

```
pip install tensorflow
```

```
Requirement already satisfied: tensorflow in d:\anaconda\lib\site-packages (2.20.0)
Requirement already satisfied: absl-py>=1.0.0 in d:\anaconda\lib\site-packages (from tensorflow) (2.3.1)
Requirement already satisfied: astunparse>=1.6.0 in d:\anaconda\lib\site-packages (from tensorflow) (1.6.3)
Requirement already satisfied: flatbuffers>=24.3.25 in d:\anaconda\lib\site-packages (from tensorflow) (25.9.23)
Requirement already satisfied: gast!=0.5.0,!0.5.1,!0.5.2,>=0.2.1 in d:\anaconda\lib\site-packages (from tensorflow) (0.6.0)
Requirement already satisfied: google_pasta>=0.1.1 in d:\anaconda\lib\site-packages (from tensorflow) (0.2.0)
Requirement already satisfied: libclang>=13.0.0 in d:\anaconda\lib\site-packages (from tensorflow) (18.1.1)
Requirement already satisfied: opt_einsum>=2.3.2 in d:\anaconda\lib\site-packages (from tensorflow) (3.4.0)
Requirement already satisfied: packaging in d:\anaconda\lib\site-packages (from tensorflow) (24.1)
Requirement already satisfied: protobuf>=5.28.0 in d:\anaconda\lib\site-packages (from tensorflow) (6.32.1)
Requirement already satisfied: requests<3,>=2.21.0 in d:\anaconda\lib\site-packages (from tensorflow) (2.32.3)
Requirement already satisfied: setuptools in d:\anaconda\lib\site-packages (from tensorflow) (75.1.0)
Requirement already satisfied: six>=1.12.0 in d:\anaconda\lib\site-packages (from tensorflow) (1.16.0)
Requirement already satisfied: termcolor>=1.1.0 in d:\anaconda\lib\site-packages (from tensorflow) (3.1.0)
Requirement already satisfied: typing_extensions>=3.6.6 in d:\anaconda\lib\site-packages (from tensorflow) (4.15.0)
Requirement already satisfied: wrapt>=1.11.0 in d:\anaconda\lib\site-packages (from tensorflow) (1.14.1)
Requirement already satisfied: grpcio<2.0,>=1.24.3 in d:\anaconda\lib\site-packages (from tensorflow) (1.75.0)
Requirement already satisfied: tensorboard~=2.20.0 in d:\anaconda\lib\site-packages (from tensorflow) (2.20.0)
Requirement already satisfied: keras>=3.10.0 in d:\anaconda\lib\site-packages (from tensorflow) (3.11.3)
Requirement already satisfied: numpy>=1.26.0 in d:\anaconda\lib\site-packages (from tensorflow) (1.26.4)
Requirement already satisfied: h5py>=3.11.0 in d:\anaconda\lib\site-packages (from tensorflow) (3.11.0)
Requirement already satisfied: ml_dtypes<1.0.0,>=0.5.1 in d:\anaconda\lib\site-packages (from tensorflow) (0.5.3)
Requirement already satisfied: wheel<1.0,>=0.23.0 in d:\anaconda\lib\site-packages (from astunparse>=1.6.0->tensorflow) (0.44.0)
Requirement already satisfied: rich in d:\anaconda\lib\site-packages (from keras>=3.10.0->tensorflow) (13.7.1)
```

Requirement already satisfied: namex in d:\anaconda\lib\site-packages (from keras>=3.10.0->tensorflow) (0.1.0)

Requirement already satisfied: optree in d:\anaconda\lib\site-packages (from keras>=3.10.0->tensorflow) (0.17.0)

Requirement already satisfied: charset-normalizer<4,>=2 in d:\anaconda\lib\site-packages (from requests<3,>=2.21.0->tensorflow) (3.3.2)

Requirement already satisfied: idna<4,>=2.5 in d:\anaconda\lib\site-packages (from requests<3,>=2.21.0->tensorflow) (3.7)

Requirement already satisfied: urllib3<3,>=1.21.1 in d:\anaconda\lib\site-packages (from requests<3,>=2.21.0->tensorflow) (2.2.3)

Requirement already satisfied: certifi>=2017.4.17 in d:\anaconda\lib\site-packages (from requests<3,>=2.21.0->tensorflow) (2024.8.30)

Requirement already satisfied: markdown>=2.6.8 in d:\anaconda\lib\site-packages (from tensorboard~=2.20.0->tensorflow) (3.4.1)

Requirement already satisfied: pillow in d:\anaconda\lib\site-packages (from tensorboard~=2.20.0->tensorflow) (10.4.0)

Requirement already satisfied: tensorboard-data-server<0.8.0,>=0.7.0 in d:\anaconda\lib\site-packages (from tensorboard~=2.20.0->tensorflow) (0.7.2)

Requirement already satisfied: werkzeug>=1.0.1 in d:\anaconda\lib\site-packages (from tensorboard~=2.20.0->tensorflow) (3.0.3)

Requirement already satisfied: MarkupSafe>=2.1.1 in d:\anaconda\lib\site-packages (from werkzeug>=1.0.1->tensorboard~=2.20.0->tensorflow) (2.1.3)

Requirement already satisfied: markdown-it-py>=2.2.0 in d:\anaconda\lib\site-packages (from rich->keras>=3.10.0->tensorflow) (2.2.0)

Requirement already satisfied: pygments<3.0.0,>=2.13.0 in d:\anaconda\lib\site-packages (from rich->keras>=3.10.0->tensorflow) (2.15.1)

Requirement already satisfied: mdurl~=0.1 in d:\anaconda\lib\site-packages (from markdown-it-py>=2.2.0->rich->keras>=3.10.0->tensorflow) (0.1.0)

Note: you may need to restart the kernel to use updated packages.

```
import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
from sklearn.model_selection import train_test_split
from sklearn.preprocessing import StandardScaler
from keras.models import Sequential
from keras.layers import Dense, Input
from sklearn.metrics import confusion_matrix, accuracy_score,
classification_report
```

```
df = pd.read_csv('churn_modelling.csv')
df.head()
```

RowNumber	CustomerId	Surname	CreditScore	Geography	Gender	Age
\						

0	1	15634602	Hargrave	619	France	Female	42
1	2	15647311	Hill	608	Spain	Female	41
2	3	15619304	Onio	502	France	Female	42
3	4	15701354	Boni	699	France	Female	39
4	5	15737888	Mitchell	850	Spain	Female	43

	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	\
0	2	0.00	1	1	1	
1	1	83807.86	1	0	1	
2	8	159660.80	3	1	0	
3	1	0.00	2	0	0	
4	2	125510.82	1	1	1	

	EstimatedSalary	Exited
0	101348.88	1
1	112542.58	0
2	113931.57	1
3	93826.63	0
4	79084.10	0

df.shape

(10000, 14)

df.describe

<bound method NDFrame.describe of

RowNumber

CustomerId

Surname	CreditScore	Geography	Gender	Age \			
0	1	15634602	Hargrave	619	France	Female	
42							
1	2	15647311	Hill	608	Spain	Female	
41							
2	3	15619304	Onio	502	France	Female	
42							
3	4	15701354	Boni	699	France	Female	
39							
4	5	15737888	Mitchell	850	Spain	Female	
43							
...
...							
9995	9996	15606229	Obijiaku	771	France	Male	
39							
9996	9997	15569892	Johnstone	516	France	Male	
35							
9997	9998	15584532	Liu	709	France	Female	
36							

9998 42	9999	15682355	Sabbatini	772	Germany	Male
9999 28	10000	15628319	Walker	792	France	Female

	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	\
0	2	0.00	1	1	1	
1	1	83807.86	1	0	1	
2	8	159660.80	3	1	0	
3	1	0.00	2	0	0	
4	2	125510.82	1	1	1	
...	
9995	5	0.00	2	1	0	
9996	10	57369.61	1	1	1	
9997	7	0.00	1	0	1	
9998	3	75075.31	2	1	0	
9999	4	130142.79	1	1	0	

	EstimatedSalary	Exited
0	101348.88	1
1	112542.58	0
2	113931.57	1
3	93826.63	0
4	79084.10	0
...
9995	96270.64	0
9996	101699.77	0
9997	42085.58	1
9998	92888.52	1
9999	38190.78	0

[10000 rows x 14 columns]>

```
df.isnull()
df.isnull().sum()
```

RowNumber	0
CustomerId	0
Surname	0
CreditScore	0
Geography	0
Gender	0
Age	0
Tenure	0
Balance	0
NumOfProducts	0
HasCrCard	0
IsActiveMember	0
EstimatedSalary	0

```
Exited          0
dtype: int64
```

```
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
```

```
RangeIndex: 10000 entries, 0 to 9999
```

```
Data columns (total 14 columns):
```

#	Column	Non-Null Count	Dtype
0	RowNumber	10000 non-null	int64
1	CustomerId	10000 non-null	int64
2	Surname	10000 non-null	object
3	CreditScore	10000 non-null	int64
4	Geography	10000 non-null	object
5	Gender	10000 non-null	object
6	Age	10000 non-null	int64
7	Tenure	10000 non-null	int64
8	Balance	10000 non-null	float64
9	NumOfProducts	10000 non-null	int64
10	HasCrCard	10000 non-null	int64
11	IsActiveMember	10000 non-null	int64
12	EstimatedSalary	10000 non-null	float64
13	Exited	10000 non-null	int64

```
dtypes: float64(2), int64(9), object(3)
```

```
memory usage: 1.1+ MB
```

```
df.dtypes
```

RowNumber	int64
CustomerId	int64
Surname	object
CreditScore	int64
Geography	object
Gender	object
Age	int64
Tenure	int64
Balance	float64
NumOfProducts	int64
HasCrCard	int64
IsActiveMember	int64
EstimatedSalary	float64
Exited	int64

```
dtype: object
```

```
df.columns
```

```
Index(['RowNumber', 'CustomerId', 'Surname', 'CreditScore',  
      'Geography',  
      'Gender', 'Age', 'Tenure', 'Balance', 'NumOfProducts',  
      'HasCrCard',
```

```
'IsActiveMember', 'EstimatedSalary', 'Exited'],
dtype='object')
```

```
df = df.drop(['RowNumber', 'Surname', 'CustomerId'], axis = 1)
df.head()
```

	CreditScore	Geography	Gender	Age	Tenure	Balance
0	619	France	Female	42	2	0.00
1	608	Spain	Female	41	1	83807.86
2	502	France	Female	42	8	159660.80
3	699	France	Female	39	1	0.00
4	850	Spain	Female	43	2	125510.82

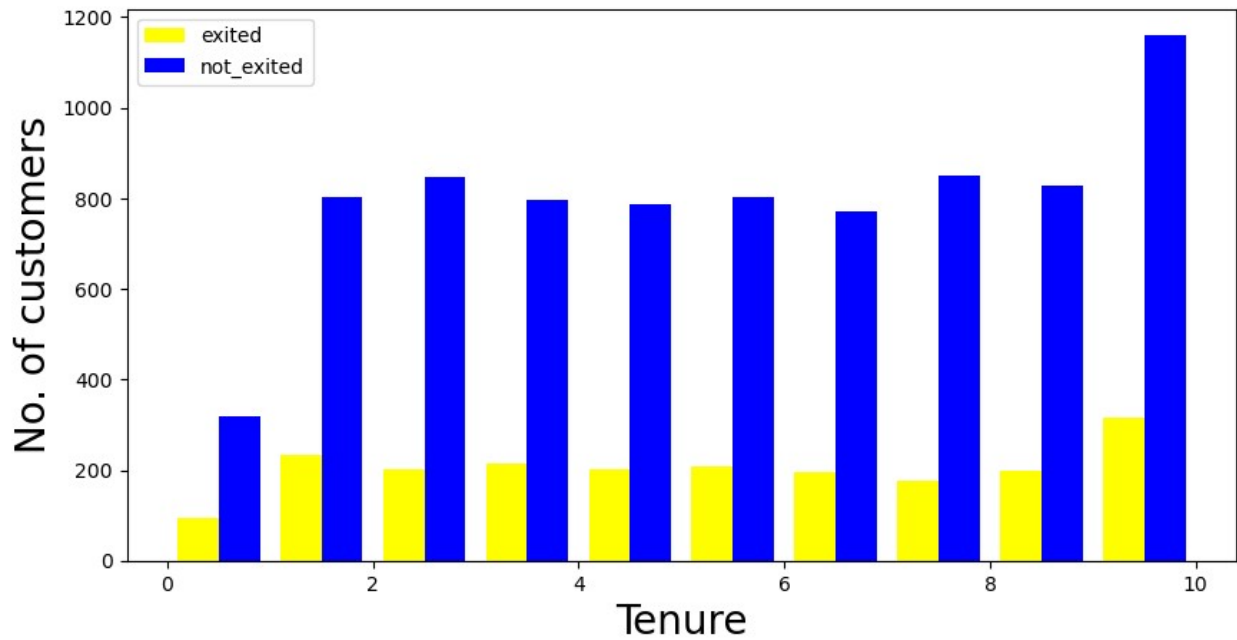
	HasCrCard	IsActiveMember	EstimatedSalary	Exited
0	1	1	101348.88	1
1	0	1	112542.58	0
2	1	0	113931.57	1
3	0	0	93826.63	0
4	1	1	79084.10	0

```
def visualization(x, y, xlabel):
    plt.figure(figsize=(10,5))
    plt.hist([x, y], color=['yellow', 'blue'], label = ['exited',
'not_exited'])
    plt.xlabel(xlabel, fontsize=20)
    plt.ylabel('No. of customers', fontsize=20)
    plt.legend()
```

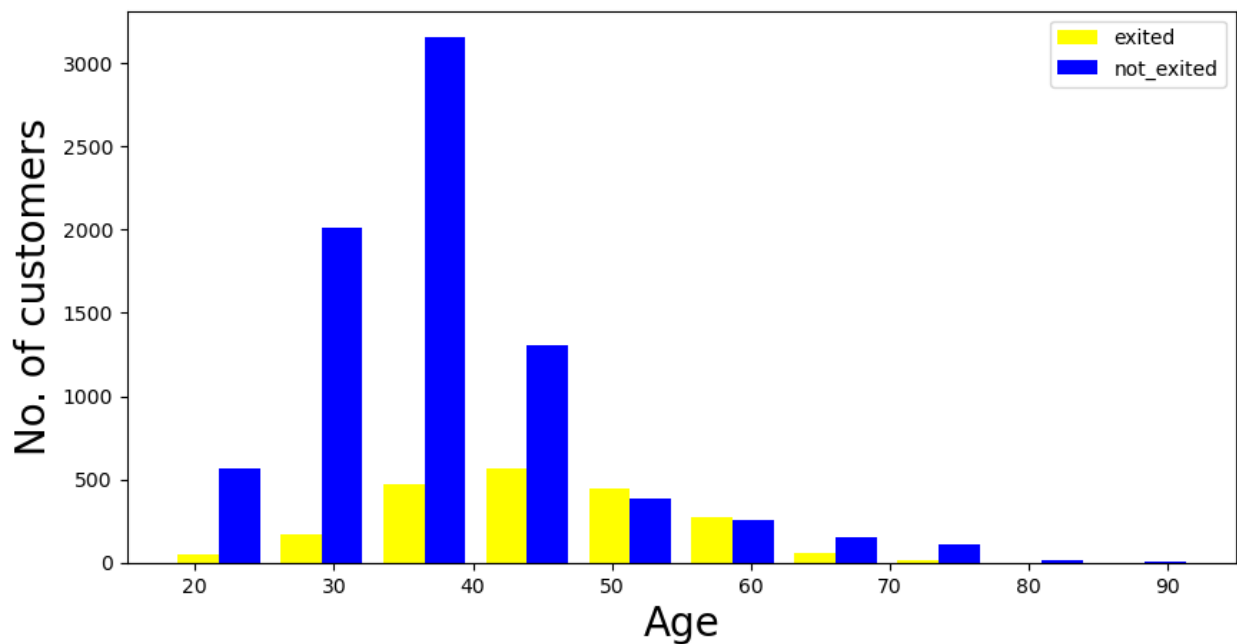
```
df_churn_exited = df[df['Exited']==1]['Tenure']
```

```
df_churn_not_exited = df[df['Exited']==0]['Tenure']
```

```
visualization(df_churn_exited, df_churn_not_exited, 'Tenure')
```



```
df_churn_exited2 = df[df['Exited']==1]['Age']
df_churn_not_exited2 = df[df['Exited']==0]['Age']
visualization(df_churn_exited2, df_churn_not_exited2, 'Age')
```



```
x = df[['CreditScore', 'Gender', 'Age', 'Tenure', 'Balance',
        'NumOfProducts',
        'HasCrCard', 'IsActiveMember', 'EstimatedSalary']]
```

```

states = pd.get_dummies(df['Geography'], drop_first = True)
gender = pd.get_dummies(df['Gender'], drop_first = True)

df = pd.concat([df,gender,states], axis = 1)
df.head()

```

	CreditScore	Geography	Gender	Age	Tenure	Balance
0	619	France	Female	42	2	0.00
1						
1	608	Spain	Female	41	1	83807.86
1						
2	502	France	Female	42	8	159660.80
3						
3	699	France	Female	39	1	0.00
2						
4	850	Spain	Female	43	2	125510.82
1						

	HasCrCard	IsActiveMember	EstimatedSalary	Exited	Male	Germany
Spain						
0	1	1	101348.88	1	False	False
False						
1	0	1	112542.58	0	False	False
True						
2	1	0	113931.57	1	False	False
False						
3	0	0	93826.63	0	False	False
False						
4	1	1	79084.10	0	False	False
True						

```

x = df[['CreditScore', 'Age', 'Tenure', 'Balance', 'NumOfProducts',
'IsActiveMember', 'EstimatedSalary', 'Male', 'Germany', 'Spain']]
y = df['Exited']

```

```

x_train, x_test, y_train, y_test = train_test_split(x, y, test_size =
0.3)

```

```

sc = StandardScaler()

```

```

x_train = sc.fit_transform(x_train)
x_test = sc.transform(x_test)

```

```

print('Training Data:\n',x_train)

```

```

Training Data:
[[ 0.71510573 -0.57403373 -1.04508635 ...  0.92216229 -0.57910982
 -0.57185157]
 [-0.59340941  0.18697782  0.33073846 ... -1.08440782 -0.57910982
 -0.57185157]]

```



```
[ 0.05569653 -0.47890728  0.33073846 ... -1.08440782 -0.57910982
 1.74870553]
...
[ 1.44663782 -0.57403373  1.70656326 ... -1.08440782  1.7267882
-0.57185157]
[ 0.31327825 -0.09840151 -1.04508635 ...  0.92216229 -0.57910982
 1.74870553]
[-0.3976473  -1.23991883 -0.35717395 ... -1.08440782 -0.57910982
 1.74870553]]
```

```
print('Testing Data:\n',x_test)
```

Testing Data:

```
[[-1.34554803 -0.09840151 -0.35717395 ... -1.08440782 -0.57910982
-0.57185157]
[-0.53158979 -1.33504527 -0.70113015 ...  0.92216229 -0.57910982
 1.74870553]
[-0.68613883  0.75773648  0.67469466 ...  0.92216229  1.7267882
-0.57185157]
...
[-0.91281074 -0.09840151 -0.01321775 ...  0.92216229 -0.57910982
-0.57185157]
[ 1.09632668 -0.66916017  1.36260706 ...  0.92216229 -0.57910982
-0.57185157]
[ 2.05453067 -0.66916017  1.36260706 ...  0.92216229  1.7267882
-0.57185157]]
```

```
classifier = Sequential()
```

```
classifier.add(Input(shape=(10,)))
```

```
classifier.add(Dense(units = 6, kernel_initializer = 'he_uniform',
activation = 'relu'))
```

```
classifier.add(Dense(units = 6, kernel_initializer = 'he_uniform',
activation = 'relu'))
```

```
classifier.add(Dense(units = 1, kernel_initializer = 'glorot_uniform',
activation = 'sigmoid'))
```

```
classifier.compile(optimizer = 'adam', loss = 'binary_crossentropy',
metrics = ['accuracy'])
```

```
classifier.summary()
```

Model: "sequential"

Layer (type) Param #	Output Shape
dense (Dense)	(None, 6)

66				
	dense_1 (Dense)		(None, 6)	
42				
	dense_2 (Dense)		(None, 1)	
7				

Total params: 115 (460.00 B)

Trainable params: 115 (460.00 B)

Non-trainable params: 0 (0.00 B)

classifier.fit(x_train, y_train, batch_size = 10, epochs = 50)

Epoch 1/50

700/700 ————— 5s 2ms/step - accuracy: 0.7366 - loss: 0.5844

Epoch 2/50

700/700 ————— 1s 2ms/step - accuracy: 0.8060 - loss: 0.4604

Epoch 3/50

700/700 ————— 1s 2ms/step - accuracy: 0.8200 - loss: 0.4184

Epoch 4/50

700/700 ————— 1s 2ms/step - accuracy: 0.8311 - loss: 0.3982

Epoch 5/50

700/700 ————— 1s 2ms/step - accuracy: 0.8389 - loss: 0.3830

Epoch 6/50

700/700 ————— 1s 2ms/step - accuracy: 0.8451 - loss: 0.3715

Epoch 7/50

700/700 ————— 1s 2ms/step - accuracy: 0.8479 - loss: 0.3627

Epoch 8/50

700/700 ————— 1s 2ms/step - accuracy: 0.8499 - loss: 0.3560

Epoch 9/50

700/700 ————— 1s 2ms/step - accuracy: 0.8530 - loss: 0.3524

Epoch 10/50

700/700 ————— 1s 2ms/step - accuracy: 0.8559 - loss: 0.3486

```
Epoch 11/50
700/700 _____ 1s 2ms/step - accuracy: 0.8551 - loss:
0.3470
Epoch 12/50
700/700 _____ 1s 2ms/step - accuracy: 0.8533 - loss:
0.3446
Epoch 13/50
700/700 _____ 1s 2ms/step - accuracy: 0.8554 - loss:
0.3436
Epoch 14/50
700/700 _____ 1s 2ms/step - accuracy: 0.8571 - loss:
0.3423
Epoch 15/50
700/700 _____ 1s 2ms/step - accuracy: 0.8584 - loss:
0.3406
Epoch 16/50
700/700 _____ 1s 2ms/step - accuracy: 0.8563 - loss:
0.3401
Epoch 17/50
700/700 _____ 1s 2ms/step - accuracy: 0.8567 - loss:
0.3393
Epoch 18/50
700/700 _____ 1s 2ms/step - accuracy: 0.8563 - loss:
0.3381
Epoch 19/50
700/700 _____ 1s 2ms/step - accuracy: 0.8590 - loss:
0.3381
Epoch 20/50
700/700 _____ 2s 2ms/step - accuracy: 0.8589 - loss:
0.3374
Epoch 21/50
700/700 _____ 1s 2ms/step - accuracy: 0.8613 - loss:
0.3368
Epoch 22/50
700/700 _____ 1s 2ms/step - accuracy: 0.8600 - loss:
0.3366
Epoch 23/50
700/700 _____ 1s 2ms/step - accuracy: 0.8599 - loss:
0.3361
Epoch 24/50
700/700 _____ 1s 2ms/step - accuracy: 0.8573 - loss:
0.3353
Epoch 25/50
700/700 _____ 1s 2ms/step - accuracy: 0.8613 - loss:
0.3355
Epoch 26/50
700/700 _____ 1s 2ms/step - accuracy: 0.8607 - loss:
0.3352
Epoch 27/50
```

```
700/700 ————— 1s 2ms/step - accuracy: 0.8600 - loss: 0.3353
Epoch 28/50
700/700 ————— 1s 2ms/step - accuracy: 0.8603 - loss: 0.3347
Epoch 29/50
700/700 ————— 1s 2ms/step - accuracy: 0.8619 - loss: 0.3341
Epoch 30/50
700/700 ————— 1s 2ms/step - accuracy: 0.8610 - loss: 0.3341
Epoch 31/50
700/700 ————— 1s 2ms/step - accuracy: 0.8610 - loss: 0.3341
Epoch 32/50
700/700 ————— 2s 2ms/step - accuracy: 0.8619 - loss: 0.3331
Epoch 33/50
700/700 ————— 1s 2ms/step - accuracy: 0.8611 - loss: 0.3340
Epoch 34/50
700/700 ————— 1s 2ms/step - accuracy: 0.8629 - loss: 0.3337
Epoch 35/50
700/700 ————— 1s 2ms/step - accuracy: 0.8613 - loss: 0.3335
Epoch 36/50
700/700 ————— 1s 1ms/step - accuracy: 0.8610 - loss: 0.3330
Epoch 37/50
700/700 ————— 1s 2ms/step - accuracy: 0.8599 - loss: 0.3328
Epoch 38/50
700/700 ————— 1s 2ms/step - accuracy: 0.8603 - loss: 0.3328
Epoch 39/50
700/700 ————— 1s 2ms/step - accuracy: 0.8600 - loss: 0.3327
Epoch 40/50
700/700 ————— 2s 2ms/step - accuracy: 0.8607 - loss: 0.3331
Epoch 41/50
700/700 ————— 2s 2ms/step - accuracy: 0.8617 - loss: 0.3336
Epoch 42/50
700/700 ————— 2s 3ms/step - accuracy: 0.8623 - loss: 0.3329
Epoch 43/50
700/700 ————— 1s 2ms/step - accuracy: 0.8613 - loss:
```

```
0.3328
Epoch 44/50
700/700 _____ 1s 2ms/step - accuracy: 0.8593 - loss:
0.3332
Epoch 45/50
700/700 _____ 2s 3ms/step - accuracy: 0.8620 - loss:
0.3319
Epoch 46/50
700/700 _____ 2s 3ms/step - accuracy: 0.8629 - loss:
0.3324
Epoch 47/50
700/700 _____ 1s 2ms/step - accuracy: 0.8616 - loss:
0.3316
Epoch 48/50
700/700 _____ 1s 2ms/step - accuracy: 0.8619 - loss:
0.3328
Epoch 49/50
700/700 _____ 1s 2ms/step - accuracy: 0.8613 - loss:
0.3323
Epoch 50/50
700/700 _____ 2s 2ms/step - accuracy: 0.8629 - loss:
0.3318
```

```
<keras.src.callbacks.history.History at 0x261805573e0>
```

```
y_pred = classifier.predict(x_test)
y_pred = (y_pred > 0.5)
```

```
94/94 _____ 0s 2ms/step
```

```
cm = confusion_matrix(y_test, y_pred)
print('Confusion Matrix:\n', cm)
```

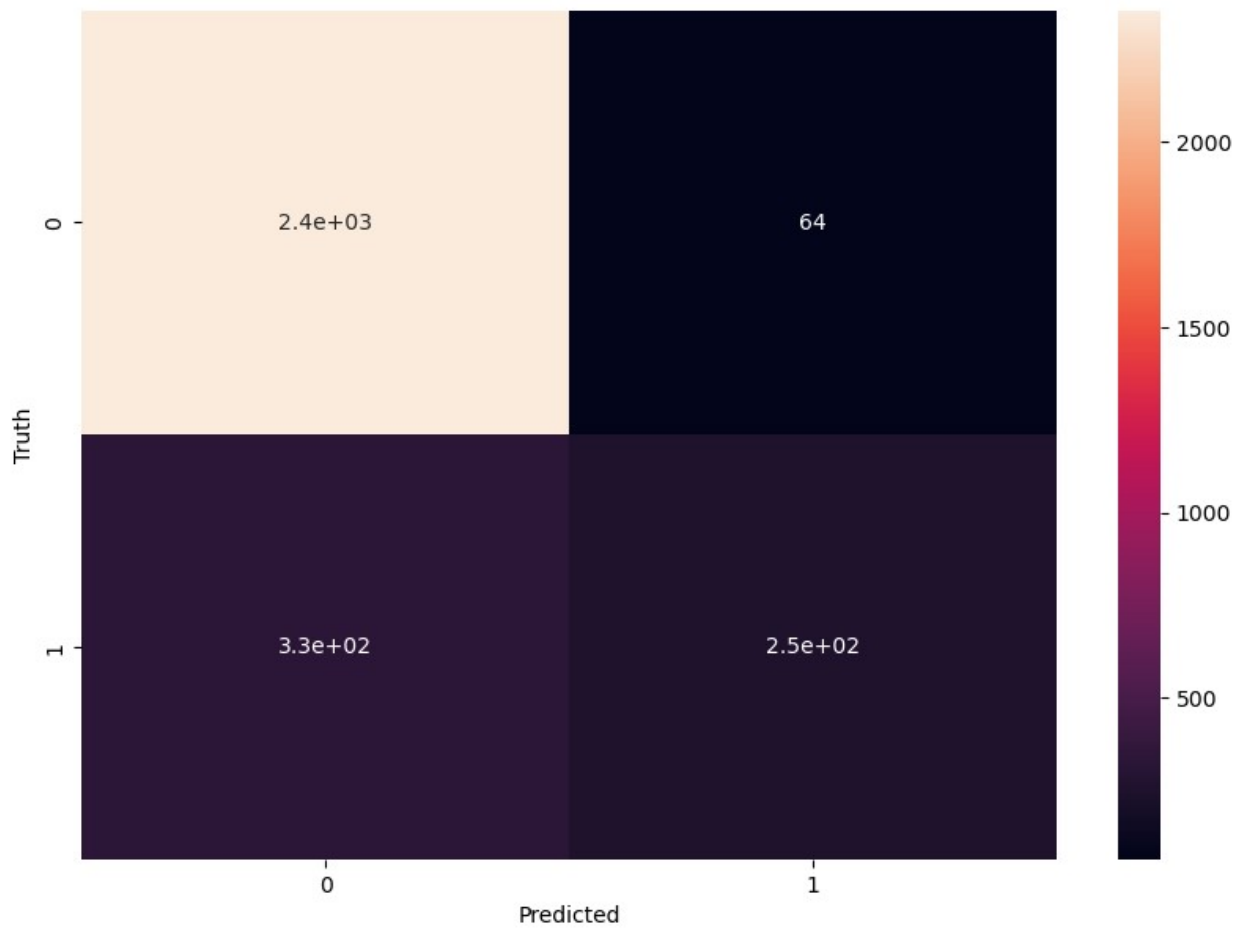
```
Confusion Matrix:
[[2355   64]
 [ 330  251]]
```

```
acc = accuracy_score(y_test, y_pred)
print('Accuracy Score:', acc)
```

```
Accuracy Score: 0.8686666666666667
```

```
plt.figure(figsize=(10,7))
sns.heatmap(cm, annot = True)
plt.xlabel('Predicted')
plt.ylabel('Truth')
```

```
Text(95.72222222222221, 0.5, 'Truth')
```



```
print('Classification Report:\n',classification_report(y_test,
y_pred))
```

```
Classification Report:
              precision    recall  f1-score   support

     0       0.88        0.97        0.92        2419
     1       0.80        0.43        0.56         581

 accuracy          0.87        3000
 macro avg         0.84        0.70        0.74        3000
 weighted avg      0.86        0.87        0.85        3000
```