FashionRetail_Project

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R. Markdown

Loading required package: Matrix

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When you click the **Knit** button a document will be generated that includes both content as well as the output of any embedded R code chunks within the document. You can embed an R code chunk like this:

```
# =================== Retail Returns ========================
install.packages(c("dplyr", "forcats", "ggplot2", "caret", "pROC", "glmnet", "randomForest", "rpart", "rpart.pl
## Installing packages into '/cloud/lib/x86_64-pc-linux-gnu-library/4.5'
## (as 'lib' is unspecified)
library(dplyr)
##
## Attaching package: 'dplyr'
## The following objects are masked from 'package:stats':
##
##
       filter, lag
## The following objects are masked from 'package:base':
       intersect, setdiff, setequal, union
##
library(forcats)
library(ggplot2)
library(caret)
## Loading required package: lattice
library(pROC)
## Type 'citation("pROC")' for a citation.
## Attaching package: 'pROC'
## The following objects are masked from 'package:stats':
##
##
       cov, smooth, var
library(glmnet)
```

```
## Loaded glmnet 4.1-10
library(randomForest)
## randomForest 4.7-1.2
## Type rfNews() to see new features/changes/bug fixes.
##
## Attaching package: 'randomForest'
## The following object is masked from 'package:ggplot2':
##
##
       margin
## The following object is masked from 'package:dplyr':
##
##
       combine
library(rpart)
library(rpart.plot)
library(tibble)
library(xgboost)
##
## Attaching package: 'xgboost'
## The following object is masked from 'package:dplyr':
##
##
       slice
set.seed(123)
                 ----- 1) Load & Initial Clean --
data <- read.csv("fashiondb.csv", stringsAsFactors = FALSE)</pre>
# Drop leakage/derived/helper columns (keep only model-safe fields)
drop_cols <- c(</pre>
  "total_rows", "avg_original_price", "avg_current_price", "kpi_avg_rating",
  "return_rate", "sell_through_rate", "price_mismatch_rate", "price_flag",
  "expected_price","price_delta","md_fraction","current_price",
  "product_id"
data <- data %>% select(-any_of(drop_cols))
# Target to factor with ordered levels
data <- data %>%
  mutate(
    is_returned = case_when(
      is_returned %in% c(TRUE, 1, "TRUE", "1", "Yes") ~ "Yes",
      TRUE ~ "No"
    ),
    is_returned = factor(is_returned, levels = c("No", "Yes"))
  )
# Dates
suppressWarnings({
 data$purchase_date <- as.Date(data$purchase_date, format = "%d-%m-%Y")
```

```
})
# Categorical / numeric casts
fac_vars <- c("category", "brand_clean", "season", "size_imputed", "color")</pre>
num_vars <- c("original_price", "markdown_percentage", "stock_quantity", "customer_rating")</pre>
  mutate(across(any_of(fac_vars), \(x) factor(x))) %>%
  mutate(across(any_of(num_vars), as.numeric))
# Handle missing values
for (nm in names(data)) {
  if (is.numeric(data[[nm]])) {
    if (anyNA(data[[nm]])) data[[nm]][is.na(data[[nm]])] <- median(data[[nm]], na.rm = TRUE)</pre>
  } else if (is.factor(data[[nm]])) {
    if (anyNA(data[[nm]])) data[[nm]] <- forcats::fct_explicit_na(data[[nm]], na_level = "Unknown")</pre>
}
# Remove high-noise text column from modeling (kept in raw file if present)
if ("return_reason_clean" %in% names(data)) data$return_reason_clean <- NULL
# Drop near-zero variance predictors
nzv <- nearZeroVar(data %>% select(-is_returned), saveMetrics = TRUE)
if (any(nzv$nzv)) data <- data %>% select(-any_of(rownames(nzv)[nzv$nzv]))
# ------ 2) Train/Test Split ------
idx <- createDataPartition(data$is returned, p = 0.70, list = FALSE)
train <- data[ idx, , drop = FALSE]</pre>
test <- data[-idx, , drop = FALSE]</pre>
train$is_returned <- factor(train$is_returned, levels = c("No","Yes"))</pre>
test$is_returned <- factor(test$is_returned, levels = c("No","Yes"))</pre>
y_train <- train$is_returned</pre>
y_test <- test$is_returned</pre>
# Model matrices for qlmnet/xqboost
x_train <- model.matrix(is_returned ~ ., data = train)[, -1, drop = FALSE]</pre>
x_test <- model.matrix(is_returned ~ ., data = test)[, -1, drop = FALSE]</pre>
# ------ 3) Utilities ------
metrics_from_probs <- function(probs, truth, cutoff = 0.5, positive = "Yes") {</pre>
  pred <- factor(ifelse(probs >= cutoff, positive, setdiff(levels(truth), positive)),
                 levels = levels(truth))
  cm <- confusionMatrix(pred, truth, positive = positive)</pre>
  list(
    cm = cm,
    accuracy = as.numeric(cm$overall["Accuracy"]),
    sens = cm$byClass["Sensitivity"],
    spec = cm$byClass["Specificity"],
    bal_acc = mean(c(cm$byClass["Sensitivity"], cm$byClass["Specificity"]))
  )
}
```

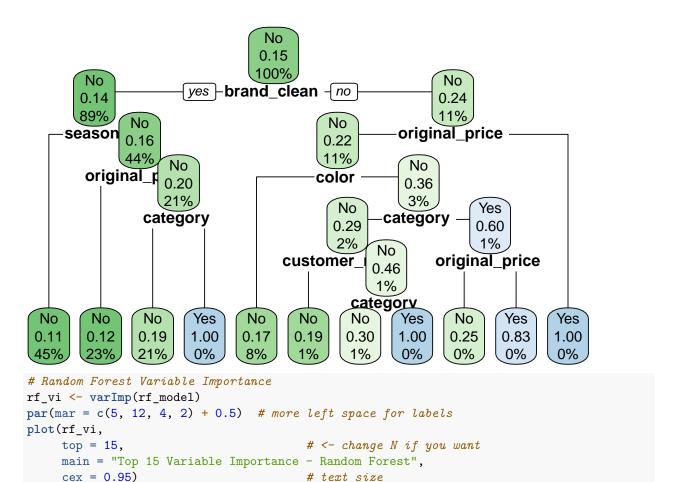
```
# ------ 4) Logistic (qlmnet ridge) ------
wts <- ifelse(y_train == "Yes", sum(y_train == "No")/sum(y_train == "Yes"), 1)
set.seed(123)
cv_glm <- cv.glmnet(</pre>
 x = x_{train}, y = y_{train},
 family = "binomial", alpha = 0, type.measure = "auc",
 weights = wts, nfolds = 5, standardize = TRUE
best_lam <- cv_glm$lambda.min</pre>
prob_log_train <- as.numeric(predict(cv_glm, newx = x_train, s = best_lam, type = "response"))</pre>
prob_log_test <- as.numeric(predict(cv_glm, newx = x_test, s = best_lam, type = "response"))</pre>
stopifnot(length(prob_log_train) == nrow(train), length(prob_log_test) == nrow(test))
roc_log_train <- pROC::roc(y_train, prob_log_train, levels = c("No","Yes"), direction = "<")</pre>
log_cut <- as.numeric(pROC::coords(roc_log_train, "best", best.method = "youden",</pre>
                                  ret = "threshold", transpose = TRUE))
## Warning in coords.roc(roc_log_train, "best", best.method = "youden", ret =
## "threshold", : 'transpose=TRUE' is deprecated. Only 'transpose=FALSE' will be
## allowed in a future version.
log_train_metrics <- metrics_from_probs(prob_log_train, y_train, cutoff = log_cut)</pre>
roc_log_test <- pROC::roc(y_test, prob_log_test, levels = c("No","Yes"), direction = "<")</pre>
log_test_metrics <- metrics_from_probs(prob_log_test, y_test, cutoff = log_cut)</pre>
set.seed(123)
tree_model <- rpart(</pre>
 is_returned ~ ., data = train, method = "class",
 control = rpart.control(cp = 0.005, minsplit = 10, maxdepth = 6)
tree_prob_train <- predict(tree_model, newdata = train, type = "prob")[,"Yes"]</pre>
tree_prob_test <- predict(tree_model, newdata = test, type = "prob")[,"Yes"]</pre>
roc_tree_train <- pROC::roc(y_train, tree_prob_train, levels = c("No","Yes"), direction = "<")
tree_cut <- as.numeric(coords(roc_tree_train, "best", best.method = "youden",</pre>
                             ret = "threshold", transpose = TRUE))
## Warning in coords.roc(roc_tree_train, "best", best.method = "youden", ret =
## "threshold", : 'transpose=TRUE' is deprecated. Only 'transpose=FALSE' will be
## allowed in a future version.
tree_train_metrics <- metrics_from_probs(tree_prob_train, y_train, cutoff = tree_cut)</pre>
roc_tree_test <- pROC::roc(y_test, tree_prob_test, levels = c("No","Yes"), direction = "<")</pre>
tree_test_metrics <- metrics_from_probs(tree_prob_test, y_test, cutoff = tree_cut)</pre>
# ------ 6) Random Forest -----
ctrl <- trainControl(</pre>
 method = "cv", number = 3,
 classProbs = TRUE,
 summaryFunction = twoClassSummary, # ROC/Sens/Spec
 sampling = "up",
                                      # balance inside CV
 savePredictions = "final"
```

```
set.seed(123)
rf_model <- train(
  is_returned ~ ., data = train,
  method = "rf", trControl = ctrl, metric = "ROC",
  ntree = 400, tuneLength = 5, importance = TRUE
rf_prob_train <- predict(rf_model, newdata = train, type = "prob")[,"Yes"]</pre>
rf_prob_test <- predict(rf_model, newdata = test, type = "prob")[,"Yes"]</pre>
roc_rf_train <- pROC::roc(y_train, rf_prob_train, levels = c("No","Yes"), direction = "<")</pre>
rf_cut <- as.numeric(coords(roc_rf_train, "best", best.method = "youden",
                             ret = "threshold", transpose = TRUE))
## Warning in coords.roc(roc_rf_train, "best", best.method = "youden", ret =
## "threshold", : 'transpose=TRUE' is deprecated. Only 'transpose=FALSE' will be
## allowed in a future version.
rf_train_metrics <- metrics_from_probs(rf_prob_train, y_train, cutoff = rf_cut)
roc_rf_test <- pROC::roc(y_test, rf_prob_test, levels = c("No","Yes"), direction = "<")</pre>
rf_test_metrics <- metrics_from_probs(rf_prob_test, y_test, cutoff = rf_cut)</pre>
# ----- 7) XGB00ST (with imbalance) -----
y_train_num <- as.integer(y_train == "Yes")</pre>
y_test_num <- as.integer(y_test == "Yes")</pre>
dtrain <- xgb.DMatrix(data = x_train, label = y_train_num)</pre>
dtest <- xgb.DMatrix(data = x_test, label = y_test_num)</pre>
pos <- sum(y train num == 1); neg <- sum(y train num == 0)
scale_pos_wt <- ifelse(pos == 0, 1, neg/pos)</pre>
params <- list(</pre>
  objective = "binary:logistic",
  eval metric = "auc",
  eta = 0.08,
  max_depth = 4,
  min_child_weight = 5,
  subsample = 0.8,
  colsample_bytree = 0.8,
  gamma = 0,
  scale_pos_weight = scale_pos_wt,
  tree_method = "auto"
set.seed(123)
xgb_cv <- xgb.cv(</pre>
 params = params, data = dtrain, nrounds = 1000,
 nfold = 5, stratified = TRUE, early_stopping_rounds = 50, verbose = 0
best_rounds <- if (!is.null(xgb_cv$best_iteration)) xgb_cv$best_iteration else nrow(xgb_cv$evaluation_l
xgb_model <- xgb.train(params = params, data = dtrain, nrounds = best_rounds, verbose = 0)</pre>
xgb_prob_train <- predict(xgb_model, dtrain)</pre>
```

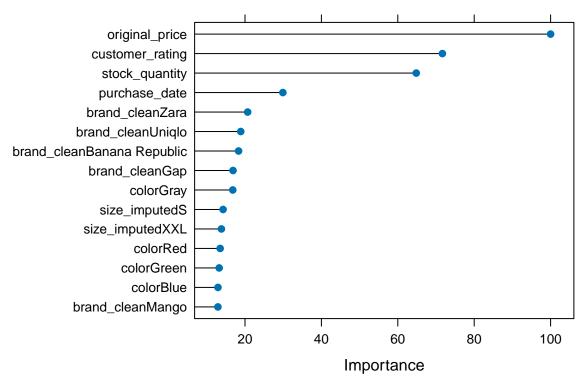
```
xgb_prob_test <- predict(xgb_model, dtest)</pre>
roc_xgb_train <- pROC::roc(y_train, xgb_prob_train, levels = c("No","Yes"), direction = "<")</pre>
xgb_cut <- as.numeric(coords(roc_xgb_train, "best", best.method = "youden",</pre>
                             ret = "threshold", transpose = TRUE))
## Warning in coords.roc(roc_xgb_train, "best", best.method = "youden", ret =
## "threshold", : 'transpose=TRUE' is deprecated. Only 'transpose=FALSE' will be
## allowed in a future version.
xgb_train_metrics <- metrics_from_probs(xgb_prob_train, y_train, cutoff = xgb_cut)</pre>
roc_xgb_test <- pROC::roc(y_test, xgb_prob_test, levels = c("No","Yes"), direction = "<")</pre>
xgb_test_metrics <- metrics_from_probs(xgb_prob_test, y_test, cutoff = xgb_cut)</pre>
cat("\n[XGBOOST]\n",
    "Best rounds:", best_rounds,
    "| Train AUC:", round(auc(roc_xgb_train),3),
    "| Test AUC:", round(auc(roc_xgb_test),3),
    "| Test Acc:", round(xgb_test_metrics$accuracy,3),
                 round(xgb_test_metrics$sens,3),
round(xgb_test_metrics$spec,3),
    "| Sens:",
    "| Spec:",
    "| Cutoff:", round(xgb_cut,3), "\n")
##
## [XGBOOST]
## Best rounds: 5 | Train AUC: 0.721 | Test AUC: 0.431 | Test Acc: 0.566 | Sens: 0.26 | Spec: 0.619 |
# ------ 8) VISUALIZATIONS ------
# Show only the variable name before any operator or list
split_var_only <- function(x, labs, digits, varlen, faclen) {</pre>
  gsub("^([^[<=>\n=,]+).*", "\1", labs)
}
pruned_tree <- prune(tree_model, cp = 0.0059)</pre>
rpart.plot(
  pruned_tree,
                           # split text above the node
  type = 2,
  extra = 106,
                           # class prob + n (simple)
  box.palette = "GnBu",
  fallen.leaves = TRUE,
  uniform = TRUE,
  split.fun = split_var_only, # <-- only variable names on splits</pre>
  split.cex = 1.1,  # split text size
  cex = 0.8, tweak = 1.15, # node text size / overall scale
  faclen = 0, varlen = 0, # don't abbreviate names
  main = "Decision Tree for Product Return Prediction",
```

Warning: cex and tweak both specified, applying both

Decision Tree for Product Return Prediction



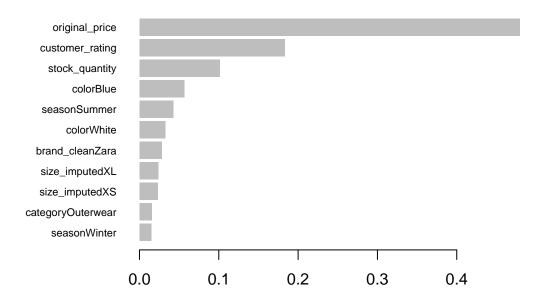
Top 15 Variable Importance – Random Forest



```
par(mar = c(5, 4, 4, 2) + 0.5)

# XGBoost Feature Importance (top 15)
xgb_imp <- xgb.importance(model = xgb_model, feature_names = colnames(x_train))
xgb.plot.importance(xgb_imp[1:min(15, nrow(xgb_imp)), ], main = "XGBoost Feature Importance")</pre>
```

XGBoost Feature Importance

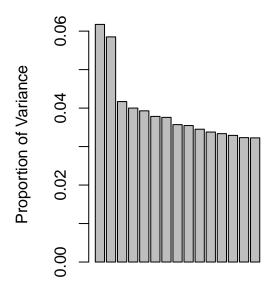


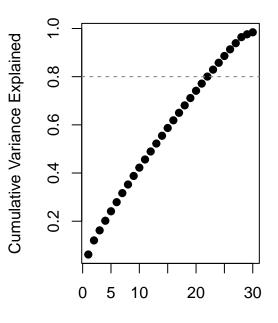
```
# ROC Curves (Test) for all 4 models
par(mfrow = c(2, 2))
plot(roc_log_test, main = paste0("ROC - Logistic (glmnet)\nAUC = ", round(auc(roc_log_test), 3))); abl
plot(roc_tree_test, main = paste0("ROC - Decision Tree\nAUC = ", round(auc(roc_tree_test), 3))); abline
                    main = paste0("ROC - Random Forest\nAUC = ", round(auc(roc_rf_test), 3)));
plot(roc_rf_test,
plot(roc_xgb_test, main = paste0("ROC - XGBoost\nAUC = ", round(auc(roc_xgb_test), 3)));
                                                            ROC - Decision Tree
          ROC – Logistic (glmnet)
                 AUC = 0.473
                                                                 AUC = 0.499
   0.8
                                                   0.8
Sensitivity
                                               Sensitivity
   0.4
                                                   0.4
   0.0
                                                   0.0
              1.0
                       0.5
                               0.0
                                                              1.0
                                                                      0.5
                                                                              0.0
                   Specificity
                                                                   Specificity
           ROC - Random Forest
                                                              ROC - XGBoost
                 AUC = 0.473
                                                                 AUC = 0.431
                                                   0.8
Sensitivity
                                               Sensitivity
   0.4
                                                   0.4
   0.0
                                                   0.0
              1.0
                       0.5
                               0.0
                                                              1.0
                                                                      0.5
                                                                              0.0
                    Specificity
                                                                   Specificity
par(mfrow = c(1, 1))
               ----- 9) PCA (Scree & Biplot) -
pca_fit <- prcomp(x_train, center = TRUE, scale. = TRUE)</pre>
pca var <- pca fit$sdev^2</pre>
pca_prop <- pca_var / sum(pca_var)</pre>
par(mfrow = c(1, 2))
barplot(pca_prop[1:15],
        main = "PCA Scree Plot (Top 15 PCs)",
        xlab = "Principal Component", ylab = "Proportion of Variance")
plot(cumsum(pca_prop[1:30]), type = "b", pch = 19,
     xlab = "Number of PCs", ylab = "Cumulative Variance Explained",
     main = "Cumulative Variance (Top 30 PCs)")
abline(h = 0.80, lty = 2, col = "gray50")
```

abline

PCA Scree Plot (Top 15 PCs)

Cumulative Variance (Top 30 PC:





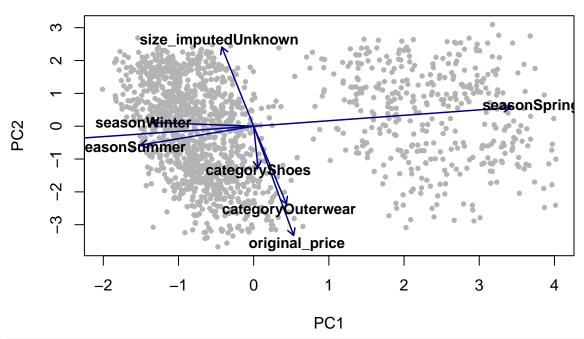
Principal Component

Number of PCs

```
par(mfrow = c(1, 1))
# Simple biplot (PC1 vs PC2) with top loadings highlighted
# Plot individuals (scores)
# ---- PCA ----
pca_fit <- prcomp(x_train, center = TRUE, scale. = TRUE)</pre>
# 1. Loadings (rotation = contribution of variables to PCs)
rot <- pca_fit$rotation[, 1:2]</pre>
# 2. Pick top k variables for arrows
k <- 8  # change to however many arrows you want
ord <- order(rowSums(abs(rot)), decreasing = TRUE)[1:k]</pre>
L_top <- rownames(rot)[ord]</pre>
# 3. Scale factor so arrows fit inside point cloud
scale \leftarrow 0.85 * max(abs(pca_fit\$x[,1:2])) / max(abs(rot))
# 4. Plot individuals (scores)
plot(pca_fit$x[,1], pca_fit$x[,2],
     col = "gray70", pch = 19, cex = 0.6,
     xlab = "PC1", ylab = "PC2",
     main = "PCA Biplot (PC1 vs PC2)")
# 5. Draw arrows
arrows(0, 0,
       rot[L_top,1]*scale,
       rot[L_top,2]*scale,
       col = "blue4", lwd = 1.5, length = 0.08)
```

```
# 6. Add labels
text(rot[L_top,1]*scale*1.08,
    rot[L_top,2]*scale*1.08,
    labels = L_top, col = "black", cex = 0.9, font = 2)
```

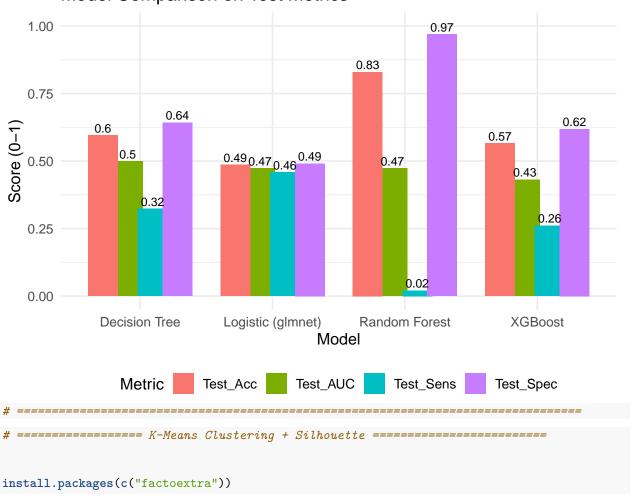
PCA Biplot (PC1 vs PC2)



```
---- 10) Model Comparison (table) --
summary_df <- tibble(</pre>
            = c("Logistic (glmnet)", "Decision Tree", "Random Forest", "XGBoost"),
  Test_AUC = c(as.numeric(auc(roc_log_test)),
                as.numeric(auc(roc_tree_test)),
                as.numeric(auc(roc_rf_test)),
                as.numeric(auc(roc_xgb_test))),
  Test_Acc = c(log_test_metrics$accuracy,
                tree_test_metrics$accuracy,
                rf_test_metrics$accuracy,
                xgb_test_metrics$accuracy),
  Test_Sens = c(log_test_metrics$sens,
                tree_test_metrics$sens,
                rf_test_metrics$sens,
                xgb_test_metrics$sens),
  Test_Spec = c(log_test_metrics$spec,
                tree_test_metrics$spec,
                rf_test_metrics$spec,
                xgb_test_metrics$spec)
print(summary_df)
```

```
## 2 Decision Tree
                          0.499
                                            0.323
                                                       0.642
                                   0.595
## 3 Random Forest
                          0.473
                                   0.830
                                            0.0208
                                                       0.969
## 4 XGBoost
                                   0.566
                          0.431
                                            0.260
                                                       0.619
# -----
                       ----- 11) Model Comparison (chart) --
# Melt-like reshape for qqplot
summary_long <- summary_df |>
  tidyr::pivot_longer(cols = -Model, names_to = "Metric", values_to = "Value")
ggplot(summary_long, aes(x = Model, y = Value, fill = Metric)) +
  geom_col(position = position_dodge(width = 0.75)) +
  geom_text(aes(label = round(Value, 2)),
            position = position_dodge(width = 0.75), vjust = -0.35, size = 3) +
  ylim(0, 1) +
  labs(title = "Model Comparison on Test Metrics",
      x = "Model", y = "Score (0-1)") +
  theme_minimal(base_size = 12) +
  theme(legend.position = "bottom")
```

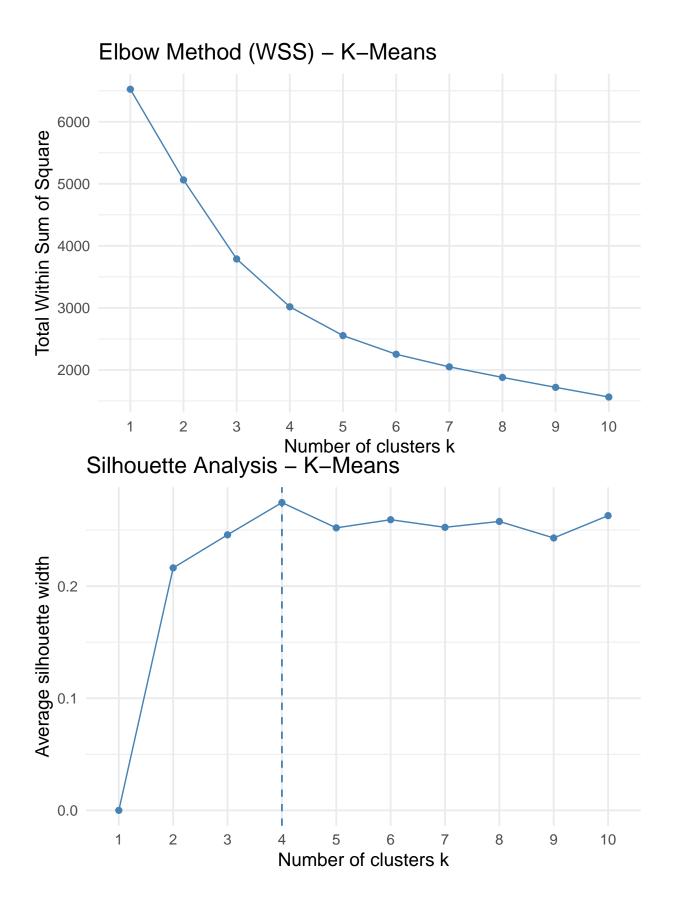
Model Comparison on Test Metrics



Installing package into '/cloud/lib/x86_64-pc-linux-gnu-library/4.5'

(as 'lib' is unspecified)

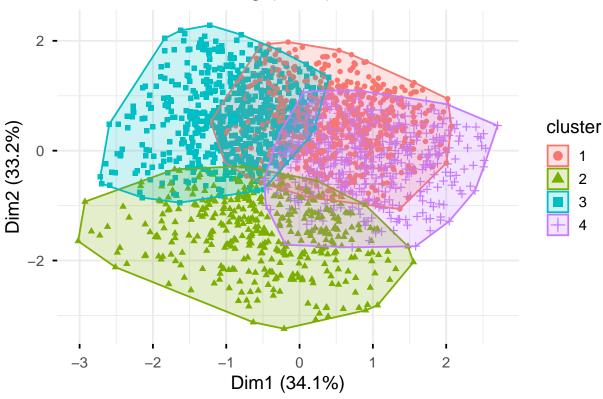
```
library(dplyr)
library(cluster)
library(factoextra)
## Welcome! Want to learn more? See two factoextra-related books at https://goo.gl/ve3WBa
library(ggplot2)
set.seed(123)
# --- 1) Pick numeric features robustly ---
num_data <- data[, sapply(data, is.numeric), drop = FALSE]</pre>
# Drop columns that are all NA or zero-variance
keep_ok <- sapply(num_data, function(x) !all(is.na(x)) && sd(x, na.rm = TRUE) > 0)
num_data <- num_data[, keep_ok, drop = FALSE]</pre>
stopifnot(ncol(num_data) >= 2) # need at least 2 numeric columns
# Median-impute any remaining NAs
for (nm in names(num_data)) {
  if (anyNA(num_data[[nm]])) {
    num_data[[nm]][is.na(num_data[[nm]])] <- median(num_data[[nm]], na.rm = TRUE)</pre>
}
# --- 2) Scale features ---
num_scaled <- scale(num_data)</pre>
# --- 3) Choose k by silhouette (k = 2..8) ---
k range <- 2:8
sil_vals <- sapply(k_range, function(k) {</pre>
 km <- kmeans(num_scaled, centers = k, nstart = 25)</pre>
 ss <- silhouette(km$cluster, dist(num_scaled))</pre>
  mean(ss[, 3]) # average silhouette width
})
k_best <- k_range[which.max(sil_vals)]</pre>
cat(sprintf("Chosen k by silhouette: %d (avg silhouette = %.3f)\n", k_best, max(sil_vals)))
## Chosen k by silhouette: 4 (avg silhouette = 0.275)
# Visuals
p_elbow <- fviz_nbclust(num_scaled, kmeans, method = "wss") +</pre>
  ggtitle("Elbow Method (WSS) - K-Means") + theme_minimal(base_size = 14)
p_sil <- fviz_nbclust(num_scaled, kmeans, method = "silhouette") +</pre>
  ggtitle("Silhouette Analysis - K-Means") + theme_minimal(base_size = 14)
print(p_elbow); print(p_sil)
```



```
# --- 4) Fit final K-Means ---
set.seed(123)
km <- kmeans(num_scaled, centers = k_best, nstart = 50)

# --- 5) Visualize clusters (PCA projection) ---
p_clusters <- fviz_cluster(
   km, data = num_scaled,
   geom = "point", ellipse.type = "convex",
   ggtheme = theme_minimal(base_size = 14)
) + ggtitle(sprintf("K-Means Clustering (k = %d)", k_best))
print(p_clusters)</pre>
```

K-Means Clustering (k = 4)



```
.groups = "drop")
  cluster_profile <- left_join(profile_returns, profile_numeric, by = "cluster_km")</pre>
} else {
  cluster_profile <- profile_numeric %>%
   mutate(n = as.integer(table(data$cluster_km))) %>%
    relocate(n, .after = cluster_km)
}
cat("\n--- Cluster Profile ---\n")
##
## --- Cluster Profile ---
print(cluster_profile, n = Inf)
## # A tibble: 4 x 6
   cluster_km n return_rate avg_original_price avg_stock_quantity
##
    <fct>
              <int>
                            <dbl>
                                               <dbl>
                                                                   <dbl>
## 1 1
                                                                    38.2
                  626
                            0.171
                                                74.3
## 2 2
                  412
                            0.136
                                               179.
                                                                    26.5
## 3 3
                  624
                                                84.7
                                                                    11.1
                            0.133
## 4 4
                  514
                            0.144
                                                74.7
                                                                    24.4
## # i 1 more variable: avg_customer_rating <dbl>
# centers in original scale (use medians of original numeric columns by cluster)
cluster_centers <- num_data %>%
  mutate(cluster_km = data$cluster_km) %>%
  group_by(cluster_km) %>%
 summarise(across(everything(), median, na.rm = TRUE), .groups = "drop")
## Warning: There was 1 warning in `summarise()`.
## i In argument: `across(everything(), median, na.rm = TRUE)`.
## i In group 1: `cluster_km = 1`.
## Caused by warning:
## ! The `...` argument of `across()` is deprecated as of dplyr 1.1.0.
## Supply arguments directly to `.fns` through an anonymous function instead.
##
##
     # Previously
##
    across(a:b, mean, na.rm = TRUE)
##
##
     across(a:b, \x) mean(x, na.rm = TRUE))
cat("\n--- Cluster Centers (medians, original scale) ---\n")
##
## --- Cluster Centers (medians, original scale) ---
print(cluster_centers, n = Inf)
## # A tibble: 4 x 4
     cluster_km original_price stock_quantity customer_rating
##
     <fct>
                         <dbl>
                                        <dbl>
                                                        <dbl>
## 1 1
                          71.8
                                           38
                                                          3.4
## 2 2
                         173.
                                           27
                                                         2.90
## 3 3
                                           11
                                                         3.4
                          81.2
## 4 4
                          73.8
                                           24
                                                         1.6
```