

Assignment Date	
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Maximum Marks	2 Marks

#Problem Statement: Customer Segmentation Analysis

####Description: You own the mall and want to understand the customers who can quickly converge [Target Customers] so that the insight can be given to the marketing team and plan the strategy accordingly.

Download and load Dataset

```
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import matplotlib as rcParams
```

```
df=pd.read_csv('Mall_Customers.csv') #No Target Column - UnsupervisedMachine Learning
df.head()
```

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

```
df = df.rename(columns = {'Annual Income (k$)': 'Annual_Income','Spending Score (1-100)':
'Spending_Score'})df.head()
```

	CustomerID	Gender	Age	Annual_Income	Spending_Score	
		Male	19	15	39	1
1	2	Male	21		15	81
2	3	Female	20		16	6
3	4	Female	23		16	77
4	5	Female	31		17	40

```
df.shape
```

```
(200, 5)
```

```
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      200 non-null    int64
4    Spending_Score     200 non-null    int64
dtypes: int64(4), object(1)memory
usage: 7.9+ KB

df.Gender.unique()

array(['Male', 'Female'], dtype=object)df.Age.unique()

array([19,54,
        29, 21, 20, 23, 31, 22, 35, 64, 30, 67, 58, 24, 37, 52, 25, 46,
51,
        69, 45, 40, 60, 53, 18, 49, 42, 36, 65, 48, 50, 27, 33, 59, 47,
41])
df.Gender.value_counts()Female
70, 63, 43, 68, 32, 26, 57, 38, 55, 34, 66, 39, 44, 28, 56,
112
Male      88
Name: Gender, dtype: int64

```

Visualizations

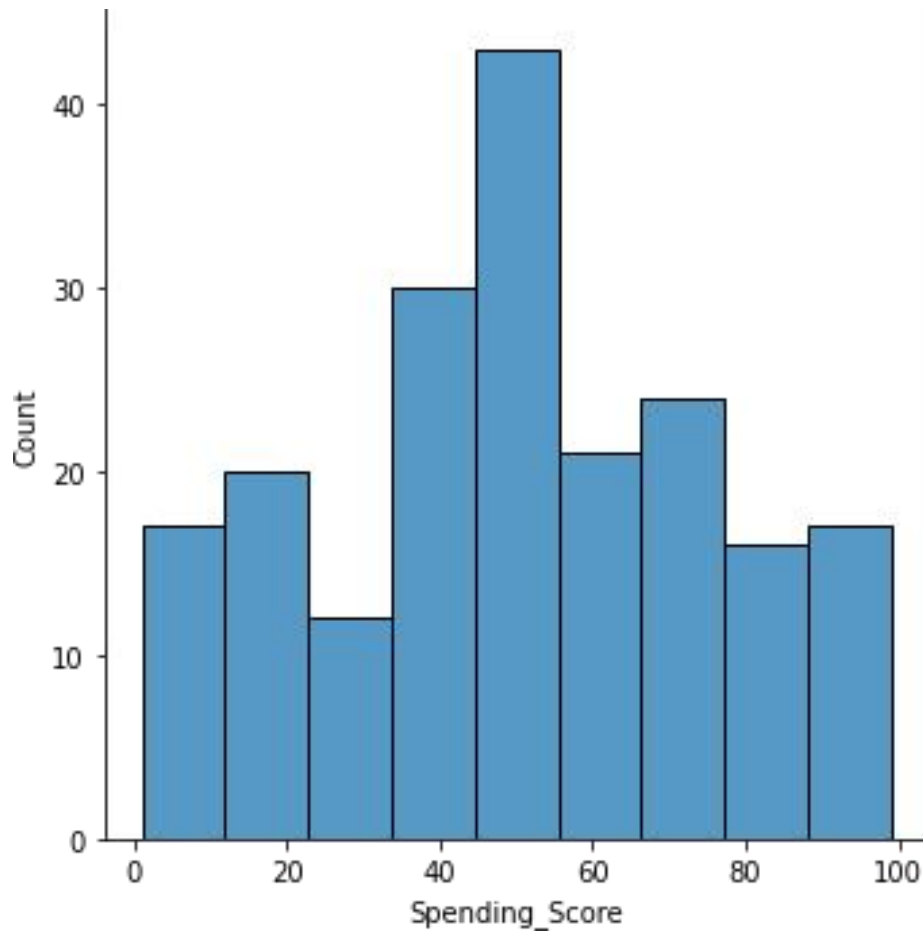
Univariate Analysis

```

sns.displot(df.Spending_Score)

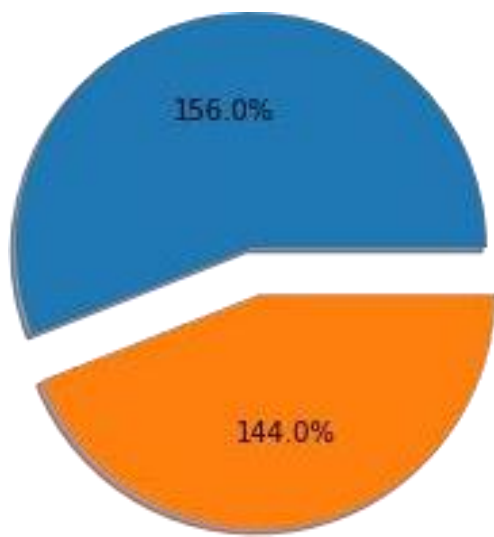
<seaborn.axisgrid.FacetGrid at 0x7f700626b950>

```



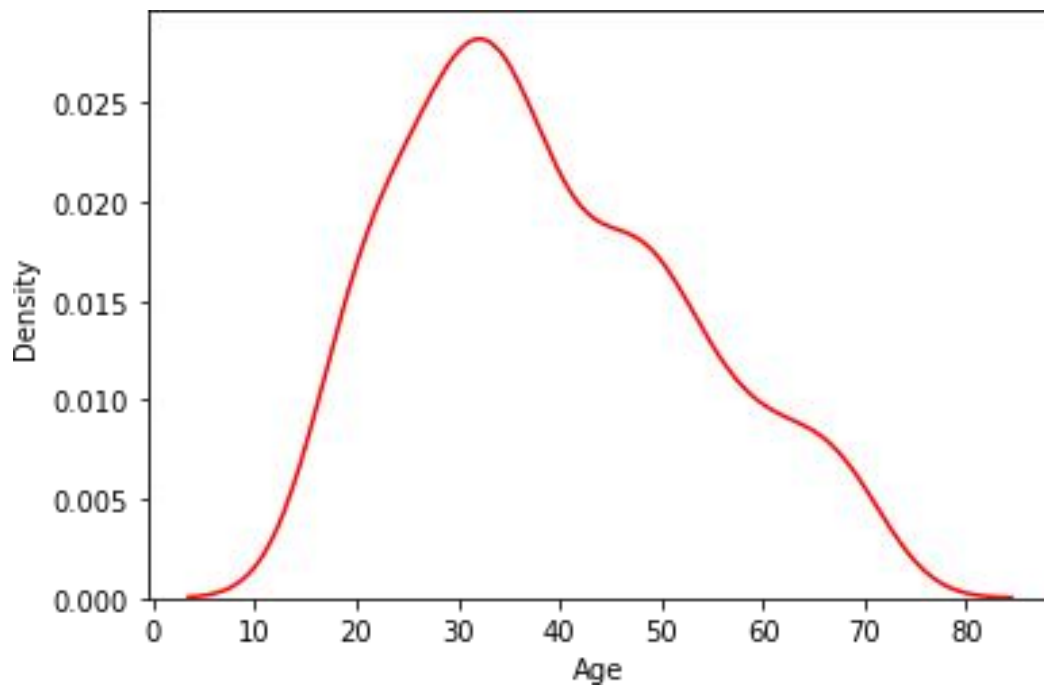
```
plt.pie(df.Gender.value_counts(),[0,0.2],shadow='True',autopct="1%.1f%
%)") #categorical column
```

```
([<matplotlib.patches.Wedge at 0x7f7005485ed0>,
  <matplotlib.patches.Wedge at 0x7f7005492950>], [Text(-
0.20611945413751356, 1.080515974257694, ""),
  Text(0.24359571852615253, -1.2769734241227293, ""),
  [Text(-0.11242879316591647, 0.5893723495951058, '156.0%'),
  Text(0.14990505755455538, -0.7858297994601411, '144.0%')])
```



```
sns.kdeplot(df.Age,color="red")
```

<matplotlib.axes._subplots.AxesSubplot at 0x7f700549a450>



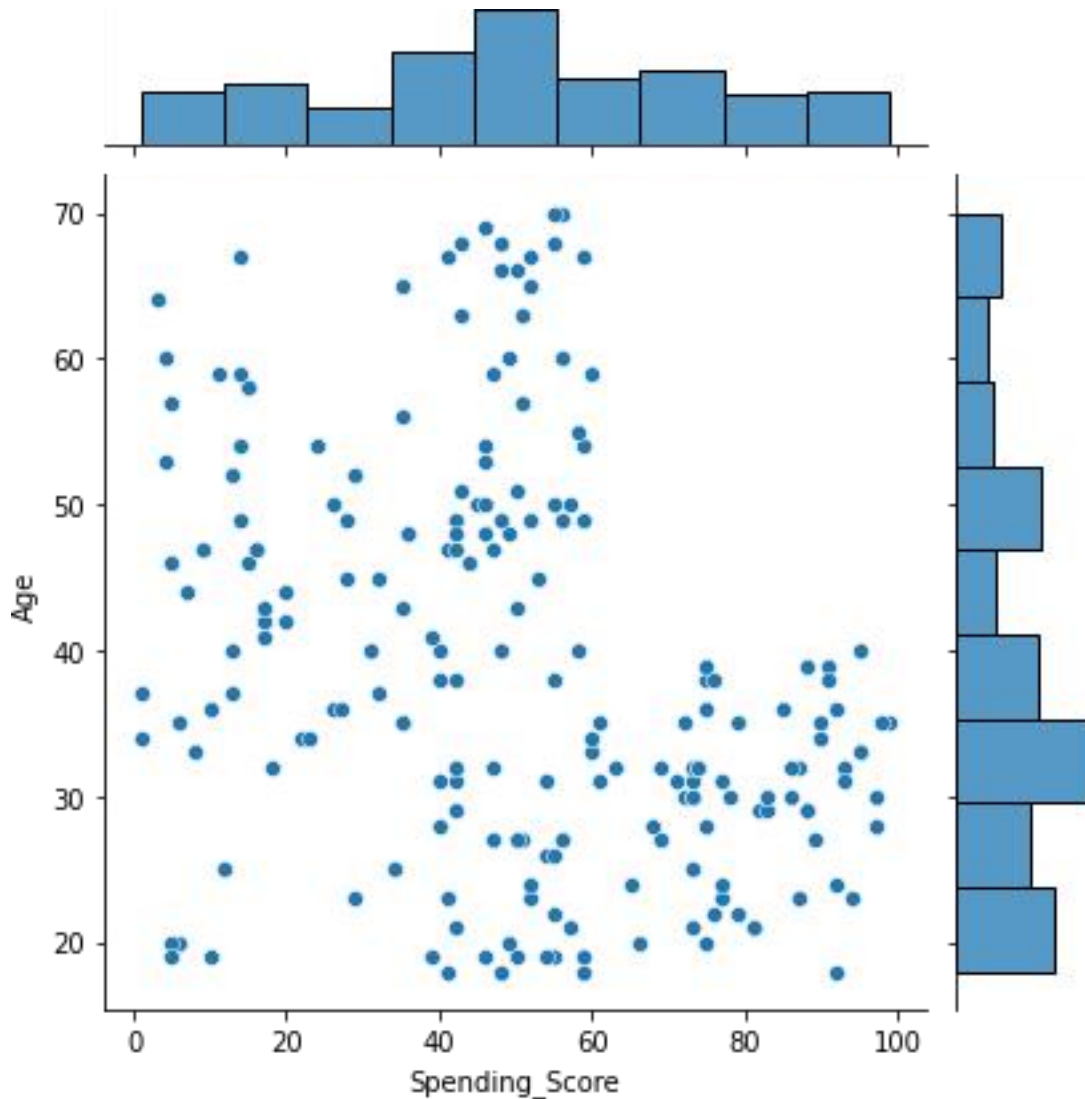
Bi-variate Analysis

```
sns.jointplot(df.Spending_Score,df.Age)
```

/usr/local/lib/python3.7/dist-packages/seaborn/_decorators.py:43: FutureWarning: Pass the following variables as keyword args: x, y. From version 0.12, the only valid positional argument will be `data`,

and passing other arguments without an explicit keyword will result in an error or misinterpretation.
FutureWarning

<seaborn.axisgrid.JointGrid at 0x7f7005459c50>

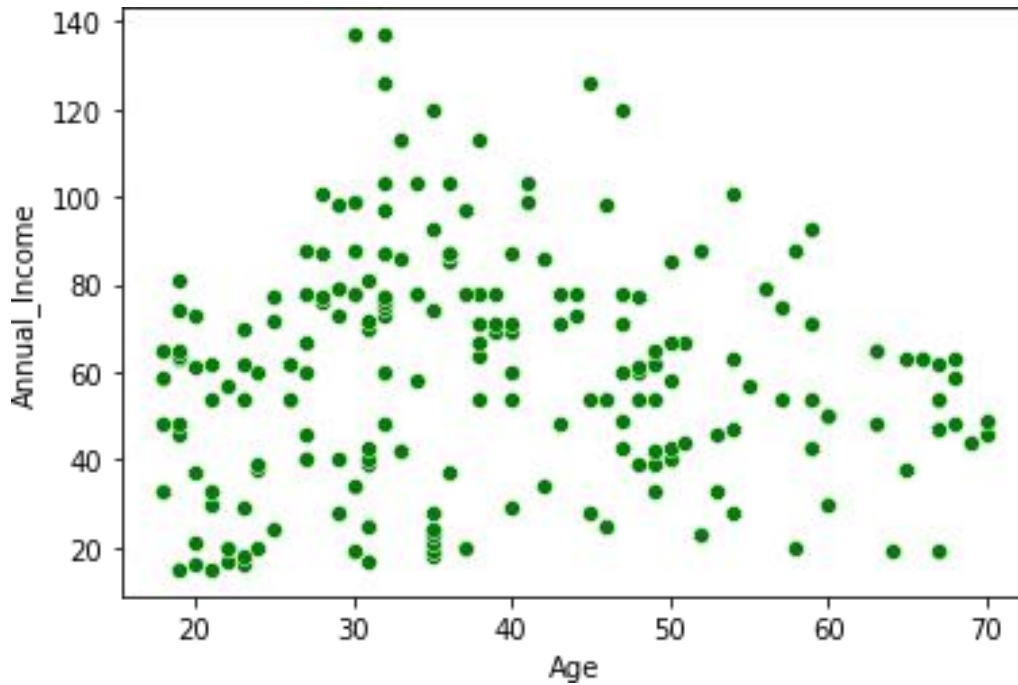


```
sns.scatterplot(df.Age,df.Annual_Income,color="green")
```

/usr/local/lib/python3.7/dist-packages/seaborn/_decorators.py:43:
FutureWarning: Pass the following variables as keyword args: x, y.
From version 0.12, the only valid positional argument will be `data`,
and passing other arguments without an explicit keyword will result in
an error or misinterpretation.

FutureWarning

<matplotlib.axes._subplots.AxesSubplot at 0x7f7005268410>

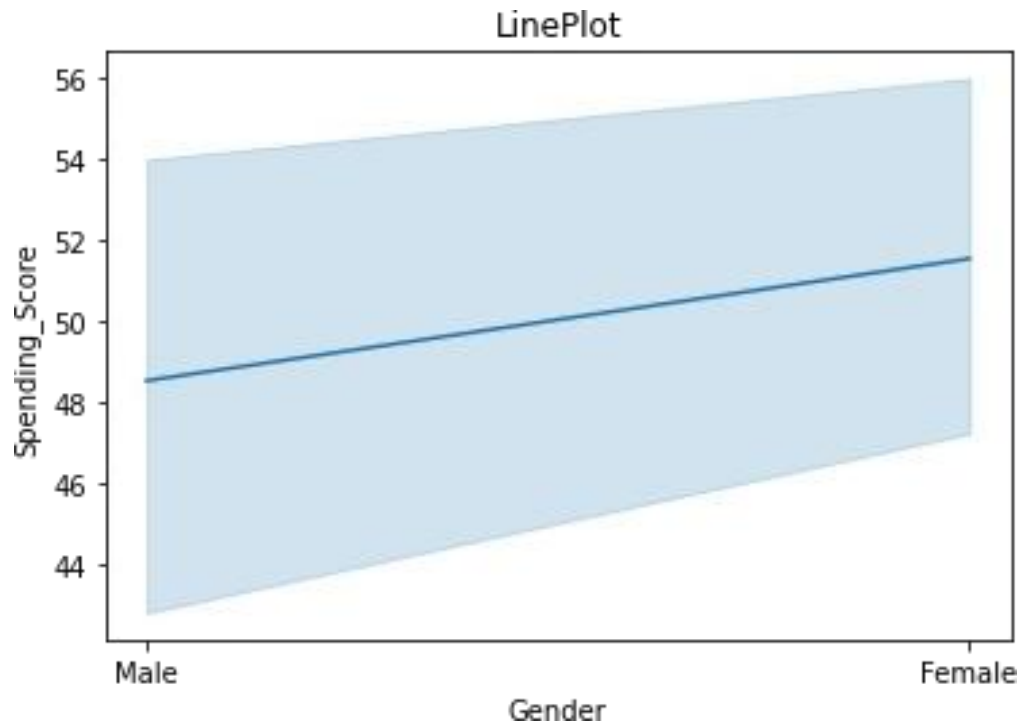


```
sns.lineplot(df.Gender,df.Spending_Score)
plt.xlabel('Gender') plt.ylabel('Spending_Score')
plt.title('LinePlot')
```

/usr/local/lib/python3.7/dist-packages/seaborn/_decorators.py:43: FutureWarning: Pass the following variables as keyword args: x, y. From version 0.12, the only valid positional argument will be `data`, and passing other arguments without an explicit keyword will result in an error or misinterpretation.

FutureWarning

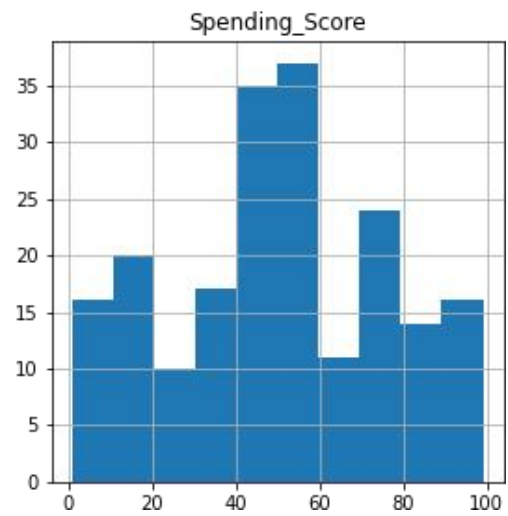
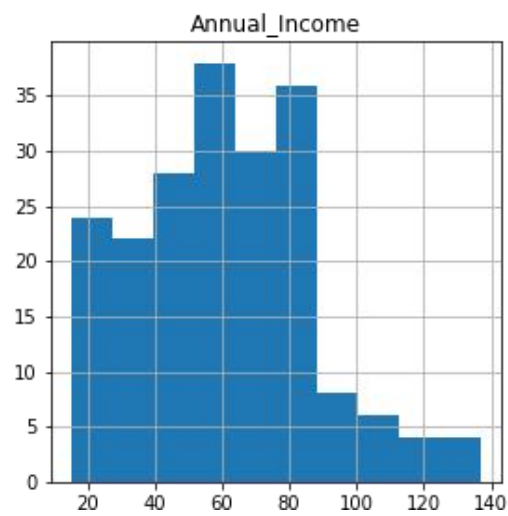
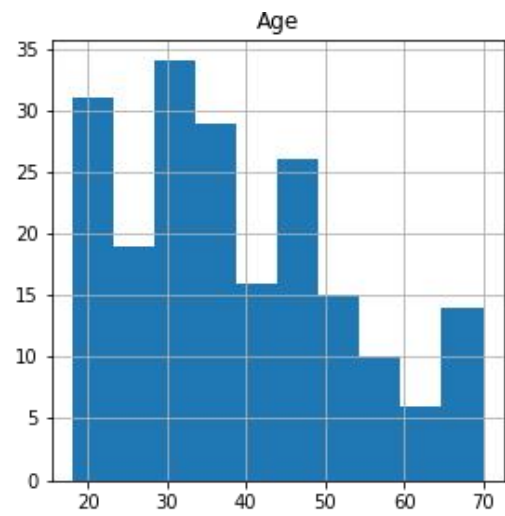
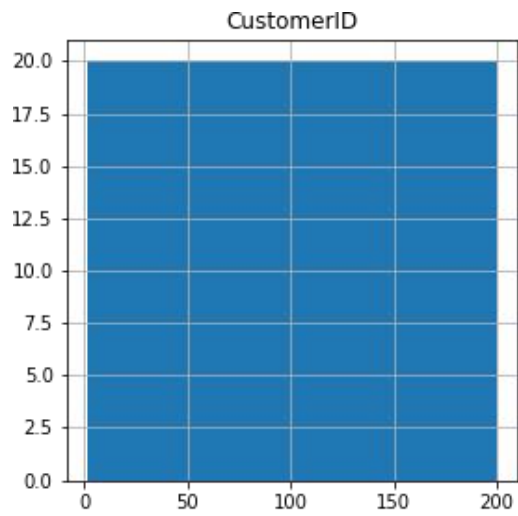
Text(0.5, 1.0, 'LinePlot')



Multi-variate Analysis

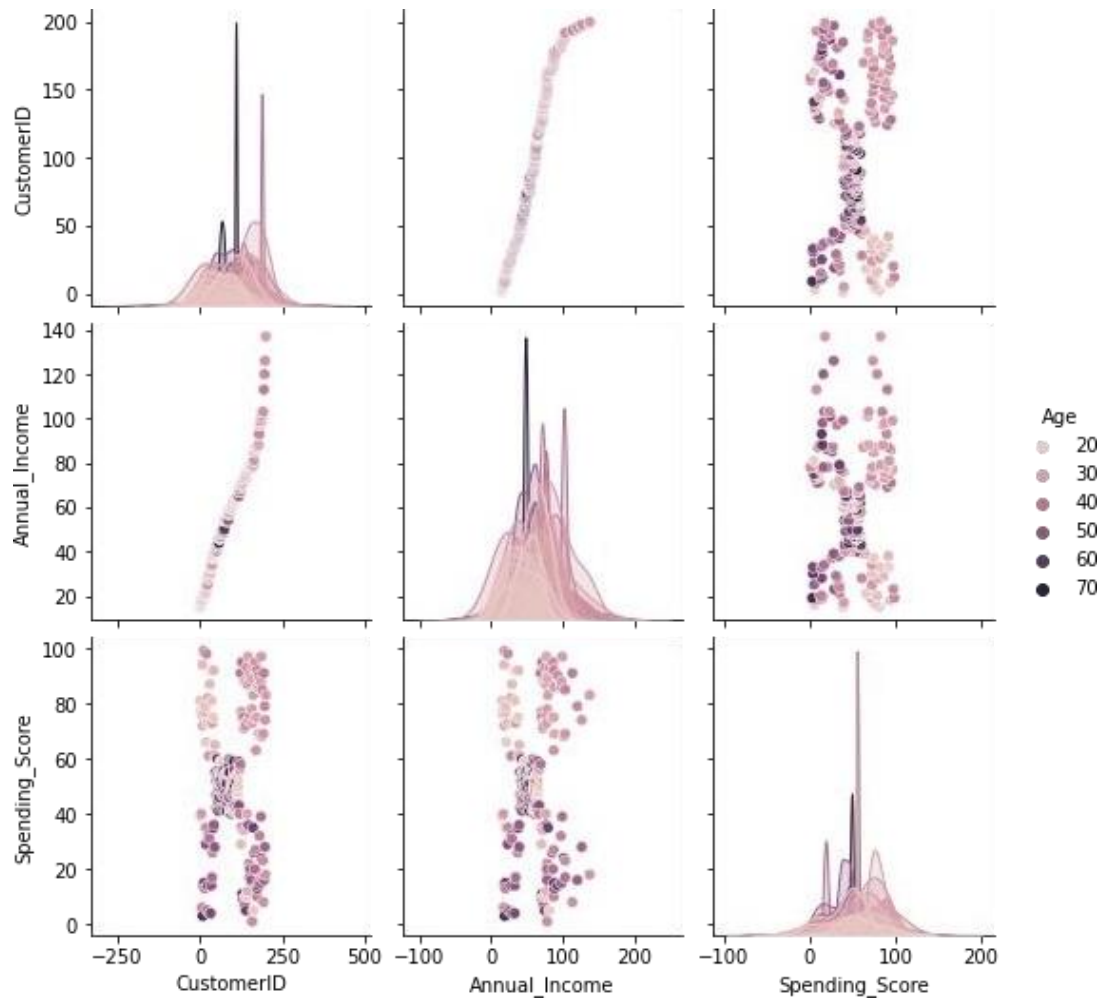
```
df.hist(figsize=(10,10))
```

```
array([[<matplotlib.axes._subplots.AxesSubplot object at 0x7f7005203910>,  
       <matplotlib.axes._subplots.AxesSubplot object at 0x7f70051db810>],  
       [<matplotlib.axes._subplots.AxesSubplot object at 0x7f7005191c90>,  
       <matplotlib.axes._subplots.AxesSubplot object at 0x7f70051541d0>]],  
      dtype=object)
```



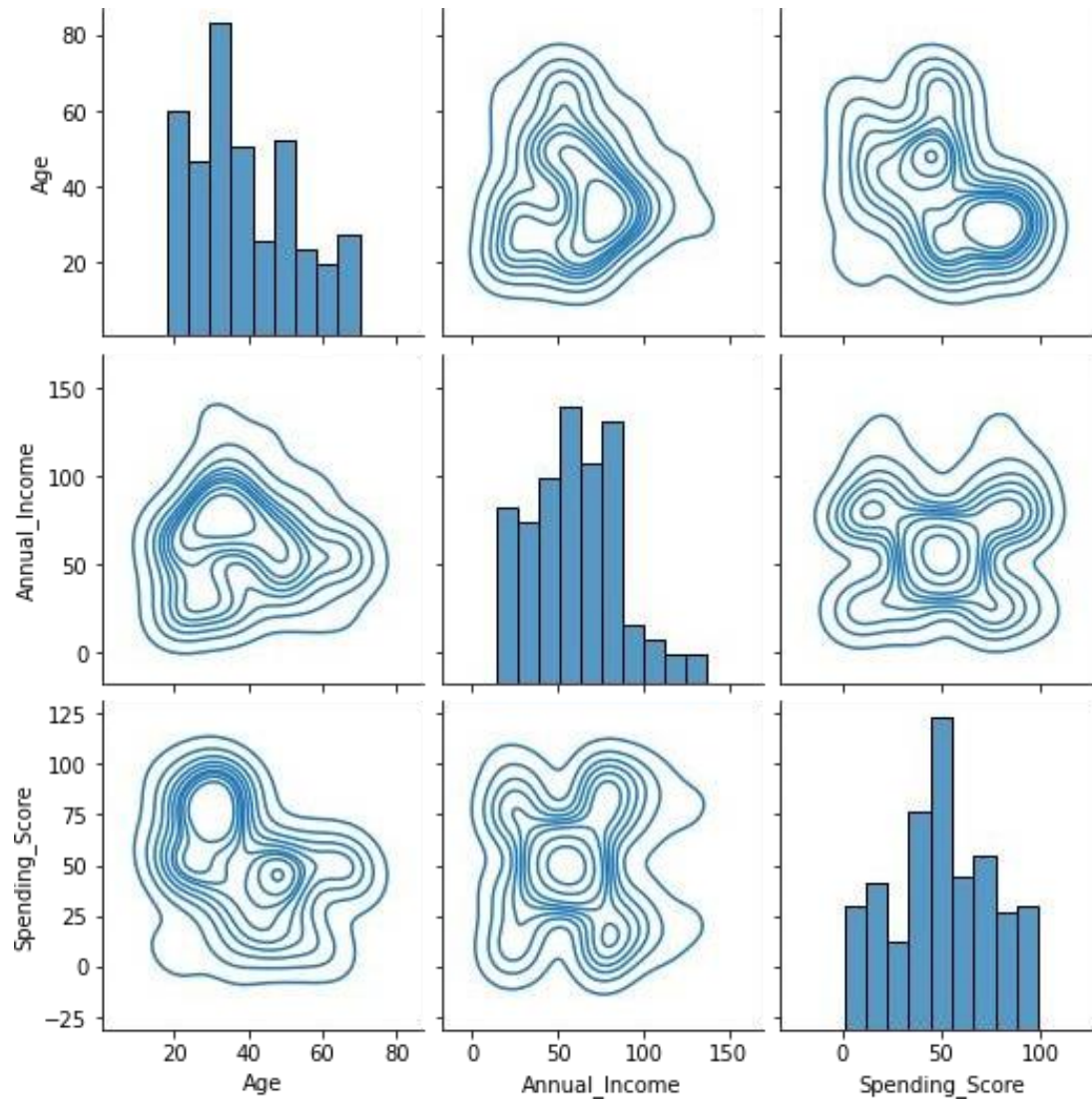
```
sns.pairplot(df,kind='scatter',hue='Age')
```

```
<seaborn.axisgrid.PairGrid at 0x7f700510cd90>
```

```
sns.pairplot(data=df[['Age','Annual_Income','Spending_Score']],kind='kde',diag_kind='hist')
```

```
<seaborn.axisgrid.PairGrid at 0x7f7004bd3cd0>
```



Descriptive statistics

```
df.describe()
```

	CustomerID	Age	Annual_Income	Spending_Score
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

Handle missing data

```
df.isnull().any() #no missing data
```

```
CustomerID      False
Gender           False
Age              False
Annual_Income    False
Spending_Score   False
dtype: bool
```

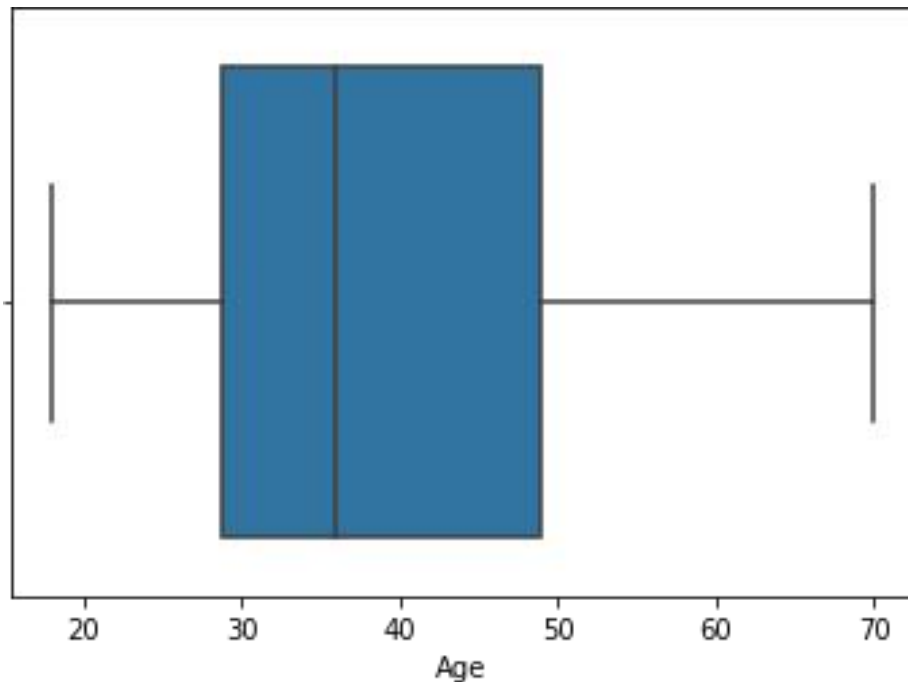
#Outliers Replacement

```
sns.boxplot(df.Age) #no outliers
```

/usr/local/lib/python3.7/dist-packages/seaborn/_decorators.py:43: FutureWarning: Pass the following variable as a keyword arg: x. From version 0.12, the only valid positional argument will be `data`, and passing other arguments without an explicit keyword will result in an error or misinterpretation.

FutureWarning

<matplotlib.axes._subplots.AxesSubplot at 0x7f7004604090>



Check for Categorical column and perform encoding

```
from sklearn.preprocessing import LabelEncoder
```

```
le = LabelEncoder()
```

```
df.Gender=le.fit_transform(df.Gender)
```

```
df.head()
```

	CustomerID	Gender	Age	Annual_Income	Spending_Score
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

Perform clustering algorithm

```
from sklearn import cluster
```

```
error=[]
```

```
for i in range(1,11): kmeans=cluster.KMeans(n_clusters=i,init='k-means+',random_state=0)
```

```
    kmeans.fit(df)
```

```
    error.append(kmeans.inertia_)
```

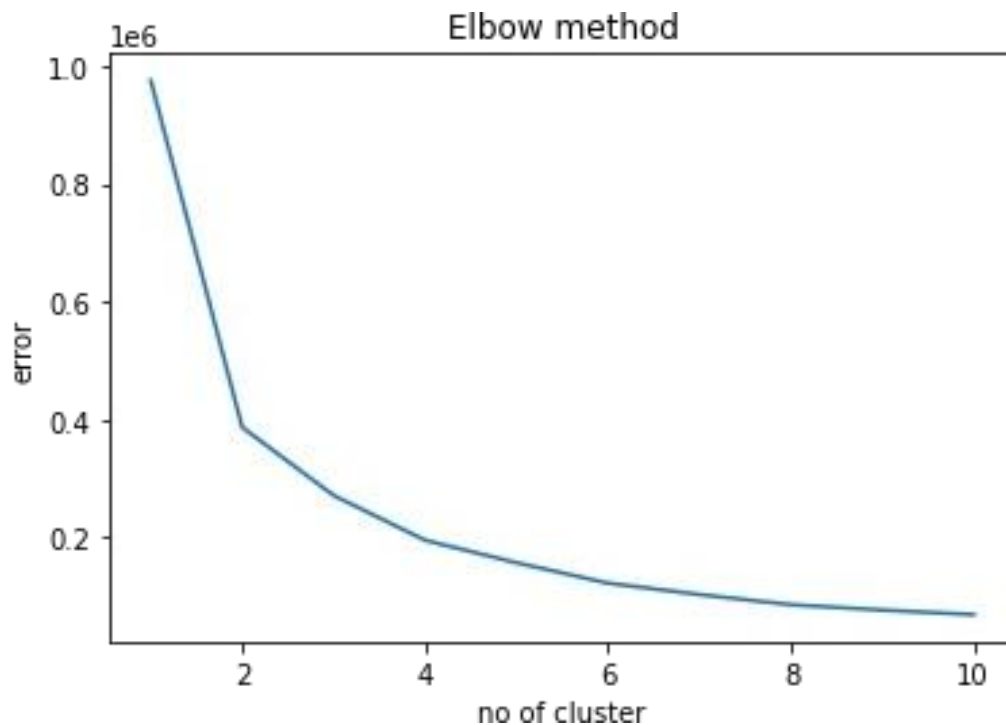
```
[975512.0600000003,  
 387065.71377137717,  
 271384.508782868,  
 195401.19855991466,  
 157157.7579059829,  
 122625.19813553878,  
 103233.01724386725,  
 86053.67444777445,  
 76938.97565600359,  
 69231.33607611558]
```

```
import matplotlib.pyplot as plt
```

```
plt.plot(range(1,11),error) plt.title('Elbow  
method') plt.xlabel('no of cluster')
```

```
plt.ylabel('error')
```

```
plt.show()
```



```
k_means_model=cluster.KMeans(n_clusters=3,init='k-means+
+',random_state=0)
```

```
k_means_model.fit(df)
```

```
KMeans(n_clusters=3, random_state=0)
```

```
clustered_data =k_means_model.predict(df)
```

Add the cluster data with the primary dataset

```
df['Clustered_data'] = pd.Series(clustered_data)
df.head()
```

	CustomerID	Gender	Age	Annual_Income	Spending_Score
0	1	1	19	15	39
0					
1	2	1	21	15	81
0					
2	3	0	20	16	6
0					
3	4	0	23	16	77
0					
4	5	0	31	17	40
0					

Split the data into dependent and independent variables

```
y=df['Clustered_data']
y                                     #y - target columns

0      0
1      0
2      0
3      0
4      0
..
195    2
196    2
197    2
198    2
199    2
Name: Clustered_data, Length: 200, dtype: int32

X=df.drop(columns=['Clustered_data'],axis=1)
X.head()                               #X - predicting columns
```

	CustomerID	Gender	Age	Annual_Income	Spending_Score
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

Scale the independent variables

```
from sklearn.preprocessing import scale

data=pd.DataFrame(scale(X),columns=X.columns)
data.head()
```

	CustomerID	Gender	Age	Annual_Income	Spending_Score
0	-1.723412	1.128152	-1.424569	-1.738999	-0.434801
1	-1.706091	1.128152	-1.281035	-1.738999	1.195704
2	-1.688771	-0.886405	-1.352802	-1.700830	-1.715913
3	-1.671450	-0.886405	-1.137502	-1.700830	1.040418
4	-1.654129	-0.886405	-0.563369	-1.662660	-0.395980

Split the data into training and testing

```
from sklearn.model_selection import train_test_split
X_train,X_test,y_train,y_test=train_test_split(data,y,test_size=0.3,random_state=1)

X_train.shape,X_test.shape((140,
5), (60, 5))
```

```
y_train.shape,y_test.shape  
  
((140,), (60,))
```

Build the model

```
from sklearn.neighbors import KNeighborsClassifier  
model = KNeighborsClassifier()  
  
model.fit(X_train,y_train)    # K - Nearest Neighbour model (KNN)  
  
KNeighborsClassifier()
```

Train the model

```
pred_train = model.predict(X_train)  
pred_train  
  
array([1, 1, 1, 0, 0, 0, 2, 1, 0, 1, 0, 1, 2, 2, 2, 1, 0, 1, 1, 1, 2,  
1,  
      1, 1, 2, 0, 1, 1, 2, 0, 1, 0, 2, 2, 2, 1, 2, 2, 2, 2, 1, 0, 1,  
2,  
      0, 1, 1, 2, 0, 1, 0, 2, 1, 1, 1, 2, 1, 2, 0, 1, 1, 1, 2, 2, 2,  
1,  
      2, 2, 2, 0, 0, 1, 2, 1, 2, 0, 2, 0, 2, 1, 2, 2, 1, 2, 1, 0, 0,  
2,  
      1, 1, 0, 0, 1, 0, 0, 0, 2, 0, 2, 1, 2, 0, 1, 1, 2, 0, 1, 2, 0,  
1,  
      0, 1, 1, 0, 2, 2, 1, 1, 1, 0, 2, 2, 2, 2, 2, 1, 0, 2, 0, 2, 1,  
2,  
      2, 2, 1, 2, 2, 1, 2, 0], dtype=int32)
```

Test the data

```
y_test  
  
58      0  
40      0  
34      0  
102     1  
184     2  
198     2  
95      1  
4       0  
29      0  
168     2  
171     2  
18      0  
11      0  
89      1
```

```
110    1
118    1
159    2
35     0
136    2
59     0
51     0
16     0
44     0
94     1
31     0
162    2
38     0
28     0
193    2
27     0
47     0
165    2
194    2
177    2
176    2
97     1
174    2
73     1
69     1
172    2
108    1
107    1
189    2
14     0
56     0
19     0
114    1
39     0
185    2
124    1
98     1
123    1
119    1
53     0
33     0
179    2
181    2
106    1
199    2
138    2
Name: Clustered_data, dtype: int32

pred_test=model.predict(X_test)
pred_test
```



```
array([0, 1, 0, 1, 2, 2, 1, 0, 0, 2, 2, 0, 0, 1, 1, 1, 2, 0, 2, 1, 1,
0,
      0, 1, 0, 2, 0, 0, 2, 0, 0, 2, 2, 2, 2, 1, 2, 1, 0, 2, 1, 1, 2,
0,
      0, 0, 1, 0, 2, 1, 1, 1, 1, 1, 0, 2, 2, 1, 2, 2], dtype=int32)
```

```
pred =
pd.DataFrame({'Actual_value':y_test,'Predicted_value_using_KNN':pred_t
est})
pred.head()
```

	Actual_value	Predicted_value_using_KNN
58	0	0
40	0	1
34	0	0
102	1	1
184	2	2

Measure the performance using metrics

```
from sklearn.metrics import
accuracy_score,confusion_matrix,classification_report
```

```
#Accuracy Score
```

```
print('Training accuracy: ',accuracy_score(y_train,pred_train))
print('Testing accuracy: ',accuracy_score(y_test,pred_test))
```

```
Training accuracy:  0.9214285714285714
Testing accuracy:   0.9166666666666666
```

```
#Confusion Matrix
```

```
pd.crosstab(y_test,pred_test)
```

col_0	0	1	2
Clustering_data			
0	19	4	0
1	1	16	0
2	0	0	20

```
#Classification Report
```

```
print(classification_report(y_test,pred_test))
```

	precision	recall	f1-score	support
0	0.95	0.83	0.88	23
1	0.80	0.94	0.86	17
2	1.00	1.00	1.00	20
accuracy			0.92	60
macro avg	0.92	0.92	0.92	60

weighted avg	0.92	0.92	0.92	60
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