Predicting the Quarterly Gross Profit for Amazon

```
In [10]:
            1 # Importing Packages
             2 import itertools
                import numpy as np
             4 import pandas as pd
             5 import matplotlib.pyplot as plt
             6 import statsmodels.api as sm
             7 import matplotlib
             8 import itertools
             9 import numpy as np
            10 import pandas as pd
            11 import matplotlib.pyplot as plt
            12 import statsmodels.api as sm
                import matplotlib
            14 import sklearn.preprocessing
            15 from sklearn.metrics import r2_score
            16 import keras
            17
            from keras.layers import Dense,Dropout,SimpleRNN,GRU, Bidirectional,LSTM from tensorflow.keras.optimizers import SGD
            20 from keras.models import Sequential
            21 from sklearn.preprocessing import MinMaxScaler, StandardScaler
            23 plt.style.use('fivethirtyeight')
           prisspecial ("vethir cyagin")

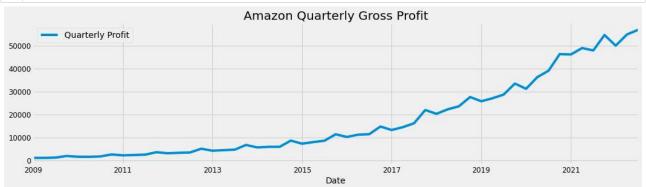
matplotlib.rcParams['axes.labelsize'] = 14

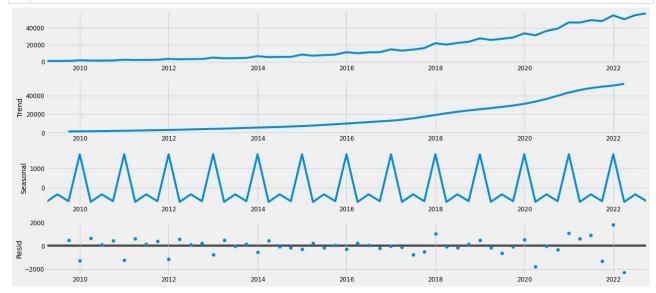
matplotlib.rcParams['xtick.labelsize'] = 12

matplotlib.rcParams['ytick.labelsize'] = 12

matplotlib.rcParams['text.color'] = 'k'
In [11]:
            1 # Reading the Data
             2 df=pd.read_excel('Amazon Quarterly Gross Profit.xlsx')
             3 df.head()
Out[11]:
                    Date Quarterly Profit
            0 2009-03-31
                                    1148
            1 2009-06-30
                                    1133
            2 2009-09-30
                                    1273
            3 2009-12-31
                                    1977
            4 2010-03-31
                                    1630
In [12]: 1 df.info()
           <class 'pandas.core.frame.DataFrame'>
           RangeIndex: 55 entries, 0 to 54
           Data columns (total 2 columns):
            # Column
                                     Non-Null Count Dtype
                                                         datetime64[ns]
            0 Date
                                      55 non-null
                Quarterly Profit 55 non-null
                                                         int64
           dtypes: datetime64[ns](1), int64(1)
           memory usage: 1008.0 bytes
            1 # Setting Date as Index
2 df = df.set_index('Date')
In [13]:
             3 df.head()
Out[13]:
                       Quarterly Profit
                 Date
            2009-03-31
                                 1148
            2009-06-30
                                 1133
            2009-09-30
                                 1273
            2009-12-31
            2010-03-31
                                1630
```

```
In [14]: 1 # Plotting the data
2 df.plot(figsize=(16,4),legend=True)
3 plt.title('Amazon Quarterly Gross Profit')
4 plt.show()
```





SARIMA Model

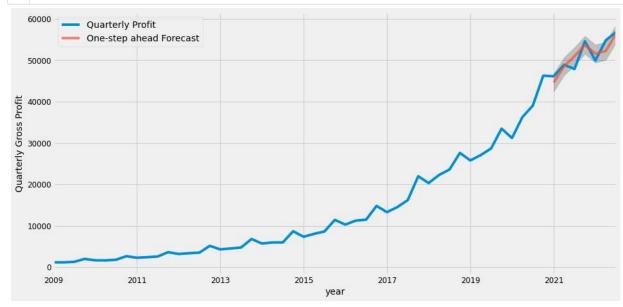
SARIMAX: (0, 1, 0) x (1, 0, 0, 12)

```
In [19]:
                                         {f 1} # Using Grid Search find the optimal set of parameters that yields the best performance
                                                    for param in pdq:
                                          2
                                          3
                                                                     for param_seasonal in seasonal_pdq:
                                          4
                                                                                   try:
                                          5
                                                                                                   mod = sm.tsa.statespace.SARIMAX(df, order = param, seasonal_order = param_seasonal, enforce_stationary = False,enf
                                           6
                                                                                                   result = mod.fit()
                                                                                                   print('SARIMA{}x{}12 - AIC:{}'.format(param, param_seasonal, result.aic))
                                           7
                                           8
                                                                                    except:
                                           9
                                                                                                   continue
                                    R:\Anaconda\envs\general\lib\site-packages\statsmodels\tsa\base\tsa_model.py:471: ValueWarning: No frequency information was p
                                    rovided, so inferred frequency Q-DEC will be used.
                                             self._init_dates(dates, freq)
                                    R: \ Anaconda\ envs \ general \ lib\ site-packages \ stats models \ tsa\_model.py: 471: \ Value \ Warning: \ No \ frequency \ information \ was \ property \ formation \ was \ property \ formation \ property \ property \ formation \ property \ formation \ property \ proper
                                    rovided, so inferred frequency Q-DEC will be used.
                                            self._init_dates(dates, freq)
                                     R: \ An aconda\ envs \ general \ lib\ site-packages \ stats models \ tsa\ base\ tsa\ model.py: 471: \ Value \ Warning: \ No \ frequency \ information \ was \ particles \ for \ frequency \ information \ was \ particles \ for \ frequency \ information \ was \ particles \ for \ frequency \ frequency \ for \ frequency \ frequency \ for \ frequency \ for \ frequency \ frequency \ frequency \ frequency \ for \ frequency \ freq
                                    rovided, so inferred frequency Q-DEC will be used.
                                            self. init dates(dates, freq)
                                    R:\Anaconda\envs\general\lib\site-packages\statsmodels\tsa\base\tsa_model.py:471: ValueWarning: No frequency information was p
                                    rovided, so inferred frequency Q-DEC will be used.
                                             self._init_dates(dates, freq)
                                    R:\Anaconda\envs\general\lib\site-packages\statsmodels\tsa\base\tsa_model.py:471: ValueWarning: No frequency information was p
                                    rovided, so inferred frequency Q-DEC will be used.
                                             self._init_dates(dates, freq)
                                     R: \ An aconda\ envs \ general \ lib\ site-packages \ stats models \ tsa\ base\ tsa\ model.py: 471: \ Value \ Warning: \ No \ frequency \ information \ was \ packages \ value \ packages \ value \ packages \ value \ packages \ packages \ value \ packages \ packag
                                    rovided, so inferred frequency Q-DEC will be used.
                                             self. init dates(dates, freq)
                                    R:\Anaconda\envs\general\lib\site-packages\statsmodels\tsa\base\tsa_model.py:471: ValueWarning: No frequency information was p 🔻
In [20]:
                                        1 #Fitting the SARIMA model using above optimal combination of p, d, q (optimal means combination at which we got lowest AIC sca
                                           3 model = sm.tsa.statespace.SARIMAX(df, order = (1, 1, 1),
                                                                                                                                                                                        seasonal_order = (1, 1, 0, 12)
                                          4
                                           6 result = model.fit()
                                                    print(result.summary().tables[1])
                                    R:\Anaconda\envs\general\lib\site-packages\statsmodels\tsa\base\tsa_model.py:471: ValueWarning: No frequency information was prov
                                    ided, so inferred frequency Q-DEC will be used.
                                             self._init_dates(dates, freq)
                                    R: \ An a conda env{seneral lib site-packages stats models tsa base tsa model.py: 471: Value Warning: No frequency information was proven the same of the same o
                                    ided, so inferred frequency Q-DEC will be used.
                                            self._init_dates(dates, freq)
                                                                                                   coef std err
                                                                                                                                                                                              Z
                                                                                                                                                                                                                              P> z
                                                                                                                                                                                                                                                                      [0.025
                                                                                                                                                                                                                                                                                                                         0.975]
                                                                                          -0.4749
                                                                                                                                                                                    -0.965
                                                                                                                                                                                                                                 0.334
                                                                                                                                                                                                                                                                                                                              0.489
                                                                                                                                            0.492
                                                                                                                                                                                                                                                                             -1.439
                                    ar.L1
                                                                                                                                                                                                                                 0.739
                                    ma.L1
                                                                                              0.1957
                                                                                                                                            0.587
                                                                                                                                                                                       0.333
                                                                                                                                                                                                                                                                                                                              1.346
                                    ar.S.L12
                                                                                              0.8051
                                                                                                                                            0.203
                                                                                                                                                                                        3.973
                                                                                                                                                                                                                                 0.000
                                                                                                                                                                                                                                                                                0.408
                                                                                                                                                                                                                                                                                                                              1.202
                                                                                                                                                                                                                                                                    8.02e+05
                                     sigma2
                                                                                  1.255e+06
                                                                                                                         2.32e+05
                                                                                                                                                                                       5.421
                                                                                                                                                                                                                                 0.000
                                                                                                                                                                                                                                                                                                                 1.71e+06
```

```
In [21]: 1 prediction = result.get_prediction(start = pd.to_datetime('2021-03-31'), dynamic = False)
prediction_ci = prediction.conf_int()
prediction_ci
```

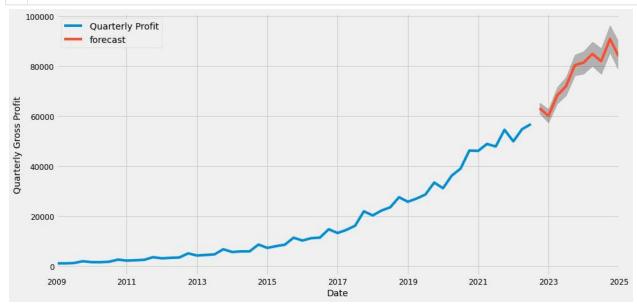
Out[21]: lower Quarterly Profit upper Quarterly Profit

	lower Quarterly Profit	upper Quarterly Profit
2021-03-31	42398.000144	46790.208160
2021-06-30	46333.307402	50725.515418
2021-09-30	48772.541951	53164.749967
2021-12-31	51484.935925	55877.143941
2022-03-31	49395.266486	53787.474502
2022-06-30	50054.645715	54446.853731
2022-09-30	54264.242912	58656.450928



The Mean Squared Error of our forecasts is 3168962.372852964
The Root Mean Squared Error of our forecasts is 1780.1579628934517

```
1 | # forcasting for out of sample data
In [24]:
                pred_uc = result.get_forecast(steps = 10)
               pred_ci = pred_uc.conf_int()
               ax = df.plot(label = 'observed', figsize = (14, 7))
pred_uc.predicted_mean.plot(ax = ax, label = 'forecast')
             6
                ax.fill_between(pred_ci.index, pred_ci.iloc[:, 0], pred_ci.iloc[:, 1], color = 'k', alpha = 0.25)
             8
                ax.set_xlabel('Date')
            9
                ax.set_ylabel('Quarterly Gross Profit')
           10
           11
                plt.legend()
           12
                plt.show()
           13
```

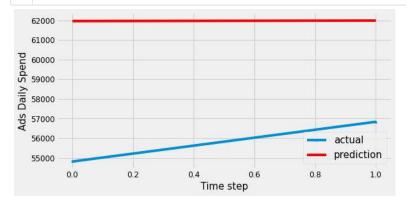


DNN MODEL

```
In [25]:
          1 def convert2matrix(data_arr, look_back):
                X, Y = [], []
          2
                for i in range(len(data arr)-look back):
          3
                    d=i+look back
          4
                    X.append(data_arr[i:d,0])
          5
                    Y.append(data_arr[d,0])
          6
                 return np.array(X).astype('int'), np.array(Y).astype('int')
In [26]:
          1 df=pd.read excel('Amazon Quarterly Gross Profit.xlsx')
          3
            df = df.set_index('Date')
          4
In [27]:
          1 df1 = df
          2 #Split data set into testing dataset and train dataset
          3 train_size = 49
          4 train, test =df1.values[0:train_size,:],df1.values[train_size:len(df1.values),:]
          5 # setup Look_back window
          6 look_back = 4
             #convert dataset into right shape in order to input into the DNN
          8 trainX, trainY = convert2matrix(train, look_back)
          9 testX, testY = convert2matrix(test, look_back)
In [28]:
          1 from keras.models import Sequential
             from keras.layers import Dense
          3
             def model_dnn(look_back):
          4
                model=Sequential()
                model.add(Dense(units=32, input_dim=look_back, activation='relu'))
          5
                model.add(Dense(8, activation='relu'))
          6
                model.add(Dense(1))
                model.compile(loss='mean_squared_error', optimizer='adam',metrics = ['mse', 'mae'])
                return model
In [29]: 1 model=model_dnn(look_back)
          2 history=model.fit(trainX,trainY, epochs=500, batch_size=4, verbose=1, validation_data=(testX,testY),shuffle=False)
        12/12 [===========] - 1s 16ms/step - loss: 2350840.2500 - mse: 2350840.2500 - mae: 1033.5248 - val_loss: 54 679544.0000 - val_mse: 54679544.0000 - val_mse: 7304.3223
         Epoch 2/500
         12/12 [============] - 0s 4ms/step - loss: 2116283.5000 - mse: 2116283.5000 - mae: 986.0873 - val_loss: 5292
         0608.0000 - val_mse: 52920608.0000 - val_mae: 7196.0234
         Epoch 3/500
         12/12 [==========] - 0s 4ms/step - loss: 1979505.3750 - mse: 1979505.3750 - mae: 952.7255 - val_loss: 4929
         4968.0000 - val_mse: 49294968.0000 - val_mae: 6949.4453
         Epoch 4/500
         0464.0000 - val_mse: 51020464.0000 - val_mae: 7077.1367
         Epoch 5/500
         12/12 [===========] - 0s 3ms/step - loss: 1921211.3750 - mse: 1921211.3750 - mae: 931.6425 - val_loss: 4565
         1016.0000 - val_mse: 45651016.0000 - val_mae: 6691.1348
         Epoch 6/500
         2632.0000 - val_mse: 52802632.0000 - val_mae: 7206.4922
         Epoch 7/500
                                                                                    2042070 0000
                                                                 2042070 2000
In [30]:
         1 def model_loss(history):
                plt.figure(figsize=(8,4))
                plt.plot(history.history['loss'], label='Train Loss')
                plt.plot(history.history['val_loss'], label='Test Loss')
          4
          5
                plt.title('model loss')
          6
                plt.ylabel('loss')
                plt.xlabel('epochs')
          8
                plt.legend(loc='upper right')
          9
                plt.show();
         train_score = model.evaluate(trainX, trainY, verbose=0)
print('Train Root Mean Squared Error(RMSE): %.2f; Train Mean Absolute Error(MAE) : %.2f '
In [31]:
            % (np.sqrt(train_score[1]), train_score[2]))
          4 test_score = model.evaluate(testX, testY, verbose=0)
          5 print(train_score)
          6 print(test_score)
             print('Test Root Mean Squared Error(RMSE): %.2f; Test Mean Absolute Error(MAE) : %.2f '
          8 % (np.sqrt(test_score[1]), test_score[2]))
         Train Root Mean Squared Error(RMSE): 1158.29; Train Mean Absolute Error(MAE) : 734.11
        [1341638.25, 1341638.25, 734.1107788085938]
[38831080.0, 38831080.0, 6151.0078125]
         Test Root Mean Squared Error(RMSE): 6231.46; Test Mean Absolute Error(MAE) : 6151.01
```

```
In [32]:
                       def prediction_plot(testY, test_predict):
                                len_prediction=[x for x in range(len(testY))]
                 3
                                plt.figure(figsize=(8,4))
                                plt.plot(len_prediction, testY[:8], marker='.', label="actual")
plt.plot(len_prediction, test_predict[:8], 'r', label="prediction")
                 4
                 5
                 6
7
                                plt.tight_layout()
                               plt.subplots_adjust(left=0.07)
plt.subplots_adjust(left=0.07)
plt.ylabel('Ads Daily Spend', size=15)
plt.xlabel('Time step', size=15)
plt.legend(fontsize=15)
                 8
                 9
                10
                11
                12
                                plt.show();
```

```
In [33]: 1 test_predict = model.predict(testX)
2 prediction_plot(testY, test_predict)
```



GRU and BiLSTM Models

```
In [34]: 1 df=pd.read_excel('Amazon Quarterly Gross Profit.xlsx')
df.head()
```

Out[34]:

	Date	Quarterly Profit
0	2009-03-31	1148
1	2009-06-30	1133
2	2009-09-30	1273
3	2009-12-31	1977
4	2010-03-31	1630

```
In [35]: 1 df = df.set_index('Date')
2 df.head()
```

Out[35]:

Quarterly Profit

Date	
2009-03-31	1148
2009-06-30	1133
2009-09-30	1273
2009-12-31	1977
2010-03-31	1630

```
In [36]: 1 # Split train data and test data
2 train_size = int(len(df)*0.8)
3 
4 train_data = df.iloc[:train_size]
5 test_data = df.iloc[train_size:]
```

```
In [38]:
          1 # Create input dataset
           2 def create_dataset (X, look_back = 1):
           3
                 Xs, ys = [], []
           4
                 for i in range(len(X)-look_back):
           5
           6
7
                      v = X[i:i+look_back]
                      Xs.append(v)
                      ys.append(X[i+look_back])
           8
           9
          10
                 return np.array(Xs), np.array(ys)
          11 LOOK_BACK = 4
          12 X_train, y_train = create_dataset(train_scaled,LOOK_BACK)
          13 X_test, y_test = create_dataset(test_scaled,LOOK_BACK)
          14 # Print data shape
         X_train.shape: (40, 4, 1)
y_train.shape: (40, 1)
X_test.shape: (7, 4, 1)
         y_test.shape: (7, 1)
In [39]: 1 # Create BiLSTM model
           2 def create_bilstm(units):
                 model = Sequential()
           4
                  # Input Layer
           5
                 model.add(Bidirectional(
           6
                            LSTM(units = units, return_sequences=True),
                            input_shape=(X_train.shape[1], X_train.shape[2])))
                 # Hidden Layer
           8
           9
                 model.add(Bidirectional(LSTM(units = units)))
                 model.add(Dense(1))
          10
          11
                  #Compile model
                 model.compile(optimizer='adam',loss='mse')
          12
          13
                  return model
          14 model_bilstm = create_bilstm(64)
              # Create GRU model
          def create_gru(units):
    model = Sequential()
          18
                  # Input Layer
          19
                 model.add(GRU (units = units, return_sequences = True,
                  input_shape = [X_train.shape[1], X_train.shape[2]]))
          20
                 model.add(Dropout(0.2))
          21
          22
                  # Hidden Laver
                 model.add(GRU(units = units))
          23
          24
                 model.add(Dropout(0.2))
                 model.add(Dense(units = 1))
          26
                  #Compile model
          27
                 model.compile(optimizer='adam',loss='mse')
          28
                  return model
          29 model_gru = create_gru(64)
```

```
In [40]:
     1 def fit_model(model):
         early_stop = keras.callbacks.EarlyStopping(monitor = 'val_loss',
      3
                                  patience = 10)
      4
         history = model.fit(X_train, y_train, epochs = 100,
      5
                     validation_split = 0.2,
      6
                     batch_size = 16, shuffle = False,
      7
                     callbacks = [early_stop])
          return history
      8
       history_gru = fit_model(model_gru)
      9
     Epoch 1/100
     2/2 [===============] - 3s 715ms/step - loss: 0.0467 - val_loss: 0.4321
     Epoch 2/100
     2/2 [======
            Epoch 3/100
     2/2 [======
            Epoch 4/100
     2/2 [======
              Epoch 5/100
            2/2 [=====
     Epoch 6/100
```

2/2 [=============] - 0s 35ms/step - loss: 0.0077 - val loss: 0.0388

2/2 [===========] - 0s 35ms/step - loss: 0.0017 - val_loss: 0.0098

=========] - 0s 34ms/step - loss: 0.0048 - val_loss: 0.0325

========] - 0s 35ms/step - loss: 0.0041 - val_loss: 0.0252

=========] - 0s 33ms/step - loss: 0.0035 - val_loss: 0.0024

Epoch 7/100

Epoch 9/100 2/2 [======

Epoch 10/100

Epoch 11/100

Epoch 12/100

Epoch 13/100 2/2 [======

Epoch 14/100 2/2 [=======

Epoch 15/100

Epoch 16/100

Epoch 17/100

Epoch 18/100 2/2 [======

Epoch 19/100

Epoch 20/100

Fnoch 21/100

Epoch 22/100

2/2 [====== Epoch 23/100 2/2 [======

Epoch 24/100

Epoch 25/100

Epoch 26/100

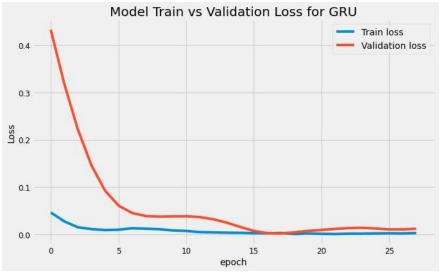
Epoch 27/100

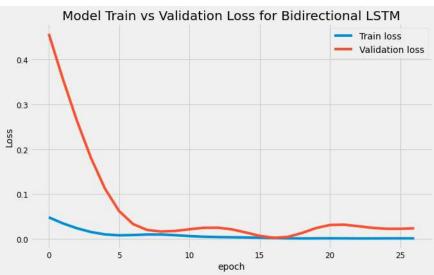
Epoch 28/100

2/2 [====== Epoch 8/100 2/2 [======

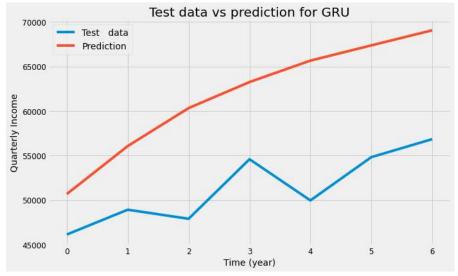
```
Epoch 1/100
Epoch 2/100
2/2 [=============] - 0s 38ms/step - loss: 0.0347 - val_loss: 0.3571
Fnoch 3/100
Epoch 4/100
2/2 [=====
       ==========] - 0s 35ms/step - loss: 0.0154 - val_loss: 0.1807
Epoch 5/100
2/2 [=====
     Epoch 6/100
Epoch 7/100
2/2 [======
     Epoch 8/100
2/2 [======
      Epoch 9/100
     2/2 [=====
Epoch 10/100
Epoch 11/100
Epoch 12/100
2/2 [======
      Epoch 13/100
2/2 [======
       ========] - 0s 35ms/step - loss: 0.0041 - val_loss: 0.0251
Epoch 14/100
Epoch 15/100
2/2 [============== ] - 0s 35ms/step - loss: 0.0033 - val loss: 0.0145
Epoch 16/100
Epoch 17/100
2/2 [======
       =========] - 0s 34ms/step - loss: 0.0019 - val_loss: 0.0025
Epoch 18/100
2/2 [======
        ========] - 0s 34ms/step - loss: 0.0013 - val_loss: 0.0044
Epoch 19/100
Epoch 20/100
Epoch 21/100
2/2 [============== ] - 0s 35ms/step - loss: 0.0013 - val_loss: 0.0310
Epoch 22/100
Epoch 23/100
2/2 [======
      ========] - 0s 37ms/step - loss: 0.0010 - val_loss: 0.0285
Epoch 24/100
Epoch 25/100
2/2 [============ ] - 0s 32ms/step - loss: 0.0012 - val loss: 0.0227
Epoch 26/100
Epoch 27/100
```

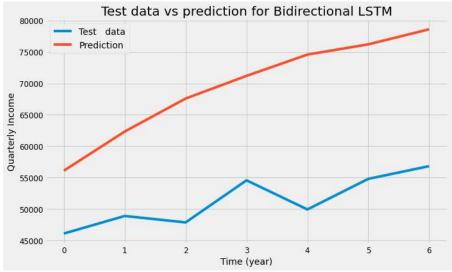
```
In [42]: 1
    def plot_loss (history, model_name):
        plt.figure(figsize = (10, 6))
        plt.plot(history.history['loss'])
        plt.plot(history.history['val_loss'])
        plt.title('Model Train vs Validation Loss for ' + model_name)
        plt.ylabel('Loss')
        plt.xlabel('epoch')
        plt.legend(['Train loss', 'Validation loss'], loc='upper right')
        plot_loss (history_gru, 'GRU')
        plot_loss (history_bilstm, 'Bidirectional LSTM')
```





```
In [43]:
            1 # Make prediction
                def prediction(model):
                     prediction = model.predict(X_test)
prediction = scaler.inverse_transform(prediction)
             3
             5
                     return prediction
                prediction\_gru = prediction(model\_gru)
                prediction_bilstm = prediction(model_bilstm)
                # Plot test data vs prediction
def plot_future(prediction, model_name, y_test):
    plt.figure(figsize=(10, 6))
            10
                     range_future = len(prediction)
            11
            12
                     plt.plot(np.arange(range_future), np.array(scaler.inverse_transform(y_test)),
            13
                                label='Test data')
            14
                     plt.plot(np.arange(range_future),
                     np.array(prediction),label='Prediction')
plt.title('Test data vs prediction for ' + model_name)
            15
            16
                     plt.legend(loc='upper left')
            17
            18
                     plt.xlabel('Time (year)')
                     plt.ylabel('Quarterly Income')
            19
            20
                plot_future(prediction_gru, 'GRU', y_test)
            22 plot_future(prediction_bilstm, 'Bidirectional LSTM', y_test)
```





```
def evaluate_prediction(predictions, actual, model_name):
In [44]:
                  errors = predictions - actual
           3
                  mse = np.square(errors).mean()
           4
                  rmse = np.sqrt(mse)
           5
                  mae = np.abs(errors).mean()
           6
                  print(model_name + ':')
                  print('Mean Absolute Error: {:.4f}'.format(mae))
                  print('Root Mean Square Error: {:.4f}'.format(mae))
print('')
           8
             evaluate prediction(prediction gru, scaler.inverse transform(y test), 'GRU')
          10
             evaluate_prediction(prediction_bilstm, scaler.inverse_transform(y_test), 'Bidirectional LSTM')
```

Mean Absolute Error: 10472.3912 Root Mean Square Error: 11057.1284 Bidirectional LSTM: Mean Absolute Error: 18223.3047 Root Mean Square Error: 18836.8948

```
In [45]: 1
def evaluate_prediction(predictions, actual, model_name):
    errors = predictions - actual
    mse = np.square(errors).mean()
    rmse = np.sqrt(mse)
    mae = np.abs(errors).mean()
    print(model_name + ':')
    print('Mean Absolute Error: {:.4f}'.format(mae))
    print('Root Mean Square Error: {:.4f}'.format(rmse))
    print('')
    evaluate_prediction(scaler.transform(prediction_gru), y_test, 'GRU')
    evaluate_prediction(scaler.transform(prediction_bilstm), y_test, 'Bidirectional LSTM')
```

GRU:

Mean Absolute Error: 0.3240 Root Mean Square Error: 0.3420 Bidirectional LSTM:

Mean Absolute Error: 0.5637 Root Mean Square Error: 0.5827

R:\Anaconda\envs\general\lib\site-packages\sklearn\base.py:450: UserWarning: X does not have valid feature names, but MinMaxScale r was fitted with feature names warnings.warn(

R:\Anaconda\envs\general\lib\site-packages\sklearn\base.py:450: UserWarning: X does not have valid feature names, but MinMaxScale r was fitted with feature names warnings.warn(