**The approach of the program:**

1. Import required libraries, matplotlib library for visualizing, and CSV library for reading CSV data.

Import pandas as pd

Import numpy as np

Import seaborn as sns

Import matplotlib.pyplot as plt

1. Open the file using open( ) function with ‘r’ mode (read-only) from CSV library and read the file using csv.reader( ) function.
2. Read each line in the file using for loop
3. Create two dataframes from the csv files.
4. Merge the data frames.
5. Distribute data in two variales X & Y.

X = data.iloc[:,0:20] #Individual variable columns

Y = data.iloc[:,-1] # Target Column

1. X will have individual variable columns and Y will have the target column.
2. In our case Y would be target future subscribe user.
3. Obtain the correlations of each features in dataset.

Corrmat = data.corr()

1. Get the top correlation from above correlation matrix

Top\_corr\_features = Corrmat.index

11.Plot the figure using the pyplot

Plt.figure(figsize=(20,20))

12.Plot the heat map using seaborn

G = sns.heatmap(data[Top\_corr\_features].corr(),annot =true,cmap=”RdYlGn”)

Features can be clearly observed using this correlation matrix in the heat map.