AI19542 - DATA SCIENCE USING R - LABMANUAL



DEPARTMENTOFARTIFICIAL INTELLIGENCE AND MACHINE LEAR NING

AI19542 - DATA SCIENCE USING R

THIRDYEAR

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ODDSEMESTER

Ex No:1	BasicsofR-datatypes,vectors,factors,listanddata
Da te:	fra mes

To implement and understand the basics of R programming with its data types, vectors, factors, listanddataframes.

AL GO RIT HM:

- 1. Start
- 2. Assignvalues in logical, numerical, character, complex and character in rawform to a variable v.
- 3. Print the classofy.
- 4. AssignavectorforsubjectNames, temperature and flu_status for three patients using c() function and access the elements.
- 5. Createafactorusingfactor()withduplicatevaluesandassignlevelwithdistinct values.
- 6. Displaythespecificelementand checkforcertainvalues in factor.
- 7. Createalistusinglist() from the patient details and access the multiple elements.
- 8.Createadataframeusingdata.frame()withmultiplevectorsasfeatures.Accessthe el ement s.
- 9. Createamatrixusing matrix() with different allocations and access the elements. 10. Stop.

PROGRAM:

```
#DataTypes
v <-T RU E
print(class(v))
v<-23.5
print(class(v))
v<-2L
print(class(v))
v<-2+5i
print(class(v))
v<-"TRUE"
pri nt(cl ass(v))
v<-charToRaw("Hello")
pri nt(cl ass(v))
#Vectors
subject_name<-c("JohnDoe","Jane Doe","StevenGrant")</pre>
te mperat ure<-c(98.1,98.6,101.4)
flu_status<-c(FALSE,FALSE,TRUE)</pre>
te mperat ure[2]
temperature[2:3]
te mper atur e[-2]
#Fact ors
gender<-factor(c("MALE","FEMALE","MALE"))</pre>
blood<-factor(c("O","AB","A"),levels=c("A","B","AB","O"))
```

```
blood[1:2]
symptoms<-factor(c("SEVERE","MILD","MODERATE"),</pre>
        le ve ls= c(" MIL D" , "MO DE RAT E ", "S E VE R E "),
         ordered=TRUE)
symptoms>"MODERATE"
#Lists
subject1<-list(fullname=subject name[1],</pre>
       temperature=temperature[1],
       flu status=flu status[1],
       gender=gender[1],
       blood=blood[1],
       symptoms=symptoms[1])
subjec t1
subject1[2]
subject1[[2]]
subject1$temperature
subject1[c("temperature","flu_status")]
#Data Frames
pt data<-data.frame(subject name,temperature,flu status,
          gender, blood, symptoms)
pt_data
pt_data$subject_name
pt_data[c("temperature","flu_statu
s")]
pt_dat a[c(1,2),c(2,4)]
pt_data[,1] pt_da ta[,]
              m < -matrix(c(1,2,3,4),ncol=2)
                                                      nt(m
#Matrices
                                               pri
                                                               )
                                                                     m<-
matrix(c(1,2,3,4,5,6),nrow=3)
pri nt(m)
pri nt(m [1,])
pri nt(m [1,])
thismatrix<-matrix(c("apple","banana","cherry","orange"),nrow =2,ncol=2)
for(rows in1:nrow(thismatrix)){
 for (columnsin1:ncol(thismatrix)){
  pri nt(t hism atri x[rows, columns])
}
```

QU TP UT:

```
File Edit Selection View Go Run Terminal Help
                   PROBLEMS 73 OUTPUT DEBUG CONSOLE TERMINAL
  9
                  [1] "logical"
[1] "numeric"
[1] "integer"
[1] "complex"
[1] "character"
[1] "Raw"
[1] 98.6 101.4
[1] 98.1 101.4
[1] MALE FEMALE MALE
Levels: FEMALE MALE
[1] O AB
Levels: A B AB O
[1] TRUE FALSE FALSE
$fullname
[1] "John Doe"
                                              FEMALE MALE
  R
                    $temperature
[1] 98.1
                    $flu_status
[1] FALSE
                    [1] MALE
Levels: FEMALE MALE
                    [1] O
Levels: A B AB O
                    $symptoms
[1] SEVERE
Levels: MILD < MODERATE < SEVERE
                     $temperature
[1] 98.1
                    [1] 98.1
[1] 98.1
$temperature
[1] 98.1
                    $flu_status
[1] FALSE
                    subject_name temperature flu_status gender blood symptoms

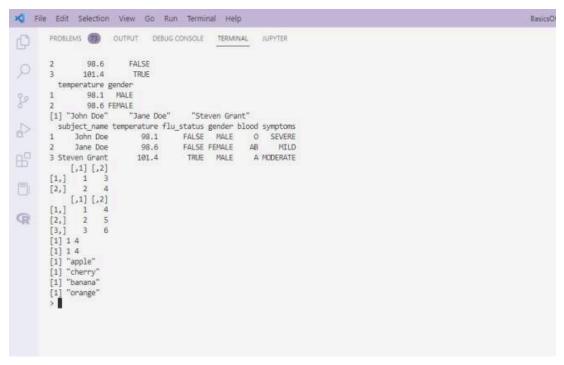
1 John Doe 98.1 FALSE MALE O SEVERE

2 Jane Doe 98.6 FALSE FEMALE AB MILD

3 Steven Grant 101.4 TRUE MALE A MODERATE

[1] "John Doe" "Jane Doe" "Steven Grant"

temperature flu_status
                  [1]
                                     98.1 FALSE
98.6 FALSE
101.4 TRUE
```



Re su lt:

ThustheRScriptprogramtoimplementvariousdatatypes, vectors, factors, listsanddata framesis executed successfully and the output is verified.

Ex no: 2	Diagnosis of Breast Cancer using KNN.
Dat e:	

Aim:

To implement a R program to predict and diagnose Breast Cancer using KNN algorithm.

Al gorit hm:

- 1. Start
- 2. Read the csv file from the directory and store it in bcd variable.
- 3. Dropthe first column id.
- 4. Change the diagnosis feature withcategorical values BandM ina factor
- 5. Normalizethe dataset.
- 6. Splitthedatasetfortraining andtesting, with diagnosis as the response variable and the restast he predictor variables.
- 7. Importthe library "class" for knnclassification.
- 8. Predict the knnmodelusing knn () with 5 clusters with the corresponding training and testing data.
- 9. Displaythe confusion matrixand accuracyofthe knn model.
- 10. Stop

PROGRAM:

```
bcd<-read.csv("../input/breast-cancer-dataset/Breast_Cancer.csv",stringsAsFactors=FALSE)
bcd<-bcd[-1]
bcd$diagnosis<-factor(bcd$diagnosis,levels=c("B","M"),labels=c("Benign","Malignant"))
norm ali ze<-funct ion(x){
    return (x-min(x)) / (max(x)-min(x))
}
bcd_n<-as.data.frame(lapply(bcd[2:31],normalize))
x_train <- bcd_n[1:469,]
x_test<-bcd_n[470:569,]
y_train<-bcd[1:469,1]
y_test<-bcd[470:569,1]
li brary( class)
y_pred<-knn(train=x_train,test=x_test,cl=y_train,k=5)
tb l =ta bl e(x = y_test, y=y_pred)
tbl
accuracy = sum(diag(tbl))</pre>
```

OU TP UT:

```
**Concarding mean : num 0.596 0.639 0.8056 0.8058 0.8057 0.8056 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0.8058 0
```

Re sult:

Thus the R Scriptprogram to implement diagnosis of Breast Cancerusing K-Nearest Neighbour algorithm is executed successfully and the output is verified.

Ex No: 3	Filtering Mobilephonespamusing NaïveBayes
Dat e:	

ToimplementaRprogramtoFilterMobilephonespamusing NaïveBayes.

AL GO RIT HM:

- 1 Start
- Importthecsvfileandstorethedataframein "Sms". Haveaglimpseatthestructure
- 2 of the data frame.
- 3 Remove the unneccesary columns which is from column 3 to 5.
- Convertthe labelsasfactors.
- 4 Remove special characters from the dataset and retain only alpha numeric characters usingalnumin str_replace_all()from"stringr"package.
- E Create a volatile corpus VCorpus() for text mining from the source object of "v2"
- which is extracted using VectorSource().
- 7.CreateaDocumentTermMatrix()tosplittheSMSmessageintoindividual C omponents.
- 8. Createtraining and testing dataset with the split ratio 0.75.
- 9. Find the frequent terms which appear for at least 5 times in Document Term Matrix in training and testing dataset respectively.
- 10. Train the model using naiveBayes() from e1071 library.
- 11. Evaluate the model Performance.
- 12. Print the confusion matrix and Accuracy of the model.
- 13. Stop.

PROGRAM:

```
sms <- read.csv("../input/spam-ham-dataset/spam.csv", stringsAsFactors=FALSE)</pre>
str(sms)
sms <-sms[-3:-5]
sms$v1<-factor(sms$v1)</pre>
library(stringr)
sms$v2 = str_replace_all(sms$v2, "[^[:alnum:]]", " ") %>% str_replace_all(.,"[
1+", " ")
library(tm)
sms_corpus <- VCorpus(VectorSource(sms$v2))</pre>
```

```
print(sms corpus)
print(as.character(sms_corpus[[6]]))
sms_dtm<-DocumentTermMatrix(sms_corpus,</pre>
                                              control =list
(tolower=TRUE, removeNumbers=TRUE, stopwords=TRUE, removePunctuations=TRUE, stemmi
ng=TRUE))
x_train <-sms_dtm[1:4169, ]</pre>
x_test <-sms_dtm[4170:5572, ]</pre>
y_train <-sms[1:4169, ]$v1</pre>
y_test <- sms[4170:5572, ]$v1</pre>
sms_freq_word_train <-findFreqTerms(x_train, 5)</pre>
sms_freq_word_test <-findFreqTerms(x_test, 5)</pre>
x_train<- x_train[ , sms_freq_word_train]</pre>
x_test <- x_test[ , sms_freq_word_test]</pre>
convert_counts<-function(x) {x<-ifelse(x >0, "Yes", "No")}
x_train<-apply(x_train, MARGIN=2,convert_counts)</pre>
x_test<-apply(x_test,MARGIN =2,convert_counts)</pre>
library(e1071)
model <-naiveBayes(x_train, y_train,laplace=1)</pre>
y_pred <- predict(model, x_test)</pre>
cm=table(y_pred,y_test)
print(cm)
acc = sum(diag(cm))/sum(cm)
print(paste("Accuracy:",acc*100,"%"))
```

QU TP UT:

RESULT:

ThustheR programtoimplementfilteringofMobilephonespamusingNaïve Bayes is executed successfully and the output is verified.

Ex No:4	Risky Bank Loans using Decision Trees
Dat e:	

ToimplementaRprogramtofindRiskyBankloansusing DecisionTree.

AL GO RIT HM:

- 1 Start
- Import the dataset credit.csv and display the structure of the dataset.
- **2**. Displaythetable to find the rangeofvaluesand findthe missing values.
- 4. Factorise thedefault columnand set seedof123.
- 5. Splitthedatasetfortrainingandtestingintheratioof 0.8, with "default" as the response variable, and the restaspredictor variables.
- 6. Importthe libraryC5.0for implementingdecisiontree.
- 7. Trainthedecisiontree modelusing C5. Of unction for the training dataset.
- 8. Testthemodeltopredictusingpredict(). Printthe confusion matrix.
- 9. Print the accuracyofthe decisiontreemodel.
- 10. Stop

PROGRAM:

```
credit<-read.csv("credit.csv")

str(credit)

table(credit$savings_balance)

summary(credit$amount)

credit$default<-factor(credit$default)

set.seed(123)

train_sample <- sample(1000, 800)

st r(tr ain_sam ple)

x_train <- credit[train_sample, -17]

x_test <- credit[-train_sample, -17]

y_train <- credit[train_sample, 17]

y_test <- credit[-train_sample, 17]

li brary( C50)

model <- C5.0(x_train,y_train)
```

```
summary(model)
y_pred<-predict(model,x_test)</pre>
cm = table(y_pred,y_test)
print(cm)
acc=sum(diag(cm))/sum(cm)
pri nt(past e(" Accuar acy: ",a cc*100,"% "))
```

OU TP UT:

```
PROBLEMS 
OUTPUT DEBUG CONSOLE TERMINAL JUPYTER
call:
c5.0.default(x = x_train, y = y_train)
C5.0 [Release 2.07 GPL Edition] Wed Oct 26 11:59:18 2022
Class specified by attribute 'outcome'
```

```
: > 1000 DM): yes (7/1)
purpose = renovations:
:...other_credit in (non-plank): no (5/1):
: other_credit = store: yes (1)
purpose = car:
...credit_history in (critical_poor): no (27/4)
credit_history = good:
...existing_loam_count > 1: yes (2)
```

```
Evaluation on training data (900 cases):

Decision Tree

Size Errors

09 99(11.0%) <<

(a) (b) <-classified as

625 10 (a): class no

89 170 (b): class sys

Attribute usage:

100.00% checking balance
54.22% credit, history
48.22% months, loan duration
42.22% savings, balance
11.69% purpose
22.13% employment duration
9.22% years, at residence
8.2% housing
8.4%; job
6.1% other_credit
```

RESULT:

Thus the Rprogram to find Risky Bankloansusing Decision Tree is executed successfully and the output is verified.

Ex No: 5	
	MedicalExpense withLinear Regression.
Dat e:	

To implement a R program to predict Medical Expense using Linear Regression

AL GO RIT HM:

- 1. Start
- 2. Loadthe Insurance dataset and analyse the structure of the dataset.
- 3.Getthesummarystatistics.Checkwhetherthedistributionisright-skewed orleft skewed by comapring the mean and median. Verify the same using histogram.
- 4. Checkthe distributionof "region" using table.
- 5. Createacorrelation matrixof "age", "bmi", "children", "expenses".
- 6.Todetermine thepatternofthedataset, use scatterplotusing pairs () for "age", "bmi", "children", "expenses".
- 7. Todisplaya more informative scatterplot usepairs.panel() from "psych" library.
- 8. Fit the linear regression model using lm() with expenses as the dependent variable.
- 9. Evaluate the model performance using summary().
- 10.Toimprovethemodelperformance, square the agevariable as age 2 and bmi 30 is 1 if bmi >= 30 else 0.
- 11. Train the model with age + age2+bmi30 as also as the independent variables.
- 12. Evaluate the model performance for model 2 using summary().
- 13. Stop.

PROGRAM:

```
insurance<-read.csv("insurance.csv",stringsAsFactors = TRUE)
st r(ins ur ance)
summary(insurance$expenses)
hist (i nsurance$expenses)
ta bl e(i nsurance$regi on)
cor( insurance[ c("a ge","bm i" ,"chil dren" ," expenses" )])
pairs(insurance[c("age","bmi","children","expenses")])
library(psych)
pairs.panels(insurance[c("age","bmi","children","expenses")])8
ins_model <-lm(expenses ~ age+ children + bmi +sex + smoker + region, data = insurance)
ins_model</pre>
```

summary(ins_model)

insurance\$age2 <- insurance\$age^2

insurance\$bmi30 <-ifelse(insurance\$bmi>= 30,1,0)

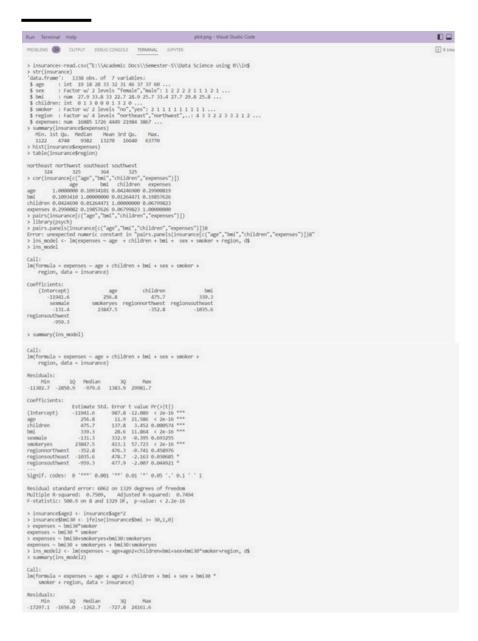
expenses ~bmi30*smoker

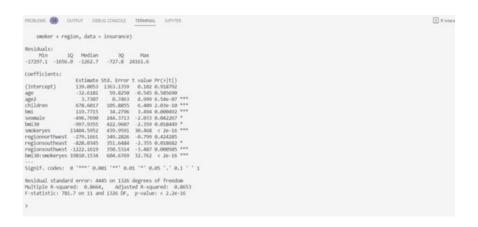
expenses ~ bmi30+smokeryes+bmi30:smokeryes

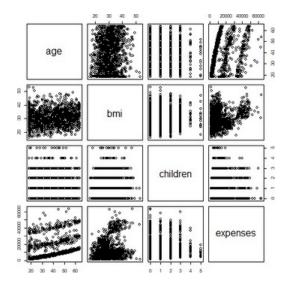
 $ins_model2 < -lm(expenses ~age+age2 + children + bmi + sex + bmi 30*smoker + region, \\ data = i ~nsurance)$

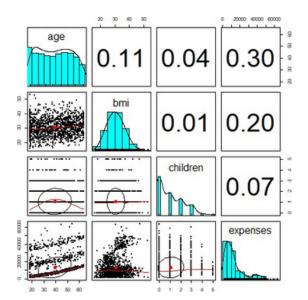
summary(ins_model2)

OU TP UT:









RESULT:

ThustheRprogramtopredictmedicalexpensesusinglinearregressionis executed successfully and the output is verified.

Ex No: 6	
	Modeling strength of concrete.
Dat e:	

To build a predictive model for the compressive strength of concrete based on its composition and age using linear regression in R.

AL GO RIT HM:

- 1. Start
- 2. Load the Insurance dataset and check its structure.
- 3. Get summary statistics and check skewness using mean, median, and histogram.
- 4. Check the distribution of "region" using a table.
- 5. Create a correlation matrix for "age," "bmi," "children," and "expenses."
- 6. Use scatterplots to examine relationships among "age," "bmi," "children," and "expenses."
- 7. Fit an initial linear model with "expenses" as the target, then improve by adding `age2` (age squared) and `bmi30` (1 if bmi \geq 30) and re-evaluate.
- 8. Stop

PROGRAM:

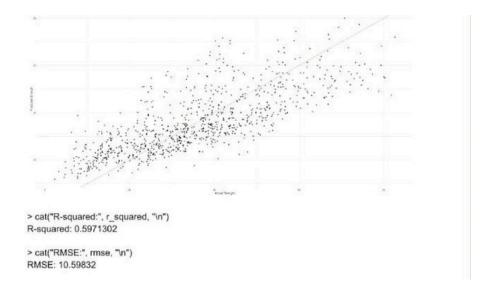
```
li brary( caret )
li brary(ggpl ot2)
data <- read.csv("concrete.csv")
head(data)
sum(is.na(dat a))
set .seed(123)
trainIndex <- createDataPartition(data$CompressiveStrength, p =
0.8, list = FALSE)
trainData <- data[trainIndex,]</pre>
testData <- data[-trainIndex,]
```

```
model <- lm(CompressiveStrength ~ ., data = trainData)
sum mar y(mode l)
predictions <- predict(model, newdata = testData)</pre>
mae <- mean(abs(predictions - testData$CompressiveStrength))
print(paste("Mean Absolute Error:", round(mae, 2)))
ggplot() +
geom_point(aes(x = testData$CompressiveStrength, y = predictions), color = 'blue') +
geom_abline(slope = 1, intercept = 0, linetype = "dashed", color = "red") +
labs(title = "Predicted vs Actual Compressive Strength",
   x = "Actual Strength",
   y = "Predicted Strength") +
theme_minimal()
```

OU TP U T:

```
> str(concrete)
'data.frame': 1030 obs. of 10 variables:
$ cement
                : num 540 540 332 332 199 ...
$ slag
               : num 0 0 142 142 132 .
            : num 0000000000.
               : num 162 162 228 228 192 228 228 228 228 228 ...
$ water
$ superplastic : num 2.5 2.5 0 0 0 0 0 0 0 0 ...
$ coarseagg : num 1040 1000 522
$ fineagg : num 676 676 594 594 826
267 367 307 36
                  : num 1040 1055 932 932 978 ...
              : int 28 28 270 365 360 90 365 28 28 28 ...
$ age
$ strength
               : num 80 61.9 40.3 41 44.3
$ Predicted_Strength: num 55.1 54.7 57.6 68 59.4 ...
> summary(model)
Im(formula = strength ~ cement + slag + water + superplastic +
  coarseagg + fineagg + age, data = concrete)
Residuals:
  Min 1Q Median 3Q Max
-30.901 -7.239 0.441 6.899 34.408
Coefficients:
         Estimate Std. Error t value Pr(>|t|)
(Intercept) 121.611036 17.015934 7.147 1.69e-12 ***
            0.067636  0.004135  16.357  < 2e-16 ***
          0.042550 0.005192 8.196 7.39e-16 ***
          -0.323265 0.032336 -9.997 < 2e-16 ***
water
superplastic 0.371641 0.094876 3.917 9.56e-05 ***
coarseagg -0.027502 0.006913 -3.978 7.44e-05 ***
fineagg -0.038549 0.006777 -5.688 1.68e-08 ***
```

```
0.109746 0.005514 19.903 < 2e-16 ***
age
Signif. codes: 0 **** 0.001 *** 0.01 ** 0.05 '.' 0.1 ' ' 1
Residual standard error: 10.64 on 1022 degrees of freedom
Multiple R-squared: 0.5971, Adjusted R-squared: 0.5944
F-statistic: 216.4 on 7 and 1022 DF, p-value: < 2.2e-16
> ggplot(concrete, aes(x = strength, y = Predicted_Strength)) +
+ geom_point() +
+ geom_abline(slope = 1, intercept = 0, color = "red") +
+ labs(title = "Actual vs Predicted Concrete Strength",
     x = "Actual Strength",
      y = "Predicted Strength") +
+ theme_minimal()
```



RESULT:

 $Thus \ the R\ Scriptprogram to\ implement Modeling\ strength\ of\ concrete is executed$ successfully and the output is verified.

Ex No: 7	
	Identification of frequently Purchased groceries with
Dat e:	Apriori algorithm.

To identify frequent itemsets of grocery items that are commonly purchased together using the Apriori algorithm. This will help in understanding customer buying patterns and optimizing store layout or inventory.

AL GO RIT HM:

- 1. Start
- 2.Load Data: Load the transaction dataset (assume each transaction is a list of items purcha sed).
- 3.Data Preprocessing: Convert the data into a transactional format suitable for association rule mining.
- 4.Set Parameters: Define minimum support and confidence levels for the Apriori al gorit hm.
- 5. Apply Apriori Algorithm: Use the Apriori algorithm to find frequent itemsets.
- 6.Generate Association Rules: Extract association rules from the frequent itemsets based on support and confidence thresholds.
- 7. Analyze Results: Sort and filter rules to identify the most frequently purchased item combinations.
- 8. Stop

PROGRAM:

```
if(!require(arules)) install.packages("arules", dependencies=TRUE)
li brar y(arul es)
dat a(" Groc eri es")
sum mar y(Gr oceri es)
min support <- 0.01 # Example: at least 1% of transactions
min confidence <- 0.5 # Example: at least 50% confidence
frequent_itemsets <- apriori(Groceries, parameter = list(supp = min_support, conf =
mi n_confi dence))
sum mar y(fr equent_i te mset s)
inspect(frequent_itemsets[1:10])
rules <- apriori(Groceries, parameter = list(supp = min_support, conf = min_confidence,
target = "rules"))
sum mar y(rul es)
inspect(sort(rules, by = "confidence")[1:10]) # Display top 10 rules by confidence
if(!require(arulesViz)) install.packages("arulesViz", dependencies=TRUE)
li brar y(arul esViz)
plot(rules, method = "graph", control = list(type = "items"))
```

OU TP U T:

Summary of the Groceries Dataset

transactions as itemMatrix in sparse format with 9835 rows (elements/itemsets/transactions) and 169 columns (items) and a density of 0.02609146

most frequent items:

whole milk other vegetables

rolls/buns soda yogurt (Other)

2513 1903 1809 1715 1372 34055

Frequent Itemset's

set of 50 itemsets

example of first 10 itemsets (sorted by support):

items support

[1] {whole milk} 0.25551601 [2] {other vegetables} 0.19349263

[3] {rolls/buns}0.18393493[4] {soda}0.17437722[5] {yogurt}0.13950178

[6] {whole milk, other vegetables} 0.0751

[7] {whole milk, yogurt} 0.0561

Association Rules (Top 10 by Confidence):

set of 10 rules

example of first 10 rules (sorted by confidence):

lhs rhs support confidence lift [1] {yogurt} => {whole milk} 0.0561.0.4032

[1] {yogurt} => {whole milk} 0.0561 0.4032 1.57 [2] {rolls/buns} => {whole milk} 0.0567 0.3084 1.21

[3] {soda} => {whole milk} 0.0569 0.3058 1.20

[4] {tropical fruit} => {whole milk} 0.0519 0.2674 1.03

[5] {other vegetables} => {whole milk} 0.0751 0.39261.53

RESULT:

Thus the R program to Identification of frequently Purchased groceries with Apriori algorithm is executed successfully and the output is verified.

Ex No: 8	
	Finding Teen Segments of Market.
Dat e:	

The aim of this process is to identify and segment the teen demographic in a market based on behavior, preferences, or other relevant characteristics for targeted marketing or product development.

AL GO RIT HM:

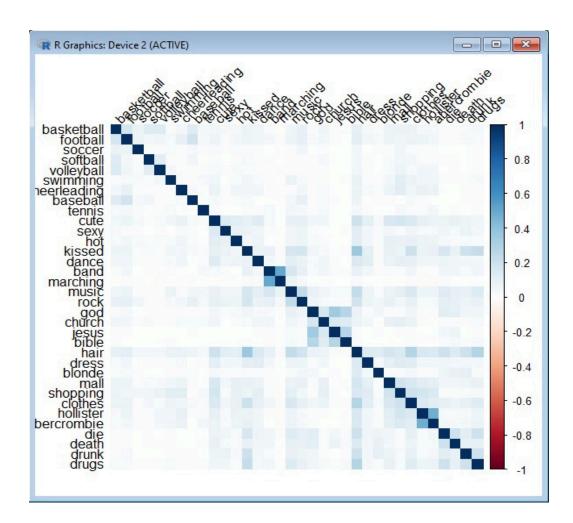
- 1 START: Collect raw data from sources relevant to the teen market (e.g., social media data, survey responses).
- 2 PREPROCESSING: Clean the data (e.g., remove missing values, correct errors). SELECT FEATURES: Choose features that help in segmentation (e.g., age,
- 3 purchase patterns, interests).
- 4.APPLY CLUSTERING ALGORITHM: Run clustering algorithms (e.g., K-Means or DBSCAN) to create market segments.
- 5.EVALUATE MODEL: Evaluate the clustering performance using a scoring metric (e.g., silhouette score).
- 6.VISUALIZE DATA: Visualize the segmented data to understand different groups.
- 7. EXTRACT INSIGHTS: Identify unique patterns and preferences within each
- 8. segm ent. STOP: Develop targeted marketing strategies based on the insights from the segm enta ti on.
- 9. This approach allows businesses to better understand the teen market and tailor their products or marketing campaigns accordingly.

PROGRAM:

```
li brar y(dplyr )
li brar y(ggpl ot2)
li brar y(corr plot )
load_data <- function(file_path) {
    df <- read.csv(file_path)
    return(df)
}
preprocess_data <- function(df) {
    # Check for missing values
    print(colSums(is.na(df)))
df[is.na(df)] <- 0 # Fill missing values with 0
    return(df)
}</pre>
```

```
analyze_segments <- function(df) {</pre>
# Example: Segment by gender
gender counts <- table(df$gender)</pre>
print("Gender Distribution:")
print(gender_counts)
interest_features <- c('basketball', 'football', 'soccer', 'softball', 'volleyball',
               'swimming', 'cheerleading', 'baseball', 'tennis',
               'cute', 'sexy', 'hot', 'kissed', 'dance',
               'band', 'marching', 'music', 'rock', 'god',
               'church', 'jesus', 'bible', 'hair', 'dress',
               'blonde', 'mall', 'shopping', 'clothes',
               'hollister', 'abercrombie', 'die', 'death',
               'drunk', 'drugs')
corr_matrix <- cor(df[interest_features])</pre>
corrplot(corr_matrix, method = "color", tl.col = "black", tl.srt = 45)
}
main <- function(file_path) {</pre>
df <- load_data(file_path)</pre>
df <- preprocess_data(df)</pre>
analyze_segments(df)
}
ma in('pat h_to_your _fi le .csv')
```

OU TP U T:



RESULT:

Thus the R program to Finding Teen Segments of Market is executed successfully and the output is verified.

A I19 542 22 150 10 94

Ex No: 9	
	Tuning stock models for better performance.
Dat e:	

The aim is to enhance the predictive performance of stock market models by optimizing hyperparameters, improving data features, and using techniques like cross-validation and model selection to better forecast stock prices or trends.

AL GO RIT HM:

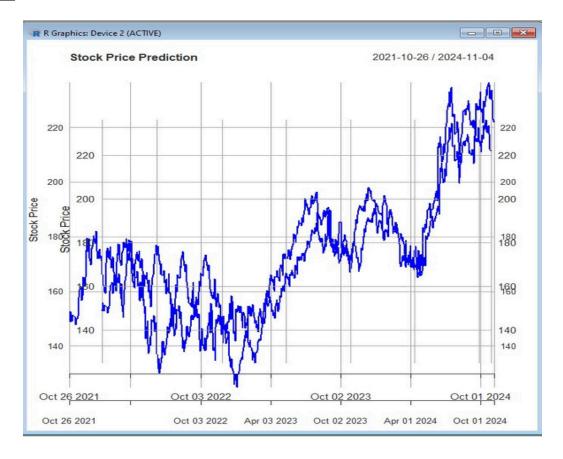
- 1. Start
- 2.Data Collection: Gather historical stock data (e.g., price, volume, market sentiment, technical indicators).
- 3.Data Preprocessing: Clean the data by handling missing values, normalizing features, and creating relevant indicators (e.g., moving averages, RSI).
- 4. Feature Engineering: Create new features based on existing data to improve model predictions (e.g., lagged values, percentage changes, or volatility).
- 5.Model Selection: Choose an appropriate model (e.g., Linear Regression, Decision Trees, Random Forest, LSTM for time series).
- 6. Hyperparameter Tuning: Tune the hyperparameters of the model using techniques like Grid Search or Random Search to optimize performance.
- 7.Cross-Validation: Implement cross-validation (e.g., k-fold) to ensure that the model generalizes well on unseen data.
- 8.Model Evaluation: Evaluate the model's performance using metrics like RMSE, MAE, or accuracy, and compare the results with different models.
- 9.Model Refinement: Refine the model by adjusting hyperparameters further, adding/removing features, or testing different algorithms to achieve better results 10. End.

PROGRAM:

```
li brary( random For est)
li brary( Metr ics)
data <- read.csv("C:/Users/AI_LAB/Desktop/77/stock.csv")
if (is.null(data)) {
  stop("Data not loaded. Please check the file path.")
}
st r(dat a)
data$Closing.Volume <- as.numeric(as.character(data$Closing.Volume)) # Update based on your target variable
data <- na.omit(data)
```

```
set .seed(123)
train_index <- sample(1:nrow(data), 0.8 * nrow(data))
train_data <- data[train_index, ]</pre>
test_data <- data[-train_index, ]
rf_model <- randomForest(Closing.Volume ~ ., data = train_data, ntree = 100)
predictions <- predict(rf_model, newdata = test_data)</pre>
actuals <- test data$Closing.Volume
mae <- mean(abs(predictions - actuals))
rmse <- sqrt(mean((predictions - actuals)^2))
cat("Mean Absolute Error:", mae, "\n")
cat("Root Mean Squared Error:", rmse, "\n")
plot(test_data$Date, actuals, type = 'l', col = 'blue', ylim = range(c(actuals, predictions)),
   xlab = 'Date', ylab = 'Closing Price', main = 'Actual vs Predicted Closing Prices')
lines(test_data$Date, predictions, col = 'red')
legend("topright", legend = c("Actual", "Predicted"), col = c("blue", "red"), lty = 1)
```

OU TP U T:



RESULT:

Thus the R program to Tuning stock models for better performance is executed successfull and the output is verified.