



SEMMA: Intro to Sample & Explore

```
In [ ]: # Import the libraries we'll need
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
# Suppress warnings
import warnings
warnings.filterwarnings('ignore')
```

PART 1: LOADING AND VIEWING THE DATA

```
In [ ]: # Load the dataset
df = pd.read_csv('https://raw.githubusercontent.com/iamctodd/datasets/refs/heads/main/ecommerce_c
```

```
In [ ]: # Look at the first 5 rows of data
```

```
In [ ]: # Get information about each column
```

```
In [ ]: # See summary statistics
```

```
In [ ]: # Count the values in the 'Membership Type' column
```

```
In [ ]: # Count the values in the 'Gender1' column
```

PART 2: SAMPLING TECHNIQUES

1. Simple Random Sampling

A random selection of rows

Population: ●●●●●●●●●●●●●●●●●●●●

Sample: ● ● ●● ●

```
In [ ]: # Take a completely random selection of rows
sample_size = 100
random_sample = # INSERT CODE
```

```
In [ ]: # Save the random sample to a CSV file
```

```
In [ ]: # Let's look at Membership types in Random sample
```

2. Stratified Sampling

Sample while maintaining the same proportion of a particular column

Population:

[Red] ● ● ● ●

[Blue] ● ● ● ● ● ●

[Green] ● ● ● ● ●

Sample:

[Red] ● ●

[Blue] ● ● ●

[Green] ● ●

```
In [ ]: # Look at 'Membership Type'
        # What proportion of each membership type do we have?
```

```
In [ ]: # Write a function to perform stratified sampling
def stratified_sample(data, column, size):
    """
    Takes a sample that preserves the proportions of values in a column

    Inputs:
    - data: the DataFrame to sample from
    - column: the column to stratify by
    - size: the total sample size

    Returns:
    - A DataFrame containing the stratified sample
    """

    # Get the value counts and calculate proportions
    value_counts = data[column].value_counts(normalize=True)

    # Create an empty DataFrame to store our samples
    result = pd.DataFrame()

    # For each value in our column
    for value, proportion in value_counts.items():
        # Calculate how many samples to take
        n_to_sample = round(proportion * size)

        # Get all rows with this value
        value_data = data[data[column] == value]

        # Sample the right number of rows
        if n_to_sample > 0:
            sampled_rows = value_data.sample(n=min(n_to_sample, len(value_data)), random_state=42)
            result = pd.concat([result, sampled_rows])

    return result
```

```
In [ ]: # Take a stratified sample of df and look at the first few rows
```

```
In [ ]: # Let's check the Membership counts
```

```
In [ ]: # Save the stratified sample to a CSV file
```

3. Systematic Sampling

Take every Nth row from the data

Example of every 5th row

Population: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Sample: ↑ ↑ ↑ ↑ ↑

```
In [ ]: # Calculate the step size
```

```
In [ ]: # Take every Nth row
```

```
In [ ]: # Let's look at Membership types in Systematic sample
```

```
In [ ]: # Save the systematic sample to a CSV file
```

PART 3: EXERCISES

Exercise 1: Basic Exploration

1. Upload the file called Week 2 S1 Sampling Practice Data
2. Create a sample of 300 cases:
 - A simple random sample
 - A stratified sample based on Regions
 - Systematic sample
3. Extract samples as CSV file
4. What is the regional counts or proportion for each sample and compare with original sample:
5. Give a recommendation on the best sampling method for the dataset.

Create Samples and Analyze

```
In [ ]: # Upload the file called Week 2 S1 Sampling Practice Data
```

```
In [ ]: # Check info (.info())
```

```
In [ ]: # Check Column Headers (.head())
```

```
In [ ]: # Check Regions proportions Overall
```

Simple Random Sample

```
In [ ]: # Take a complete random selection of rows
```

```
In [ ]: # Save the random sample as a CSV file
```

```
In [ ]: # Check the Regions proportions
```

Stratified sample

```
In [ ]: # Write a function to perform stratified sampling (Ask Gemini)
```

```
In [ ]: # Reuse the stratified sample function defined earlier
def stratified_sample(data, column, size):
    """
    Takes a sample that preserves the proportions of values in a column

    Inputs:
    - data: the DataFrame to sample from
    - column: the column to stratify by
    - size: the total sample size

    Returns:
    - A DataFrame containing the stratified sample
    """
```

```

# Get the value counts and calculate proportions
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# Create an empty DataFrame to store our samples
result = pd.DataFrame()

# For each value in our column
for value, proportion in value_counts.items():
    # Calculate how many samples to take
    n_to_sample = round(proportion * size)

    # Get all rows with this value
    value_data = data[data[column] == value]

    # Sample the right number of rows
    if n_to_sample > 0:
        sampled_rows = value_data.sample(n=min(n_to_sample, len(value_data)), random_state=42)
        result = pd.concat([result, sampled_rows])

return result

# Take a stratified sample based on 'Regions'

```

```
In [ ]: # Save the stratified sample as a CSV file
```

```
In [ ]: # Check the Regions proportions
```

Systematic Sampling

```
In [ ]: # Calculate the step size
```

```
In [ ]: # Take every Nth row
```

```
In [ ]: # Save the systematic sample to a CSV file
```

```
In [ ]: # Check the Regions proportions for the systematic sample
```