_Cluster',
                data=df,
                palette='tab10',
                legend='full',
                s=50)
plt.title('DBSCAN Clustering')
plt.show()
```



[]: