PROJECT-5

The transactions made by a UK-based,

registered, non-store online retailer between December 1, 2010, and December 9, 2011, are all included in the transnational data set known as online retail. The company primarily offers oneof-a-kind gifts for every occasion. The company has a large number of wholesalers as clients.Company ObjectiveUsing the global online retail dataset, we will design a clustering model and select the ideal group of clients for the business to target.

In [2]:
```
import pandas as pd
from matplotlib import pyplot as plt
%matplotlib inline
```

In [4]:
```
df=pd.read_csv(r"C:\Users\user\Downloads\onlineretail.csv")
df
```

Out[4]:

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Coun
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	01-12-2010 08:26	2.55	17850.0	Uni Kingd
1	536365	71053	WHITE METAL LANTERN	6	01-12-2010 08:26	3.39	17850.0	Uni Kingd
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	01-12-2010 08:26	2.75	17850.0	Uni Kingd
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	01-12-2010 08:26	3.39	17850.0	Uni Kingd
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	01-12-2010 08:26	3.39	17850.0	Uni Kingd
...	...	...	...	...	...	...	...	
541904	581587	22613	PACK OF 20 SPACEBOY NAPKINS	12	09-12-2011 12:50	0.85	12680.0	Frar
541905	581587	22899	CHILDREN'S APRON DOLLY GIRL	6	09-12-2011 12:50	2.10	12680.0	Frar
541906	581587	23254	CHILDRENS CUTLERY DOLLY GIRL	4	09-12-2011 12:50	4.15	12680.0	Frar
541907	581587	23255	CHILDRENS CUTLERY CIRCUS PARADE	4	09-12-2011 12:50	4.15	12680.0	Frar
541908	581587	22138	BAKING SET 9 PIECE RETROSPOT	3	09-12-2011 12:50	4.95	12680.0	Frar

541909 rows × 8 columns

In [5]:
```
df.head()
```

Out[5]:

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	01-12-2010 08:26	2.55	17850.0	United Kingdom
1	536365	71053	WHITE METAL LANTERN	6	01-12-2010 08:26	3.39	17850.0	United Kingdom
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	01-12-2010 08:26	2.75	17850.0	United Kingdom
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	01-12-2010 08:26	3.39	17850.0	United Kingdom
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	01-12-2010 08:26	3.39	17850.0	United Kingdom

In [6]:
```
df.tail()
```

Out[6]:

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Coun
541904	581587	22613	PACK OF 20 SPACEBOY NAPKINS	12	09-12-2011 12:50	0.85	12680.0	Fran
541905	581587	22899	CHILDREN'S APRON DOLLY GIRL	6	09-12-2011 12:50	2.10	12680.0	Fran
541906	581587	23254	CHILDRENS CUTLERY DOLLY GIRL	4	09-12-2011 12:50	4.15	12680.0	Fran
541907	581587	23255	CHILDRENS CUTLERY CIRCUS PARADE	4	09-12-2011 12:50	4.15	12680.0	Fran
541908	581587	22138	BAKING SET 9 PIECE RETROSPOT	3	09-12-2011 12:50	4.95	12680.0	Fran

In [7]:
```
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 541909 entries, 0 to 541908
Data columns (total 8 columns):
 #   Column       Non-Null Count   Dtype  
---  ------       --------------   -----  
 0   InvoiceNo    541909 non-null  object 
 1   StockCode    541909 non-null  object 
 2   Description  540455 non-null  object 
 3   Quantity     541909 non-null  int64  
 4   InvoiceDate  541909 non-null  object 
 5   UnitPrice    541909 non-null  float64
 6   CustomerID   406829 non-null  float64
 7   Country      541909 non-null  object 
dtypes: float64(2), int64(1), object(5)
memory usage: 33.1+ MB
```

In [8]:
```
df.describe()
```

Out[8]:

	Quantity	UnitPrice	CustomerID
count	541909.000000	541909.000000	406829.000000
mean	9.552250	4.611114	15287.690570
std	218.081158	96.759853	1713.600303
min	-80995.000000	-11062.060000	12346.000000
25%	1.000000	1.250000	13953.000000
50%	3.000000	2.080000	15152.000000
75%	10.000000	4.130000	16791.000000
max	80995.000000	38970.000000	18287.000000

In [9]:
```
df['CustomerID'].value_counts()
```

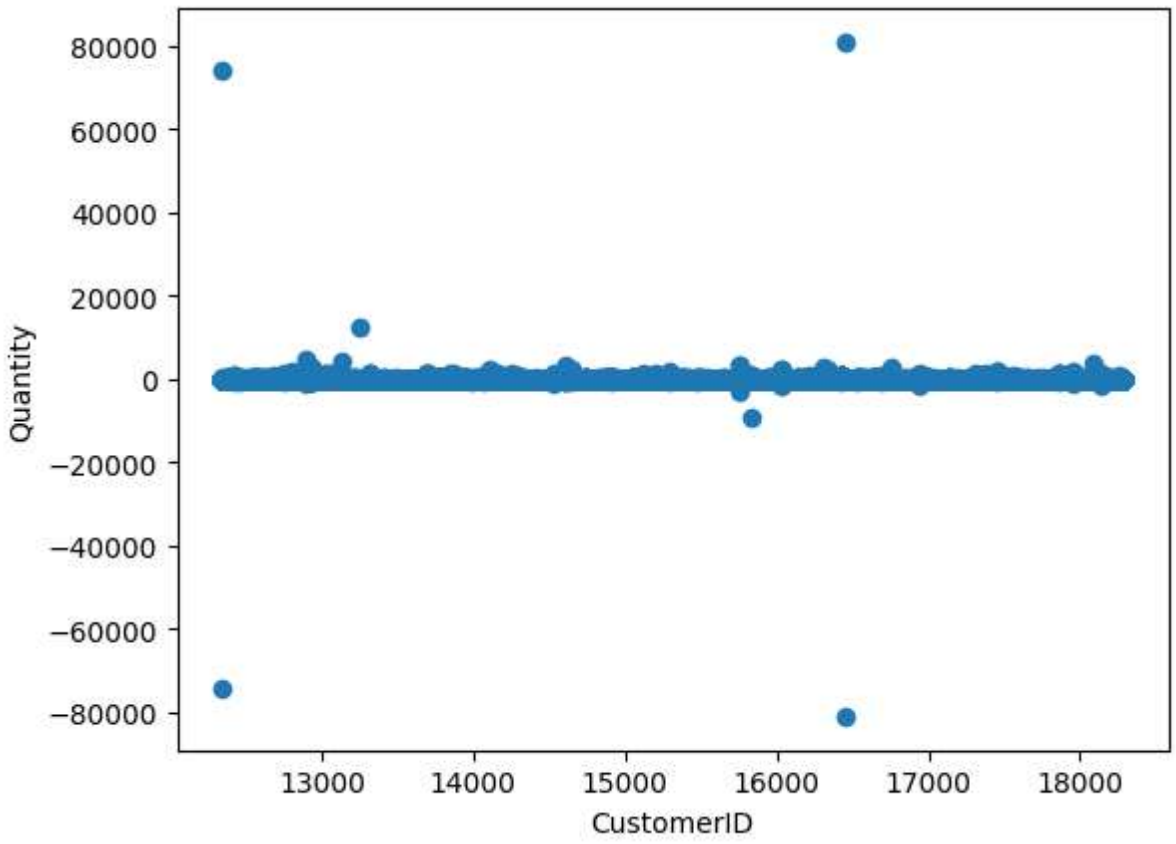
Out[9]:
```
CustomerID
17841.0    7983
14911.0    5903
14096.0    5128
12748.0    4642
14606.0    2782
           ...
15070.0       1
15753.0       1
17065.0       1
16881.0       1
16995.0       1
Name: count, Length: 4372, dtype: int64
```

In [10]:
```
df['Quantity'].value_counts()
```

Out[10]:
```
Quantity
 1         148227
 2          81829
 12         61063
 6          40868
 4          38484
            ...
-472            1
-161            1
-1206           1
-272            1
-80995          1
Name: count, Length: 722, dtype: int64
```

In [11]:
```
plt.scatter(df["CustomerID"],df["Quantity"])
plt.xlabel("CustomerID")
plt.ylabel("Quantity")
```

Out[11]:
```
Text(0, 0.5, 'Quantity')
```



In [12]:
```
df.fillna(method='ffill',inplace=True)
```

In [13]:
```
df.isnull().sum()
```

Out[13]:
```
InvoiceNo      0
StockCode      0
Description    0
Quantity       0
InvoiceDate    0
UnitPrice      0
CustomerID     0
Country        0
dtype: int64
```

In [14]:
```
from sklearn.cluster import KMeans
km=KMeans()
km
```

Out[14]:
```
KMeans()
```

In [15]:
```
y_predicted=km.fit_predict(df[["CustomerID","Quantity"]])
y_predicted
```

```
C:\Users\user\AppData\Local\Programs\Python\Python311\Lib\site-packages\sklea
rn\cluster\_kmeans.py:870: FutureWarning: The default value of `n_init` will
change from 10 to 'auto' in 1.4. Set the value of `n_init` explicitly to supp
ress the warning
  warnings.warn(
```

Out[15]:
```
array([2, 2, 2, ..., 5, 5, 5])
```

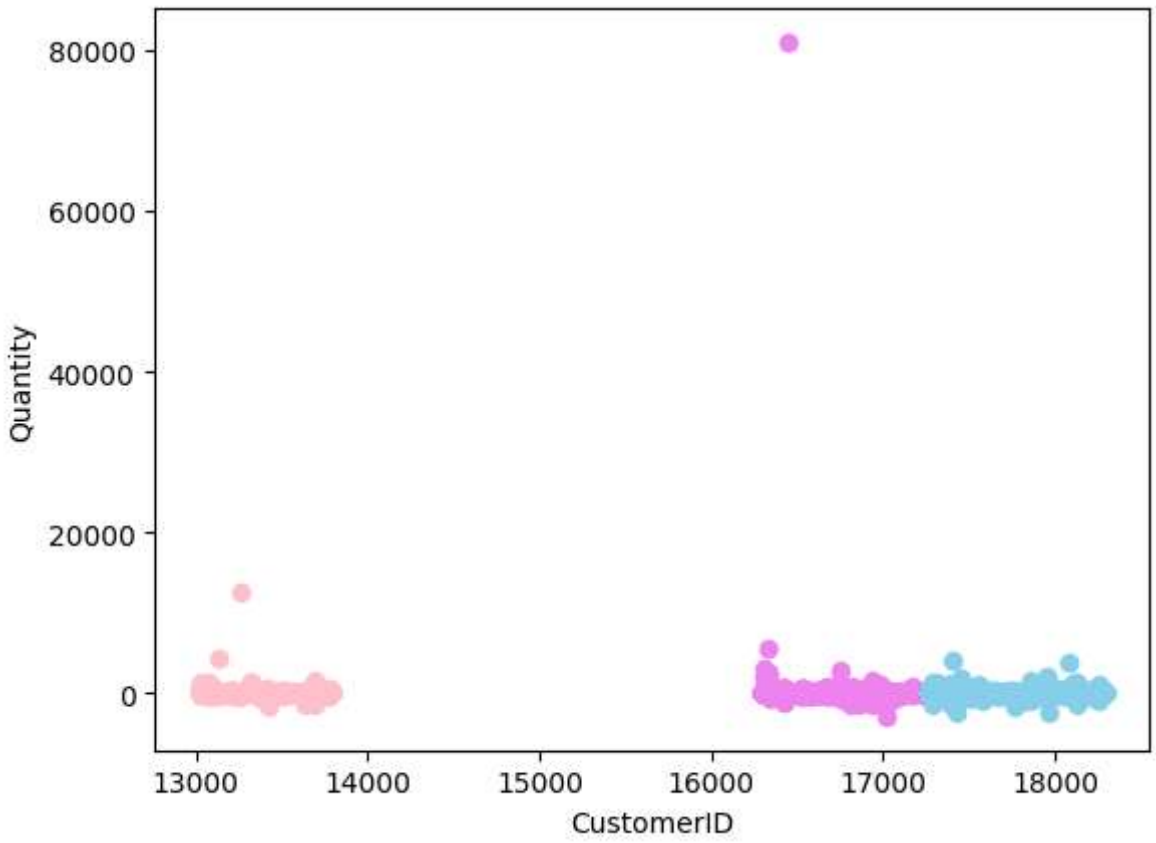
In [16]:
```
df["cluster"]=y_predicted
df.head()
```

Out[16]:

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country	clu
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	01-12-2010 08:26	2.55	17850.0	United Kingdom	
1	536365	71053	WHITE METAL LANTERN	6	01-12-2010 08:26	3.39	17850.0	United Kingdom	
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	01-12-2010 08:26	2.75	17850.0	United Kingdom	
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	01-12-2010 08:26	3.39	17850.0	United Kingdom	
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	01-12-2010 08:26	3.39	17850.0	United Kingdom	

In [17]:
```
df1=df[df.cluster==0]
df2=df[df.cluster==1]
df3=df[df.cluster==2]
plt.scatter(df1["CustomerID"],df1["Quantity"],color="violet")
plt.scatter(df2["CustomerID"],df2["Quantity"],color="pink")
plt.scatter(df3["CustomerID"],df3["Quantity"],color="skyblue")
plt.xlabel("CustomerID")
plt.ylabel("Quantity")
```

Out[17]:
```
Text(0, 0.5, 'Quantity')
```



In [18]:
```
from sklearn.preprocessing import MinMaxScaler
scaler=MinMaxScaler()
scaler.fit(df[["Quantity"]])
df["Quantity"]=scaler.transform(df[["Quantity"]])
df.head()
```

Out[18]:

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country	cl
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	0.500037	01-12-2010 08:26	2.55	17850.0	United Kingdom	
1	536365	71053	WHITE METAL LANTERN	0.500037	01-12-2010 08:26	3.39	17850.0	United Kingdom	
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	0.500049	01-12-2010 08:26	2.75	17850.0	United Kingdom	
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	0.500037	01-12-2010 08:26	3.39	17850.0	United Kingdom	
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	0.500037	01-12-2010 08:26	3.39	17850.0	United Kingdom	

In [20]:
```
scaler.fit(df[["CustomerID"]])
df["CustomerID"]=scaler.transform(df[["CustomerID"]])
df.head()
```

Out[20]:

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country	cl
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	0.500037	01-12-2010 08:26	2.55	0.926443	United Kingdom	
1	536365	71053	WHITE METAL LANTERN	0.500037	01-12-2010 08:26	3.39	0.926443	United Kingdom	
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	0.500049	01-12-2010 08:26	2.75	0.926443	United Kingdom	
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	0.500037	01-12-2010 08:26	3.39	0.926443	United Kingdom	
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	0.500037	01-12-2010 08:26	3.39	0.926443	United Kingdom	

K-MEANS CLUSTURING

In [21]:
```
km=KMeans()
```

In [22]:
```
y_predicted=km.fit_predict(df[["CustomerID","Quantity"]])
y_predicted
```

```
C:\Users\user\AppData\Local\Programs\Python\Python311\Lib\site-packages\sklea
rn\cluster\_kmeans.py:870: FutureWarning: The default value of `n_init` will
change from 10 to 'auto' in 1.4. Set the value of `n_init` explicitly to supp
ress the warning
  warnings.warn(
```

Out[22]:
```
array([7, 7, 7, ..., 6, 6, 6])
```

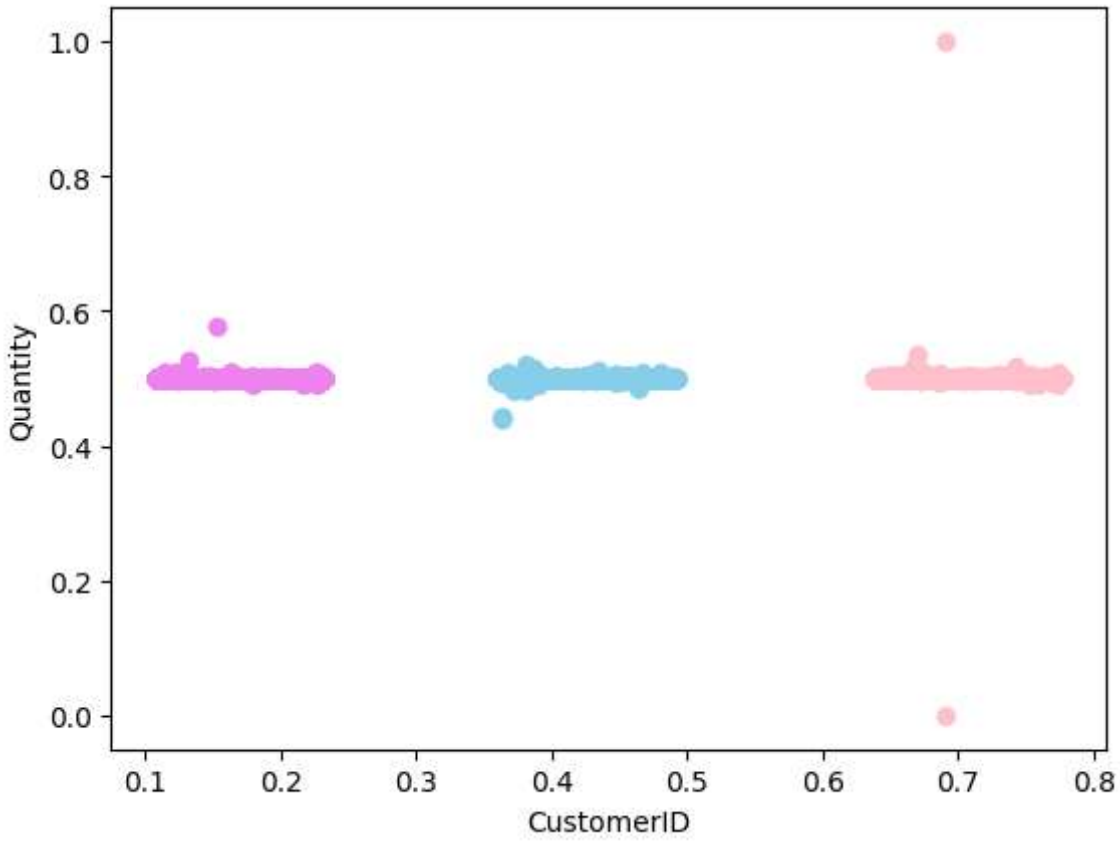
In [23]:
```
df["New Cluster"]=y_predicted
df.head()
```

Out[23]:

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country	cl
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	0.500037	01-12-2010 08:26	2.55	0.926443	United Kingdom	
1	536365	71053	WHITE METAL LANTERN	0.500037	01-12-2010 08:26	3.39	0.926443	United Kingdom	
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	0.500049	01-12-2010 08:26	2.75	0.926443	United Kingdom	
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	0.500037	01-12-2010 08:26	3.39	0.926443	United Kingdom	
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	0.500037	01-12-2010 08:26	3.39	0.926443	United Kingdom	

In [24]:
```
df1=df[df["New Cluster"]==0]
df2=df[df["New Cluster"]==1]
df3=df[df["New Cluster"]==2]
plt.scatter(df1["CustomerID"],df1["Quantity"],color="violet")
plt.scatter(df2["CustomerID"],df2["Quantity"],color="pink")
plt.scatter(df3["CustomerID"],df3["Quantity"],color="skyblue")
plt.xlabel("CustomerID")
plt.ylabel("Quantity")
```

Out[24]:
```
Text(0, 0.5, 'Quantity')
```



In [25]:
```
km.cluster_centers_
```

Out[25]:
```
array([[0.16526878, 0.50006071],
       [0.71519482, 0.50005359],
       [0.42140152, 0.50006068],
       [0.8368849 , 0.50006402],
       [0.56274126, 0.50005395],
       [0.29841382, 0.50006077],
       [0.05138668, 0.50006691],
       [0.93897265, 0.50005203]])
```

In [27]:
```
k_rng=range(1,10)
sse=[]
```

For the given dataset we use K-means

Clustering and done the grouping based on the given data.In the above dataset we will take customer id and quantity based on that we make the clusters. When the K-value is low error rate is more and the K-value is high error rate is very high. So,finally we can Conclude the above dataset is bestfit for K-Means

In [ ]: