Import Modules

In [1]:
```
import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
from mpl_toolkits.mplot3d import Axes3D
%matplotlib inline
%matplotlib inline
warnings.filterwarnings('ignore')
```

Load the Dataset

In [2]:
```
df = pd.read_csv('../kaggle/input/customer-segmentation-tutorial-in-python/Mall_Customers.csv')
df.head()
```

Out[2]:

	CustomerID	Gender	Age	Annual Income (k$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40

In [3]:
```
# statistical info
df.describe()
```

Out[3]:

	CustomerID	Age	Annual Income (k$)	Spending Score (1-100)
count	200.000000	200.000000	200.000000	200.000000
mean	100.500000	38.850000	60.560000	50.200000
std	57.879185	13.969007	26.264721	25.823522
min	1.000000	18.000000	15.000000	1.000000
25%	50.750000	28.750000	41.500000	34.750000
50%	100.500000	36.000000	61.500000	50.000000
75%	150.250000	49.000000	78.000000	73.000000
max	200.000000	70.000000	137.000000	99.000000

In [4]:
```
# datatype info
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 200 entries, 0 to 199
Data columns (total 5 columns):
 #   Column                  Non-Null Count  Dtype 
---  ------                  --------------  ----- 
 0   CustomerID              200 non-null    int64 
 1   Gender                  200 non-null    object
 2   Age                     200 non-null    int64 
 3   Annual Income (k$)      200 non-null    int64 
 4   Spending Score (1-100)  200 non-null    int64 
dtypes: int64(4), object(1)
memory usage: 7.9+ KB
```

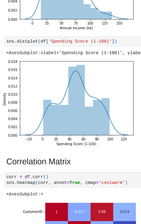
Exploratory Data Analysis

In [5]:
```
sns.countplot(df['Gender'])
```

Out[5]:
```
<AxesSubplot:xlabel='Gender', ylabel='count'>
```

In [6]:
```
sns.distplot(df['Age'])
```

Out[6]:
```
<AxesSubplot:xlabel='Age', ylabel='Density'>
```



In [7]:
```
sns.distplot(df['Annual Income (k$)'])
```

Out[7]:
```
<AxesSubplot:xlabel='Annual Income (k$)', ylabel='Density'>
```

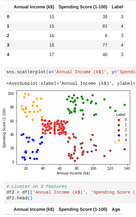
In [8]:
```
sns.distplot(df['Spending Score (1-100)'])
```

Out[8]:
```
<AxesSubplot:xlabel='Spending Score (1-100)', ylabel='Density'>
```

Correlation Matrix

In [9]:
```
corr = df.corr()
sns.heatmap(corr, annot=True, cmap='coolwarm')
```

Out[9]:
```
<AxesSubplot:>
```



Clustering

In [10]:
```
df.head()
```

Out[10]:

	CustomerID	Gender	Age	Annual Income (k$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40

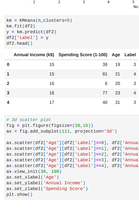
In [11]:
```
# cluster on 2 Features
df1 = df[['Annual Income (k$)', 'Spending Score (1-100)']]
df1.head()
```

Out[11]:

	Annual Income (k$)	Spending Score (1-100)
0	15	39
1	15	81
2	16	6
3	16	77
4	17	40

In [12]:
```
# scatter plot
sns.scatterplot(df1['Annual Income (k$)'], df1['Spending Score (1-100)'])
```

Out[12]:
```
<AxesSubplot:xlabel='Annual Income (k$)', ylabel='Spending Score (1-100)'>
```



In [13]:
```
from sklearn.cluster import KMeans
errors = []
for i in range(1, 11):
    km = KMeans(n_clusters=i)
    km.fit(df1)
    errors.append(km.inertia_)
```

In [14]:
```
# plot the results for elbow method
plt.figure(figsize=(15,6))
plt.plot(range(1,11), errors)
plt.scatter(range(1,11), errors, linewidth=3, color='red', marker='8')
plt.xlabel('No. of clusters')
plt.ylabel('WCSS')
plt.xticks(np.arange(1,11,1))
plt.show()
```


In [15]:
```
km = KMeans(n_clusters=5)
km.fit(df1)
y = km.predict(df1)
df1["Label"] = y
df1.head()
```

Out[15]:

	Annual Income (k$)	Spending Score (1-100)	Label
0	15	39	3
1	15	81	4
2	16	6	3
3	16	77	4
4	17	40	3

In [16]:
```
sns.scatterplot(x='Annual Income (k$)', y='Spending Score (1-100)', data=df1, hue='Label', s=50, palette=['red', 'green', 'brown', 'blue', 'orange'])
```

Out[16]:
```
<AxesSubplot:xlabel='Annual Income (k$)', ylabel='Spending Score (1-100)'>
```


In [17]:
```
# cluster on 3 Features
df2 = df[['Annual Income (k$)', 'Spending Score (1-100)', 'Age']]
df2.head()
```

Out[17]:

	Annual Income (k$)	Spending Score (1-100)	Age
0	15	39	19
1	15	81	21
2	16	6	20
3	16	77	23
4	17	40	31

In [18]:
```
errors = []
for i in range(1, 11):
    kmeans = KMeans(n_clusters=i)
    kmeans.fit(df2)
    errors.append(kmeans.inertia_)
```

In [19]:
```
# plot the results for elbow method
plt.figure(figsize=(15,6))
plt.plot(range(1,11), errors)
plt.scatter(range(1,11), errors, linewidth=3, color='red', marker='8')
plt.xlabel('No. of clusters')
plt.ylabel('WCSS')
plt.xticks(np.arange(1,11,1))
plt.show()
```

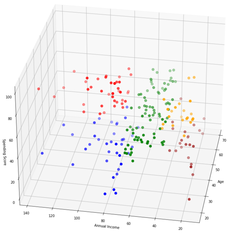

In [20]:
```
km = KMeans(n_clusters=5)
km.fit(df2)
y = km.predict(df2)
df2["Label"] = y
df2.head()
```

Out[20]:

	Annual Income (k$)	Spending Score (1-100)	Age	Label
0	15	39	19	3
1	15	81	21	4
2	16	6	20	3
3	16	77	23	4
4	17	40	31	3

In [21]:
```
# 3d scatter plot
fig = plt.figure(figsize=(20,15))
ax = fig.add_subplot(111, projection='3d')

ax.scatter(df2[df2.Label == 0].iloc[:, 0], df2['Annual Income (k$)'][df2['Label']==0], df2['Spending Score (1-100)'][df2['Label']==0], c='red', s=60)
ax.scatter(df2[df2.Label == 1].iloc[:, 0], df2['Annual Income (k$)'][df2['Label']==1], df2['Spending Score (1-100)'][df2['Label']==1], c='green', s=60)
ax.scatter(df2[df2.Label == 2].iloc[:, 0], df2['Annual Income (k$)'][df2['Label']==2], df2['Spending Score (1-100)'][df2['Label']==2], c='blue', s=60)
ax.scatter(df2[df2.Label == 3].iloc[:, 0], df2['Annual Income (k$)'][df2['Label']==3], df2['Spending Score (1-100)'][df2['Label']==3], c='brown', s=60)
ax.scatter(df2[df2.Label == 4].iloc[:, 0], df2['Annual Income (k$)'][df2['Label']==4], df2['Spending Score (1-100)'][df2['Label']==4], c='orange', s=60)
ax.view_init(30, 190)
ax.set_xlabel('Age')
ax.set_ylabel('Annual Income')
ax.set_zlabel('Spending Score')
plt.show()
```



In [ ]: