In [1]:

```
import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
from sklearn.model_selection import train_test_split
from sklearn.linear_model import LinearRegression
from sklearn.linear_model import Ridge, RidgeCV, Lasso
from sklearn.preprocessing import StandardScaler
```

In [2]:

```
df=pd.read_csv(r"C:\Users\Welcome\Downloads\Advertising.csv")
df
```

Out[2]:

	TV	Radio	Newspaper	Sales
0	230.1	37.8	69.2	22.1
1	44.5	39.3	45.1	10.4
2	17.2	45.9	69.3	12.0
3	151.5	41.3	58.5	16.5
4	180.8	10.8	58.4	17.9
...	...	...	...	...
195	38.2	3.7	13.8	7.6
196	94.2	4.9	8.1	14.0
197	177.0	9.3	6.4	14.8
198	283.6	42.0	66.2	25.5
199	232.1	8.6	8.7	18.4

200 rows × 4 columns

In [3]:

```
df.head()
```

Out[3]:

	TV	Radio	Newspaper	Sales
0	230.1	37.8	69.2	22.1
1	44.5	39.3	45.1	10.4
2	17.2	45.9	69.3	12.0
3	151.5	41.3	58.5	16.5
4	180.8	10.8	58.4	17.9

In [4]:

```
df.tail()
```

Out[4]:

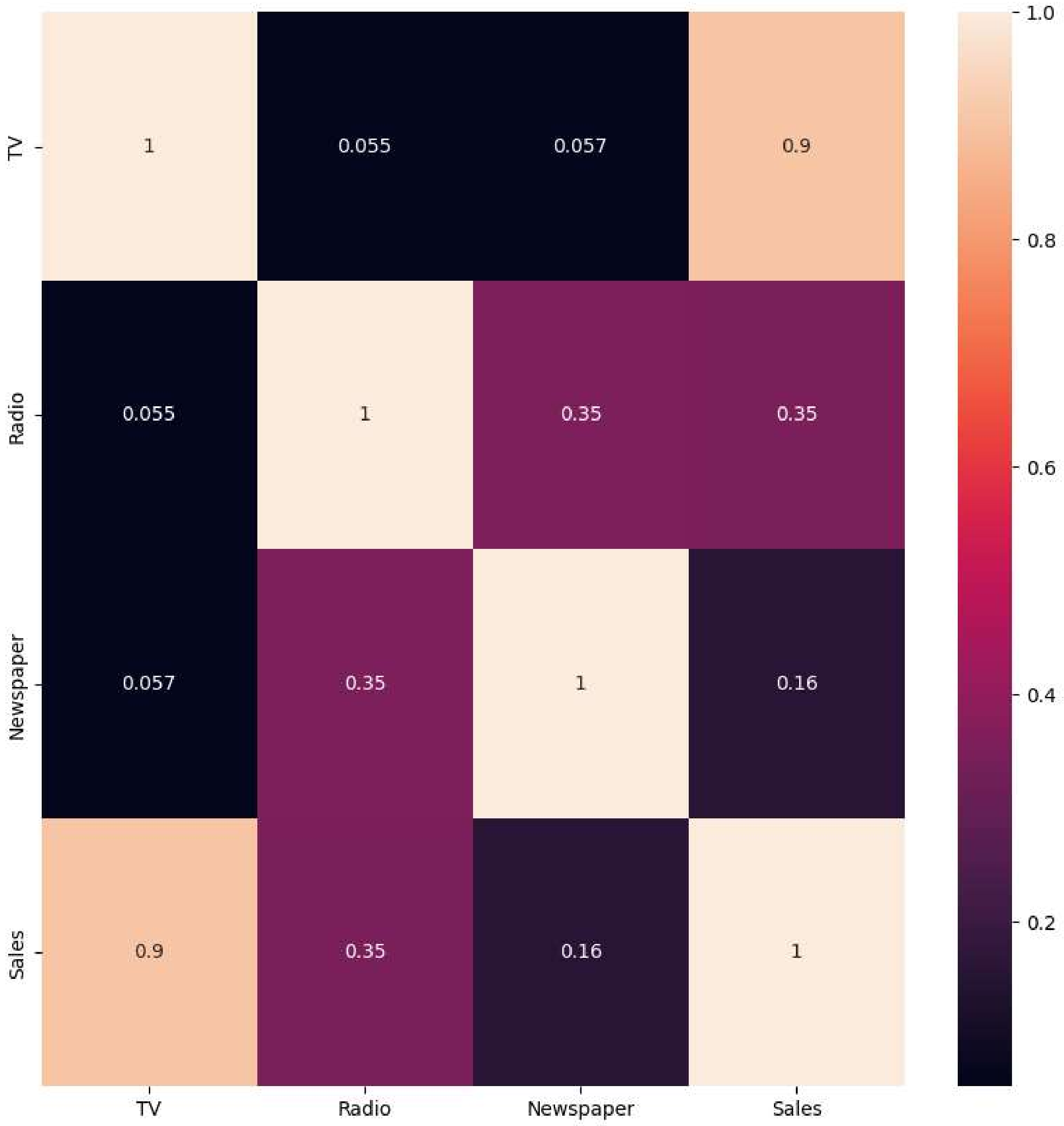
	TV	Radio	Newspaper	Sales
195	38.2	3.7	13.8	7.6
196	94.2	4.9	8.1	14.0
197	177.0	9.3	6.4	14.8
198	283.6	42.0	66.2	25.5
199	232.1	8.6	8.7	18.4

In [5]:

```
plt.figure(figsize = (10, 10))
sns.heatmap(df.corr(), annot = True)
```

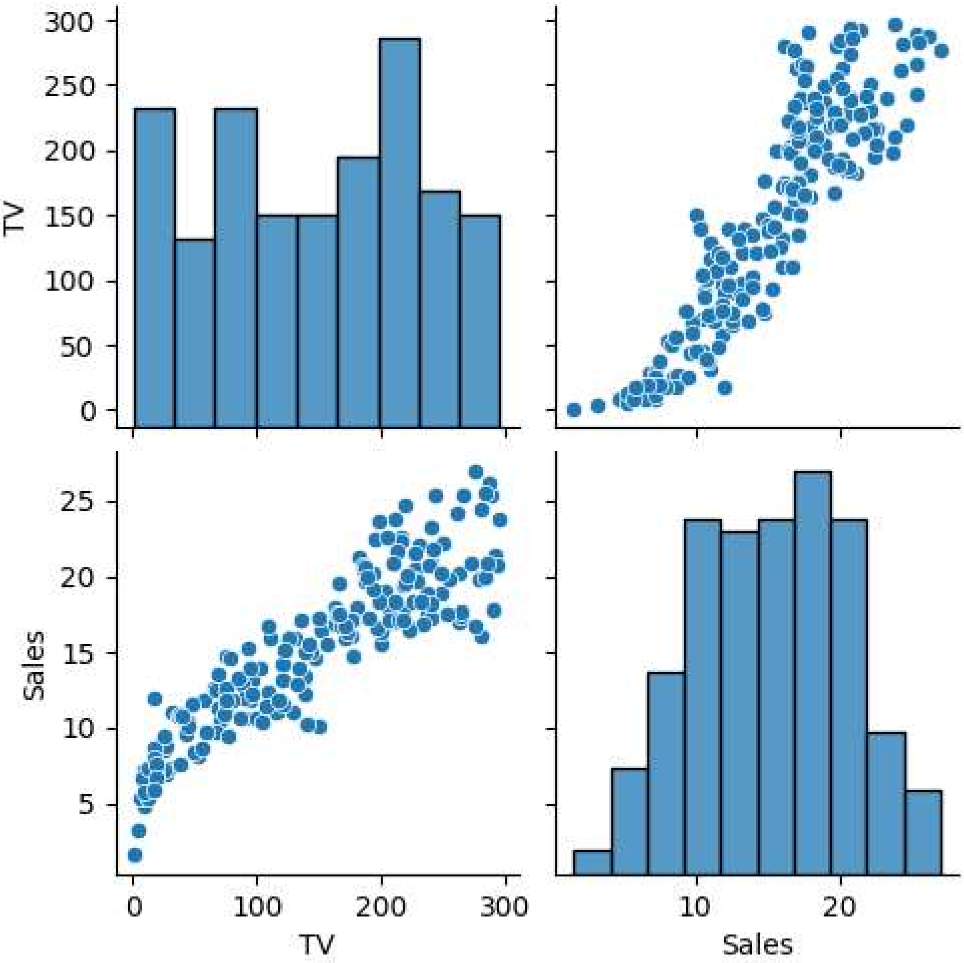
Out[5]:

```
<Axes: >
```



In [6]:

```python
df.drop(columns = ["Radio", "Newspaper"], inplace = True)
#pairplot
sns.pairplot(df)
df.Sales = np.log(df.Sales)
```



In [7]:

```python
features = df.columns[0:2]
target = df.columns[-1]
#X and y values
X = df[features].values
y = df[target].values
#splot
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.3, r
print("The dimension of X_train is {}".format(X_train.shape))
print("The dimension of X_test is {}".format(X_test.shape))
#Scale features
scaler = StandardScaler()
X_train = scaler.fit_transform(X_train)
X_test = scaler.transform(X_test)
```

```
The dimension of X_train is (140, 2)
The dimension of X_test is (60, 2)
```

In [8]:

```python
lr = LinearRegression()
#Fit model
lr.fit(X_train, y_train)
#predict
#prediction = lr.predict(X_test)
#actual
actual = y_test
train_score_lr = lr.score(X_train, y_train)
test_score_lr = lr.score(X_test, y_test)
print("\nLinear Regression Model:\n")
print("The train score for lr model is {}".format(train_score_lr))
print("The test score for lr model is {}".format(test_score_lr))

```

```

Linear Regression Model:

The train score for lr model is 1.0
The test score for lr model is 1.0
```

In [9]:

```python
ridgeReg = Ridge(alpha=10)
ridgeReg.fit(X_train,y_train)
#train and test scorefor ridge regression
train_score_ridge = ridgeReg.score(X_train, y_train)
test_score_ridge = ridgeReg.score(X_test, y_test)
print("\nRidge Model:\n")
print("The train score for ridge model is {}".format(train_score_ridge))
print("The test score for ridge model is {}".format(test_score_ridge))
```

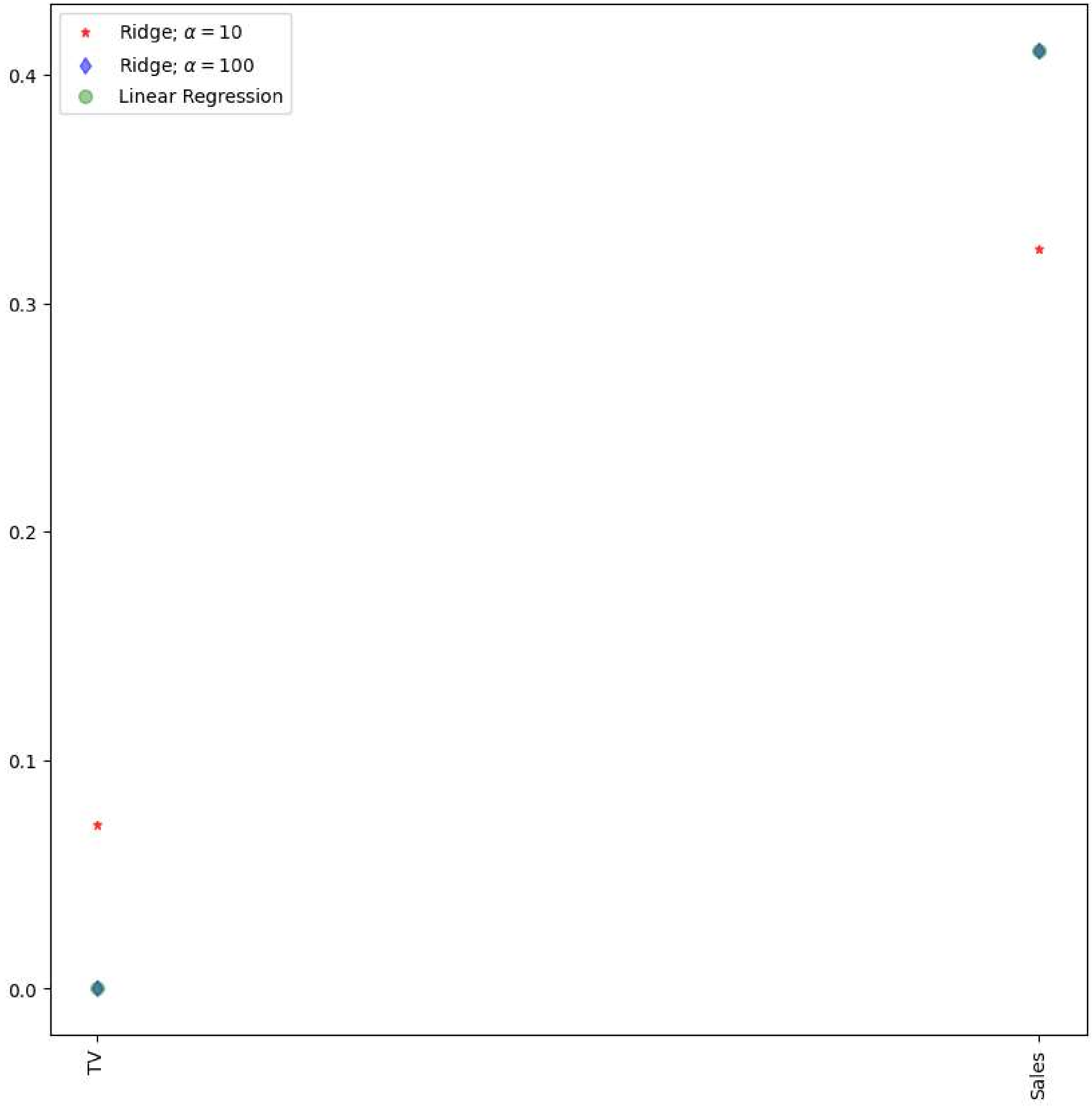
```

Ridge Model:

The train score for ridge model is 0.990287139194161
The test score for ridge model is 0.9844266285141221
```

In [10]:

```
plt.figure(figsize = (10, 10))
plt.plot(features,ridgeReg.coef_,alpha=0.7,linestyle='none',marker='*',mar
plt.plot(lr.coef_,alpha=0.5,linestyle='none',marker='d',markersize=6,color
plt.plot(features,lr.coef_,alpha=0.4,linestyle='none',marker='o',markersiz
plt.xticks(rotation = 90)
plt.legend()
plt.show()
```



In [11]:

```
print("\nLasso Model: \n")
lasso = Lasso(alpha = 10)
lasso.fit(X_train,y_train)
train_score_ls =lasso.score(X_train,y_train)
test_score_ls =lasso.score(X_test,y_test)
print("The train score for ls model is {}".format(train_score_ls))
print("The test score for ls model is {}".format(test_score_ls))
```

```

Lasso Model: 

The train score for ls model is 0.0
The test score for ls model is -0.0042092253233847465
```

In [12]:

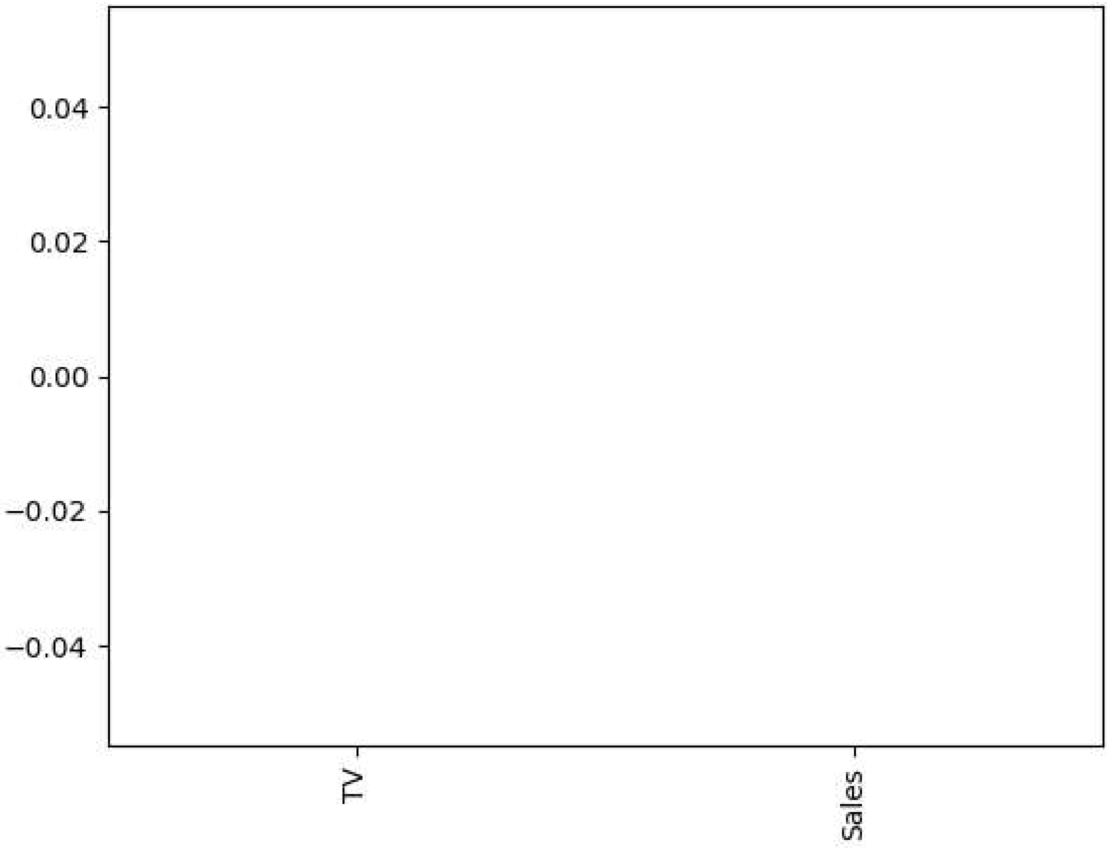
```

pd.Series(lasso.coef_, features).sort_values(ascending = True).plot(kind =

```

Out[12]:

```
<Axes: >
```



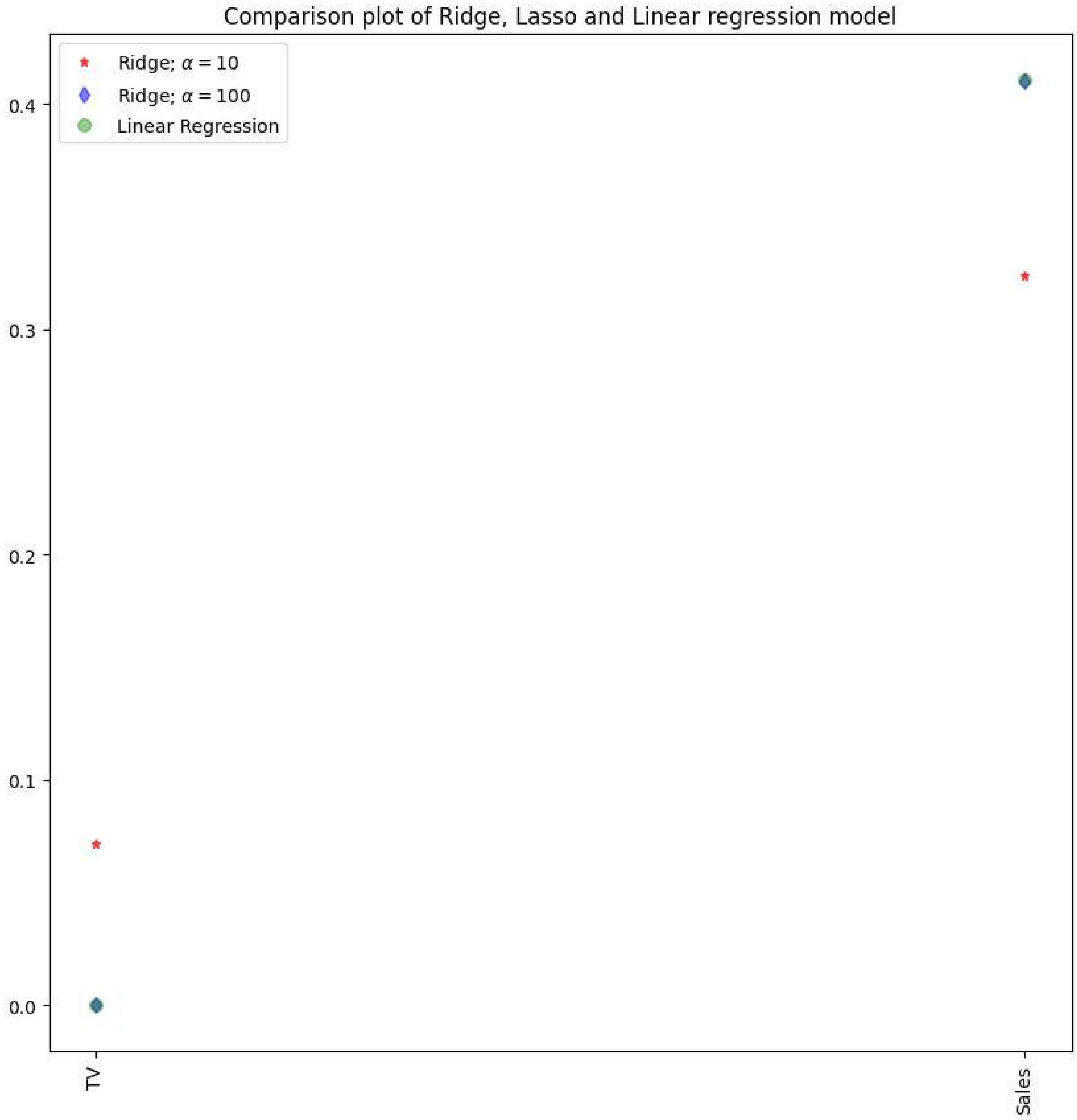
In [13]:

```
#Using the linear CV model
from sklearn.linear_model import LassoCV
#Lasso Cross validation
lasso_cv = LassoCV(alphas = [0.0001, 0.001,0.01, 0.1, 1, 10], random_state
#score
print(lasso_cv.score(X_train, y_train))
print(lasso_cv.score(X_test, y_test))
```

```
0.9999999343798134
0.9999999152638072
```

In [14]:

```
#plot size
plt.figure(figsize = (10, 10))
#add plot for ridge regression
plt.plot(features,ridgeReg.coef_,alpha=0.7,linestyle='none',marker='*',mar
#add plot for lasso regression
plt.plot(lasso_cv.coef_,alpha=0.5,linestyle='none',marker='d',markersize=6
#add plot for linear model
plt.plot(features,lr.coef_,alpha=0.4,linestyle='none',marker='o',markersiz
#rotate axis
plt.xticks(rotation = 90)
plt.legend()
plt.title("Comparison plot of Ridge, Lasso and Linear regression model")
plt.show()
```



In [15]:

```
#Using the linear CV model
from sklearn.linear_model import RidgeCV
#Ridge Cross validation
ridge_cv = RidgeCV(alphas = [0.0001, 0.001,0.01, 0.1, 1, 10]).fit(X_train,
#score
print("The train score for ridge model is {}".format(ridge_cv.score(X_trai
print("The train score for ridge model is {}".format(ridge_cv.score(X_test
```

```
The train score for ridge model is 0.999999999997627
The train score for ridge model is 0.9999999999962467
```

Elastic Net

In [16]:

```
from sklearn.linear_model import ElasticNet
regr=ElasticNet()
regr.fit(X,y)
print(regr.coef_)
print(regr.intercept_)

```

```
[0.00417976 0.        ]
2.026383919311004
```

In [17]:

```
y_pred_elastic=regr.predict(X_train)
mean_squared_error=np.mean((y_pred_elastic-y_train)**2)
print("Mean squared error on test set",mean_squared_error)
```

```
Mean squared error on test set 0.5538818050142158
```

In [ ]:

```

```

In [ ]:

```

```