AI19542 - DATA SCIENCE USING R - RECORD



DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

AI19542 – DATA SCIENCE USING R RECORD

THIRD YEAR

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ODD SEMESTER

Ex No:1	Basics of R – data types, vectors, factors, list and data
Date:01/08/24	frames

To implement and understand the basics of R programming with its data types, vectors, factors, list and data frames.

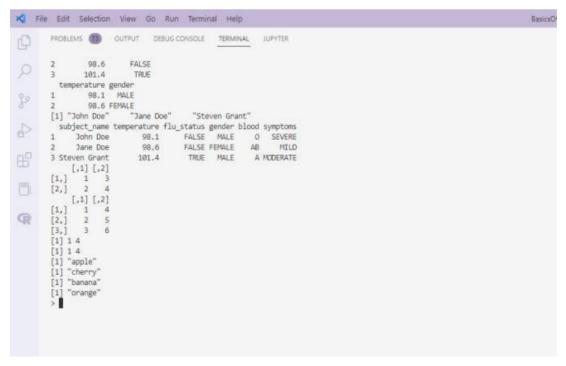
ALGORITHM:

- 1. Start
- 2. Assign values in logical, numerical, character, complex and character in raw form to a variable v.
- 3. Print the class of v.
- 4. Assign a vector for subject Names, temperature and flu_status for three patients using c() function and access the elements.
- 5. Create a factor using factor() with duplicate values and assign level with distinct values.
- 6. Display the specific element and check for certain values in factor.
- 7. Create a list using list() from the patient details and access the multiple elements.
- 8. Create a data frame using data.frame() with multiple vectors as features. Access the elements.
- 9. Create a matrix using matrix() with different allocations and access the elements.
- 10. Stop.

PROGRAM:

```
#Data Types
v<-TRUE
print(class(v))
v < -23.5
print(class(v))
v < -2L
print(class(v))
v < -2 + 5i
print(class(v))
v<-"TRUE"
print(class(v))
v<-charToRaw("Hello")
print(class(v))
#Vectors
subject_name<-c("John Doe","Jane Doe","Steven Grant")</pre>
temperature <- c(98.1,98.6,101.4)
flu_status<-c(FALSE,FALSE,TRUE)
temperature[2]
temperature[2:3]
temperature[-2]
#Factors
gender<-factor(c("MALE","FEMALE","MALE"))</pre>
gender
blood<-factor(c("O","AB","A"),levels=c("A","B","AB","O"))
```

```
blood[1:2]
symptoms<-factor(c("SEVERE","MILD","MODERATE"),</pre>
         levels=c("MILD","MODERATE","SEVERE"),
         ordered=TRUE)
symptoms>"MODERATE"
#Lists
subject1<-list(fullname=subject name[1],</pre>
        temperature=temperature[1],
        flu_status=flu_status[1],
        gender=gender[1],
        blood=blood[1],
        symptoms=symptoms[1])
subject1
subject1[2]
subject1[[2]]
subject1$temperature
subject1[c("temperature","flu_status")]
#Data Frames
pt_data<-data.frame(subject_name, temperature, flu_status,
           gender, blood, symptoms)
pt_data
pt data$subject name
pt_data[c("temperature","flu_status")]
pt_data[c(1,2),c(2,4)]
pt_data[,1]
pt_data[,]
#Matrices
m < -matrix(c(1,2,3,4),ncol=2)
print(m)
m < -matrix(c(1,2,3,4,5,6),nrow=3)
print(m)
print(m[1,])
print(m[1,])
thismatrix <- matrix(c("apple", "banana", "cherry", "orange"), nrow = 2, ncol = 2)
for (rows in 1:nrow(thismatrix)) {
 for (columns in 1:ncol(thismatrix)) {
  print(thismatrix[rows, columns])
}
```



Result:

Thus the R Script program to implement various data types, vectors, factors, lists and data frames is executed successfully and the output is verified.

Ex no: 2	Diagnosis of Breast Cancer using KNN.
Date:08/08/24	

Aim:

To implement a R program to predict and diagnose Breast Cancer using KNN algorithm.

Algorithm:

- 1. Start
- 2. Read the csv file from the directory and store it in bcd variable.
- 3. Drop the first column id.
- 4. Change the diagnosis feature with categorical values B and M in a factor
- 5. Normalize the dataset.
- 6. Split the dataset for training and testing, with diagnosis as the response variable and the rest as the predictor variables.
- 7. Import the library "class" for knn classification.
- 8. Predict the knn model using knn() with 5 clusters with the corresponding training and testing data.
- 9. Display the confusion matrix and accuracy of the knn model.
- 10. Stop

PROGRAM:

```
bcd<-read.csv("../input/breast-cancer-dataset/Breast_Cancer.csv", stringsAsFactors=FALSE)
bcd<-bcd[-1]
bcd$diagnosis<-factor(bcd$diagnosis, levels=c("B","M"), labels=c("Benign","Malignant"))
normalize<-function(x){
    return (x-min(x)) / (max(x)-min(x))
}
bcd_n <- as.data.frame(lapply(bcd[2:31], normalize))
x_train <- bcd_n[1:469,]
x_test <- bcd_n[470:569,]
y_train <- bcd[1:469,1]
y_test <- bcd[470:569,1]
library(class)
y_pred<-knn(train=x_train,test=x_test,cl=y_train,k=5)
tbl=table(x=y_test,y=y_pred)
tbl
accuracy = sum(diag(tbl))
```

```
PROBLEMS 37 OUTPUT DEBUG CONSOLE TERMINAL JUPYTER
'data.frame': 569 obs. of 32 variables:
 | 3 diagnosis | 305 005. 01 | 32 Val:1401Les: | 3 diagnosis | 3 chr | 87139402 8910251 905520 868871 9012568 906539 925291 87880 862989 89827 ... | 3 diagnosis | 3 chr | "B" "B" "B" "...
 $ symmetry_mean : num 0.196 0.192 0.171 0.177 0.172 ...
$ dimension mean : num 0.0595 0.0649 0.0634 0.0607 0.0554 ...
                $ radius_se
$ texture_se
 $ perimeter_se
 $ area_se
$ smoothness se
 $ concavity_se
 $ concavity_se
$ points_se
$ symmetry_se
$ dimension_se
$ radius_worst
                   : num 0.01241 0.01365 0.00748 0.01965 0.00915 ...
: num 0.0192 0.035 0.0172 0.0158 0.0165 ...
y
Benign Malignant
Benign 61
Malignant 4
[1] "Accuracy 96"
```

Result:

Thus the R Script program to implement diagnosis of Breast Cancer using K-Nearest Neighbour algorithm is executed successfully and the output is verified.

Ex No: 3	Filtering Mobile phone spam using Naïve Bayes
Date:22/08/24	

To implement a R program to Filter Mobile phone spam using Naïve Bayes.

ALGORITHM:

- 1. Start
- 2. Import the csv file and store the dataframe in "Sms". Have a glimpse at the structure of the data frame.
- 3. Remove the unnecessary columns which is from column 3 to 5.
- 4. Convert the labels as factors.
- 5. Remove special characters from the dataset and retain only alpha numeric characters using alnum in str_replace_all() from "stringr" package.
- 6. Create a volatile corpus VCorpus() for text mining from the source object of "v2" which is extracted using VectorSource().
- 7. Create a DocumentTermMatrix() to split the SMS message into individual Components.
- 8. Create training and testing dataset with the split ratio 0.75.
- 9. Find the frequent terms which appear for atleast 5 times in DocumentTermMatrix in training and testing dataset respectively.
- 10. Train the model using naiveBayes() from e1071 library.
- 11. Evaluate the model Performance.
- 12. Print the confusion matrix and Accuracy of the model.
- 13. Stop.

PROGRAM:

```
sms <- read.csv("../input/spam-ham-dataset/spam.csv", stringsAsFactors=FALSE)
str(sms)
sms <-sms[-3:-5]
sms$v1 <- factor(sms$v1)
library(stringr)
sms$v2 = str_replace_all(sms$v2, "[^[:alnum:]]", " ") %>% str_replace_all(.,"[]]+", " ")
library(tm)
sms_corpus <- VCorpus(VectorSource(sms$v2))</pre>
```

```
print(sms corpus)
print(as.character(sms corpus[[6]]))
sms dtm <- DocumentTermMatrix(sms corpus, control = list</pre>
(tolower=TRUE, removeNumbers=TRUE, stopwords=TRUE, removePunctuations=TRUE, stemmi
ng=TRUE))
x train <- sms dtm[1:4169, ]
x test <- sms dtm[4170:5572, ]
y_train <- sms[1:4169, ]$v1</pre>
y_test <- sms[4170:5572, ]$v1</pre>
sms freq word train <- findFreqTerms(x train, 5)</pre>
sms_freq_word_test <- findFreqTerms(x_test, 5)</pre>
x_train<- x_train[ , sms_freq_word_train]</pre>
x test <- x test[ , sms freq word test]</pre>
convert counts <- function(x) \{x \leftarrow ifelse(x > 0, "Yes", "No")\}
x train <- apply(x train, MARGIN = 2,convert counts)</pre>
x_test <- apply(x_test, MARGIN = 2,convert_counts)</pre>
library(e1071)
model <- naiveBayes(x_train, y_train,laplace=1)</pre>
y pred <- predict(model, x test)</pre>
cm = table(y_pred, y_test)
print(cm)
acc = sum(diag(cm))/sum(cm)
print(paste("Accuracy: ",acc*100,"%"))
```

RESULT:

Thus the R program to implement filtering of Mobile phone spam using Naïve Bayes is executed successfully and the output is verified.

Ex No:4	Risky Bank Loans using Decision Trees
Date:29/08/24	

To implement a R program to find Risky Bank loans using Decision Tree.

ALGORITHM:

- 1. Start
- 2. Import the dataset credit.csv and display the structure of the dataset.
- 3. Display the table to find the range of values and find the missing values.
- 4. Factorise the default column and set seed of 123.
- 5. Split the dataset for training and testing in the ratio of 0.8, with "default" as the response variable, and the rest as predictor variables.
- 6. Import the library C5.0 for implementing decision tree.
- 7. Train the decision tree model using C5.0 function for the training dataset.
- 8. Test the model to predict using predict(). Print the confusion matrix.
- 9. Print the accuracy of the decision tree model.
- 10. Stop

PROGRAM:

```
credit <- read.csv("credit.csv")
str(credit)
table(credit$savings_balance)
summary(credit$amount)
credit$default <- factor(credit$default)
set.seed(123)
train_sample <- sample(1000, 800)
str(train_sample)
x_train <- credit[train_sample, -17]
x_test <- credit[-train_sample, -17]
y_train <- credit[train_sample, 17]
y_test <- credit[-train_sample, 17]
library(C50)
model <- C5.0(x_train,y_train)</pre>
```

```
summary(model)
y_pred <- predict(model,x_test)

cm = table(y_pred,y_test)

print(cm)

acc=sum(diag(cm))/sum(cm)

print(paste("Accuaracy: ",acc*100,"%"))</pre>
```

```
: : ...checking_balance = < 0 DM: yes (4)
: : checking_balance = < 0 DM: yes (4)
: : checking_balance = - 200 DM: no (3/1)
: purpose = furniture/appliances:
: ...savings_balance in (1800 DM): yes (6)
: savings_balance = < 1800 DM:
: ...snorths_loan_duration < 22: yes (12/1)
: months_loan_duration < 22: yes (12/1)
: months_loan_duration < 22: yes (12/1)
: amount < > 2325: yes (3)
: yes (4)
: yes (4)
: yes (4)
: yes (4)
: yes (5)
: yes (6)
: yes (6)
: yes (6)
: yes (7)
: yes (7)
: yes (8)
: yes (9)
: y
```

```
Evaluation on training data (900 cases):

Decision Tree

Size Errors

69 99(11.0%) <<

(a) (b) <-classified as

625 10 (a): class no
89 176 (b): class yes

Attribute usage:

100.00% checking balance
54.22% credit history
48.22% months loan duration
42.22% savings balance
31.80% purpose
22.33% cmployment_duration
9.22% years at_residence
8.40% job
6.11% other_credit
```

```
5.78% amount
4.8% existing_loans_count
4.2% phone
2.88% percent_of_income
1.5% dependents
0.78% age

Time: 0.0 secs
> y.pred <- predict(model,x.test)
> cm <- table(y.pred,y_test)
> print(cm)
y print(cm)
y print(paster)
y p
```

RESULT:

Thus the R program to find Risky Bank loans using Decision Tree is executed successfully and the output is verified.

Ex No: 5	
	Medical Expense with Linear Regression.
Dete:05/00/24	1

To implement a R program to predict Medical Expense using Linear Regression

ALGORITHM:

- 1. Start
- 2. Load the Insurance dataset and analyse the structure of the dataset.
- 3. Get the summary statistics. Check whether the distribution is right-skewed or left skewed by comapring the mean and median. Verify the same using histogram.
- 4. Check the distribution of "region" using table.
- 5. Create a correlation matrix of "age", "bmi", "children", "expenses".
- 6. To determine the pattern of the dataset, use scatterplot using pairs() for "age", "bmi", "children", "expenses".
- 7. To display a more informative scatterplot use pairs.panel() from "psych" library.
- 8. Fit the linear regression model using lm() with expenses as the dependent variable.
- 9. Evaluate the model performance using summary().
- 10. To improve the model performance, square the age variable as age2 and bmi30 is 1 if bmi>=30 else 0.
- 11. Train the model with age + age2+bmi30 as also as the independent variables.
- 12. Evaluate the model performance for model2 using summary().
- 13. Stop.

PROGRAM:

```
insurance<-read.csv("insurance.csv",stringsAsFactors = TRUE)
str(insurance)
summary(insurance$expenses)
hist(insurance$expenses)
table(insurance$region)
cor(insurance[c("age","bmi","children","expenses")])
pairs(insurance[c("age","bmi","children","expenses")])
library(psych)
pairs.panels(insurance[c("age","bmi","children","expenses")])8
ins_model <- lm(expenses ~ age + children + bmi + sex + smoker + region, data = insurance)
ins_model</pre>
```

summary(ins_model)

insurance\$age2 <- insurance\$age^2

insurance\$bmi30 <- ifelse(insurance\$bmi >= 30,1,0)

expenses ~ bmi30*smoker

expenses ~ bmi30+smokeryes+bmi30:smokeryes

ins_model2 <- lm(expenses ~ age+age2+children+bmi+sex+bmi30*smoker+region, data=insurance)

summary(ins_model2)

OUTPUT:

```
Run Terminal Help
                                                                                                                                                                                   plot.png - Visual Studio Code
    PROBLEMS (24) OUTPUT DEBUG CONSOLE TERMINAL JUPYTER
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     R Inte
   | Insurances - read.csv("E:\Academic Docs\Semester-5\Data Science using R\\in$ | str(insurance) | 'data.frame': 138 obs. of 7 variables: | 'data.frame': 138 obs. of 7 variables: | '5 age : int 19 18 28 33 22 31 46 37 37 60 ... | '5 sex : Factor w/ 2 levels "female", "male": 1 2 2 2 2 1 1 1 2 1 ... | '5 bmi: num 27,9 3.8 33 22,7 28,9 25,7 33.4 27.7 29.8 25.8 ... | '5 children: int 0 1 3 0 0 0 1 3 2 0 ... | '5 children: int 0 1 3 0 0 0 1 3 2 0 ... | '5 children: int 0 4 1 9 evels "no", "yes": 2 1 1 1 1 1 1 1 1 1 ... | '5 region : Factor w/ 2 levels "no", "yes": 2 1 1 1 1 1 1 1 1 1 1 ... | '5 region : Factor w/ 4 levels "northeast", "northwest", ... 4 3 3 2 2 3 3 2 1 2 ... | '5 sexpenses: num 16881 126 4469 21984 3607 ... | '5 summary(insuranceSexpenses) | '5 summary(insuranceSexpenses) | '5 table(insuranceSexpenses) | 'table(insuranceSexpenses) | 
                        surancek-read.csv("E:\\Academic Docs\\Semester-5\\Data Science using R\\in$
  Call:
lm(formula = expenses ~ age + children + bmi + sex + smoker +
region, data = insurance)
    > summary(ins_model)
   call:
lm(formula = expenses ~ age + children + bmi + sex + smoker +
    region, data = insurance)
    Residuals:

Min 1Q Median 3Q Max

-11302.7 -2850.9 -979.6 1383.9 29981.7
  Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' ' 1
    Residual standard error: 6062 on 1329 degrees of freedom
Multiple R-squared: 0.7509, Adjusted R-squared: 0.7494
F-statistic: 500.9 on 8 and 1329 DF, p-value: < 2.2e-16
   > insuranceSage2 <- insuranceSage^2

> insuranceSage3 <- insuranceSage^2

> insuranceSbmi30 <- ifelse(insuranceSbmi >= 30,1,0)

> expenses ~ bmi30 * smoker

expenses ~ bmi30 * smokeryes

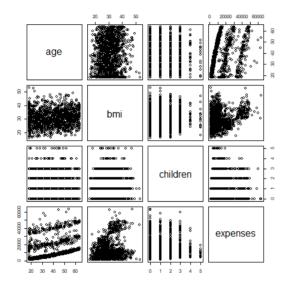
expenses ~ bmi30 * smokeryes

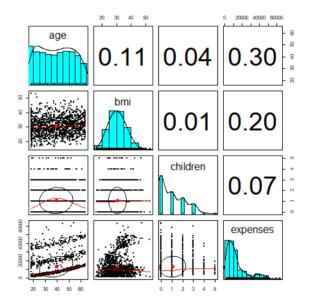
expenses ~ bmi30 * smokeryes + bmi30 * smokeryes

expenses ~ bmi30 * smokeryes + bmi30 * smokeryes

> ins model2 <- ln(expenses ~ age+age2+children+bmi+sex+bmi30*smoker+region, d$

> summary(ins model2)
   call:
lm(formula = expenses ~ age + age2 + children + bmi + sex + bmi30 *
smoker + region, data = insurance)
  Min 1Q Median 3Q Max
-17297.1 -1656.0 -1262.7 -727.8 24161.6
```





RESULT:

Thus the R program to predict medical expenses using linear regression is executed successfully and the output is verified.

Ex No: 6	
	Modeling strength of concrete.
Date:12/10/24	5 8

To build a predictive model for the compressive strength of concrete based on its composition and age using linear regression in R.

ALGORITHM:

- 1. Start
- 2. Load the Insurance dataset and check its structure.
- 3. Get summary statistics and check skewness using mean, median, and histogram.
- 4. Check the distribution of "region" using a table.
- 5. Create a correlation matrix for "age," "bmi," "children," and "expenses."
- 6. Use scatterplots to examine relationships among "age," "bmi," "children," and "expenses."
- 7. Fit an initial linear model with "expenses" as the target, then improve by adding `age2` (age squared) and `bmi30` (1 if bmi >= 30) and re-evaluate.
- 8. Stop

PROGRAM:

```
library(caret)
library(ggplot2)
data <- read.csv("concrete.csv")
head(data)
sum(is.na(data))
set.seed(123)
trainIndex <- createDataPartition(data$CompressiveStrength, p = 0.8, list = FALSE)
trainData <- data[trainIndex,]
testData <- data[-trainIndex,]
```

```
model <- lm(CompressiveStrength ~ ., data = trainData)

summary(model)

predictions <- predict(model, newdata = testData)

mae <- mean(abs(predictions - testData$CompressiveStrength))

print(paste("Mean Absolute Error:", round(mae, 2)))

ggplot() +

geom_point(aes(x = testData$CompressiveStrength, y = predictions), color = 'blue') +

geom_abline(slope = 1, intercept = 0, linetype = "dashed", color = "red") +

labs(title = "Predicted vs Actual Compressive Strength",

x = "Actual Strength",

y = "Predicted Strength") +

theme_minimal()
```

```
> str(concrete)
'data.frame': 1030 obs. of 10 variables:
$ cement
               : num 540 540 332 332 199 ...
              : num 0 0 142 142 132 .
$ slag
        $ ash
              : num 162 162 228 228 192 228 228 228 228 228 ...
$ water
$ superplastic : num 2.5 2.5 0 0 0 0 0 0 0 0 .
$ coarseagg : num 1040 1055 552

$ fineagg : num 676 676 594 594 826

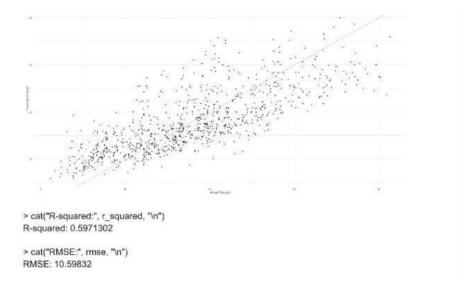
200 265 360 90 36
                 : num 1040 1055 932 932 978 ...
             : int 28 28 270 365 360 90 365 28 28 28 ...
$ age
$ strength
               : num 80 61.9 40.3 41 44.3 .
$ Predicted_Strength: num 55.1 54.7 57.6 68 59.4 ...
> summary(model)
Call:
Im(formula = strength ~ cement + slag + water + superplastic +
  coarseagg + fineagg + age, data = concrete)
  Min 1Q Median 3Q
-30.901 -7.239 0.441 6.899 34.408
Coefficients:
        Estimate Std. Error t value Pr(>|t|)
(Intercept) 121.611036 17.015934 7.147 1.69e-12 ***
cement
           0.067636 0.004135 16.357 < 2e-16 ***
          0.042550 0.005192 8.196 7.39e-16 ***
          -0.323265 0.032336 -9.997 < 2e-16 ***
superplastic 0.371641 0.094876 3.917 9.56e-05 ***
coarseagg
            -0.027502 0.006913 -3.978 7.44e-05 ***
          -0.038549 0.006777 -5.688 1.68e-08 ***
```

```
age 0.109746 0.005514 19.903 < 2e-16 ***

Signif. codes: 0 **** 0.001 *** 0.01 ** 0.05 : 0.1 ** 1

Residual standard error: 10.64 on 1022 degrees of freedom Multiple R-squared: 0.5971, Adjusted R-squared: 0.5944 F-statistic: 216.4 on 7 and 1022 DF, p-value: < 2.2e-16

> ggplot(concrete, aes(x = strength, y = Predicted_Strength)) + + geom_point() + + geom_abline(slope = 1, intercept = 0, color = "red") + + labs(title = "Actual vs Predicted Concrete Strength", + x = "Actual Strength", + y = "Predicted Strength") + + theme_minimal()
```



RESULT:

Thus the R Script program to implement Modeling strength of concrete is executed successfully and the output is verified.

Ex No: 7

Date:19/10/24

Identification of frequently Purchased groceries with Apriori algorithm.

AIM:

To identify frequent itemsets of grocery items that are commonly purchased together using the Apriori algorithm. This will help in understanding customer buying patterns and optimizing store layout or inventory.

ALGORITHM:

- 1. Start
- 2. Load Data: Load the transaction dataset (assume each transaction is a list of items purchased).
- 3. Data Preprocessing: Convert the data into a transactional format suitable for association rule mining.
- 4. Set Parameters: Define minimum support and confidence levels for the Apriori algorithm.
- 5. Apply Apriori Algorithm: Use the Apriori algorithm to find frequent itemsets.
- 6. Generate Association Rules: Extract association rules from the frequent itemsets based on support and confidence thresholds.
- 7. Analyze Results: Sort and filter rules to identify the most frequently purchased item combinations.
- 8. Stop

PROGRAM:

```
if(!require(arules)) install.packages("arules", dependencies=TRUE)
library(arules)
data("Groceries")
summary(Groceries)
min_support <- 0.01 # Example: at least 1% of transactions
min confidence <- 0.5 # Example: at least 50% confidence
frequent itemsets <- apriori(Groceries, parameter = list(supp = min support, conf =
min_confidence))
summary(frequent_itemsets)
inspect(frequent_itemsets[1:10])
rules <- apriori(Groceries, parameter = list(supp = min_support, conf = min_confidence,
target = "rules"))
summary(rules)
inspect(sort(rules, by = "confidence")[1:10]) # Display top 10 rules by confidence
if(!require(arulesViz)) install.packages("arulesViz", dependencies=TRUE)
library(arulesViz)
plot(rules, method = "graph", control = list(type = "items"))
```

Summary of the Groceries Dataset

transactions as itemMatrix in sparse format with 9835 rows (elements/itemsets/transactions) and 169 columns (items) and a density of 0.02609146

```
most frequent items:
```

```
whole milk other vegetables rolls/buns soda yogurt (Other) 2513 1903 1809 1715 1372 34055
```

Frequent Itemsets:

set of 50 itemsets

example of first 10 itemsets (sorted by support):

```
items support
[1] {whole milk} 0.25551601
[2] {other vegetables} 0.19349263
[3] {rolls/buns} 0.18393493
[4] {soda} 0.17437722
[5] {yogurt} 0.13950178
[6] {whole milk, other vegetables} 0.0751
[7] {whole milk, yogurt} 0.0561
```

Association Rules (Top 10 by Confidence):

set of 10 rules

```
example of first 10 rules (sorted by confidence):
```

```
lhs rhs support confidence lift
```

- [1] {yogurt} \Rightarrow {whole milk} 0.0561 0.4032 1.57
- [2] {rolls/buns} => {whole milk} 0.0567 0.3084 1.21
- [3] $\{\text{soda}\} = \{\text{whole milk}\} = 0.0569 = 0.3058 = 1.20$
- [4] $\{\text{tropical fruit}\} => \{\text{whole milk}\}\ 0.0519\ 0.2674\ 1.03$
- [5] {other vegetables} \Rightarrow {whole milk} 0.0751 0.3926 1.53

RESULT:

Thus the R program to Identification of frequently Purchased groceries with Apriori algorithm is executed successfully and the output is verified.

Ex No: 8	
	Finding Teen Segments of Market.
Date:26/10/24	

The aim of this process is to identify and segment the teen demographic in a market based on behavior, preferences, or other relevant characteristics for targeted marketing or product development.

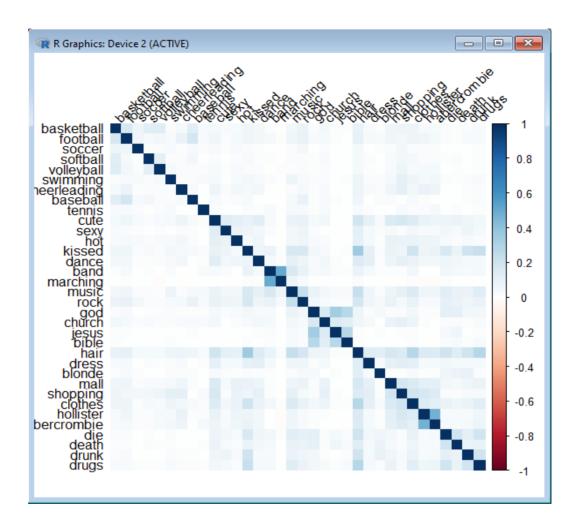
ALGORITHM:

- 1. START: Collect raw data from sources relevant to the teen market (e.g., social media data, survey responses).
- 2. PREPROCESSING: Clean the data (e.g., remove missing values, correct errors).
- 3. SELECT FEATURES: Choose features that help in segmentation (e.g., age, purchase patterns, interests).
- 4. APPLY CLUSTERING ALGORITHM: Run clustering algorithms (e.g., K-Means or DBSCAN) to create market segments.
- 5. EVALUATE MODEL: Evaluate the clustering performance using a scoring metric (e.g., silhouette score).
- 6. VISUALIZE DATA: Visualize the segmented data to understand different groups.
- 7. EXTRACT INSIGHTS: Identify unique patterns and preferences within each segment.
- 8. STOP: Develop targeted marketing strategies based on the insights from the segmentation.
- 9. This approach allows businesses to better understand the teen market and tailor their products or marketing campaigns accordingly.

PROGRAM:

```
library(dplyr)
library(ggplot2)
library(corrplot)
load_data <- function(file_path) {
    df <- read.csv(file_path)
    return(df)
}
preprocess_data <- function(df) {
    # Check for missing values
    print(colSums(is.na(df)))
    df[is.na(df)] <- 0 # Fill missing values with 0
    return(df)
}</pre>
```

```
analyze_segments <- function(df) {</pre>
 # Example: Segment by gender
 gender_counts <- table(df$gender)</pre>
 print("Gender Distribution:")
 print(gender_counts)
 interest features <- c('basketball', 'football', 'soccer', 'softball', 'volleyball',
                 'swimming', 'cheerleading', 'baseball', 'tennis',
                 'cute', 'sexy', 'hot', 'kissed', 'dance',
                 'band', 'marching', 'music', 'rock', 'god',
                 'church', 'jesus', 'bible', 'hair', 'dress',
                 'blonde', 'mall', 'shopping', 'clothes',
                 'hollister', 'abercrombie', 'die', 'death',
                 'drunk', 'drugs')
 corr_matrix <- cor(df[interest_features])</pre>
 corrplot(corr_matrix, method = "color", tl.col = "black", tl.srt = 45)
main <- function(file_path) {</pre>
 df <- load_data(file_path)</pre>
 df <- preprocess_data(df)</pre>
 analyze_segments(df)
}
main('path_to_your_file.csv')
```



RESULT:

Thus the R program to Finding Teen Segments of Market is executed successfully and the output is verified.

Ex No: 9	
	Tuning stock models for better performance.
Date:26/10/24	· ·

The aim is to enhance the predictive performance of stock market models by optimizing hyperparameters, improving data features, and using techniques like cross-validation and model selection to better forecast stock prices or trends.

ALGORITHM:

- 1. Start
- 2. Data Collection: Gather historical stock data (e.g., price, volume, market sentiment, technical indicators).
- 3. Data Preprocessing: Clean the data by handling missing values, normalizing features, and creating relevant indicators (e.g., moving averages, RSI).
- 4. Feature Engineering: Create new features based on existing data to improve model predictions (e.g., lagged values, percentage changes, or volatility).
- 5. Model Selection: Choose an appropriate model (e.g., Linear Regression, Decision Trees, Random Forest, LSTM for time series).
- 6. Hyperparameter Tuning: Tune the hyperparameters of the model using techniques like Grid Search or Random Search to optimize performance.
- 7. Cross-Validation: Implement cross-validation (e.g., k-fold) to ensure that the model generalizes well on unseen data.
- 8. Model Evaluation: Evaluate the model's performance using metrics like RMSE, MAE, or accuracy, and compare the results with different models.

 Model Refinement: Refine the model by adjusting hyperparameters further, adding/removing features, or testing different algorithms to achieve better results 10. End.

PROGRAM:

9.

```
library(Metrics)
data <- read.csv("C:/Users/AI_LAB/Desktop/77/stock.csv")
if (is.null(data)) {
   stop("Data not loaded. Please check the file path.")
}
str(data)
data$Closing.Volume <- as.numeric(as.character(data$Closing.Volume)) # Update based on your target variable
data <- na.omit(data)
```

```
set.seed(123)

train_index <- sample(1:nrow(data), 0.8 * nrow(data))

train_data <- data[train_index, ]

test_data <- data[-train_index, ]

rf_model <- randomForest(Closing.Volume ~ ., data = train_data, ntree = 100)

predictions <- predict(rf_model, newdata = test_data)

actuals <- test_data$Closing.Volume

mae <- mean(abs(predictions - actuals))

rmse <- sqrt(mean((predictions - actuals)^22))

cat("Mean Absolute Error:", mae, "\n")

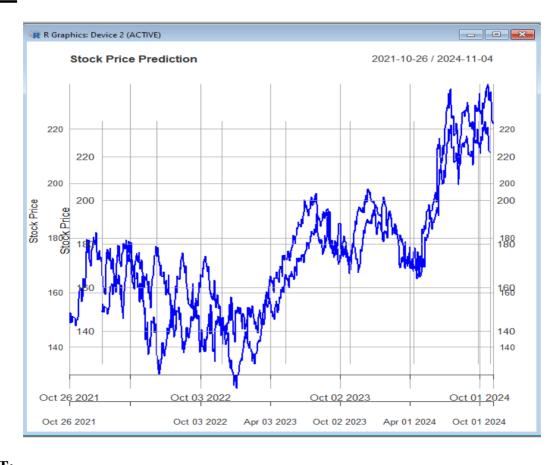
cat("Root Mean Squared Error:", rmse, "\n")

plot(test_data$Date, actuals, type = 'I', col = 'blue', ylim = range(c(actuals, predictions)),

xlab = 'Date', ylab = 'Closing Price', main = 'Actual vs Predicted Closing Prices')

lines(test_data$Date, predictions, col = 'red')

legend("topright", legend = c("Actual", "Predicted"), col = c("blue", "red"), lty = 1)
```



RESULT:

Thus the R program to Tuning stock models for better performance is executed successfully and the output is verified.