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Date: 24/09/2022

1. Download the dataset from the source here.

About the dataset:

This dataset is all about churn modelling of a credit company. It has the details about the end user who are using credit card and also it has some variables to depicit the churn of the customer.

RowNumber - Serial number of the rows

CustomerId - Unique identification of customer

Surname - Name of the customer

CreditScore - Cipil score of the customer

Geography - Location of the bank

Gender - Sex of the customer

Age - Age of the customer

Tenure - Repayment period for the credit amount

Balance - Current balance in thier creidt card

NumOfProducts - Products owned by the customer from the company

HasCrCard - Has credit card or not (0 - no , 1 - yes)

IsactiveMember - Is a active member or not

EstimatedSalary - Salary of the customer

Exited - Churn of the customer

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

```
df = pd.read_csv("Churn_Modelling.csv")
df.head()
```

	RowNumber	CustomerId	Surname	CreditScore	Geography	Gender	Age	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	EstimatedSalary	Exited
0	1	15634602	Hargrave	619	France	Female	42	2	0.00	1	1	1	101348.88	1
1	2	15647311	Hill	608	Spain	Female	41	1	83807.86	1	0	1	112542.58	0
2	3	15619304	Onio	502	France	Female	42	8	159660.80	3	1	0	113931.57	1
3	4	15701354	Boni	699	France	Female	39	1	0.00	2	0	0	93826.63	0
4	5	15737888	Mitchell	850	Spain	Female	43	2	125510.82	1	1	1	79084.10	0

2. Load the dataset

```
df = pd.read_csv("Churn_Modelling.csv")
df.head()
```

	RowNumber	CustomerId	Surname	CreditScore	Geography	Gender	Age	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	EstimatedSalary	Exited
0	1	15634602	Hargrave	619	France	Female	42	2	0.00	1	1	1	101348.88	1
1	2	15647311	Hill	608	Spain	Female	41	1	83807.86	1	0	1	112542.58	0
2	3	15619304	Onio	502	France	Female	42	8	159660.80	3	1	0	113931.57	1
3	4	15701354	Boni	699	France	Female	39	1	0.00	2	0	0	93826.63	0
4	5	15737888	Mitchell	850	Spain	Female	43	2	125510.82	1	1	1	79084.10	0

```
df.tail()
```

	RowNumber	CustomerId	Surname	CreditScore	Geography	Gender	Age	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	EstimatedSalary	Exited
9995	9996	15606229	Obijiaku	771	France	Male	39	5	0.00	2	1	0	96270.64	0
9996	9997	15569892	Johnstone	516	France	Male	35	10	57369.61	1	1	1	101699.77	0
9997	9998	15584532	Liu	709	France	Female	36	7	0.00	1	0	1	42085.58	1
9998	9999	15682355	Sabbatini	772	Germany	Male	42	3	75075.31	2	1	0	92888.52	1
9999	10000	15628319	Walker	792	France	Female	28	4	130142.79	1	1	0	38190.78	0

3 a). Univariate analysis

```
#checking for categorical variables
category = df.select_dtypes(include=[np.object])
print("Categorical Variables: ",category.shape[1])

#checking for numerical variables
numerical = df.select_dtypes(include=[np.int64,np.float64])
print("Numerical Variables: ",numerical.shape[1])
```

```
Categorical Variables:  3
Numerical Variables:  11
/usr/local/lib/python3.7/dist-packages/ipykernel_launcher.py:2: DeprecationWarning: `np.object` is a deprecated alias for the builtin `object`. To silence this warning, use `obje
Deprecated in NumPy 1.20; for more details and guidance: https://numpy.org/devdocs/release/1.20.0-notes.html#deprecations
```

```
df.columns
```

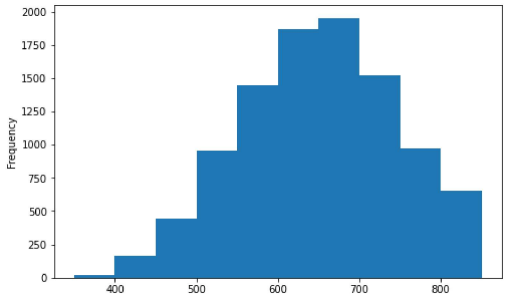
```
Index(['RowNumber', 'CustomerId', 'Surname', 'CreditScore', 'Geography',
       'Gender', 'Age', 'Tenure', 'Balance', 'NumOfProducts', 'HasCrCard',
       'IsActiveMember', 'EstimatedSalary', 'Exited'],
      dtype='object')
```

```
df.shape
```

```
(10000, 14)
```

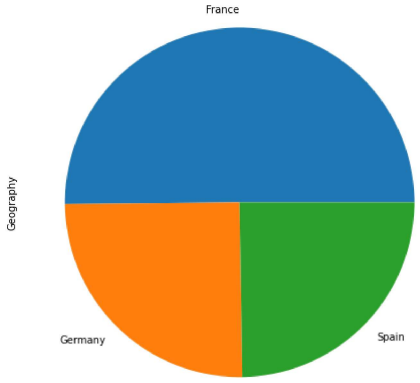
```
credit = df['CreditScore']
credit.plot(kind="hist",figsize=(8,5))
```

```
<matplotlib.axes._subplots.AxesSubplot at 0x7f73916a7dd0>
```



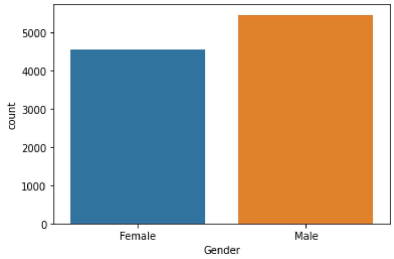

```
geo = df['Geography'].value_counts()
geo.plot(kind="pie",figsize=(10,8))
```

```
<matplotlib.axes._subplots.AxesSubplot at 0x7f73915a4fd0>
```




```
sns.countplot(df['Gender'])
```

```
/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 arg
  FutureWarning
<matplotlib.axes._subplots.AxesSubplot at 0x7f73910cc110>
```

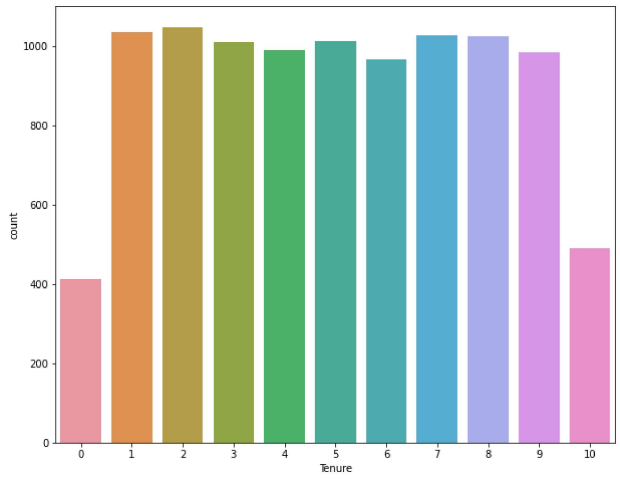



```
sns.distplot(df['Age'],hist=False)
```

```
/usr/local/lib/python3.7/dist-packages/seaborn/distributions.py:2619: FutureWarning: `distplot` is a deprecated function and will be removed in a future version. Please adapt you
  warnings.warn(msg, FutureWarning)
```

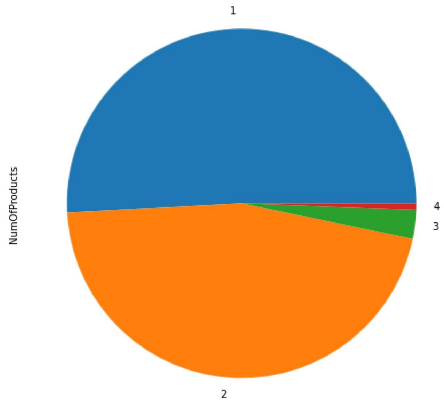
```
plt.figure(figsize=(10,8))
sns.countplot(df['Tenure'])
```

```
/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 arg
  FutureWarning
<matplotlib.axes._subplots.AxesSubplot at 0x7f73910e41d0>
```



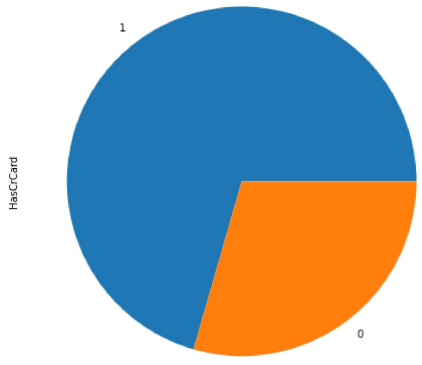

```
product = df['NumOfProducts'].value_counts()
product.plot(kind="pie",figsize=(10,8))
```

```
<matplotlib.axes._subplots.AxesSubplot at 0x7f7390eed550>
```



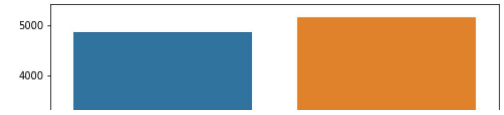

```
cr = df['HasCrCard'].value_counts()
cr.plot(kind="pie",figsize=(10,8))
```

```
<matplotlib.axes._subplots.AxesSubplot at 0x7f7390ed8450>
```



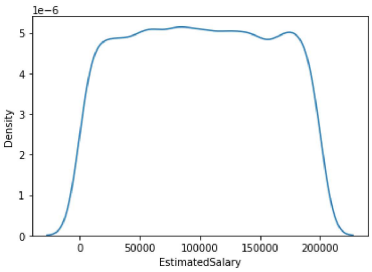

```
plt.figure(figsize=(8,5))
sns.countplot(df['IsActiveMember'])
```

```
/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 arg
  FutureWarning
<matplotlib.axes._subplots.AxesSubplot at 0x7f7390e8f250>
```



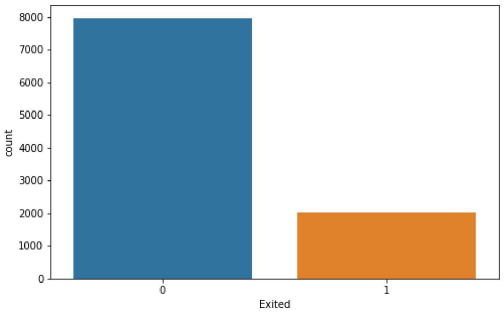

```
sns.distplot(df['EstimatedSalary'],hist=False)
```

```
/usr/local/lib/python3.7/dist-packages/seaborn/distributions.py:2619: FutureWarning: `distplot` is a deprecated function and will be removed in a future version. Please adapt you
  warnings.warn(msg, FutureWarning)
<matplotlib.axes._subplots.AxesSubplot at 0x7f7390e01290>
```




```
plt.figure(figsize=(8,5))
sns.countplot(df['Exited'])
```

```
/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 arg
  FutureWarning
<matplotlib.axes._subplots.AxesSubplot at 0x7f7390d77bd0>
```



+ Code + Text

3 b). Bivariate analysis

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3 c). Multivariate analysis

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4. Descriptive statistics

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5. Handling the missing values

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6. Finding outliers

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7. Check for categorical column and perform encoding

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Removing unwanted columns and checking for feature importance

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8. Data Splitting

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9. Scaling the independent values

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10. Train test split

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