Simple document

```r
library(tidyverse)
library(caret)
library(visdat)
library(corrplot)
library(AppliedPredictiveModeling)
library(pROC)
library(rpart.plot)
library(vip)
library(ranger)
library(tidytext)
library(pdp)
library(lime)

ctrl <- trainControl(method = "cv",
                     summaryFunction = twoClassSummary,
                     classProbs = TRUE)

knitr::opts_chunk$set(
  fig.width = 6,
  out.width = "80%",
  fig.align = "center"
  )
```

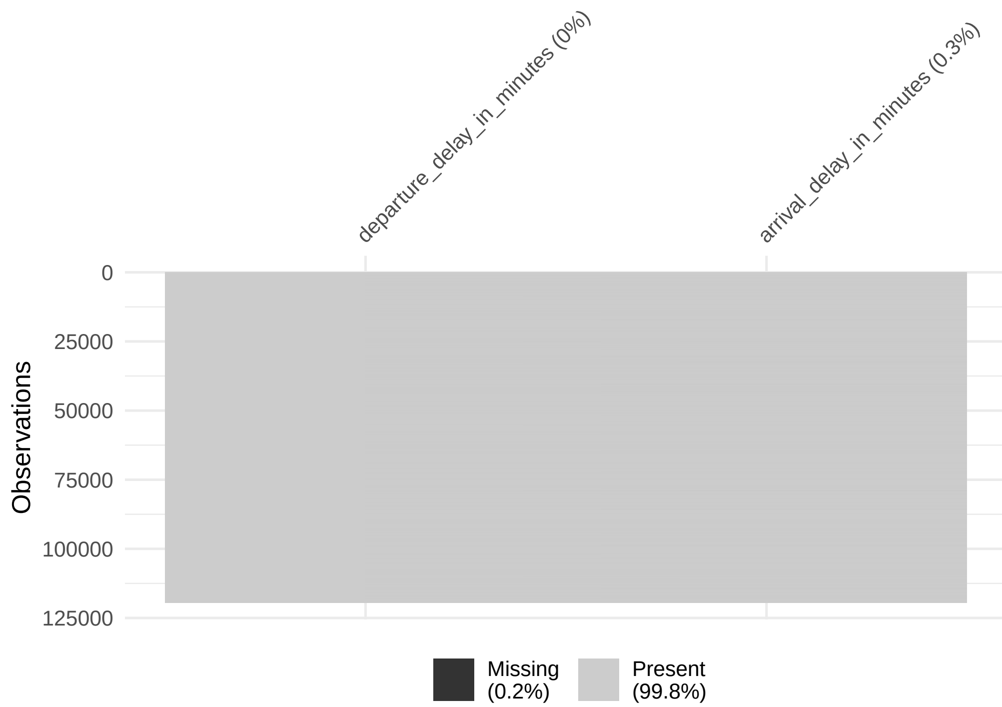
Data pre-process

```r
# Import data
dat_raw <- read.csv("airline.csv")

# data clean
dat <- dat_raw %>%
  janitor::clean_names() %>%
  select(-1) %>%
  mutate(satisfaction = recode(satisfaction,
                        "satisfied" = "yes",
                        "neutral or dissatisfied" = "no")) %>%
  filter_at(vars(7:20), all_vars(. > 0.5))

# Check missing value
sapply(dat, function(x) sum(is.na(x)))
```

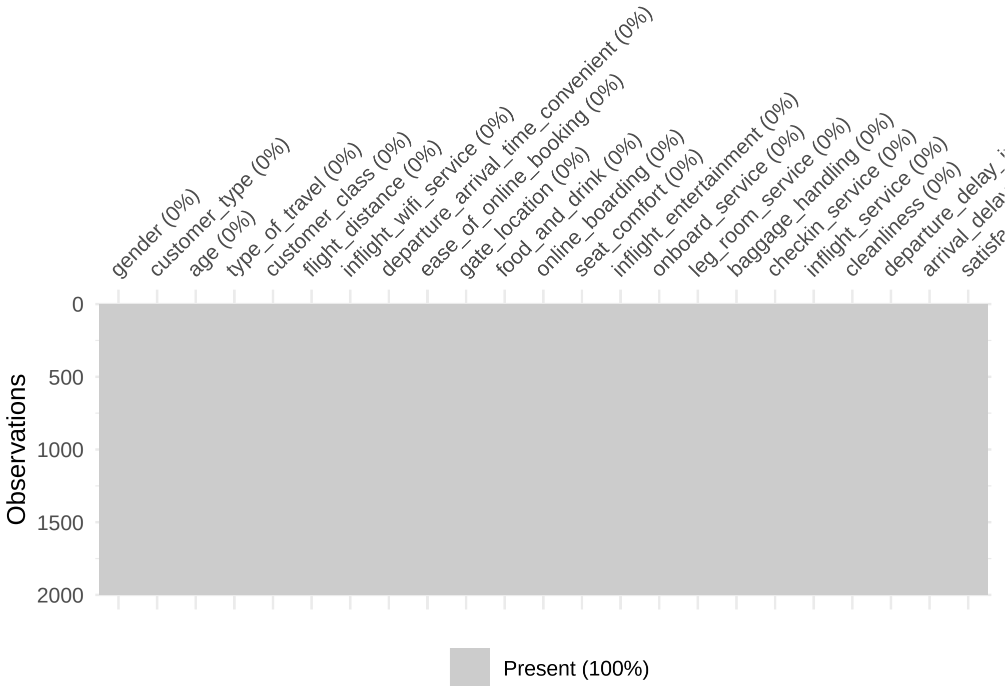
```
##                            gender                     customer_type
##                                 0                                 0
##                               age                    type_of_travel
##                                 0                                 0
##                    customer_class                   flight_distance
##                                 0                                 0
```

```
##                 inflight_wifi_service departure_arrival_time_convenient
##                                     0                                 0
##                ease_of_online_booking                     gate_location
##                                     0                                 0
##                        food_and_drink                   online_boarding
##                                     0                                 0
##                          seat_comfort            inflight_entertainment
##                                     0                                 0
##                      onboard_service                  leg_room_service
##                                     0                                 0
##                      baggage_handling                   checkin_service
##                                     0                                 0
##                     inflight_service                       cleanliness
##                                     0                                 0
##           departure_delay_in_minutes          arrival_delay_in_minutes
##                                     0                               363
##                          satisfaction
##                                     0
```

```r
# deal with missing values
deal_mis <- dat[, 21:22]
bagImp = preProcess(deal_mis, method = "bagImpute")
dat = predict(bagImp, dat)
vis_miss(deal_mis)
```



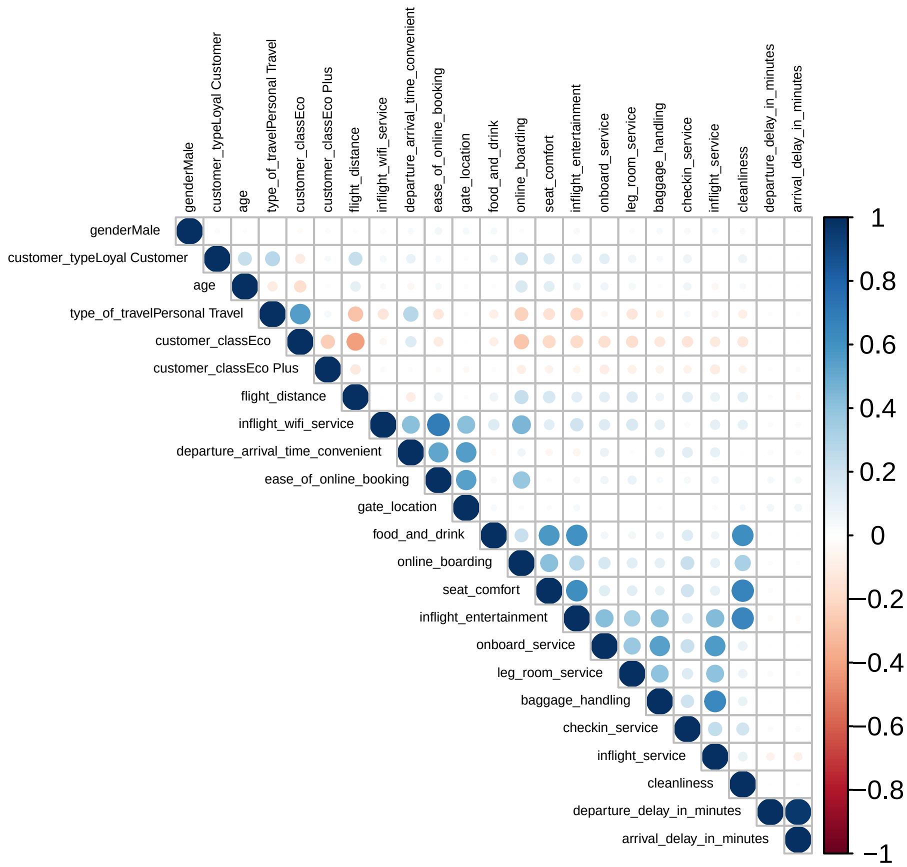

```r
# sample data
set.seed(1234)
dat <- dat[sample(1:nrow(dat), 2000, replace = FALSE), ]
vis_miss(dat) ## check
```




```r
# --- Split data ---
set.seed(1234)
trRow <- createDataPartition(dat$satisfaction, p = 0.8, list = F)

# Train data
train <- dat[trRow, ]
x_train <- model.matrix(satisfaction ~., train)[,-1]
y_train <- train$satisfaction

# Test data
test <- dat[-trRow, ]
x_test <- model.matrix(satisfaction ~., test)[,-1]
y_test <- test$satisfaction
```

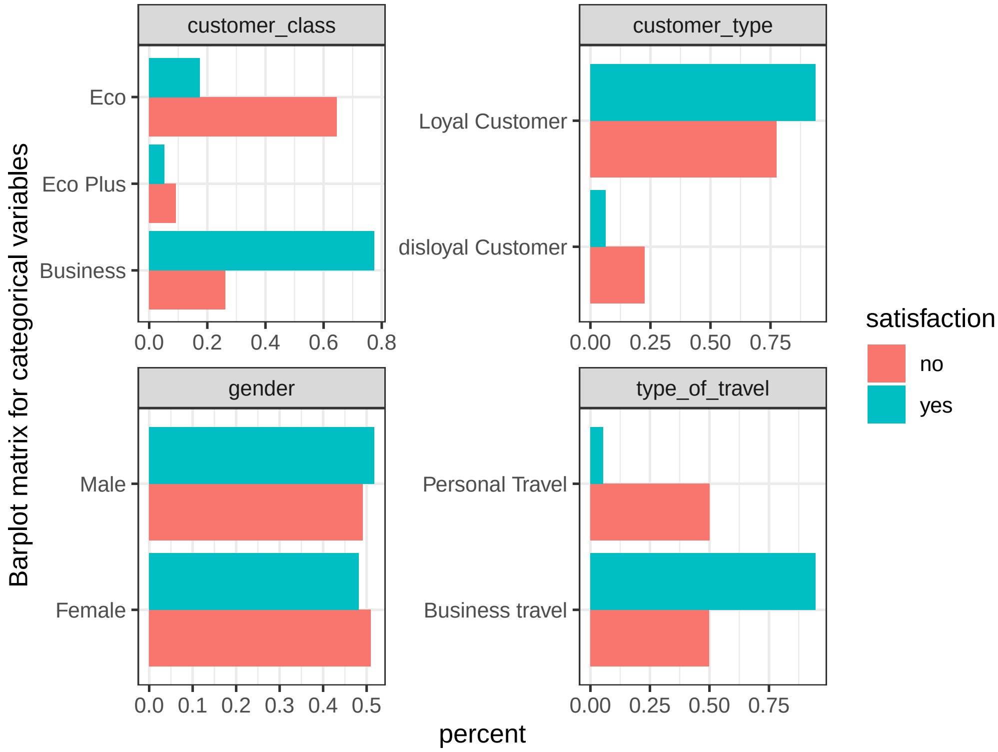
EDA

```r
# Correlation plot
corrplot(cor(x_train),
         method = "circle",
         type = "upper",
         tl.col = "black",
         tl.cex = 0.4)
```

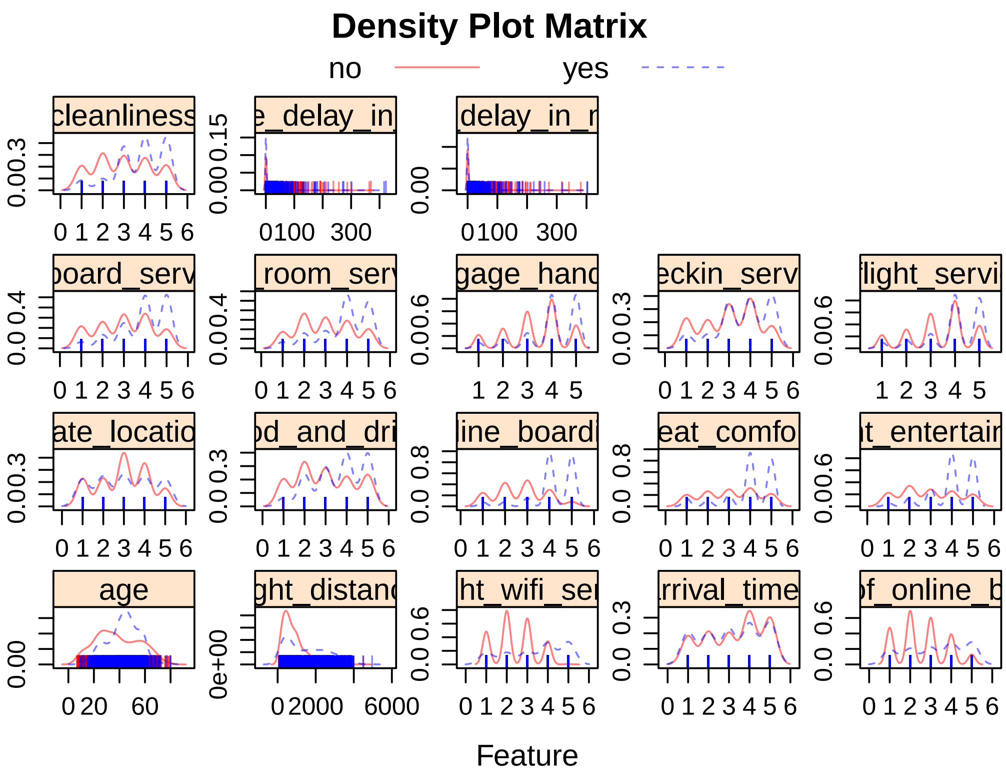



```r
# Barplot matrix for categorical variables
train %>%
  select(1:2, 4:5, 23) %>%
  pivot_longer(-5,
               names_to = "variable",
               values_to = "value") %>%
  group_by(variable, value, satisfaction) %>%
  summarize(num = n()) %>%
  ungroup() %>%
  group_by(variable, satisfaction) %>%
  mutate(percent = num / sum(num),
         indicator = case_when(value == "Eco" ~ 3,
                               value == "Eco Plus" ~ 2,
                               value == "Business" ~ 1,
                               TRUE ~ 0)) %>%
  ggplot(aes(x = reorder_within(value, indicator, variable),
             y = percent, fill = satisfaction)) +
  geom_col(position = "dodge") +
  xlab("Barplot matrix for categorical variables") +
  coord_flip() +
  scale_x_reordered() +
  facet_wrap(~ variable, scales = "free") + theme_bw()
```

```
## `summarise()` has grouped output by 'variable', 'value'. You can override using the `.groups` argumer
```




```r
# Density plot matrix
theme1 <- transparentTheme(trans = .5)
trellis.par.set(theme1)

plt_feature <-
  featurePlot(x = x_train[ , c(-1, -2, -4, -5, -6)],
              y = as.factor(y_train),
              plot = "density",
              scales = list(x = list(relation = "free"),
                            y = list(relation = "free")),
              pch = "|", auto.key = list(columns = 2))
update(plt_feature, main = "Density Plot Matrix")
```



Model fitting

Logistic regression

```
set.seed(1234)
model.glm <- train(x = x_train,
                   y = y_train,
                   method = "glm",
                   metric = "ROC",
                   trControl = ctrl)

# Test AUC and Misclassification error rate
pred_glm_auc <- predict(model.glm, newdata = x_test, type = "prob")[,2]
roc(y_test, pred_glm_auc)$auc[1]
```

```
## Setting levels: control = no, case = yes

## Setting direction: controls < cases

## [1] 0.9550372
```

```
# Confusion matrix
pred_glm <- predict(model.glm, newdata = x_test)
confusionMatrix(data = as.factor(pred_glm),
                reference = as.factor(y_test))
```

```
## Confusion Matrix and Statistics
##
##           Reference
## Prediction  no yes
```

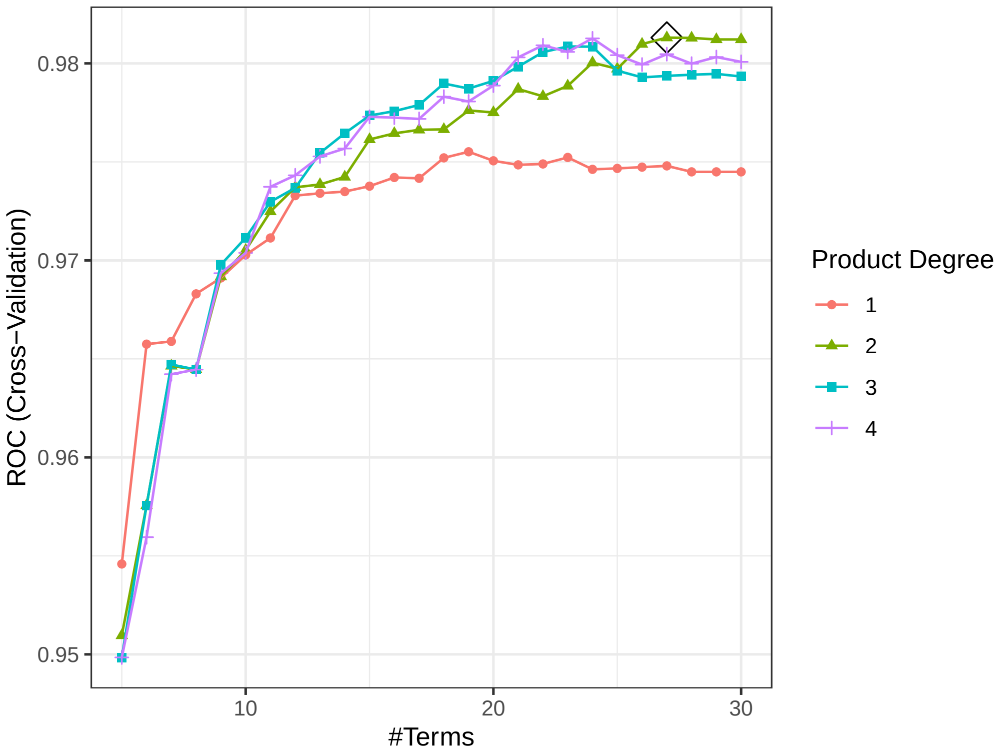
```
##        no  188  23
##        yes  28 161
##
##                Accuracy : 0.8725
##                  95% CI : (0.8358, 0.9036)
##     No Information Rate : 0.54
##     P-Value [Acc > NIR] : <2e-16
##
##                   Kappa : 0.7439
##
##  Mcnemar's Test P-Value : 0.5754
##
##             Sensitivity : 0.8704
##             Specificity : 0.8750
##          Pos Pred Value : 0.8910
##          Neg Pred Value : 0.8519
##              Prevalence : 0.5400
##          Detection Rate : 0.4700
##    Detection Prevalence : 0.5275
##       Balanced Accuracy : 0.8727
##
##        'Positive' Class : no
##
```

MARS

```
set.seed(1234)
model.mars <- train(x = x_train,
                    y = y_train,
                    method = "earth",
                    tuneGrid = expand.grid(degree = 1:4,
                                           nprune = 5:30),
                    metric = "ROC",
                    trControl = ctrl)

model.mars$bestTune
```

```
##    nprune degree
## 49     27      2
```

```
ggplot(model.mars, highlight = T) +
  theme_bw()
```




```r
## test auc and misclassification error rate
pred_mars_auc <- predict(model.mars, newdata = x_test, type = "prob")[,2]
roc(y_test, pred_mars_auc)$auc[1]
```

```
## [1] 0.9742728
```

```r
pred_mars <- predict(model.mars, newdata = x_test)
pred.miserror_mars <- 1 - mean(pred_mars == y_test)
pred.miserror_mars
```

```
## [1] 0.0875
```

```r
confusionMatrix(data = as.factor(pred_mars),
                reference = as.factor(y_test))
```

```
## Confusion Matrix and Statistics
##
##           Reference
## Prediction  no yes
##        no  201  20
##        yes  15 164
##
##                Accuracy : 0.9125
##                  95% CI : (0.8804, 0.9383)
##     No Information Rate : 0.54
##     P-Value [Acc > NIR] : <2e-16
##
##                   Kappa : 0.8235
##
##  Mcnemar's Test P-Value : 0.499
##
##             Sensitivity : 0.9306
```

```
##             Specificity : 0.8913
##          Pos Pred Value : 0.9095
##          Neg Pred Value : 0.9162
##              Prevalence : 0.5400
##          Detection Rate : 0.5025
##    Detection Prevalence : 0.5525
##       Balanced Accuracy : 0.9109
##
##        'Positive' Class : no
##
```

LDA

```
set.seed(1234)
model.lda <- train(x = x_train,
                   y = y_train,
                   method = "lda",
                   metric = "ROC",
                   trControl = ctrl)

## test auc and misclassification error rate
pred_lda_auc <- predict(model.lda, newdata = x_test, type = "prob")[,2]
roc(y_test, pred_lda_auc)$auc[1]
```

```
## Setting levels: control = no, case = yes
```

```
## Setting direction: controls < cases
```

```
## [1] 0.953125
```

```
pred_lda <- predict(model.lda, newdata = x_test)
pred.miserror_lda <- 1 - mean(pred_lda == y_test)
pred.miserror_lda
```

```
## [1] 0.1275
```

```
confusionMatrix(data = as.factor(pred_lda),
                reference = as.factor(y_test))
```

```
## Confusion Matrix and Statistics
##
##           Reference
## Prediction  no yes
##        no  187  22
##        yes  29 162
##
##                Accuracy : 0.8725
##                  95% CI : (0.8358, 0.9036)
##     No Information Rate : 0.54
##     P-Value [Acc > NIR] : <2e-16
##
##                   Kappa : 0.7441
##
##  Mcnemar's Test P-Value : 0.4008
##
##             Sensitivity : 0.8657
```

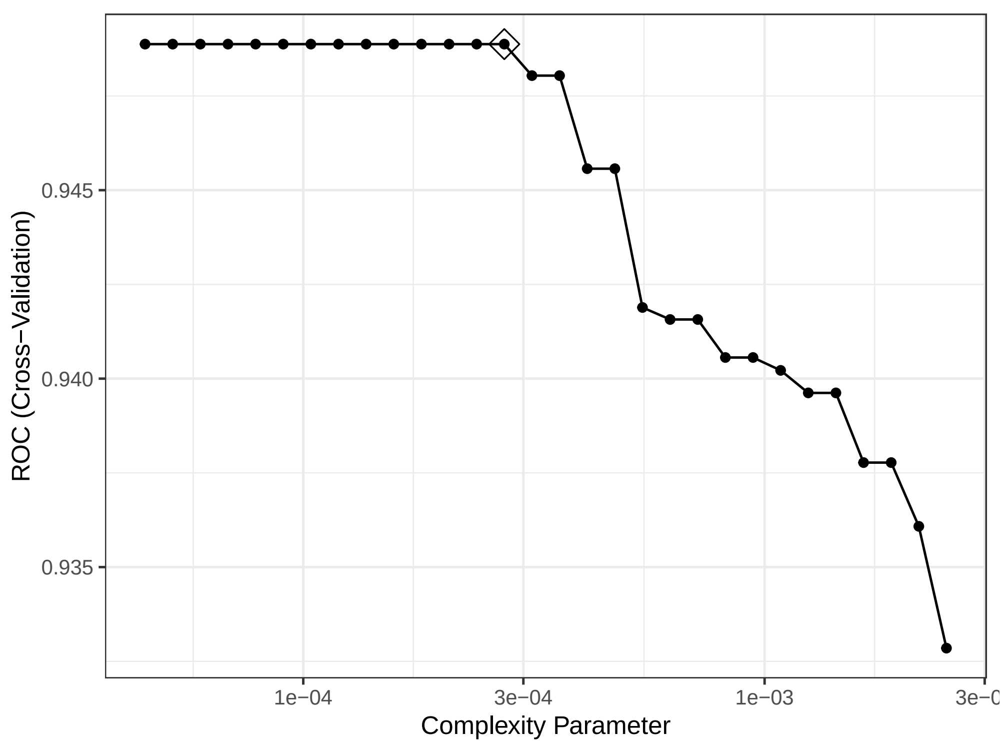
```
##              Specificity : 0.8804
##           Pos Pred Value : 0.8947
##           Neg Pred Value : 0.8482
##               Prevalence : 0.5400
##           Detection Rate : 0.4675
##     Detection Prevalence : 0.5225
##        Balanced Accuracy : 0.8731
##
##         'Positive' Class : no
##
```

Classification Tree

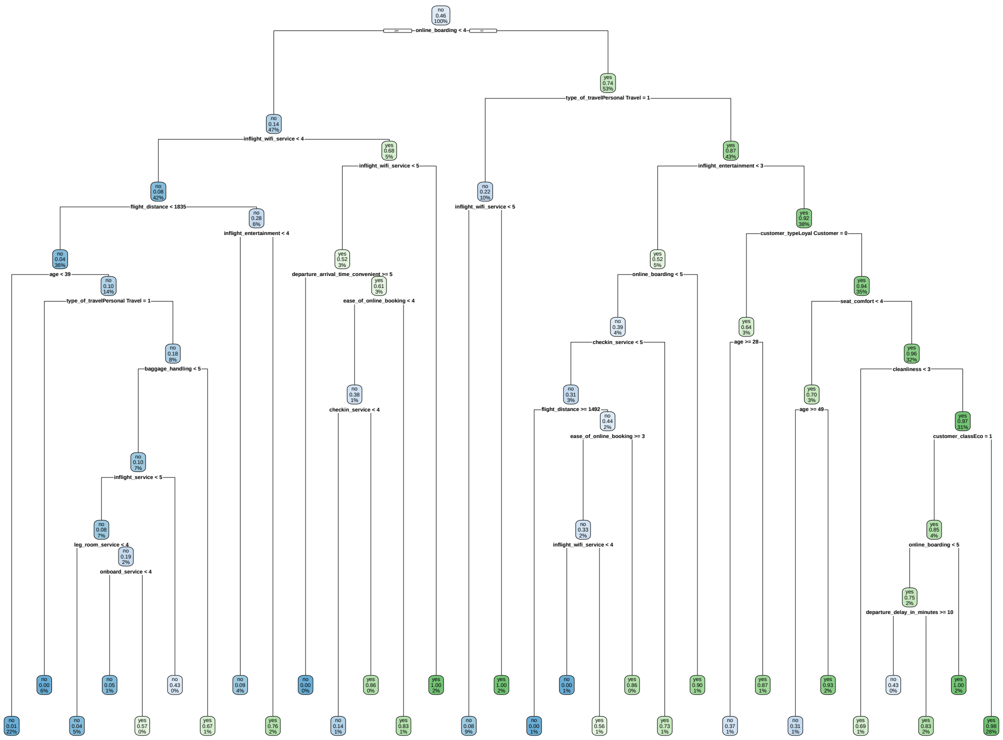
```r
set.seed(1234)
model.tree <- train(x_train,
                    y_train,
                    method = "rpart",
                    tuneGrid = data.frame(cp = exp(seq(-10, -6, length = 30))),
                    trControl = ctrl,
                    metric = "ROC")

model.tree$bestTune
```

```
##              cp
## 14 0.0002727659
```

```r
ggplot(model.tree, highlight = TRUE) +
  scale_x_continuous(trans = scales::log_trans(),
                     breaks = scales::log_breaks()) +
  theme_bw()
```



```
rpart.plot(model.tree$finalModel)
```



```
## test auc and misclassification error rate
pred_tree_auc <- predict(model.tree, newdata = x_test, type = "prob")[,2]
roc(y_test, pred_tree_auc)$auc[1]
```

```
## [1] 0.9350594
```

```
pred_tree <- predict(model.tree, newdata = x_test)
pred.miserror_tree <- 1 - mean(pred_tree == y_test)
pred.miserror_tree
```

```
## [1] 0.1275
```

```
confusionMatrix(data = as.factor(pred_tree),
                reference = as.factor(y_test))
```

```
## Confusion Matrix and Statistics
##
##           Reference
## Prediction  no yes
##        no  189  24
##        yes  27 160
##
##                Accuracy : 0.8725
##                  95% CI : (0.8358, 0.9036)
##     No Information Rate : 0.54
##     P-Value [Acc > NIR] : <2e-16
##
##                   Kappa : 0.7437
##
##  Mcnemar's Test P-Value : 0.7794
```

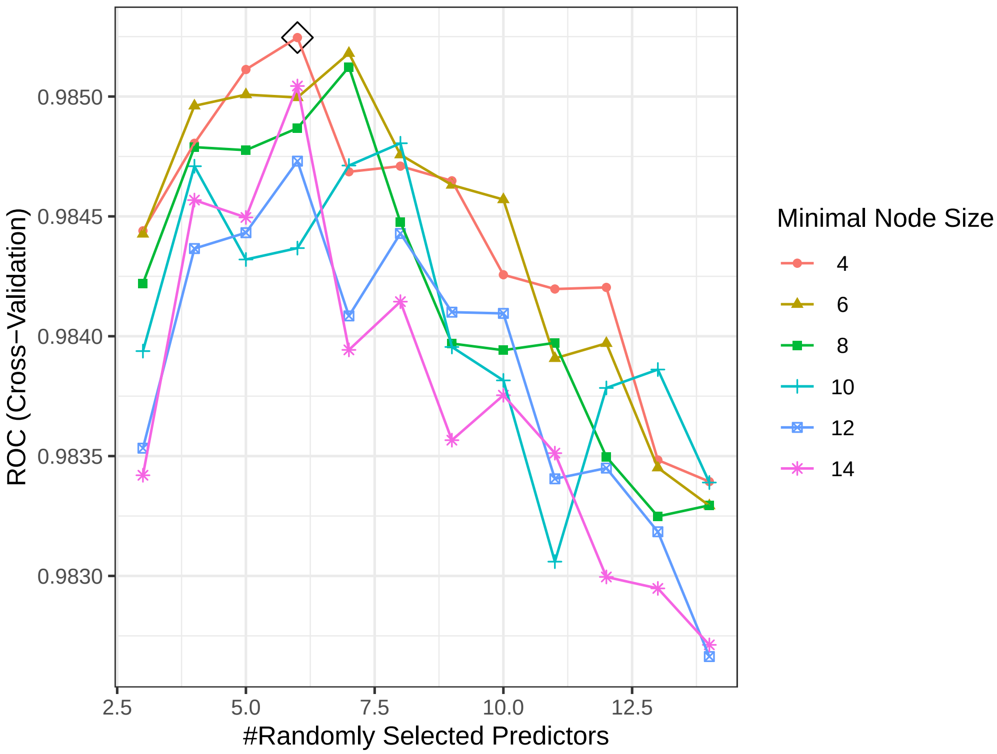
```
##
##             Sensitivity : 0.8750
##             Specificity : 0.8696
##          Pos Pred Value : 0.8873
##          Neg Pred Value : 0.8556
##              Prevalence : 0.5400
##          Detection Rate : 0.4725
##    Detection Prevalence : 0.5325
##       Balanced Accuracy : 0.8723
##
##        'Positive' Class : no
##
```

Ramdom forests

```
set.seed(1234)
model.rf = train(x_train,
                 y_train,
                 method = "ranger",
                 tuneGrid = expand.grid(mtry = 3:14,
                                        splitrule = "gini",
                                        min.node.size = seq(4, 14, by = 2)),
                 metric = "ROC",
                 trControl = ctrl)

model.rf$bestTune
```

```
##    mtry splitrule min.node.size
## 19    6      gini             4
```

```
ggplot(model.rf, highlight = T) +
  theme_bw()
```




```r
## test auc and misclassification error rate
pred_rf_auc <- predict(model.rf, newdata = x_test, type = "prob")[,2]
roc(y_test, pred_rf_auc)$auc[1]
```

```
## Setting levels: control = no, case = yes

## Setting direction: controls < cases

## [1] 0.9764744
```

```r
pred_rf <- predict(model.rf, newdata = x_test)
pred.miserror_rf <- 1 - mean(pred_rf == y_test)
pred.miserror_rf
```

```
## [1] 0.0775
```

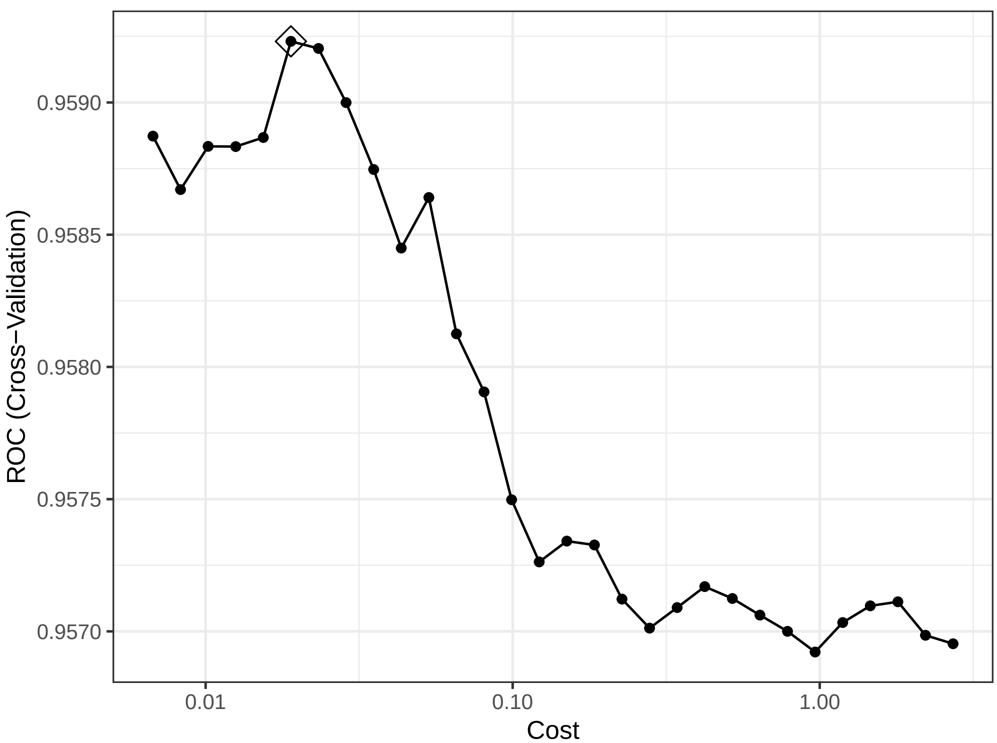
```r
confusionMatrix(data = as.factor(pred_rf),
                reference = as.factor(y_test))
```

```
## Confusion Matrix and Statistics
##
##           Reference
## Prediction  no yes
##        no  201  16
##        yes  15 168
##
##                Accuracy : 0.9225
##                  95% CI : (0.8918, 0.9467)
##     No Information Rate : 0.54
##     P-Value [Acc > NIR] : <2e-16
##
##                   Kappa : 0.8439
##
```

```
##   Mcnemar's Test P-Value : 1
##
##              Sensitivity : 0.9306
##              Specificity : 0.9130
##           Pos Pred Value : 0.9263
##           Neg Pred Value : 0.9180
##               Prevalence : 0.5400
##           Detection Rate : 0.5025
##     Detection Prevalence : 0.5425
##        Balanced Accuracy : 0.9218
##
##         'Positive' Class : no
##
```

Fit a support vector classifier (linear kernel)

```
set.seed(1234)
model.svml = train(x_train,
                   y_train,
                   method = "svmLinear",
                   metric = "ROC",
                   tuneGrid = data.frame(C = exp(seq(-5, 1, length = 30))),
                   trControl = ctrl)

ggplot(model.svml, highlight = TRUE) +
  scale_x_continuous(trans = scales::log_trans(),
                     breaks = scales::log_breaks()) +
  theme_bw()
```



```r
## test auc and misclassification error rate
pred_svml_auc <- predict(model.svml, newdata = x_test, type = "prob")[,2]
roc(y_test, pred_svml_auc)$auc[1]
```

```
## [1] 0.9557921
```

```r
pred_svml <- predict(model.svml, newdata = x_test)
pred.miserror_svml <- 1 - mean(pred_svml == y_test)
pred.miserror_svml
```

```
## [1] 0.1275
```

```r
confusionMatrix(data = as.factor(pred_svml),
                reference = as.factor(y_test))
```

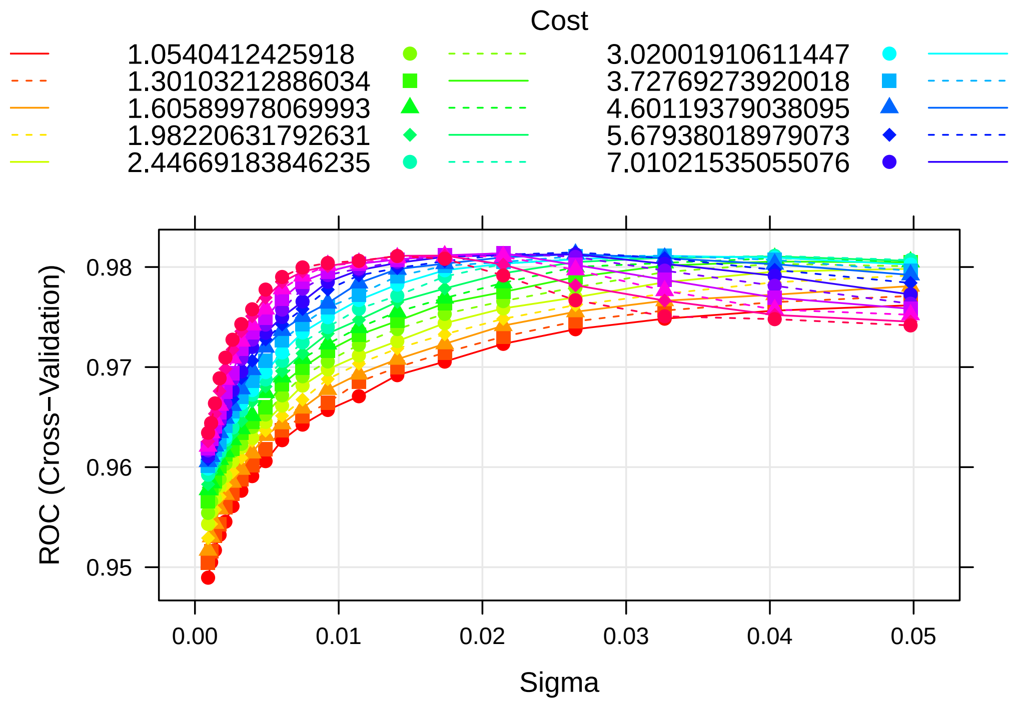
```
## Confusion Matrix and Statistics
##
##           Reference
## Prediction  no yes
##        no  189  24
##        yes  27 160
##
##                Accuracy : 0.8725
##                  95% CI : (0.8358, 0.9036)
##     No Information Rate : 0.54
##     P-Value [Acc > NIR] : <2e-16
##
##                   Kappa : 0.7437
##
##  Mcnemar's Test P-Value : 0.7794
##
##             Sensitivity : 0.8750
##             Specificity : 0.8696
##          Pos Pred Value : 0.8873
##          Neg Pred Value : 0.8556
##              Prevalence : 0.5400
##          Detection Rate : 0.4725
##    Detection Prevalence : 0.5325
##       Balanced Accuracy : 0.8723
##
##        'Positive' Class : no
##
```

Fit a support vector machine with a radial kernel

```r
set.seed(1234)
model.svmr = train(x_train,
                 y_train,
                 method = "svmRadialSigma",
                 metric = "ROC",
                 tuneGrid = expand.grid(C = exp(seq(-1, 3, length = 20)),
                                      sigma = exp(seq(-7, -3, length = 20))),
                 trControl = ctrl)

model.svmr$bestTune
```

```
##          sigma       C
## 277 0.02647435 5.67938
```

```r
myCol<- rainbow(20)
myPar <- list(superpose.symbol = list(col = myCol),
superpose.line = list(col = myCol))
plot(model.svmr, highlight = TRUE, par.settings = myPar)
```




```r
## test auc and misclassification error rate
pred_svmr_auc <- predict(model.svmr, newdata = x_test, type = "prob")[,2]
roc(y_test, pred_svmr_auc)$auc[1]
```

```
## Setting levels: control = no, case = yes
```

```
## Setting direction: controls < cases
```

```
## [1] 0.9739583
```

```r
pred_svmr <- predict(model.svmr, newdata = x_test)
pred.miserror_svmr <- 1 - mean(pred_svmr == y_test)
pred.miserror_svmr
```

```
## [1] 0.0875
```

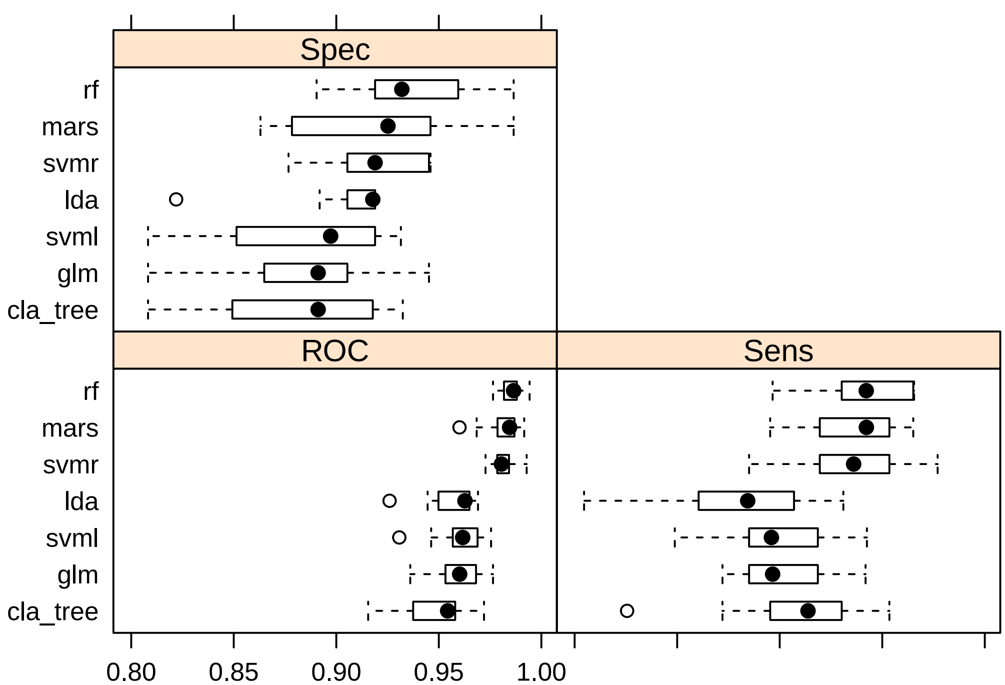
```r
confusionMatrix(data = as.factor(pred_svmr),
                reference = as.factor(y_test))
```

```
## Confusion Matrix and Statistics
##
##           Reference
## Prediction  no yes
##        no  198  17
##        yes  18 167
##
##                Accuracy : 0.9125
```

```
##                  95% CI : (0.8804, 0.9383)
##     No Information Rate : 0.54
##     P-Value [Acc > NIR] : <2e-16
##
##                   Kappa : 0.8239
##
##  Mcnemar's Test P-Value : 1
##
##             Sensitivity : 0.9167
##             Specificity : 0.9076
##          Pos Pred Value : 0.9209
##          Neg Pred Value : 0.9027
##              Prevalence : 0.5400
##          Detection Rate : 0.4950
##    Detection Prevalence : 0.5375
##       Balanced Accuracy : 0.9121
##
##        'Positive' Class : no
##
```

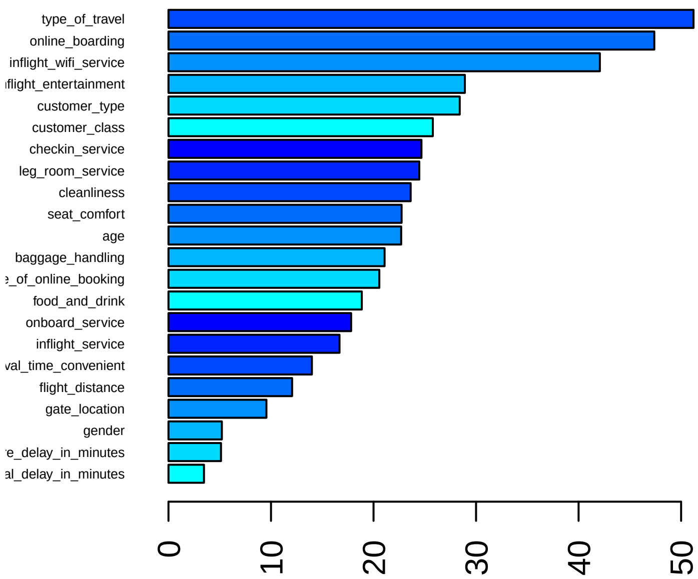
Resample

```
resamp <- resamples(list(glm = model.glm, mars = model.mars,
                         lda = model.lda, cla_tree = model.tree,
                         rf = model.rf, svml = model.svml,
                         svmr = model.svmr))

bwplot(resamp)
```



Select the rf model and interpret

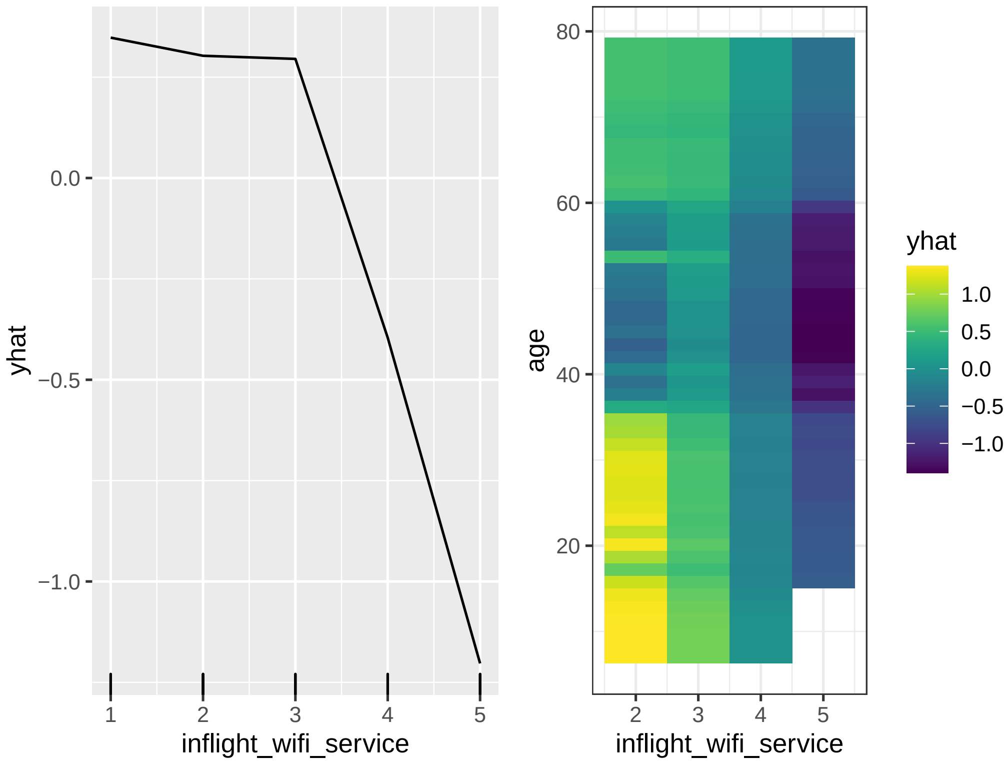
```
## importance variable
set.seed(1234)
rf2.final.per <- ranger(factor(satisfaction) ~ .,
                        data = train,
                        mtry = model.rf$bestTune[[1]],
                        min.node.size = model.rf$bestTune[[3]],
                        splitrule = "gini",
                        importance = "permutation",
                        scale.permutation.importance = TRUE)

barplot(sort(ranger::importance(rf2.final.per), decreasing = FALSE),
        las = 2,
        horiz = TRUE,
        cex.names = 0.4,
        col = colorRampPalette(colors = c("cyan", "blue"))(8))
```




```
pdp1.rf <- model.rf %>%
  partial(pred.var = c("inflight_wifi_service")) %>%
  autoplot(train = train, rug = TRUE)

pdp2.rf <- model.rf %>%
  partial(pred.var = c("inflight_wifi_service", "age"), chull = TRUE) %>%
  autoplot(train = train, rug = TRUE)

grid.arrange(pdp1.rf, pdp2.rf, nrow = 1)
```

```
## Warning: Use of `object[[1L]]` is discouraged. Use `.data[[1L]]` instead.

## Warning: Use of `object[["yhat"]]` is discouraged. Use `.data[["yhat"]]`
## instead.

## Warning: Use of `x.rug[[1L]]` is discouraged. Use `.data[[1L]]` instead.

## Warning: Use of `object[[1L]]` is discouraged. Use `.data[[1L]]` instead.

## Warning: Use of `object[[2L]]` is discouraged. Use `.data[[2L]]` instead.
```

```
## Warning: Use of `object[["yhat"]]` is discouraged. Use `.data[["yhat"]]`
## instead.

## Warning: Use of `object[["yhat"]]` is discouraged. Use `.data[["yhat"]]`
## instead.
```

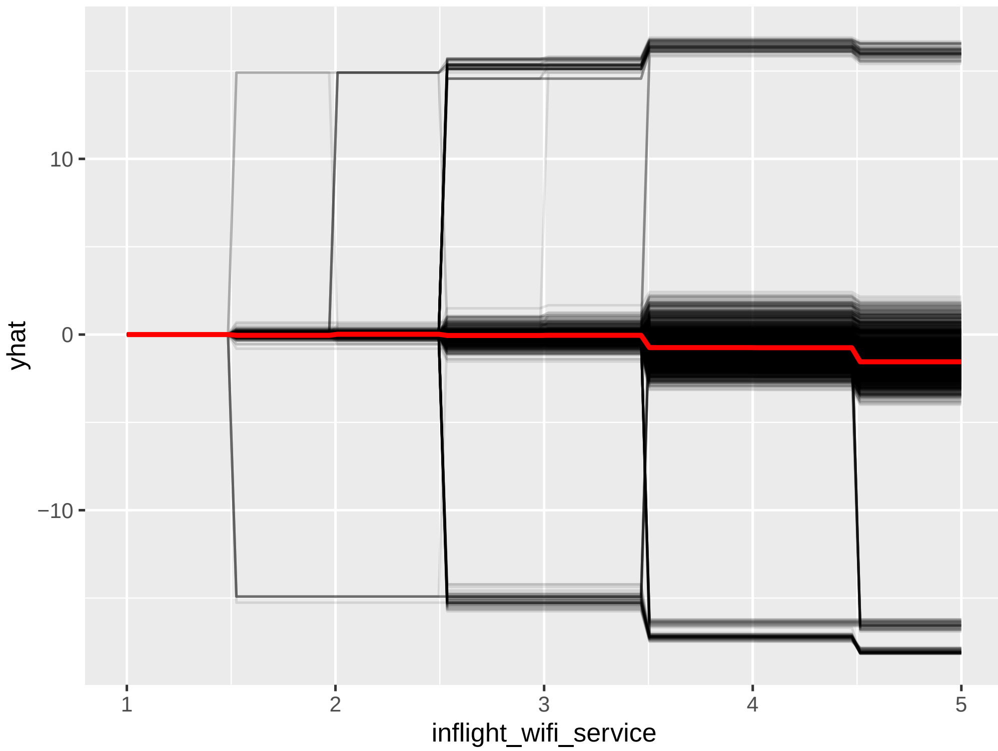



```r
ice.rf <- model.rf %>%
  partial(pred.var = "inflight_wifi_service",
          grid.resolution = 100,
          ice = TRUE) %>%
  autoplot(train = dat, alpha = .1,
          center = TRUE)
```

```
## Warning: `fun.y` is deprecated. Use `fun` instead.
```

```r
ice.rf
```

```
## Warning: Use of `object[["yhat.id"]]` is discouraged. Use `.data[["yhat.id"]]`
## instead.

## Warning: Use of `object[[1L]]` is discouraged. Use `.data[[1L]]` instead.

## Warning: Use of `object[["yhat"]]` is discouraged. Use `.data[["yhat"]]`
## instead.

## Warning: Use of `object[[1L]]` is discouraged. Use `.data[[1L]]` instead.

## Warning: Use of `object[["yhat"]]` is discouraged. Use `.data[["yhat"]]`
## instead.
```




```
##lime
#explain.rf <- lime(data.frame(x_train), model.rf)

#new_obs = x_train[1:10,]
#explana.obs = explain(data.frame(new_obs),
#                      explain.rf,
#                      n_features = 10)

#plot_features(explana.obs)
```