#### **ASSIGNMENT – 4**

#### **Customer Segmentation Analysis**

ASSIGNMENT DATE	13-10-2022
STUDENT NAME	Asraf I
STUDENT ROLL NO.	913219104002
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	
•••		<b></b>				
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

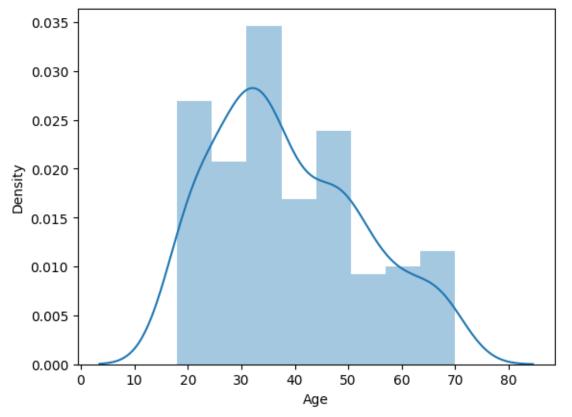
200 rows × 5 columns

# Perform below visualizations

### **Univariate Analysis**

import warnings
warnings.filterwarnings('ignore')
In [4]:

sns.distplot(data.Age)

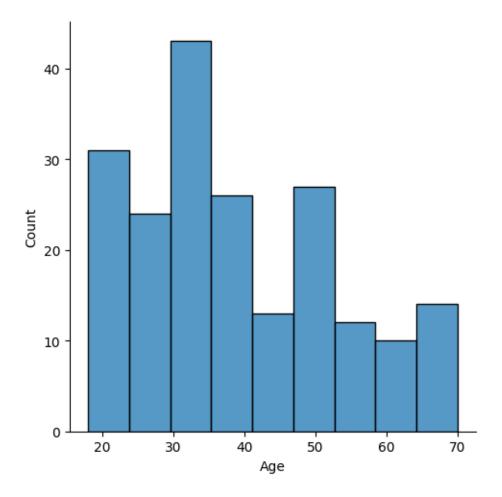


In [5]:

Out[4]:

sns.displot(data.Age)

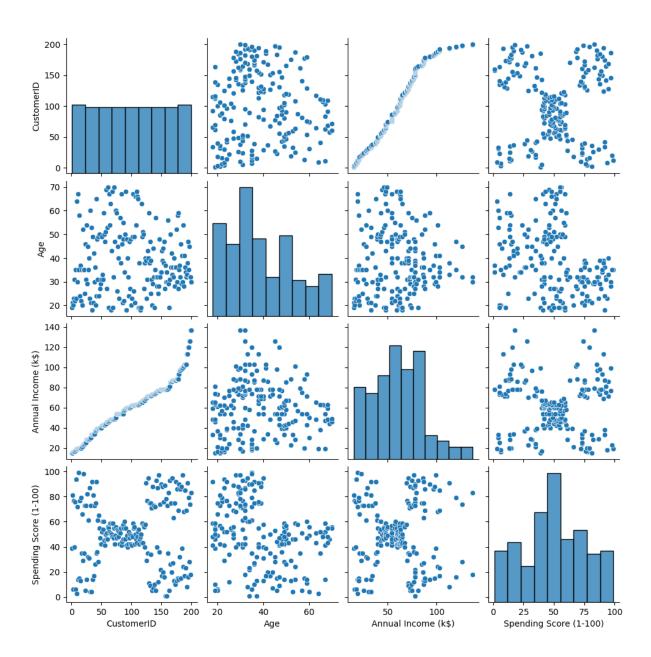
Out[5]:



sns.pairplot(data)

In [6]:

Out[6]:

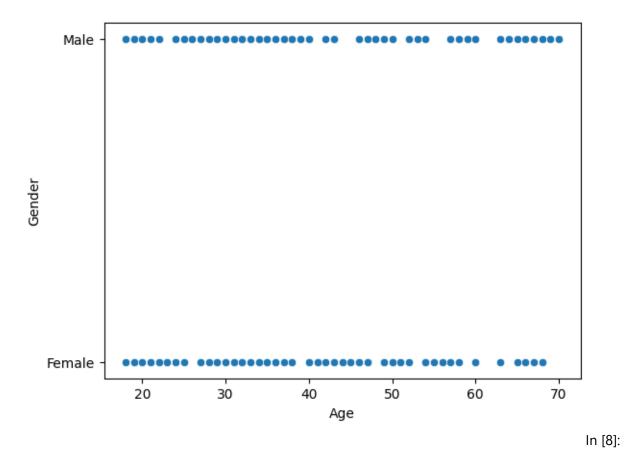


# **Bivariate Analysis**

In [7]:

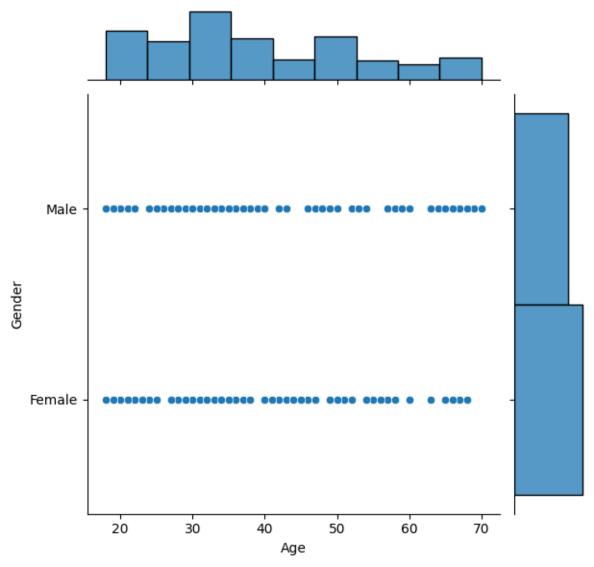
sns.scatterplot(x=data.Age,y=data.Gender)

Out[7]:



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

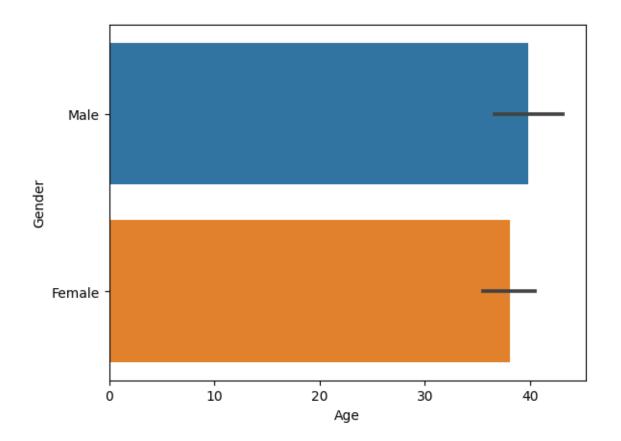
Out[8]:



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

In [9]:

Out[9]:



# Perform the descriptive statistics on the dataset

In [10]: data.head()

0]:

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)	Out[10]
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

#	columns (	total 5	colu	Non-Null Cou					
		come (k Score ( 4), obj	1-100 ect(1	200 non-null 200 non-null 200 non-null 200 non-null 200 non-null 2) 200 non-null	int64 b) object int64 int64				
In [12]: data.mean()									
Age Annu Spen	omerID  al Income  ding Score	(1-100	)	100.50 38.85 60.56 50.20		Out[12]:			
	e: float64 .shape					In [13]:			
(200						Out[13]:			
	.mode()					In [14]:			
	CustomerID	Candan	Ago	Annual Income (k\$)	Spending Score (1-100)	Out[14]:			
	CustomeriD	Gender	Age	Amiuai 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	<b>(\$</b> )	Spending Score (1-1	100)
198	199	NaN	NaN	Na	aN	Ν	VaN
199	200	NaN	NaN	Na	aN	Ν	NaN
200 rc	ows × 5 colun	nns					
da+a	modian()						In [15]:
uata.	median()						Out[15]:
	omerID			100.5			
Age Annua	al Income	(k\$)		36.0 61.5			
Spend	ding Score	(1-100	)	50.0			
dtype	e: float64						In [16]:
data.	skew()						m [10].
							Out[16]:
	omerID			0.000000			
Age Annua	al Income	(k\$)		0.485569 0.321843			
Spend	ding Score	(1-100	) .	-0.047220			
dtype	e: float64						In [17].
data.	.kurtosis(	)					In [17]:
							Out[17]:
Custo	omerID			-1.200000			
Age	al Income	( 1 <sub>e</sub> ¢ )		-0.671573 -0.098487			
	ding Score			-0.098487			
dtype	e: float64						
data.	.std()						In [18]:
	, 5 5 6 ( )						Out[18]:
Custo	omerID			57.879185			Out[10].
Age				13.969007			
	al Income ding Score		)	26.264721 25.823522			
	e: float64		,	20.020022			
da±-	(\)						In [19]:
uata.	var()						0 15403
Custo	omerID			3350.000000			Out[19]:
Age				195.133166			
	al Income		,	689.835578			
	ding Score e: float64		)	666.854271			
71 -							

# Check the missing values and deal with them

data	.isnull().	any()				In [20]:
Gend Age Annu Spen	al Income ding Score		)	False False False False False		Out[20]:
	e: bool .isnull().	siim()				In [21]:
Cust Gend Age Annu Spen	omerID er al Income ding Score	(k\$)	)	0 0 0 0		Out[21]:
	e: int64 .dropna()					In [22]:
uata	· aropha ()					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

 $200 \text{ rows} \times 5 \text{ columns}$ 

0.75

150.25 49.00

# Find the outliers and replace them outliers

In [23]:
qnt=data.quantile(q=[0.25,0.75])
qnt

CustomerID Age Annual Income (k\$) Spending Score (1-100)

0.25 50.75 28.75 41.5 34.75

73.00

# check the categorical columns and perform encoding

78.0

	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

```
In [27]:
x=data.iloc[:,:-1].values
y=data.iloc[:,:-1].values
                                                               Out[27]:
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In [28]:

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                                                                     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]:
```

# scaling the data

```
from sklearn.preprocessing import scale
x=scale(x)
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In [34]:

In [35]:

Out[35]:

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[ 1.5155634 , 1.12815215, -0.78517187, 1.54357172],
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[1.55020485, -0.88640526, -0.19702815, 1.61991057],
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             1.12815215, -0.49110001, 2.49780745],
[ 1.68877065,
[ 1.70609137, 1.12815215, -0.49110001, 2.91767117],
[ 1.7234121 , 1.12815215, -0.63813594, 2.91767117]])
```

#### **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.

```
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

```
In [84]:

from sklearn.multioutput import MultiOutputClassifier

In [85]:

from sklearn.neighbors import KNeighborsClassifier

In [86]:

knn=KNeighborsClassifier(n_neighbors=5)

In [87]:

knn.fit(x_train,y_train)

knn.fit(x_test,y_test)

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 evalution metrics

```
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[166,
         1,
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             1,
                   54],
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                   87],
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              9,
                   60],
[ 66,
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              Ο,
                   48],
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              3,
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[ 57,
         Ο,
             33,
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[123,
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         Ο,
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                   70],
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                   781,
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                   54],
             25,
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                   54],
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[ 85,
              Ο,
                   60],
[ 30,
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              3,
                   29],
[ 13,
         Ο,
             17,
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[ 30,
         Ο,
             3,
                  29],
[118,
         Ο,
             22,
                   71]], dtype=int64)
```

# Perform any clustering algorithm

```
In [96]:
from sklearn import datasets
                                                                                                     In [97]:
dir(datasets)
                                                                                                    Out[97]:
['__all__',
 '__builtins__',
'__cached__',
 '__cached__',
'__doc__',
'__file__',
'__loader__',
'__name__',
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'__path__',
'_spec__',
'_arff_parser',
'_base',
'_california ho
 '_california_housing',
 '_covtype',
 'kddcup99',
 '_kddcdp99',
'_lfw',
'_olivetti_faces',
'_openml',
'_rcv1',
 ' samples generator',
 '_species_distributions',
'_svmlight_format_fast',
'_svmlight_format_io',
'_twenty_newsgroups',
 'clear data home',
 'dump symlight file',
 'fetch 20newsgroups',
 'fetch_20newsgroups_vectorized',
 'fetch california_housing',
 'fetch_covtype',
 'fetch_kddcup99',
 'fetch lfw pairs',
 'fetch lfw_people',
 'fetch olivetti faces',
 'fetch_openml',
 'fetch rcv1',
 'fetch species distributions',
 'get data home',
 'load_boston',
 'load breast_cancer',
 'load diabetes',
 'load digits',
 'load files',
 'load iris',
 'load_linnerud',
 'load_sample_image',
 'load sample images',
```

```
'load symlight file',
'load symlight files',
'load_wine',
'make biclusters',
 'make blobs',
 'make checkerboard',
 'make circles',
'make classification',
'make friedman1',
'make friedman2',
'make friedman3',
 'make gaussian quantiles',
'make hastie 10 2',
'make low rank matrix',
'make moons',
'make multilabel classification',
 'make regression',
 'make s curve',
'make_sparse_coded_signal',
'make sparse spd matrix',
'make sparse uncorrelated',
'make spd matrix',
'make swiss roll']
                                                   In [98]:
wine=datasets.load wine()
                                                   In [99]:
print(wine)
{'data': array([[1.423e+01, 1.710e+00, 2.430e+00, ..., 1.040e+00, 3.920e+00
     1.065e+03],
     [1.320e+01, 1.780e+00, 2.140e+00, ..., 1.050e+00, 3.400e+00,
     1.050e+03],
     [1.316e+01, 2.360e+00, 2.670e+00, ..., 1.030e+00, 3.170e+00,
     1.185e+031,
     [1.327e+01, 4.280e+00, 2.260e+00, ..., 5.900e-01, 1.560e+00,
     8.350e+021,
     [1.317e+01, 2.590e+00, 2.370e+00, ..., 6.000e-01, 1.620e+00,
     8.400e+02],
     [1.413e+01, 4.100e+00, 2.740e+00, ..., 6.100e-01, 1.600e+00,
     5.600e+02]]), 'target': array([0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,
0, 0, 0, 0, 0, 0, 0, 0, 0, 0,
     2, 2]), 'frame': None, 'target names': array(['class 0', 'class 1',
'class 2'], dtype='
```