

ASSIGNMENT – 4

Customer Segmentation Analysis

ASSIGNMENT DATE	13-10-2022
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MAXIMUM MARK	2 Mark

Download the dataset

In [1]:

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

Load the dataset into the tool

In [2]:

```
data=pd.read_csv("Mall_Customers.csv")
data
```

Out[2]:

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (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

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
198	199	Male	32	137	18
199	200	Male	30	137	83

200 rows × 5 columns

Perform below visualizations

Univariate Analysis

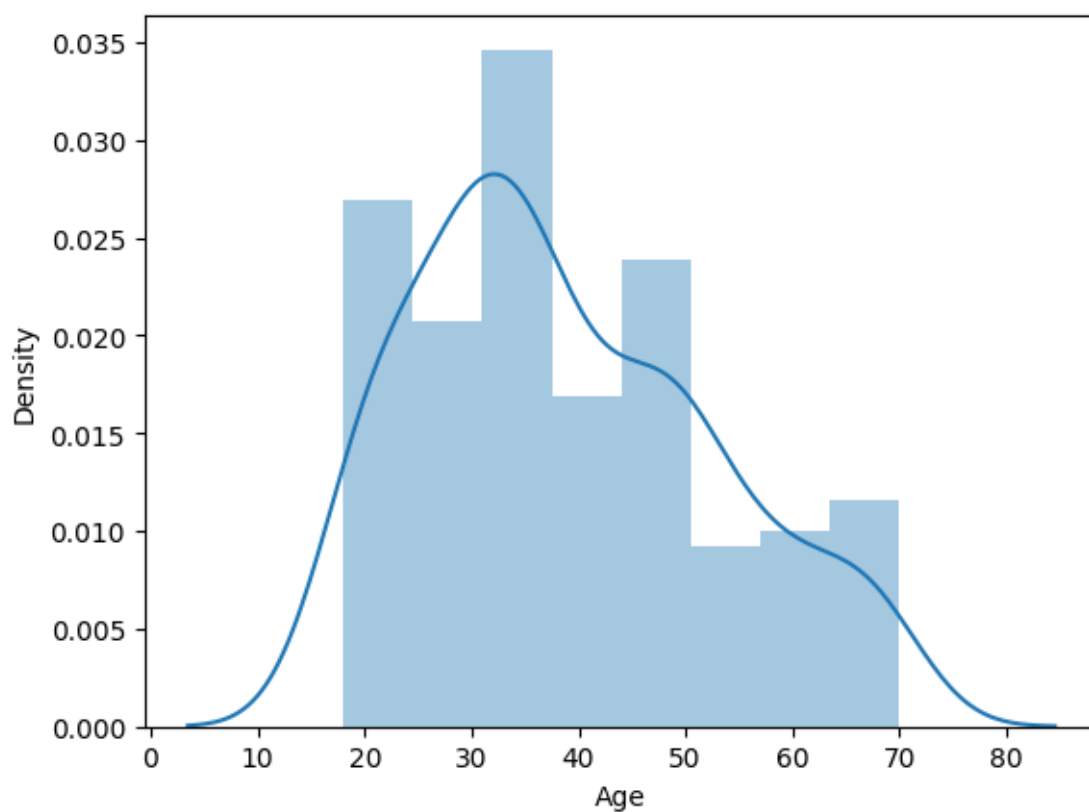
```
import warnings
warnings.filterwarnings('ignore')
```

In [3]:

```
sns.distplot(data.Age)
```

In [4]:

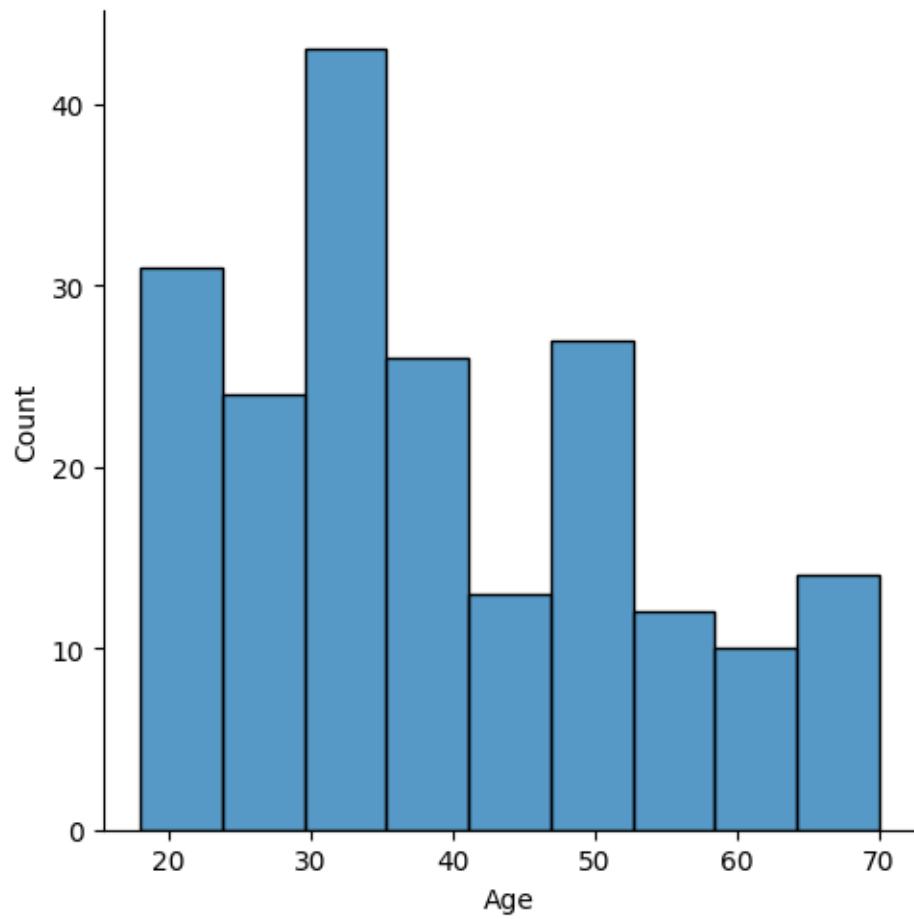
Out[4]:



```
sns.displot(data.Age)
```

In [5]:

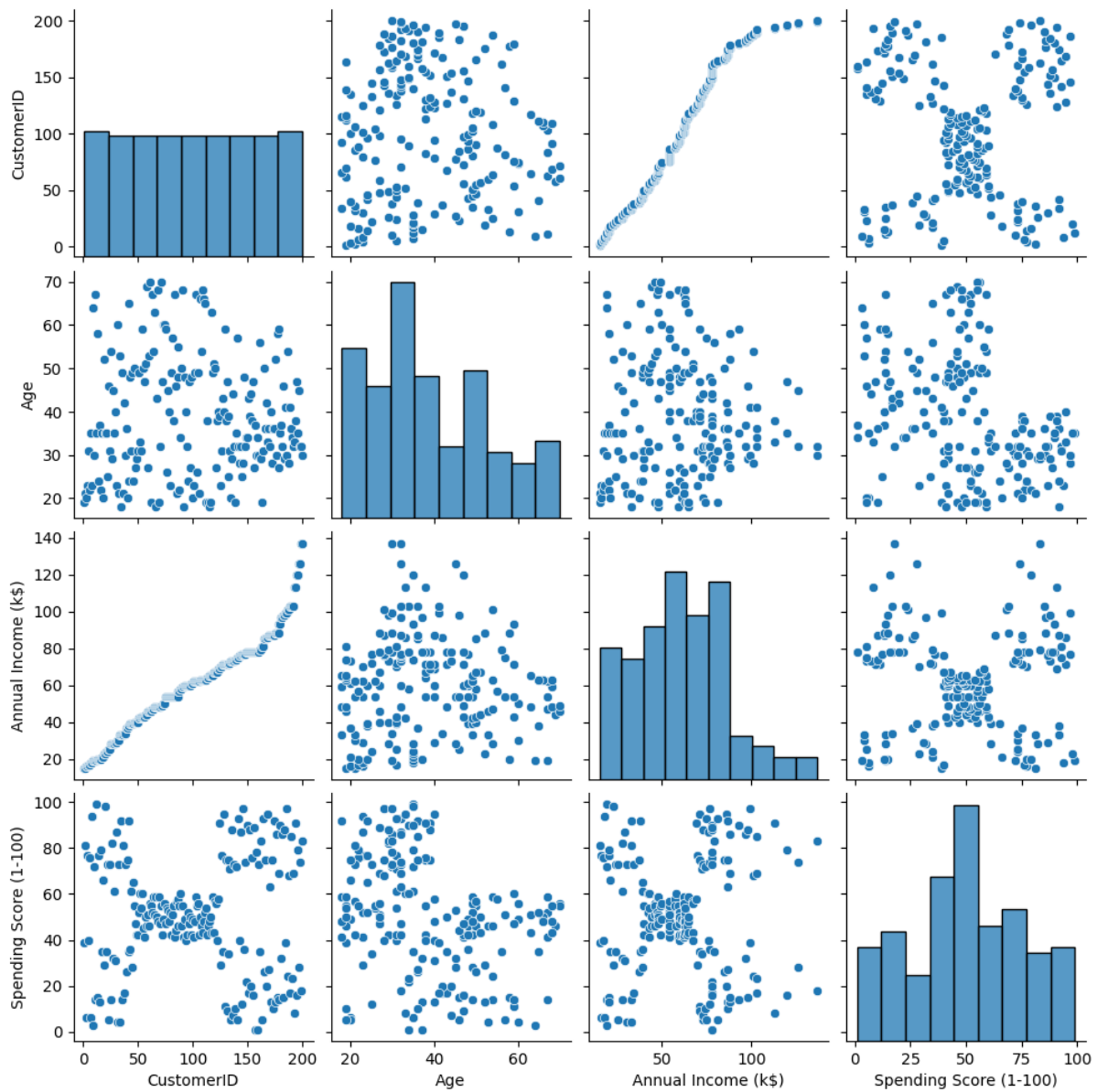
Out[5]:



```
sns.pairplot(data)
```

In [6]:

Out[6]:

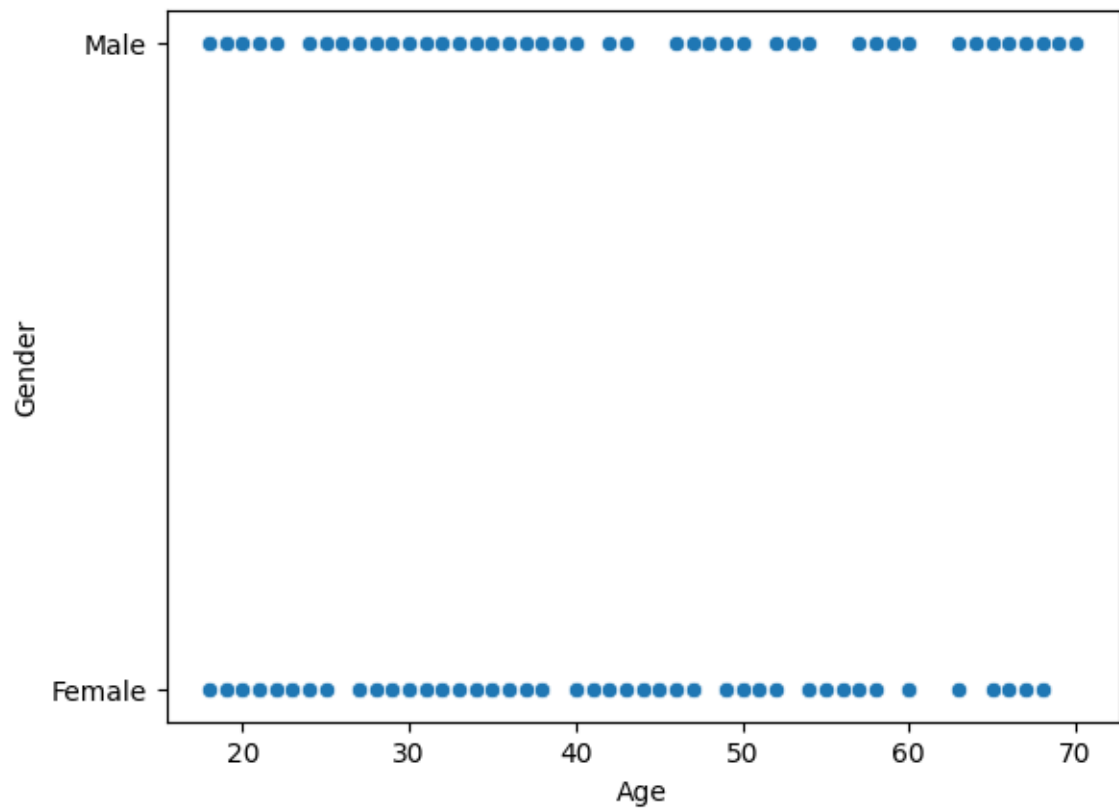


Bivariate Analysis

In [7]:

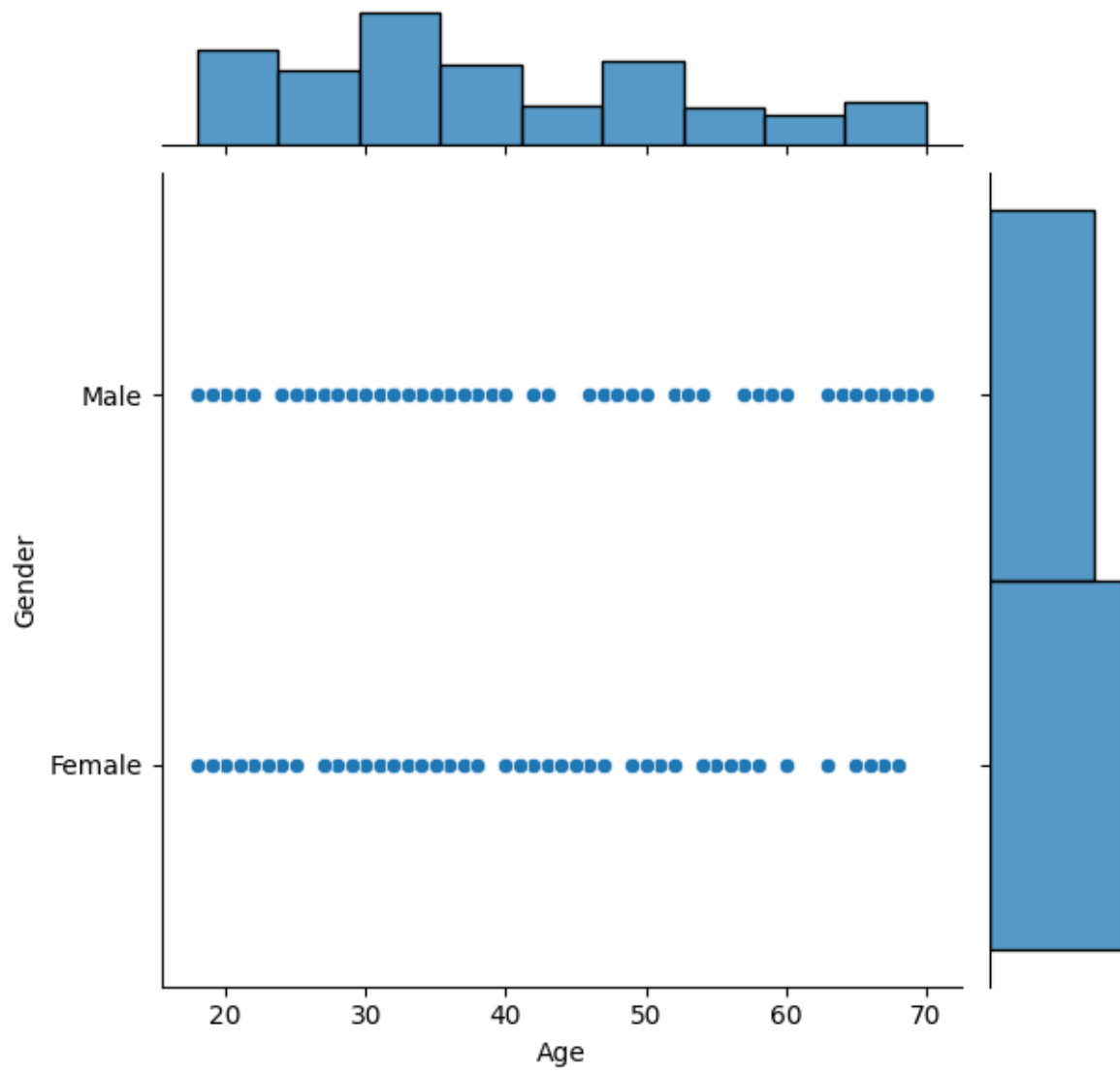
```
sns.scatterplot(x=data.Age,y=data.Gender)
```

Out[7]:



```
sns.jointplot(x=data.Age,y=data.Gender)
```

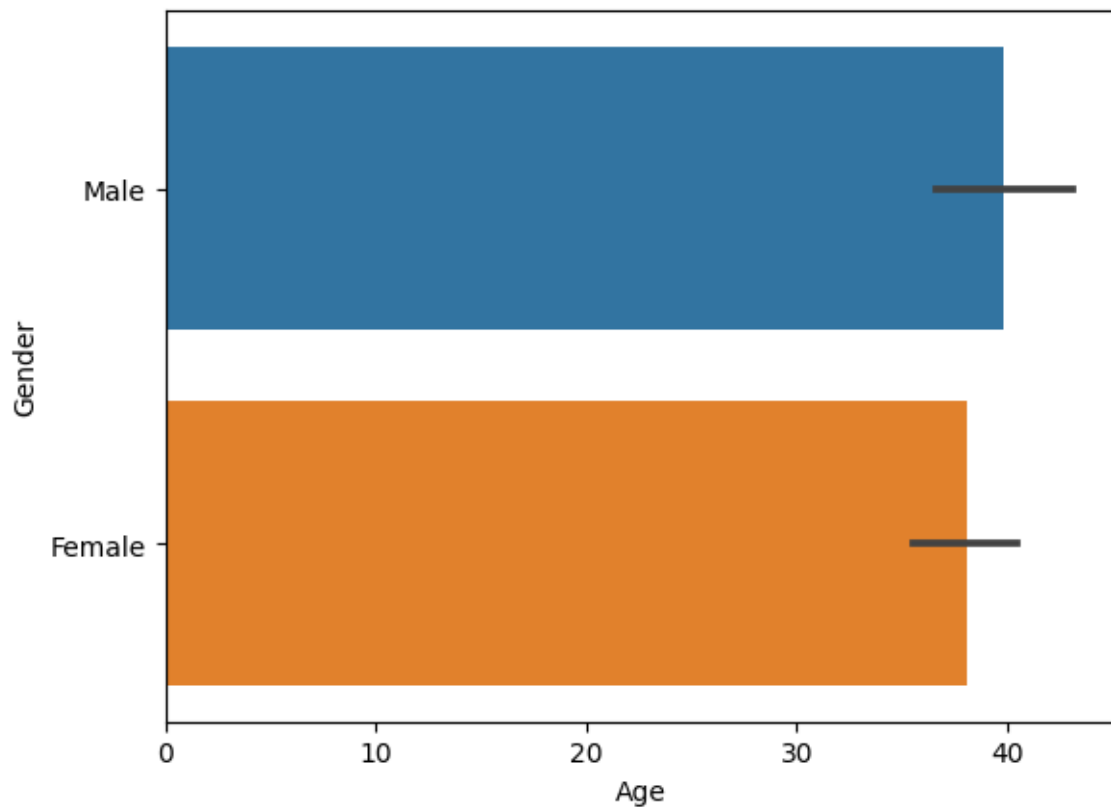
Out[8]:



```
sns.barplot(x=data.Age,y=data.Gender)
```

In [9]:

Out[9]:



Perform the descriptive statistics on the dataset

In [10]:
`data.head()`

Out[10]:

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (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

In [11]:
`data.info()`
 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 (k\$)	200 non-null	int64
4	Spending Score (1-100)	200 non-null	int64

dtypes: int64(4), object(1)
memory usage: 7.9+ KB

In [12]:

data.mean()

Out[12]:

CustomerID 100.50
Age 38.85
Annual Income (k\$) 60.56
Spending Score (1-100) 50.20
dtype: float64

In [13]:

data.shape

Out[13]:

(200, 5)

In [14]:

data.mode()

Out[14]:

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
0	1	Female	32.0	54.0	42.0
1	2	NaN	NaN	78.0	NaN
2	3	NaN	NaN	NaN	NaN
3	4	NaN	NaN	NaN	NaN
4	5	NaN	NaN	NaN	NaN
...
195	196	NaN	NaN	NaN	NaN
196	197	NaN	NaN	NaN	NaN
197	198	NaN	NaN	NaN	NaN

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
198	199	NaN	NaN	NaN	NaN
199	200	NaN	NaN	NaN	NaN

200 rows × 5 columns

data.median()

In [15]:

Out[15]:

```
CustomerID          100.5
Age                 36.0
Annual Income (k$)  61.5
Spending Score (1-100) 50.0
dtype: float64
```

data.skew()

In [16]:

Out[16]:

```
CustomerID          0.000000
Age                 0.485569
Annual Income (k$)  0.321843
Spending Score (1-100) -0.047220
dtype: float64
```

data.kurtosis()

In [17]:

Out[17]:

```
CustomerID          -1.200000
Age                 -0.671573
Annual Income (k$)  -0.098487
Spending Score (1-100) -0.826629
dtype: float64
```

data.std()

In [18]:

Out[18]:

```
CustomerID          57.879185
Age                 13.969007
Annual Income (k$)  26.264721
Spending Score (1-100) 25.823522
dtype: float64
```

data.var()

In [19]:

Out[19]:

```
CustomerID          3350.000000
Age                 195.133166
Annual Income (k$)  689.835578
Spending Score (1-100) 666.854271
dtype: float64
```

Check the missing values and deal with them

```
data.isnull().any()
```

In [20]:

```
CustomerID      False
Gender           False
Age             False
Annual Income (k$) False
Spending Score (1-100) False
dtype: bool
```

Out[20]:

```
data.isnull().sum()
```

In [21]:

```
CustomerID      0
Gender          0
Age            0
Annual Income (k$) 0
Spending Score (1-100) 0
dtype: int64
```

Out[21]:

```
data.dropna()
```

In [22]:

Out[22]:

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (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

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
198	199	Male	32	137	18
199	200	Male	30	137	83

200 rows × 5 columns

Find the outliers and replace them

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

In [23]:

Out[23]:

	CustomerID	Age	Annual Income (k\$)	Spending Score (1-100)
0.25	50.75	28.75	41.5	34.75
0.75	150.25	49.00	78.0	73.00

check the categorical columns and perform encoding

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

In [24]:

```
le=LabelEncoder()
```

In [25]:

```
data["Age"]=le.fit_transform(data['Age'])
data["Gender"]=le.fit_transform(data['Gender'])
data.head()
```

In [26]:

Out[26]:

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
0	1	1	1	15	39
1	2	1	3	15	81

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
2	3	0	2	16	6
3	4	0	5	16	77
4	5	0	13	17	40

Split the dataset into dependent and independent variables

```
x=data.iloc[:, :-1].values
y=data.iloc[:, :-1].values
x
```

In [27]:

```
array([[ 1,  1,  1, 15],
       [ 2,  1,  3, 15],
       [ 3,  0,  2, 16],
       [ 4,  0,  5, 16],
       [ 5,  0, 13, 17],
       [ 6,  0,  4, 17],
       [ 7,  0, 17, 18],
       [ 8,  0,  5, 18],
       [ 9,  1, 44, 19],
       [10,  0, 12, 19],
       [11,  1, 47, 19],
       [12,  0, 17, 19],
       [13,  0, 40, 20],
       [14,  0,  6, 20],
       [15,  1, 19, 20],
       [16,  1,  4, 20],
       [17,  0, 17, 21],
       [18,  1,  2, 21],
       [19,  1, 34, 23],
       [20,  0, 17, 23],
       [21,  1, 17, 24],
       [22,  1,  7, 24],
       [23,  0, 28, 25],
       [24,  1, 13, 25],
       [25,  0, 36, 28],
       [26,  1, 11, 28],
       [27,  0, 27, 28],
       [28,  1, 17, 28],
       [29,  0, 22, 29],
       [30,  0,  5, 29],
       [31,  1, 42, 30],
       [32,  0,  3, 30],
       [33,  1, 35, 33],
```

Out[27]:

```
[ 34, 1, 0, 33],
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```

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```

```
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[194, 0, 20, 113],
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[196, 0, 17, 120],
[197, 0, 27, 126],
[198, 1, 14, 126],
[199, 1, 14, 137],
[200, 1, 12, 137]], dtype=int64)
```

y

In [28]:

Out[28]:

```
array([[ 1,  1,  1, 15],
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```



```
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```
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[176, 0, 12, 88],
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[193, 1, 15, 113],
[194, 0, 20, 113],
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[196, 0, 17, 120],
[197, 0, 27, 126],
[198, 1, 14, 126],
[199, 1, 14, 137],
[200, 1, 12, 137]], dtype=int64)
```

In [29]:

```
print(x.shape,y.shape)
(200, 4) (200, 4)
```

split the data into training and testing

In [30]:

```
from sklearn.model_selection import train_test_split
```

In [31]:

```
x_train, x_test, y_train, y_test= train_test_split(x,y,test_size= 0.33,
random_state= 42)
```

In [32]:

```
x_train.shape
```

Out[32]:

```
(134, 4)
```

In [33]:

```
x_test.shape
```

Out[33]:

```
(66, 4)
```

scaling the data

In [34]:

```
from sklearn.preprocessing import scale
```

In [35]:

```
x=scale(x)  
x
```

Out[35]:

```
array([[ -1.7234121 ,  1.12815215, -1.44683356, -1.73899919],  
       [ -1.70609137,  1.12815215, -1.29979763, -1.73899919],  
       [ -1.68877065, -0.88640526, -1.37331559, -1.70082976],  
       [ -1.67144992, -0.88640526, -1.15276169, -1.70082976],  
       [ -1.6541292 , -0.88640526, -0.56461797, -1.66266033],  
       [ -1.63680847, -0.88640526, -1.22627966, -1.66266033],  
       [ -1.61948775, -0.88640526, -0.27054611, -1.62449091],  
       [ -1.60216702, -0.88640526, -1.15276169, -1.62449091],  
       [ -1.5848463 ,  1.12815215,  1.71443895, -1.58632148],  
       [ -1.56752558, -0.88640526, -0.63813594, -1.58632148],  
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```

Build the model

In [39]:

```
from sklearn.linear_model import LinearRegression
```

In [40]:

```
regressor=LinearRegression()
```

```
regressor.fit(x_train,y_train)
```

Out[40]:

```
LinearRegression()
```

In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook.

On GitHub, the HTML representation is unable to render, please try loading this page with nbviewer.org.

In [41]:

```
from sklearn.tree import DecisionTreeClassifier
```

In [42]:

```
model=DecisionTreeClassifier()  
model.fit(x_train,y_train)
```

Out[42]:

```
DecisionTreeClassifier()
```

In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook.

On GitHub, the HTML representation is unable to render, please try loading this page with nbviewer.org.

Train the model

```
from sklearn.multioutput import MultiOutputClassifier
```

In [84]:

```
from sklearn.neighbors import KNeighborsClassifier
```

In [85]:

```
knn=KNeighborsClassifier(n_neighbors=5)
```

In [86]:

```
knn.fit(x_train,y_train)  
knn.fit(x_test,y_test)
```

In [87]:

Out[87]:

```
KNeighborsClassifier()
```

In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook.

On GitHub, the HTML representation is unable to render, please try loading this page with nbviewer.org.

Measure the performance using evaluation metrics

```
pred=knn.predict(x_test)
```

In [88]:

```
pred
```

Out[88]:

```
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```



```
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```

Perform any clustering algorithm

In [96]:

```
from sklearn import datasets
```

In [97]:

```
dir(datasets)
```

Out[97]:

```
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In [98]:

In [99]:

```
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