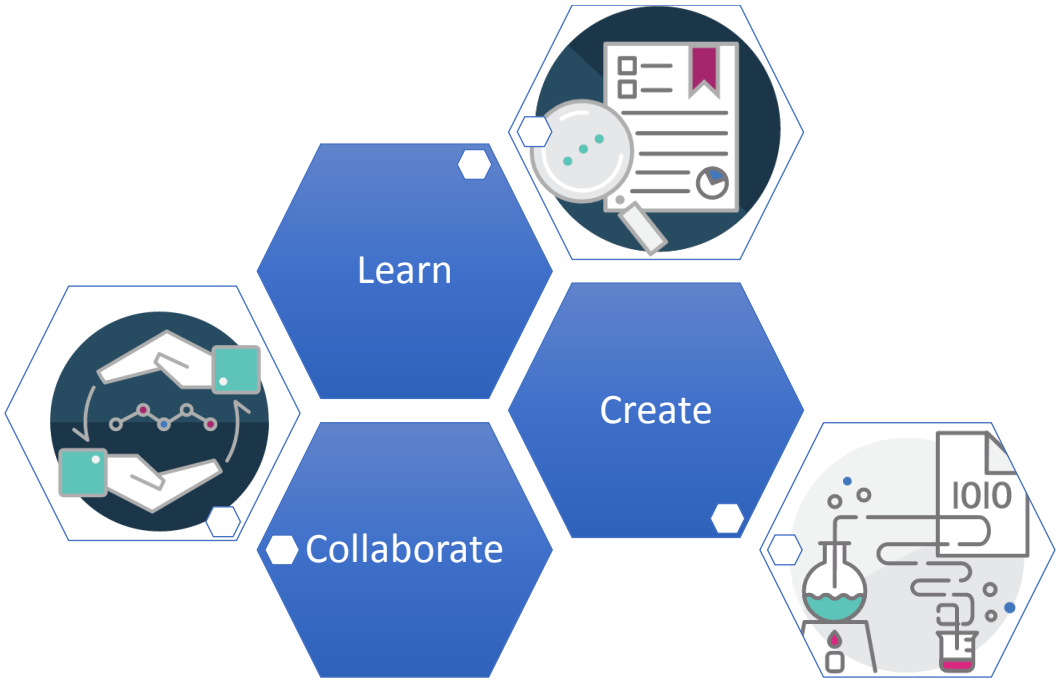
IBM Watson

Predicting Customer Churn

Watson Studio

Lab Guide



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Document Revision History

Rev #	File Name	Date
1.0	DSX Hands-on Workshop.docx	11/1/2017
1.1	Predicting Customer Churn with Watson Data Platform Lab.docx	1/21/2018
1.2	Predicting Customer Church with Watson Data Platform Lab_V2.docx	4/2/2018
1.3	Predicting Customer Churn with Watson Studio.docx	4/23/2018

Prepared & Revised by:
Louis Frolio – louis.frolio@ibm.com
Loren Murphy – lrmurphy@us.ibm.com

Table of Contents

Lab Environment Overview

Software and Tools

Software	Link
IBM Watson Studio	https://datascience.ibm.com
GitHub	https://github.com/team-wolfpack

Lesson 1: Watson Studio Signup & Home Page

Purpose:	This lab introduces IBM Watson Studio, its sign up and walk-through of the features and functions starting at the Home Page.

Tasks:	Tasks you will complete in this lab exercise include: • Create/Sign-In to Watson Studio Account • Engage Live Chat • Differentiate Four Types of Community Cards • Explore Personal Profile, Apps/Services, and Integrations

Lesson 1: Workflow Overview

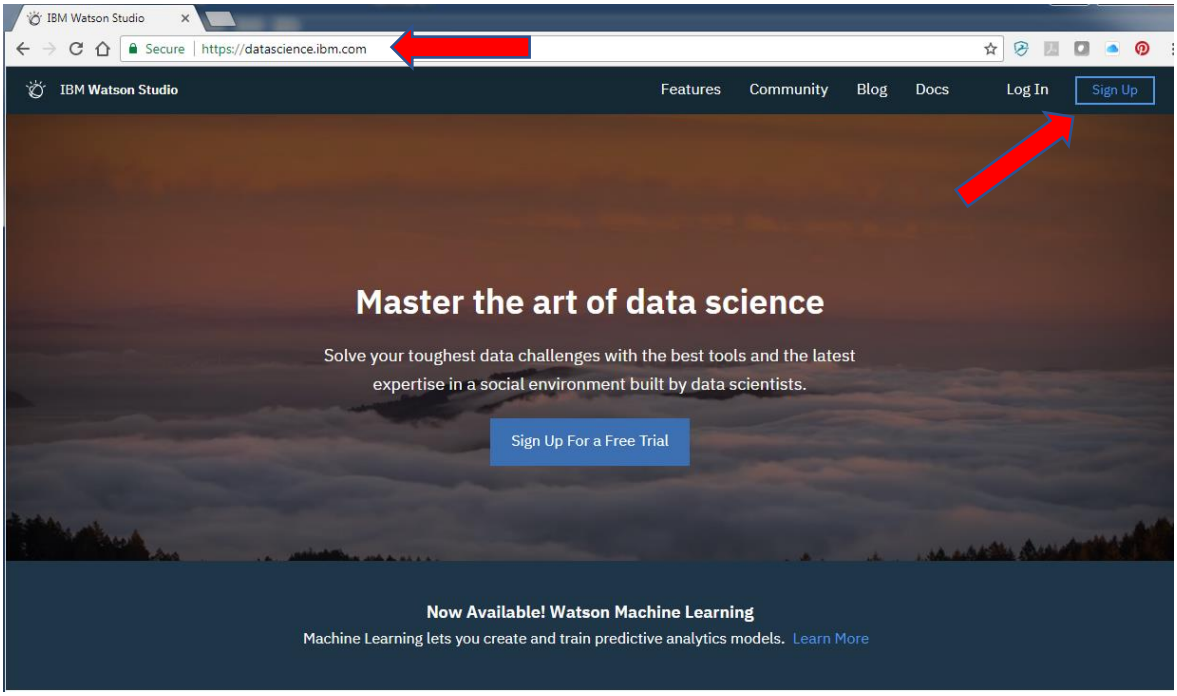
1. Create Account / Sign-In to Watson Studio
2. Live Chat
3. Community Cards
4. Profile Settings
5. Apps and Services

Lesson 1: Instructions

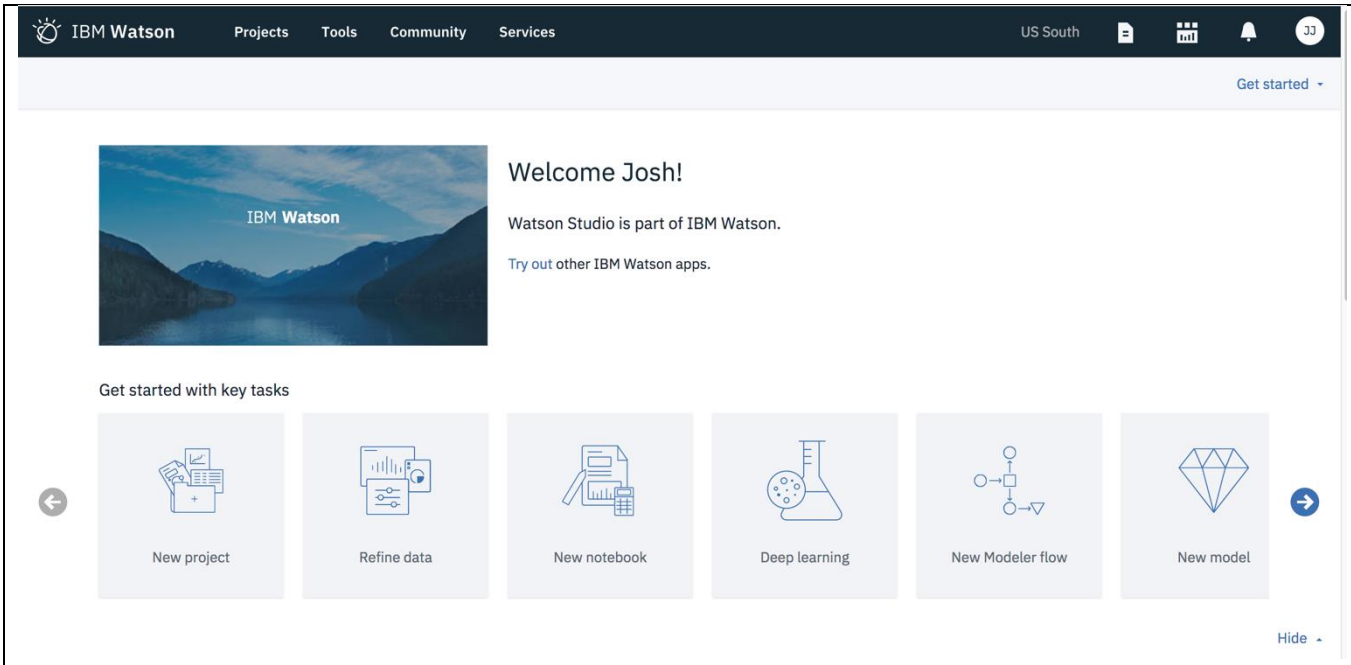
Action

1. **Create Account/Sign In to Watson Studio**

- Open web browser and navigate to: **https://datascience.ibm.com**



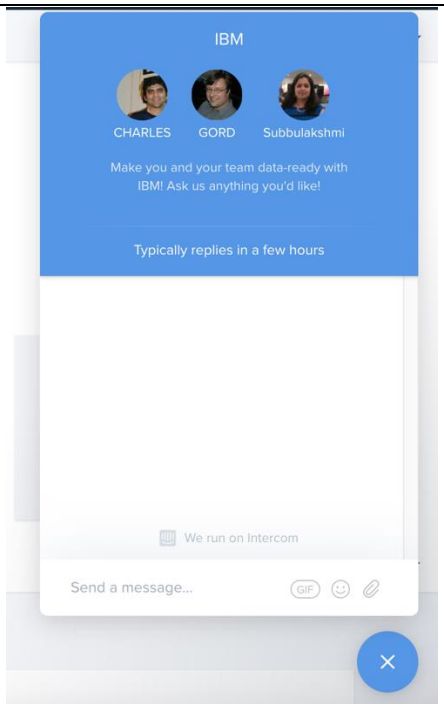
- Click on “Sign Up” and you will be prompted for several items of information. After a few moments of self-configuration, you will be brought to your new Home Page:



2. Live Chat

This is the home page of IBM Watson Studio. Here you have all the tools that you need in a single place to **Learn, Create, and Collaborate**.

- On the bottom right-hand corner, you will see a **Live Chat** feature. Click on the **Chat** icon to launch Live Chat:

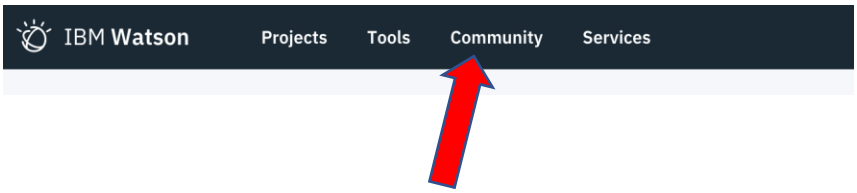


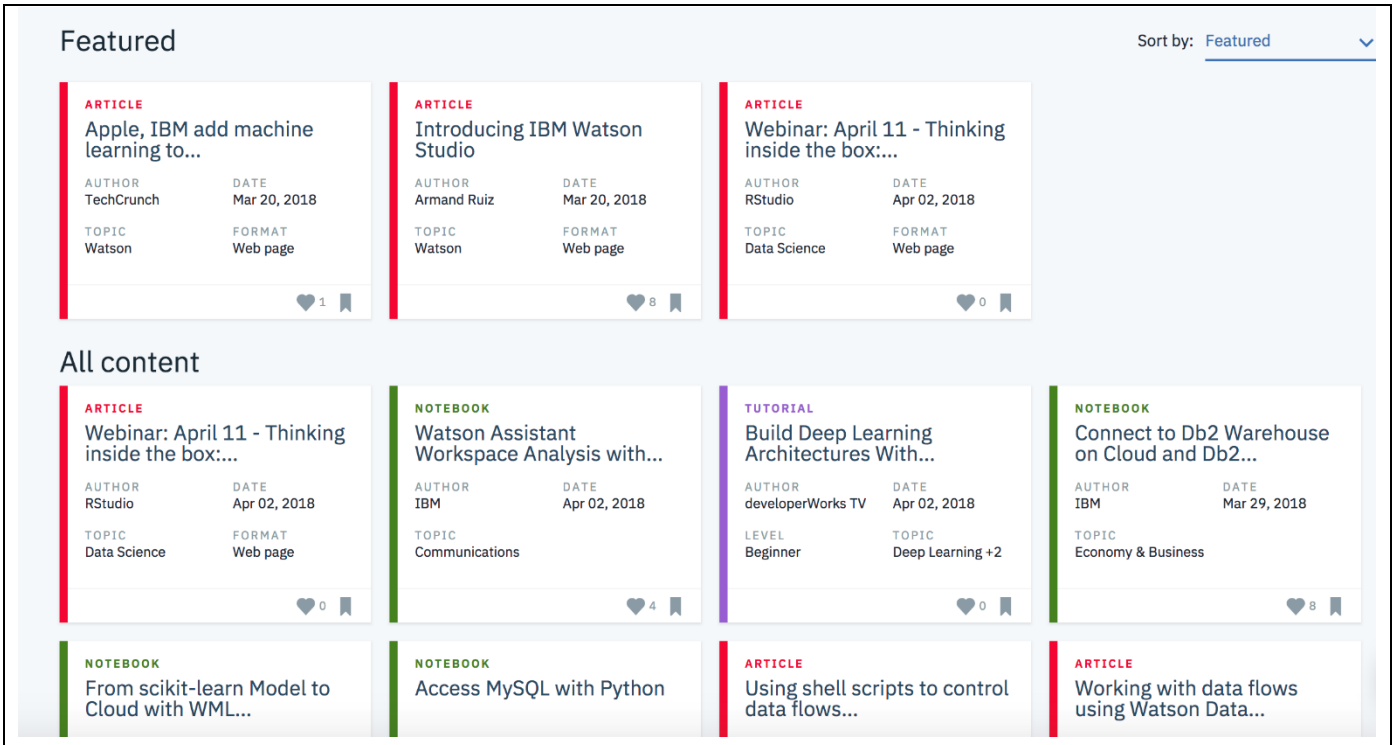
If you need assistance, start typing your message in the **Send a Message** box to connect with a live person. Through this Live Chat feature, you can also continue conversations the next time you log into Watson Studio.

We use feedback captured through **Live Chat** and the offerings instrumentation to guide our decisions in designing and developing **Watson Studio**.

3. Community Cards

At the top of the Home Page click on **Community**:

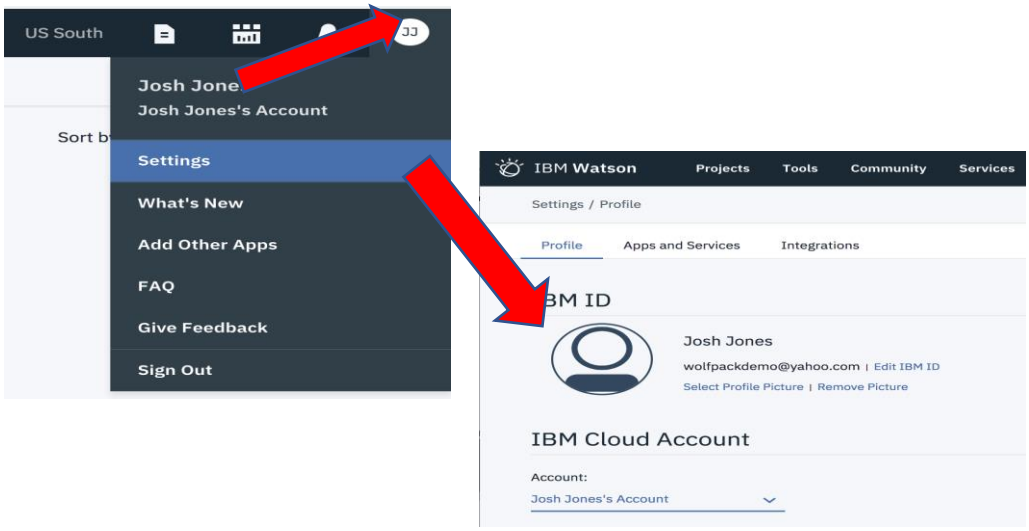




There are four types of cards – **Articles, Data Sets, Notebooks, and Tutorials**. These are designed to make it easier for you to learn about data science and experiment with its various tools and techniques.

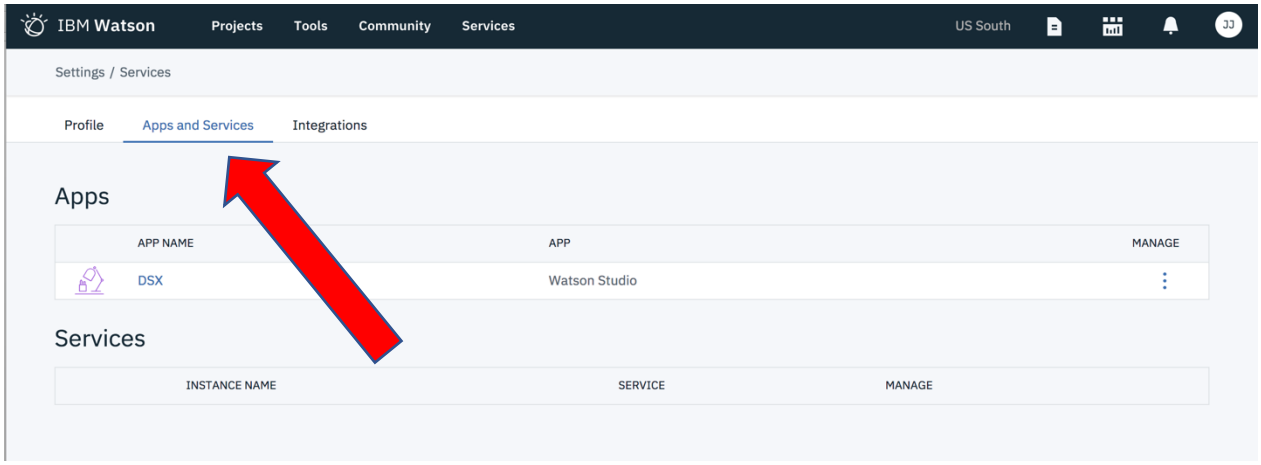
4. Profile Settings

- Click on **Settings** to look at your **Profile, Apps and Services, and Integrations**. This is where you see the details of your IBM Cloud Account:



5. Apps and Services

- Click on **Apps and Services** to view all your current IBM Cloud Apps and Services:



Above is the default for the brand-new account, there are no services or apps deployed other than Watson Studio.

Integrations is where you configure Watson Studio for GitHub integration.

End of Lesson 1

Lesson 2: Jupyter Notebook

Purpose:	This lesson introduces projects within Watson Studio, their purpose, value, and how they are used to support collaboration. Also, Jupyter notebooks are introduced and used as part of a customer churn analysis using Spark.

Tasks:	Tasks you will complete in this lab exercise include: • Create and Configure Watson Studio Project • Add Notebook Asset • Retrieve Data from External Repository • Predict Customer Churn using Machine Learning Techniques • Evaluate Model Performance

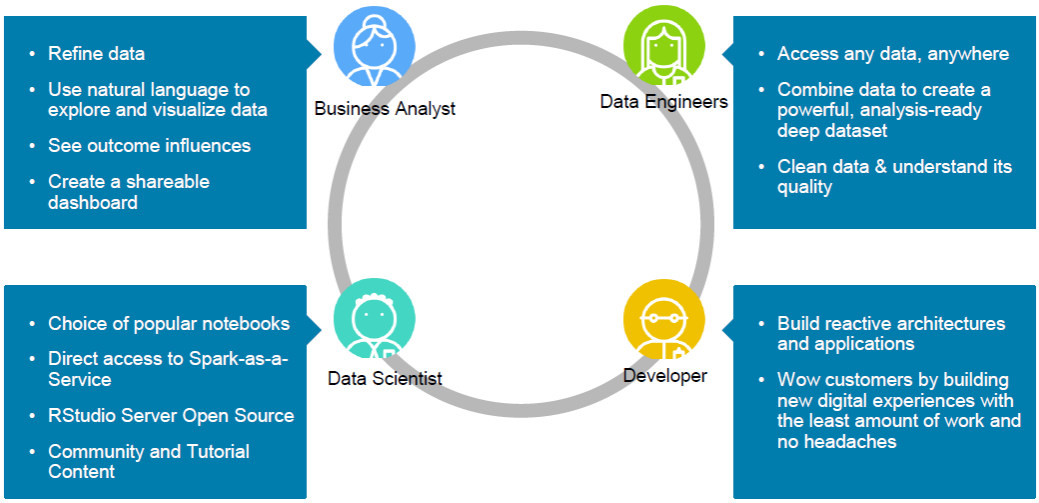
Lesson 2: Workflow Overview

1. Project Overview
2. Create New Project
3. Create Notebook
4. Load Data from Github Repo
5. Create Spark DataFrames
6. Rename Columns
7. Explore Data
8. Create Spark ML pipeline
9. Create Random Forests & Decision Tree Models
10. Evaluate & Invoke Models

Lesson 2: Instructions

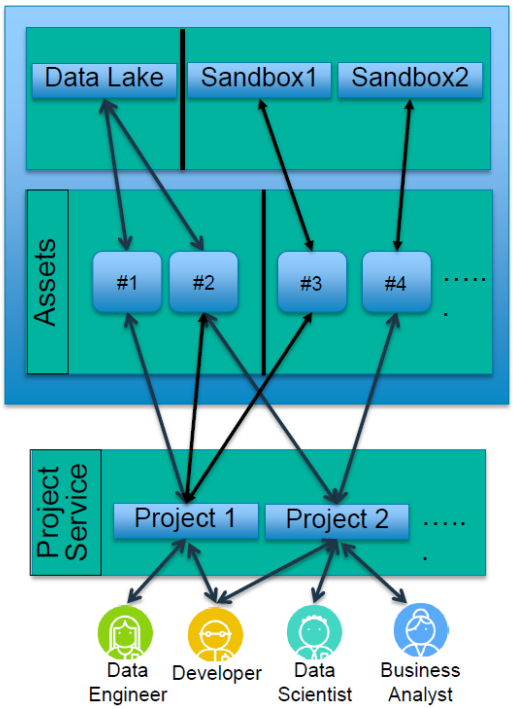
1. Project Overview

Data professionals need purpose-built, self-service communities that enable them to seamlessly collaborate across personas.



Projects make collaboration easier by:

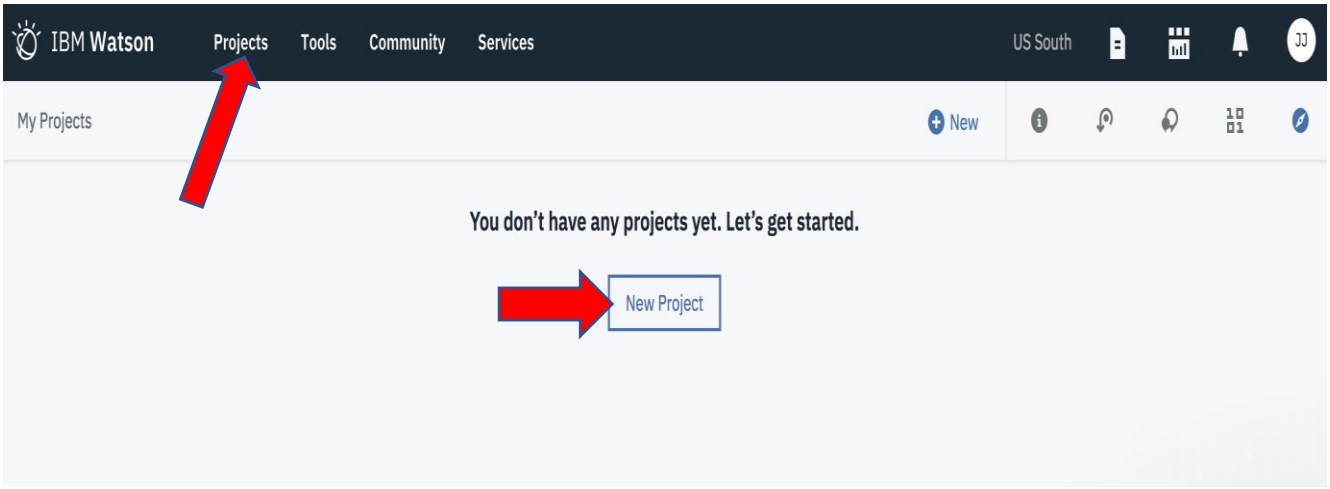
- Allowing different users and personas to share a set of assets
- Enabling users to collaborate and manage their notebooks, artifacts, plus more
- Providing three levels of rights: Viewers, Editors, and Admins



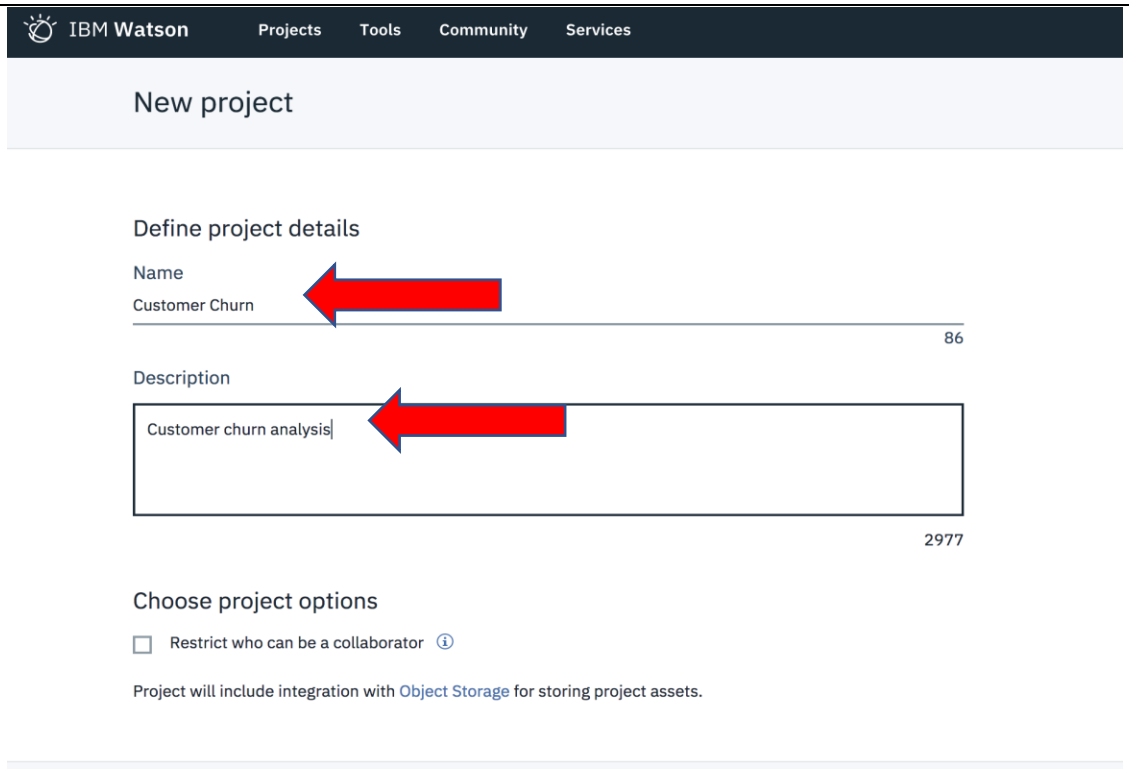
Action

2. Create New Project

- Navigate to **https://datascience.ibm.com**
- Login to Watson Studio
- On the top right side, click **Projects** and select **New Project**

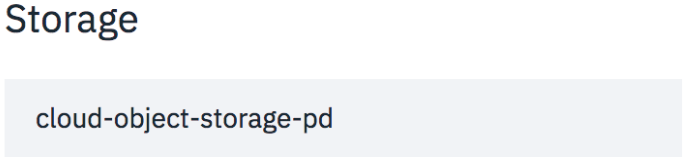


- Type the Project Name **Customer Churn,** add a meaningful description:

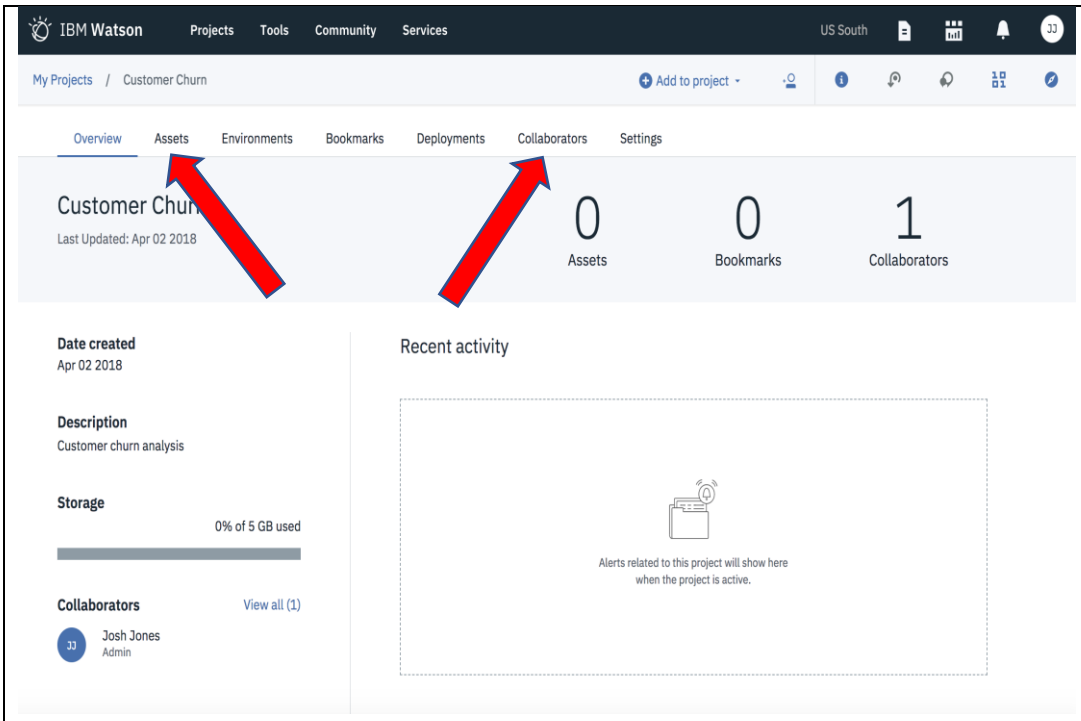


Define Storage:

- Click **Add**
- Choose **Lite** plan then **Create**
- Verify your options then **Confirm**
- **Refresh**



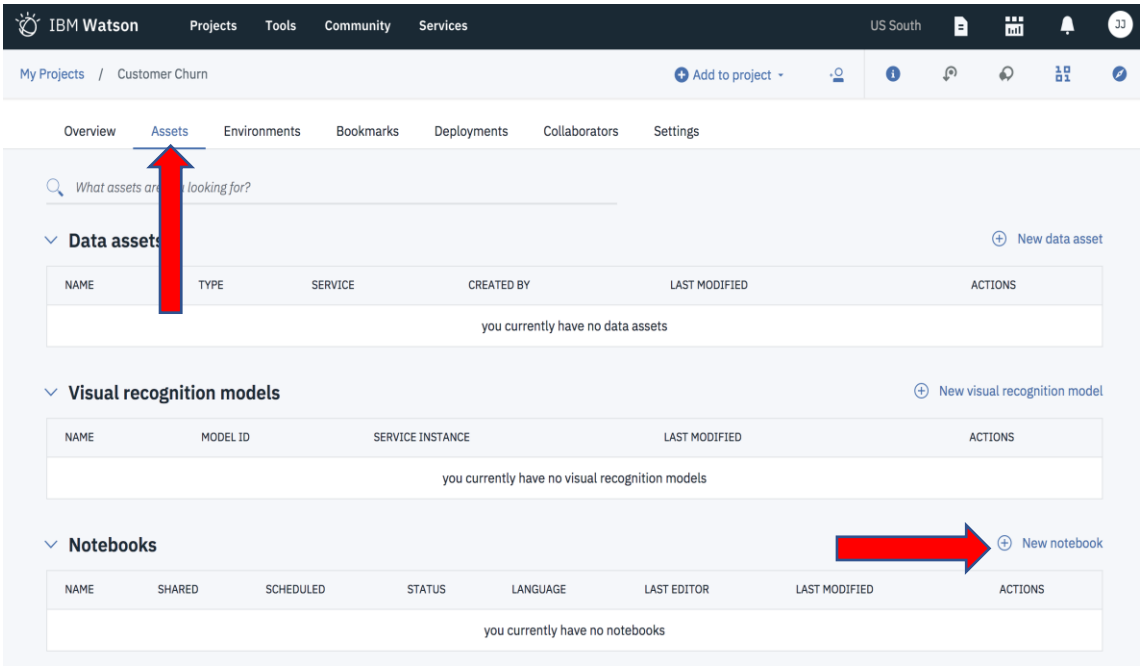
- Click **Create**



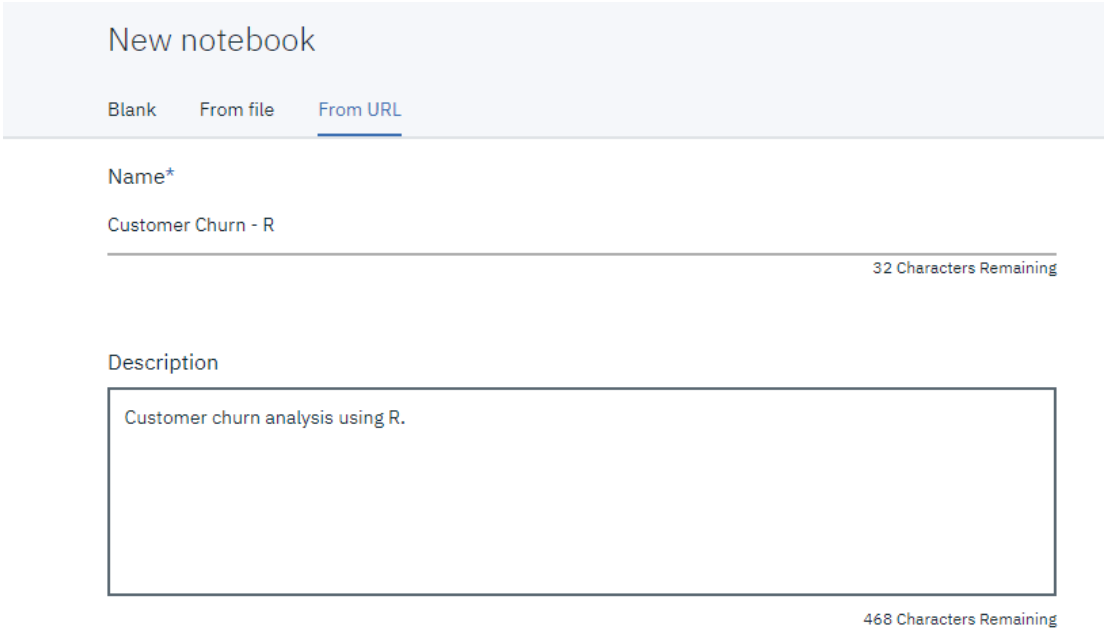
You now have a **Project** that is empty. You can use the tabs along the top to **add assets** to your project such as Connections, Notebooks, Data Assets, etc. You can also **add collaborators** to the Project.

3. Create Notebook

- Click **Assets,** then **New Notebook**



- Choose **From URL** from the tab, give the notebook a name and meaningful description:

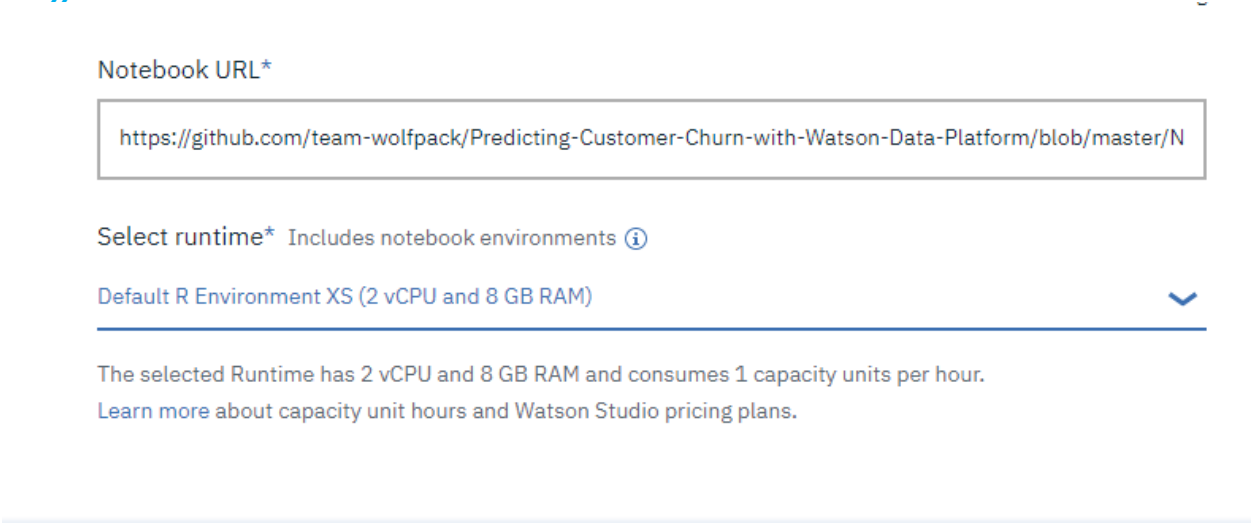


- In a separate browser window navigate to:
  Predicting Customer Churn with Watson Data Platform

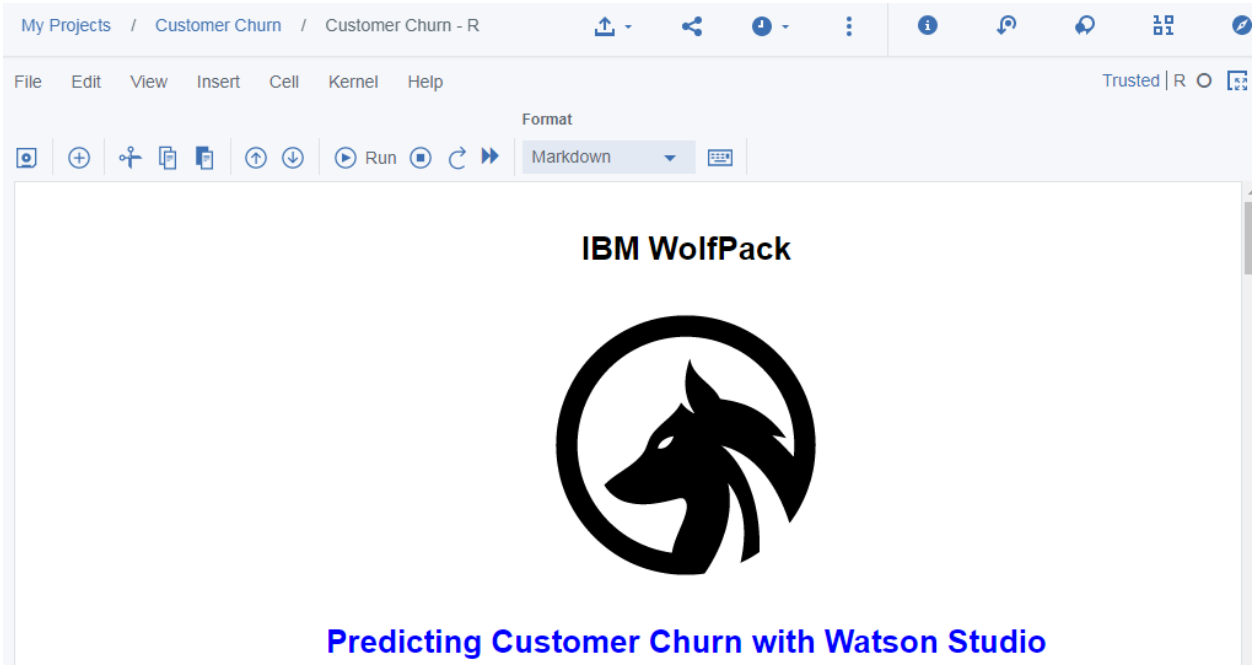
  (https://github.com/team-wolfpack/Predicting-Customer-Churn-with-Watson-Data-Platform)

- Click on Notebooks, right click on **Customer Churn-R.ipynb** then choose **Copy link address**. Go back to the **Watson Studio New Notebook** page.

Paste URL into **Notebook URL** text box. Select **Default R Environment XS (2 vCPU and 8GB RAM))** as the runtime. Then click **Create Notebook**:



You should now see:



Lesson 2 Continued in [Customer Churn – R] Notebook

Lesson 3: Machine Learning Flows

Purpose:	This lesson introduces Machine Learning Flows in Watson Studio. Flows provide a graphical approach to machine learning like that of SPSS Modeler.

Tasks:	Tasks you will complete in this lab exercise include: • Create Machine Learning Flow • Import Data • Leverage Flows' Palette to Orchestrate Customer Churn Machine Learning Pipeline • Evaluate Customer Churn Model

Lesson 3: Workflow Overview

1. Create Machine Learning Flow
2. Add Data Asset to Project
3. Add & Configure Type Object
4. Add & Configure Model Objects
5. Run Flow to Create Nuggets
6. Add & Configure Analysis Object - Measure Performance
7. Add Second Model Technique to Flow

Lesson 3: Instructions

Action

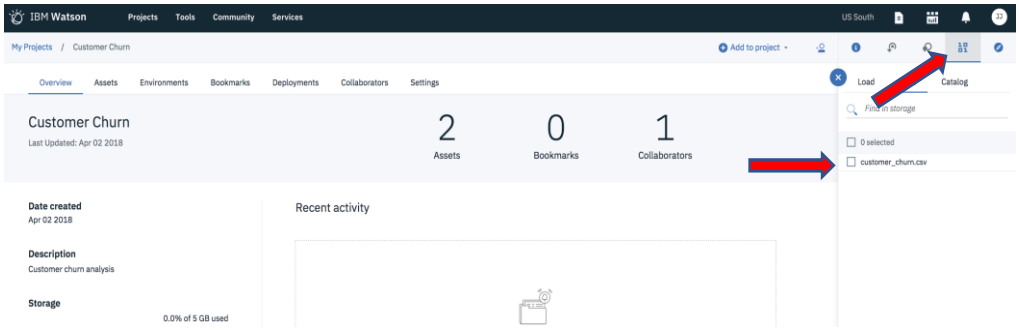
1. Load Data from Local File

- In a separate browser navigate to: Customer Churn Data:

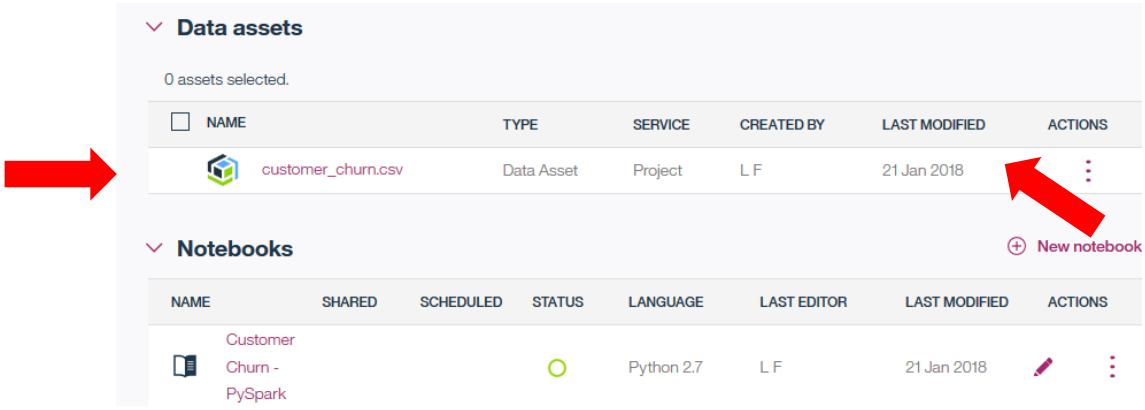
  https://github.com/team-wolfpack/Predicting-Customer-Churn-with-Watson-Data-Platform/tree/master/Data

- Download **customer_churn_data.csv** and save it to a folder on your computer.
- Go back to the Customer Churn project and then click on the **Data icon** at the top right of the screen:

A new panel will be presented with Files highlighted. Click on **Load**, navigate to the customer_churn.csv file and select it. You should now see that the file has been imported into the project under the **Files** tab



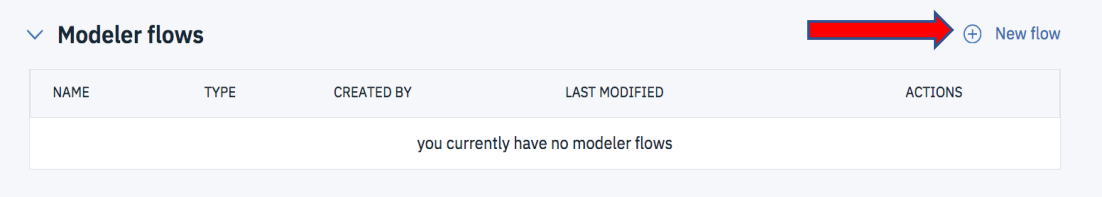
Navigate back to **Assets** and see the new "Data Asset":



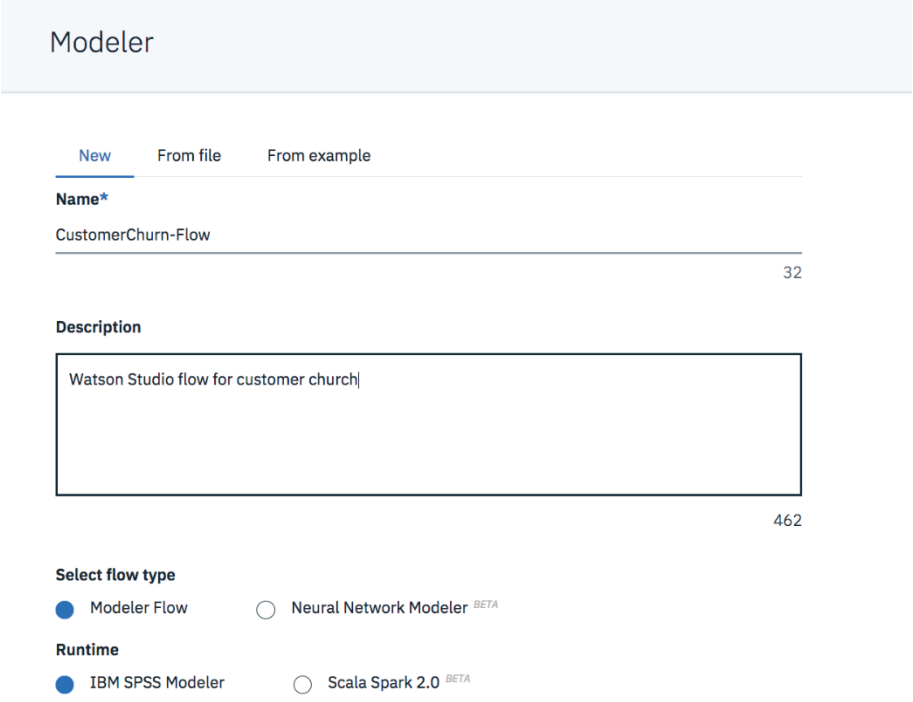
2. Create Machine Learning Flow

Action

- Navigate to Customer Churn project page
- Click on "**New flow**"



- Choose "**New**" on the top menu. Give the flow a meaningful name and description. For "Flow Type" choose "**Modeler Flow"**. For "Runtime" choose "**IBM SPSS Modeler**":



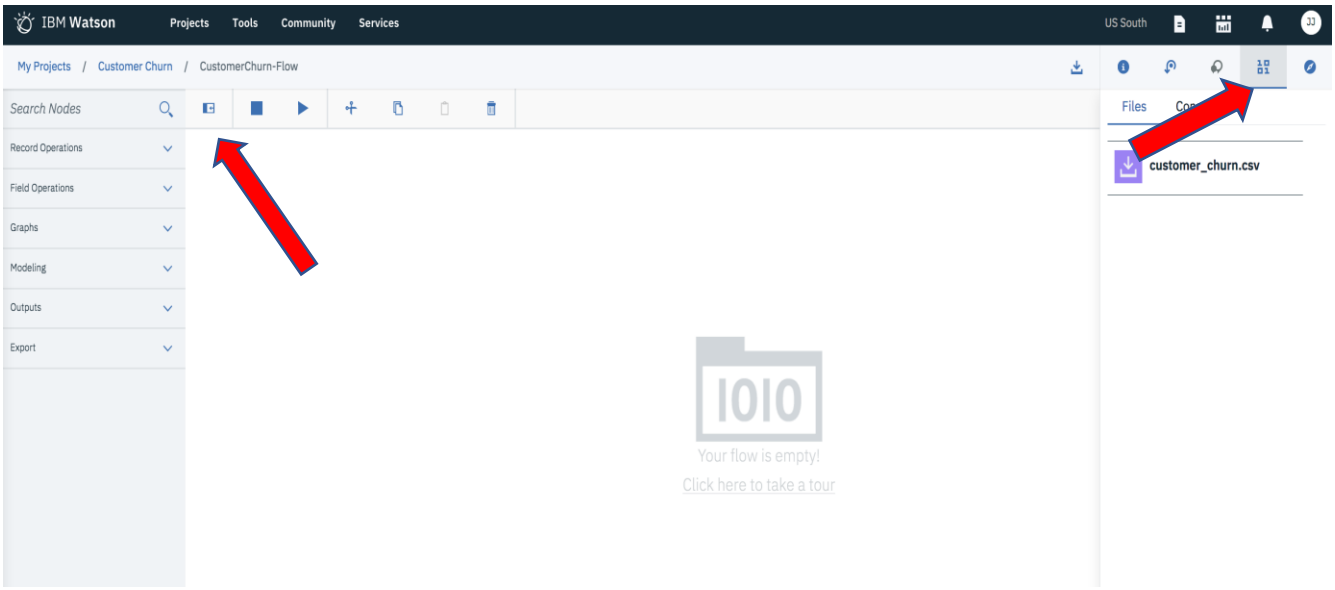
- Click on **"Create"**

Action

3. Add Data Asset

You should now see an empty workspace.

- On the top left click on the “Palette” icon, and on the top right click on the “**Find and Add Data**” icon.



The palette represents the set of tools available for use with Watson Studio flows. The menu of the right should look familiar.

- Let’s start by dragging and dropping the “**customer_churn.csv**” file onto the workspace.

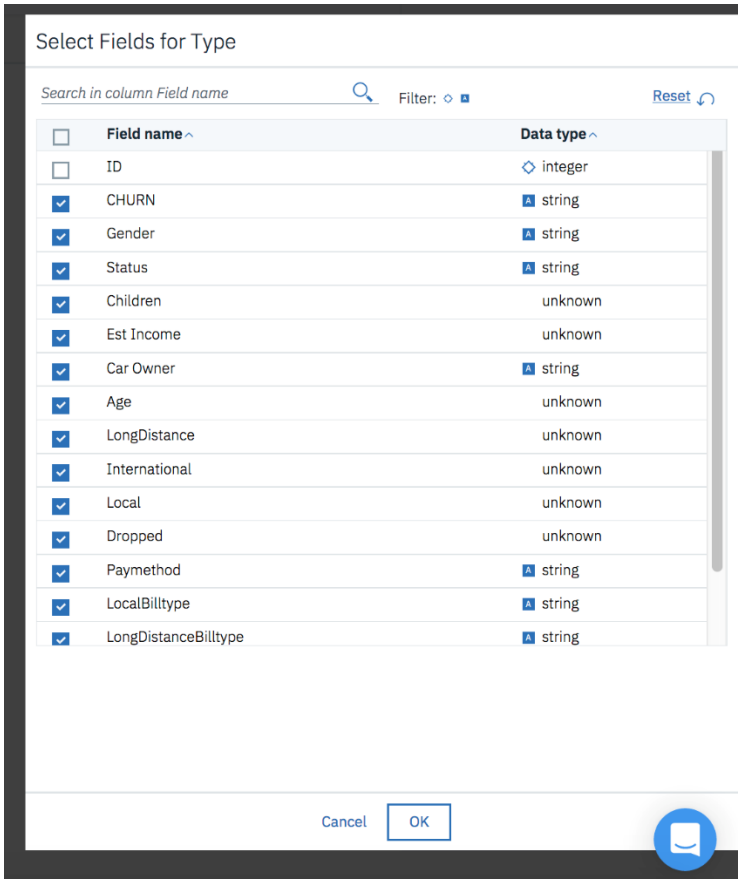
3. Add & Configure Type Object

- From the palette, expand “**Field Operations**”, then drag and drop “**Type**” onto the workspace and to the right of “customer_churn.csv. Connect the two objects:

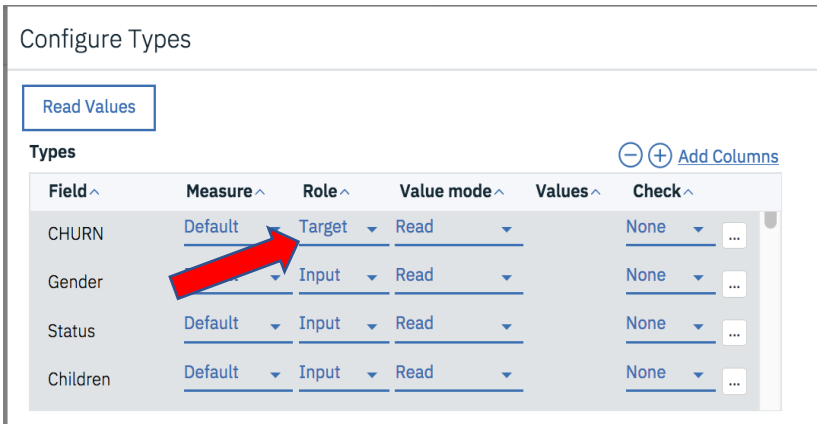
- Double click on “Type”, click on “**Configure Types**” then “**Add Columns**”

Action

- Add all the columns except for **"ID".**

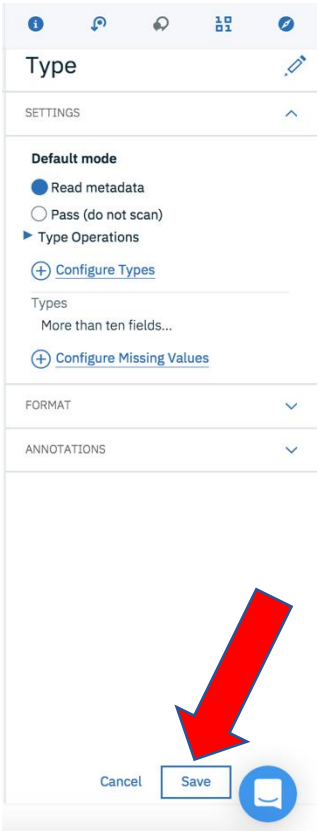


- Click **OK**
- For the **"CHURN"** column, change its Role to that of "**Target."** Leave the default for the remaining columns:



Action

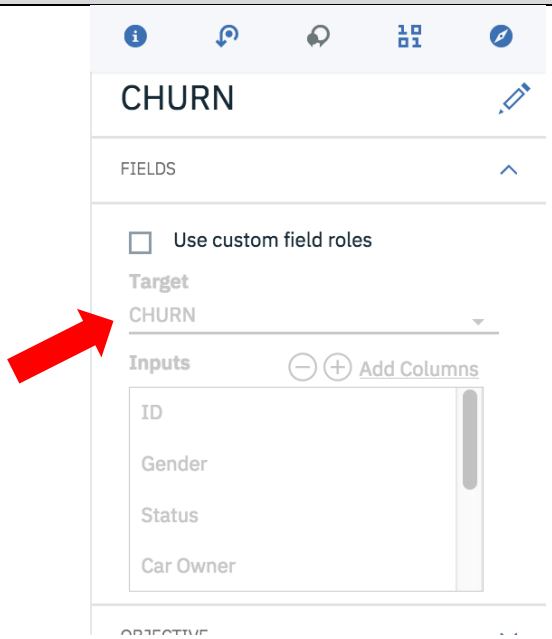
- Click **“OK”**.
- Click **“Save”** to exit



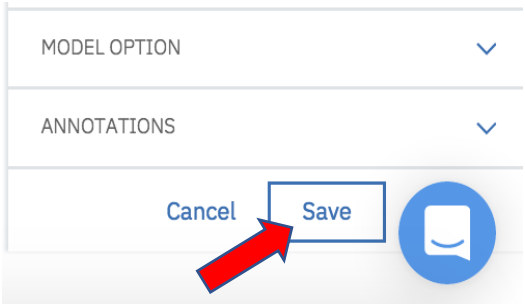
4. Add & Configure Model Object

- From the palette, expand the “**Modeling**” branch then drag “**C&R Tree**” onto the workspace to the right of “Type.”
- Connect the two then double click on “**C&R Tree”** to edit its properties.
- The C&R Tree object should now say “**CHURN”**. Double click on this object.
- Click on **“FIELDS”,** Target should be set to “CHURN”

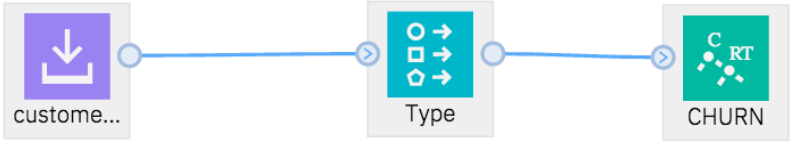
Action



- Click on "**Save.**"



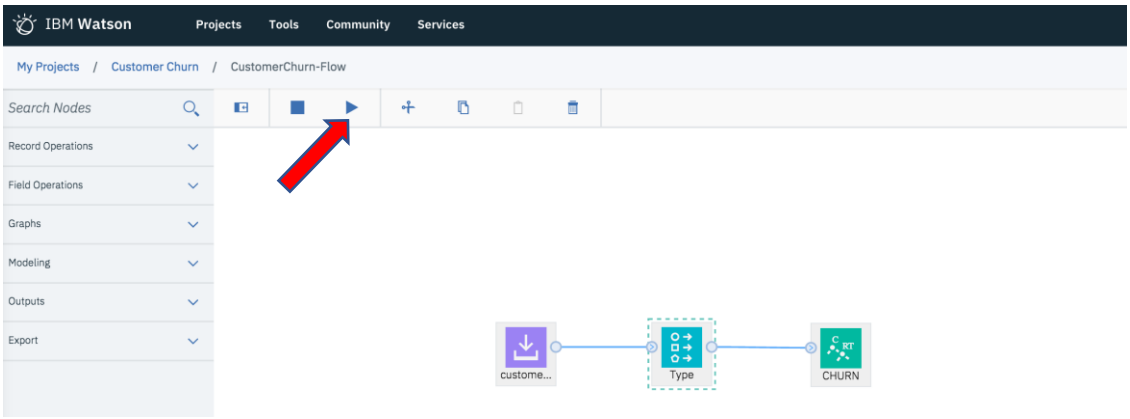
- Your palette should resemble this:



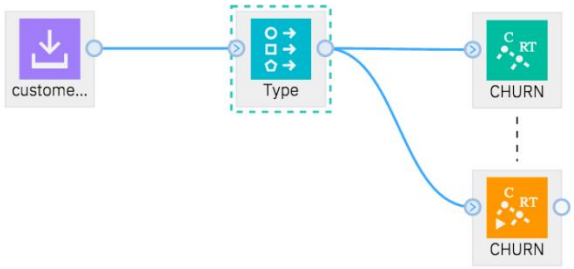
Action

5. Run Flow to Create Nugget

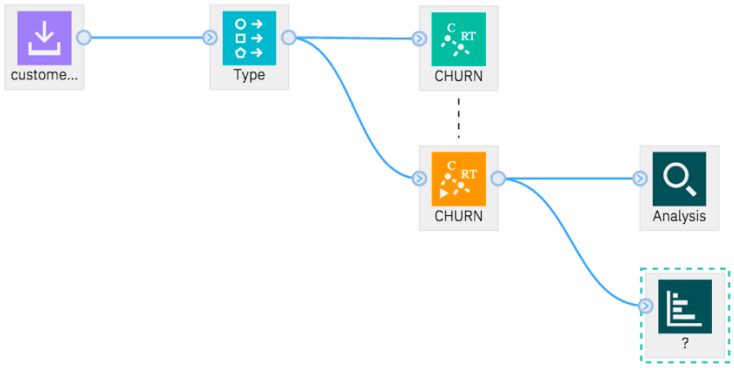
- Run the flow by clicking on the **"Run"** icon at the top of the workspace.



You should see a new forth object on the workspace, this is called a nugget.



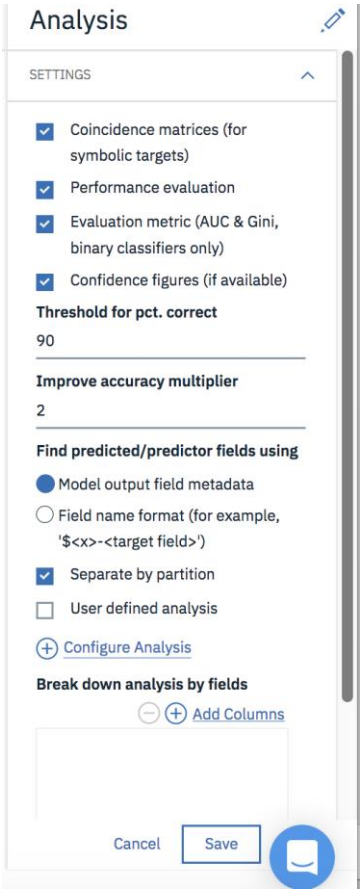
- From the palette add an "**Analysis**" object to the workspace, you will find it under the "Outputs" drop down. Also, from the "Graphs" drop down add a "**Distribution**" object to the workspace. Connect the nugget to each of them:



Action

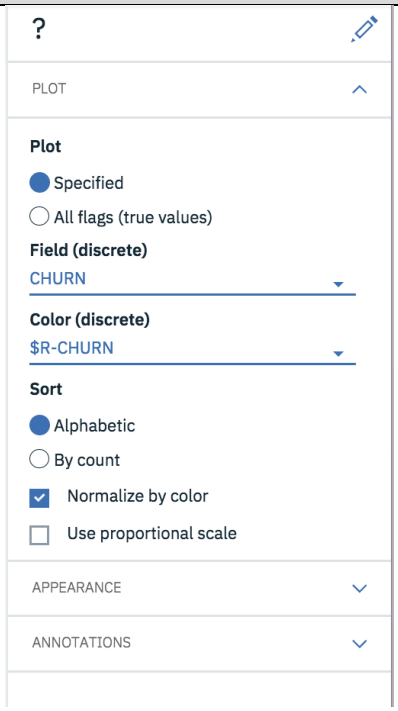
6. Add & Configure Analysis Object – Measure Model Performance

- Double click on "**Analysis**" and check off the four checkboxes, leave the rest as default:

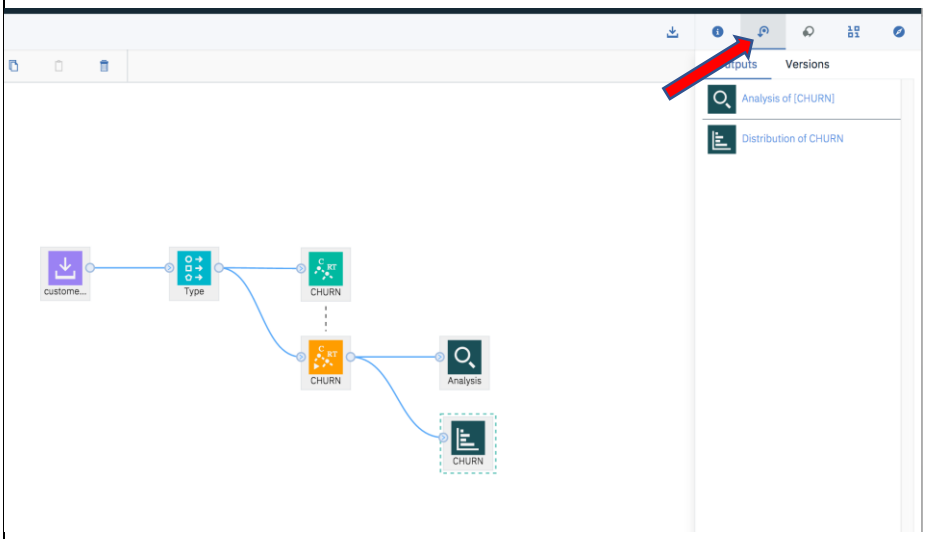


- Click **"Save"** to return to the workspace.
- Double click on the **"Distribution"** object and configure it as depicted below:

Action



- Click on **"Save"** to return to the workspace.
- **Run** the flow again.
- On the right side of the workspace click on the "**Outputs and Versions**" icon to see the resulting analysis:

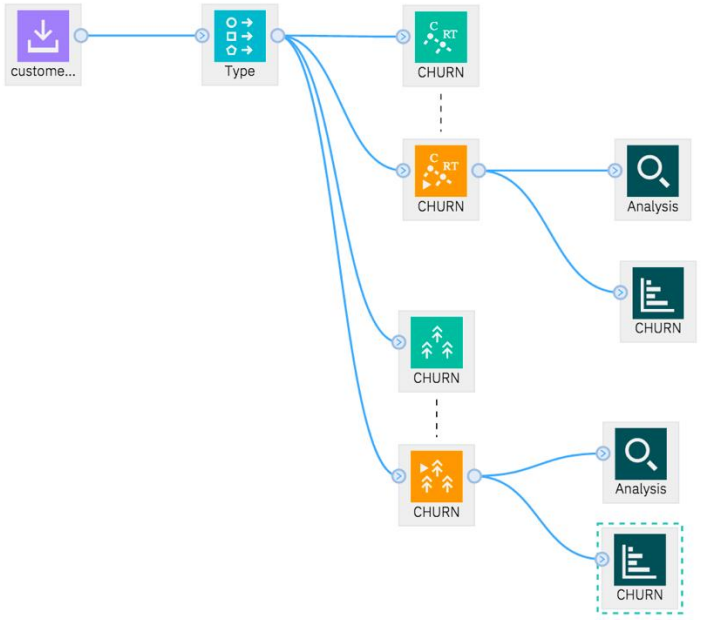


- Explore the results

Action

7. Add Second Modeling Technique to Flow

- To the palette repeat the process for "**Random Trees**" that you did for "C&R Trees." Your resulting workspace should look like the following:



- Explore the results.

End of Lesson 3

Lesson 4: Watson Machine Learning

Purpose:	This lab introduces Watson Machine Learning in DSX. Watson Machine Learning makes the task of machine learning easy with as little as a few clicks of the mouse.

Tasks:	Tasks you will complete in this lab exercise include: • Creation of requisite services to support Watson Machine Learning • Creation of Watson Machine Learning Models • Model Performance Evaluation • Deployment and Prediction of Model

Lesson 4: Workflow Overview

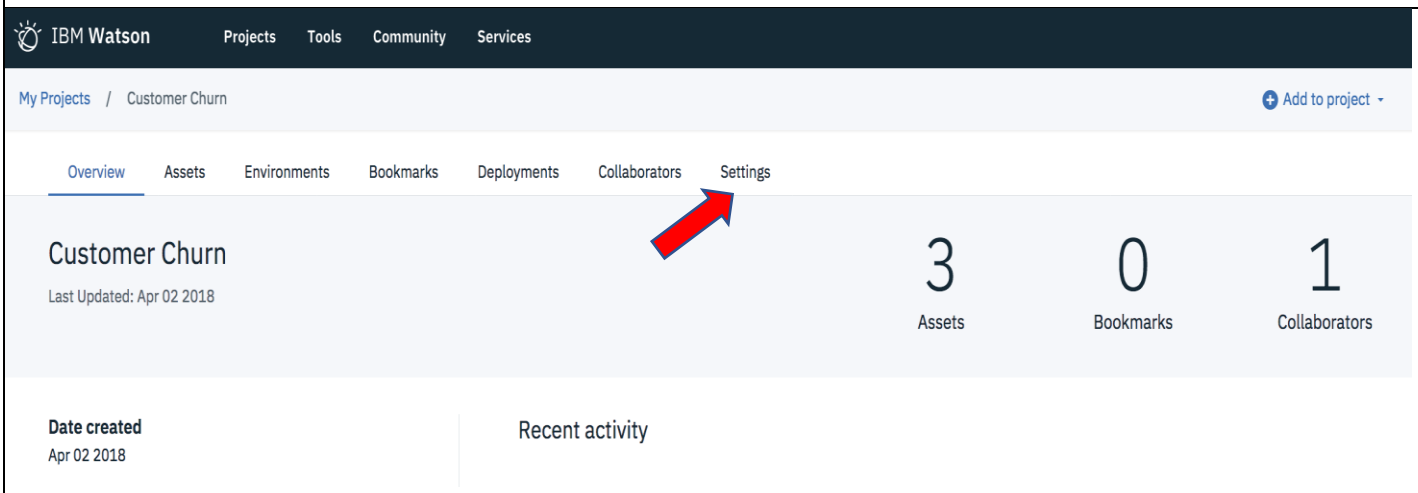
1. Create Machine Learning Service
2. Create Machine Learning Model
3. Choose Modeling Technique
4. Add Estimators
5. Evaluate Models
6. Save & Deploy Model
7. Predict with Model

Lesson 4: Instructions

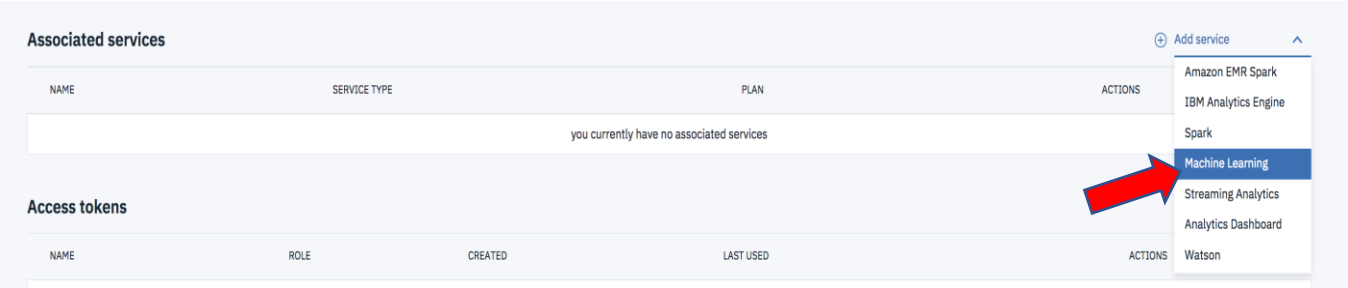
Action

1. Create Machine Learning Service

- Navigate to Customer Churn project page
- At the top click on the "**Settings**" icon:

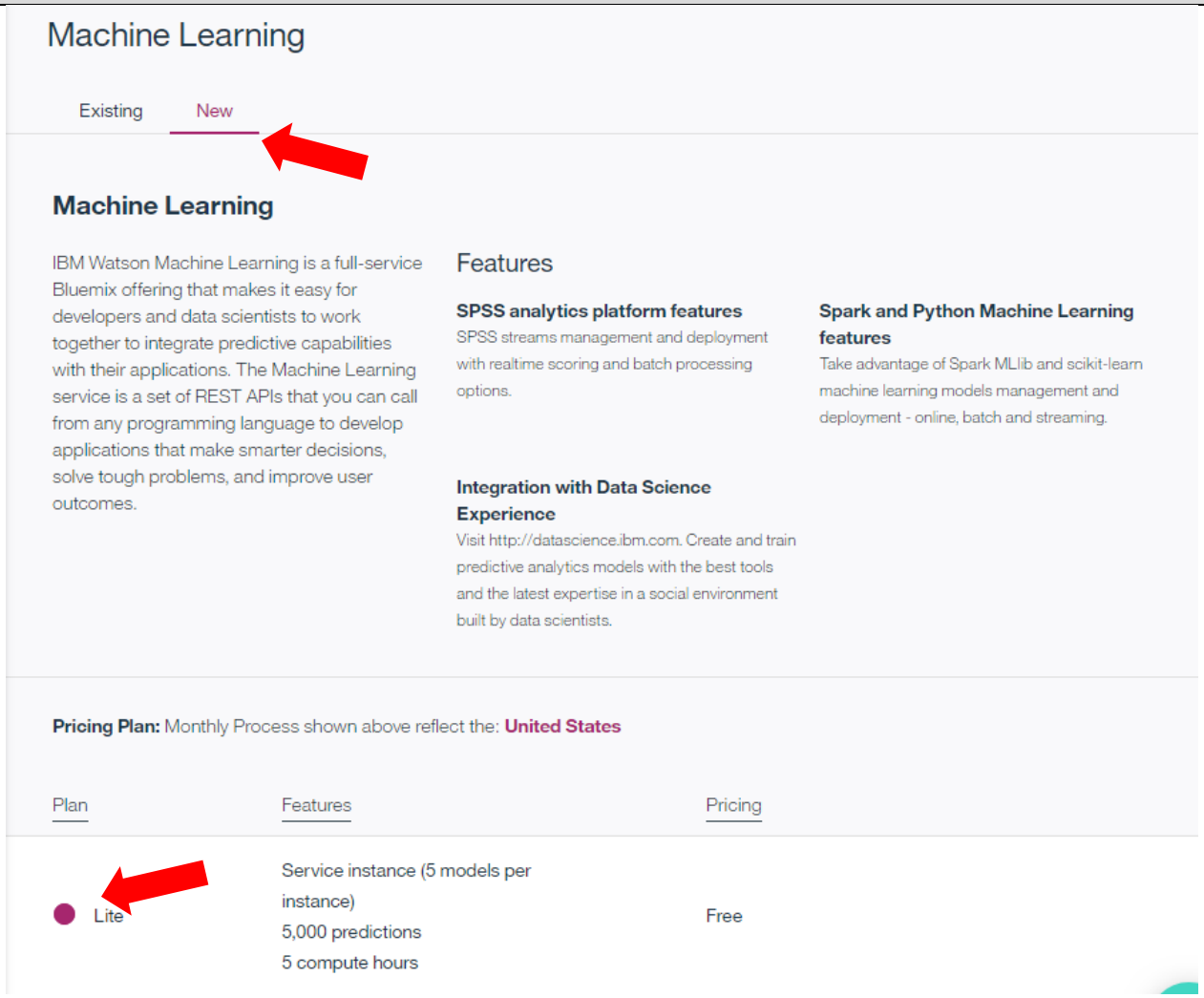


Scroll to the middle of the page and click on **"Add service"** then choose **"Machine Learning":**



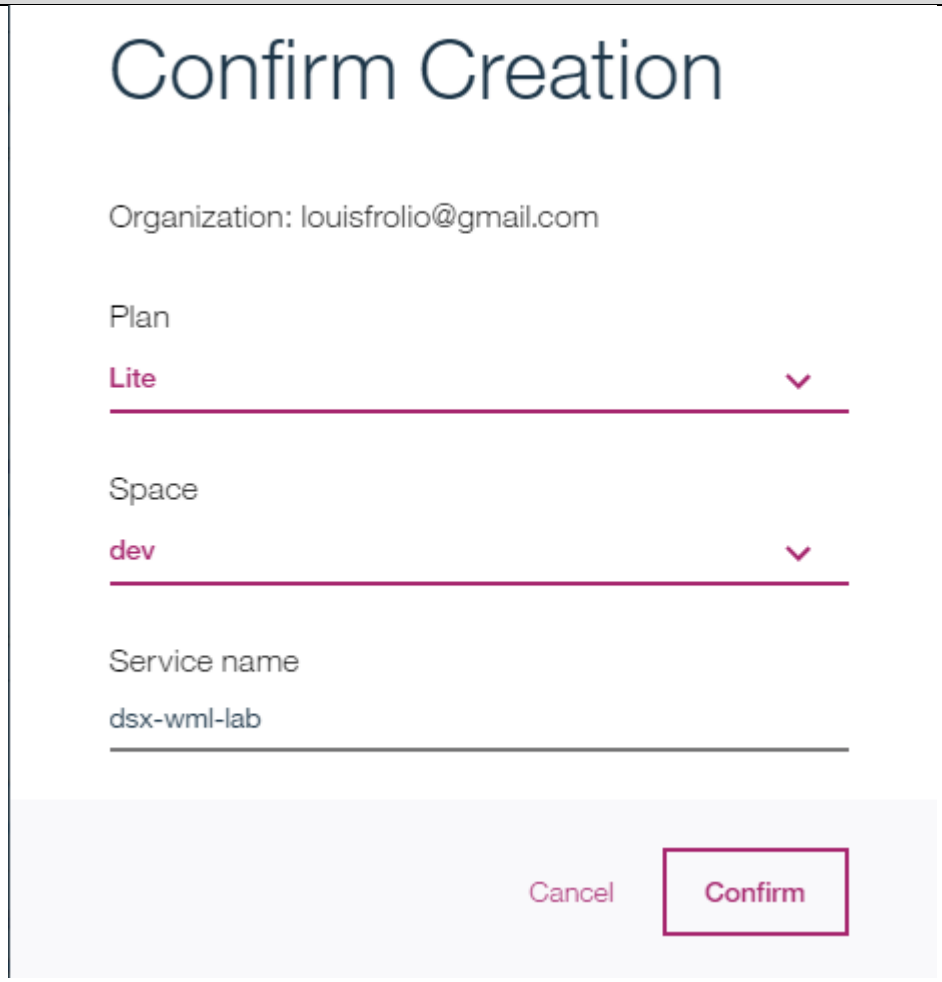
- On the Machine Learning page make sure that the tab is set to **"New"**, for the plan choose **"Lite":**

Action



- Click on "**Create**"
- At the confirmation page you can give your service a meaningful name:

Action

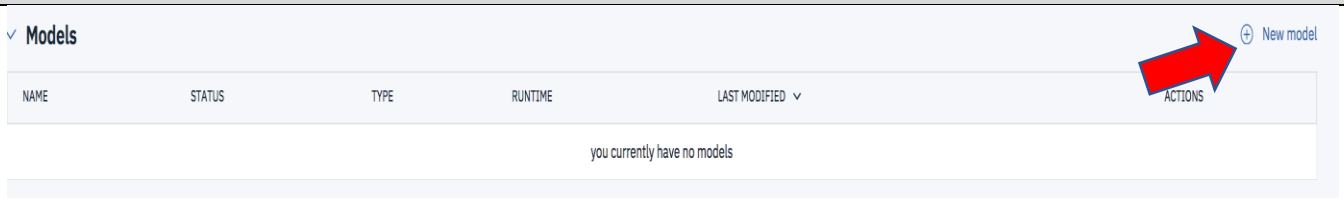


- Click **"Confirm"** to create Watson Machine Learning Service.

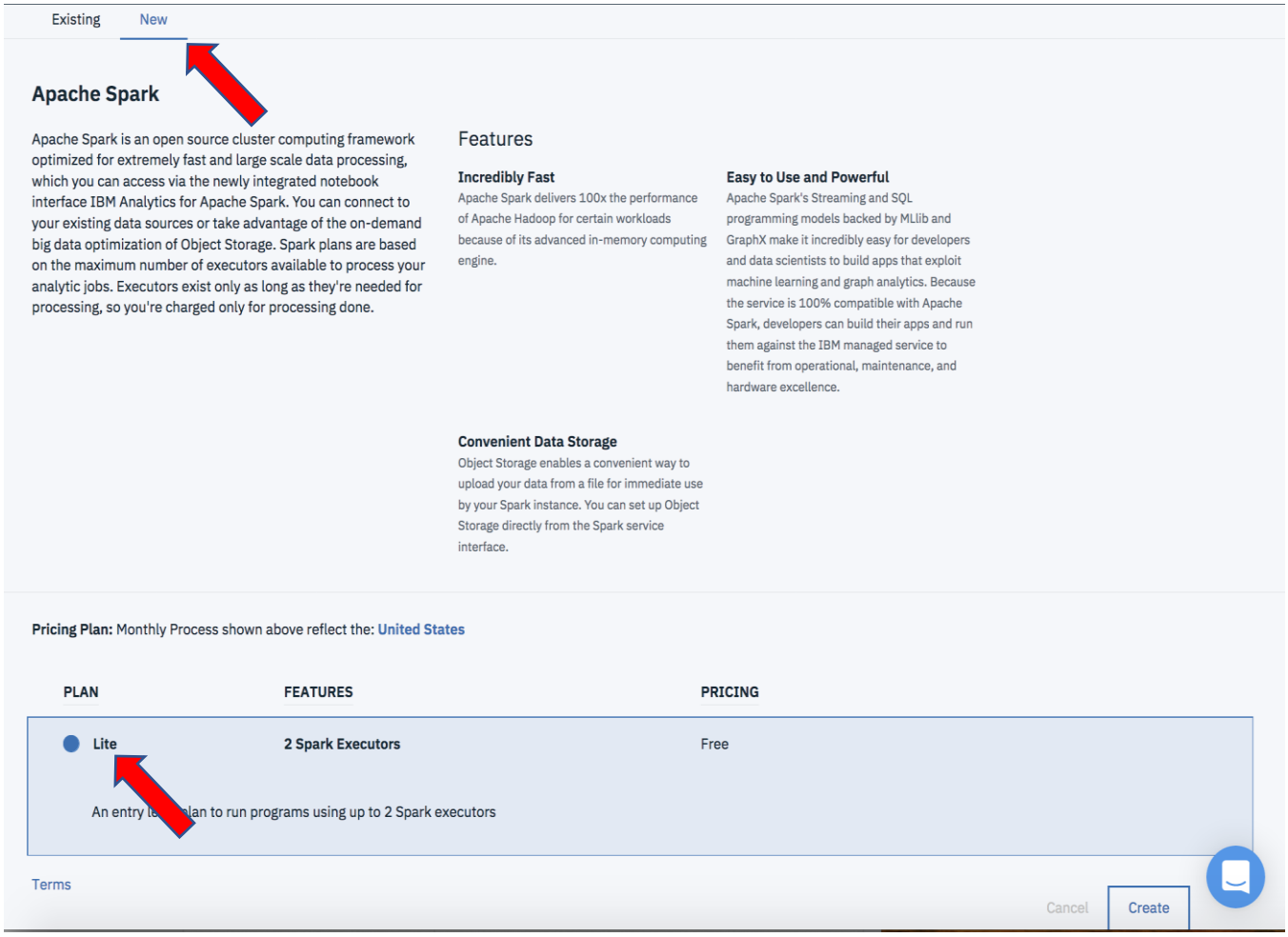
2. Create Machine Learning Model

- In the Project click on "**Assets**" at the top of the window.
- In the middle of the page you will see "**Models**", click on **"New model"**:

Action



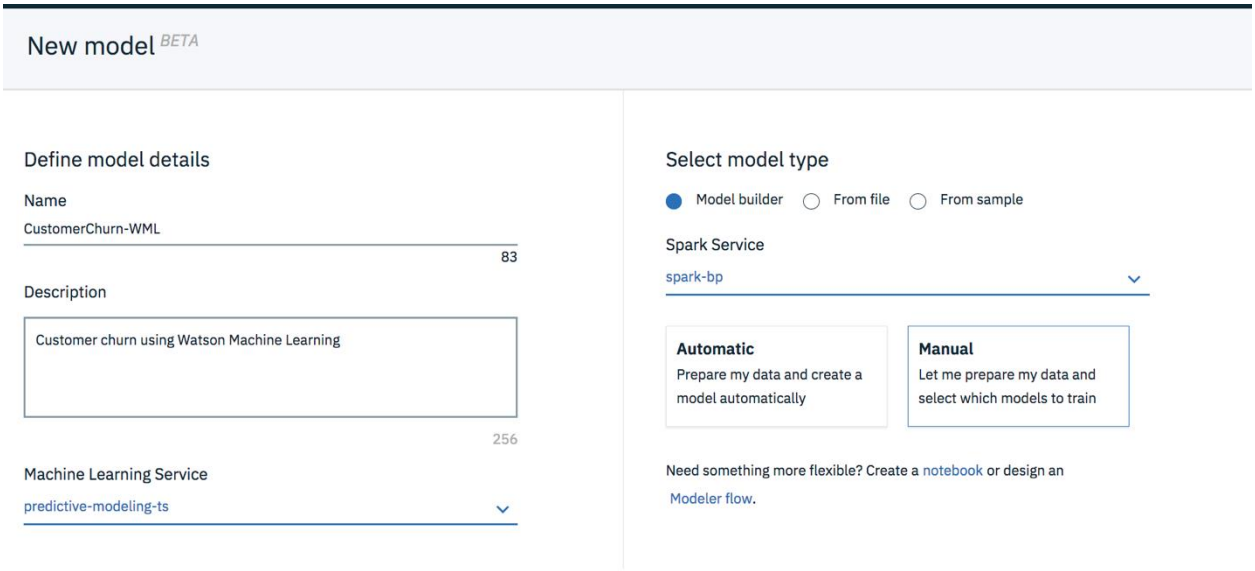
- In the “New model” window, associate an **IBM Analytics for Apache Spark instance.** On the Machine Learning page make sure that the tab is set to **“New”**, for the plan choose **“Lite”.** Select **Create.**



- At the confirmation page you can give your service a meaningful name. Click **Confirm**

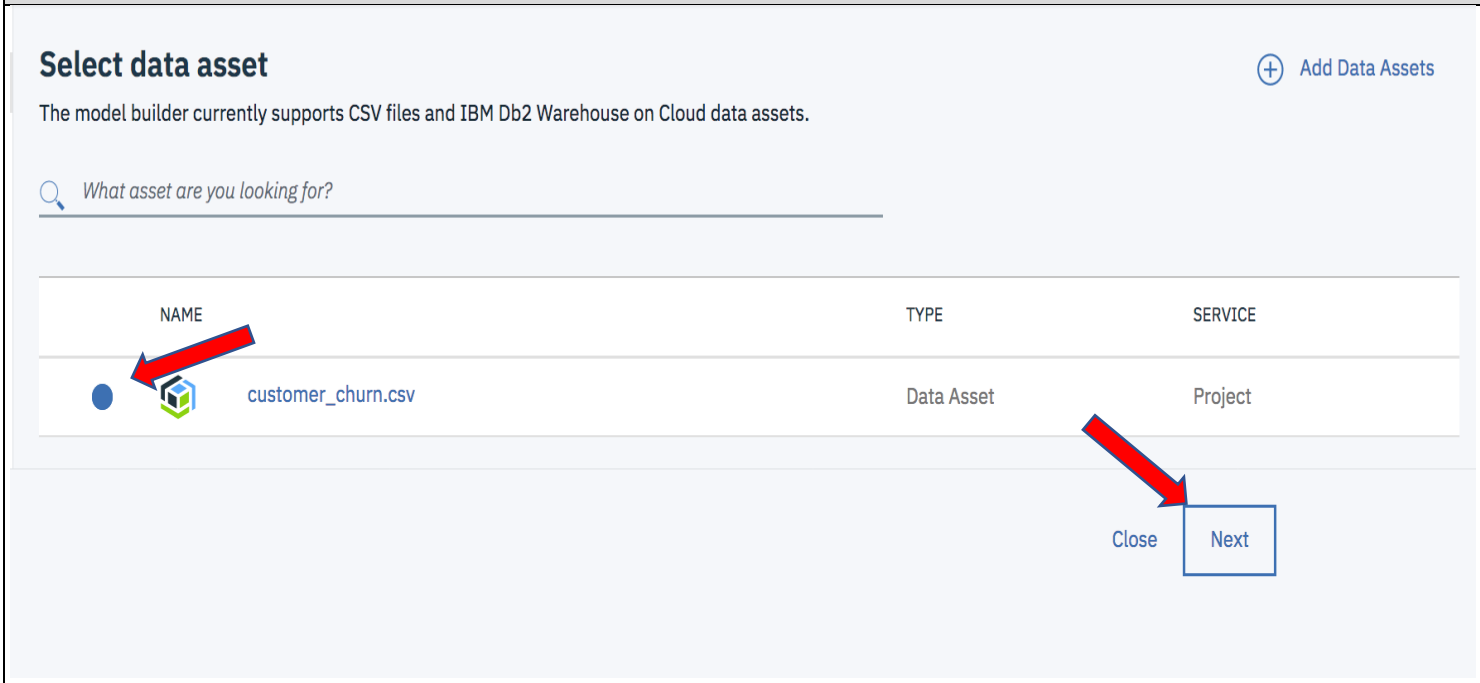
Action

- In the “New model” window give your model a meaningful name and description, you should also see the machine learning service and spark service you just created.
- Click on “**Manual**” then “**Create**”:



- When complete you will be prompted for a data asset, choose “**customer_churn.csv**”, then click “**Next.”**

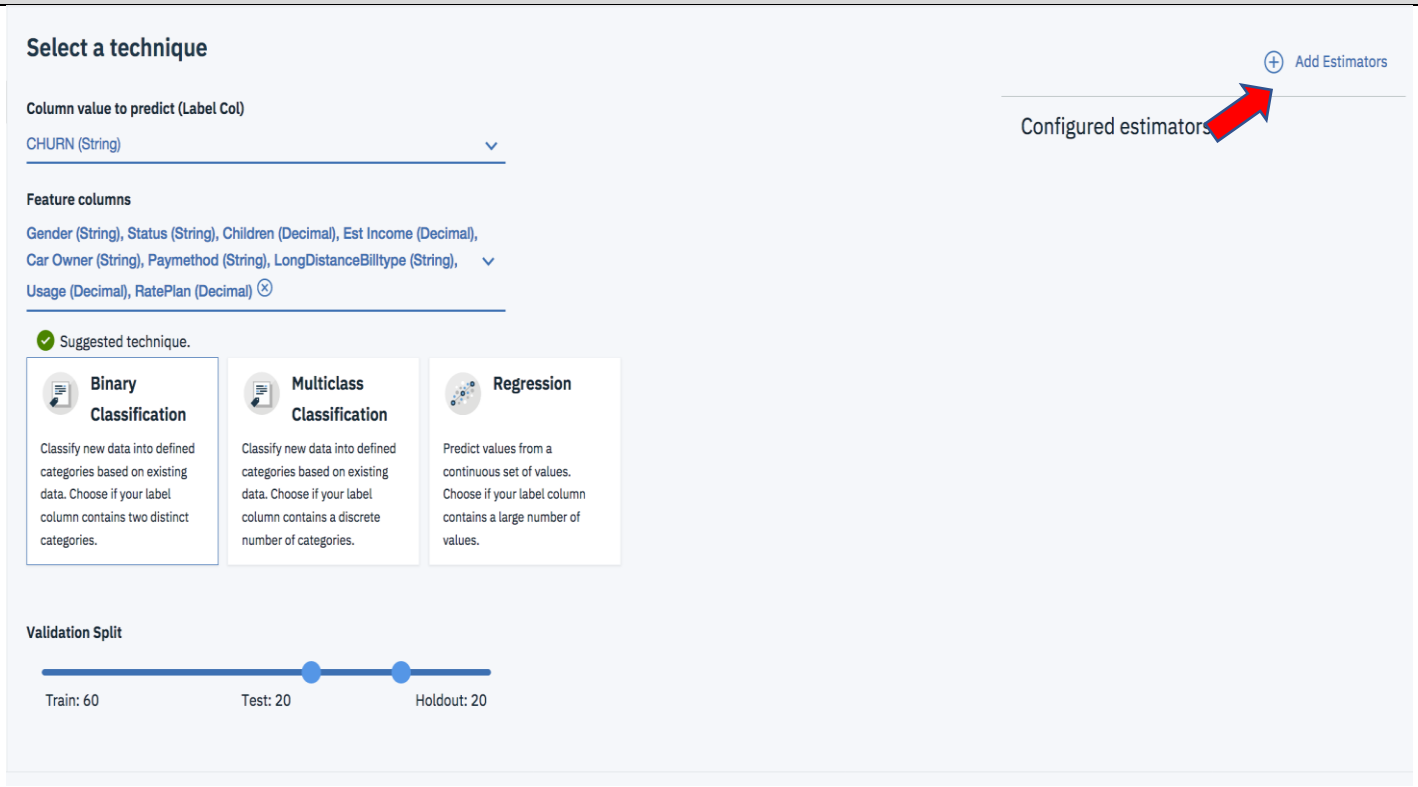
Action



3. Choose Modeling Technique

- At the "**Select a Technique**" screen select "**CHURN**" as the "**Column value to predict**", and select the following feature columns: Gender, Status, Children, Est Income, Car Owner, Paymethod, LongDistanceBilltype, Usage, RatePlan
- Make sure "**Binary Classification**" is highlighted.

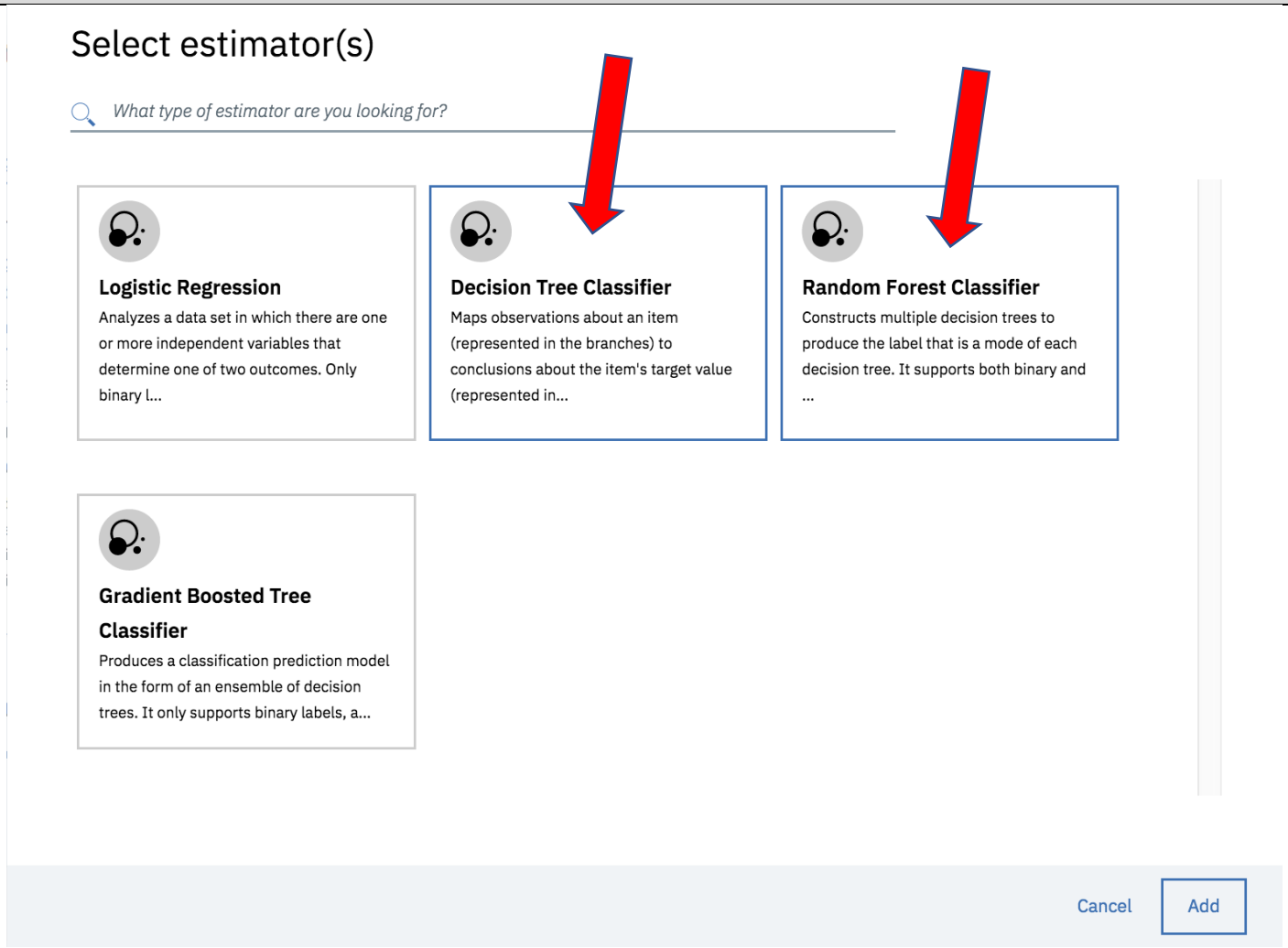
Action



4. Add Estimators

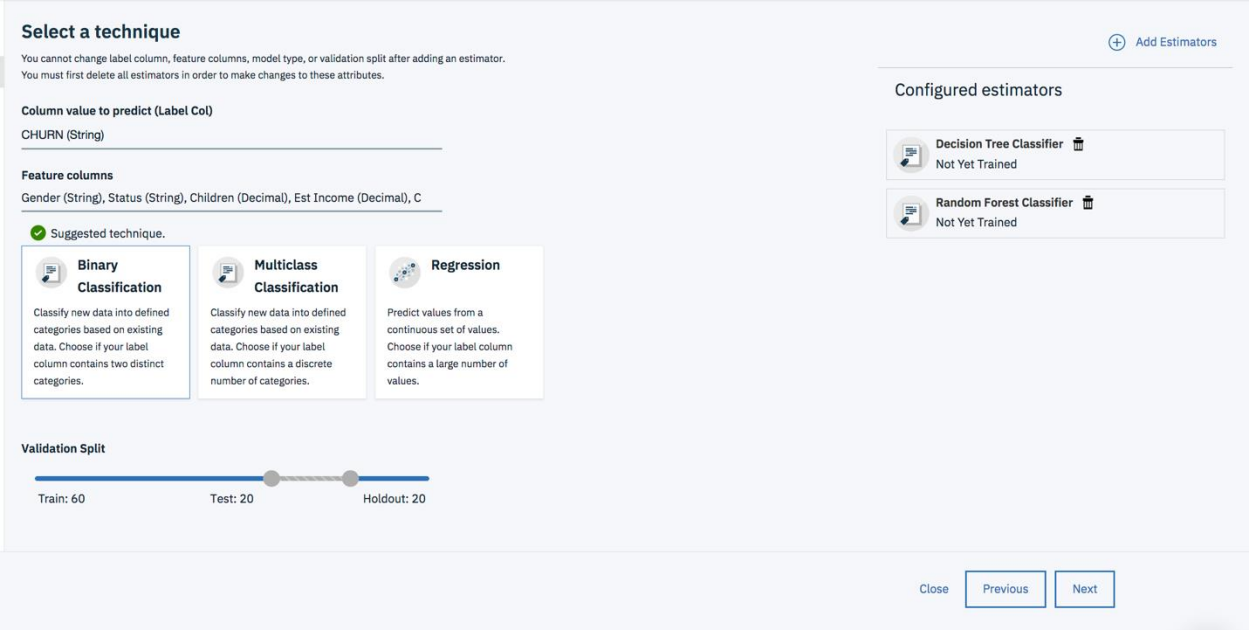
- In the upper right-hand corner of the screen you will see "**Add Estimators**", click on the icon. In the "Select estimator(s)" screen choose **Decision Tree Classifier**, and **Random Forest Classifier**:

Action



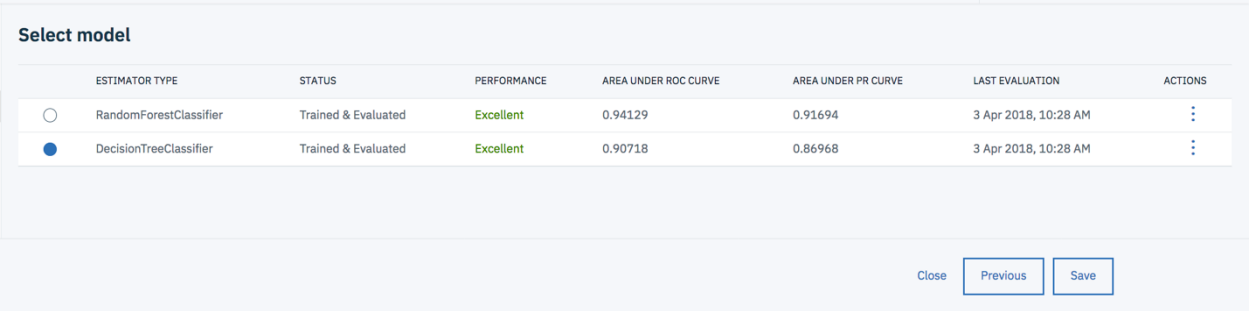
- Click **"Add"**

Action



- Click **"Next"** to train models. This will take 1-2 minutes with the data set we are using:

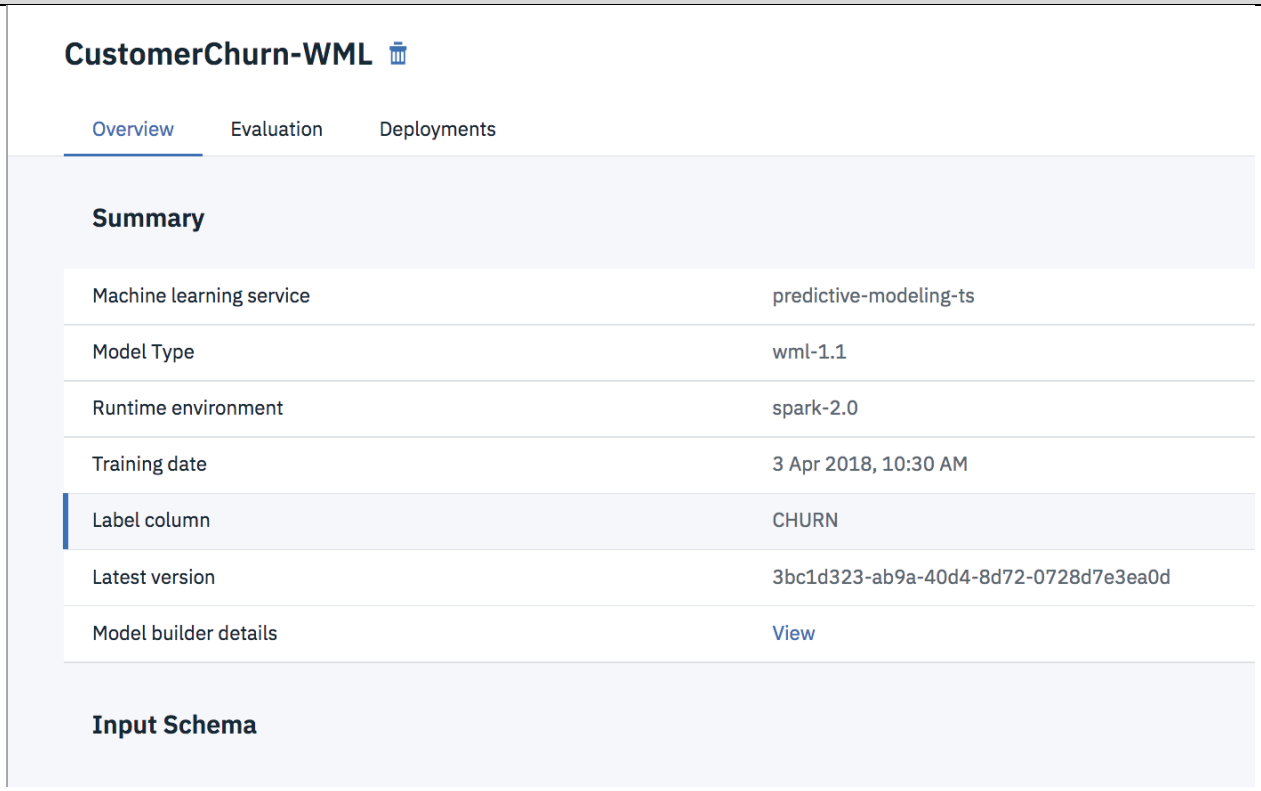
5. Evaluate Models



6. Save & Deploy Model

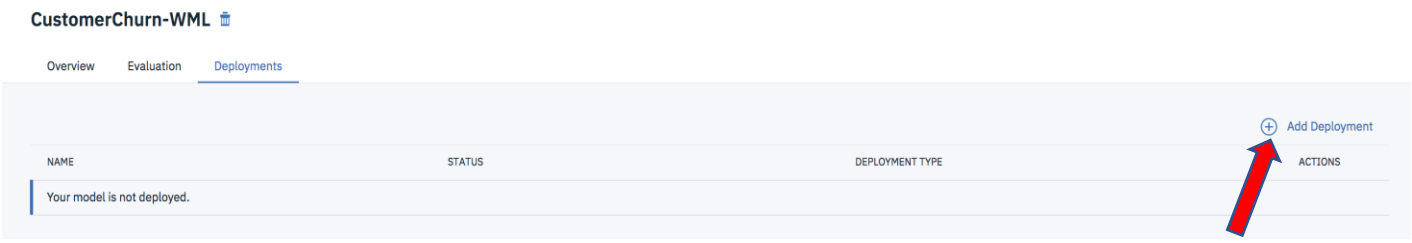
- Pick which model you want to keep then click **"Save:"**

Action



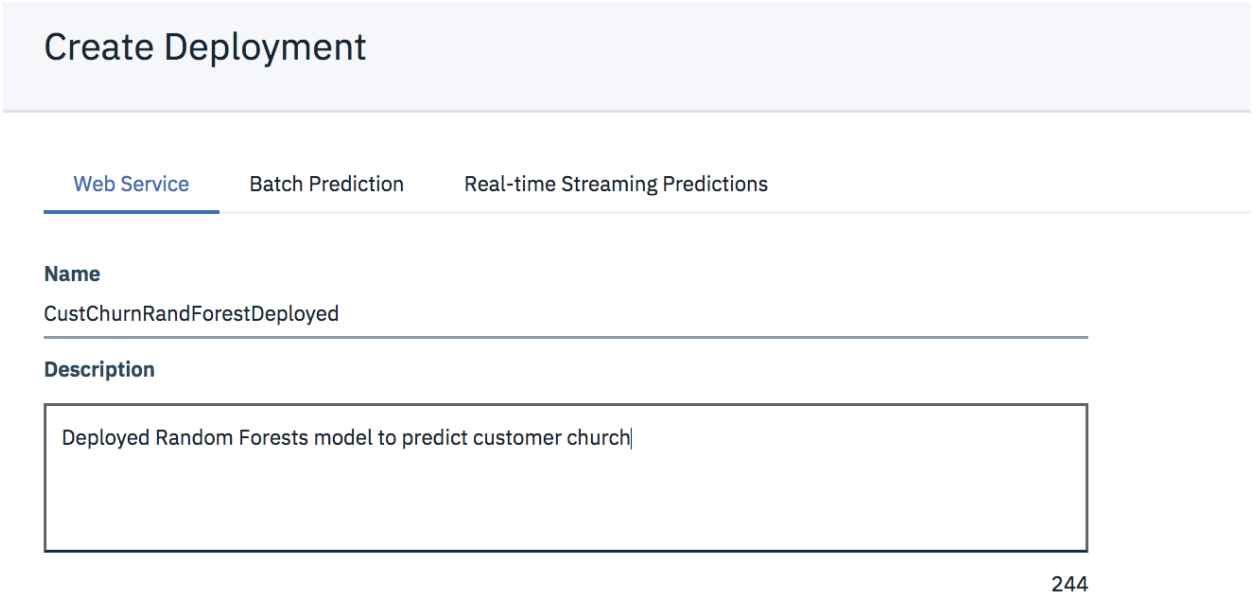
The overview page provides useful information about the model. This includes the ability to deploy and predict with the model.

- Click on “Deployments” then “**Add Deployment**”:



- For deployment type choose “**Web Service**” then give the deployment a useful name:

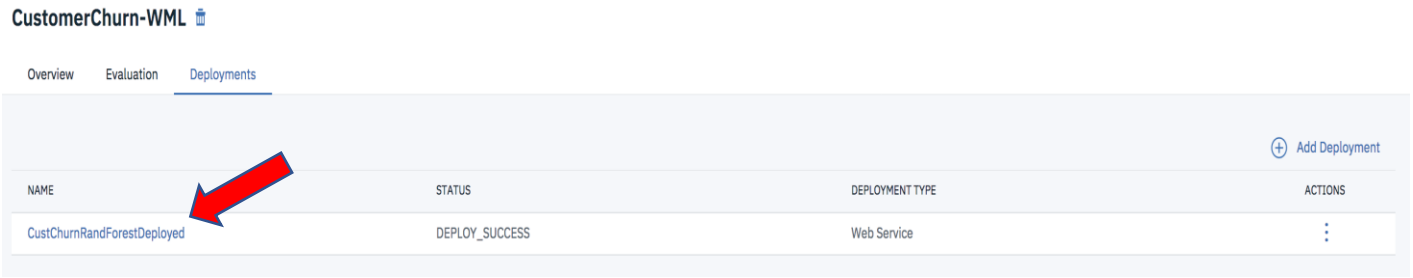
Action



- Click "**Save**"

7. Predict with Model

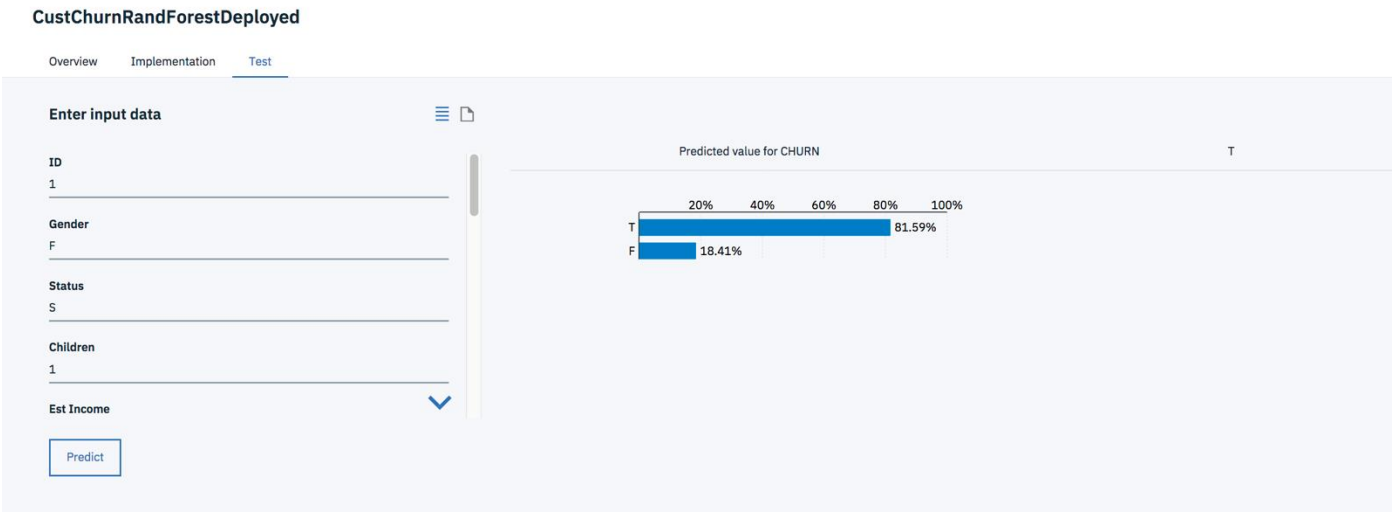
- Choose newly created deployed model:



- Click on "**Test**" to test the model.

The input features will be pre-populated, but you can change them to see different outcomes. Just be sure that the values you add are valid as per the data set. **See "Summary Statistics**" from the Jupyter notebook exercise:

Action



End of Lesson 4

End of Hands-on Workshop

Thank You