Day 3 Ad. Sale Prediction from Existing customer - Logistic Regression

Importing Libraries

In [4]:

```
import pandas as pd #useful for loading the dataset
import numpy as np #to perform array
```

Choose Dataset file from Local Directory

In [5]:

```
#from google.colab import files
#uploaded = files.upload()
```

Load Dataset

In [6]:

```
dataset = pd.read_csv('DigitalAd_dataset.csv')
```

Summarize Dataset

In [7]:

```
print(dataset.shape)
print(dataset.head(5))
```

```
(400, 3)
   Age  Salary  Status
0   18   82000       0
1   29   80000       0
2   47   25000       1
3   45   26000       1
4   46   28000       1
```

Segregate Dataset into X(Input/IndependentVariable) & Y(Output/DependentVariable)

In [8]:

```
X = dataset.iloc[:, :-1].values
X
```

Out[8]:

```
array([[    18,  82000],
       [    29,  80000],
       [    47,  25000],
       [    45,  26000],
       [    46,  28000],
       [    48,  29000],
       [    45,  22000],
       [    47,  49000],
       [    48,  41000],
       [    45,  22000],
       [    46,  23000],
       [    47,  20000],
       [    49,  28000],
       [    47,  30000],
       [    29,  43000],
       [    31,  18000],
       [    31,  74000],
       [    27, 137000],
       [    21,  16000],
```

In [9]:

```
Y = dataset.iloc[:, -1].values
Y
```

Out[9]:

```
array([0, 0, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 0, 0, 0, 1, 0, 0, 0, 0,
       0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0, 0,
       0, 0, 0, 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0,
       0, 0, 0, 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0,
       0, 1, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,
       0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0,
       1, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0, 0, 0, 0, 0,
       1, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0, 0, 0, 0,
       0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 1, 0, 1, 0, 1, 0, 1, 0, 1, 1,
       0, 0, 0, 1, 0, 0, 0, 1, 0, 1, 1, 1, 0, 0, 1, 1, 0, 1, 1, 0, 1, 1,
       0, 1, 0, 0, 0, 1, 1, 0, 1, 1, 0, 1, 0, 1, 0, 1, 0, 0, 1, 1, 0, 1,
       0, 0, 1, 1, 0, 1, 1, 0, 1, 1, 0, 0, 1, 0, 0, 1, 1, 1, 1, 1, 0, 1,
       1, 1, 1, 0, 1, 1, 0, 1, 0, 1, 0, 1, 1, 1, 1, 0, 0, 0, 1, 1, 0, 1,
       1, 1, 1, 1, 0, 0, 0, 1, 1, 0, 0, 1, 0, 1, 0, 1, 1, 0, 1, 0, 1, 1,
       0, 1, 1, 0, 0, 0, 1, 1, 0, 1, 0, 0, 1, 0, 1, 0, 0, 1, 1, 0, 0, 1,
       1, 0, 1, 1, 0, 0, 1, 0, 1, 0, 1, 1, 1, 0, 1, 0, 1, 1, 1, 0, 1, 1,
       1, 1, 0, 1, 1, 1, 0, 1, 0, 1, 0, 0, 1, 1, 0, 1, 1, 1, 1, 1, 1, 0,
       1, 1, 1, 1, 1, 1, 0, 1, 1, 1, 0, 1, 0, 0, 0, 0, 0, 0, 0, 1, 0, 0,
       0, 0, 0, 0], dtype=int64)
```

Splitting Dataset into Train & Test

In [10]:

```
from sklearn.model_selection import train_test_split
X_train, X_test, y_train, y_test = train_test_split(X, Y, test_size = 0.25,
```

Feature Scaling

we scale our data to make all the features contribute equally to the result

###Fit_Transform - fit method is calculating the mean and variance of each of the features present in our data ###Transform - Transform method is transforming all the features using the respective mean and variance, ###We want our test data to be a completely new and a surprise set for our model

In [11]:

```python
from sklearn.preprocessing import StandardScaler
sc = StandardScaler()
X_train = sc.fit_transform(X_train)
X_test = sc.transform(X_test)
```

Training

In [12]:

```python
from sklearn.linear_model import LogisticRegression
model = LogisticRegression(random_state = 0)
model.fit(X_train, y_train)
```

Out[12]:

```
LogisticRegression(random_state=0)
```

Predicting, wheather new customer with Age & Salary will Buy or Not

In [13]:

```python
age = int(input("Enter New Customer Age: "))
sal = int(input("Enter New Customer Salary: "))
newCust = [[age,sal]]
result = model.predict(sc.transform(newCust))
print(result)
if result == 1:
  print("Customer will Buy")
else:
  print("Customer won't Buy")
```

```
Enter New Customer Age: 34
Enter New Customer Salary: 850000
[1]
Customer will Buy
```

Prediction for all Test Data

In [14]:

```
y_pred = model.predict(X_test)
print(np.concatenate((y_pred.reshape(len(y_pred),1), y_test.reshape(len(y_te
```

```
[[0 1]
 [0 1]
 [1 1]
 [1 1]
 [0 0]
 [0 0]
 [0 0]
 [1 1]
 [0 0]
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 [1 1]
 [1 1]]
```
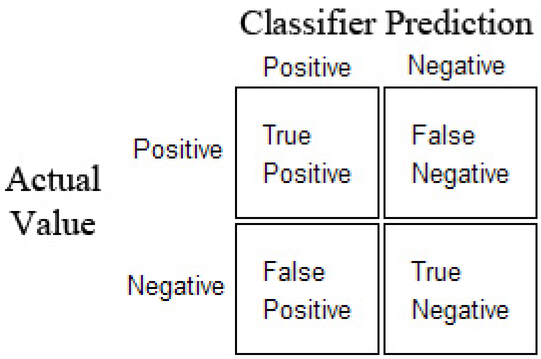

Evaluating Model - CONFUSION MATRIX



		Classifier Prediction	
		Positive	Negative
Actual Value	Positive	True Positive	False Negative
	Negative	False Positive	True Negative

$$\textit{Accuracy} = \frac{TP + TN}{TP + TN + FP + FN}$$

In [15]:

```python
from sklearn.metrics import confusion_matrix, accuracy_score
cm = confusion_matrix(y_test, y_pred)

print("Confusion Matrix: ")
print(cm)

print("Accuracy of the Model: {0}%".format(accuracy_score(y_test, y_pred)*10
```

```
Confusion Matrix: 
[[61  0]
 [20 19]]
Accuracy of the Model: 80.0%
```