

Business problem: - A cloth manufacturing company is interested to know about the different attributes contributing to high sales. Build a decision tree & random forest model with Sales as target variable (first convert it into categorical variable).

About data: -

We have been given data of companies sales ,price , income and age.

Analysis with Python: -

importing required libraries

```
import pandas as pd
```

```
import numpy as np
```

```
import matplotlib.pyplot as plt
```

```
import seaborn as sns
```

```
#loading data set
```

```
company=pd.read_csv("D:/DataScience/Class/assignment working/DC/Company_Data.csv")
```

checking descreption

```
company.describe()
```

```
In [461]: company.describe()
```

```
Out[461]:
```

	Sales	CompPrice	Income	...	Price	Age	Education
count	400.000000	400.000000	400.000000	...	400.000000	400.000000	400.000000
mean	7.496325	124.975000	68.657500	...	115.795000	53.322500	13.900000
std	2.824115	15.334512	27.986037	...	23.676664	16.200297	2.620528
min	0.000000	77.000000	21.000000	...	24.000000	25.000000	10.000000
25%	5.390000	115.000000	42.750000	...	100.000000	39.750000	12.000000
50%	7.490000	125.000000	69.000000	...	117.000000	54.500000	14.000000
75%	9.320000	135.000000	91.000000	...	131.000000	66.000000	16.000000
max	16.270000	175.000000	120.000000	...	191.000000	80.000000	18.000000

```
[8 rows x 8 columns]
```

checking missing data

```
company.isna().sum()
```

```
Out[463]:  
Sales          0  
CompPrice      0  
Income         0  
Advertising    0  
Population     0  
Price          0  
ShelveLoc      0  
Age            0  
Education      0  
Urban          0  
US             0  
dtype: int64
```

labeling categorical data

```
from sklearn.preprocessing import LabelEncoder
```

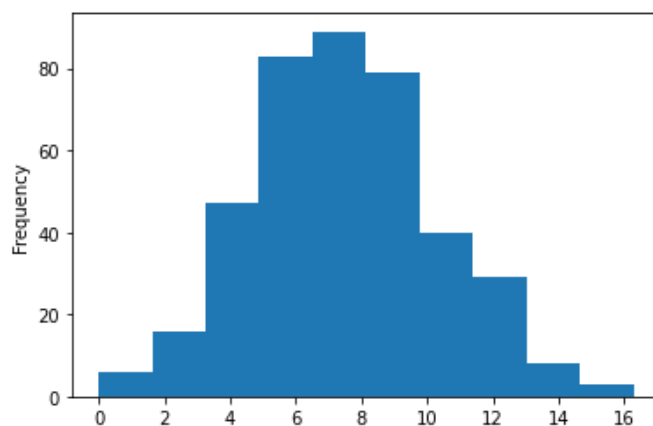
```
lb=LabelEncoder()
```

```
company["ShelveLoc"]=lb.fit_transform(company["ShelveLoc"])
```

```
company=pd.get_dummies(company,columns=["Urban","US"],drop_first=True)
```

categorizing sales

```
company["Sales"].plot(kind="hist")
```



#as the data is in symmetry ,creating two categories

```
company["Sales"]=pd.cut(company["Sales"],bins=2,labels=("low","high"))
```

seperating target and predictors

```
target=company.Sales.map({"low":0,"high":1})
```

```
predictors=company.drop("Sales",axis=1)
```

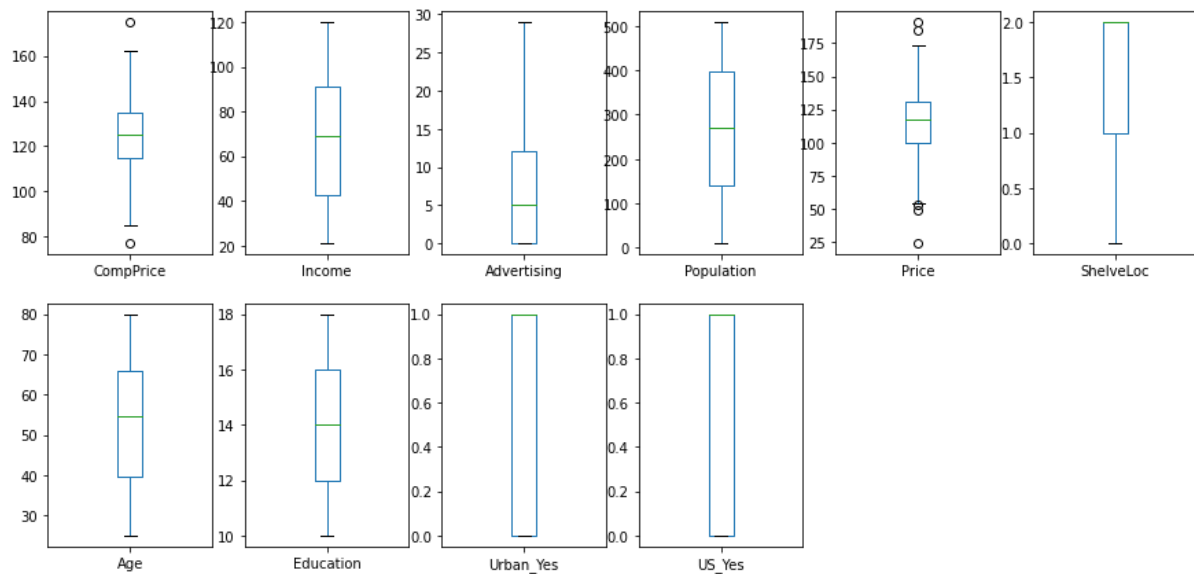
```
target.value_counts()
```

```
In [474]: target.value_counts()  
Out[474]:  
0    241  
1    159  
Name: Sales, dtype: int64
```

checking outliers

```
predictors.plot(figsize=(15,15),kind="box",subplots=True,layout=(4,6))
```

```
plt.show()
```



normalizing data

writing custom function to normalize data

```
def norm(x):  
    z=(x-x.min())/(x.max()-x.min())  
    return z  
predictor=norm(predictors)
```

splitting data into train and test

```
from sklearn.model_selection import train_test_split , GridSearchCV
```

```
x_train, x_test ,y_train , y_test =train_test_split(predictor,target,random_state=125,test_size=0.25)
```

importing decision tree classifier

```
from sklearn.tree import DecisionTreeClassifier  
from sklearn import tree
```

```
dt=DecisionTreeClassifier( min_samples_split=3,max_depth=5, random_state=125,ccp_alpha=0.06)  
dt.fit(x_train,y_train)  
clf=dt.fit(x_train,y_train)
```

```
np.mean(dt.predict(x_test)==y_test)  
np.mean(dt.predict(x_train)==y_train)  
  
np.mean(dt.predict(x_test)==y_test)  
0.6  
  
np.mean(dt.predict(x_train)==y_train)  
0.6033333333333334
```

```
plt.figure(figsize=(15,10))  
tree.plot_tree(clf,filled=True)  
plt.show()
```

```
from sklearn.metrics import r2_score, mean_squared_error

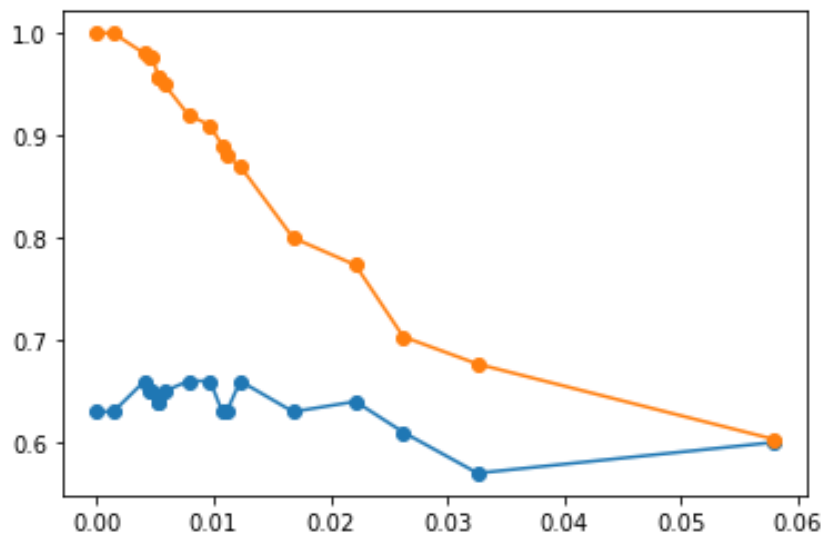
r2_score(y_test, dt.predict(x_test))
mean_squared_error(y_test, dt.predict(x_test))

path = clf.cost_complexity_pruning_path(x_train, y_train)
ccp_alphas, impurities = path.ccp_alphas, path.impurities
clfs = []

for ccp_alpha in ccp_alphas:
    clf = DecisionTreeClassifier(random_state=125, ccp_alpha=ccp_alpha)
    clf.fit(x_train, y_train)
    clfs.append(clf)

train_score = [clf.score(x_train, y_train) for clf in clfs]
test_score = [clf.score(x_test, y_test) for clf in clfs]

plt.figure()
plt.plot(ccp_alphas, test_score, marker="o")
plt.plot(ccp_alphas, train_score, marker='o')
plt.show()
```



grid search for DecisionTree classifier

```
base_learn=DecisionTreeClassifier()
```

```
parameter_grid={"max_features" : [2,3,4,5,6,7,8,9],"min_samples_split":[2,3,4,5,6]}
```

```
grid_search=GridSearchCV(base_learn,parameter_grid,scoring="accuracy" ,cv=5 ,n_jobs=-1  
,random_state=125)
```

```
grid_search.fit(x_train,y_train)
```

```
grid_search.best_params_
```

```
grid_search.best_params_  
{'max_features': 2, 'min_samples_split': 5}
```

Decision tree on best parameters from grid search

```
from sklearn.tree import DecisionTreeClassifier
```

```
dt=DecisionTreeClassifier(max_features= 4, min_samples_split=6,ccp_alpha=0.055)
```

```
dt.fit(x_train, y_train)
```

```
test_pred=dt.predict(x_test)
```

```
np.mean(y_test==test_pred)
```

```
np.mean(y_train==dt.predict(x_train))
```

```
np.mean(y_test==test_pred)
0.6
```

```
np.mean(y_train==dt.predict(x_train))
0.6033333333333334
```

Random forest

```
from sklearn.ensemble import RandomForestClassifier

rf_clf=RandomForestClassifier(n_estimators=250, n_jobs=-1,random_state=125)

param_grid = {"max_depth": [2,3,4,5,6,7], "min_samples_split" :
[2,3,4,5,6,7], "max_features": [2,3,4,5,6,7,8,9]}

g_search=GridSearchCV(rf_clf, param_grid,n_jobs=-1,cv=5,scoring="accuracy")

g_search.fit(x_train,y_train)
```

```
g_search.best_params_
```

```
g_search.best_params_
{'max_depth': 6, 'max_features': 3, 'min_samples_split': 4}
```

```
g_search.best_score_
```

```
g_search.best_score_
0.8266666666666668
```

random forest classification based on grid search results

```
rf_clf=RandomForestClassifier(n_estimators=400, n_jobs=-1,random_state=125,max_depth=5,
max_features=9 , min_samples_split=4,ccp_alpha=0.098)
```

```
rf_clf.fit(x_test,y_test)
```

#accuracy scores of testing and training

```
from sklearn.metrics import accuracy_score
```

```
accuracy_score(y_test, rf_clf.predict(x_test))
```

```
accuracy_score(y_train, rf_clf.predict(x_train))
```

```
accuracy_score(y_test, rf_clf.predict(x_test))
0.66
```

```
accuracy_score(y_train, rf_clf.predict(x_train))
0.6533333333333333
```

#random forest giving more accuracy

Summary and inference: -

- Random forest is performing better than the Decision Tree.
- Random forest giving more accuracy and improved performance.
- Though still its not good accuracy we might need to try another classifier technique.