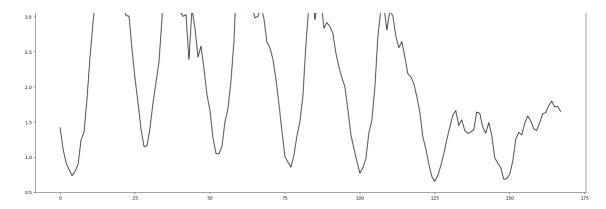
```
In [52]:
           import pandas as pd
           import numpy as np
In [53]:
           df = pd.read_csv('webtraffic.csv')
In [54]:
           df.head()
Out[54]:
             Hour Index
                             Sessions
          0
                          1418159421
          1
                          1113769116
          2
                           919158921
          3
                           822352824
                       3
                           735526737
In [55]:
           df.shape
Out[55]: (4896, 2)
          Data Exploration for Web Traffic Forecasting
In [56]:
           import matplotlib.pyplot as plt
           sessions = df['Sessions'].values
ar = np.arange(len(sessions))
           plt.figure(figsize=(22,10))
           plt.plot(ar, sessions,'b')
           plt.show()
In [57]:
           #first week web traffic
           sample = sessions[:168]
           ar = np.arange(len(sample))
           plt.figure(figsize=(22,10))
           plt.plot(ar, sample, 'black')
           plt.show()
```



Data Preparation for Web Traffic Forecasting

```
In [58]:
    def prepare_data(seq,num):
        x=[]
        y=[]
        for i in range(0,(len(seq)-num),1):
        input_ = seq[i:i+num]
        output = seq[i+num]
        x.append(input_)
        y.append(output)
    return np.array(x), np.array(y)
```

```
In [59]: num=168 #1 week = 168hrs
    x,y= prepare_data(sessions,num)
    print(len(x))
```

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Split the Dataset

```
ind = int(0.9 * len(x)) #split into 90:10
x_tr = x[:ind]
y_tr = y[:ind]
x_val=x[ind:]
y_val=y[ind:]
```

```
In [61]:
    from sklearn.preprocessing import StandardScaler
    #normalize the inputs
    x_scaler= StandardScaler()
    x_tr = x_scaler.fit_transform(x_tr)
    x_val= x_scaler.transform(x_val)
    #reshaping the output for normalization
    y_tr=y_tr.reshape(len(y_tr),1)
    y_val=y_val.reshape(len(y_val),1)
    #normalize the output
    y_scaler=StandardScaler()
    y_tr = y_scaler.fit_transform(y_tr)[:,0]
    y_val = y_scaler.transform(y_val)[:,0]
```

```
#reshaping input data
x_tr= x_tr.reshape(x_tr.shape[0],x_tr.shape[1],1)
x_val= x_val.reshape(x_val.shape[0],x_val.shape[1],1)
print(x_tr.shape)

(4255, 168, 1)
```

Model Building for Web Traffic Forecasting

```
In [63]: from keras.models import *
```

```
from keras.layers import *
          from keras.callbacks import *
          from tensorflow import keras
          # define model
          model = Sequential()
          model.add(LSTM(128,input_shape=(168,1)))
          model.add(Dense(64,activation='relu'))
          model.add(Dense(1,activation='linear'))
In [64]:
          model.summary()
       Model: "sequential_2"
```

Layer (type)	Output Shape	Param #
lstm_1 (LSTM)	(None, 128)	66560
dense_4 (Dense)	(None, 64)	8256
dense_5 (Dense)	(None, 1)	65
Total params: 74,881 Trainable params: 74,881 Non-trainable params: 0		

```
In [65]: \mid # Define the optimizer and Loss
          model.compile(loss='mse',optimizer='adam')
          #Define the callback to save the best model during the training
          mc = ModelCheckpoint('best_model.hdf5', monitor='val_loss',
                  verbose=1, save_best_only=True, mode='min')
          # Train the model for 30 epochs with batch size of 32:
          history=model.fit(x_tr, y_tr ,epochs=30, batch_size=32,
                     validation_data=(x_val,y_val), callbacks=[mc])
```

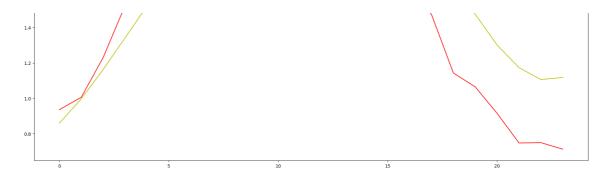
```
Epoch 1/30
133/133 [============= ] - ETA: 0s - loss: 0.1544
Epoch 1: val_loss improved from inf to 0.03151, saving model to best_model.hdf5
133/133 [============ ] - 32s 191ms/step - loss: 0.1544 - val_loss: 0.031
Epoch 2/30
Epoch 2: val_loss did not improve from 0.03151
Epoch 3/30
133/133 [============= ] - ETA: 0s - loss: 0.0350
Epoch 3: val_loss improved from 0.03151 to 0.03004, saving model to best_model.hdf5
133/133 [=============== ] - 18s 136ms/step - loss: 0.0350 - val_loss: 0.030
Epoch 4/30
133/133 [============ ] - ETA: 0s - loss: 0.0332
Epoch 4: val loss improved from 0.03004 to 0.02779, saving model to best model.hdf5
Epoch 5/30
Epoch 5: val_loss improved from 0.02779 to 0.02505, saving model to best_model.hdf5
Epoch 6/30
133/133 [============= ] - ETA: 0s - loss: 0.0302
Epoch 6: val loss did not improve from 0.02505
133/133 [=============] - 25s 189ms/step - loss: 0.0302 - val_loss: 0.027
Epoch 7/30
133/133 [=============] - ETA: 0s - loss: 0.0274
Epoch 7: val_loss improved from 0.02505 to 0.02405, saving model to best_model.hdf5
Fnoch 8/30
```

```
Epoch 8: val loss improved from 0.02405 to 0.02384, saving model to best model.hdf5
133/133 [================= ] - 25s 189ms/step - loss: 0.0276 - val_loss: 0.023
Epoch 9/30
133/133 [============ ] - ETA: 0s - loss: 0.0261
Epoch 9: val loss did not improve from 0.02384
Epoch 10/30
Epoch 10: val_loss did not improve from 0.02384
133/133 [============= ] - 31s 233ms/step - loss: 0.0248 - val_loss: 0.024
Epoch 11/30
133/133 [============= ] - ETA: 0s - loss: 0.0217
Epoch 11: val loss did not improve from 0.02384
Epoch 12/30
133/133 [============ ] - ETA: 0s - loss: 0.0200
Epoch 12: val_loss improved from 0.02384 to 0.01826, saving model to best_model.hdf5
Epoch 13/30
Epoch 13: val_loss improved from 0.01826 to 0.01791, saving model to best_model.hdf5
133/133 [============== ] - 23s 174ms/step - loss: 0.0201 - val_loss: 0.017
Epoch 14/30
133/133 [============] - ETA: 0s - loss: 0.0191
Epoch 14: val_loss did not improve from 0.01791
133/133 [=============== ] - 21s 160ms/step - loss: 0.0191 - val_loss: 0.019
9
Epoch 15/30
133/133 [============= ] - ETA: 0s - loss: 0.0186
Epoch 15: val_loss improved from 0.01791 to 0.01669, saving model to best_model.hdf5
Epoch 16/30
Epoch 16: val_loss improved from 0.01669 to 0.01448, saving model to best_model.hdf5
133/133 [================ ] - 20s 151ms/step - loss: 0.0174 - val_loss: 0.014
Epoch 17/30
Epoch 17: val_loss did not improve from 0.01448
2
Epoch 18/30
Epoch 18: val_loss did not improve from 0.01448
Epoch 19/30
133/133 [============] - ETA: 0s - loss: 0.0163
Epoch 19: val loss did not improve from 0.01448
Epoch 20/30
133/133 [==========] - ETA: 0s - loss: 0.0167
Epoch 20: val loss did not improve from 0.01448
Epoch 21/30
133/133 [============] - ETA: 0s - loss: 0.0161
Epoch 21: val loss did not improve from 0.01448
133/133 [=============== ] - 27s 204ms/step - loss: 0.0161 - val_loss: 0.016
8
Epoch 22/30
133/133 [============] - ETA: 0s - loss: 0.0164
Epoch 22: val_loss did not improve from 0.01448
```

```
Epoch 23/30
     133/133 [============ ] - ETA: 0s - loss: 0.0164
     Epoch 23: val_loss did not improve from 0.01448
     133/133 [================= ] - 19s 144ms/step - loss: 0.0164 - val_loss: 0.019
     Epoch 24/30
     Epoch 24: val loss did not improve from 0.01448
     Epoch 25/30
     Epoch 25: val_loss did not improve from 0.01448
     6
     Epoch 26/30
     Epoch 26: val loss did not improve from 0.01448
     133/133 [============= ] - 19s 144ms/step - loss: 0.0155 - val_loss: 0.015
     Epoch 27/30
     Epoch 27: val_loss did not improve from 0.01448
     Epoch 28/30
     133/133 [==========] - ETA: 0s - loss: 0.0153
     Epoch 28: val loss did not improve from 0.01448
     Epoch 29/30
     133/133 [============ - - ETA: 0s - loss: 0.0152
     Epoch 29: val_loss improved from 0.01448 to 0.01438, saving model to best_model.hdf5
     133/133 [============== ] - 19s 145ms/step - loss: 0.0152 - val_loss: 0.014
     Epoch 30/30
     133/133 [============= ] - ETA: 0s - loss: 0.0160
     Epoch 30: val_loss did not improve from 0.01438
     In [66]:
      model.load_weights('best_model.hdf5')
In [67]:
      mse = model.evaluate(x val,y val)
      print("Mean Square Error:",mse)
     4/15 [=====>.....] - ETA: 0s - loss: 0.018515/15 [============
     =======] - 1s 64ms/step - loss: 0.0144
     Mean Square Error: 0.014384998008608818
      Baseline Model with Forecasting
In [68]:
      # build a simple moving average model
      def compute moving average(data):
        pred=[]
        for i in data:
         avg=np.sum(i)/len(i)
         pred.append(avg)
        return np.array(pred)
      # reshape the data
      x_reshaped = x_val.reshape(-1,168)
      # get predictions
      y_pred = compute_moving_average(x_reshaped)
      # evaluate the performance of model on the validation data
      mse = np.sum ( (y_val - y_pred) **2 ) / (len(y_val))
      print("Mean square of error:- ",mse)
     Mean square of error:- 0.5546025834434455
```

Web Traffic Forecasting

```
In [69]:
       def forecast(x_val, no_of_pred, ind):
        predictions=[]
        #intialize the array with a weeks data
        temp=x_val[ind]
        for i in range(no_of_pred):
         #predict for the next hour
         pred=model.predict(temp.reshape(1,-1,1))[0][0]
         #append the prediction as the last element of array
         temp = np.insert(temp,len(temp),pred)
         predictions.append(pred)
         #ignore the first element of array
         temp = temp[1:]
        return predictions
In [70]:
       no_of_pred = 24
       ind=72
      y_pred= forecast(x_val,no_of_pred,ind)
      y_true = y_val[ind:ind+(no_of_pred)]
     1/1 [=======] - 1s 920ms/step
     1/1 [======= ] - 0s 32ms/step
     1/1 [======= ] - 0s 40ms/step
     1/1 [======] - 0s 32ms/step
     1/1 [=======] - 0s 26ms/step
     1/1 [=======] - 0s 33ms/step
     1/1 [======] - 0s 30ms/step
     1/1 [======] - 0s 32ms/step
     1/1 [======= ] - 0s 31ms/step
     1/1 [======= ] - 0s 32ms/step
     1/1 [======= ] - 0s 32ms/step
     1/1 [=======] - 0s 24ms/step
     1/1 [======] - 0s 24ms/step
     1/1 [======] - 0s 33ms/step
     1/1 [=======] - 0s 32ms/step
     1/1 [======= ] - 0s 32ms/step
     1/1 [======= ] - 0s 32ms/step
     1/1 [=======] - 0s 32ms/step
     1/1 [=======] - 0s 32ms/step
     In [71]:
      y_true = np.array(y_true)
      y_true = y_true.reshape(-1, 1)
      y_pred = np.array(y_pred)
      y_pred = y_pred.reshape(-1, 1)
      y_true= y_scaler.inverse_transform(y_true)
      y_pred= y_scaler.inverse_transform(y_pred)
In [72]:
      def plot(y_true,y_pred):
        ar = np.arange(len(y_true))
        plt.figure(figsize=(22,10))
        plt.plot(ar, y_true,'r')
        plt.plot(ar, y_pred,'y')
        plt.show()
       plot(y_true,y_pred)
```



CNN Model with Forecasting

```
In [73]:
          from tensorflow.keras.models import Sequential
          from tensorflow.keras.layers import *
          from tensorflow.keras.callbacks import *
          model= Sequential()
          model.add(Conv1D(64, 3, padding='same', activation='relu',input_shape=(num,1)))
          model.add(Conv1D(32, 5, padding='same', activation='relu',input_shape=(num,1)))
          model.add(Flatten())
          model.add(Dense(64,activation='relu'))
          model.add(Dense(1,activation='linear'))
          model.summary()
```

Model: "sequential_3"

Layer (type)	Output Shape	Param #
conv1d_2 (Conv1D)	(None, 168, 64)	256
conv1d_3 (Conv1D)	(None, 168, 32)	10272
flatten_1 (Flatten)	(None, 5376)	0
dense_6 (Dense)	(None, 64)	344128
dense_7 (Dense)	(None, 1)	65
		========

Total params: 354,721 Trainable params: 354,721 Non-trainable params: 0

```
In [74]:
```

```
# Define the optimizer and Loss:
model.compile(loss='mse',optimizer='adam')
# Define the callback to save the best model during the training
mc = ModelCheckpoint('best_model.hdf5', monitor='val_loss', verbose=1,
          save_best_only=True, mode='min')
# Train the model for 30 epochs with batch size of 32:
\label{linear_model_fit}  \text{history=model.fit}(x\_\text{tr, y\_tr ,epochs=30, batch\_size=32, validation\_data=(x\_val,y\_val),} \\
             callbacks=[mc])
```

```
Epoch 1/30
133/133 [============= ] - ETA: 0s - loss: 0.0971
Epoch 1: val_loss improved from inf to 0.04090, saving model to best_model.hdf5
Epoch 2/30
Epoch 2: val_loss improved from 0.04090 to 0.02447, saving model to best_model.hdf5
Epoch 3/30
Epoch 3: val_loss improved from 0.02447 to 0.01884, saving model to best_model.hdf5
133/133 [============== ] - 3s 20ms/step - loss: 0.0174 - val_loss: 0.0188
Epoch 4/30
Epoch 4: val_loss improved from 0.01884 to 0.01482, saving model to best_model.hdf5
Epoch 5/30
```

```
Epoch 5: val loss did not improve from 0.01482
133/133 [============= ] - 3s 19ms/step - loss: 0.0126 - val loss: 0.0164
Epoch 6/30
Epoch 6: val_loss improved from 0.01482 to 0.01394, saving model to best_model.hdf5
Epoch 7/30
Epoch 7: val_loss did not improve from 0.01394
Epoch 8/30
133/133 [============= ] - ETA: 0s - loss: 0.0105
Epoch 8: val_loss improved from 0.01394 to 0.01391, saving model to best_model.hdf5
Epoch 9/30
133/133 [============ ] - ETA: 0s - loss: 0.0105
Epoch 9: val loss did not improve from 0.01391
Epoch 10/30
Epoch 10: val_loss improved from 0.01391 to 0.01337, saving model to best_model.hdf5
Epoch 11/30
133/133 [============= ] - ETA: 0s - loss: 0.0084
Epoch 11: val loss did not improve from 0.01337
Epoch 12/30
Epoch 12: val_loss did not improve from 0.01337
Epoch 13/30
Epoch 13: val_loss did not improve from 0.01337
Epoch 14/30
Epoch 14: val_loss did not improve from 0.01337
Epoch 15/30
Epoch 15: val loss did not improve from 0.01337
Epoch 16/30
Epoch 16: val_loss did not improve from 0.01337
Epoch 17/30
Epoch 17: val loss did not improve from 0.01337
Epoch 18/30
Epoch 18: val loss did not improve from 0.01337
Epoch 19/30
133/133 [============= ] - ETA: 0s - loss: 0.0041
Epoch 19: val_loss did not improve from 0.01337
Epoch 20/30
133/133 [==========] - ETA: 0s - loss: 0.0038
Epoch 20: val loss did not improve from 0.01337
Epoch 21/30
Epoch 21: val_loss did not improve from 0.01337
133/133 [===========] - 3s 19ms/step - loss: 0.0033 - val_loss: 0.0163
Epoch 22/30
Epoch 22: val_loss did not improve from 0.01337
Epoch 23/30
Epoch 23: val_loss did not improve from 0.01337
```

```
Epoch 24/30
    Epoch 24: val loss did not improve from 0.01337
    Epoch 25/30
    Epoch 25: val loss did not improve from 0.01337
    Epoch 26/30
    Epoch 26: val loss did not improve from 0.01337
    133/133 [============= ] - 3s 19ms/step - loss: 0.0019 - val loss: 0.0174
    Epoch 27/30
    Epoch 27: val loss did not improve from 0.01337
    Epoch 28/30
    Epoch 28: val_loss did not improve from 0.01337
    133/133 [============= ] - 3s 19ms/step - loss: 0.0016 - val loss: 0.0179
    Epoch 29/30
    Epoch 29: val_loss did not improve from 0.01337
    Epoch 30/30
    Epoch 30: val_loss did not improve from 0.01337
    In [75]:
      model.load_weights('best_model.hdf5')
In [76]:
      mse = model.evaluate(x_val,y_val)
      print("Mean Square Error:",mse)
    15/15 [============= ] - 0s 5ms/step - loss: 0.0134
    Mean Square Error: 0.013367628678679466
In [77]:
      #build a simple model
      def compute_moving_average(data):
       pred=[]
       for i in data:
        avg=np.sum(i)/len(i)
         pred.append(avg)
       return np.array(pred)
      x_reshaped = x_val.reshape(-1,168)
      y_pred = compute_moving_average(x_reshaped)
      mse = np.sum ( (y_val - y_pred) **2 ) / (len(y_val))
      print("Mean Square Error:",mse)
    Mean Square Error: 0.5546025834434455
In [78]:
      def forecast(x_val, no_of_pred, ind):
       predictions=[]
       #intialize the array with previous weeks data
       temp=x_val[ind]
       for i in range(no of pred):
         #predict for the next hour
         pred=model.predict(temp.reshape(1,-1,1))[0][0]
         #append the prediction as the last element of array
         temp = np.insert(temp,len(temp),pred)
         predictions.append(pred)
         #ignore the first element of array
        temp = temp[1:]
       return predictions
In [79]:
      no of pred =24
      ind=72
      y_pred= forecast(x_val,no_of_pred,ind)
```

```
y_true = y_val[ind:ind+(no_of_pred)]
    1/1 [======= ] - 0s 43ms/step
    1/1 [======= ] - 0s 38ms/step
    1/1 [======= ] - 0s 46ms/step
    1/1 [======= ] - 0s 49ms/step
    1/1 [======] - 0s 40ms/step
    1/1 [=======] - 0s 42ms/step
    1/1 [======= ] - 0s 43ms/step
    1/1 [======= ] - 0s 33ms/step
    1/1 [======] - 0s 43ms/step
    1/1 [=======] - 0s 37ms/step
    1/1 [======] - 0s 43ms/step
    1/1 [======= ] - 0s 44ms/step
    1/1 [======= ] - 0s 32ms/step
    1/1 [======= ] - 0s 34ms/step
    1/1 [=======] - 0s 42ms/step
    1/1 [======] - 0s 30ms/step
    1/1 [======= ] - 0s 33ms/step
    1/1 [======= ] - Os 42ms/step
    1/1 [======] - 0s 32ms/step
    1/1 [======] - 0s 40ms/step
In [80]:
      y true = np.array(y true)
      y_true = y_true.reshape(-1, 1)
      y_pred = np.array(y_pred)
      y_pred = y_pred.reshape(-1, 1)
      y_true= y_scaler.inverse_transform(y_true)
      y_pred= y_scaler.inverse_transform(y_pred)
In [81]:
      def plot(y_true,y_pred):
       ar = np.arange(len(y_true))
       plt.figure(figsize=(22,10))
       plt.plot(ar, y_true,'r')
       plt.plot(ar, y_pred,'y')
       plt.show()
In [82]:
      plot(y_true,y_pred)
    1.6
    1.2
    1.0
```