Introduction to Business Analytics [MSBA]

Homework #2

(HW2 is Due on Friday, September 21 11.59pm)

Adil Ashish Kumar

(put your full name above (incl. any nicknames); 5 points)

Note: This is an individual homework. Discussing this homework with your classmates is a violation of the Honor Code. If you borrow code from somewhere else, please add a comment in your code to make it clear what the source of the code is (e.g., a URL would sufficient). If you borrow code and you don't provide the source, it is a violation of the Honor Code.

Total grade:	out of	_150	points

1)) (15 points) Would you frame the	problem of e-mail spam detection as a supervised learning problem or
aı	n unsupervised learning problem?	Please justify your answer.

The problem is a supervised learning problem because the goal is to classify an email as spam or not. The target variable in this case would be spam/no spam column having 1 for spam and 0 otherwise. Here, the assumption is that we have a dataset with a column to label an email as spam or not. Unlike in unsupervised learning, there is a specific goal/purpose (spam email prediction) in this problem, which makes it a supervised learning problem. This would be a classification problem since the target variable would be categorical.

2) (15 points) What is a test set and why would you want to use it?

A test set is a part of the data on which we do not train the model. After the model is trained on training data, we evaluate model performance by making predictions on the test dataset and compare the predictions with the target variable in test. Generally, the about 20-30% of the data is set aside for test and about 70-80% of the data would be used to train the model. These numbers may vary based on the size of the dataset. The test dataset should not be used as part of the modeling process, but rather to evaluate the performance of a model.

A test dataset is crucial to generalization performance. Without testing the model on data it has not seen, it is hard to determine the model accuracy. Metrics such as out of sample accuracy, Precision, recall, F measure and error rate give a picture of model performance on test data. With help of test data, we can also create fitting graphs to identify the problem of overfitting by observing error% as model complexity is increased.

3) (20 points) What are the similarities and differences of decision trees and logistic regression? When might you prefer to use one over another?

Differences:

Tree models are more flexible than logistic regression since they can handle nonlinear relationships in the data. In classification trees, decision boundaries are perpendicular to the instance space axes and there can be multiple decision boundaries, but in logistic regression decision boundaries can have any orientation. In Logistic regression, a single decision surface is placed through the entire space, while in tree models, the instance space can be split into small regions. Tree models consider 1 attribute at a time for each split from parent to child node, but logistic regression considers all predictor variables together in model. Model interpretability is better for decision trees since the output of model is a set of rules that is easy to understand, while output of logistic regression is a set of model coefficients which are not easy to understand for non-statistically savvy audience.

Similarities: Both models can be used for classification problems, but logistic regression cannot be used for regression. Both models can overcome overfitting problems – tree models use pre and post pruning techniques while logistic regression uses regularization and feature selection. Probability estimation can be done by both models.

Usage: Logistic regression can be used only for classification problems but trees can be used for both classification and regression problems. Logistic regression is preferred over tree models for smaller datasets. Tree models need more data in general. Tree models can handle datasets with non linear relationships, missing values, better than logistic regression. Tree models have better model comprehensibility than logistic regression. Flexibility of tree models give it an advantage for use on larger datasets.

4) (25 points) You have a fraud detection task (predicting whether a given credit card transaction is "fraud" vs. "non-fraud") and you built a classification model for this purpose. For any credit card transaction, your model estimates the probability that this transaction is "fraud". The following table represents the probabilities that your model estimated for the validation dataset containing 10 records.

Actual Class (from validation data)	Estimated Probability of Record Belonging to Class "fraud"
fraud	0.95
fraud	0.91
fraud	0.75
non-fraud	0.67
fraud	0.61
non-fraud	0.46
fraud	0.42
non-fraud	0.25
non-fraud	0.09
non-fraud	0.04

Based on the above information, answer the following questions:

a) What is the overall accuracy of your model, if the chosen probability cutoff value is 0.3? What is the overall accuracy of your model, if the chosen probability cutoff value is 0.8?

Actual Class (from validation data)	Estimated Probability of Record Belonging to Class "fraud"	Prediction (0.3)	Prediction (0.8)	Prediction (0.7)	Prediction (0.4)
fraud	0.95	Fraud	Fraud	Fraud	Fraud
fraud	0.91	Fraud	Fraud	Fraud	Fraud
fraud	0.75	Fraud	non-fraud	Fraud	Fraud
non-fraud	0.67	Fraud	non-fraud	Non	Fraud
fraud	0.61	Fraud	non-fraud	Non	Fraud
non-fraud	0.46	Fraud	non-fraud	Non	Fraud
fraud	0.42	Fraud	non-fraud	Non	Fraud
non-fraud	0.25	non-fraud	non-fraud	Non	Non
non-fraud	0.09	non-fraud	non-fraud	Non	Non
non-fraud	0.04	non-fraud	non-fraud	Non	Non

Cutoff = 0.3, accuracy = 8/10 = 80%

Cutoff =0.8, accuracy = 7/10 =70%

b) What probability cutoff value should you choose, in order to have Precision fraud = 100% for your model? (Explain.) What is the overall accuracy of your model in this case?

A cutoff value of 0.7 would result in a 100% precision fraud. The overall accuracy for the model would be 80% Below is the confusion matrix for the same:

	Actual fraud	Actual Non fraud
Predicted fraud	3	0
Predicted Non fraud	2	5

c) What probability cutoff value should you choose, in order to have Recall fraud = 100% for your model? (Explain.) What is the overall accuracy of your model in this case?

A cutoff value of 0.4 would result in a 100% recall fraud. The overall accuracy for the model would be 80% Below is the confusion matrix for the same:

	Actual fraud	Actual Non fraud		
Predicted fraud	5	2		
Predicted Non fraud	0	3		

d) Draw an ROC curve for your model.

5) (70 points) [Mining publicly available data. Please implement the following models both with Rapidminer and Python but explore the data (e.g., descriptive statistics etc.) just with Python]

Please use the dataset on breast cancer research from this link: http://archive.ics.uci.edu/ml/machine-learning-databases/breast-cancer-wisconsin/wdbc.data [Note: Rapidminer can import .data files in the same way it can import .csv files. For Python please read the data directly from the URL without downloading the file on your local disk.] The description of the data and attributes can be found at this link: http://archive.ics.uci.edu/ml/machine-learning-databases/breast-cancer-wisconsin/wdbc.names. Each record of the data set represents a different case of breast cancer. Each case is described with 30 real-valued attributes: attribute 1 represents case id, attributes 3-32 represent various physiological characteristics, and attribute 2 represents the type (benign or malignant). If the dataset has records with missing values, you can filter out these records using Python and/or Rapidminer before proceeding with the models. Alternatively, if the data set has missing values, you could infer the missing values.

Perform a predictive modeling analysis on this same dataset using the a) k-NN technique (for k=3) and b) Logistic Regression. Please be specific about what other parameters you specified for your models.

Present a brief overview of your predictive modeling process, explorations, and discuss your results.

Compare the k-NN model with the Logistic Regression model: which performs better? Make sure you present information about the model "goodness" (i.e., confusion matrix, predictive accuracy, precision, recall, f-measure). Please be clear about any assumptions you might make when you choose the best performing model.

Please show screenshots of the models you have built with Rapidminer and Python, show screenshots of the performance results, and the parameters you have specified.

Brief overview of modeling process:

1) Data Input and Preliminary analysis

To write a Python 2/3 compatible codebase, the first step is to add this line to the top of each module

from _future__ import division, print_function, unicode_literals

import numpy as np # np is an alias pointing to numpy
import pandas as pd # pd is an alias pointing to pandas
pd.set_option('display.max_columns', 50) #increasing no columns to display

reading data from URL

df = pd.read_csv("http://archive.ics.uci.edu/ml/machine-learning-databases/breast-cancer-wisconsin/wdbc.data",header=None)

df.head() # understanding the data by viewing first 5 rows

print(df.describe(include='all')) # simple statistics on each column in data

print()

print(df.shape) # no of rows and columns in data

print()

print(df.isnull().any()) # to check if any column has missing values

In this step, the data (.data file) is read in python directly from the URL, with "header = None" to indicate the first row is not a header row. The output width and column limit is adjusted to make sure we can explore the data properly since the data has 32 columns. A quick preliminary analysis is done on the data to get an idea about the structure of the data. The df.shape command tells us that the data has 569 rows and 32 columns. The df.isnull().any() command shows there are no missing values in the data, which indicates no missing value treatment needs to be carried out.

Using df.head(), a sample of the data is printed to get an idea of the structure of the data. As given by the data description, the first column is the case ID, and each row of the data is a unique case. The second column is the target variable, indicating malignancy or benign. All the other columns are numeric attributes.

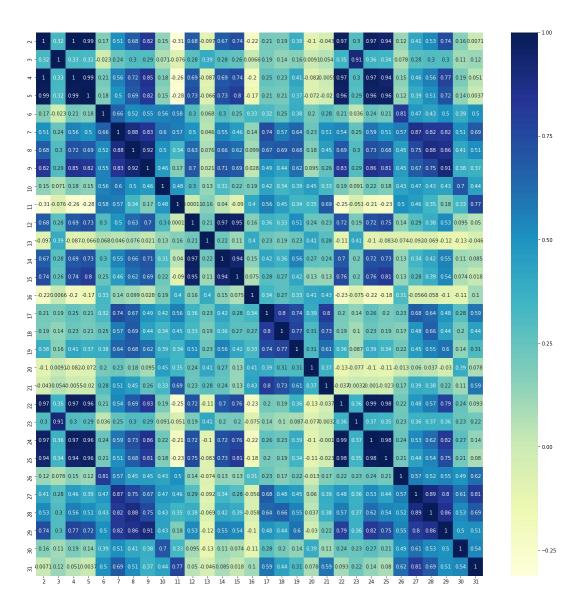
(569, 32)	_									
0											
1 2											
3											
4											
5 6											
7	False										
8											
1	.0 False										
1											
1			0 1	2 3		5 6	7	8 9	10	11 12	13 \
1		0				.0 0.11840 .0 0.08474			0.2419 0.07 0.1812 0.05		0.9053 0.7339
1		2	84300903 M	19.69 21.25	130.00 1203	.0 0.10960	0.15990 0.19	974 0.12790	0.2069 0.05	999 0.7456	0.7869
1		3 4				.1 0.14250		414 0.10520 980 0.10430	0.2597 0.09 0.1809 0.05		
1		-	84338402 11	20.29 14.34	133.10 1297	.0 0.10030	0.13280 0.1	980 0.10430	0.1009 0.03	0.7372	0.7613
	0 False		14 15			18 19	20	21 22		4 25	26 \
	1 False 2 False	0			.04904 0.053 .01308 0.018			06193 25.38 03532 24.99	17.33 184.6 23.41 158.8		.1238
	3 False	2		0.006150 0	.04006 0.038	32 0.02058	0.02250 0.00	04571 23.57	25.53 152.5	0 1709.0 0	.1444
	4 False 5 False	3			.07458 0.056 .02461 0.056			09208 14.91 05115 22.54			
2	6 False	4	3.438 94.44	0.011490 0	.02401 0.030	88 0.01883	0.01/30 0.00	03113 22.34	10.07 132.2	.0 13/3.0 0	.1374
2	:7 False :8 False	^	27 2		30 31						
2	9 False	0	0.6656 0.711 0.1866 0.241		4601 0.11890 2750 0.08902						
	0 False 1 False	2	0.4245 0.450	4 0.2430 0.	3613 0.08758						
	ltype: bool	3			6638 0.17300 2364 0.07678						
	0	1	2	3	4	5	6	7	8	9 \	
unt	5.690000e+0									.000000	
que	Na	N 2	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	
)	Na		NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	
eq an	Na 3.037183e+0		NaN 14.127292 19	NaN .289649 91.	NaN 969033 654	NaN .889104 0	NaN .096360 0	NaN .104341 0	NaN .088799 0	NaN ◀ .048919	
1	1.250206e+0									.038803	
1	8.670000e+0									.000000	
6	8.692180e+0 9.060240e+0									.020310 .033500	
%	8.813129e+0									.074000	
(9.113205e+0	8 NaN	28.110000 39	280000 188.	500000 2501	.000000 0	.163400 0	.345400 0	.426800 0	.201200	
	10		11 12	13	14	15	16	17	18	19	
+	FC0 000000	F60, 0000	00 500 000000	F60, 000000	F.CO. 0000000	F.CO. 0000000	F.CO. 0000000	F.CO. 0000000	F.CO. 000000	F.CO. 000000	
unt ique	569.000000 NaN	569.0000 N	00 569.000000 aN NaN	569.000000 NaN	569.000000 NaN	569.000000 NaN	569.000000 NaN	569.000000 NaN	569.000000 NaN	569.000000 NaN	
)	NaN		aN NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	
q	NaN		aN NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	
n	0.181162 0.027414	0.0627 0.0070		1.216853	2.866059	40.337079 45.491006	0.007041	0.025478	0.031894	0.011796 0.006170	
	0.106000	0.0499		0.551648 0.360200	2.021855 0.757000	6.802000	0.003003 0.001713	0.017908 0.002252	0.030186 0.000000	0.000000	
	0.161900	0.0577		0.833900	1.606000	17.850000	0.005169	0.013080	0.015090	0.007638	
	0.179200	0.0615		1.108000	2.287000	24.530000	0.006380	0.020450	0.025890	0.010930	
	0.195700 0.304000	0.0661 0.0974		1.474000 4.885000	3.357000	45.190000	0.008146 0.031130	0.032450	0.042050 0.396000	0.014710	
					21.980000	542.200000		0.135400		0.052790	
	20		21 22	23	24	25	26	27	28	29	
nt	569.000000	569.0000		569.000000	569.000000	569.000000					
que	NaN NaN		aN NaN	NaN NaN	NaN	NaN	NaN NaN		NaN NaN	NaN NaN	
q	NaN NaN		aN NaN aN NaN	NaN NaN	NaN NaN	NaN NaN	NaN NaN			nan NaN	
n	0.020542	0.0037	95 16.269190	25.677223	107.261213	880.583128	0.132369	0.254265	0.272188	0.114606	
	0.008266	0.0026		6.146258	33.602542	569.356993	0.022832			0.065732	
	0.007882 0.015160	0.0008		12.020000 21.080000	50.410000 84.110000	185.200000 515.300000	0.071170 0.116600		0.000000 0.114500	0.000000 0.064930	
	0.018730	0.0031		25.410000	97.660000	686.500000	0.131300		0.226700	0.004930	
	0.023480	0.0045		29.720000	125.400000	1084.000000	0.146000	0.339100	0.382900	0.161400	
	0.078950	0.0298	40 36.040000	49.540000	251.200000	4254.000000	0.222600	1.058000	1.252000	0.291000	
	30		31								
nt	569.000000	569.0000									
que	NaN NaN		aN aN								
q	NaN		aN								
n	0.290076	0.0839	46								
	0.061867	0.0180									
	0.156500 0.250400	0.0550 0.0714									
	0.282200	0.0800	40								
	0.317900	0.0920	80								
6	0.663800	0.2075	00								

The describe function describes each column in the data and gives simple statistics. There are only 2 unique classes in target variable, which is in agreement with the data description. Since we do not have column descriptions, it is difficult to comment on the distribution of the predictor variables.

2) Exploratory data analysis & Visualization

import matplotlib.pyplot as plt
#pyplot is matplotlib's plotting framework
import seaborn as sns
Seaborn is a Python data visualization library based on matplotlib.
sns.countplot(df[1])
plt.show()

Looking at a histogram of the target variable, we observe that there are 357(63%) instances of benign and 212(37%) instances of malignancy, indicating slight a class imbalance in the data. While this is not an ideal 50:50 distribution, we continue without making any changes to the distribution. There are certain techniques like upsampling and down-sampling that can be used to alter the class distribution of target variable, but for the sake of simplicity, we leave the target variable as is.

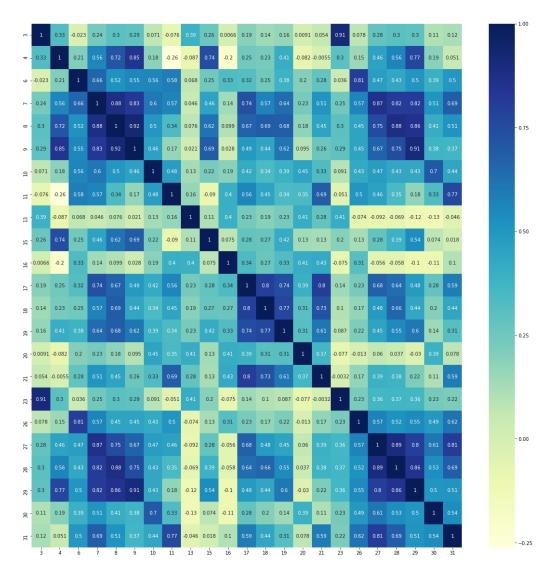


Looking at the correlation heat map, we observe possible cases of multicollinearity. This can be seen in the rather high correlation values (>0.93) between the following pairs of variables -(2,5)(2,22)(2,24)(2,25)(4,5)(4,22)(4,24)(4,25)(5,22)(5,24)(5,25)(12,14)(12,15)(14,15)(22,24)(22,25).

Since multicollinearity may lead to overfitting, we drop the following variables that seem to be causing the multicollinearity -2.5,12,14,22,24,25

```
df2= df.copy()
df2.drop(df2.columns[[2,5,12,14,22,24,25]],axis=1, inplace = True)
```

The correlation heatmap after dropping the variables is below, we notice that the extreme correlations of >0.93 are removed, which should have reduced the problem of multicollinearity:



3) Splitting data and standardization

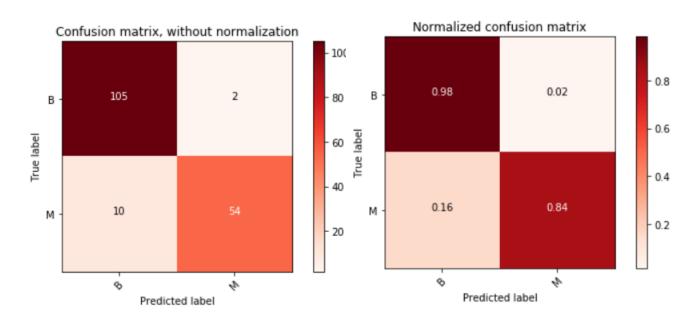
In this step, the data is split into train and test in the ratio 70:30 respectively. The stratified sampling is used to make sure the distribution of both classes is consistent across and test and train data. Since the KNN modeling uses distance as a measure to find nearest neighbors, it is important to standardize the variables so that the distance is unaffected by scaling of the variables. We use the Z score scaling method to standardize the variables.

Splitting data and standardization

4) KNN model induction

In this step, we train a KNN classifier with k=3 on the standardized training and test data. The distance metric used is a generalization of the Euclidean distance, which is specified by p=2. The weights parameter is specified as "distance", which uses a weighted voting for nearest neighbors, indicating that points nearer will have a greater contribution in class prediction. All other modeling parameters are left as default.

5) KNN model evaluation

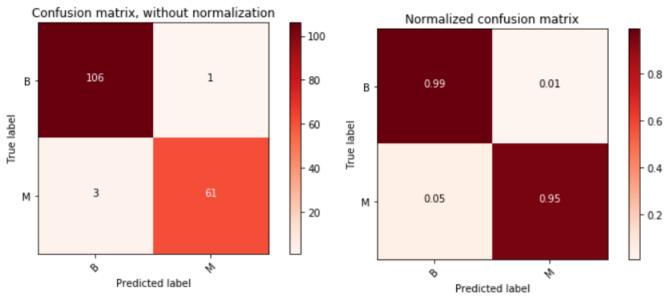


The KNN model has an out of sample accuracy score of 93%. It does a pretty good job with the classification task on both classes, with an F measure of 0.95 for B class and 0.9 for M class, which are very high values, indicating the model is performing well. The precision measure is very high (>0.91) for both classes. The recall metric is nearly =1 for B class (0.98) but not as good for M class (0.84). Looking deeper into this, we see from the confusion matrix that the model wrongly classifies 10 cases of malignancy as Benign. This is an issue since we need to consider the cost of misclassification in both classes. We will look to see if logistic regression can perform better in classifying more malignant classes accurately.

6) Logistic Regression model induction and evaluation

In this step, we train a logistic regression model to carry out the same classification process. It is important to note that we do not use the standardized form of the data here, but rather use the raw unstandardized data. In this case, we use the default penalty option of L2 norm. The C value used is 10000, which is the value for inverse of regularization strength. All other parameters in the modeling are left as default.

```
from sklearn import linear model
clf = linear_model.LogisticRegression(C=1e5)
clf = clf.fit(X_train, y_train)
print('The weights of the attributes are:', clf.coef_)
y_pred = clf.predict(X_test)  # Classification prediction
y_pred_prob = clf.predict_proba(X_test)  # Class probabilities
print(y_pred[0], y_pred_prob[0], np.sum(y_pred_prob[0]))
# Build a text report showing the main classification metrics (out-of-sample performance)
print(classification_report(y_test, y_pred, target_names=classes))
# Compute confusion matrix to evaluate the accuracy of a classification
cnf_matrix = confusion_matrix(y_test, y_pred)
np.set_printoptions(precision=2)
#cnf matrix = confusion matrix(v test, v pred)
# Plot non-normalized confusion matrix
plot_confusion_matrix(cnf_matrix, classes=classes,
                  title='Confusion matrix, without normalization')
# Plot normalized confusion matrix
plt.show()
                                                   recall f1-score
                                      precision
Accuracy (out-of-sample): 0.98 B
                                          0.97
                                                     0.99
                                                                0.98
                                  Μ
                                          0.98
                                                     0.95
                                                                0.97
Accuracy (in-sample): 1.00
```



The logistic regression model has an out of sample accuracy of 98%. The F measure for B class is 0.98, and for M class is 0.97. These measures are almost =1, indicating the model is performing very well in classifying both classes. Unlike the KNN model, where recall for class M was lower than that of B, here recall scores for both classes are very high (0.95 for M and 0.99 for B). The precision scores for both classes are near perfect as well (0.97 for B and 0.98 for M). On all metrics, logistic regression model has a superior performance in comparison to KNN model.

7) KNN vs Logistic regression

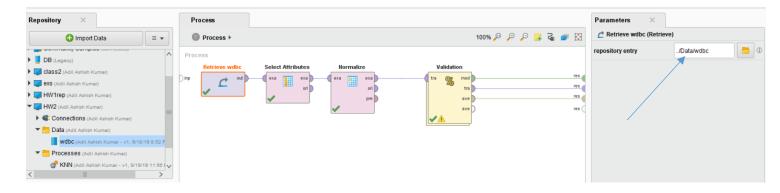
In terms of out of sample accuracy, Logistic regression (98%) performs better than KNN (93%). The F measures for Logistic regression for both classes "B", "M" are better than KNN. Just on performance, it seems like logistic regression performs better than KNN.

An important differentiating factor is the F measure for both models. In KNN, the model predicts about 16% of the malignant cases as benign. This is a major issue, as there are serious costs and consequences involved in wrongly predicting occurrence of a disease like cancer. Thus, I would prefer to use Logistic regression model, as it has much better accuracy in predicting both benign and malignant classes, which are evident from the F measures for B and M classes.

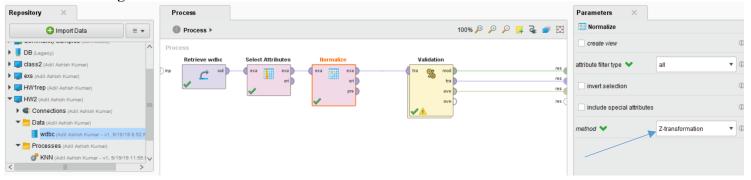
An important consideration is that logistic regression may not be very suitable for very large datasets, so the size of data should be considered when choosing the model for deployment. Another important point is that logistic regression model may not be able to handle complexities in data like missing values, non linearities etc, so additional data preparation maybe needed if the data has such issues. Model comprehensibility is also an important factor and logistic regression is not an easy model to understand. Here I assume that the dataset size is small enough to be suitable for logistic regression. I also assume that model generalization performance is more important than model interpretability. Thus, I would suggest using the logistic regression model.

Rapid miner implementation

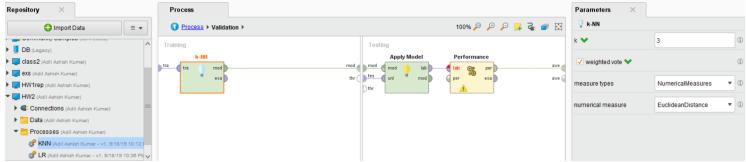
1) KNN



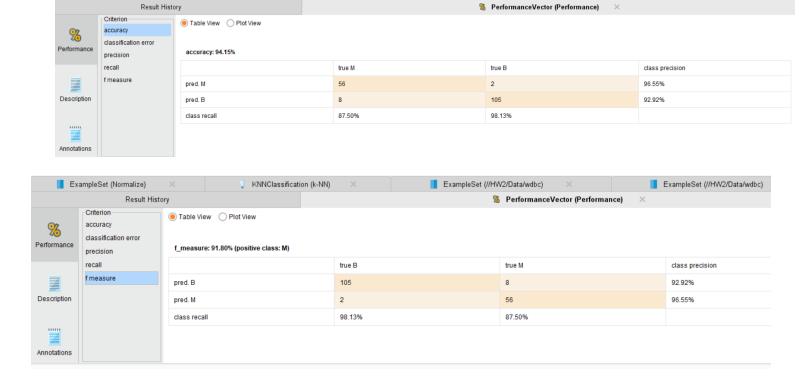
The modeling process in rapidminer is similar to that of python. First the data is read in using the retrieve module. The select attribute module is used to drop the case ID and other columns that were causing multicollinearity with help of subset option. Then the data is normalized using the Z-score method, where mean of data is subtracted from all values and divided by the std deviation. We use a 70:30 split for train and test data respectively in the validation module. The stratified sampling method is used so that class distribution is identical for target variable in both train and test data



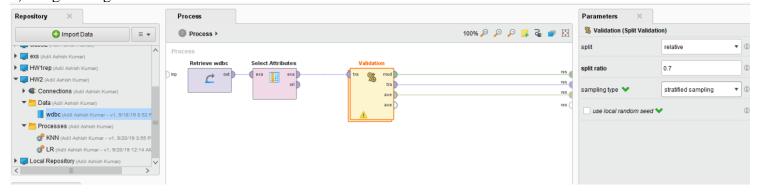
Under the validation module, we use the knn module, the apply module and the performance module. In KNN module, we use K=3, choose the distance measure as Euclidean distance. Since all predictor attributes in our model are numerical, we choose the measure type as "numerical". In the performance module, I have chosen to see metrics like accuracy, precision, recall and f measure.



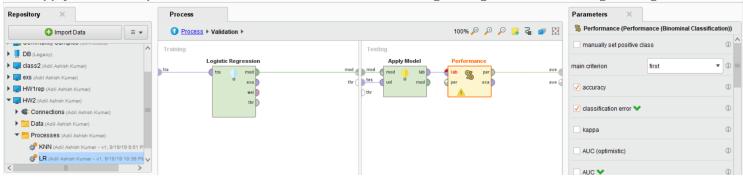
On running the model, we get an out of sample accuracy of 94.15%. The F measure for class "M" is 91.8%. The F measure and accuracy are high (>0.9), indicating the model is doing a good job with the classification task. The confusion matrix shows that the model is doing a good job with predicting both classes.

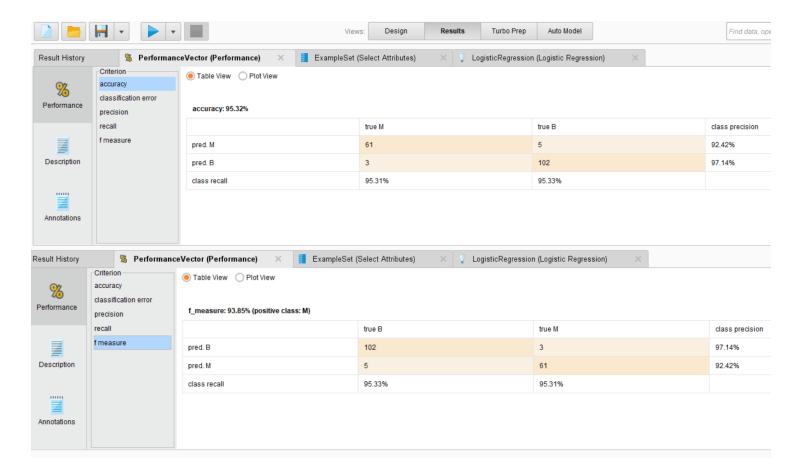


2) Logistic regression



In the logistic regression modeling process, we do not use the standardization process on the data, but the raw data itself. The select attribute module is used to filter out columns that were seen to cause multicollinearity during data exploration process. In the validation module, we set a 70:30 split for train and test data respectively with stratified sampling. Under the validation module, we use the logistic regression module along with apply model and performance modules. We leave the modeling settings as default for logistic regression.





The accuracy out of sample is 95.32%. The F measure for class M is 93.85%. In this case as well, the performance of the logistic regression model is better than the KNN model on both out of sample accuracy and F measures for both classes.