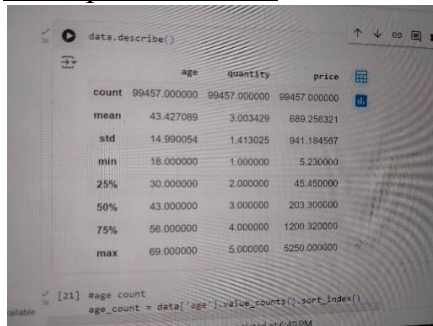


Data Collection and Preprocessing Phase

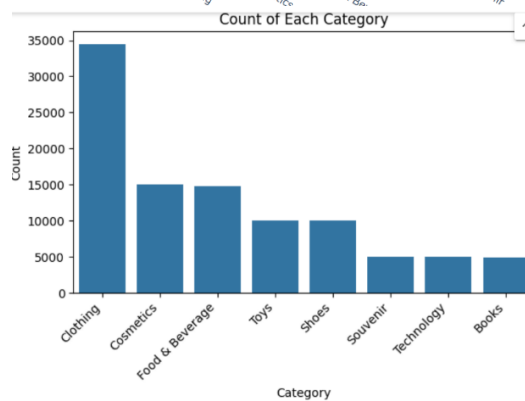
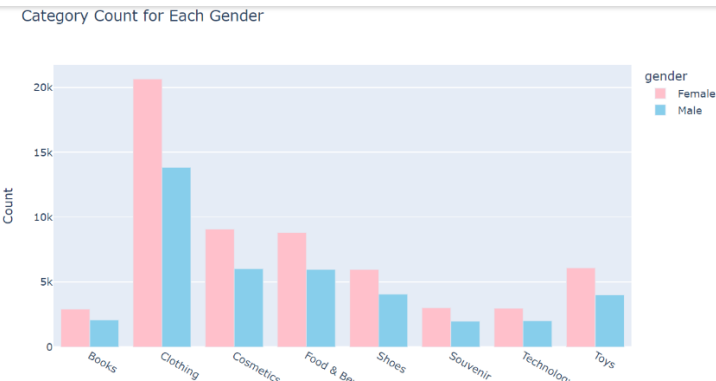
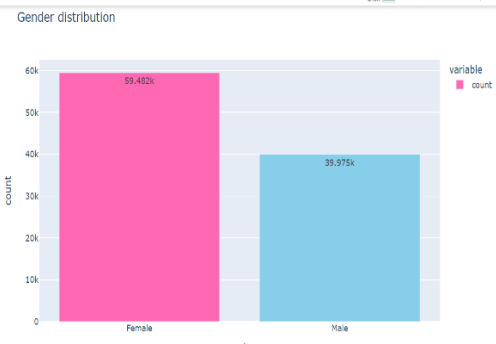
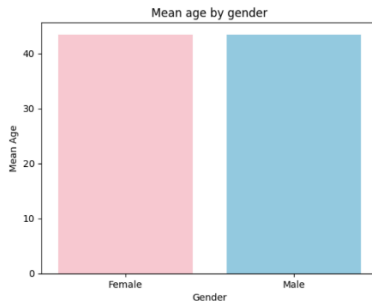
| | |
|---------------|--|
| Date | 06-07-2024 |
| Team ID | 740669 |
| Project Title | Customer Shopping Segmentation by using machine learning |
| Maximum Marks | 6 Marks |

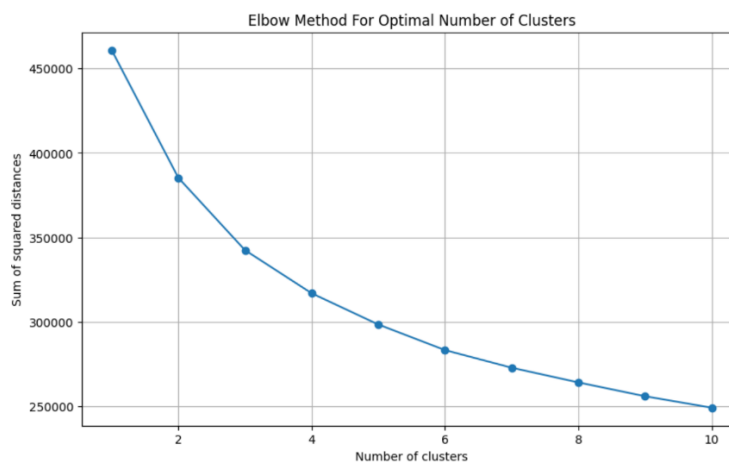
Data Exploration and Preprocessing Report

Dataset variables will be statistically analyzed to identify patterns and outliers, with Python employed for preprocessing tasks like normalization and feature engineering. Data cleaning will address missing values and outliers, ensuring quality for subsequent analysis and modeling, and forming a strong foundation for insights and predictions.

| Section | Description |
|---------------------|--|
| Data Overview | <p><u>Dimension:</u> 99457rows × 10 columns</p> <p><u>Descriptive statistics:</u></p>  |
| Univariate Analysis | |

Bivariate analysis





—

[illegible]

| | |
|-----------------------|---|
| Handling Missing Data | <pre> # Replace null values with the mean of the column data['quantity'] = data['quantity'].fillna(data['quantity'].mean()) # Convert 'price' column to numeric, coercing errors to NaN data['price'] = pd.to_numeric(data['price'], errors='coerce') # Replace null values with the mean of the column data['price'] = data['price'].fillna(data['price'].mean()) data['shopping_mall']=data['shopping_mall'].fillna(data['shopping_mall'].mode()[0]) data['payment_method']=data['payment_method'].fillna(data['payment_method'].mode()[0]) # Convert 'age' column to numeric, coercing errors to NaN data['age'] = pd.to_numeric(data['age'], errors='coerce') # Replace null values with the mean of the column data['age'] = data['age'].fillna(data['age'].mean()) data['gender']=data['gender'].fillna(data['gender'].mode()[0]) </pre> |
| Data Transformation | <pre> [142] # Defining the numerical and categorical features numerical_features = ['age', 'quantity', 'price'] categorical_features = ['gender', 'category', 'payment_method', 'shopping_mall'] [143] # Creating transformers for preprocessing # For numerical features, we use SimpleImputer to handle missing values and StandardScaler for scaling numerical_transformer = Pipeline(steps=[('imputer', SimpleImputer(strategy='median')), ('scaler', StandardScaler())]) # For categorical features, we use SimpleImputer to handle missing values and OneHotEncoder for encoding categorical_transformer = Pipeline(steps=[('imputer', SimpleImputer(strategy='most_frequent')), ('onehot', OneHotEncoder(handle_unknown='ignore'))]) </pre> |
| Feature Engineering | Attached the codes in final submission. |
| Save Processed Data | - |