Original project

February 22, 2024

```
[1]: import pandas as pd
     import numpy as np
     import seaborn as sns
     import matplotlib.pyplot as plt
     from sklearn.cluster import KMeans
     from sklearn.preprocessing import StandardScaler
     data=pd.read_csv("people_data.csv")
[2]:
[3]:
     data.head()
[3]:
        Age Profession Marrital Status
                                              Education
                                                          No of Dependents
     0
         27
              Salaried
                                  Single
                                          Post Graduate
                                          Post Graduate
     1
         35
              Salaried
                                Married
                                                                          2
                                                                          4
     2
         45
              Business
                                Married
                                               Graduate
     3
         41
                                Married Post Graduate
                                                                          3
              Business
                                Married Post Graduate
     4
                                                                          2
         31
              Salaried
       Personal loan House Loan Wife Working
                                                          Wife Salary
                                                                        Total Salary
                                                  Salary
     0
                 Yes
                              No
                                            No
                                                  800000
                                                                              800000
                 Yes
                             Yes
                                           Yes
                                                1400000
                                                               600000
                                                                             2000000
     1
                 Yes
                             Yes
                                                1800000
     2
                                            No
                                                                     0
                                                                             1800000
                                                               600000
     3
                  No
                              No
                                           Yes
                                                1600000
                                                                             2200000
     4
                 Yes
                              No
                                           Yes
                                                1800000
                                                               800000
                                                                             2600000
          Make
                  Price
           i20
     0
                 800000
                1000000
     1
          Ciaz
     2
       Duster
                1200000
     3
          City
                 1200000
     4
           SUV
                 1600000
     data.shape
[4]: (99, 13)
[5]:
     data.info()
```

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 99 entries, 0 to 98
Data columns (total 13 columns):

#	Column	Non-Null Count	Dtype
0	Age	99 non-null	int64
1	Profession	99 non-null	object
2	Marrital Status	99 non-null	object
3	Education	99 non-null	object
4	No of Dependents	99 non-null	int64
5	Personal loan	99 non-null	object
6	House Loan	99 non-null	object
7	Wife Working	99 non-null	object
8	Salary	99 non-null	int64
9	Wife Salary	99 non-null	int64
10	Total Salary	99 non-null	int64
11	Make	99 non-null	object
12	Price	99 non-null	int64
		· /->	

dtypes: int64(6), object(7)
memory usage: 10.2+ KB

[6]: data.describe()

[6]: No of Dependents Total Salary Salary Wife Salary count 99.000000 99.000000 9.900000e+01 9.900000e+01 9.900000e+01 mean 36.313131 2.181818 1.736364e+06 5.343434e+05 2.270707e+06 std 6.246054 1.335265 6.736217e+05 6.054450e+05 1.050777e+06 2.000000e+05 26.000000 0.000000 2.000000e+05 0.000000e+00 min 25% 31.000000 2.000000 1.300000e+06 0.00000e+00 1.550000e+06 50% 36.000000 2.000000 1.600000e+06 5.000000e+05 2.100000e+06 75% 41.000000 3.000000 2.200000e+06 9.000000e+05 2.700000e+06 3.800000e+06 51.000000 4.000000 2.100000e+06 5.200000e+06 max

Price
count 9.900000e+01
mean 1.194040e+06
std 4.376955e+05
min 1.100000e+05
25% 8.000000e+05
50% 1.200000e+06
75% 1.500000e+06

3.000000e+06

[7]: data.isnull().sum()

max

[7]: Age 0
Profession 0

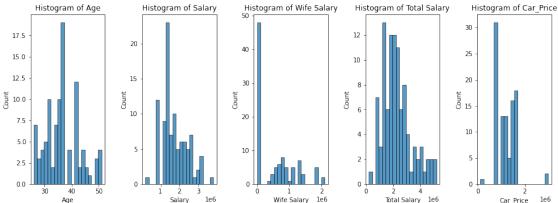
```
Marrital Status
                          0
      Education
                          0
      No of Dependents
                          0
      Personal loan
                          0
      House Loan
                          0
     Wife Working
                          0
                          0
      Salary
                          0
     Wife Salary
      Total Salary
                          0
     Make
                          0
      Price
                          0
      dtype: int64
 [8]: # There are no null values in the dataset
 [9]: data.dtypes
 [9]: Age
                           int64
      Profession
                          object
      Marrital Status
                          object
      Education
                          object
     No of Dependents
                           int64
     Personal loan
                          object
     House Loan
                          object
     Wife Working
                          object
      Salary
                           int64
     Wife Salary
                           int64
      Total Salary
                           int64
     Make
                          object
     Price
                           int64
      dtype: object
[10]: data.rename(columns={"Marrital Status": "Marital Status"}, inplace=True)
[11]: data.columns
[11]: Index(['Age', 'Profession', 'Marital Status', 'Education', 'No of Dependents',
             'Personal loan', 'House Loan', 'Wife Working', 'Salary', 'Wife Salary',
             'Total Salary', 'Make', 'Price'],
            dtype='object')
[12]: # There was a spelling mistake in the column marital status, hence it is renamed
[13]: data.rename(columns={'Personal loan':'Car_Loan'},inplace=True)
      data.rename(columns={'Price':'Car_Price'},inplace=True)
[14]: data.head()
```

```
Salaried
                                 Single Post Graduate
                                                                                 Yes
      0
          27
               Salaried
                                Married Post Graduate
                                                                          2
      1
          35
                                                                                 Yes
      2
          45
               Business
                                Married
                                               Graduate
                                                                          4
                                                                                 Yes
               Business
                                Married Post Graduate
                                                                                  No
      3
          41
                                                                          3
      4
          31
               Salaried
                                Married Post Graduate
                                                                          2
                                                                                 Yes
        House Loan Wife Working
                                            Wife Salary
                                    Salary
                                                          Total Salary
                                                                           Make
      0
                No
                              No
                                    800000
                                                                800000
                                                                            i20
                                                       0
               Yes
                                   1400000
                                                 600000
                                                               2000000
                                                                           Ciaz
      1
                             Yes
      2
               Yes
                              No
                                   1800000
                                                       0
                                                               1800000
                                                                        Duster
      3
                No
                             Yes
                                   1600000
                                                 600000
                                                               2200000
                                                                           City
      4
                                  1800000
                                                 800000
                                                                            SUV
                No
                             Yes
                                                               2600000
         Car_Price
            800000
      0
      1
           1000000
      2
           1200000
      3
           1200000
      4
           1600000
[15]: plt.figure(1, figsize=(15, 5))
      for x in ["Age", "Salary", "Wife Salary", "Total Salary", "Car_Price"]:
          n += 1
          plt.subplot(1, 5, n)
          plt.subplots_adjust(hspace=0.5, wspace=0.5)
          sns.histplot(data[x], bins=20)
          plt.title("Histogram of {}".format(x))
      plt.show()
```

Education No of Dependents Car_Loan \

[14]:

Age Profession Marital Status

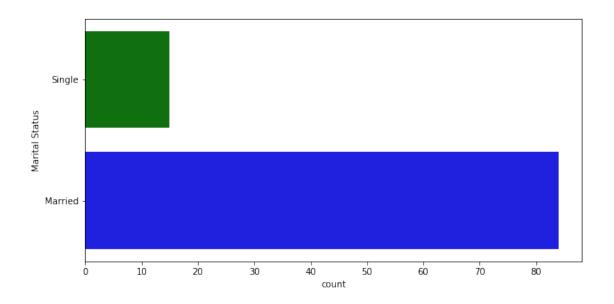


```
[16]: profession = data['Profession'].value_counts()
      profession
[16]: Salaried
                   64
      Business
                   35
      Name: Profession, dtype: int64
[17]: plt.figure(figsize=(10, 5))
      sns.countplot(y="Profession", data=data, palette={'Salaried': 'blue', __
       ⇔'Business': 'green'})
      plt.show()
             Salaried
           Profession
            Business
                            10
                                       20
                                                           40
                                                                      50
                                                                                60
                                                    count
[18]: # There are 64 salaried people and 35 business people-there are approximately 24
        ⇔salaried people for every 1 business person.
[19]: | marital_status = data['Marital Status'].value_counts()
```

marital_status

84

[19]: Married

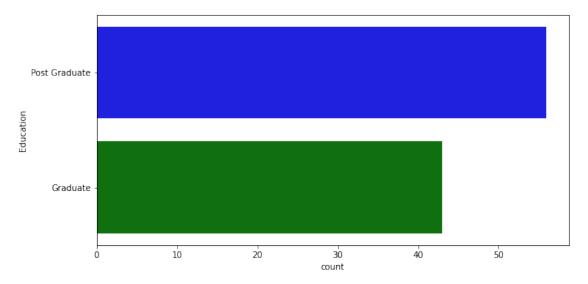


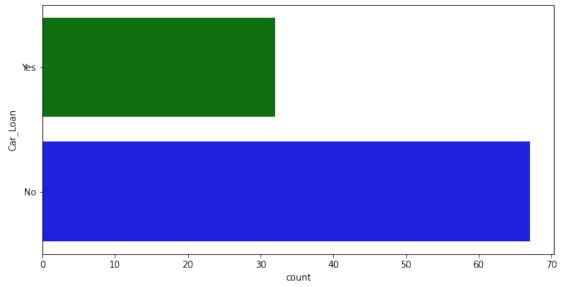
```
[21]: # The number of married people are way more than the unmarried
```

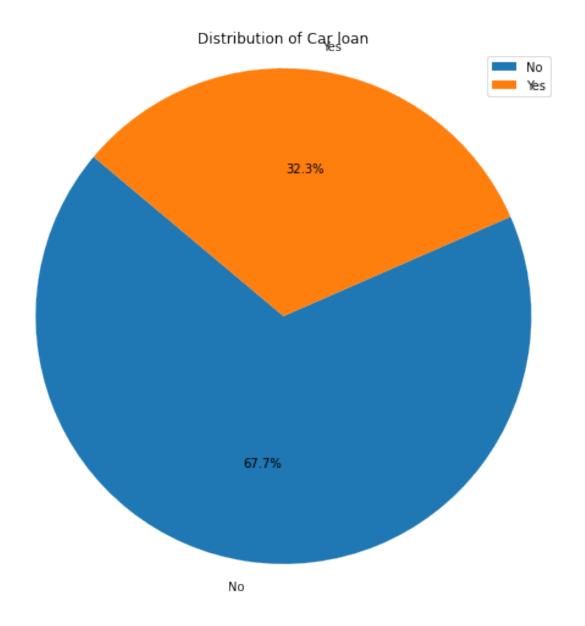
[22]: education = data['Education'].value_counts()
education

[22]: Post Graduate 56 Graduate 43

Name: Education, dtype: int64



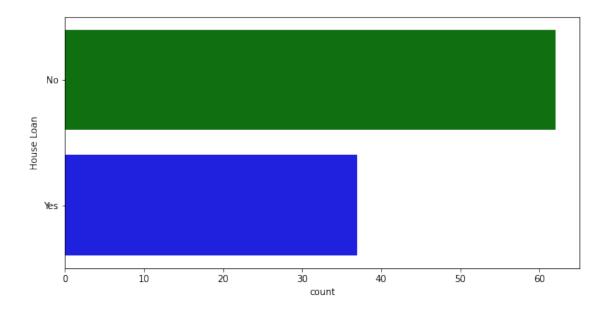




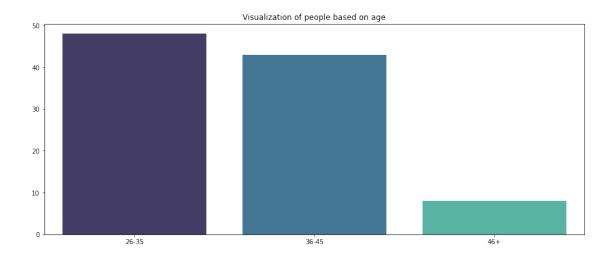
```
[27]: loan_house data["House Loan"].value_counts()
loan_house

[27]: No 62
    Yes 37
    Name: House Loan, dtype: int64

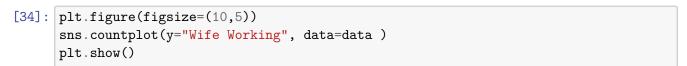
[28]: plt.figure(figsize=(10,5))
    sns.countplot(y="House Loan", data=data, palette={"No":"green","Yes":"blue"})
    plt.show()
```

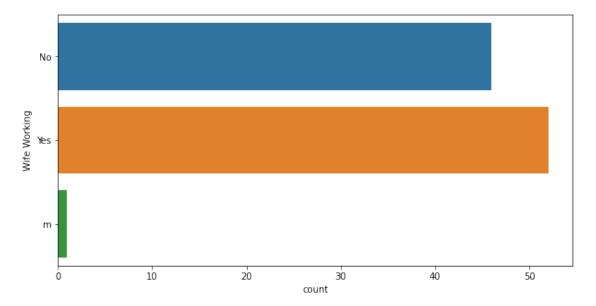


```
[29]: # From the above countplots and pie chart it is clear that there are more
       →number of people with house loans as well as car loans.
[30]: data["Age"].agg(["min", "max"])
[30]: min
             26
     max
             51
     Name: Age, dtype: int64
[31]: age_26_35 = data.Age[(data.Age >= 26) & (data.Age <= 35)]
      age_36_45 = data.Age[(data.Age >= 36) & (data.Age <= 45)]
      age_above_46 = data.Age[(data.Age > 45)]
[32]: age_x = ["26-35", "36-45", "46+"]
      age_y = [len(age_26_35.values), len(age_36_45.values), len(age_above_46.values)]
      plt.figure(figsize = (15,6))
      sns.barplot(x= age_x, y = age_y, palette= "mako")
      plt.title("Visualization of people based on age")
      plt.xlabel=("Age")
      plt.ylabel=("Number of customers")
      plt.show()
```



[33]: # There are more people in the age range of 26-35 and people of age 46 or more sis quite less

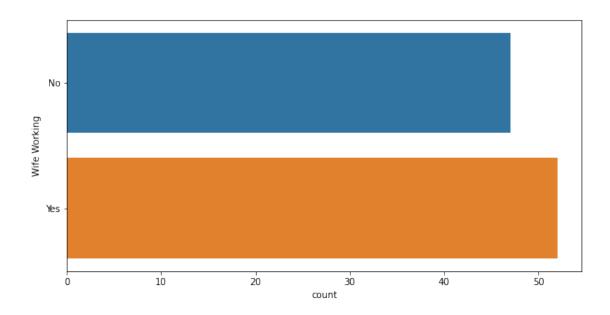




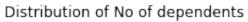
[35]: # From this output we can see that there is an undesirable entry called m which \rightarrow needs to be removed

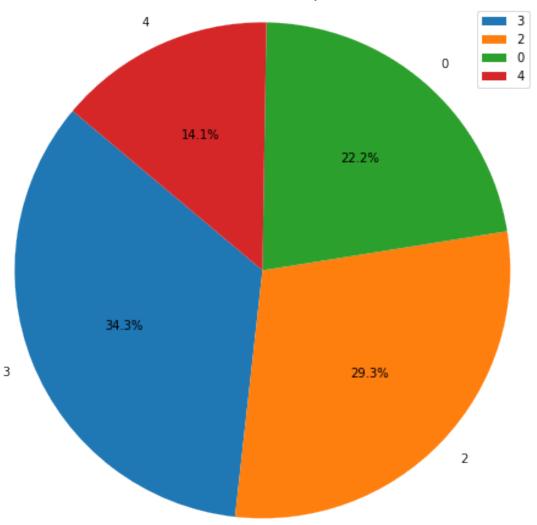
[36]: data.loc[data["Wife Working"]=="m"]

```
Age Profession Marital Status Education No of Dependents Car_Loan \
[36]:
               Salaried
                               Married Graduate
                                                                         Yes
      11 35
        House Loan Wife Working
                                  Salary Wife Salary Total Salary
                                                                        Make \
               Yes
                              m 1400000
                                                             1400000 Baleno
      11
                                                    0
         Car_Price
            700000
      11
[37]: data=data.replace(to_replace="m", value="No")
[38]: row_11 = data.iloc[11]
      print(row_11)
                               35
     Age
     Profession
                         Salaried
     Marital Status
                          Married
     Education
                         Graduate
     No of Dependents
                                4
     Car_Loan
                              Yes
     House Loan
                              Yes
     Wife Working
                               No
     Salary
                          1400000
     Wife Salary
     Total Salary
                          1400000
     Make
                           Baleno
     Car_Price
                           700000
     Name: 11, dtype: object
[39]: # the letter m in 11th row is replaced with No as the column wife salary is
       ⇔zero.
[40]: plt.figure(figsize=(10,5))
      sns.countplot(y="Wife Working", data=data)
      plt.show()
```

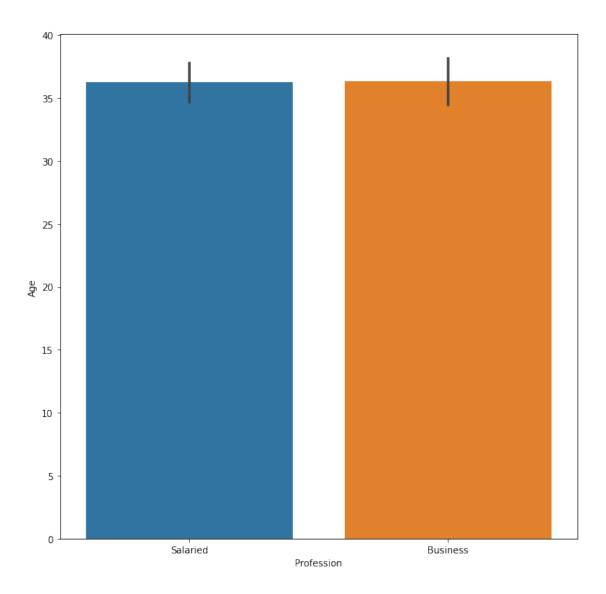


```
[41]: # The number of working women are more than non-working women.
[42]: no_of_dependents= data["No of Dependents"].value_counts()
      no_of_dependents
[42]: 3
           34
           29
      0
           22
      4
           14
      Name: No of Dependents, dtype: int64
[43]: plt.figure(figsize=(8, 8))
     plt.pie(no_of_dependents , labels=no_of_dependents .index, autopct='%1.1f%%',u
       ⇔startangle=140)
      plt.title('Distribution of No of dependents')
      plt.legend(loc='upper right')
      plt.axis('equal')
      plt.show()
```

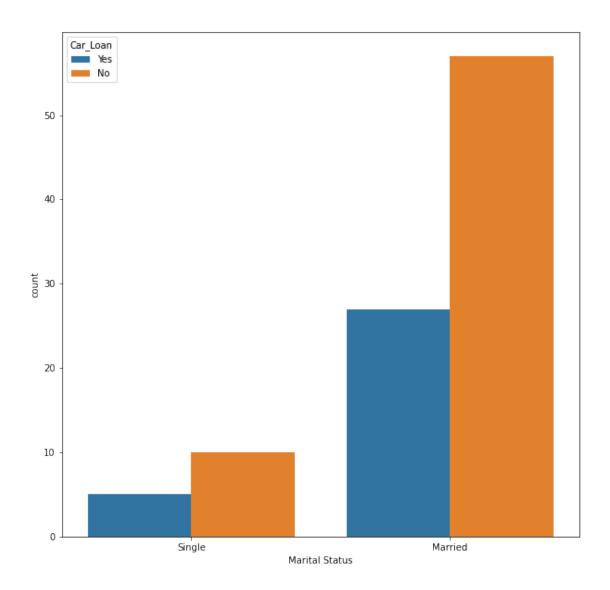




```
[44]: plt.figure(figsize=(10, 10))
sns.barplot(x='Profession',y='Age',data=data)
plt.show()
```



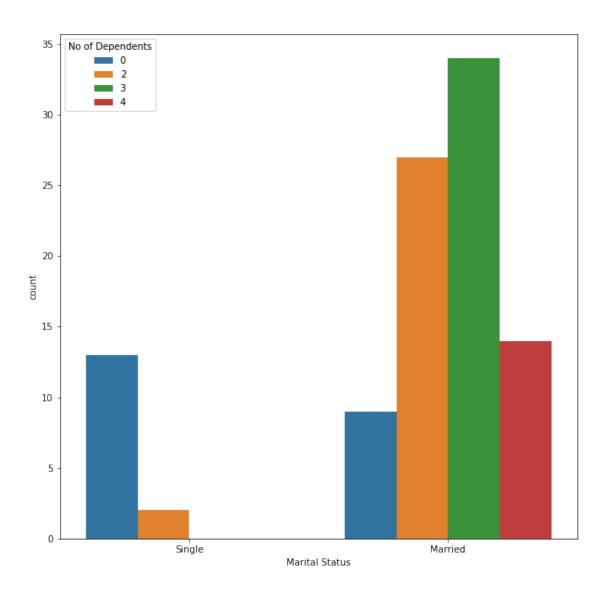
```
[45]: plt.figure(figsize=(10, 10))
sns.countplot(x='Marital Status',hue='Car_Loan',data=data)
plt.show()
```



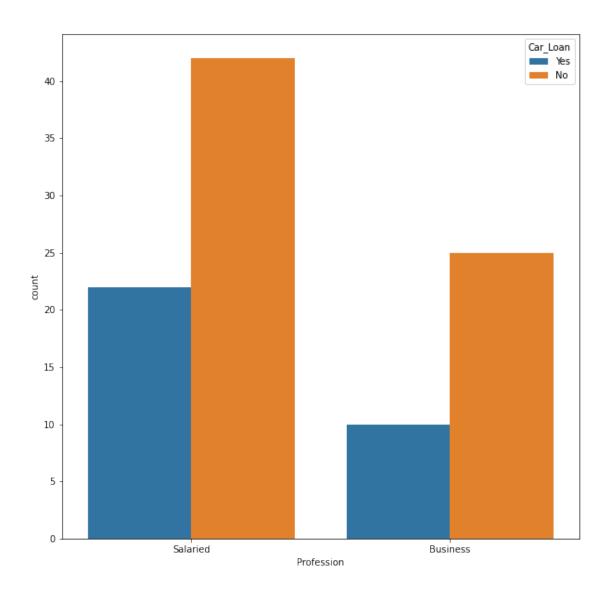
- [46]: # The percentage of people not opting for loan is more in both the categories.__

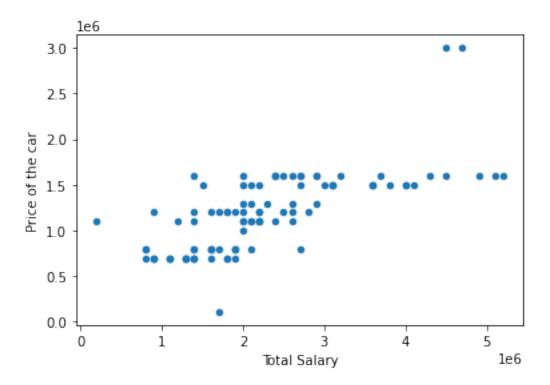
 But the percentage of married people looking for loans is higher than__

 unmarried people
- [47]: plt.figure(figsize=(10, 10))
 sns.countplot(x='Marital Status',hue='No of Dependents',data=data)
 plt.show()

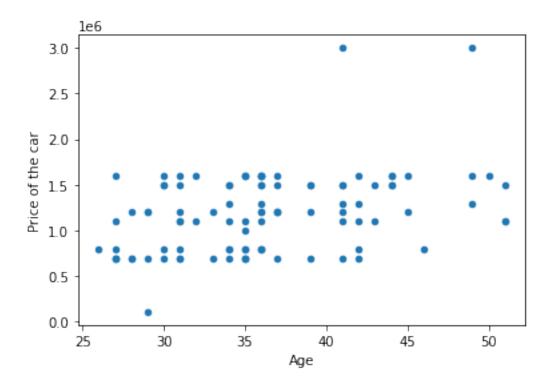


```
[48]: # Married people having more no of dependednts compared to the singles.
[49]: plt.figure(figsize=(10, 10))
    sns.countplot(x='Profession',hue='Car_Loan',data=data)
    plt.show()
```

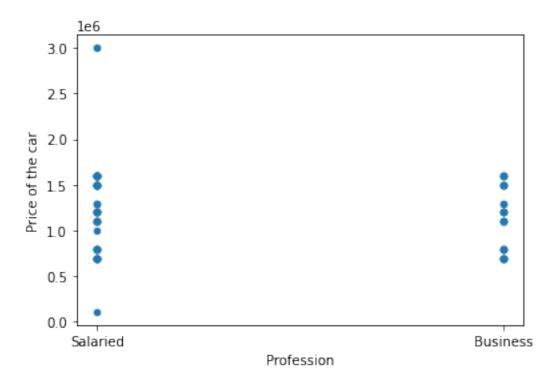




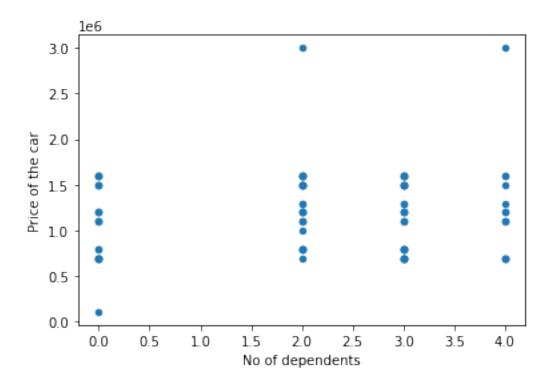
```
[52]: scatter_plot=data.plot(kind='scatter',x='Age',y='Car_Price')
scatter_plot.set_xlabel('Age')
scatter_plot.set_ylabel('Price of the car')
plt.show()
```



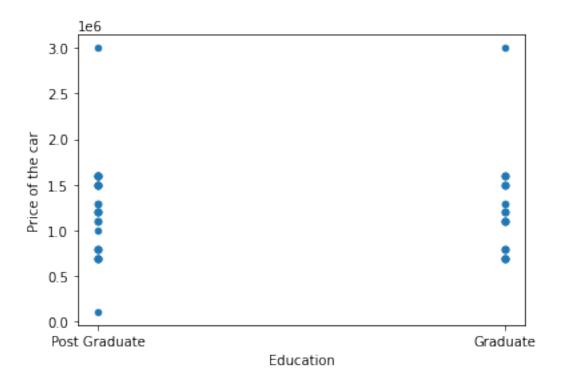
```
[53]: scatter_plot=data.plot(kind='scatter',x='Profession',y='Car_Price')
scatter_plot.set_xlabel('Profession')
scatter_plot.set_ylabel('Price of the car')
plt.show()
```



```
[54]: scatter_plot=data.plot(kind='scatter',x='No of Dependents',y='Car_Price')
scatter_plot.set_xlabel('No of dependents')
scatter_plot.set_ylabel('Price of the car')
plt.show()
```

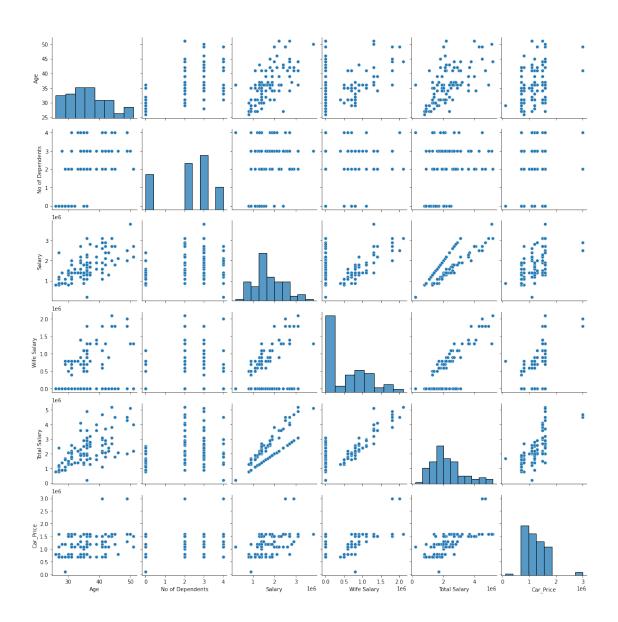


```
[55]: scatter_plot=data.plot(kind='scatter',x='Education',y='Car_Price')
scatter_plot.set_xlabel('Education')
scatter_plot.set_ylabel('Price of the car')
plt.show()
```



[56]: sns.pairplot(data)

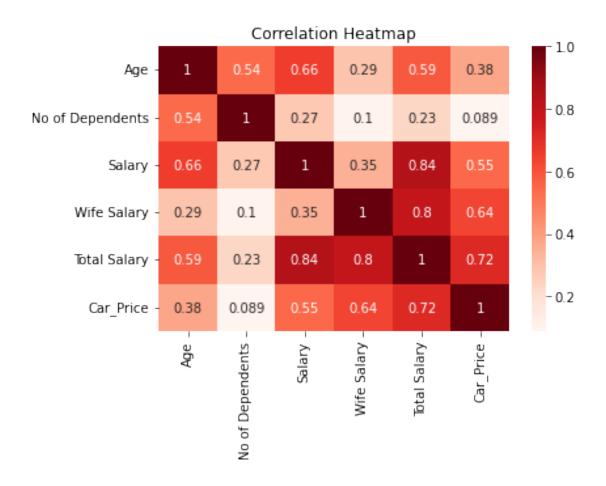
[56]: <seaborn.axisgrid.PairGrid at 0x7f3a4147b4f0>



```
[57]: data_corr=data.corr()
    sns.heatmap(data_corr,cmap='Reds',annot=True)
    plt.title('Correlation Heatmap')
    plt.show()
```

/tmp/ipykernel_378/429290499.py:1: FutureWarning: The default value of numeric_only in DataFrame.corr is deprecated. In a future version, it will default to False. Select only valid columns or specify the value of numeric_only to silence this warning.

data_corr=data.corr()



	#												
9]:	da	ata.he	ad()										
[59]:		Age I	Profes	ssion	Marital	Status	Educ	cation	No of Dep	ender	nts Car_	Loan	\
	0	27	Sala	aried		Single	Post Gra	aduate			0	Yes	
	1	35	Sala	aried	M	arried	Post Gra	aduate			2	Yes	
	2	45	Busi	iness	M	arried	Gra	aduate			4	Yes	
	3	41	Busi	iness	M	arried	Post Gra	aduate			3	No	
	4	31	Sala	aried	M	arried	Post Gra	aduate			2	Yes	
		House	Loan	Wife	Working	Salar	y Wife S	Salary	Total Sal	ary	Make	\	
	0		No		No	80000	0	0	800	000	i20		
	1		Yes		Yes	140000	0 6	300000	2000	000	Ciaz		
	2		Yes		No	180000	0	0	1800	000	Duster		
	3		No		Yes	160000	0 6	600000	2200	000	\mathtt{City}		
	4		No		Yes	180000	0 0	300000	2600	000	SUV		

```
1000000
      1
      2
           1200000
      3
           1200000
      4
           1600000
[60]: columns_to_drop=['House Loan', 'Wife Working', 'Wife Salary', 'Make']
      clustering_data = data.drop(columns=columns_to_drop)
      clustering_data.head()
[60]:
         Age Profession Marital Status
                                            Education No of Dependents Car_Loan \
          27
               Salaried
                                Single Post Graduate
                                                                      0
                                                                             Yes
          35
                                                                      2
      1
               Salaried
                               Married Post Graduate
                                                                             Yes
      2
          45
             Business
                               Married
                                             Graduate
                                                                      4
                                                                             Yes
      3
          41
              Business
                               Married Post Graduate
                                                                      3
                                                                              Nο
               Salaried
                               Married Post Graduate
                                                                      2
          31
                                                                             Yes
          Salary Total Salary Car Price
         800000
                        800000
                                   800000
      0
      1 1400000
                       2000000
                                  1000000
      2 1800000
                       1800000
                                  1200000
      3 1600000
                       2200000
                                  1200000
      4 1800000
                       2600000
                                  1600000
[61]: !pip install kmodes
      from kmodes.kprototypes import KPrototypes
     Defaulting to user installation because normal site-packages is not writeable
     Requirement already satisfied: kmodes in ./.local/lib/python3.10/site-packages
     (0.12.2)
     Requirement already satisfied: numpy>=1.10.4 in /usr/local/lib/python3.10/site-
     packages (from kmodes) (1.23.5)
     Requirement already satisfied: scikit-learn>=0.22.0 in
     /usr/local/lib/python3.10/site-packages (from kmodes) (1.3.1)
     Requirement already satisfied: scipy>=0.13.3 in /usr/local/lib/python3.10/site-
     packages (from kmodes) (1.9.3)
     Requirement already satisfied: joblib>=0.11 in /usr/local/lib/python3.10/site-
     packages (from kmodes) (1.2.0)
     Requirement already satisfied: threadpoolctl>=2.0.0 in
     /usr/local/lib/python3.10/site-packages (from scikit-learn>=0.22.0->kmodes)
     (3.1.0)
     [notice] A new release of pip is
     available: 23.3 -> 24.0
     [notice] To update, run:
     pip install --upgrade pip
```

0

800000

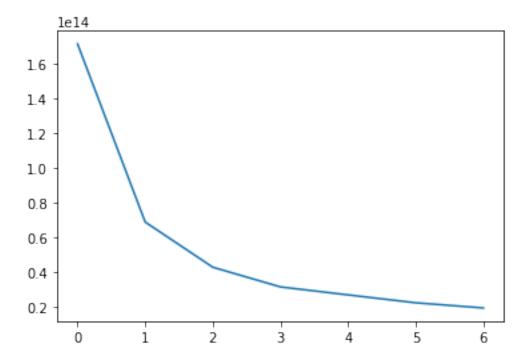
```
[62]: cluster_features = list(clustering_data.columns) clusters = clustering_data[cluster_features].values
```

```
[63]: # Finding optimal number of clusters for KPrototypes

cost = []
for num_clusters in list(range(1,8)):
    kproto = KPrototypes(n_clusters=num_clusters, init='Cao')
    kproto.fit_predict(clusters, categorical=[1,2,3,5])
    cost.append(kproto.cost_)

plt.plot(cost)
```

[63]: [<matplotlib.lines.Line2D at 0x7f3a3fb85270>]



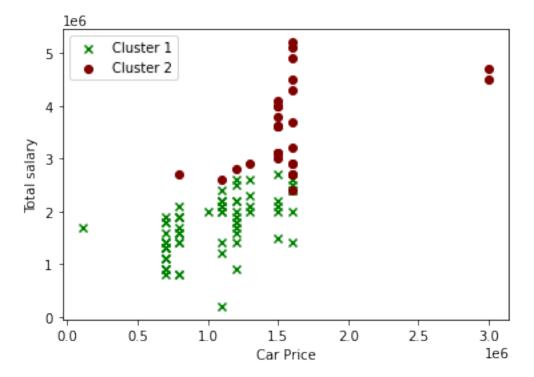
```
[64]: cost
```

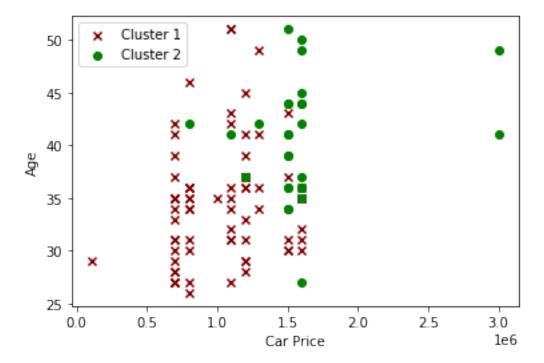
```
[64]: [171448752145958.78,
69038756991260.4,
43067483317073.38,
31741612025561.22,
27151033164178.4,
22623629761379.164,
19648779937913.5]
```

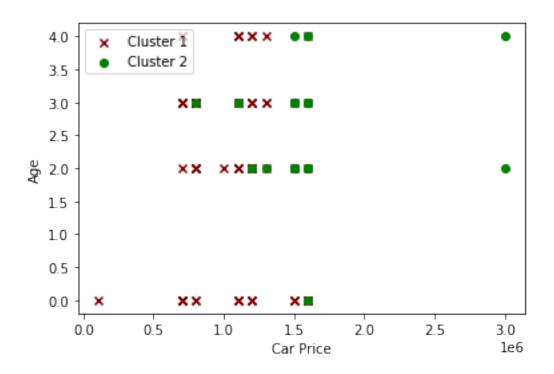
```
[65]: # fitting data to clusters
      kproto = KPrototypes(n_clusters=2, verbose=2,max_iter=20)
      cluster = kproto.fit_predict(clusters, categorical=[1,2,3,5])
     Initialization method and algorithm are deterministic. Setting n init to 1.
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 1, iteration: 1/20, moves: 3, ncost: 69086465524510.375
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 2, iteration: 1/20, moves: 1, ncost: 69086465524510.375
     Run: 2, iteration: 2/20, moves: 0, ncost: 69086465524510.375
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 3, iteration: 1/20, moves: 2, ncost: 69038756991260.4
     Run: 3, iteration: 2/20, moves: 0, ncost: 69038756991260.4
     Init: initializing centroids
     Init: initializing clusters
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 4, iteration: 1/20, moves: 8, ncost: 69112824603304.516
     Run: 4, iteration: 2/20, moves: 1, ncost: 69038756991260.4
     Run: 4, iteration: 3/20, moves: 0, ncost: 69038756991260.4
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 5, iteration: 1/20, moves: 15, ncost: 71237403504718.31
     Run: 5, iteration: 2/20, moves: 6, ncost: 69224234927689.06
     Run: 5, iteration: 3/20, moves: 2, ncost: 69038756991260.4
     Run: 5, iteration: 4/20, moves: 0, ncost: 69038756991260.4
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 6, iteration: 1/20, moves: 14, ncost: 70694577025036.27
     Run: 6, iteration: 2/20, moves: 5, ncost: 69224234927689.06
     Run: 6, iteration: 3/20, moves: 2, ncost: 69038756991260.4
     Run: 6, iteration: 4/20, moves: 0, ncost: 69038756991260.4
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 7, iteration: 1/20, moves: 20, ncost: 80276263048062.12
     Run: 7, iteration: 2/20, moves: 16, ncost: 71237403504718.31
```

```
Run: 7, iteration: 3/20, moves: 6, ncost: 69224234927689.06
     Run: 7, iteration: 4/20, moves: 2, ncost: 69038756991260.4
     Run: 7, iteration: 5/20, moves: 0, ncost: 69038756991260.4
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 8, iteration: 1/20, moves: 23, ncost: 75728107622613.34
     Run: 8, iteration: 2/20, moves: 10, ncost: 70694577025036.27
     Run: 8, iteration: 3/20, moves: 5, ncost: 69224234927689.06
     Run: 8, iteration: 4/20, moves: 2, ncost: 69038756991260.4
     Run: 8, iteration: 5/20, moves: 0, ncost: 69038756991260.4
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 9, iteration: 1/20, moves: 16, ncost: 70227299447362.375
     Run: 9, iteration: 2/20, moves: 4, ncost: 69224234927689.06
     Run: 9, iteration: 3/20, moves: 2, ncost: 69038756991260.4
     Run: 9, iteration: 4/20, moves: 0, ncost: 69038756991260.4
     Init: initializing centroids
     Init: initializing clusters
     Starting iterations...
     Run: 10, iteration: 1/20, moves: 36, ncost: 69779122783252.78
     Run: 10, iteration: 2/20, moves: 3, ncost: 69224234927689.06
     Run: 10, iteration: 3/20, moves: 2, ncost: 69038756991260.4
     Run: 10, iteration: 4/20, moves: 0, ncost: 69038756991260.4
     Best run was number 3
[66]: # Appending the cluster data
      clustering_data['Cluster'] = cluster
[67]: #Average of car price in clustering data
      clustering_data.Car_Price.mean()
[67]: 1194040.4040404041
[68]: # Average cost of a car in first segment
      clustering_data.Car_Price[clustering_data.Cluster==0].mean()
[68]: 1030142.8571428572
[69]: | clustering | data['Car | Price'] | [clustering | data.Cluster==1].max()
[69]: 3000000
[70]: # Average cost of a car in second segment
      clustering_data.Car_Price[clustering_data.Cluster==1].mean()
```

```
[70]: 1589655.1724137932
[71]: clustering_data['Cluster'].value_counts(normalize=True) * 100
[71]: 0
           70.707071
           29.292929
      Name: Cluster, dtype: float64
[72]: # Seggregrating each cluster
      Cluster_0 = clustering_data[clustering_data.Cluster==0]
      Cluster_1 = clustering_data[clustering_data.Cluster==1]
[73]: # plotting the effect of salary and ev price on cluster data
      plt.scatter(Cluster_0.Car_Price, Cluster_0['Total Salary'],color='green',u
       →marker = 'x', label = 'Cluster 1')
      plt.scatter(Cluster_1.Car_Price, Cluster_1['Total Salary'],color='maroon', __
       ⇔label = 'Cluster 2')
      plt.legend(loc="upper left")
      plt.gca().set_xlabel('Car Price')
      plt.gca().set_ylabel('Total salary')
      plt.show()
```

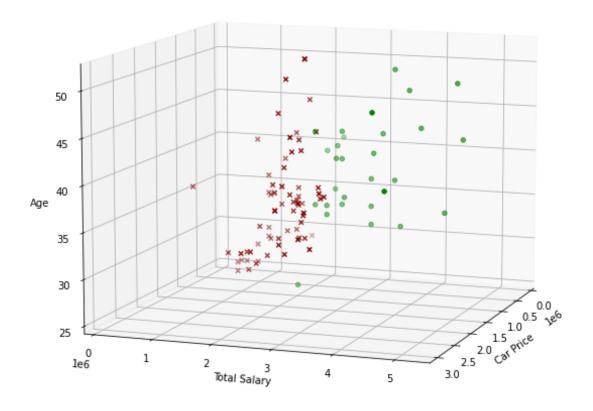






[76]: from mpl_toolkits.mplot3d import Axes3D

- Cluster 1
- Cluster 2



```
[78]: # plotting influence of no.of dependents
fig = plt.figure(figsize=(8,8))

ax = fig.add_subplot(111, projection='3d')

ax.scatter(Cluster_0.Car_Price, Cluster_0['Total Salary'], Cluster_0['No of_U \_Dependents'], color='maroon', marker = 'x', label = 'Cluster 1')

ax.scatter(Cluster_1.Car_Price, Cluster_1['Total Salary'], Cluster_1['No of_U \_Dependents'], color='green', label = 'Cluster 2')

plt.legend(loc = 'upper left')

ax.view_init(10, 20)
```

```
plt.gca().set_xlabel("Car Price")
plt.gca().set_ylabel("Total Salary")
ax.set_zlabel('No_of Dependents')
plt.show()
```

- x Cluster 1
- Cluster 2

