```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
data=pd.read_csv("/content/Mall Customers.csv")
data.head()
   CustomerID
               Gender
                        Age
                             Annual Income (k$)
                                                  Spending Score (1-100)
0
            1
                 Male
                         19
                                              15
                                                                       39
                                              15
            2
1
                 Male
                         21
                                                                       81
2
            3
               Female
                         20
                                              16
                                                                        6
3
            4
                                                                       77
               Female
                         23
                                              16
4
            5
               Female
                         31
                                              17
                                                                       40
df=pd.DataFrame(data)
df.describe()
       CustomerID
                                Annual Income (k$)
                                                     Spending Score (1-
                           Age
100)
       200.000000
                    200,000000
                                         200.000000
count
200.000000
mean
       100.500000
                    38.850000
                                          60.560000
50.200000
        57.879185
                                          26.264721
std
                     13.969007
25.823522
         1.000000
                     18.000000
                                          15.000000
min
1.000000
25%
        50.750000
                     28.750000
                                          41.500000
34.750000
50%
       100.500000
                     36.000000
                                          61.500000
50.000000
75%
       150.250000
                                          78.000000
                    49.000000
73.000000
max
       200,000000
                     70,000000
                                         137,000000
99.000000
df=df.drop(["CustomerID"],axis=1)
df.isnull()
     Gender
               Age Annual Income (k$)
                                          Spending Score (1-100)
0
      False False
                                  False
                                                            False
1
      False False
                                  False
                                                           False
2
      False False
                                  False
                                                            False
3
      False False
                                  False
                                                           False
4
      False False
                                  False
                                                           False
195
      False
            False
                                  False
                                                           False
      False
196
            False
                                  False
                                                           False
      False False
                                                            False
197
                                  False
198
      False False
                                  False
                                                            False
```

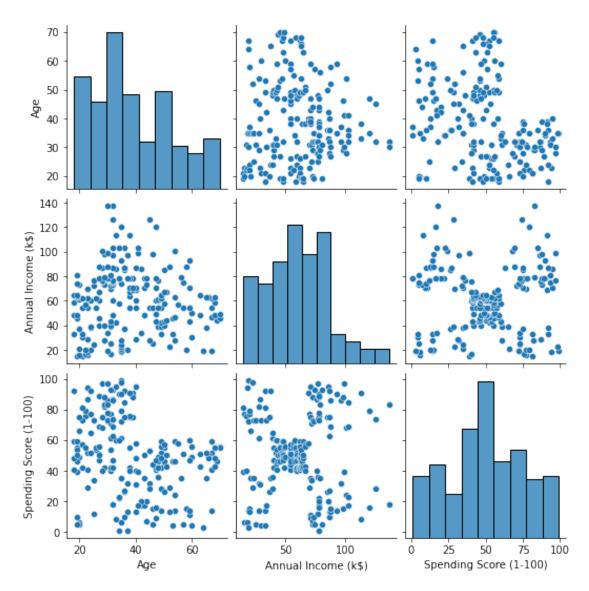
```
199 False False
                                 False
                                                         False
[200 rows x 4 columns]
df.isna().sum()
Gender
                          0
Age
                          0
Annual Income (k$)
                          0
Spending Score (1-100)
                          0
dtype: int64
df.corr()
                             Age Annual Income (k$) Spending Score
(1-100)
                        1.000000
                                           -0.012398
Age
0.327227
Annual Income (k$) -0.012398
                                            1.000000
0.009903
Spending Score (1-100) -0.327227
                                            0.009903
1.000000
sns.heatmap(df.corr(),annot=True)
```

<matplotlib.axes.\_subplots.AxesSubplot at 0x7fbed436c590>



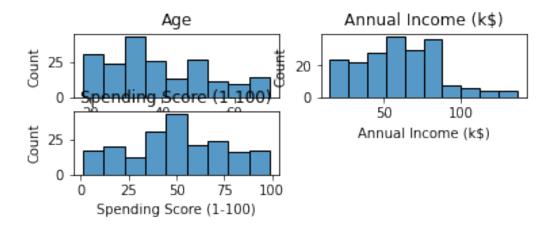
#Mivariate Analysis
sns.pairplot(df)

<seaborn.axisgrid.PairGrid at 0x7fbed1a3a790>



**#Univariate Analysis of Continous Variables** 

```
l=list(df.columns)
l1=l[1:]
for i in range(len(l1)):
   plt.subplot(4,2,i+1)
   sns.histplot(df[l1[i]])
   plt.title(f'{l1[i]}')
```



#Univariate Analysis of Categorical Values

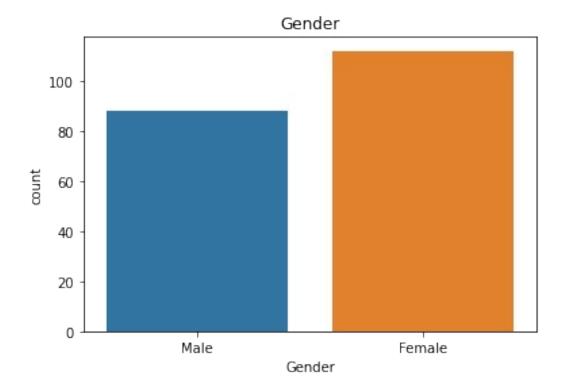
sns.countplot(df['Gender'])

plt.title('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 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, 'Gender')



```
#Bivariate Analysis of Continous Variables
df[list(df.columns[2:])].corr()
                                             Spending Score (1-100)
                        Annual Income (k$)
Annual Income (k$)
                                   1.000000
                                                           0.009903
Spending Score (1-100)
                                   0.009903
                                                           1.000000
#Label Encoding For Categorical Values
from sklearn import preprocessing
label encoder=preprocessing.LabelEncoder()
df['Gender']=label encoder.fit transform(df['Gender'])
df.head()
   Gender
           Age Annual Income (k$)
                                     Spending Score (1-100)
0
            19
                                15
                                                         39
        1
                                 15
1
        1
            21
                                                         81
2
        0
            20
                                 16
                                                          6
3
        0
            23
                                                         77
                                 16
4
        0
            31
                                17
                                                         40
#Outiers Identification And Replacing Using Quantile-Based Flooring
and Capping for Continuous Variables
q1=df['Age'].quantile(0.10)
q2=df['Age'].quantile(0.90)
df['Age']=np.where(df['Age']<q1,q1,df['Age'])</pre>
df['Age']=np.where(df['Age']>q2,q2,df['Age'])
print(df['Age'].skew())
q1=df['Annual Income (k$)'].quantile(0.10)
q2=df['Annual Income (k$)'].quantile(0.90)
df['Annual Income (k$)']=np.where(df['Annual Income
(k$)']<q1,q1,df['Annual Income (k$)'])
df['Annual Income (k$)']=np.where(df['Annual Income
(k$)']>q2,q2,df['Annual Income (k$)'])
print(df['Annual Income (k$)'].skew())
q1=df['Spending Score (1-100)'].quantile(0.10)
q2=df['Spending Score (1-100)'].guantile(0.90)
df['Spending Score (1-100)']=np.where(df['Spending Score (1-
100)']<q1,q1,df['Spending Score (1-100)'])
df['Spending Score (1-100)']=np.where(df['Spending Score (1-
100)']>q2,q2,df['Spending Score (1-100)'])
print(df['Spending Score (1-100)'].skew())
0.281242452772514
-0.11114517936178386
-0.03744215109217243
df
```

```
Gender
                      Annual Income (k$)
                                              Spending Score (1-100)
                Age
0
               21.0
                                       23.9
                                                                   39.0
           1
1
            1
               21.0
                                       23.9
                                                                   81.0
2
           0
               21.0
                                       23.9
                                                                   13.0
3
           0
               23.0
                                       23.9
                                                                   77.0
4
           0
               31.0
                                       23.9
                                                                   40.0
         . . .
                . . .
                                        . . .
                                                                    . . .
195
               35.0
                                       93.4
                                                                   79.0
           0
196
               45.0
                                      93.4
                                                                   28.0
           0
197
           1
               32.0
                                      93.4
                                                                   74.0
198
           1
               32.0
                                      93.4
                                                                   18.0
199
            1
               30.0
                                      93.4
                                                                   83.0
```

[200 rows x 4 columns]

## **#Scaling Variables**

import pandas as pd
from sklearn.preprocessing import StandardScaler
scaler=StandardScaler()
scaled=scaler.fit\_transform(df)
print(scaled)

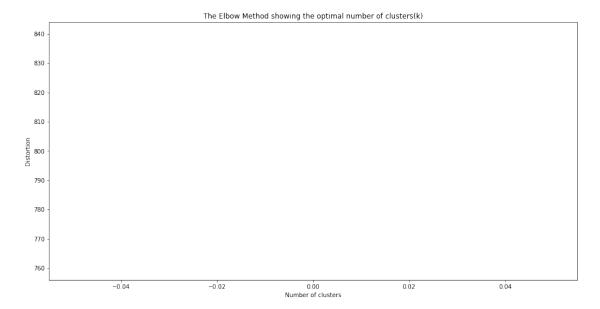
```
[[ 1.12815215 -1.39030724 -1.599128
                                       -0.472291421
[ 1.12815215 -1.39030724 -1.599128
                                        1.289363971
[-0.88640526 -1.39030724 -1.599128
                                       -1.56284
[-0.88640526 -1.2301336
                          -1.599128
                                        1.121587261
[-0.88640526 -0.58943902 -1.599128
                                       -0.430347251
[-0.88640526 -1.31022042 -1.599128
                                        1.079643091
[-0.88640526 -0.26909172 -1.599128
                                       -1.56284
[-0.88640526 -1.2301336
                          -1.599128
                                        1.54522344]
[ 1.12815215
              1.6610007
                          -1.599128
                                       -1.56284
[-0.88640526 -0.66952584 -1.599128
                                        0.911866391
[ 1.12815215
               1.6610007
                          -1.599128
                                       -1.520895821
[-0.88640526 -0.26909172 -1.599128
                                        1.545223441
[-0.88640526
              1.5729052
                          -1.599128
                                       -1.478951641
[-0.88640526 -1.15004677 -1.599128
                                        1.12158726]
[ 1.12815215 -0.10891808 -1.599128
                                       -1.56284
[ 1.12815215 -1.31022042 -1.599128
                                        1.205475621
[-0.88640526 -0.26909172 -1.599128
                                       -0.640068121
[ 1.12815215 -1.39030724 -1.599128
                                        0.660201331
[ 1.12815215
              1.09238426 -1.599128
                                       -0.891733181
[-0.88640526 -0.26909172 -1.599128
                                        1.545223441
[ 1.12815215 -0.26909172 -1.59462848
                                       -0.640068121
[ 1.12815215 -1.06995995 -1.59462848
                                        0.953810561
[-0.88640526
              0.61186333 -1.54963332 -1.56284
[ 1.12815215 -0.58943902 -1.54963332
                                        0.953810561
[-0.88640526
              1.25255791 -1.41464784 -1.520895821
[ 1.12815215 -0.74961266 -1.41464784
                                        1.331308141
[-0.88640526
              0.5317765
                          -1.41464784 -0.76590065]
[ 1.12815215 -0.26909172 -1.41464784
                                        0.45048045]
```

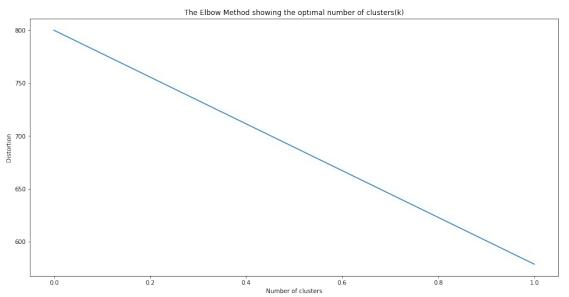
```
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              0.13134239
                          -1.36965268
                                       -0.807844831
[-0.88640526
             -1.2301336
                                        1.541029021
                          -1.36965268
[ 1.12815215
              1.6610007
                          -1.32465752
                                       -1.56284
[-0.88640526
             -1.39030724
                          -1.32465752
                                        0.953810561
[ 1.12815215
              1.17247108
                          -1.18967204
                                       -1.56284
                          -1.18967204
 1.12815215
             -1.39030724
                                        1.545223441
[-0.88640526
              0.85212379
                          -1.18967204
                                       -1.520895821
             -1.39030724
                                        1.289363971
[-0.88640526
                          -1.18967204
[-0.88640526
              0.29151603
                          -1.14467688
                                       -1.39506329]
[-0.88640526 -0.66952584
                          -1.14467688
                                        0.95381056]
[-0.88640526 -0.1890049
                          -1.0096914
                                       -1.017565711
[-0.88640526
             -1.39030724
                          -1.0096914
                                        1.037698911
[-0.88640526
              1.6610007
                          -0.96469624
                                       -0.640068121
[ 1.12815215
             -1.15004677
                          -0.96469624
                                        1.545223441
[ 1.12815215
              0.77203697
                          -0.91970108
                                       -0.598123951
[-0.88640526
             -0.58943902
                          -0.91970108
                                        0.450480451
[-0.88640526
              0.85212379
                          -0.91970108
                                       -0.933677361
[-0.88640526
             -1.15004677
                          -0.91970108
                                        0.61825715]
                          -0.87470592
[-0.88640526
              0.93221062
                                        0.19881539]
                          -0.87470592
[-0.88640526
             -0.90978631
                                       -0.136738011
[-0.88640526
             -0.74961266
                          -0.87470592
                                       -0.34645889]
[-0.88640526
             -0.58943902
                          -0.87470592
                                       -0.34645889]
[-0.88640526
              0.85212379
                          -0.78471559
                                        0.07298287]
[ 1.12815215 -0.42926537
                          -0.78471559
                                        0.40853627]
                                        0.15687122]
[-0.88640526
             -0.58943902
                          -0.73972043
                          -0.73972043
[ 1.12815215
              1.65299202
                                        0.408536271
[-0.88640526
              0.93221062
                          -0.73972043
                                       -0.220626371
[ 1.12815215
              0.69195015
                          -0.73972043
                                       -0.38840307]
[-0.88640526
              1.01229744 -0.69472527
                                       -0.010905491
[ 1.12815215
              1.6610007
                          -0.69472527
                                       -0.178682191
[-0.88640526
             -0.90978631
                          -0.60473495
                                        0.03103869]
                          -0.60473495
 1.12815215
                                       -0.178682191
              1.17247108
 1.12815215
              1.6610007
                          -0.60473495
                                        0.240759571
 1.12815215
             -1.39030724
                                        0.19881539]
                          -0.60473495
[-0.88640526
              1.6610007
                          -0.55973979
                                        0.072982871
[-0.88640526
              1.25255791
                          -0.55973979
                                        0.3665921 ]
[ 1.12815215
              1.6610007
                          -0.51474463
                                        0.03103869]
[ 1.12815215
             -1.39030724
                          -0.51474463
                                        0.3665921 1
[-0.88640526
              0.37160286
                          -0.51474463
                                       -0.010905491
[-0.88640526
              1.6610007
                          -0.51474463
                                       -0.09479384]
[ 1.12815215
             -1.39030724
                          -0.51474463
                                        0.3665921 1
[-0.88640526
             -0.50935219
                          -0.51474463
                                       -0.136738011
[ 1.12815215
              1.6610007
                          -0.46974947
                                        0.19881539]
[-0.88640526
              0.69195015
                          -0.46974947
                                       -0.346458891
[-0.88640526
              1.6610007
                          -0.42475431
                                       -0.05284966]
[-0.88640526
                          -0.42475431
                                        0.240759571
              1.6610007
[ 1.12815215
              1.65299202
                          -0.24477367
                                       -0.136738011
             -0.98987313
                                        0.156871221
[ 1.12815215
                          -0.24477367
[-0.88640526
              0.5317765
                          -0.24477367
                                        0.11492704]
 1.12815215
              0.13134239 -0.24477367
                                       -0.09479384]
```

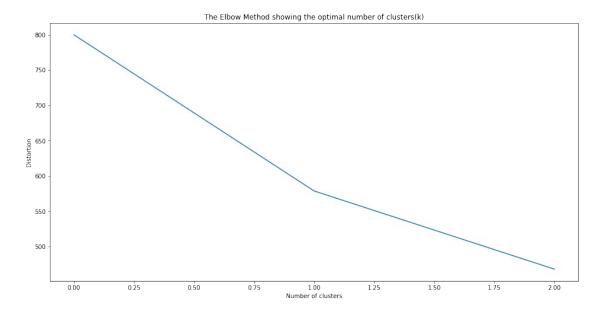
```
[-0.88640526 -1.2301336
                           -0.24477367
                                        0.072982871
[-0.88640526
              0.85212379
                          -0.24477367
                                       -0.346458891
 1.12815215
              1.49281838
                          -0.24477367
                                        0.03103869]
 1.12815215
                                        0.198815391
             -0.02883126
                          -0.24477367
 1.12815215
              1.6610007
                           -0.24477367
                                       -0.38840307]
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              0.61186333
                          -0.24477367
                                       -0.26257054]
[-0.88640526
             -1.39030724
                          -0.24477367
                                        0.282703751
[ 1.12815215
              0.77203697
                          -0.24477367
                                       -0.17868219]
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                          -0.10978819
                                        0.32464792]
[-0.88640526
             -1.31022042
                          -0.10978819
                                        0.19881539]
[-0.88640526
             -0.34917855
                          -0.06479303
                                        0.408536271
[-0.88640526
              0.93221062
                          -0.06479303
                                       -0.178682191
[-0.88640526
              1.6610007
                           -0.01979787
                                        0.198815391
[ 1.12815215
             -1.39030724
                          -0.01979787
                                       -0.388403071
              0.77203697
[ 1.12815215
                           0.02519729
                                       -0.05284966]
[-0.88640526
              0.13134239
                           0.02519729
                                       -0.430347251
[-0.88640526
             -0.50935219
                           0.02519729
                                       -0.34645889]
[ 1.12815215
             -1.15004677
                           0.02519729
                                        0.07298287]
[-0.88640526
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                           0.02519729 - 0.13673801
                           0.02519729
[-0.88640526
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                                       -0.010905491
[ 1.12815215
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                           0.07019245
                                       -0.34645889]
 1.12815215
             -1.39030724
                           0.07019245
                                       -0.05284966]
[-0.88640526
             -1.2301336
                           0.11518761 -0.38840307]
[-0.88640526
              0.85212379
                           0.11518761 - 0.09479384
 1.12815215
              1.6610007
                           0.11518761
                                        0.3665921 ]
 1.12815215
                                        0.198815391
             -0.98987313
                           0.11518761
 1.12815215
              0.85212379
                           0.11518761
                                        0.240759571
[-0.88640526
             -1.39030724
                           0.11518761
                                       -0.34645889]
[-0.88640526
              1.6610007
                           0.16018277
                                       -0.010905491
                           0.16018277 -0.17868219]
 1.12815215
              1.25255791
 1.12815215
              1.6610007
                           0.16018277
                                       -0.30451472]
 1.12815215
              1.6610007
                           0.16018277
                                       -0.094793841
 1.12815215
              1.6610007
                           0.16018277
                                        0.07298287]
[-0.88640526
             -1.39030724
                           0.16018277
                                        0.15687122]
[-0.88640526
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                           0.20517793
                                       -0.34645889]
[ 1.12815215
             -1.39030724
                           0.20517793
                                       -0.17868219]
[-0.88640526
                           0.25017309
                                       -0.09479384]
             -1.39030724
[-0.88640526
             -1.39030724
                           0.25017309 - 0.01090549
[-0.88640526
                           0.25017309
              1.6610007
                                       -0.304514721
[-0.88640526
              0.85212379
                           0.25017309
                                        0.3665921 ]
[-0.88640526
              1.01229744
                           0.34016341
                                       -0.304514721
[-0.88640526
              0.93221062
                           0.34016341
                                        0.282703751
[ 1.12815215
             -0.90978631
                           0.34016341
                                        0.24075957]
[-0.88640526
             -0.02883126
                           0.34016341
                                       -0.430347251
[-0.88640526
              0.13134239
                           0.43015373
                                        0.324647921
 1.12815215
              0.05125557
                                        1.545223441
                           0.43015373
[-0.88640526
             -1.2301336
                           0.47514889
                                       -0.891733181
             -0.58943902
                                        1.12158726]
[-0.88640526
                           0.47514889
[ 1.12815215
              0.37160286
                           0.52014405
                                       -0.64006812]
 1.12815215
              0.13134239
                           0.52014405
                                        1.54522344]
```

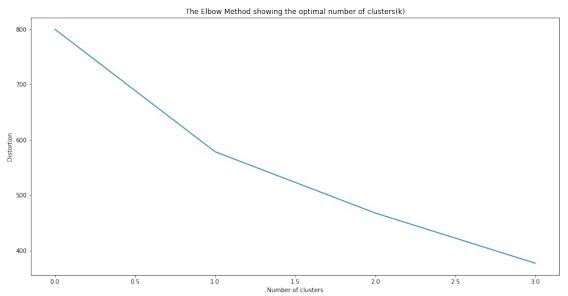
```
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              1.65299202
                           0.52014405 -1.56284
 1.12815215
             -0.02883126
                           0.52014405
                                        1.037698911
 1.12815215
              0.69195015
                           0.52014405
                                       -1.56284
 1.12815215
              0.05125557
                                        1.037698911
                           0.52014405
[-0.88640526 -1.06995995
                           0.56513921
                                       -0.6820123 1
[-0.88640526 -0.58943902
                           0.56513921
                                        0.869922211
[ 1.12815215
             -1.39030724
                           0.61013437
                                      -1.56284
[-0.88640526 -0.74961266
                           0.61013437
                                        1.54522344]
[-0.88640526
              0.45168968
                           0.61013437
                                       -1.56284
[ 1.12815215 -0.50935219
                           0.61013437
                                        0.95381056]
 1.12815215 -1.39030724
                           0.65512953 -1.56284
[-0.88640526 -0.26909172
                           0.65512953
                                        0.911866391
[-0.88640526
              1.49281838
                           0.70012469
                                       -1.56284
[ 1.12815215 -0.50935219
                           0.70012469
                                        1.545223441
[-0.88640526 -0.82969948
                           0.74511985
                                       -0.430347251
                           0.74511985
[-0.88640526 -0.50935219
                                        1.541029021
[ 1.12815215 -1.06995995
                           0.79011501
                                       -1.56284
 1.12815215
             -0.82969948
                           0.79011501
                                        1.54522344]
                                       -0.598123951
[ 1.12815215
                           0.79011501
              0.77203697
[-0.88640526 - 0.50935219]
                                        0.995754741
                           0.79011501
[-0.88640526 -0.34917855
                           0.83511017
                                       -1.18534241]
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                                        0.78603386]
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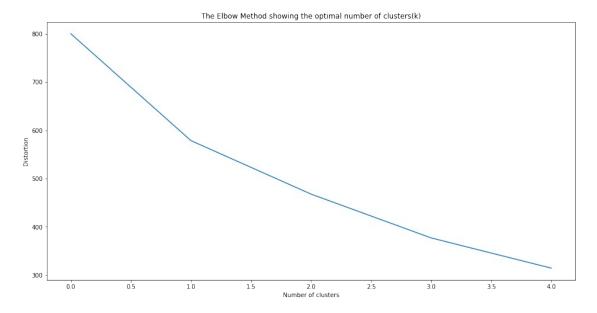
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                            1.51003758
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 [-0.88640526 -0.74961266
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 [ 1.12815215 -0.66952584
                            1.52803564
                                        1.37325232]]
#Elbow Method To Find Number Of Clusters
w=[]
K=range(1,10)
for k in K:
  kmeanModel=KMeans(n clusters=k)
  kmeanModel.fit(scaled)
  w.append(kmeanModel.inertia )
  plt.figure(figsize=(16,8))
  plt.plot(w)
  plt.xlabel('Number of clusters')
  plt.ylabel('Distortion')
  plt.title('The Elbow Method showing the optimal number of
clusters(k)')
  plt.show()
```

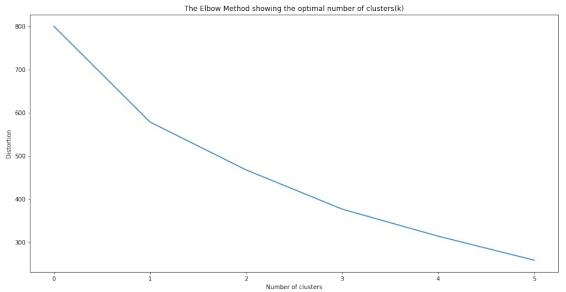


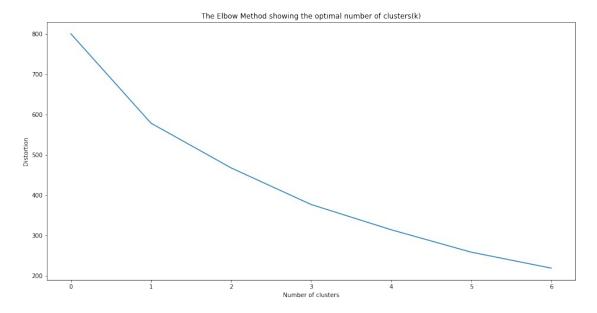


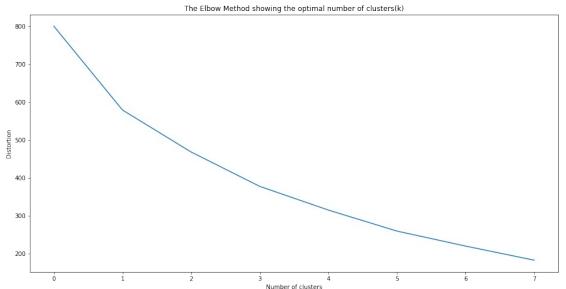


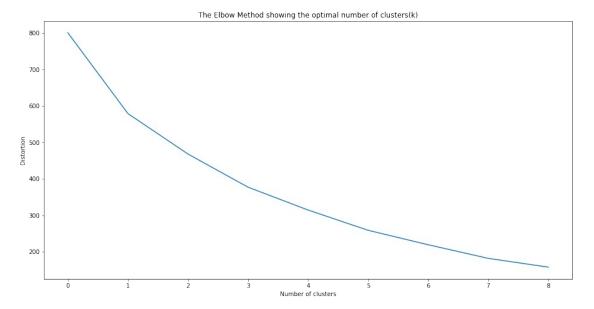












## #Training the model-support vectom regression

from sklearn.cluster import KMeans

kmean=KMeans(n\_clusters=3)

kmean.fit(scaled)

y\_pred=kmean.predict(scaled)
df['pred\_cluster']=y\_pred
df.head

	od NDFrame.head of	_	Annual Income (k\$)
Spending Score (1-100) pred_cluster			
	21.0	23.9	39.0
1			
1 1	21.0	23.9	81.0
1			
1 2 0	21.0	23.9	13.0
0			
3 0	23.0	23.9	77.0
0 3 0 1	23.0	2313	,,
4 0	31.0	23.9	40.0
0	31.0	2313	40.0
	• • •		• • •
195 0	35.0	02 /	79.0
195	33.0	93.4	79.0
	45.0	02.4	20.0
196 0	45.0	93.4	28.0
0			
197 1	32.0	93.4	74.0
1			
198 1	32.0	93.4	18.0
2			
199 1	30.0	93.4	83.0
1			

```
[200 \text{ rows } x \text{ 5 columns}] >
#Independent Variables
l2=list(df.columns)
df2=df[l2[:len(l2)-1]]
df2.head()
   Gender
                 Annual Income (k$)
                                       Spending Score (1-100)
            Age
0
           21.0
                                23.9
                                                          39.0
        1
1
        1
           21.0
                                23.9
                                                          81.0
2
        0
           21.0
                                23.9
                                                          13.0
3
        0
           23.0
                                23.9
                                                          77.0
4
           31.0
                                23.9
                                                          40.0
#Dependent Variables
df1=df['pred cluster']
df1
0
       1
1
       1
2
       0
3
       1
4
       0
195
       1
196
       0
197
       1
198
       2
199
       1
Name: pred cluster, Length: 200, dtype: int32
#Scaling Variables
import pandas as pd
from sklearn.preprocessing import StandardScaler
scaler=StandardScaler()
scaled=scaler.fit_transform(df)
print(scaled)
[ 1.12815215 -1.39030724 -1.599128
                                        -0.47229142
                                                     0.100278941
 [ 1.12815215 -1.39030724 -1.599128
                                                     0.100278941
                                         1.28936397
 [-0.88640526 -1.39030724 -1.599128
                                        -1.56284
                                                     -1.2367736 ]
 [-0.88640526 -1.2301336
                          -1.599128
                                         1.12158726 0.100278941
 [-0.88640526 -0.58943902 -1.599128
                                        -0.43034725 -1.2367736 1
 [-0.88640526 -1.31022042 -1.599128
                                         1.07964309
                                                     0.10027894]
 [-0.88640526 -0.26909172 -1.599128
                                                     -1.2367736 ]
                                        -1.56284
                                         1.54522344
 [-0.88640526 -1.2301336 -1.599128
                                                     0.100278941
 [ 1.12815215
              1.6610007
                           -1.599128
                                        -1.56284
                                                     1.43733148]
 [-0.88640526 -0.66952584 -1.599128
                                                     0.10027894]
                                         0.91186639
 [ 1.12815215
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                           -1.599128
                                        -1.52089582
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 [-0.88640526 -0.26909172 -1.599128
                                         1.54522344
                                                     0.100278941
```

```
-1.47895164 -1.2367736 1
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                         -1.599128
                                                     0.100278941
                                        1.12158726
[ 1.12815215
             -0.10891808
                         -1.599128
                                       -1.56284
                                                     1.43733148]
 1.12815215
             -1.31022042
                         -1.599128
                                        1.20547562
                                                     0.100278941
[-0.88640526 -0.26909172 -1.599128
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                                                    -1.2367736 1
 1.12815215
             -1.39030724 -1.599128
                                        0.66020133
                                                     0.10027894]
 1.12815215
              1.09238426 -1.599128
                                       -0.89173318
                                                     1.437331481
             -0.26909172
                                        1.54522344
                                                     0.10027894]
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                                                     1.43733148]
[ 1.12815215
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[-0.88640526
              0.85212379
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                                                    -1.2367736 ]
 1.12815215
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 1.12815215
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                           0.11518761
                                        0.19881539
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                                         1.37325232
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#Splitting Dataset
import numpy as np
from sklearn.model selection import train test split
y=df['pred_cluster'].to_numpy()
X_train,X_test,y_train,y_test=train_test_split(scaled,y,test_size=0.10
,random state=42)
X train.shape
(180, 5)
X test.shape
```

```
(20, 5)
y train.shape
(180,)
y_test.shape
(20,)
#Training the model
from sklearn.svm import SVR
regrassor=SVR(kernel='rbf')
regrassor.fit(X train,y train)
SVR()
#Testing the model
y_pred=regrassor.predict((X_test))
df3=pd.DataFrame({'Predicted value':y_pred,'Real Value':y_test})
df3
    Predicted value
                     Real Value
0
           1.067228
                               1
1
           0.965805
                               1
2
                               2
           1.938242
3
                               2
           2.032868
                               2
4
           1.996615
5
           0.950163
                               1
6
           0.056714
                               0
7
           1.994406
                               2
8
           0.117154
                               0
9
                               1
           1.000021
10
          -0.008916
                               0
                               2
11
           1.949340
12
           0.904566
                               1
13
           0.957596
                               1
14
                               0
           0.154222
15
           1.044386
                               1
                               0
16
          -0.006081
17
          -0.070443
                               0
                               2
18
           2.050848
19
           1.000664
                               1
#performance metrics
from sklearn.metrics import mean_squared_error
import math
print(mean_squared_error(y_test,y_pred))
print(math.sqrt(mean_squared_error(y_test,y_pred)))
0.0038471231954710695
0.06202518194629557
```