

ASSIGNMENT-4
CUSTOMER SEGMENTATION ANALYSIS

Assignment Date	28October2022
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MaximumMarks	2 Marks

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

Loading the dataset:

Input:

```
df =  
pd.read_csv('Mall_Customers.csv')
```

Output:

	CustomerID	Gender	Age	AnnualIncome (k\$)	SpendingScore(1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40
...
195	196	Female	35	120	79
196	197	Female	45	126	28
197	198	Male	32	126	74
198	199	Male	32	137	18
199	200	Male	30	137	83

200rows× 5columns

Encoding Categorical

ColumnsInput:

```
from sklearn.preprocessing import  
LabelEncoderle =LabelEncoder()  
df['Gender'] =  
le.fit_transform(df['Gender'])df
```

Output:

	CustomerID	Gender	Age	AnnualIncome(k\$)	Spending Score(1-100)	Cluster
0	1	1	19	15.00	39	2
1	2	1	21	15.00	81	2
2	3	0	20	16.00	6	2
3	4	0	23	16.00	77	2
4	5	0	31	17.00	40	2
...
195	196	0	35	120.00	79	3
196	197	0	45	126.00	28	1
197	198	1	32	126.00	74	3
198	199	1	32	60.55	18	1
199	200	1	30	60.55	83	3

200rows ×6 columns

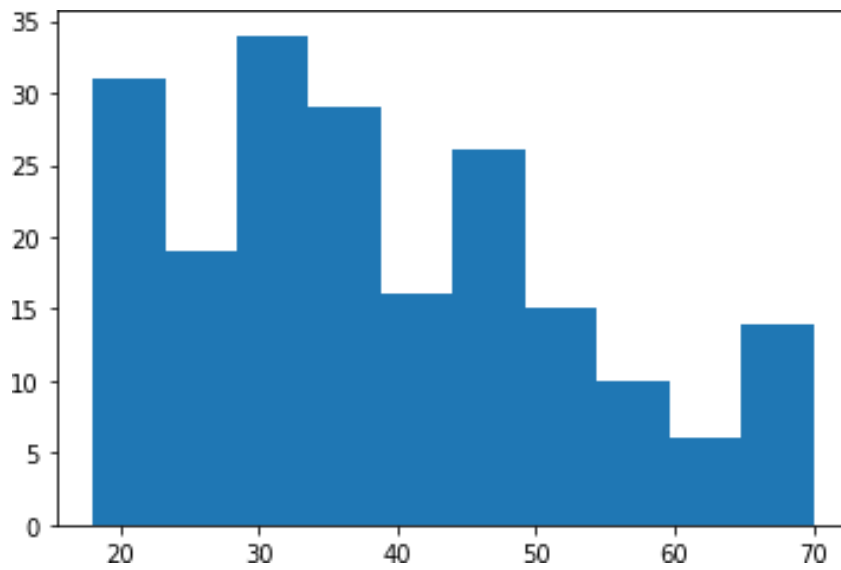
VisualizationsUnivariateAnalysis

Input:

```
plt.hist(df['Age'])
```

Output:

```
(array([31.,19.,34.,29.,16.,26.,15.,10.,6.,14.]),  
 array([18.,23.2,28.4,33.6,38.8,44.,49.2,54.4,59.6,64.8,70.]),  
 )
```

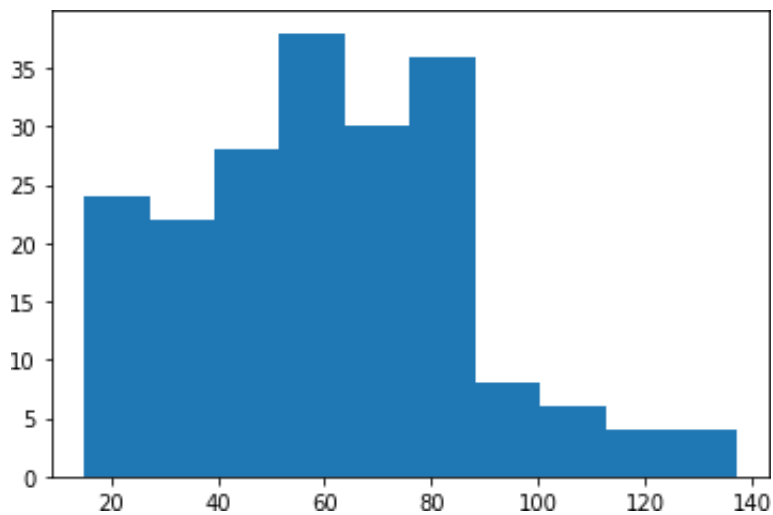


Input:

```
plt.hist(df['AnnualIncome(k$)'])
```

Output:

```
(array([24.,22.,28.,38.,30.,36.,8.,6.,4.,4.]),
 array([15.,27.2,39.4,51.6,63.8,76.,88.2,100.4,112.6,124.8,137.]),
)
```

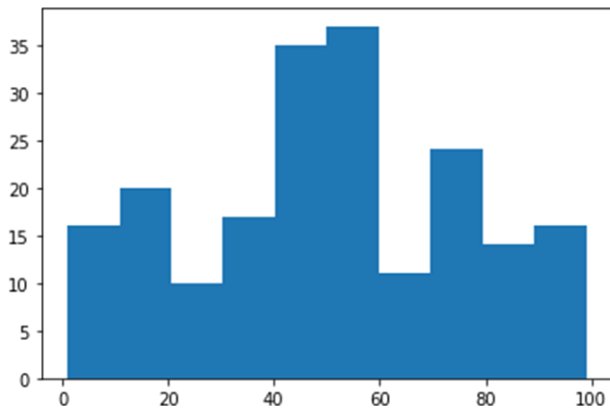


Input:

```
plt.hist(df['SpendingScore(1-100)'])
```

Output:

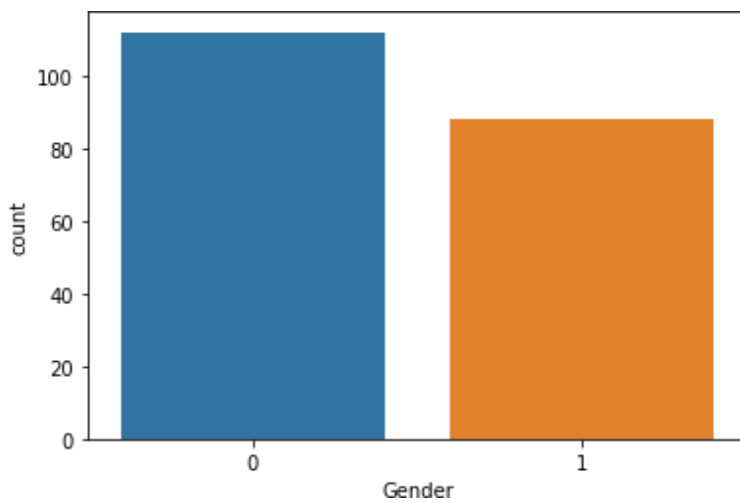
```
(array([16.,20.,10.,17.,35.,37.,11.,24.,14.,16.]),
 array([1.,10.8,20.6,30.4,40.2,50.,59.8,69.6,79.4,89.2,99.]),
)
```



Input:

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

Output:

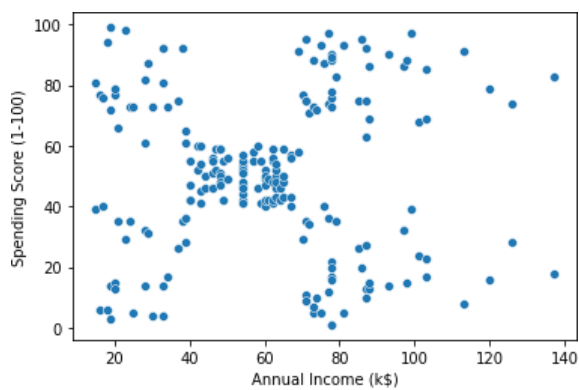


Bi-Variate Analysis

Input:

```
sns.scatterplot(df['AnnualIncome(k$)'],df['SpendingScore(1-100)'])
```

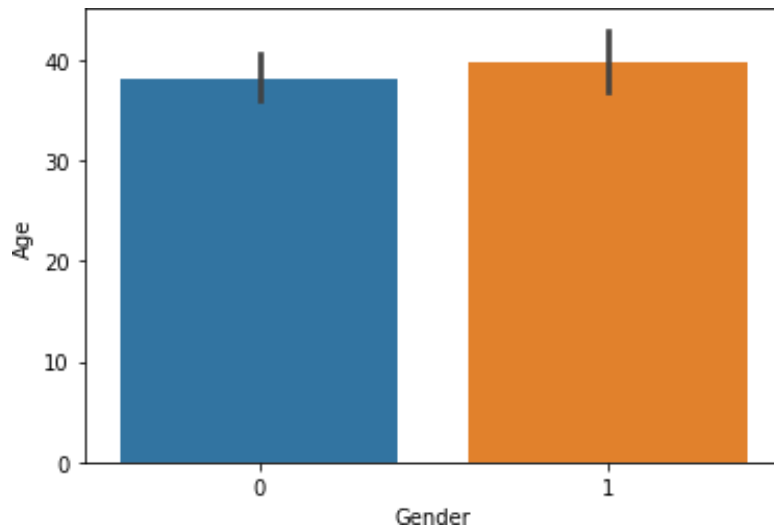
Output:



Input:

```
sns.barplot(df['Gender'],df['Age'])
```

Output:



Input:

```
sns.heatmap(df.corr(),annot=True)
```

Output:

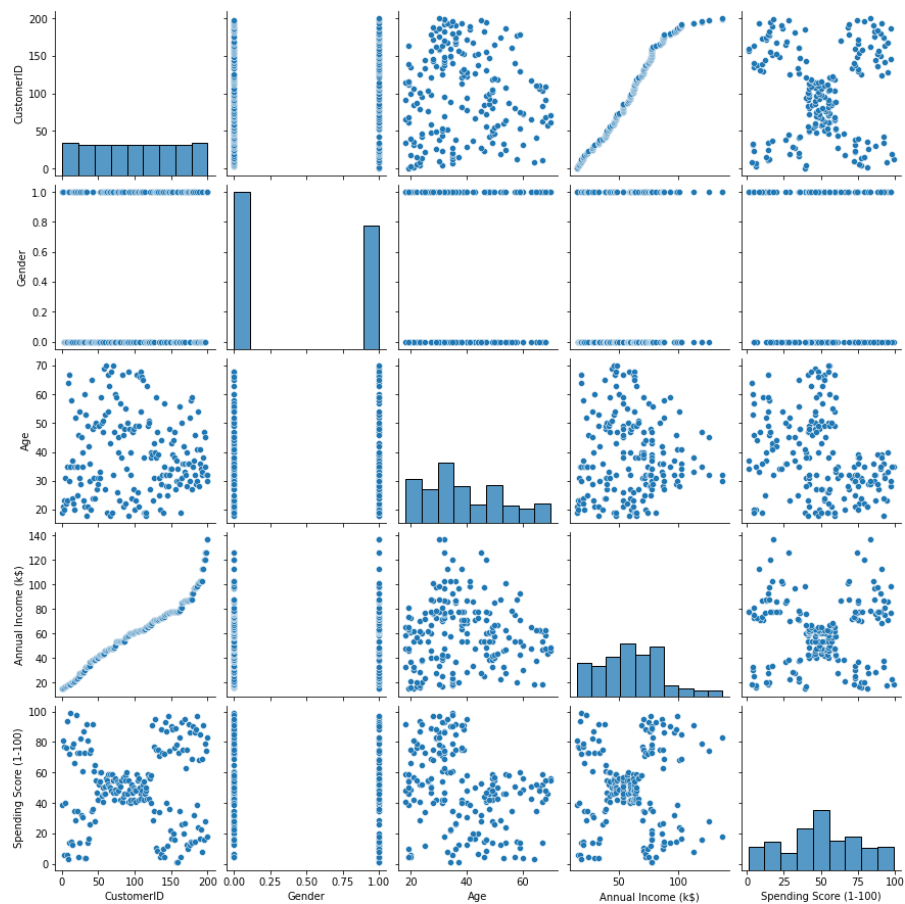


Multi-variate

AnalysisInput:

```
sns.pairplot(df)
```

output:



DescriptiveStatistics

Input:

df.info()

Output:

RangeIndex: 200 entries, 0 to

199Datacolumns(total5columns):

#	Column	Non-Null	Count	Dtype
0	CustomerID	200	non-null	int64
1	Gender	200	non-null	int64
2	Age	200	non-null	int64
3	AnnualIncome (k\$)	200	non-null	int64
4	SpendingScore(1-100)	200	non-null	int64

memoryusage:7.9KB

Input:

df.describe()

Output:

CustomerID Gender Age AnnualIncome(k\$) Spending Score(1-100)

	CustomerID	Gender	Age	AnnualIncome(k\$)	Spending Score(1-100)
count	200.000000	200.000000	200.000000	200.000000	200.000000
mean	100.500000	0.440000	38.850000	60.560000	50.200000
std	57.879185	0.497633	13.969007	26.264721	25.823522
min	1.000000	0.000000	18.000000	15.000000	1.000000
25%	50.750000	0.000000	28.750000	41.500000	34.750000
50%	100.500000	0.000000	36.000000	61.500000	50.000000
75%	150.250000	1.000000	49.000000	78.000000	73.000000
max	200.000000	1.000000	70.000000	137.000000	99.000000

Input:

df.skew()

Output:

CustomerID	0.000000
Gender	0.243578
Age	0.485569
AnnualIncome (k\$)	0.321843
SpendingScore (1-100)	-0.047220
type:float64	

Input:

df.kurt()

Output:

CustomerID	-1.200000
Gender	-1.960375
Age	-0.671573
AnnualIncome (k\$)	-0.098487
SpendingScore(1-100)	-
0.826629dtype:float64	

Input:

```
df.corr()
```

Output:

	CustomerID	Gender	Age	AnnualIncome(k\$)	SpendingScore(1-100)
CustomerID	1.000000	0.057400	-0.026763	0.977548	0.013835
Gender	0.057400	1.000000	0.060867	0.056410	-0.058109
Age	-0.026763	0.060867	1.000000	-0.012398	-0.327227
AnnualIncome(k\$)	0.977548	0.056410	-0.012398	1.000000	0.009903
SpendingScore(1-100)	0.013835	-0.058109	-0.327227	0.009903	1.000000

Input:

```
df.var()
```

Output:

```
CustomerID          3350.000000
Gender              0.247638
Age                195.133166
AnnualIncome      (k$)    689.835578
SpendingScore    (1-100)  666.854271
dtype:float64
```

Input:

```
df.std()
```

Output:

```
CustomerID          57.879185
Gender              0.497633
Age                13.969007
AnnualIncome      (k$)   26.264721
SpendingScore(1-100)  25.823522
dtype:float64
```

Checking for missing

valuesInput:

```
df.isna().sum()
```


Output:

```
CustomerID          0
Gender              0
Age                0
AnnualIncome      (k$)  0
SpendingScore(1-100)  0
dtype:int64
```

Input:

```
df.isna().sum().sum()
```

Output:

```
0
```

Input:

```
df.duplicated().sum()
```

Output:

```
0
```

Finding & Handling Outliers

Input:

```
quantile = df.quantile(q = [0.25,0.75])quantile
```

Output:

	CustomerID	Gender	Age	AnnualIncome(k\$)	SpendingScore(1-100)
0.25	50.75	0.0	28.75	41.5	34.75
0.75	150.25	1.0	49.00	78.0	73.00

Input:

```
IQR = quantile.iloc[1] -  
quantile.iloc[0]IQR
```

Output:

```
CustomerID          99.50
Gender              1.00
Age                20.25
AnnualIncome(k$)    36.50
SpendingScore(1-100) 38.25
dtype:float64
```

Input:

```
upper = quantile.iloc[1] + (1.5  
*IQR)upper
```

Output:

```
CustomerID          299.500
Gender              2.500
Age                79.375
AnnualIncome      (k$)    132.750
SpendingScore(1-100)dtype:float64    130.375
```

Input: lower=quantile.iloc[0]lower

wer $-(1.5 * \text{IQR})$

Output:

```
CustomerID          -98.500
Gender             -1.500
Age              -1.625
AnnualIncome(k$)   -13.250
SpendingScore(1-100)dtype:float64  -22.625
```

Input:

df.mean()

Output:

```
CustomerID          100.50
Gender              0.44
Age               38.85
AnnualIncome(k$)    60.56
SpendingScore(1-100)dtype:float64    50.20
```

Input:

df['AnnualIncome(k\$)'].max()

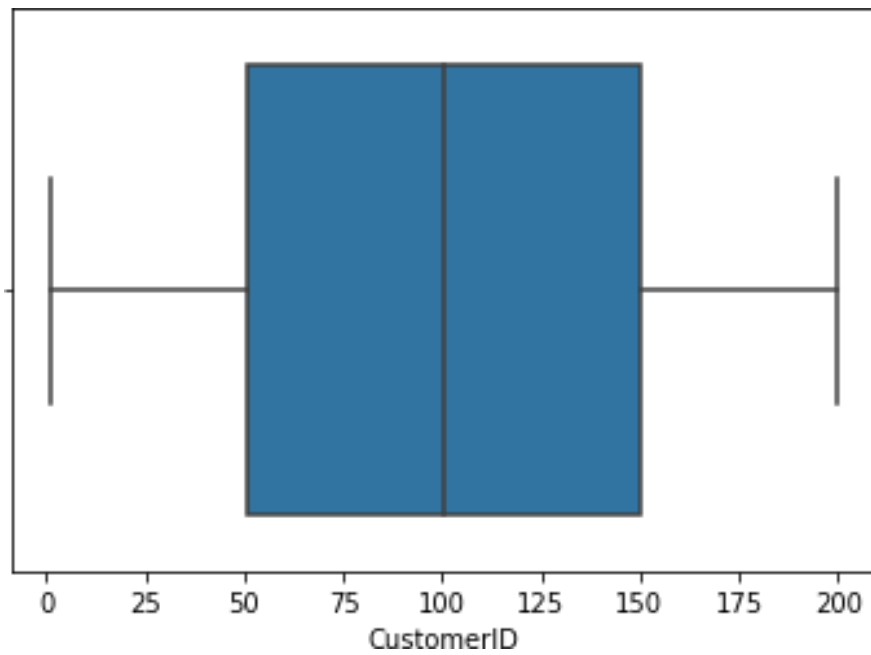
Output:

137

Input:

sns.boxplot(df['CustomerID'])

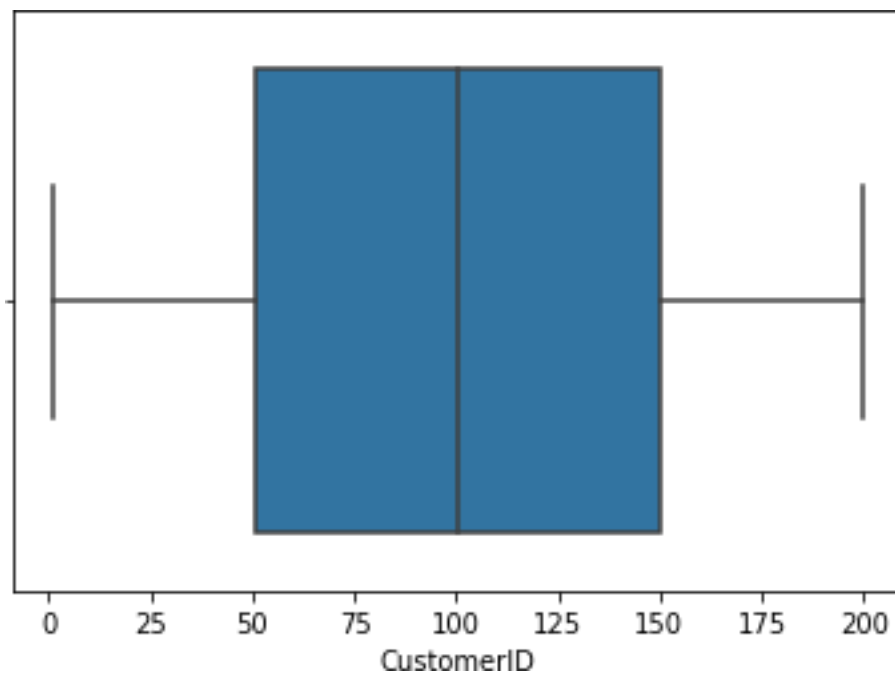
Output:



Input:

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

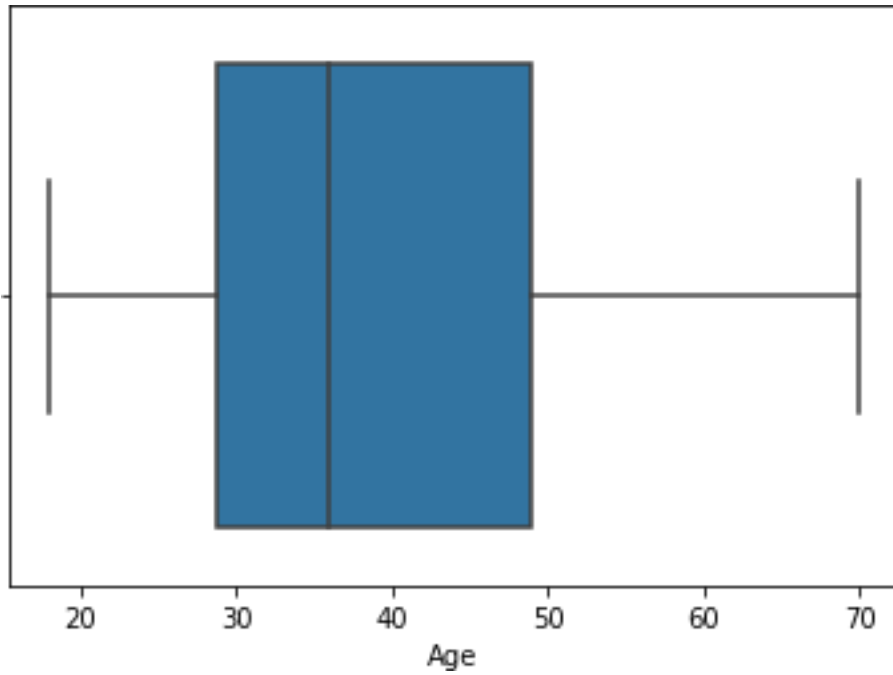
Output:



Input:

```
sns.boxplot(df['Age'])
```

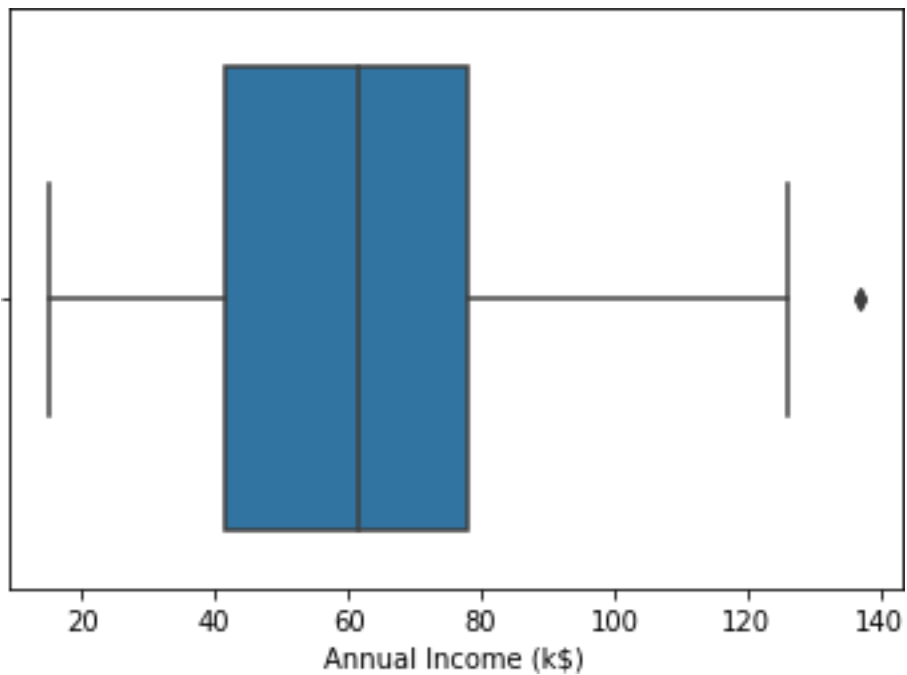
Output:



Input:

```
sns.boxplot(df['AnnualIncome(k$)'])
```

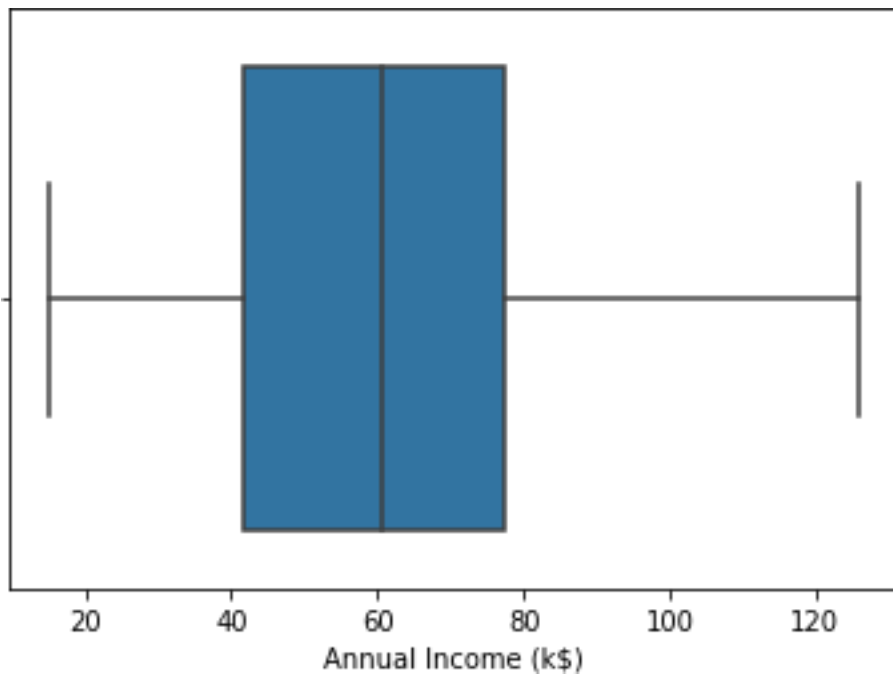
Output:



Input:

```
df['Annual Income (k$)'] = np.where(df['Annual Income (k$)'] >
132.750,60.55,df['Annual Income (k$)'])
sns.boxplot(df['AnnualIncome(k$)'])
```

Output:



Input:

```
df['AnnualIncome(k$)'].max()
```

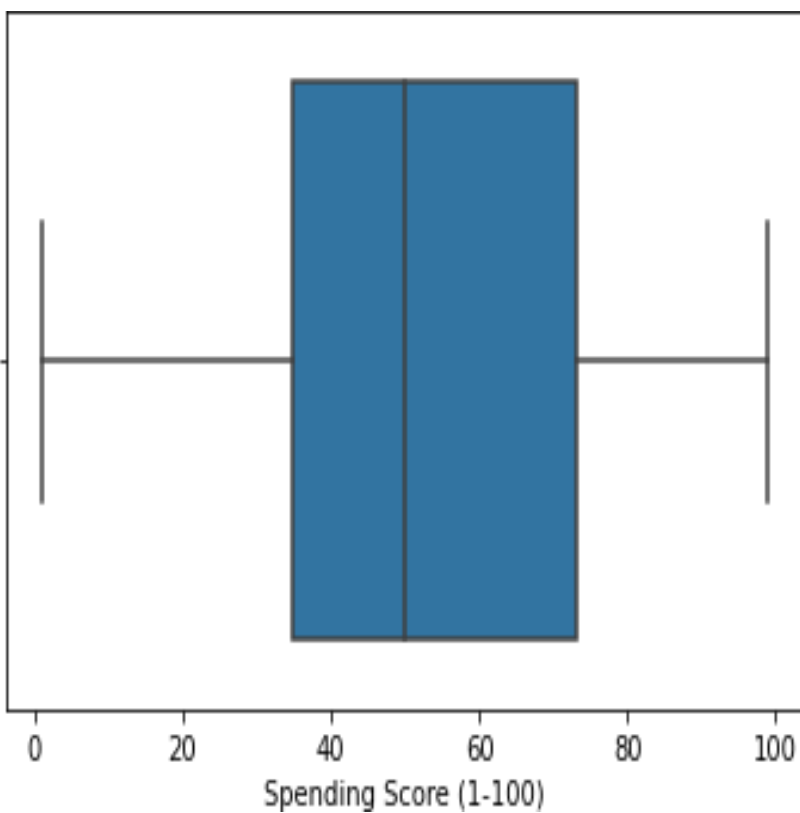
Output:

126.0

Input:

```
sns.boxplot(df['SpendingScore(1-100)'])
```

Output:



Scaling the data

Input:

```
from sklearn.preprocessing
import StandardScaler
ss=StandardScaler().fit_transform(df)
ss
```

Output:

```
array([[ -1.7234121,  1.12815215, -1.42456879, -1.78843062, -0.43480148],
       [ -1.70609137,  1.12815215, -1.28103541, -1.78843062,  1.19570407],
       [ -1.68877065, -0.88640526, -1.3528021, -1.74850629, -1.71591298],
       [ -1.67144992, -0.88640526, -1.13750203, -1.74850629,  1.04041783],
       [ -1.6541292, -0.88640526, -0.56336851, -1.70858195, -0.39597992],
       [ -1.63680847, -0.88640526, -1.20926872, -1.70858195,  1.00159627],
       [ -1.61948775, -0.88640526, -0.27630176, -1.66865761, -1.71591298],
       [ -1.60216702, -0.88640526, -1.13750203, -1.66865761,  1.70038436],
       [ -1.5848463,  1.12815215,  1.80493225, -1.62873328, -1.83237767],
       [ -1.56752558, -0.88640526, -0.6351352, -1.62873328,  0.84631002],
       [ -1.55020485,  1.12815215,  2.02023231, -1.62873328, -1.4053405],
       [ -1.53288413, -0.88640526, -0.27630176, -1.62873328,  1.89449216],
       [ -1.5155634, -0.88640526,  1.37433211, -1.58880894, -1.36651894],
       [ -1.49824268, -0.88640526, -1.06573534, -1.58880894,  1.04041783],
       [ -1.48092195,  1.12815215, -0.13276838, -1.58880894, -1.44416206],
       [ -1.46360123,  1.12815215, -1.20926872, -1.58880894,  1.11806095],
       [ -1.4462805, -0.88640526, -0.27630176, -1.5488846, -0.59008772],
       [ -1.42895978,  1.12815215, -1.3528021, -1.5488846,  0.61338066],
       [ -1.41163905,  1.12815215,  0.94373197, -1.46903593, -0.82301709],
       [ -1.39431833, -0.88640526, -0.27630176, -1.46903593,  1.8556706],
       [ -1.3769976,  1.12815215, -0.27630176, -1.42911159, -0.59008772],
       [ -1.35967688,  1.12815215, -0.99396865, -1.42911159,  0.88513158],
       [ -1.34235616, -0.88640526,  0.51313183, -1.38918726, -1.75473454],
       [ -1.32503543,  1.12815215, -0.56336851, -1.38918726,  0.88513158],
       [ -1.30771471, -0.88640526,  1.08726535, -1.26941425, -1.4053405],
       [ -1.29039398,  1.12815215, -0.70690189, -1.26941425,  1.23452563],
       [ -1.27307326, -0.88640526,  0.44136514, -1.26941425, -0.7065524],
       [ -1.25575253,  1.12815215, -0.27630176, -1.26941425,  0.41927286],
       [ -1.23843181, -0.88640526,  0.08253169, -1.22948991, -0.74537397],
       [ -1.22111108, -0.88640526, -1.13750203, -1.22948991,  1.42863343],
       [ -1.20379036,  1.12815215,  1.51786549, -1.18956557, -1.7935561],
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       [ -1.16914891,  1.12815215,  1.01549866, -1.06979256, -1.7935561],
       [ -1.15182818,  1.12815215, -1.49633548, -1.06979256,  1.62274124],
       [ -1.13450746, -0.88640526,  0.7284319, -1.06979256, -1.4053405],
       [ -1.11718674, -0.88640526, -1.28103541, -1.06979256,  1.19570407],
       [ -1.09986601, -0.88640526,  0.22606507, -1.02986823, -1.28887582],
       [ -1.08254529, -0.88640526, -0.6351352, -1.02986823,  0.88513158],
       [ -1.06522456, -0.88640526, -0.20453507, -0.91009522, -0.93948177],
       [ -1.04790384, -0.88640526, -1.3528021, -0.91009522,  0.96277471],
       [ -1.03058311, -0.88640526,  1.87669894, -0.87017088, -0.59008772],
       [ -1.01326239,  1.12815215, -1.06573534, -0.87017088,  1.62274124],
       [ -0.99594166,  1.12815215,  0.65666521, -0.83024654, -0.55126616],
       [ -0.97862094, -0.88640526, -0.56336851, -0.83024654,  0.41927286],
       [ -0.96130021, -0.88640526,  0.7284319, -0.83024654, -0.86183865],
       [ -0.94397949, -0.88640526, -1.06573534, -0.83024654,  0.5745591],
       [ -0.92665877, -0.88640526,  0.80019859, -0.79032221,  0.18634349],
```

[-0.90933804,	-0.88640526,	-0.85043527,	-0.79032221,	-0.12422899],
[-0.89201732,	-0.88640526,	-0.70690189,	-0.79032221,	-0.3183368],
[-0.87469659,	-0.88640526,	-0.56336851,	-0.79032221,	-0.3183368],
[-0.85737587,	-0.88640526,	0.7284319,	-0.71047353,	0.06987881],
[-0.84005514,	1.12815215,	-0.41983513,	-0.71047353,	0.38045129],
[-0.82273442,	-0.88640526,	-0.56336851,	-0.6705492 ,	0.14752193],
[-0.80541369,	1.12815215,	1.4460988,	-0.6705492 ,	0.38045129],
[-0.78809297,	-0.88640526,	0.80019859,	-0.6705492 ,	-0.20187212],
[-0.77077224,	1.12815215,	0.58489852,	-0.6705492 ,	-0.35715836],
[-0.75345152,	-0.88640526,	0.87196528,	-0.63062486,	-0.00776431],
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[-0.58024427,	-0.88640526,	0.29783176,	-0.47092751,	-0.00776431],
[-0.56292355,	-0.88640526,	2.091999,	-0.47092751,	-0.08540743],
[-0.54560282,	1.12815215,	-1.42456879,	-0.47092751,	0.34162973],
[-0.5282821,	-0.88640526,	-0.49160182,	-0.47092751,	-0.12422899],
[-0.51096138,	1.12815215,	2.23553238,	-0.43100318,	0.18634349],
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[-0.47631993,	-0.88640526,	1.51786549,	-0.39107884,	-0.04658587],
[-0.4589992,	-0.88640526,	1.51786549,	-0.39107884,	0.22516505],
[-0.44167848,	1.12815215,	1.4460988,	-0.23138149,	-0.12422899],
[-0.42435775,	1.12815215,	-0.92220196,	-0.23138149,	0.14752193],
[-0.40703703,	-0.88640526,	0.44136514,	-0.23138149,	0.10870037],
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[-0.33775413,	1.12815215,	1.30256542,	-0.23138149,	0.03105725],
[-0.3204334,	1.12815215,	-0.06100169,	-0.23138149,	0.18634349],
[-0.30311268,	1.12815215,	2.02023231,	-0.23138149,	-0.35715836],
[-0.28579196,	-0.88640526,	0.51313183,	-0.23138149,	-0.24069368],
[-0.26847123,	-0.88640526,	-1.28103541,	-0.23138149,	0.26398661],
[-0.25115051,	1.12815215,	0.65666521,	-0.23138149,	-0.16305055],
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[-0.21650906,	-0.88640526,	-1.20926872,	-0.11160848,	0.18634349],
[-0.19918833,	-0.88640526,	-0.34806844,	-0.07168415,	0.38045129],
[-0.18186761,	-0.88640526,	0.80019859,	-0.07168415,	-0.16305055],
[-0.16454688,	-0.88640526,	2.091999,	-0.03175981,	0.18634349],
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[-0.11258471,	-0.88640526,	0.08253169,	0.00816453,	-0.39597992],
[-0.09526399,	-0.88640526,	-0.49160182,	0.00816453,	-0.3183368],
[-0.07794326,	1.12815215,	-1.06573534,	0.00816453,	0.06987881],
[-0.06062254,	-0.88640526,	0.58489852,	0.00816453,	-0.12422899],
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```

ClusteringAlgorithm

Input:

```
from sklearn.cluster import
```

```
KMeansTWSS= [] k=list(range(2,9))
```

```
for i in k:
```

```
    kmeans = KMeans(n_clusters = i, init = 'k-
```

```
means++') kmeans.fit(df) TWSS.append(kmeans.inertia_)
```

```
TWSS
```

Output:

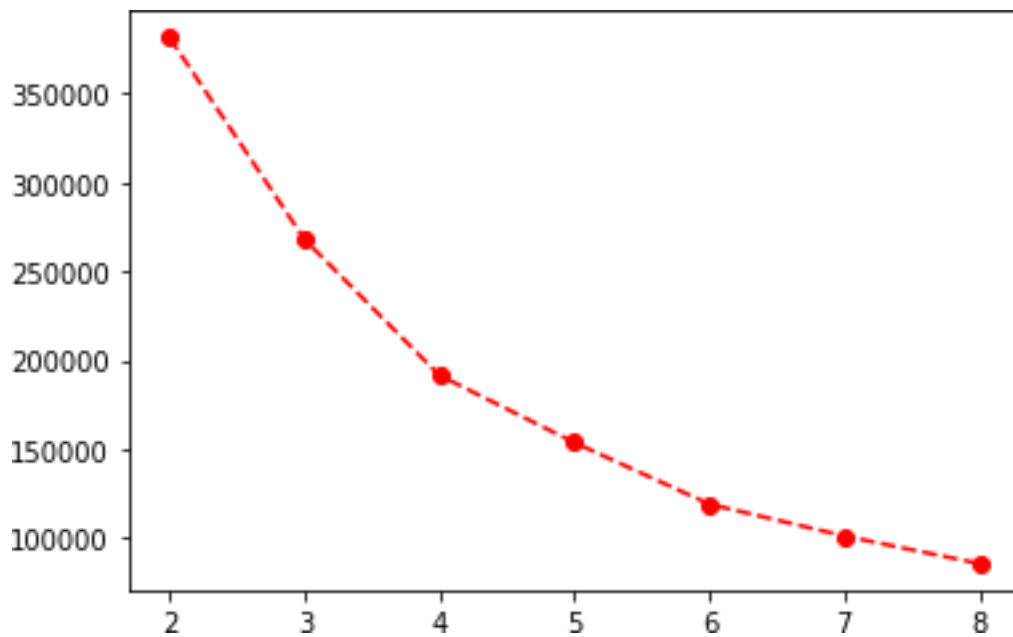
```
[381507.64738523855,
268062.55433747417,
191550.08627670942,
```

```
153777.55391034693,  
119166.15727643928,  
101239.32626154403,  
85744.90139221892]
```

Input:

```
plt.plot(k,TWSS,'ro--')
```

Output:



```
model=KMeans(n_clusters=4)
```

Input:

```
model.fit(df)
```

Output:

```
KMeans(n_clusters=4)
```

Input:

```
mb = pd.Series(model.labels_)df['C
```

```
luster']=mb
```

```
df
```

Output:

	CustomerID	Gender	Age	AnnualIncome(k\$)	Spending Score(1-100)	Cluster
0	1	1	19	15.00	39	2
1	2	1	21	15.00	81	2

	CustomerID	Gender	Age	AnnualIncome(k\$)	Spending Score(1-100)	Cluster
2	3	0	20	16.00	6	2
3	4	0	23	16.00	77	2
4	5	0	31	17.00	40	2
...
195	196	0	35	120.00	79	3
196	197	0	45	126.00	28	1
197	198	1	32	126.00	74	3
198	199	1	32	60.55	18	1
199	200	1	30	60.55	83	3

200rows ×6 columns