# Thera Bank - Loan Purchase Modeling

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# 1 Project Objective

The objective of this report is to explore the Bank Data "TheraBank.xlsx" and investigate the data to understand the data and to build the best model which can classify the right customers who have a higher probability of purchasing the loan.

The data file consists of 14 variables and 5000 observations and is represented as below:

ID	Customer ID
Age	Customer's age in years
Experience	Years of professional experience
Income	Annual income of the customer (\$000)
ZIPCode	Home Address ZIP code.
Family	Family size of the customer
CCAvg	Avg. spending on credit cards per month (\$000)
Education	Education Level. 1: Undergrad; 2: Graduate; 3: Advanced/Professional
Mortgage	Value of house mortgage if any. (\$000)
Personal Loan	Did this customer accept the personal loan offered in the last campaign?
Securities Account	Does the customer have a securities account with the bank?
CD Account	Does the customer have a certificate of deposit (CD) account with the bank?
Online	Does the customer use internet banking facilities?
CreditCard	Does the customer use a credit card issued by the bank?

We will further be performing Data Manipulation and Data Cleaning steps to make sure that the data is Accurate and Model Ready

During this Project we will be performing the below Steps on the data.

- Performing Exploratory data analysis on the dataset to visualize and understand the data and identify the outliers and missing values
- Building CART and Random Forest Model on the Dataset and Identifying the best fit model by Validating the Model using various Techniques.
- Checking the performance of the models built using the different Model Performance techniques.

# 2 Exploratory Data Analysis – Step by step approach

Exploratory Data Analysis is one of the important phases in the data Analysis in understanding the significance and accuracy of the data. It usually consists of setting up the environment to work in R, loading the data and checking the validity of data loaded.

A Typical Data exploration activity consists of the following steps:

- Environment Set up and Data Import.
  - o Install Necessary Package in R.
  - o Setting Up Working Directory.

- Reading Dataset in R.
- o Performing Data Cleaning.
- Variable Identification.

We shall follow these steps in exploring the provided dataset.

# 2.1 Environment Set up and Data Import

#### 2.1.1 Install necessary Packages.

In this section, we will install and invoke the necessary Packages and Libraries that are going to be the part of our work throughout the project. Having all the packages at the same places increases code readability and Understandability.

```
# Installing and Deploying necessary Packages
install.packages("ROCR")
install.packages("rpart.plot")
install.packages("readxl")
install.packages("randomForest")
install.packages("data.table")
install.packages("ineq")
install.packages("InformationValue")
install.packages("caret")

library(readxl)
library(DataExplorer)
library(corrplot)
library(caTools)
library(rpart)
library(rpart.plot)
library(randomForest)
library(data.table)
library(NOCR)
library(ineq)
library(InformationValue)
library(caret)
```

#### 2.1.2 Set up working Directory

Setting a working directory on starting of the R session makes importing and exporting data files and code files easier. Basically, working directory is the location/ folder on the PC where you have the data, codes etc. related to the project. This helps maintain the code readability and avoid unwanted errors.

```
# Setting the Working Directory.
setwd("D:/Great Learning/Project 3")
```

Please refer Appendix A for Source Code.

#### 2.1.3 Import and Read the Dataset

The given dataset is in .xlsx format. Hence, the command 'read.xslx' from readxl package is used for importing the file.

```
# Reading the Dataset
theraData <- read_xlsx("TheraBank.xlsx", sheet = 2)</pre>
```

Please refer Appendix A for Source Code.

#### 2.1.4 Data Cleaning

Once the Data is imported in R, we will perform the basic operation to understand the viability of the data and check the Accuracy.

• Checking the top six rows of the Data.

```
head(theraData)
## # A tibble: 6 x 14
         ID `Age (in years)` `Experience (in~ `Income (in K/m~ `ZIP Code`
##
                          <dbl>
                                               <dbl>
                                                                    <dbl>
                                                                                 <dbl>
## 1
                              25
                                                                       49
          1
                                                    1
                                                                                 91107
          2
## 2
                              45
                                                   19
                                                                       34
                                                                                 90089
## 3
          3
                              39
                                                   15
                                                                       11
                                                                                 94720
## 4
          4
                              35
                                                   9
                                                                      100
                                                                                 94112
          5
                                                   8
## 5
                              35
                                                                       45
                                                                                 91330
          6
                              37
                                                  13
                                                                       29
                                                                                 92121
## # ... with 9 more variables: `Family members` <dbl>, CCAvg <dbl>,
## # Education <dbl>, Mortgage <dbl>, `Personal Loan` <dbl>, `Securities
        Account` <dbl>, `CD Account` <dbl>, Online <dbl>, CreditCard <dbl>
```

• Checking for the Extra Variables that can be removed.

```
names(theraData)
    [1] "ID"
                                 "Age (in years)"
    [3] "Experience (in years)" "Income (in K/month)"
   [5] "ZIP Code"
                                 "Family members"
##
    [7] "CCAvg"
                                 "Education"
##
## [9] "Mortgage"
                                 "Personal Loan"
                                 "CD Account"
## [11] "Securities Account"
## [13] "Online"
                                 "CreditCard"
```

 Removing the ID Column as it is a continuous variable and will not impact the Model.

```
theraData<- theraData[,-1]
```

• Checking the Structure of the Dataset.

```
str(theraData)
## Classes 'tbl_df', 'tbl' and 'data.frame':
                                         5000 obs. of 13 variables:
## $ Age (in years)
                      : num 25 45 39 35 35 37 53 50 35 34 ...
## $ Experience (in years): num 1 19 15 9 8 13 27 24 10 9 ...
## $ Income (in K/month) : num 49 34 11 100 45 29 72 22 81 180 ...
## $ ZIP Code
                       : num 91107 90089 94720 94112 91330 ...
## $ Family members
                      : num 4311442131...
## $ CCAvg
                      : num 1.6 1.5 1 2.7 1 0.4 1.5 0.3 0.6 8.9 ...
## $ Education
                      : num 1112223333...
## $ Mortgage
                      : num 00000155001040...
## $ Personal Loan : num 000000001...
## $ Securities Account : num 1100000000...
## $ CD Account
                      : num 0000000000...
## $ Online
                      : num 0000011010...
## $ CreditCard
                       : num 0000100100 ...
```

• Performing Summary operation to gain better understanding on Data.

```
summary(theraData)
   Age (in years)
                    Experience (in years) Income (in K/month)
                                                                  ZIP Code
                                          Min.
                                                                      : 9307
   Min.
          :23.00
                    Min.
                           :-3.0
                                                  : 8.00
                                                               Min.
##
   1st Qu.:35.00
                    1st Qu.:10.0
                                          1st Qu.: 39.00
                                                               1st Qu.:91911
   Median :45.00
                    Median :20.0
                                          Median : 64.00
                                                               Median :93437
   Mean
           :45.34
                    Mean
                           :20.1
                                          Mean
                                                 : 73.77
                                                               Mean
                                                                      :93153
   3rd Qu.:55.00
                    3rd Qu.:30.0
                                          3rd Qu.: 98.00
                                                               3rd Qu.:94608
##
           :67.00
                                                 :224.00
   Max.
                    Max.
                           :43.0
                                          Max.
                                                               Max.
                                                                      :96651
##
   Family members
                                       Education
                        CCAvg
                                                        Mortgage
##
           :1.000
                          : 0.000
   Min.
                                     Min.
                                            :1.000
                                                            : 0.0
                    Min.
                                                     Min.
##
   1st Qu.:1.000
                    1st Qu.: 0.700
                                     1st Qu.:1.000
                                                     1st Qu.:
                                                               0.0
   Median :2.000
                    Median : 1.500
                                     Median :2.000
                                                     Median : 0.0
   Mean
           :2.397
                         : 1.938
                                            :1.881
                                                     Mean
                                                            : 56.5
                    Mean
                                     Mean
   3rd Qu.:3.000
                    3rd Qu.: 2.500
                                     3rd Qu.:3.000
                                                     3rd Qu.:101.0
## Max.
           :4.000
                    Max.
                           :10.000
                                     Max.
                                            :3.000
                                                     Max.
                                                             :635.0
## NA's
           :18
##
   Personal Loan
                    Securities Account
                                        CD Account
                                                             Online
   Min.
           :0.000
                   Min.
                           :0.0000
                                       Min.
                                              :0.0000
                                                        Min.
                                                                :0.0000
   1st Qu.:0.000
                    1st Qu.:0.0000
                                       1st Qu.:0.0000
                                                        1st Ou.:0.0000
## Median :0.000
                    Median :0.0000
                                       Median :0.0000
                                                        Median :1.0000
   Mean
           :0.096
                    Mean
                           :0.1044
                                       Mean
                                              :0.0604
                                                        Mean
                                                                :0.5968
   3rd Qu.:0.000
                    3rd Qu.:0.0000
                                                        3rd Qu.:1.0000
                                       3rd Qu.:0.0000
## Max.
           :1.000
                    Max.
                           :1.0000
                                       Max.
                                              :1.0000
                                                                :1.0000
                                                        Max.
##
##
      CreditCard
## Min.
           :0.000
   1st Qu.:0.000
   Median:0.000
   Mean
           :0.294
   3rd Qu.:1.000
##
   Max.
           :1.000
##
```

From Summary, we identified that we have Null Values and the Negative values in our Data which needs to be handled.

We will be dealing with these later in this section.

Renaming the Variable Names.

Handling Negative Values in the Dataset.

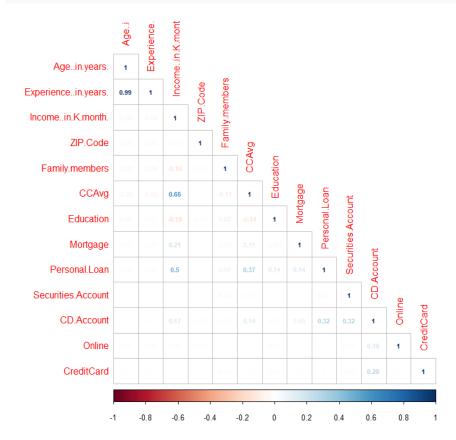
```
# Removing negative records from the Dataset.
theraData <- subset(theraData, theraData$`Experience (in years)` >= 0)
```

Removing Null Values in the Dataset.

```
# Checking for the Null Values.
sum(is.na(theraData))
## [1] 18
colSums(is.na(theraData))
##
          Age..in.years. Experience..in.years.
                                                  Income..in.K.month.
##
##
                ZIP.Code
                                                                 CCAvg
                                 Family.members
##
                                              18
##
               Education
                                                         Personal.Loan
                                       Mortgage
##
##
      Securities.Account
                                     CD.Account
                                                                Online
##
                                              0
              CreditCard
##
##
                        0
# Removing Null Values.
theraData<- na.omit(theraData)
colSums(is.na(theraData))
##
          Age..in.years. Experience..in.years.
                                                  Income..in.K.month.
##
##
                ZIP.Code
                                 Family.members
                                                                 CCAvg
##
##
               Education
                                                        Personal.Loan
                                       Mortgage
##
      Securities.Account
                                                                Online
##
                                     CD.Account
##
                                                                     0
##
              CreditCard
##
```

 Checking for the Correlation between the variables and Plotting the Correlation Plot.

```
# Checking for the Correlation between the Varibles.
matrix <- cor(theraData)
corrplot(matrix, method = "number", type = "lower", number.cex = 0.5)</pre>
```



There exist a huge Correlation of 99% between "Age..in.years." and Experience..in.years.", hence we will remove one of the Variables from the dataset. Removing "Age..in.years"

```
# Removing Experience as there exist a huge Correlation between Age and Experience theraData<- theraData[,-1]
```

 Converting the Dependent Variable and variables that have values of 0 and 1 to Factors.

```
# Converting the variables to Factors

theraData$Personal.Loan <- as.factor(theraData$Personal.Loan)
theraData$Securities.Account <- as.factor(theraData$Securities.Account)
theraData$CD.Account <- as.factor(theraData$CD.Account)
theraData$Online <- as.factor(theraData$Cnline)
theraData$CreditCard <- as.factor(theraData$CreditCard)</pre>
```

 Checking the Structure of the Dataset again after performing the basic operations.

```
str(theraData)
## Classes 'tbl_df', 'tbl' and 'data.frame': 4930 obs. of 12 variables:
## $ Experience..in.years.: num 1 19 15 9 8 13 27 24 10 9 ...
## $ Income..in.K.month. : num 49 34 11 100 45 29 72 22 81 180 ...
## $ ZIP.Code
                          : num 91107 90089 94720 94112 91330 ...
## $ Family.members
                         : num 4 3 1 1 4 4 2 1 3 1 ...
                         : num 1.6 1.5 1 2.7 1 0.4 1.5 0.3 0.6 8.9 ...
## $ CCAvg
## $ Education
                         : num 1112222333...
## $ Mortgage
                          : num 00000155001040...
## $ Personal.Loan
                         : Factor w/ 2 levels "0", "1": 1 1 1 1 1 1 1 1 2
## $ Securities.Account
                         : Factor w/ 2 levels "0", "1": 2 2 1 1 1 1 1 1 1 1
                          : Factor w/ 2 levels "0", "1": 1 1 1 1 1 1 1 1 1 1
## $ CD.Account
                          : Factor w/ 2 levels "0", "1": 1 1 1 1 1 2 2 1 2 1
## $ Online
## $ CreditCard
                          : Factor w/ 2 levels "0", "1": 1 1 1 1 2 1 1 2 1 1
## - attr(*, "na.action")=Class 'omit' Named int [1:18] 21 59 98 161 234
288 484 709 1443 1444 ...
     ....- attr(*, "names")= chr [1:18] "21" "59" "98" "161" ...
nrow(theraData)
## [1] 4930
```

We have removed ID and Age..in.years. from the Dataset and Converted the below variables to Factors.

- o Personal.Loan
- o Securities.Account
- o CD.Account
- o Online
- o CreditCard

•

#### 2.2 Variable Identification

This section holds the Variables/ Methods that are used during the Analysis of the problem. Below are the Functions that we have used for the Analysis.

setwd(): setwd(dir) is used to set the working directory to dir.

read.xlsx(): Reads a file in table format and creates a data frame from it.
 head(): Returns the first parts of a vector, matrix, table, data frame or

function.

str(): Compactly display the internal Structure of an R object.

- summary(): summary is a generic function used to produce result summaries of the results of various model fitting functions.
- names(): Functions to get or set the names of an object.
- Make.names():Make syntactically valid names out of character vectors.
- Sum(): sum returns the sum of all the values present in its arguments.
- Colsums(): Form row and column sums and means for numeric arrays.

•

- Is.null(): NULL is often returned by expressions and functions whose value is undefined. is.null returns TRUE if its argument's value is NULL and FALSE otherwise.
- Boxplot(): It is plotting technique, which is used to identify if there any outliners are present in the data.
- Plot\_histogram():Plot histogram for each continuous feature.
- cor(): cor compute the variance of x and the covariance or correlation of x and y if these are vectors. If x and y are matrices then the covariances (ororrelations) between the columns of x and the columns of y are computed.
- Corrplot(): This is used to plot the correlation matrix for better visualization and presentation.
- cbind(): This method is used to join variables on the basis of the columns.
- set.seeds(): set.seed is the recommended way to specify seeds.
- Sample.split(): Split data from vector Y into two sets in predefined ratio while preserving
  relative ratios of different labels in Y. Used to split the data used during
  classification into train and test subsets.
- Subset(): This method is used to subset the data.
- Rpart(): Fit a rpart model, used to Create a CART model.
- Prp(): Plot an rpart model.
- Rpart.plot(): Plot an rpart model, automatically tailoring the plot for the model's response type
- Predict(): predict is a generic function for predictions from the results of various model fitting functions. The function invokes particular methods which depend on the class of the first argument.
- Table(): table uses the cross-classifying factors to build a contingency table of the counts at each combination of factor levels.
- Prediction(): Every classifier evaluation using ROCR starts with creating a prediction object. This function is used to transform the input data (which can be in vector, matrix, data frame, or list form) into a standardized format.
- Performance():All kinds of predictor evaluations are performed using this function.
- Ineq(): computes the inequality within a vector according to the specified inequality measure. Used to Calculate Gini Gain for the Model.
- Concordance():computes the inequality within a vector according to the specified inequality measure.
- confusionMatrix():Calculate the confusion matrix for the fitted values for a logistic regression model.
- randomForest():randomForest implements Breiman's random forest algorithm (based on Breiman and Cutler's original Fortran code) for classification and regression. It can also be used in unsupervised mode for assessing proximities among data points.
- tuneRF(): Starting with the default value of mtry, search for the optimal value of mtry for randomForest.

# 3 Univariate Analysis

Univariate analysis is perhaps the simplest form of statistical analysis. Like other forms of statistics, it can be inferential or descriptive. The key fact is that only one variable is involved.

For Numeric variables, default plot is histogram and boxplot while for Categorical variables it is Bar plot.

**Histogram**: A histogram is an accurate representation of the distribution of numerical data. It is an estimate of the probability distribution of a continuous variable.

**Boxplot**: A box plot or boxplot is a method for graphically depicting groups of numerical data through their quartiles. Outliers may be plotted as individual points.

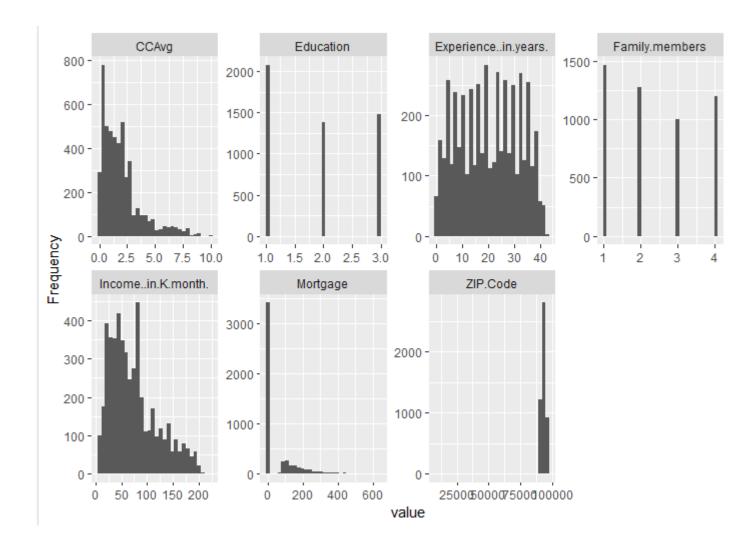
In the problem given, we will be using the above two plotting functions to perform the Univariate analysis on the dataset and identify any outliners present in the data.

Plotting the histogram for all the numeric variables in the dataset.

To analyze each variables, we plot the histogram for the variables.

# Performing Univariate Analysis.

plot\_histogram(theraData)



### Plotting the Boxplot to identify the Outliers in the data.

We use Boxplot to check if there are any Outliers available in the data, boxplot identify the outliers basis the below formulation.

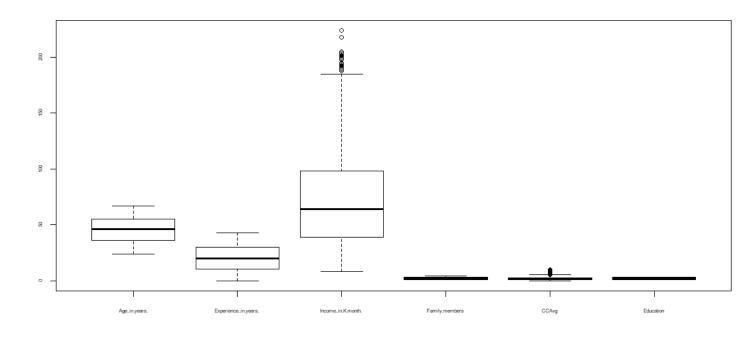
```
IQR = Q3 - Q1

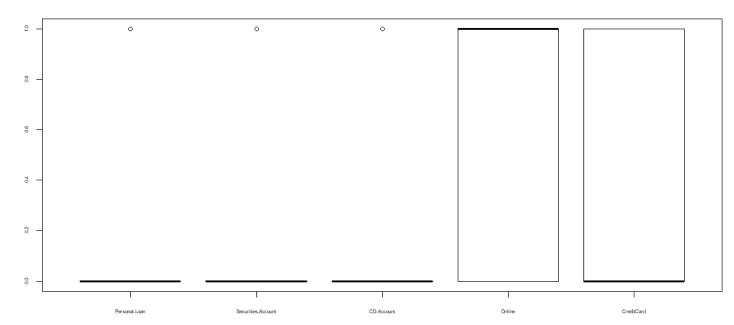
Lower Limit = Q1 - 1.5(IQR)

Upper Limit = Q3 + 1.5(IQR)
```

Points outside the upper and Lower limits are Outliers.

```
par(mfrow = c(1,1))
boxplot(theraData[,c(1,2,3,5,6,7)],cex.axis = 0.5, horizontal = TRUE)
boxplot(theraData[,c(8,9,10,11,12,13)],cex.axis = 0.5, horizontal = TRUE)
```

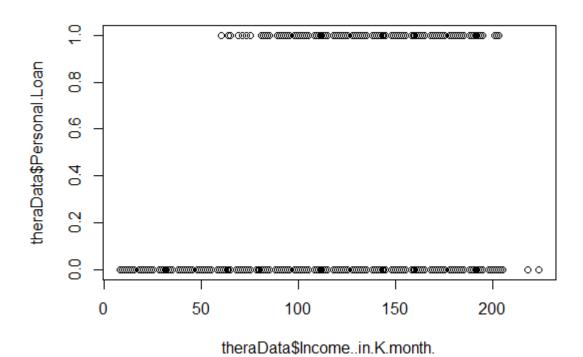




# 4 Bi-Variate Analysis

Multivariate analysis is a set of techniques used for analysis of data sets that contain more than one variable, and the techniques are especially valuable when working with correlated variables. The techniques provide an empirical method for information extraction, regression, or classification.

For Multivariate analysis, the default plot is the Scatter Plot. We will be plotting the correlation between the different variables with Personal Loan to understand the relation between the dependent variable Personal Loan with the Independent variables.



### 5 Conclusion

Proceeding on the dataset, we will further be splitting the Dataset into Test and Train, which will be used to Build and Validate the Model. The Model will be built on Train Dataset and will further be Validated using the Train Dataset. The Train Dataset will contain 70% of the data and Test will have 30%

Splitting the Data into Train and Test

```
# Splitting data into Train and Test with a split of 70, 30 respectively.
set.seed(1000)
index <- sample.split(theraData$Personal.Loan,SplitRatio = 0.7)

Train_Cart <- subset(theraData, index ==TRUE)
Test_Cart <- subset(theraData, index ==F)</pre>
```

• Building the CART Model on Train Dataset.

```
# Building CART Model on Train Data
Model_Train_Cart <- rpart(Personal.Loan~.,data = Train_Cart,method = "class")
Model Train Cart
## n= 3451
##
## node), split, n, loss, yval, (yprob)
        * denotes terminal node
##
##
##
   1) root 3451 335 0 (0.902926688 0.097073312)
##

    Income..in.K.month.
    113.5 2773 56 0 (0.979805265 0.020194735)

       4) CCAvg< 2.95 2572 10 0 (0.996111975 0.003888025) *</p>
##
##

    CCAvg>=2.95 201 46 0 (0.771144279 0.228855721)

        10) CD.Account=0 183 31 0 (0.830601093 0.169398907) *
##
##
        11) CD.Account=1 18   3 1 (0.166666667 0.833333333) *
     3) Income..in.K.month.>=113.5 678 279 0 (0.588495575 0.411504425)
##
##
       6) Education< 1.5 433 45 0 (0.896073903 0.103926097)
        12) Family.members< 2.5 388
##
                                     0 0 (1.000000000 0.0000000000) *
        13) Family.members>=2.5 45
##
                                    0 1 (0.000000000 1.0000000000) *
##
```

In the Model, Root node have 3451 observations which has 335 observations i.e 9.7% as Ones and rest 90.29% as Zeros.

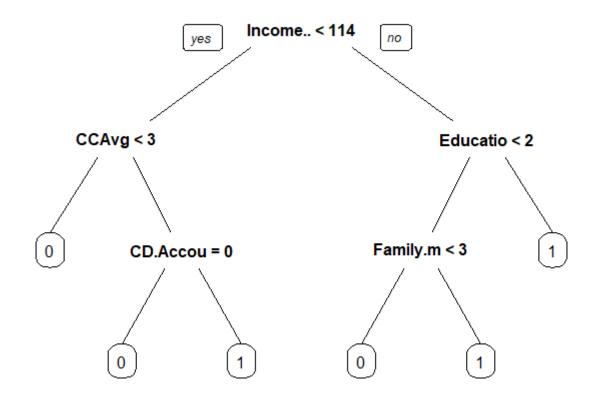
The first split is on Income less then 113.5 having 2773 total observations and 56 as Ones and rest as Zeros and Income greater then equals 113.5 with 678 as the total observations and contains 279 Ones and rest Zeros.

The next spilt continues on Income < 113.5 and will be splitted on CCAvg >= 2.95 with 201 as the Total number of Observations and 46 Ones and rest as Zeros and so on.

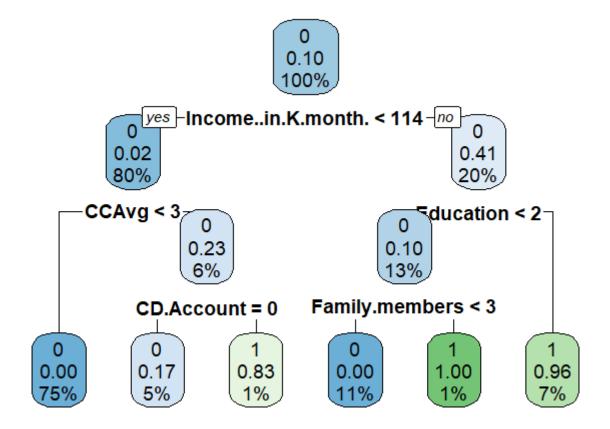
The leaf nodes are built on the below.

- o CCAvg < 2.95 with 2572 as the total observations having 10 Ones and rest as Zeros.
- CD.Account =0 with 183 as the total observations having 31 Ones and rest as Zeros whereas CD.Account =1 with 18 as the total observations having 3 Zeros and rest as Ones
- Family.members < 2.5 with 388 as the total observations having all Zeros whereas</li>
   Family.members > 2.5 with 45 as the total observations having all Ones.
- Education >= 1.5 with 245 as the total observations having 11 Ones and rest Zeros.
- Plotting the CART Model.

```
prp(Model_Train_Cart)
```



rpart.plot(Model\_Train\_Cart,tweak = 1.2)



Pruning of the Tree.

Since we have received the minimum xerror at the end, this the optimized tree and there is no need for further Pruning.

Predicting the Values and Probability of gaining One for Train Dataset.

```
######## Predicting the values on Train.
pred train cart <- predict(Model Train Cart, newdata = Train Cart, type =
"class")
Train Cart<- cbind(Train_Cart,pred_train_cart)</pre>
# Predicting the probability on Train Data
Train_Cart$probs <- predict(Model_Train_Cart, Train_Cart, type = "prob")[,2]</pre>
tbl <- table(Train Cart$Personal.Loan,Train Cart$pred train)
tbl
##
##
          0
##
     0 3102
              14
         41
            294
##
     1
print((tbl[1,2]+tbl[2,1])/nrow(Train_Cart))
## [1] 0.01593741
```

We have predicted the values for the Train Data in which we predicted 3102 Zeros and 294 Ones correctly. We got the error rate of 0.015 and the accuracy of (1 - 0.015) which is 0.985.

Creating the Confusion Matrix and calculating Sensitivity and Specificity on Train Data.

```
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Train_Cart$pred_train_cart,Train_Cart$Personal.Loan)
```

```
Confusion Matrix and Statistics
         Reference
Prediction
           0
        0 3102
                 41
           14 294
        1
              Accuracy: 0.9841
                95% CI: (0.9793, 0.988)
    No Information Rate: 0.9029
    P-Value [Acc > NIR] : < 2.2e-16
                 Kappa: 0.9057
Mcnemar's Test P-Value: 0.0004552
           Sensitivity: 0.9955
           Specificity: 0.8776
        Pos Pred Value : 0.9870
        Neg Pred Value: 0.9545
            Prevalence: 0.9029
        Detection Rate: 0.8989
   Detection Prevalence: 0.9108
     Balanced Accuracy: 0.9366
       'Positive' Class: 0
```

From the above Confusion Matrix, we have achieved the Accuracy of 98.41%, Specificity of 87.76% and Sensitivity of 99.55%

#### Preparing the Rank Table

To create the Rank Table, we first decile the data into groups based on Probability.

```
# Preparing the Rank Table on the Train Data.
prob <- seq (0,1, length = 11)
prob
## [1] 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0
qs_train<- quantile(Train_Cart$probs,prob)</pre>
qs_test <- quantile(Test_Cart$probs_rf)</pre>
## Warning: Unknown or uninitialised column: 'probs_rf'.
Train_Cart$Decile <- cut(Train_Cart$probs,unique(qs_train), include.lowest =
TRUE, right = FALSE)
table(Train Cart$Decile)
##
       [0,0.00389) [0.00389,0.169)
                                           [0.169,1]
##
               388
                               2572
                                                 491
```

The data is deciled into 3 groups. Once the Deciles are created, we start calculating the below parameters from the data set

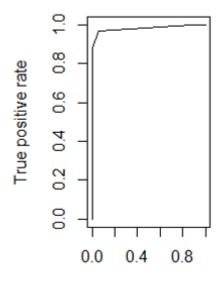
- o Count
- o Count of Ones
- Count of Zeros
- o Response Rate
- Cumulative Response Rate
- o Cumulative Non-Response Rate
- o Cumulative Relative Response Rate
- o Cumulative Relative Non-Response Rate
- o KS Value

```
TrainDT CART<- data.table(Train Cart)
TrainRankTbl CART <- TrainDT CART[,list(
  cnt = length(Personal.Loan),
  cnt_tar1 <- sum(Personal.Loan==1),</pre>
  cnt tar0 <- sum(Personal.Loan==0)</pre>
), by = Decile][order(-Decile)]
names(TrainRankTbl_CART) <- c("Decile", "Count", "Count_One", "Count_Zero")</pre>
names(TrainRankTbl CART)
## [1] "Decile"
                     "Count"
                                  "Count One" "Count Zero"
TrainRankTbl CART$rrate <-
round(TrainRankTbl CART$Count One/TrainRankTbl CART$Count,4)*100
TrainRankTbl CART$cum res<- cumsum(TrainRankTbl CART$Count One)
TrainRankTbl_CART$cum_non_res <- cumsum(TrainRankTbl_CART$Count_Zero)
TrainRankTbl_CART$cum_rel_res <-
round(TrainRankTbl_CART$cum_res/sum(TrainRankTbl_CART$Count_One),4)*100
TrainRankTbl CART$cum rel non res <-
round(TrainRankTbl_CART$cum_non_res/sum(TrainRankTbl_CART$Count_Zero),4)*100
TrainRankTbl CART$ks <- abs(TrainRankTbl CART$cum rel res -
TrainRankTbl_CART$cum_rel_non_res)
TrainRankTbl CART
##
               Decile Count Count One Count Zero rrate cum res cum non res
## 1:
            [0.169,1]
                                   325
                                                             325
                         491
                                               166 66.19
                                                                          166
## 2: [0.00389,0.169)
                        2572
                                    10
                                              2562 0.39
                                                             335
                                                                         2728
                                               388 0.00
                                                             335
## 3:
          [0,0.00389)
                         388
                                     а
                                                                         3116
##
      cum rel res cum rel non res
                                      ks
## 1:
            97.01
                              5.33 91.68
                             87.55 12.45
## 2:
           100.00
## 3:
           100.00
                            100.00 0.00
```

KS Value calculated is 91.68

Plotting ROC Curve.

```
# Plotting the ROC Curve.
predobj_train_cart <- prediction(Train_Cart$probs,Train_Cart$Personal.Loan)
perf_train_cart <- performance(predobj_train_cart,"tpr","fpr")
plot(perf_train_cart)</pre>
```



False positive rate

• Calculating the KS Values from ROC Curve.

```
# Calculating the KS value from Prediction and Plot
KS_train_cart<- max(perf_train_cart@y.values[[1]] -
perf_train_cart@x.values[[1]])
KS_train_cart
## [1] 0.9168758</pre>
```

• Calculating the AUC value.

```
# Calculating the AUC value.
auc_train_Cart = performance(predobj_train_cart, "auc")
auc train Cart
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
## [1] "Area under the ROC curve"
## Slot "alpha.name":
## [1] "none"
##
## Slot "x.values":
## list()
##
## Slot "y.values":
## [[1]]
## [1] 0.9820527
##
##
## Slot "alpha.values":
## list()
```

The AUC Value calculated is: 0.982

Calculating the Gini Gain on the dataset.

```
# Calculating the GINI Value.
gini_train_cart = ineq(Train_Cart$probs,type = "Gini")
gini_train_cart
## [1] 0.8705164
```

The Calculated Gini Gain is: .870

Calculating the Concordance and Discordance Values.

```
# Calculating the Concordence and Discordence %.

Concordance(actuals = Train_Cart$Personal.Loan, predictedScores = Train_Cart$probs)

## $Concordance
## [1] 0.9662694
##

## $Discordance
## [1] 0.03373058
##

## $Tied
## [1] 1.387779e-17
##

## $Pairs
## [1] 1043860
```

We have calculated the Concordance of 96.6% and Discordance of 3.3%.

Predicting the Values and Probability on Test Data.

23 120

```
######### Predicting the Values on Test Data.

pred_test_Cart <- predict(Model_Train_Cart,newdata = Test_Cart, type =
    "class")
pred_test_Cart

Test_Cart<- cbind(Test_Cart,pred_test_Cart)

# Predicting the probability on Test Data
Test_Cart$probs <- predict(Model_Train_Cart,Test_Cart,type = "prob")[,2]

tbl_test<- table(Test_Cart$Personal.Loan,Test_Cart$pred_test_Cart)

print((tbl_test[1,2]+tbl_test[2,1])/nrow(Test_Cart))

## [1] 0.02163624</pre>

0 1
0 1327 9
```

We were able to predict 1327 Zeros and 120 Once correctly from the Test Dataset, having the error rate of 2.16% and Accuracy of (1-2.16) i.e. 97.84%

#### Creating the Confusion Matrix

```
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Test_Cart$pred_test_Cart,Test_Cart$Personal.Loan)
Confusion Matrix and Statistics
         Reference
Prediction 0 1
                 23
        0 1327
            9 120
              Accuracy: 0.9784
                95% cí : (0.9696, 0.9852)
    No Information Rate : 0.9033
    P-Value [Acc > NIR] : < 2e-16
                 Kappa: 0.8705
Mcnemar's Test P-Value: 0.02156
           Sensitivity: 0.9933
           Specificity: 0.8392
         Pos Pred Value : 0.9830
         Neg Pred Value : 0.9302
            Prevalence: 0.9033
        Detection Rate: 0.8972
   Detection Prevalence: 0.9128
     Balanced Accuracy: 0.9162
       'Positive' Class: 0
```

From the above Confusion Matrix, we have achieved the Accuracy of 97.84%, Specificity of 83.92% and Sensitivity of 99.33%

• Preparing the Rank Table on Test Data.

```
# Preparing the Rank Table.
Test Cart$Decile <- cut(Test Cart$probs,unique(qs train),include.lowest =
TRUE, right = FALSE)
TestDT_CART <- data.table(Test_Cart)</pre>
TestRanktbl Cart <- TestDT CART[,list(
  count <- length(Personal.Loan),</pre>
  Count One <- sum(Personal.Loan ==1),
  Count_Zero <- sum(Personal.Loan == 0)
), by = Decile][order(-Decile)]
TestRanktbl Cart
##
               Decile
                        V1 V2
                                  ٧3
                       218 140
## 1:
            [0.169,1]
                                  78
                              3 1089
## 2: [0.00389,0.169) 1092
          [0,0.00389) 169
                                169
names(TestRanktbl Cart) <- c("Decile", "Count", "Count One", "Count Zero")</pre>
TestRanktbl Cart$rrate <-
round((TestRanktbl Cart$Count One/TestRanktbl Cart$Count),4)*100
TestRanktbl Cart$cum res <- cumsum(TestRanktbl Cart$Count One)
TestRanktbl Cart$cum non res <- cumsum((TestRanktbl Cart$Count Zero))
TestRanktbl Cart$cum rel res <-
round(TestRanktbl Cart$cum res/sum(TestRanktbl Cart$Count One),4)*100
TestRanktbl Cart$cum rel non res <-
round(TestRanktbl Cart$cum non res/sum(TestRanktbl Cart$Count Zero),4)*100
TestRanktbl Cart$ks <- abs(TestRanktbl Cart$cum rel res -
TestRankthl Cartscum rel non res)
```

The data is deciled into 3 groups. Once the Deciles are created, we start calculating the below parameters from the data set

- Count
- Count of Ones
- Count of Zeros
- Response Rate
- o Cumulative Response Rate
- Cumulative Non-Response Rate
- Cumulative Relative Response Rate
- o Cumulative Relative Non-Response Rate
- o KS Value

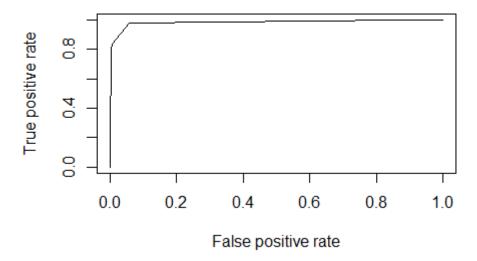
```
Decile Count_Count_One Count_Zero rrate cum_res cum_non_res cum_rel_res cum_rel_non_res
      [0.169,1]
                 218
                           140
                                       78 64.22
                                                    140
                                                                 78
                                                                           97.9
                                                                                            5.84 92.06
[0.00389, 0.169)
                1092
                             3
                                     1089 0.27
                                                    143
                                                               1167
                                                                          100.0
                                                                                           87.35 12.65
    [0,0.00389)
                 169
                             0
                                      169 0.00
                                                    143
                                                               1336
                                                                          100.0
                                                                                         100.00 0.00
```

From the Rank Table we have achieved the KS value of 92.06%

Plotting the ROC Curve.

```
# Plotting the ROC Curve

predobj_test_cart <- prediction(Test_Cart$probs, Test_Cart$Personal.Loan)
perf_test_cart <- performance(predobj_test_cart,"tpr","fpr")
plot(perf_test_cart)</pre>
```



• Calculating the KS Value from the Curve.

```
# Calculating KS from the Plot

KS_Test_cart <- max(perf_test_cart@y.values[[1]] -
perf_test_cart@x.values[[1]])
KS_Test_cart
## [1] 0.9206377</pre>
```

• Calculating the AUC Value on Test Data

```
# Calculating AUC
auc test Cart <- performance(predobj_test_cart, "auc")
auc_test_Cart
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
## [1] "Area under the ROC curve"
## Slot "alpha.name":
## [1] "none"
##
## Slot "x.values":
## list()
##
## Slot "y.values":
## [[1]]
## [1] 0.9840459
##
##
## Slot "alpha.values":
## list()
```

The Calculated AUC Value is 98.40%

Calculating the GINI Gain.

```
#Calculating GINI on Test Cart.
gini_test_cart <- ineq(Test_Cart$probs,"Gini")
gini_test_cart
## [1] 0.8701375</pre>
```

Calculated Gini Gain is: 87.01

Calculating Concordance and Discordance.

```
# Calculating Concordence on Test Cart

Concordance(actuals = Test_Cart$Personal.Loan, predictedScores =
Test_Cart$probs)

## $Concordance
## [1] 0.9704158

##
## $Discordance
## [1] 0.02958419

##
## $Tied
## [1] -3.469447e-17

##
## $Pairs
## [1] 191048
```

The Calculated Concordance is 97.04% and Discordance is 2.95%

We Built the CART Model on Both Train and Test dataset and performed various performance measures to Validate the Model accuracy. We will now be splitting the dataset again to Train and Test to perform the Random Forest Model.

Building the RF Model on the Dataset.

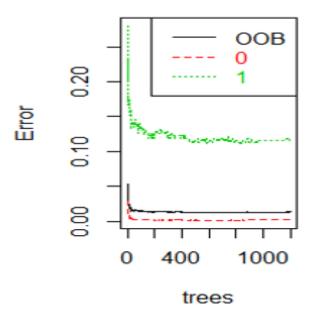
Random forests or random decision forests are an ensemble learning method for classification, regression and other tasks that operates by constructing a multitude of decision trees at training time and outputting the class that is the mode of the classes (classification) or mean prediction (regression) of the individual trees.

```
###### Building RF Model on the Dataset.
set.seed(1000)
index <- sample.split(theraData$Personal.Loan,SplitRatio = 0.7)
Train_RF <- subset(theraData, index ==TRUE)</pre>
Test_RF <- subset(theraData, index ==F)
model_train_rf <- randomForest(Personal.Loan~.,data = Train_RF,type =</pre>
"class", mtry = 3,
                         nodesize = 10, ntree= 1200, importance = TRUE)
model train rf
##
## Call:
## randomForest(formula = Personal.Loan ~ ., data = Train_RF, type =
              mtry = 3, nodesize = 10, ntree = 1200, importance = TRUE)
"class",
##
                  Type of random forest: classification
                        Number of trees: 1200
##
## No. of variables tried at each split: 3
##
##
           OOB estimate of error rate: 1.36%
## Confusion matrix:
        0
            1 class.error
            7 0.00224647
## 0 3109
## 1
       40 295
              0.11940299
```

From the Random Forest Model, we have got the Out Of Box error rate of 1.36% and an accuracy of (1-1.36) i.e. 98.6%

Plotting the RF model.

```
plot(model train rf, main = "")
legend("topright", c("008","0","1"),text.col = 1:6,lty = 1:3,col = 1:3)
```



Tuning the RF Model to find the best mtry and get the optimized tree.

```
trf<- tuneRF(x = Train_RF[,-8],
             y = Train_RF$Personal.Loan,
             mtryStart = 5,
             ntreeTry = 1200,
             stepFactor = 1.5,
             improve = 0.0001,
             trace = TRUE,
             plot = TRUE,
             doBest = FALSE,
             importance = TRUE,
             nodesize = 50)
## mtry = 5 00B error = 1.54%
## Searching left ...
              00B error = 1.77%
## mtry = 4
## -0.1509434 1e-04
## Searching right ...
## mtry = 7
               00B error = 1.39\%
## 0.09433962 1e-04
## mtry = 10
               00B \ error = 1.65\%
## -0.1875 1e-04
trf
         mtry
                00BError
## 4.00B
          4 0.01767604
## 5.00B
            5 0.01535787
## 7.00B
            7 0.01390901
## 10.00B
           10 0.01651695
```

From the tuning, we recognized that the best fit is on mtry 7 where we have the least OOB error of 0.01390

Hence, we create the Model with ntree = 1200 and mtry = 7.

Predicting the RF model on Train Dataset.

Once the model is built, we will perform the Model Evaluation techniques by Predicting the Values and Probability on the Model.

```
# Predicting the RF model on Train dataset
pred_train_rf <- predict(model_train_rf,Train_RF,type = "class")

Train_RF <- cbind(Train_RF,pred_train_rf)
Train_RF$probs_rf <- predict(model_train_rf, Train_RF, type = "prob")[,2]</pre>
```

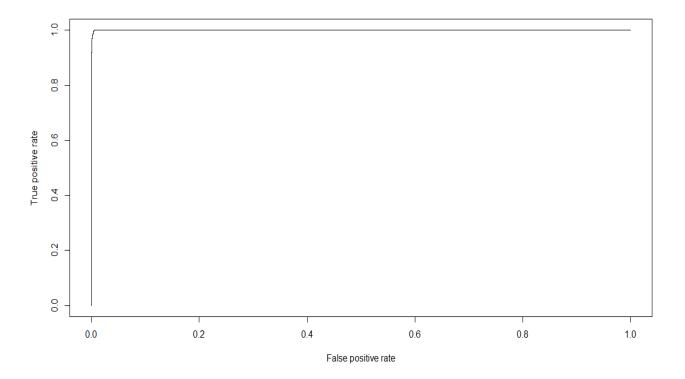
Creating the Confusion Matrix on the above Prediction.

```
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Train_RF$pred_train_rf,Train_RF$Personal.Loan)
Confusion Matrix and Statistics
          Reference
Prediction 0 1
         0 3114
                 22
             2 313
               Accuracy: 0.993
95% CI: (0.9897, 0.9955)
    No Information Rate : 0.9029
    P-Value [Acc > NIR] : < 2.2e-16
                  Kappa: 0.9592
 Mcnemar's Test P-Value : 0.0001052
            Sensitivity: 0.9994
            Specificity: 0.9343
         Pos Pred Value : 0.9930
         Neg Pred Value: 0.9937
             Prevalence: 0.9029
         Detection Rate: 0.9023
   Detection Prevalence: 0.9087
      Balanced Accuracy: 0.9668
       'Positive' Class : 0
```

From the above Confusion Matrix, we have achieved the Accuracy of 99.3%, Specificity of 93.43% and Sensitivity of 99.94%.

• Creating the Rank Table on the Train Dataset.

```
# Creating the Rank Table for RF Model on Train Dataset
Train RF$Decile RF <- cut(Train RF$probs rf,unique(qs train),include.lowest =
TRUE, right = FALSE)
table(Train_RF$Decile_RF)
##
##
       [0,0.00389) [0.00389,0.169)
                                          [0.169,1]
##
                                                373
              2292
TrainDT RF <- data.table(Train RF)</pre>
TrainRanktbl RF <- TrainDT RF[,list(
  count <- length(Personal.Loan),
  count_One <- sum(Personal.Loan == 1),</pre>
  count zero <- sum(Personal.Loan == 0)
),by = Decile RF][order(-Decile RF)]
names(TrainRanktbl_RF) <- c("Decile_RF", "Count", "Count_One", "Count_Zero")</pre>
TrainRanktbl RF$rrate <-
round((TrainRanktbl RF$Count One/TrainRanktbl RF$Count),4)*100
TrainRanktbl RF$cum res <- cumsum(TrainRanktbl RF$Count One)
TrainRanktbl_RF$cum_non_res <- cumsum(TrainRanktbl_RF$Count_Zero)
TrainRanktbl_RF$cum_rel_res <-
round((TrainRanktbl RF$cum res/sum(TrainRanktbl RF$cum res)),4)*100
TrainRanktbl RF$cum rel non res <-
round((TrainRanktbl RF$cum non res/sum(TrainRanktbl RF$cum non res)),4)*100
TrainRanktbl_RF$ks <- abs(TrainRanktbl_RF$cum_rel_res -
TrainRanktbl_RF$cum_rel_non_res)
TrainRanktbl RF
##
            Decile RF Count Count One Count Zero rrate cum res cum non res
## 1:
            [0.169,1]
                         373
                                   335
                                                38 89.81
                                                              335
## 2: [0.00389,0.169)
                         786
                                     0
                                               786 0.00
                                                              335
                                                                          824
          [0,0.00389)
                                              2292 0.00
## 3:
                       2292
                                     0
                                                             335
                                                                         3116
##
      cum rel res cum rel non res
                                      ks
## 1:
            33.33
                              0.96 32.37
## 2:
            33.33
                             20.71 12.62
## 3:
            33.33
                             78.33 45.00
```



Calculating the KS Value on the Plot.

```
# Calculating the KS value on Train

KS_Train_RF <- max(perf_Train_RF@y.values[[1]] - perf_Train_RF@x.values[[1]])
KS_Train_RF
## [1] 0.9951861</pre>
```

• Calculating the AUC Value on Train Data.

```
#Calculating the AUC for Train in RF.
auc_train_rf <- performance(predObj_train_RF, "auc")</pre>
auc train rf
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
## [1] "Area under the ROC curve"
## Slot "alpha.name":
## [1] "none"
##
## Slot "x.values":
## list()
##
## Slot "y.values":
## [[1]]
## [1] 0.9998836
##
## Slot "alpha.values":
## list()
```

AUC Value is: 99.98%

• Calculating the Gini Gain on Train Data.

```
# Calculating the GINI
gini_train_rf <- ineq(Train_RF$probs_rf,"Gini")
gini_train_rf
## [1] 0.8886633</pre>
```

Calculated Gini Value is: 88.86%

Calculating the Concordance and Discordance Values.

```
# Calculating Concordence

Concordance(actuals = Train_RF$Personal.Loan, predictedScores = Train_RF$probs_rf)

## $Concordance
## [1] 0.9998831

##

## $Discordance
## [1] 0.0001168739

##

## $Tied
## [1] -1.568027e-17

##

## $Pairs
## [1] 1043860
```

The Calculated Concordance value is 99.99% and Discordance value is 0.01%.

Performing the Prediction on Test Dataset.

```
#Validating the RF Model on Test Data
pred_test_RF <- predict(model_train_rf,newdata = Test_RF, type = "class")
pred_test_RF

Test_RF<- cbind(Test_RF,pred_test_RF)

Test_RF$probs_test_rf <- predict(model_train_rf, newdata = Test_RF, type = "prob")[,2]</pre>
```

Creating Confusion Matrix on Test dataset.

```
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Test_RF$pred_test_RF,Test_RF$Personal.Loan)
```

#### Confusion Matrix and Statistics

```
Reference
Prediction 0
       0 1329 19
           7 124
       1
```

Accuracy: 0.9824 95% CI: (0.9743, 0.9885)

No Information Rate : 0.9033 P-Value [Acc > NIR] : < 2e-16

Kappa: 0.8954

Mcnemar's Test P-Value: 0.03098

Sensitivity: 0.9948 Specificity: 0.8671 Pos Pred Value: 0.9859 Neg Pred Value: 0.9466 Prevalence: 0.9033 Detection Rate: 0.8986 Detection Prevalence : 0.9114 Balanced Accuracy: 0.9309

'Positive' Class : 0

From the above Confusion Matrix, we have achieved the Accuracy of 98.24%, Specificity of 86.71% and Sensitivity of 99.48%

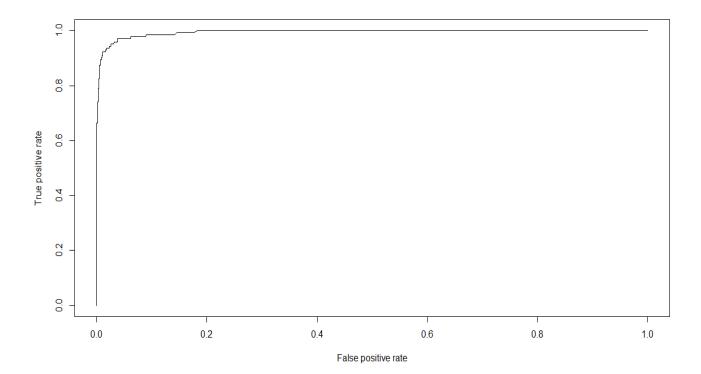
Preparing the Rank Table on Test data.

```
#Preparing the rank Table
prob \leftarrow seq (0,1, length = 11)
prob
## [1] 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0
qs_test <- quantile(Test_RF$probs_test_rf)</pre>
Test RF$Decile Test <-
cut(Test RF$probs test rf,unique(qs test),include.lowest = TRUE,right =
FALSE)
TestDS RF <- data.table(Test RF)</pre>
TestRanktbl RF <- TestDS RF[, list(</pre>
  count <- length(Personal.Loan),
  count one <- sum(Personal.Loan == 1),
  count zero <- sum(Personal.Loan== 0)
  ),by = Decile Test][order(-Decile Test)]
names(TestRanktbl RF) <-</pre>
make.names(c("Decile Test", "Count", "Count One", "Count Zero"))
TestRanktbl RF$rrate <-
round((TestRanktbl RF$Count One/TestRanktbl RF$Count),4)*100
TestRanktbl RF$cum res <- cumsum(TestRanktbl RF$Count One)
TestRanktbl RF$cum non res <- cumsum(TestRanktbl RF$Count Zero)
TestRanktbl RF$cum rel res <-
round((TestRanktbl RF$cum res/sum(TestRanktbl RF$cum res)),4)*100
TestRanktbl RF$cum rel non res <-
round((TestRanktbl RF$cum non res/sum(TestRanktbl RF$cum non res)),4)*100
TestRanktbl RF$ks <- abs(TestRanktbl RF$cum rel res -
TestRanktbl RF$cum rel non res)
TestRanktbl RF
TestRanktbl RF
##
         Decile Test Count Count One Count Zero rrate cum res cum non res
## 1:
        [0.02,0.992]
                        373
                                  142
                                              231 38.07
                                                            142
                                                                         231
## 2: [0.00167,0.02)
                                    1
                        418
                                             417 0.24
                                                            143
                                                                         648
## 3:
                        688
                                              688 0.00
                                                            143
                                                                        1336
         [0,0.00167)
##
      cum_rel_res cum_rel_non_res
                                      ks
## 1:
            33.18
                             10.43 22.75
## 2:
            33.41
                             29.26 4.15
## 3:
            33.41
                             60.32 26.91
```

Plotting the ROC Curve on Test Data.

```
# Plotting the ROC Curve

predObj_test_RF <- prediction(Test_RF$probs_test_rf,Test_RF$Personal.Loan)
perf_test_RF <- performance(predObj_test_RF,"tpr","fpr")
plot(perf_test_RF)</pre>
```



• Calculating the KS from the Plot.

```
# Calculating the KS from ROC Plot for test RF
KS_Test_RF <- max(perf_test_RF@y.values[[1]] - perf_test_RF@x.values[[1]])
KS_Test_RF
## [1] 0.9346028</pre>
```

KS Calculated is: 93.4%

Calculating the AUC Value for Test.

```
# Calculating the AUC on RF Model Test Dataset
auc_test_RF <- performance(predObj_test_RF, "auc")</pre>
auc_test_RF
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
## [1] "Area under the ROC curve"
## Slot "alpha.name":
## [1] "none"
##
## Slot "x.values":
## list()
##
## Slot "y.values":
## [[1]]
## [1] 0.9942946
##
##
## Slot "alpha.values":
## list()
```

AUC Calculated is: 99.42%

· Calculating Gini for Test Data.

```
# Calculating GINI on RF Model Test dataset
gini_test_rf <- ineq(Test_RF$probs_test_rf,"Gini")
gini_test_rf
## [1] 0.8753027</pre>
```

Calculated Gini Gain: 87.53%

Calculating Concordance and Discordance Values on Test.

```
# Calculating the Concordence on RF Model Test Dataset

Concordance(actuals = Test_RF$Personal.Loan, predictedScores = Test_RF$probs_test_rf)

## $Concordance
## [1] 0.9942528
##

## $Discordance
## [1] 0.005747247
##

## $Tied
## [1] 4.163336e-17
##

## $Pairs
## [1] 191048
```

Concordance value achieved is: 99.42% Discordance value achieved is: 0.5%

## 5.1 Summary

Here is the Summary for both the Models after performing all the Performance measure.

	CART-	CART-	Random Forest-	Random Forest-		
	Train	Test	Train	Test		
Accuracy	98.41	97.84	99.3	98.24		
Sensitivity	99.55	99.33	99.94	99.48		
Specificity	87.76	83.92	93.43	86.71		
KS Value	91.68	92.06	99.51	93.4		
AUC Value	98.2	98.4	99.98	99.42		
Gini Gain	87.05	87.04	88.86	87.53		
Concordance	96.6	97.05	99.99	99.42		
Discordance	3.4	2.95	0.01	0.6		

From the above Comparison Matrix, we can Conclude that the Bank should opt for Random Forest Model as it gives better Accuracy and yields to better performance during all the Performance Measures applied on the Test and Train Dataset. And can classify the right customers who have a higher probability of purchasing the loan.

## 6 Appendix A – Source Code

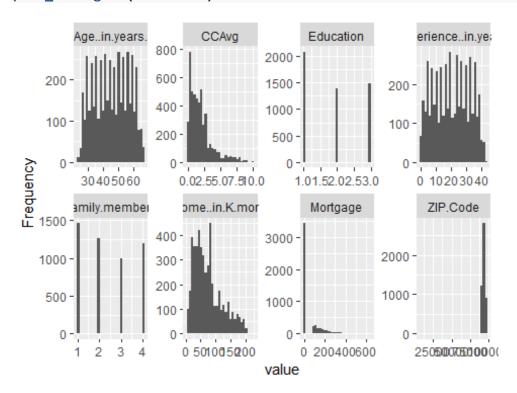
```
#Installing and Deploying required packages
install.packages("e1071")
install.packages("ROCR")
install.packages("rpart.plot")
install.packages("readxl")
install.packages("randomForest")
install.packages("data.table")
install.packages("ineq")
install.packages("InformationValue")
install.packages("caret")
library(readxl)
library(DataExplorer)
library(corrplot)
## corrplot 0.84 loaded
library(caTools)
library(rpart)
library(rpart.plot)
library(randomForest)
## randomForest 4.6-14
## Type rfNews() to see new features/changes/bug fixes.
library(data.table)
library(ROCR)
## Loading required package: gplots
##
## Attaching package: 'gplots'
## The following object is masked from 'package:stats':
##
##
      lowess
library(ineq)
library(InformationValue)
library(caret)
## Loading required package: lattice
## Loading required package: ggplot2
##
## Attaching package: 'ggplot2'
```

```
The following object is masked from 'package:randomForest':
##
##
       margin
##
## Attaching package: 'caret'
## The following objects are masked from 'package:InformationValue':
##
##
       confusionMatrix, precision, sensitivity, specificity
library(e1071)
# Setting the Working Directory.
setwd("D:/Great Learning/Project 3")
# Reading the Dataset
theraData <- read_xlsx("TheraBank.xlsx", sheet = 1)
# Performing Exploratory Data Analysis
head(theraData)
## # A tibble: 6 x 14
        ID `Age (in years)` `Experience (in~ `Income (in K/m~ `ZIP Code`
##
##
     <dbl>
                      <dbl>
                                        <dbl>
                                                          <dbl>
                                                                     <dbl>
## 1
         1
                          25
                                            1
                                                             49
                                                                     91107
## 2
         2
                          45
                                           19
                                                             34
                                                                     90089
## 3
         3
                          39
                                           15
                                                                     94720
                                                             11
## 4
         4
                                            9
                          35
                                                            100
                                                                     94112
## 5
         5
                                            8
                          35
                                                             45
                                                                     91330
         6
                                                             29
## 6
                          37
                                           13
                                                                     92121
## # ... with 9 more variables: `Family members` <dbl>, CCAvg <dbl>,
       Education <dbl>, Mortgage <dbl>, `Personal Loan` <dbl>, `Securities
       Account` <dbl>, `CD Account` <dbl>, Online <dbl>, CreditCard <dbl>
## #
View(theraData)
names(theraData)
    [1] "ID"
                                 "Age (in years)"
##
    [3] "Experience (in years)"
                                "Income (in K/month)"
##
       "ZIP Code"
##
    [5]
                                 "Family members"
                                 "Education"
    [7] "CCAvg"
   [9] "Mortgage"
                                 "Personal Loan"
##
  [11] "Securities Account"
                                 "CD Account"
##
## [13] "Online"
                                 "CreditCard"
theraData<- theraData[,-1]
str(theraData)
## Classes 'tbl_df', 'tbl' and 'data.frame':
                                                 5000 obs. of 13 variables:
    $ Age (in years)
                           : num 25 45 39 35 35 37 53 50 35 34 ...
   $ Experience (in years): num
                                   1 19 15 9 8 13 27 24 10 9 ...
    $ Income (in K/month) : num
                                   49 34 11 100 45 29 72 22 81 180 ...
                                  91107 90089 94720 94112 91330 ...
##
   $ ZIP Code
                : num
```

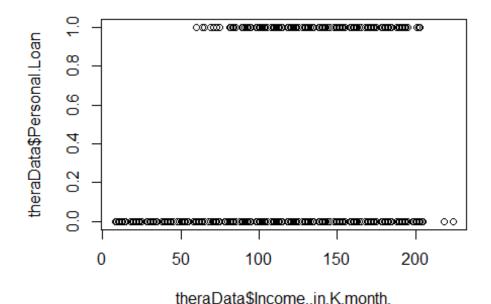
```
##
    $ Family members
                                 4 3 1 1 4 4 2 1 3 1 ...
                           : num
                                  1.6 1.5 1 2.7 1 0.4 1.5 0.3 0.6 8.9 ...
##
    $ CCAvg
                             num
##
   $ Education
                             num
                                  1 1 1 2 2 2 2 3 2 3 ...
                                  0 0 0 0 0 155 0 0 104 0 ...
##
    $ Mortgage
                             num
    $ Personal Loan
                           : num
                                  0000000001...
##
    $ Securities Account
                           : num
                                  11000000000...
    $ CD Account
##
                                  0000000000...
                             num
##
    $ Online
                           : num
                                  0000011010...
##
    $ CreditCard
                                  0000100100...
                           : num
summary(theraData)
                    Experience (in years) Income (in K/month)
                                                                  ZIP Code
##
    Age (in years)
                                                                      : 9307
##
         :23.00
                          :-3.0
                                                 : 8.00
   Min.
                    Min.
                                          Min.
                                                              Min.
##
    1st Qu.:35.00
                    1st Qu.:10.0
                                          1st Qu.: 39.00
                                                              1st Qu.:91911
   Median :45.00
                    Median :20.0
                                          Median : 64.00
                                                              Median :93437
                                          Mean : 73.77
##
   Mean
          :45.34
                    Mean
                         :20.1
                                                              Mean
                                                                      :93153
##
    3rd Qu.:55.00
                    3rd Qu.:30.0
                                          3rd Qu.: 98.00
                                                              3rd Qu.:94608
   Max.
##
          :67.00
                    Max.
                           :43.0
                                          Max.
                                                 :224.00
                                                              Max.
                                                                      :96651
##
##
    Family members
                        CCAvg
                                       Education
                                                        Mortgage
##
                    Min.
                                            :1.000
   Min.
          :1.000
                           : 0.000
                                     Min.
                                                               0.0
                                                     Min.
                                                           :
    1st Qu.:1.000
                    1st Qu.: 0.700
                                     1st Qu.:1.000
##
                                                     1st Qu.: 0.0
                    Median : 1.500
                                     Median :2.000
##
   Median :2.000
                                                     Median :
                                                               0.0
                                                            : 56.5
##
   Mean
          :2.397
                    Mean
                           : 1.938
                                     Mean
                                            :1.881
                                                     Mean
                                                     3rd Qu.:101.0
##
    3rd Qu.:3.000
                    3rd Qu.: 2.500
                                     3rd Qu.:3.000
   Max.
           :4.000
                           :10.000
                                                            :635.0
##
                    Max.
                                     Max.
                                            :3.000
                                                     Max.
##
    NA's
           :18
    Personal Loan
##
                    Securities Account
                                         CD Account
                                                            Online
##
   Min.
          :0.000
                    Min.
                           :0.0000
                                       Min.
                                              :0.0000
                                                        Min.
                                                               :0.0000
    1st Qu.:0.000
                    1st Qu.:0.0000
                                       1st Qu.:0.0000
                                                        1st Qu.:0.0000
##
##
   Median :0.000
                    Median :0.0000
                                       Median :0.0000
                                                        Median :1.0000
##
         :0.096
                    Mean
                           :0.1044
                                       Mean :0.0604
                                                        Mean :0.5968
##
    3rd Qu.:0.000
                    3rd Qu.:0.0000
                                       3rd Qu.:0.0000
                                                        3rd Qu.:1.0000
   Max.
##
         :1.000
                    Max.
                          :1.0000
                                       Max.
                                              :1.0000
                                                        Max.
                                                                :1.0000
##
##
     CreditCard
##
   Min. :0.000
##
   1st Qu.:0.000
##
   Median :0.000
##
   Mean
          :0.294
##
    3rd Qu.:1.000
##
   Max.
          :1.000
##
# Removing negative records from the Dataset.
theraData <- subset(theraData, theraData$`Experience (in years)` >= 0)
# Changing the Column names for the dataset
names(theraData) <- make.names(c("Age (in years)", "Experience (in years)", "Income (in K/</pre>
month)","ZIP Code","Family members","CCAvg",
             "Education", "Mortgage", "Personal Loan", "Securities Account", "CD Account", "O
nline", "CreditCard"), allow_ = TRUE, unique = FALSE)
```

#### # Performing Univariate Analysis.

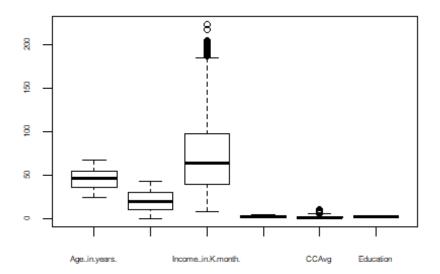
### plot\_histogram(theraData)



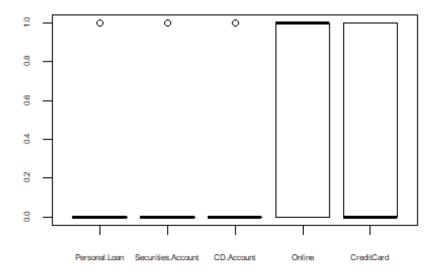
plot(theraData\$Income..in.K.month.,theraData\$Personal.Loan,)



```
par(mfrow = c(1,1))
boxplot(theraData[,c(1,2,3,5,6,7)],cex.axis = 0.5)
```

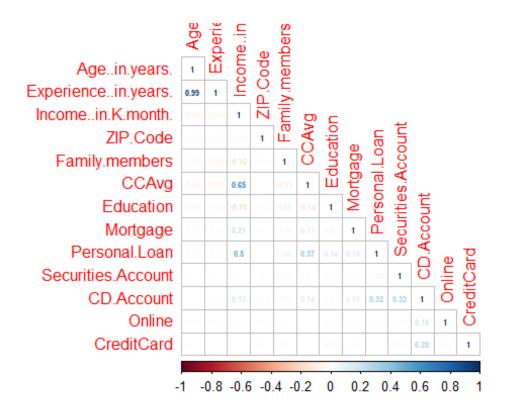


# boxplot(theraData[,c(9,10,11,12,13)],cex.axis = 0.5)



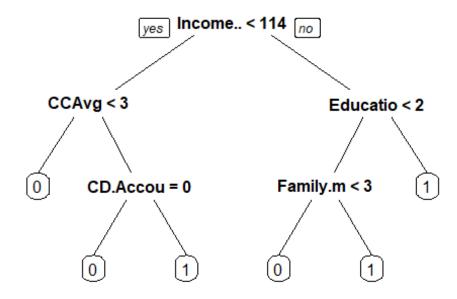
```
# Checking for the Null Values.
sum(is.na(theraData))
## [1] 18
```

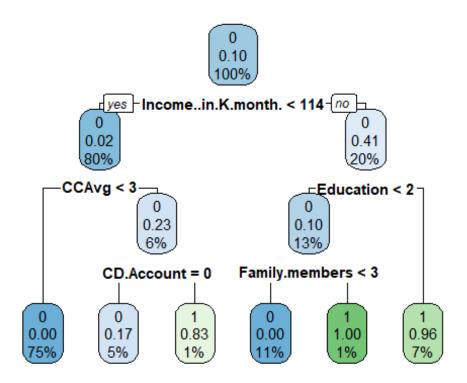
```
colSums(is.na(theraData))
##
          Age..in.years. Experience..in.years.
                                                    Income..in.K.month.
##
                                                                    CCAvg
##
                 ZIP.Code
                                  Family.members
##
                Education
##
                                        Mortgage
                                                           Personal.Loan
##
      Securities.Account
                                      CD.Account
                                                                  Online
##
##
               CreditCard
##
##
# Removing Null Values.
theraData<- na.omit(theraData)</pre>
colSums(is.na(theraData))
##
          Age..in.years. Experience..in.years.
                                                    Income..in.K.month.
##
##
                                                                    CCAvg
                 ZIP.Code
                                  Family.members
##
                Education
                                        Mortgage
                                                           Personal.Loan
##
##
##
      Securities.Account
                                      CD.Account
                                                                  Online
##
##
               CreditCard
##
# Checking for the Correlation between the Varibles.
matrix <- cor(theraData)</pre>
corrplot(matrix, method = "number", type = "lower", number.cex = 0.5)
```



```
# Removing Experience as there exist a huge Correlation between Age and Experience
theraData<- theraData[,-1]
# Converting the variables to Factors
#theraData$Education <- as.factor(theraData$Education)</pre>
theraData$Personal.Loan <- as.factor(theraData$Personal.Loan)</pre>
theraData$Securities.Account <- as.factor(theraData$Securities.Account)</pre>
theraData$CD.Account <- as.factor(theraData$CD.Account)</pre>
theraData$Online <- as.factor(theraData$Online)</pre>
theraData$CreditCard <- as.factor(theraData$CreditCard)</pre>
str(theraData)
## Classes 'tbl_df', 'tbl' and 'data.frame':
                                                   4930 obs. of 12 variables:
    $ Experience..in.vears.: num
                                    1 19 15 9 8 13 27 24 10 9 ...
    $ Income..in.K.month. : num
                                    49 34 11 100 45 29 72 22 81 180 ...
##
##
    $ ZIP.Code
                                    91107 90089 94720 94112 91330 ...
                               num
    $ Family.members
                                    4 3 1 1 4 4 2 1 3 1 ...
                             : num
                                    1.6 1.5 1 2.7 1 0.4 1.5 0.3 0.6 8.9 ...
##
   $ CCAvg
                             : num
##
    $ Education
                               num
                                    1 1 1 2 2 2 2 3 2 3 ...
                                    0 0 0 0 0 155 0 0 104 0 ...
##
    $ Mortgage
                             : num
                             : Factor w/ 2 levels "0", "1": 1 1 1 1 1 1 1 1 2 ...
    $ Personal.Loan
                             : Factor w/ 2 levels "0", "1": 2 2 1 1 1 1 1 1 1 1 1 ... : Factor w/ 2 levels "0", "1": 1 1 1 1 1 1 1 1 1 ...
    $ Securities.Account
##
##
    $ CD.Account
##
   $ Online
                             : Factor w/ 2 levels "0", "1": 1 1 1 1 1 2 2 1 2 1 ...
                             : Factor w/ 2 levels "0", "1": 1 1 1 1 2 1 1 2 1 1 ...
    $ CreditCard
##
    - attr(*, "na.action")= 'omit' Named int 21 59 98 161 234 288 484 709 1443 1444 ...
##
     ... attr(*, "names")= chr "21" "59" "98" "161" ...
##
nrow(theraData)
```

```
## [1] 4930
# Splitting data into Train and Test with a split of 70, 30 respectively.
set.seed(1000)
index <- sample.split(theraData$Personal.Loan,SplitRatio = 0.7)</pre>
Train_Cart <- subset(theraData, index ==TRUE)</pre>
Test_Cart <- subset(theraData, index ==F)</pre>
# Building CART Model on Train Data
Model_Train_Cart <- rpart(Personal.Loan~.,data = Train_Cart,method = "class")</pre>
Model_Train_Cart
## n= 3451
##
## node), split, n, loss, yval, (yprob)
##
        * denotes terminal node
##
##
   1) root 3451 335 0 (0.902926688 0.097073312)
     2) Income..in.K.month.< 113.5 2773 56 0 (0.979805265 0.020194735)
##
##
       4) CCAvg< 2.95 2572 10 0 (0.996111975 0.003888025) *
##
       5) CCAvg>=2.95 201 46 0 (0.771144279 0.228855721)
        10) CD.Account=0 183 31 0 (0.830601093 0.169398907) *
##
        ##
##
     3) Income..in.K.month.>=113.5 678 279 0 (0.588495575 0.411504425)
       6) Education< 1.5 433 45 0 (0.896073903 0.103926097)
##
##
        12) Family.members< 2.5 388
                                    0 0 (1.000000000 0.0000000000) *
                                   0 1 (0.000000000 1.000000000) *
##
        13) Family.members>=2.5 45
##
       prp(Model Train Cart)
```





```
Model_Train_Cart$cptable
##
               CP nsplit rel error
                                           xerror
                                                           xstd
## 1 0.33283582
                         0 1.0000000 1.0000000 0.05191631
## 2 0.13432836
                         2 0.3343284 0.3761194 0.03289000
## 3 0.01791045
                         3 0.2000000 0.2537313 0.02717999
## 4 0.01000000
                         5 0.1641791 0.1910448 0.02365812
######## Predicting the values on Train.
pred_train_cart <- predict(Model_Train_Cart, newdata = Train_Cart, type = "class")</pre>
pred_train_cart
       1
             2
                   3
                               5
                                           7
                                                  8
                                                        9
##
                         4
                                     6
                                                             10
                                                                   11
                                                                         12
                                                                               13
                                                                                     14
                                                                                           15
##
       0
             0
                   0
                         0
                               0
                                     0
                                           0
                                                  1
                                                        0
                                                              0
                                                                    0
                                                                          1
                                                                                0
                                                                                      1
                                                                                            0
                        19
                                                                                     29
##
      16
            17
                  18
                              20
                                    21
                                          22
                                                23
                                                       24
                                                             25
                                                                   26
                                                                         27
                                                                               28
                                                                                           30
       0
                   0
                         0
                                     0
                                           0
##
             0
                               0
                                                  1
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                                                                                0
                                                                                      0
                                                                                            0
##
      31
            32
                        34
                              35
                                          37
                                                                   41
                                                                                     44
                                                                                           45
                  33
                                    36
                                                38
                                                       39
                                                             40
                                                                         42
                                                                               43
                         0
                                                              0
                                                                    1
                                                                          0
##
       1
             0
                   1
                               0
                                     0
                                           1
                                                  0
                                                        0
                                                                                1
                                                                                      0
                                                                                            0
##
      46
            47
                  48
                        49
                              50
                                    51
                                          52
                                                53
                                                       54
                                                             55
                                                                   56
                                                                         57
                                                                               58
                                                                                     59
                                                                                           60
##
       0
             0
                   0
                         0
                               0
                                     0
                                           0
                                                  0
                                                              1
                                                                    0
                                                                          0
                                                                                0
                                                                                      0
                                                                                            0
                                                                                           75
##
      61
            62
                  63
                        64
                              65
                                    66
                                          67
                                                68
                                                       69
                                                            70
                                                                   71
                                                                         72
                                                                               73
                                                                                     74
       0
                                     0
                                                                    0
                                                                                      0
##
             0
                   1
                         0
                               0
                                           0
                                                  0
                                                        0
                                                              0
                                                                          0
                                                                                0
                                                                                            0
      76
            77
                  78
                        79
                                          82
                                                                         87
                                                                               88
##
                              80
                                    81
                                                83
                                                       84
                                                             85
                                                                   86
                                                                                     89
                                                                                           90
##
       0
             0
                   0
                         0
                               0
                                     0
                                           0
                                                  0
                                                        0
                                                              0
                                                                    0
                                                                          0
                                                                                0
                                                                                      0
                                                                                            0
                  93
##
      91
            92
                        94
                              95
                                    96
                                          97
                                                98
                                                       99
                                                           100
                                                                  101
                                                                        102
                                                                              103
                                                                                    104
                                                                                          105
##
       0
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                   0
                         1
                               0
                                     0
                                                  0
                                                        0
                                                              0
                                                                    0
                                                                          0
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                                                                                      0
                                                                                            0
                                           0
    106
           107
                 108
                       109
                             110
                                   111
                                         112
                                                     114
                                                           115
                                                                 116
                                                                        117
                                                                              118
                                                                                    119
                                                                                          120
##
                                               113
##
       0
             0
                   1
                         0
                               0
                                     0
                                           0
                                                  0
                                                        0
                                                              0
                                                                    0
                                                                          0
                                                                                0
                                                                                      0
                                                                                            0
                123
                                                                 131
                                                                                    134
##
    121
          122
                       124
                             125
                                   126
                                         127
                                               128
                                                     129
                                                           130
                                                                        132
                                                                              133
                                                                                          135
```

##	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0
##	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150
##	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
##	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180
##	0	0	0	1	0	1	0	1	0	0	1	0	0	0	0
##	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210
##	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0
##	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225
##	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0
##	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255
##	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0
##	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270
##	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
##	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285
##	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
##	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315
##	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
##	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330
##	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
##	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375
##	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
##	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390
##	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
##	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405
##	0	0	0	0	0	0	0	0	a	Δ.	Ω.	1	0	a	0
##	406	407			_				0	0	0			0	
##			408	409	410	411	412	413	414	415	416	417	418	419	420
	0	0	0	0	0	0	412 1	413 0	414 0	415 0	416 0	417 0	418 0	419 0	420 0
##	0 421	0 422	0 423	0 424	0 425	0 426	412 1 427	413 0 428	414 0 429	415 0 430	416 0 431	417 0 432	418 0 433	419 0 434	420 0 435
##	0 421 0	0 422 0	0 423 1	0 424 0	0 425 0	0 426 0	412 1 427 0	413 0 428 0	414 0 429 0	415 0 430 0	416 0 431 0	417 0 432 0	418 0 433 0	419 0 434 1	420 0 435 0
## ##	0 421 0 436	0 422 0 437	0 423 1 438	0 424 0 439	0 425 0 440	0 426 0 441	412 1 427 0 442	413 0 428 0 443	414 0 429 0 444	415 0 430 0 445	416 0 431 0 446	417 0 432 0 447	418 0 433 0 448	419 0 434 1 449	420 0 435 0 450
## ## ##	0 421 0 436 0	0 422 0 437 0	0 423 1 438 1	0 424 0 439 0	0 425 0 440 0	0 426 0 441 0	412 1 427 0 442 0	413 0 428 0 443 0	414 0 429 0 444 0	415 0 430 0 445 0	416 0 431 0 446 0	417 0 432 0 447 0	418 0 433 0 448 1	419 0 434 1 449 0	420 0 435 0 450
## ## ## ##	0 421 0 436 0 451	0 422 0 437 0 452	0 423 1 438 1 453	0 424 0 439 0 454	0 425 0 440 0 455	0 426 0 441 0 456	412 1 427 0 442 0 457	413 0 428 0 443 0 458	414 0 429 0 444 0 459	415 0 430 0 445 0 460	416 0 431 0 446 0 461	417 0 432 0 447 0 462	418 0 433 0 448 1 463	419 0 434 1 449 0 464	420 0 435 0 450 0 465
## ## ## ##	0 421 0 436 0 451	0 422 0 437 0 452	0 423 1 438 1 453 0	0 424 0 439 0 454	0 425 0 440 0 455 0	0 426 0 441 0 456	412 1 427 0 442 0 457	413 0 428 0 443 0 458	414 0 429 0 444 0 459	415 0 430 0 445 0 460	416 0 431 0 446 0 461	417 0 432 0 447 0 462 0	418 0 433 0 448 1 463 0	419 0 434 1 449 0 464	420 0 435 0 450 0 465 0
## ## ## ## ##	0 421 0 436 0 451 0 466	0 422 0 437 0 452 0 467	0 423 1 438 1 453 0 468	0 424 0 439 0 454 0 469	0 425 0 440 0 455 0 470	0 426 0 441 0 456 0 471	412 1 427 0 442 0 457 1 472	413 0 428 0 443 0 458 0 473	414 0 429 0 444 0 459 0 474	415 0 430 0 445 0 460 0 475	416 0 431 0 446 0 461 0 476	417 0 432 0 447 0 462 0 477	418 0 433 0 448 1 463 0 478	419 0 434 1 449 0 464 0 479	420 0 435 0 450 0 465 0 480
## ## ## ## ## ##	0 421 0 436 0 451 0 466	0 422 0 437 0 452 0 467	0 423 1 438 1 453 0 468	0 424 0 439 0 454 0 469	0 425 0 440 0 455 0 470	0 426 0 441 0 456 0 471	412 1 427 0 442 0 457 1 472 0	413 0 428 0 443 0 458 0 473 0	414 0 429 0 444 0 459 0 474	415 0 430 0 445 0 460 0 475 0	416 0 431 0 446 0 461 0 476 0	417 0 432 0 447 0 462 0 477 0	418 0 433 0 448 1 463 0 478	419 0 434 1 449 0 464 0 479 0	420 0 435 0 450 0 465 0 480
## ## ## ## ## ##	0 421 0 436 0 451 0 466 0 481	0 422 0 437 0 452 0 467 0 482	0 423 1 438 1 453 0 468 0 483	0 424 0 439 0 454 0 469 0 484	0 425 0 440 0 455 0 470 0 485	0 426 0 441 0 456 0 471 0 486	412 1 427 0 442 0 457 1 472 0 487	413 0 428 0 443 0 458 0 473 0 488	414 0 429 0 444 0 459 0 474 0 489	415 0 430 0 445 0 460 0 475 0 490	416 0 431 0 446 0 461 0 476 0 491	417 0 432 0 447 0 462 0 477 0 492	418 0 433 0 448 1 463 0 478 0 493	419 0 434 1 449 0 464 0 479 0 494	420 0 435 0 450 0 465 0 480 0 495
## ## ## ## ## ## ##	0 421 0 436 0 451 0 466 0 481	0 422 0 437 0 452 0 467 0 482 0	0 423 1 438 1 453 0 468 0 483 0	0 424 0 439 0 454 0 469 0 484	0 425 0 440 0 455 0 470 0 485 0	0 426 0 441 0 456 0 471 0 486	412 1 427 0 442 0 457 1 472 0 487	413 0 428 0 443 0 458 0 473 0 488 0	414 0 429 0 444 0 459 0 474 0 489 0	415 0 430 0 445 0 460 475 0 490	416 0 431 0 446 0 461 0 476 0 491 0	417 0 432 0 447 0 462 0 477 0 492 0	418 0 433 0 448 1 463 0 478 0 493 0	419 0 434 1 449 0 464 0 479 0 494	420 0 435 0 450 0 465 0 480 0 495
## ## ## ## ## ## ##	0 421 0 436 0 451 0 466 0 481 0 496	0 422 0 437 0 452 0 467 0 482 0 497	0 423 1 438 1 453 0 468 0 483 0 498	0 424 0 439 0 454 0 469 0 484 0 499	0 425 0 440 0 455 0 470 0 485 0 500	0 426 0 441 0 456 0 471 0 486 0 501	412 1 427 0 442 0 457 1 472 0 487 0 502	413 0 428 0 443 0 458 0 473 0 488 0 503	414 0 429 0 444 0 459 0 474 0 489 0 504	415 0 430 0 445 0 460 0 475 0 490 0 505	416 0 431 0 446 0 461 0 476 0 491 0 506	417 0 432 0 447 0 462 0 477 0 492 0 507	418 0 433 0 448 1 463 0 478 0 493 0 508	419 0 434 1 449 0 464 0 479 0 494 0 509	420 0 435 0 450 0 465 0 480 0 495 0 510
## ## ## ## ## ## ##	0 421 0 436 0 451 0 466 0 481 0 496	0 422 0 437 0 452 0 467 0 482 0 497	0 423 1 438 1 453 0 468 0 483 0 498	0 424 0 439 0 454 0 469 0 484 0 499	0 425 0 440 0 455 0 470 0 485 0 500	0 426 0 441 0 456 0 471 0 486 0 501	412 1 427 0 442 0 457 1 472 0 487 0 502 0	413 0 428 0 443 0 458 0 473 0 488 0 503 0	414 0 429 0 444 0 459 0 474 0 489 0 504	415 0 430 0 445 0 460 0 475 0 490 0 505 0	416 0 431 0 446 0 461 0 476 0 491 0 506 0	417 0 432 0 447 0 462 0 477 0 492 0 507 0	418 0 433 0 448 1 463 0 478 0 493 0 508 0	419 0 434 1 449 0 464 0 479 0 494 0 509 0	420 0 435 0 450 0 465 0 480 0 495 0 510 0
## ## ## ## ## ## ## ##	0 421 0 436 0 451 0 466 0 481 0 496 0 511	0 422 0 437 0 452 0 467 0 482 0 497 0 512	0 423 1 438 1 453 0 468 0 483 0 498 0 513	0 424 0 439 0 454 0 469 0 484 0 499 0 514	0 425 0 440 0 455 0 470 0 485 0 500 0 515	0 426 0 441 0 456 0 471 0 486 0 501 0 516	412 1 427 0 442 0 457 1 472 0 487 0 502 0 517	413 0 428 0 443 0 458 0 473 0 488 0 503 0 518	414 0 429 0 444 0 459 0 474 0 489 0 504 0 519	415 0 430 0 445 0 460 0 475 0 490 0 505 0 520	416 0 431 0 446 0 461 0 476 0 491 0 506 0 521	417 0 432 0 447 0 462 0 477 0 492 0 507 0 522	418 0 433 0 448 1 463 0 478 0 493 0 508 0 523	419 0 434 1 449 0 464 0 479 0 494 0 509 0 524	420 0 435 0 450 0 465 0 480 0 495 0 510 0 525
## ## ## ## ## ## ##	0 421 0 436 0 451 0 466 0 481 0 496	0 422 0 437 0 452 0 467 0 482 0 497	0 423 1 438 1 453 0 468 0 483 0 498	0 424 0 439 0 454 0 469 0 484 0 499	0 425 0 440 0 455 0 470 0 485 0 500	0 426 0 441 0 456 0 471 0 486 0 501	412 1 427 0 442 0 457 1 472 0 487 0 502 0	413 0 428 0 443 0 458 0 473 0 488 0 503 0	414 0 429 0 444 0 459 0 474 0 489 0 504	415 0 430 0 445 0 460 0 475 0 490 0 505 0	416 0 431 0 446 0 461 0 476 0 491 0 506 0	417 0 432 0 447 0 462 0 477 0 492 0 507 0	418 0 433 0 448 1 463 0 478 0 493 0 508 0	419 0 434 1 449 0 464 0 479 0 494 0 509 0	420 0 435 0 450 0 465 0 480 0 495 0 510 0

##	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
##	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555
##	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
##	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570
##	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
##	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585
##	0	0 507	1	0	0	0	0	0	0	0	0	0	0	0	6
##	586	587	588	589	590	591	592	593	594	595	596	597	598	599 0	600
## ##	0 601	0 602	0 603	0 604	0 605	0 606	1 607	0 608	0 609	0 610	1 611	0 612	0 613	614	0 615
##	001	002	003	004	003	000	007	1	009	010	011	012	013	014	013
##	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630
##	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
##	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645
##	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
##	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660
##	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
##	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675
##	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0
##	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690
##	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
##	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705
##	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1
##	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720
##	0 721	0 722	0 722	0 724	725	726	0 727	1	0 720	0 720	0 721	0 722	0 722	0 724	1
##	721 0	722	723	724	725	726	727	728	729	730 0	731	732	733	734	735
## ##	736	0 737	0 738	0 739	0 740	0 741	0 742	0 743	0 744	745	0 746	0 747	0 748	0 749	1 750
##	730	737	738	739	0	741	0	743	0	743	1	0	748	749	730
##	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765
##	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
##	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780
##	0	0	0	0	0	0	1	1	0	0	0	0	0	1	0
##	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795
##	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
##	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810
##	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0
##	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825
##	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
##	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840
##	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
##	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855
##	0 0E6	0 857	0 858	0 859	0 860	0 861	0 862	1 863	0 864	0 96E	0 966	1 967	0 868	0 869	0 870
## ##	856 0	657 0	000 0	9 0	000	901	002	003	004 0	865 0	866 0	867 0	000	0	0
##	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885
##	0	0	0/3	0	0	1	0	0	0	0	0	0	0	0	0
##	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900
##	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
##	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915
##	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
##	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930
##	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945

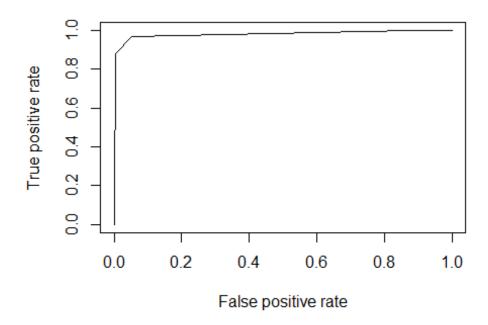
0 0 0 0 0 0 0 0 0 0 0 0 ## 1351 1352 1353 1354 1355 1356 1357 1358 1359 1360 1361 1362 1363 1364 1365 1 0 0 0 0 0 0 0 0 0 0 0 ## 1366 1367 1368 1369 1370 1371 1372 1373 1374 1375 1376 1377 1378 1379 1380 a a a a a a a а а a a 1 a 1381 1382 1383 1384 1385 1386 1387 1388 1389 1390 1391 1392 1393 1394 1395 0 1 0 0 0 0 0 0 0 0 0 ## 1396 1397 1398 1399 1400 1401 1402 1403 1404 1405 1406 1407 1408 1409 1410 1 0 0 0 0 0 0 0 0 1 1411 1412 1413 1414 1415 1416 1417 1418 1419 1420 1421 1422 1423 1424 1425 0 0 0 0 0 0 0 0 0 1 0 1 1426 1427 1428 1429 1430 1431 1432 1433 1434 1435 1436 1437 1438 1439 1440 0 0 0 0 0 0 0 0 0 0 0 ## 1441 1442 1443 1444 1445 1446 1447 1448 1449 1450 1451 1452 1453 1454 1455 0 0 0 0 1 0 0 0 0 a a 1 a ## 1456 1457 1458 1459 1460 1461 1462 1463 1464 1465 1466 1467 1468 1469 1470 ## 0 1 0 0 0 1 0 0 0 0 0 0 0 0 ## 1471 1472 1473 1474 1475 1476 1477 1478 1479 1480 1481 1482 1483 1484 1485 0 0 0 0 1 0 0 0 0 0 0 1486 1487 1488 1489 1490 1491 1492 1493 1494 1495 1496 1497 1498 1499 1500 0 0 0 0 0 0 0 0 0 0 ## 1501 1502 1503 1504 1505 1506 1507 1508 1509 1510 1511 1512 1513 1514 1515 0 0 1 0 0 0 0 0 0 0 ## 1516 1517 1518 1519 1520 1521 1522 1523 1524 1525 1526 1527 1528 1529 1530 0 0 0 0 0 0 1 1 0 a a а a a 1531 1532 1533 1534 1535 1536 1537 1538 1539 1540 1541 1542 1543 1544 1545 0 0 0 0 0 1 0 0 0 0 0 0 ## 1546 1547 1548 1549 1550 1551 1552 1553 1554 1555 1556 1557 1558 1559 1560  $\begin{smallmatrix} 0 & & 0 & & 1 & & 0$ ## 1561 1562 1563 1564 1565 1566 1567 1568 1569 1570 1571 1572 1573 1574 1575 0 0 0 1 0 0 0 0 0 1 0 1 ## 1576 1577 1578 1579 1580 1581 1582 1583 1584 1585 1586 1587 1588 1589 1590 0 1 0 0 0 0 0 1 0 0 0 ## 1591 1592 1593 1594 1595 1596 1597 1598 1599 1600 1601 1602 1603 1604 1605 0 0 1 0 0 0 0 0 0 1 0 1 0 ## 1606 1607 1608 1609 1610 1611 1612 1613 1614 1615 1616 1617 1618 1619 1620 0 0 1 0 ## 0 0 0 0 0 0 0 a a а ## 1621 1622 1623 1624 1625 1626 1627 1628 1629 1630 1631 1632 1633 1634 1635 0 0 0 0 0 0 1 0 0 1 0 0 1 ## 1636 1637 1638 1639 1640 1641 1642 1643 1644 1645 1646 1647 1648 1649 1650 0 0 0 0 0 0 0 1 0 0 0 ## 1651 1652 1653 1654 1655 1656 1657 1658 1659 1660 1661 1662 1663 1664 1665 0 0 1 0 0 0 0 0 0 0 0 1666 1667 1668 1669 1670 1671 1672 1673 1674 1675 1676 1677 1678 1679 1680 ## а 0 0 0 0 0 0 0 0 0 0 0 0 а a 1681 1682 1683 1684 1685 1686 1687 1688 1689 1690 1691 1692 1693 1694 1695 1 0 0 0 0 0 0 1 0 0 a a ## 1696 1697 1698 1699 1700 1701 1702 1703 1704 1705 1706 1707 1708 1709 1710 1 0 0 0 0 0 1 0 0 a 0 a 1711 1712 1713 1714 1715 1716 1717 1718 1719 1720 1721 1722 1723 1724 1725 0 0 0 0 0 0 0 0 1 0 0 0 0 ## 1726 1727 1728 1729 1730 1731 1732 1733 1734 1735 1736 1737 1738 1739 1740 0 0 0 1 0 0 0 0 0 0 1 ## 1741 1742 1743 1744 1745 1746 1747 1748 1749 1750 1751 1752 1753 1754 1755

0 1 0 0 0 0 0 0 0 0 1 0 0 ## 2971 2972 2973 2974 2975 2976 2977 2978 2979 2980 2981 2982 2983 2984 2985 0 0 0 0 1 0 0 1 1 1 0 0 0 2986 2987 2988 2989 2990 2991 2992 2993 2994 2995 2996 2997 2998 2999 3000 a a a a a a a а 1 а a a 1 3001 3002 3003 3004 3005 3006 3007 3008 3009 3010 3011 3012 3013 3014 3015 0 0 0 0 0 1 0 0 0 0 0 ## 3016 3017 3018 3019 3020 3021 3022 3023 3024 3025 3026 3027 3028 3029 3030 0 0 0 0 0 0 0 0 0 0 3031 3032 3033 3034 3035 3036 3037 3038 3039 3040 3041 3042 3043 3044 3045 0 0 0 0 0 0 0 0 0 0 0 3046 3047 3048 3049 3050 3051 3052 3053 3054 3055 3056 3057 3058 3059 3060 1 0 0 1 0 0 0 0 0 0 a ## 3061 3062 3063 3064 3065 3066 3067 3068 3069 3070 3071 3072 3073 3074 3075 0 0 0 0 0 0 0 0 0 0 a a ## 3076 3077 3078 3079 3080 3081 3082 3083 3084 3085 3086 3087 3088 3089 3090 ## 0 0 0 0 0 0 0 0 0 0 0 0 0 ## 3091 3092 3093 3094 3095 3096 3097 3098 3099 3100 3101 3102 3103 3104 3105 0 0 0 0 0 0 1 0 0 0 0 3106 3107 3108 3109 3110 3111 3112 3113 3114 3115 3116 3117 3118 3119 3120 0 0 0 0 0 0 0 0 0 0 0 ## 3121 3122 3123 3124 3125 3126 3127 3128 3129 3130 3131 3132 3133 3134 3135 0 0 0 0 0 0 0 0 0 ## 3136 3137 3138 3139 3140 3141 3142 3143 3144 3145 3146 3147 3148 3149 3150 0 0 0 0 0 0 0 0 0 a a a 3151 3152 3153 3154 3155 3156 3157 3158 3159 3160 3161 3162 3163 3164 3165 0 0 0 1 0 0 0 0 0 0 1 ## 3166 3167 3168 3169 3170 3171 3172 3173 3174 3175 3176 3177 3178 3179 3180 1  $\begin{smallmatrix} 0 & & 0 & & 1 & & 0$ ## 3181 3182 3183 3184 3185 3186 3187 3188 3189 3190 3191 3192 3193 3194 3195 0 1 0 0 0 0 0 0 1 1 0 ## 3196 3197 3198 3199 3200 3201 3202 3203 3204 3205 3206 3207 3208 3209 3210 ## 3211 3212 3213 3214 3215 3216 3217 3218 3219 3220 3221 3222 3223 3224 3225 0 0 0 0 0 0 0 0 0 0 0 0 ## 3226 3227 3228 3229 3230 3231 3232 3233 3234 3235 3236 3237 3238 3239 3240 0 1 0 0 0 0 0 0 ## 0 0 0 0 а ## 3241 3242 3243 3244 3245 3246 3247 3248 3249 3250 3251 3252 3253 3254 3255 0 1 0 0 0 0 1 0 0 0 0 0 ## 3256 3257 3258 3259 3260 3261 3262 3263 3264 3265 3266 3267 3268 3269 3270 1 0 0 0 0 0 0 0 0 0 0 ## 3271 3272 3273 3274 3275 3276 3277 3278 3279 3280 3281 3282 3283 3284 3285 0 0 0 0 0 0 0 0 0 0 0 ## 3286 3287 3288 3289 3290 3291 3292 3293 3294 3295 3296 3297 3298 3299 3300 ## 0 0 0 0 0 0 0 0 0 0 0 0 ## 3301 3302 3303 3304 3305 3306 3307 3308 3309 3310 3311 3312 3313 3314 3315 0 0 0 0 0 0 0 0 0 0 0 ## 3316 3317 3318 3319 3320 3321 3322 3323 3324 3325 3326 3327 3328 3329 3330 0 0 0 0 0 0 1 1 0 a 0 a ## 3331 3332 3333 3334 3335 3336 3337 3338 3339 3340 3341 3342 3343 3344 3345 0 0 0 0 0 0 0 0 0 0 1 0 ## 3346 3347 3348 3349 3350 3351 3352 3353 3354 3355 3356 3357 3358 3359 3360 0 0 0 0 0 0 0 0 1 1 ## 3361 3362 3363 3364 3365 3366 3367 3368 3369 3370 3371 3372 3373 3374 3375

```
##
         1 0 0 0
                                 0 0 1 0 0 0
                                                                0 1
##
   3376 3377 3378 3379 3380 3381 3382 3383 3384 3385 3386 3387 3388 3389 3390
##
                 0
                      0
                           0
                                 0
                                      0
                                           0
                                                 0
                                                      0
                                                            0
                                                                 0
                                                                      0
   3391 3392 3393 3394 3395 3396 3397 3398 3399 3400 3401 3402 3403 3404 3405
##
                                 0
                                           0
                                                      0
                                                           0
                                                                 0
                                                                      0
##
           a
                 0
                      0
                           0
                                      1
                                                 0
                                                                           a
                                                                                 a
   3406 3407 3408 3409 3410 3411 3412 3413 3414 3415 3416 3417 3418 3419 3420
##
           0
                 0
                      0
                           0
                                 0
                                      0
                                           0
                                                 0
                                                      0
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                                                                 0
                                                                      0
##
##
   3421 3422 3423 3424 3425 3426 3427 3428 3429 3430 3431 3432 3433 3434 3435
                      0
                                           0
                                                 0
                                                      0
           1
                 0
                           0
                                 0
                                      0
                                                           0
                                                                 0
                                                                      0
##
   3436 3437 3438 3439 3440 3441 3442 3443 3444 3445 3446 3447 3448 3449 3450
                                                 0
                                                                 0
                                                                      0
                                                                           0
##
                 1
                      0
                           0
                                 0
                                      0
                                           0
                                                      0
                                                           0
## 3451
##
## Levels: 0 1
Train_Cart<- cbind(Train_Cart,pred_train_cart)</pre>
# Predicting the probability on Train Data
Train_Cart$probs <- predict(Model_Train_Cart, Train_Cart, type = "prob")[,2]</pre>
head(Train_Cart, n= 5)
##
     Experience..in.years. Income..in.K.month. ZIP.Code Family.members CCAvg
## 1
                          1
                                               49
                                                     91107
                                                                         4
                                                                              1.6
## 2
                         15
                                                     94720
                                                                         1
                                                                              1.0
                                               11
## 3
                          9
                                              100
                                                     94112
                                                                         1
                                                                              2.7
                          8
## 4
                                               45
                                                     91330
                                                                              1.0
                         13
## 5
                                               29
                                                     92121
                                                                              0.4
##
     Education Mortgage Personal.Loan Securities.Account CD.Account Online
                                                                              0
## 1
             1
                       0
                                                          1
## 2
             1
                       0
                                      0
                                                          0
                                                                      0
                                                                              0
                                      0
## 3
              2
                       0
                                                          0
                                                                      0
                                                                              0
## 4
             2
                                      0
                       0
                                                          0
                                                                      0
                                                                              0
              2
                     155
                                                          0
## 5
                                                                              1
     CreditCard pred train cart
## 1
                                0 0.003888025
              0
   2
##
               0
                                0 0.003888025
## 3
               0
                                0 0.003888025
## 4
              1
                                0 0.003888025
## 5
               0
                                0 0.003888025
tbl <- table(Train Cart$Personal.Loan,Train Cart$pred train cart)
tbl
##
##
          0
               1
##
     0 3102
               14
             294
##
     1
         41
print((tbl[1,2]+tbl[2,1])/nrow(Train_Cart))
## [1] 0.01593741
```

```
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Train_Cart$pred_train_cart,Train_Cart$Personal.Loan)
## Confusion Matrix and Statistics
##
             Reference
##
## Prediction
                 0
                       1
            0 3102
                      41
##
##
            1
                14
                     294
##
##
                   Accuracy: 0.9841
                     95% CI: (0.9793, 0.988)
##
##
       No Information Rate: 0.9029
##
       P-Value [Acc > NIR] : < 2.2e-16
##
##
                      Kappa: 0.9057
##
    Mcnemar's Test P-Value: 0.0004552
##
##
##
               Sensitivity: 0.9955
##
               Specificity: 0.8776
##
            Pos Pred Value: 0.9870
            Neg Pred Value: 0.9545
##
                 Prevalence: 0.9029
##
            Detection Rate: 0.8989
##
##
      Detection Prevalence: 0.9108
         Balanced Accuracy: 0.9366
##
##
##
           'Positive' Class: 0
##
# Preparing the Rank Table on the Train Data.
prob <- seq (0,1, length = 11)</pre>
prob
    [1] 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0
qs_train<- quantile(Train_Cart$probs,prob)</pre>
Train_Cart$Decile <- cut(Train_Cart$probs, unique(qs_train), include.lowest = TRUE, right</pre>
= FALSE)
table(Train_Cart$Decile)
##
##
       [0,0.00389) [0.00389,0.169)
                                           [0.169,1]
                                                  491
##
                388
                               2572
TrainDT_CART<- data.table(Train_Cart)</pre>
TrainRankTbl CART <- TrainDT CART[,list(</pre>
  cnt = length(Personal.Loan),
  cnt_tar1 <- sum(Personal.Loan==1),</pre>
  cnt_tar0 <- sum(Personal.Loan==0)</pre>
```

```
), by = Decile][order(-Decile)]
names(TrainRankTbl CART) <- c("Decile", "Count", "Count One", "Count Zero")</pre>
names(TrainRankTbl CART)
## [1] "Decile"
                     "Count"
                                   "Count One" "Count Zero"
TrainRankTbl_CART$rrate <- round(TrainRankTbl_CART$Count_One/TrainRankTbl_CART$Count,4)*
TrainRankTbl CART$cum res<- cumsum(TrainRankTbl CART$Count One)
TrainRankTbl_CART$cum_non_res <- cumsum(TrainRankTbl_CART$Count_Zero)</pre>
TrainRankTbl_CART$cum_rel_res <- round(TrainRankTbl_CART$cum_res/sum(TrainRankTbl_CART$C</pre>
ount One),4)*100
TrainRankTbl_CART$cum_rel_non_res <- round(TrainRankTbl_CART$cum_non_res/sum(TrainRankTb
1_CART$Count_Zero),4)*100
TrainRankTbl CART$ks <- abs(TrainRankTbl CART$cum rel res - TrainRankTbl CART$cum rel no
n res)
TrainRankTbl_CART
##
               Decile Count Count One Count Zero rrate cum res cum non res
                         491
                                   325
                                               166 66.19
                                                              325
## 1:
            [0.169,1]
                                                                           166
## 2: [0.00389,0.169)
                        2572
                                    10
                                              2562
                                                    0.39
                                                              335
                                                                          2728
                         388
                                      0
                                               388 0.00
                                                              335
## 3:
          [0,0.00389)
                                                                          3116
##
      cum_rel_res cum_rel_non_res
                                       ks
## 1:
            97.01
                              5.33 91.68
## 2:
           100.00
                             87.55 12.45
## 3:
           100.00
                            100.00 0.00
# Plotting the ROC Curve.
predobj_train_cart <- prediction(Train_Cart$probs,Train_Cart$Personal.Loan)</pre>
perf_train_cart <- performance(predobj_train_cart, "tpr", "fpr")</pre>
plot(perf train cart)
```



```
# Calculating the KS value from Prediction and Plot
KS_train_cart<- max(perf_train_cart@y.values[[1]] - perf_train_cart@x.values[[1]])</pre>
KS_train_cart
## [1] 0.9168758
# Calculating the AUC value.
auc_train_Cart = performance(predobj_train_cart, "auc")
auc_train_Cart
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
## [1] "Area under the ROC curve"
##
## Slot "alpha.name":
## [1] "none"
##
## Slot "x.values":
## list()
##
## Slot "y.values":
## [[1]]
##
  [1] 0.9820527
##
##
## Slot "alpha.values":
## list()
```

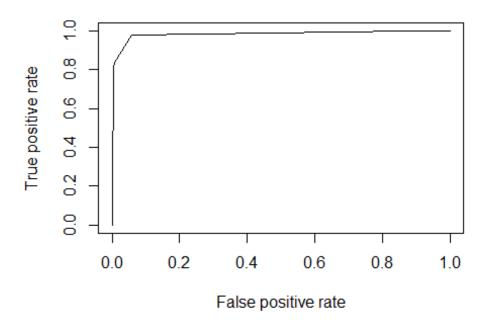
```
# Calculating the GINI Value.
gini_train_cart = ineq(Train_Cart$probs, type = "Gini")
gini_train_cart
## [1] 0.8705164
# Calculating the Concordence and Discordence %.
Concordance(actuals = Train Cart$Personal.Loan, predictedScores = Train Cart$probs)
   $Concordance
##
   [1] 0.9662694
##
##
## $Discordance
##
   [1] 0.03373058
##
##
   $Tied
   [1] 1.387779e-17
##
##
## $Pairs
## [1] 1043860
######## Predicting the Values on Test Data.
pred_test_Cart <- predict(Model_Train_Cart, newdata = Test_Cart, type = "class")</pre>
pred_test_Cart
                                                              10
##
       1
             2
                   3
                          4
                                5
                                      6
                                            7
                                                   8
                                                         9
                                                                          12
                                                                                 13
                                                                                       14
                                                                                             15
                                                                    11
##
       0
             0
                   1
                          0
                                0
                                      0
                                            0
                                                   0
                                                         0
                                                               0
                                                                                              0
                                                                     0
                                                                           0
                                                                                  0
                                                                                        0
      16
            17
                        19
                                     21
                                           22
                                                        24
                                                              25
                                                                                       29
##
                  18
                               20
                                                 23
                                                                    26
                                                                          27
                                                                                 28
                                                                                             30
##
       0
             0
                   0
                          0
                                0
                                      1
                                            0
                                                   0
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                                                               0
                                                                     0
                                                                           0
                                                                                  0
                                                                                        0
                                                                                              0
      31
##
            32
                  33
                        34
                               35
                                     36
                                           37
                                                 38
                                                        39
                                                              40
                                                                    41
                                                                          42
                                                                                 43
                                                                                       44
                                                                                             45
       0
                                0
                                      0
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                                                                     0
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##
             0
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##
      46
            47
                  48
                        49
                               50
                                     51
                                           52
                                                 53
                                                        54
                                                              55
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                                                                                 58
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                                                                                             60
                   0
                          0
##
       0
             0
                                0
                                      1
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                                                                                              0
##
      61
            62
                  63
                        64
                               65
                                     66
                                           67
                                                 68
                                                        69
                                                              70
                                                                    71
                                                                          72
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                                                                                       74
                                                                                             75
##
       1
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      76
            77
                  78
                        79
                               80
                                     81
                                           82
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                                                                                       89
                                                                                             90
##
                                                 83
                                                        84
##
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      91
            92
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                  93
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                                                            100
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##
##
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##
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    121
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                             125
                                    126
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                                                            130
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                                                                         132
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##
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##
    136
           137
                 138
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                                            1
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                                                               0
                                                                     1
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                                                                                  0
                                                                                        0
                                                                                              0
    151
           152
                 153
                       154
                             155
                                   156
                                          157
                                                158
                                                      159
                                                                   161
                                                                         162
                                                                               163
                                                                                           165
##
                                                            160
                                                                                     164
##
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                                                                                     179
                 168
                       169
                                                      174
                                                            175
##
    166
           167
                             170
                                    171
                                          172
                                                173
                                                                   176
                                                                         177
                                                                               178
                                                                                            180
##
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                                                                   191
##
     181
           182
                 183
                       184
                             185
                                    186
                                          187
                                                188
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                                                            190
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                                                                               193
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       a
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    196
           197
                 198
                       199
                             200
                                    201
                                          202
                                                203
                                                      204
                                                            205
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                                                                         207
                                                                               208
                                                                                     209
                                                                                            210
##
```

##	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
##	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225
##	9	0	0	0	0	1	0	1	0	0	0	0	1	1	0
##	226	227 0	228	229 0	230	231 0	232 0	233	234 0	235 0	236 0	237 0	238	239 0	240
## ##	0 241	242	0 243	244	0 245	246	247	0 248	249	250	251	252	253	254	1 255
##	241	242	243	244	245	246	247	246 0	249	250	251	252	255	254 0	255
##	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270
##	230	0	0	0	200	0	0	203	0	0	200	0	0	0	0
##	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285
##	0	0	0	0	0	1	0	0	- 0	1	0	0	0	0	0
##	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300
##	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
##	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315
##	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
##	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330
##	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
##	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345
##	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
##	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360
##	0	0	0	0	0	9	0	0	9	0	1	0	0	0	0
##	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375
## ##	9 376	0 377	0 378	0 379	0 380	0 381	0 382	0 383	0 384	0 385	9 386	0 387	0 388	0 389	0 390
##	9	9	378 0	379 0	9	901	30Z 0	303 0	364 0	365 0	900	367 0	900	9	9
##	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405
##	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
##	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420
##	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0
##	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450
##	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
##	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465
##	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
##	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480
##	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
##	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495
## ##	0 496	0 497	0 498	0 499	0 500	0 501	0 502	0 503	0 504	0 E0E	0 506	0 507	0 E00	0 509	0 510
##	490	497	498	499	9	901	9	9	0	505 0	900	0	508 0	9	9
##	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525
##	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
##	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540
##	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
##	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555
##	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
##	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570
##	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
##	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585
##	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
##	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600
##	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0
##	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615

```
0 0 0 0
                                 0 0 0 0
                                                           0
                                                                0
##
  1426 1427 1428 1429 1430 1431 1432 1433 1434 1435 1436 1437 1438 1439 1440
##
##
                      0
                           0
                                 0
                                      0
                                           0
                                                 0
                                                      0
                                                           0
                                                                 0
   1441 1442 1443 1444 1445 1446 1447 1448 1449 1450 1451 1452 1453 1454
##
                                                                             1455
                           0
                                           0
                                                      0
                                                           0
                                                                      0
##
           a
                a
                      0
                                 a
                                      a
                                                 0
                                                                 a
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                                                                                 a
   1456 1457 1458 1459 1460 1461 1462 1463 1464 1465 1466 1467 1468 1469
##
                                                 0
                0
                      0
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                                      0
                                           0
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                                                           0
                                                                 0
                                                                      0
                                                                           0
##
##
  1471 1472 1473 1474 1475 1476 1477 1478 1479
           0
                      0
                                      0
##
      0
                0
                           0
                                 0
## Levels: 0 1
Test_Cart<- cbind(Test_Cart,pred_test_Cart)</pre>
# Predicting the probability on Test Data
Test_Cart$probs <- predict(Model_Train_Cart,Test_Cart,type = "prob")[,2]</pre>
tbl_test<- table(Test_Cart$Personal.Loan,Test_Cart$pred_test_Cart)
head(Test_Cart, n=5)
##
     Experience..in.years. Income..in.K.month. ZIP.Code Family.members CCAvg
## 1
                         19
                                               34
                                                     90089
                                                                         3
                                                                             1.5
                                                                         2
  2
                         27
                                              72
                                                                             1.5
##
                                                     91711
##
   3
                         23
                                              114
                                                     93106
                                                                         2
                                                                              3.8
## 4
                                                                         1
                         41
                                              112
                                                     91741
                                                                             2.0
                                                     95054
##
                         30
                                               22
                                                                             1.5
     Education Mortgage Personal.Loan Securities.Account CD.Account Online
##
                                                                             0
## 1
             1
                       0
                                                          1
## 2
             2
                       0
                                      0
                                                          0
                                                                      0
                                                                             1
                                      0
                                                                      0
   3
              3
                       0
                                                          1
                                                                             0
##
## 4
             1
                       0
                                      0
                                                          1
                                                                      0
                                                                             0
##
              3
                       0
                                      0
                                                          0
                                                                             1
##
     CreditCard pred_test_Cart
                              0 0.003888025
## 1
              0
## 2
              0
                              0 0.003888025
   3
                              1 0.955102041
##
              0
## 4
              0
                              0 0.003888025
## 5
              1
                              0 0.003888025
print((tbl_test[1,2]+tbl_test[2,1])/nrow(Test_Cart))
## [1] 0.02163624
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Test_Cart$pred_test_Cart,Test_Cart$Personal.Loan)
## Confusion Matrix and Statistics
##
##
             Reference
   Prediction
##
            0 1327
                      23
##
##
            1
                  9
                     120
##
##
                   Accuracy : 0.9784
```

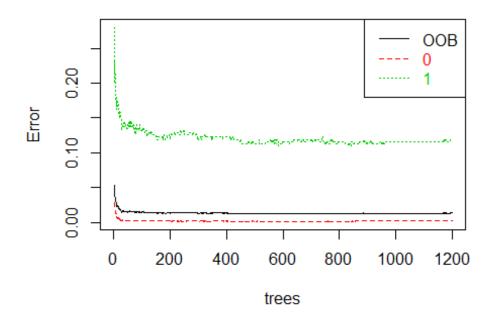
```
##
                    95% CI: (0.9696, 0.9852)
##
       No Information Rate: 0.9033
       P-Value [Acc > NIR] : < 2e-16
##
##
##
                      Kappa : 0.8705
##
    Mcnemar's Test P-Value : 0.02156
##
##
##
               Sensitivity: 0.9933
               Specificity: 0.8392
##
##
            Pos Pred Value: 0.9830
            Neg Pred Value: 0.9302
##
                Prevalence: 0.9033
##
            Detection Rate: 0.8972
##
##
      Detection Prevalence: 0.9128
##
         Balanced Accuracy: 0.9162
##
          'Positive' Class: 0
##
##
# Preparing the Rank Table.
Test_Cart$Decile <- cut(Test_Cart$probs,unique(qs_train),include.lowest = TRUE, right =</pre>
FALSE)
TestDT_CART <- data.table(Test_Cart)</pre>
TestRanktbl Cart <- TestDT CART[,list(
  count <- length(Personal.Loan),</pre>
  Count One <- sum(Personal.Loan ==1),
  Count_Zero <- sum(Personal.Loan == 0)</pre>
), by = Decile][order(-Decile)]
TestRanktbl Cart
##
               Decile
                        V1 V2
                                  V3
                       218 140
## 1:
            [0.169,1]
                                  78
## 2: [0.00389,0.169) 1092
                              3 1089
## 3:
          [0,0.00389) 169
                                169
                              0
names(TestRanktbl_Cart) <- c("Decile", "Count", "Count_One", "Count_Zero")</pre>
TestRanktbl_Cart$rrate <- round((TestRanktbl_Cart$Count_One/TestRanktbl_Cart$Count),4)*1
00
TestRanktbl Cart$cum res <- cumsum(TestRanktbl Cart$Count One)
TestRanktbl Cart$cum non res <- cumsum((TestRanktbl Cart$Count Zero))
TestRanktbl Cart$cum_rel res <- round(TestRanktbl_Cart$cum_res/sum(TestRanktbl_Cart$Coun
t_One),4)*100
TestRanktbl_Cart$cum_rel_non_res <- round(TestRanktbl_Cart$cum_non_res/sum(TestRanktbl_C
art$Count Zero),4)*100
TestRanktbl Cart$ks <- abs(TestRanktbl Cart$cum rel res - TestRanktbl Cart$cum rel non r
es)
# Plotting the ROC Curve
predobj test cart <- prediction(Test Cart$probs, Test Cart$Personal.Loan)</pre>
```

```
perf_test_cart <- performance(predobj_test_cart, "tpr", "fpr")
plot(perf_test_cart)</pre>
```

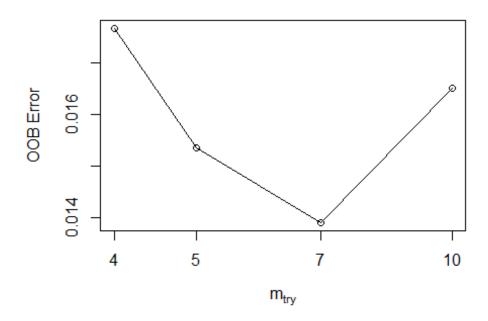


```
# Calculating KS from the Plot
KS_Test_cart <- max(perf_test_cart@y.values[[1]] - perf_test_cart@x.values[[1]])</pre>
KS_Test_cart
## [1] 0.9206377
# Calculating AUC
auc_test_Cart <- performance(predobj_test_cart, "auc")</pre>
auc_test_Cart
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
  [1] "Area under the ROC curve"
##
##
## Slot "alpha.name":
## [1] "none"
##
## Slot "x.values":
## list()
##
## Slot "y.values":
##
  [[1]]
  [1] 0.9840459
##
##
```

```
##
## Slot "alpha.values":
## list()
#Calculating GINI on Test Cart.
gini_test_cart <- ineq(Test_Cart$probs,"Gini")</pre>
gini_test_cart
## [1] 0.8701375
# Calculating Concordence on Test Cart
Concordance(actuals = Test Cart$Personal.Loan, predictedScores = Test Cart$probs)
## $Concordance
## [1] 0.9704158
##
## $Discordance
## [1] 0.02958419
##
## $Tied
## [1] -3.469447e-17
##
## $Pairs
## [1] 191048
###### Building RF Model on the Dataset.
set.seed(1000)
index <- sample.split(theraData$Personal.Loan,SplitRatio = 0.7)</pre>
Train_RF <- subset(theraData, index ==TRUE)</pre>
Test_RF <- subset(theraData, index ==F)</pre>
model train rf <- randomForest(Personal.Loan~.,data = Train RF,type = "class", mtry = 3,
                          nodesize = 10, ntree= 1200, importance = TRUE)
model_train_rf
##
## Call:
   randomForest(formula = Personal.Loan ~ ., data = Train_RF, type = "class",
                                                                                       mtry
 = 3, nodesize = 10, ntree = 1200, importance = TRUE)
##
                  Type of random forest: classification
                         Number of trees: 1200
##
## No. of variables tried at each split: 3
##
##
           OOB estimate of error rate: 1.36%
## Confusion matrix:
##
        0
            1 class.error
## 0 3109
           7 0.00224647
       40 295 0.11940299
## 1
plot(model_train_rf, main = "")
legend("topright", c("00B","0","1"),text.col = 1:6,lty = 1:3,col = 1:3)
```

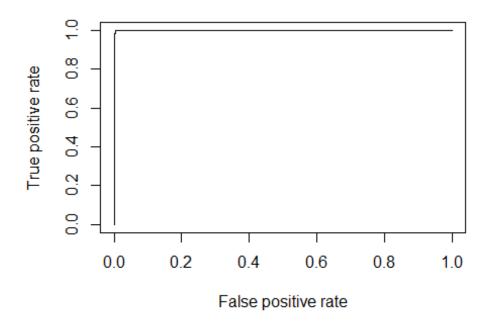


```
names(Train_RF)
##
    [1] "Experience..in.years."
                                 "Income..in.K.month."
    [3] "ZIP.Code"
                                  "Family.members"
##
    [5] "CCAvg"
                                  "Education"
##
    [7] "Mortgage"
                                  "Personal.Loan"
##
    [9] "Securities.Account"
                                  "CD.Account"
##
  [11] "Online"
                                  "CreditCard"
trf<- tuneRF(x = Train_RF[,-8],</pre>
             y = Train_RF$Personal.Loan,
             mtryStart = 5,
             ntreeTry = 1200,
             stepFactor = 1.5,
             improve = 0.0001,
             trace = TRUE,
             plot = TRUE,
             doBest = FALSE,
             importance = TRUE,
             nodesize = 50)
## mtry = 5 00B error = 1.54%
## Searching left ...
                00B error = 1.77\%
## mtry = 4
## -0.1509434 1e-04
## Searching right ...
## mtry = 7
                00B error = 1.39\%
## 0.09433962 1e-04
## mtry = 10
                00B error = 1.65\%
## -0.1875 1e-04
```



```
trf
##
                 00BError
          mtry
## 4.00B
             4 0.01767604
## 5.00B
             5 0.01535787
## 7.00B
             7 0.01390901
## 10.00B
            10 0.01651695
model_train_rf1 <- randomForest(Personal.Loan~.,data = Train_RF,type = "class", mtry = 7</pre>
,
                                 nodesize = 10, ntree= 800, importance = TRUE)
# Predicting the RF model on Train dataset
pred_train_rf <- predict(model_train_rf,Train_RF,type = "class")</pre>
Train_RF <- cbind(Train_RF,pred_train_rf)</pre>
Train_RF$probs_rf <- predict(model_train_rf, Train_RF, type = "prob")[,2]</pre>
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Train_RF$pred_train_rf,Train_RF$Personal.Loan)
## Confusion Matrix and Statistics
##
             Reference
##
##
   Prediction
                  0
                       1
##
            0 3114
                      22
            1
                     313
##
                  2
##
##
                   Accuracy: 0.993
##
                     95% CI: (0.9897, 0.9955)
```

```
##
       No Information Rate: 0.9029
       P-Value [Acc > NIR] : < 2.2e-16
##
##
##
                      Kappa: 0.9592
##
    Mcnemar's Test P-Value: 0.0001052
##
##
##
               Sensitivity: 0.9994
##
               Specificity: 0.9343
##
            Pos Pred Value: 0.9930
            Neg Pred Value: 0.9937
##
##
                 Prevalence: 0.9029
##
            Detection Rate: 0.9023
##
      Detection Prevalence: 0.9087
##
         Balanced Accuracy: 0.9668
##
##
          'Positive' Class : 0
##
# Creating the Rank Table for RF Model on Train Dataset
Train_RF$Decile_RF <- cut(Train_RF$probs_rf,unique(qs_train),include.lowest = TRUE,right</pre>
 = FALSE)
table(Train_RF$Decile_RF)
##
##
       [0,0.00389) [0.00389,0.169)
                                           [0.169,1]
              2292
##
                                786
                                                 373
TrainDT_RF <- data.table(Train_RF)</pre>
TrainRanktbl RF <- TrainDT RF[,list(</pre>
  count <- length(Personal.Loan),</pre>
  count_One <- sum(Personal.Loan == 1),</pre>
  count_zero <- sum(Personal.Loan == 0)</pre>
),by = Decile_RF][order(-Decile_RF)]
names(TrainRanktbl_RF) <- c("Decile_RF", "Count", "Count_One", "Count_Zero")</pre>
TrainRanktbl_RF$rrate <- round((TrainRanktbl_RF$Count_One/TrainRanktbl_RF$Count),4)*100</pre>
TrainRanktbl RF$cum res <- cumsum(TrainRanktbl RF$Count One)
TrainRanktbl RF$cum non res <- cumsum(TrainRanktbl RF$Count Zero)
TrainRanktbl RF$cum rel_res <- round((TrainRanktbl RF$cum_res/sum(TrainRanktbl RF$cum_re
s)),4)*100
TrainRanktbl_RF$cum_rel_non_res <- round((TrainRanktbl_RF$cum_non_res/sum(TrainRanktbl_R</pre>
F$cum non res)),4)*100
TrainRanktbl_RF$ks <- abs(TrainRanktbl_RF$cum_rel_res - TrainRanktbl_RF$cum_rel_non_res)</pre>
TrainRanktbl RF
##
            Decile_RF Count Count_One Count_Zero rrate cum_res cum_non_res
                                    335
## 1:
            [0.169,1]
                         373
                                                38 89.81
                                                              335
                                                                            38
## 2: [0.00389,0.169)
                         786
                                      0
                                               786
                                                    0.00
                                                              335
                                                                           824
                        2292
                                      0
                                                    0.00
                                                              335
## 3: [0,0.00389)
                                              2292
                                                                          3116
```



```
# Calculating the KS value on Train
KS_Train_RF <- max(perf_Train_RF@y.values[[1]] - perf_Train_RF@x.values[[1]])</pre>
KS_Train_RF
## [1] 0.9951861
#Calculating the AUC for Train in RF.
auc_train_rf <- performance(predObj_train_RF, "auc")</pre>
auc_train_rf
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
## [1] "Area under the ROC curve"
##
## Slot "alpha.name":
  [1] "none"
##
##
```

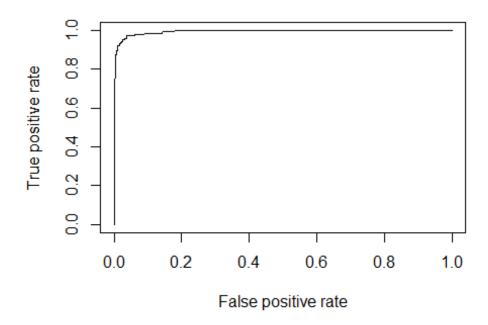
```
## Slot "x.values":
## list()
##
## Slot "y.values":
##
   [[1]]
   [1] 0.9998836
##
##
##
## Slot "alpha.values":
## list()
# Calculating the GINI
gini_train_rf <- ineq(Train_RF$probs_rf, "Gini")</pre>
gini_train_rf
## [1] 0.8886633
# Calculating Concordence
Concordance(actuals = Train_RF$Personal.Loan, predictedScores = Train_RF$probs_rf)
## $Concordance
## [1] 0.9998831
##
##
   $Discordance
   [1] 0.0001168739
##
##
## $Tied
   [1] -1.568027e-17
##
##
## $Pairs
## [1] 1043860
#Validating the RF Model on Test Data
pred_test_RF <- predict(model_train_rf,newdata = Test_RF, type = "class")</pre>
pred_test_RF
                   3
                               5
                                                       9
##
       1
             2
                         4
                                     6
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##
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      16
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##
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##
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##
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##
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##
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##
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```

##	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150
##	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0
##	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165
##	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
##	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195
##	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0
##	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210
##	0	0	0	0	0	0	1	0	0	0	0	0	0	0	9
##	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225
##	9	0	0	9	0	1	0	1	0	9	9	0	1	1	0
##	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
##	241	0	0	0	0 245	0	0	249	0	9	0 251	9	0	0 254	1
##	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255
##	0 256	0 257	0 258	0 259	0 260	0 261	0 262	9	0 264	0 265	9	0 267	0 268	9	0 270
## ##	256 0	257	256 0	259	200	201	202	263 0	264 0	205	266 0	267 0	208	269 0	270 0
##	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285
##	0	0	2/3	2/4	2/3	2/0	0	278	2/9	200	281	202	283	204	283
##	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300
##	0	1	200	203	0	1	0	0	0	2))	200	0	200	2))	9
##	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315
##	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
##	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330
##	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
##	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345
##	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0
##	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360
##	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
##	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405
##	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
##	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420
##	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0
##	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450
##	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
##	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465
##	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
##	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480
##	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
##	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510
##	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525
##	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
##	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540
##	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0

##	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555
##	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
## ##	556 0	557 0	558 0	559 1	560 0	561 0	562 0	563 0	564 0	565 0	566 0	567 0	568 0	569 0	570 0
##	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585
##	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
##	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600
##	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
##	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615
##	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
##	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630
##	0	6	6	0	6	0	0	6	6	0	0	0	0	0	0
##	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645
## ##	1 646	0 647	0 648	0 649	0 650	0 651	0 652	0 653	0 654	0 655	656	657	658	0 659	0 660
##	1	047	048	049	050	1	052	0	054	1	050	057	050	0	000
##	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690
##	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
##	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705
##	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
##	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720
##	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
##	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735
## ##	1 736	0 737	0 738	0 739	0 740	0 741	0 742	0 743	0 744	0 745	0 746	0 747	0 748	0 749	0 750
##	9	0	9	0	0	0	0	0	1	1	0	0	740	0	9
##	75 <b>1</b>	752	753	754	755	756	757	758	759	760	761	762	763	764	765
##	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
##	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780
##	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810
## ##	0 811	0 812	0 813	0 814	0 815	0 816	0 817	0 818	0 819	0 820	0 821	0 822	0 823	0 824	0 825
##	1	0	0	1	0	910	0	010	019	0	0	1	0	1	0
##	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840
##	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
##	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855
##	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0
##	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885
##	0	0	0	1	0	0	0	1	1	0	906	0	0	900	1
## ##	886 0	887 0	888 0	889 1	890 0	891 0	892 1	893 0	894 0	895 0	896 0	897 0	898 0	899 0	900 0
##	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915
##	0	0	1	1	0	0	0	0	1	0	0	0	0	0	1
##	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930
##	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
##	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945
				_	_	_	_	_	_	_	_	^	_	_	^
##	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

```
## 1351 1352 1353 1354 1355 1356 1357 1358 1359 1360 1361 1362 1363 1364 1365
##
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  1366 1367 1368 1369 1370 1371 1372 1373 1374 1375 1376 1377 1378 1379 1380
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  1381 1382 1383 1384 1385 1386 1387 1388 1389 1390 1391 1392 1393 1394 1395
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   1396 1397 1398 1399 1400 1401 1402 1403 1404 1405 1406 1407 1408 1409 1410
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  1411 1412 1413 1414 1415 1416 1417 1418 1419 1420 1421 1422 1423 1424 1425
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  1426 1427 1428 1429 1430 1431 1432 1433 1434 1435 1436 1437 1438 1439 1440
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                                                                 0
                                                                                 0
  1441 1442 1443 1444 1445 1446 1447 1448 1449 1450 1451 1452 1453 1454 1455
##
                 0
                      0
                                                 0
                                                                 0
                                                                      0
##
           0
                           0
                                 0
                                      0
                                           0
                                                      0
                                                           0
## 1456 1457 1458 1459 1460 1461 1462 1463 1464 1465 1466 1467 1468 1469 1470
                 0
                      0
                           0
                                 0
                                      0
                                           0
                                                 0
                                                      0
                                                           0
                                                                 0
                                                                      0
                                                                           0
## 1471 1472 1473 1474 1475 1476 1477 1478 1479
                      0
                           0
                                 0
##
      0
           0
                 0
                                      a
## Levels: 0 1
Test_RF<- cbind(Test_RF,pred_test_RF)</pre>
Test_RF$probs_test_rf <- predict(model_train_rf, newdata = Test_RF, type = "prob")[,2]</pre>
## Create Confusion matrix on the above prediction
caret::confusionMatrix(Test_RF$pred_test_RF,Test_RF$Personal.Loan)
## Confusion Matrix and Statistics
##
             Reference
##
##
   Prediction
                  0
            0 1329
##
                      19
                  7
                     124
##
##
                   Accuracy : 0.9824
##
                     95% CI: (0.9743, 0.9885)
##
##
       No Information Rate: 0.9033
##
       P-Value [Acc > NIR] : < 2e-16
##
##
                      Kappa: 0.8954
##
    Mcnemar's Test P-Value: 0.03098
##
##
##
               Sensitivity: 0.9948
##
               Specificity: 0.8671
##
            Pos Pred Value: 0.9859
##
            Neg Pred Value: 0.9466
##
                 Prevalence: 0.9033
##
            Detection Rate: 0.8986
##
      Detection Prevalence: 0.9114
##
         Balanced Accuracy: 0.9309
##
```

```
##
           'Positive' Class : 0
##
#Preparing the rank Table
prob <- seq (0,1, length = 11)
prob
  [1] 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0
##
qs test <- quantile(Test RF$probs test rf)</pre>
Test_RF$Decile_Test <- cut(Test_RF$probs_test_rf,unique(qs_test),include.lowest = TRUE,r</pre>
ight = FALSE)
TestDS_RF <- data.table(Test_RF)</pre>
TestRanktbl RF <- TestDS RF[, list(</pre>
  count <- length(Personal.Loan),</pre>
  count one <- sum(Personal.Loan == 1),</pre>
  count zero <- sum(Personal.Loan== 0)</pre>
  ),by = Decile_Test][order(-Decile_Test)]
names(TestRanktbl_RF) <- make.names(c("Decile_Test", "Count_One", "Count_Zero"))</pre>
TestRanktbl RF$rrate <- round((TestRanktbl RF$Count_One/TestRanktbl RF$Count),4)*100
TestRanktbl RF$cum res <- cumsum(TestRanktbl RF$Count One)
TestRanktbl_RF$cum_non_res <- cumsum(TestRanktbl_RF$Count_Zero)</pre>
TestRanktbl RF$cum rel res <- round((TestRanktbl RF$cum res/sum(TestRanktbl RF$cum res))
,4)*100
TestRanktbl RF$cum rel_non_res <- round((TestRanktbl_RF$cum_non_res/sum(TestRanktbl_RF$c
um_non_res)),4)*100
TestRanktbl_RF$ks <- abs(TestRanktbl_RF$cum_rel_res - TestRanktbl_RF$cum_rel_non_res)</pre>
TestRanktbl RF
         Decile Test Count Count One Count Zero rrate cum res cum non res
##
        [0.02,0.992]
                                   142
                                                              142
## 1:
                        373
                                               231 38.07
## 2: [0.00167,0.02)
                                     1
                                                    0.24
                                                                          648
                        418
                                               417
                                                              143
         [0,0.00167)
                        688
                                               688 0.00
                                                              143
                                                                         1336
## 3:
##
      cum rel res cum rel non res
                             10.43 22.75
             33.18
## 1:
## 2:
             33.41
                              29.26 4.15
                             60.32 26.91
## 3:
            33.41
# Plotting the ROC Curve
predObj_test_RF <- prediction(Test_RF$probs_test_rf,Test_RF$Personal.Loan)</pre>
perf test RF <- performance(predObj test RF, "tpr", "fpr")</pre>
plot(perf_test_RF)
```



```
# Calculating the FS from ROC Plot for test RF
KS_Test_RF <- max(perf_test_RF@y.values[[1]] - perf_test_RF@x.values[[1]])</pre>
KS_Test_RF
## [1] 0.9346028
# Calculating the AUC on RF Model Test Dataset
auc_test_RF <- performance(predObj_test_RF, "auc")</pre>
auc_test_RF
## An object of class "performance"
## Slot "x.name":
## [1] "None"
##
## Slot "y.name":
## [1] "Area under the ROC curve"
##
## Slot "alpha.name":
  [1] "none"
##
##
## Slot "x.values":
## list()
##
## Slot "y.values":
## [[1]]
##
  [1] 0.9942946
##
##
## Slot "alpha.values":
## list()
```

```
# Calculating GINI on RF Model Test dataset
gini_test_rf <- ineq(Test_RF$probs_test_rf, "Gini")</pre>
gini_test_rf
## [1] 0.8753027
# Calculating the Concordence on RF Model Test Dataset
Concordance(actuals = Test_RF$Personal.Loan, predictedScores = Test_RF$probs_test_rf)
## $Concordance
## [1] 0.9942528
##
## $Discordance
## [1] 0.005747247
##
## $Tied
## [1] 4.163336e-17
##
## $Pairs
## [1] 191048
```