```
In [1]: import matplotlib.pyplot as plt
        import time
        import numpy as np
        import pandas as pd
        import seaborn as sns
        from numpy import ravel
        from imblearn.over_sampling import SMOTE
        from sklearn.model selection import train test split
        from sklearn.svm import SVR
        from sklearn.decomposition import PCA
        from sklearn.neighbors import KNeighborsClassifier
        from sklearn.calibration import CalibratedClassifierCV
        from sklearn.metrics import roc auc score
        from sklearn.preprocessing import StandardScaler
        from sklearn import datasets, model selection, tree, preprocessing, metrics, 1
        inear model
        from sklearn.linear model import LogisticRegression
        from sklearn.ensemble import RandomForestClassifier
        from sklearn.manifold import TSNE
        from sklearn.model selection import RandomizedSearchCV
        from sklearn.linear model import SGDClassifier
        from sklearn.naive bayes import GaussianNB
        from sklearn.tree import DecisionTreeClassifier
        from sklearn.ensemble import GradientBoostingClassifier
        from sklearn.svm import LinearSVC
        from sklearn.ensemble import BaggingClassifier
        from sklearn.ensemble import AdaBoostClassifier
        from sklearn.model selection import GridSearchCV
        from sklearn import svm
        from sklearn.ensemble import VotingClassifier
        from scipy.stats import randint as sp randint
        import datetime
        import xgboost as xgb
        from xgboost import XGBClassifier
        from sklearn.metrics import classification report
        from sklearn.metrics import confusion matrix
        import itertools
        %matplotlib inline
```

```
In [2]: def warn(*args, **kwargs):
    pass
    import warnings
    warnings.warn = warn
```

```
In [3]: pd.set_option('display.max_columns', None)
pd.set_option('display.max_rows', None)
```

```
In [4]: #read data
data = pd.read_csv('../data/bank_full_processed_le.csv')
# visualize the data
data.head()
```

Out[4]:

	age	job	marital	education	default	housing	loan	contact	month	day_of_week	cam
0	0.481481	3	1	0	2	2	2	1	6	1	
1	0.493827	7	1	3	1	2	2	1	6	1	
2	0.246914	7	1	3	2	0	2	1	6	1	
3	0.283951	0	1	1	2	2	2	1	6	1	
4	0.481481	7	1	3	2	2	0	1	6	1	

Model Building and Evaluation

- Train Test Split: Divide the Data set into Train class and Test class for model building and Evaluation
- Used Stratification split since the data is imbalanced. A random split might probably have changed the target distribution

```
In [5]: X = data.drop('y', axis=1)
y = data['y']
```

SMOTE for oversampling the dataset

- Since the dataset is highly imbalanced containing approximate 88% of NO values in term deposite, training our model on such dataset will create a bias for undersample class(12% of YES values)
- To deal with this situation using SMOTE (Synthetic Minority Oversampling TEchnique) is a good option
- SMOTE first selects a minority class instance a at random and finds its k nearest minority class neighbors.
 The synthetic instance is then created by choosing one of the k nearest neighbors b at random and
 connecting a and b to form a line segment in the feature space. The synthetic instances are generated as a
 convex combination of the two chosen instances a and b.
- The combination of SMOTE and under-sampling performs better than plain under-sampling

```
In [6]: print("Dataset shape before SMOTE:-")
    print("X:", X.shape)
    print("y:",y.shape)

    Dataset shape before SMOTE:-
    X: (41188, 22)
    y: (41188,)

In [7]: sm = SMOTE(random_state=2)
    X, y = sm.fit_resample(X, y.values.ravel())
    print("Dataset shape after SMOTE:-")
    print("X:", X.shape)
    print("y:",y.shape)

Dataset shape after SMOTE:-
    X: (73096, 22)
    y: (73096,)
```

· Split performed without Stratification

```
In [8]: X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2, rando
m_state=1)
    print('Original:', (data.y).mean(), 'Train:', (y_train).mean(), 'Test:', (y_te
    st).mean())

Original: 0.11265417111780131 Train: 0.5010089609412408 Test: 0.4959644322845
4173
```

· Split performed with Stratification

```
In [9]: X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2, strat
    ify=y, random_state=1)
    print('Original:', (data.y).mean(), 'Train:', (y_train).mean(), 'Test:', (y_te
    st).mean())
```

Original: 0.11265417111780131 Train: 0.5 Test: 0.5

Performing Different Algorithms to find the best fit for our dataset

- Will try following different algorithms to see which algorithm fits best on our dataset in terms of accuracy, ROC, AUC
- Performing Random Hyperparameter search and GridSearch for Hyperparameters, to select the best hyperparameters for a given algorithm

```
In [10]: # Function that runs the requested algorithm and returns the accuracy metrics
         def fit ml algo(algo, X train, y train, X test, cv):
             # One Pass
             model = algo.fit(X train, y train)
             test pred = model.predict(X test)
             if (isinstance(algo, (LogisticRegression,
                                    KNeighborsClassifier,
                                    GaussianNB,
                                    DecisionTreeClassifier,
                                    RandomForestClassifier,
                                    GradientBoostingClassifier,
                                    BaggingClassifier,
                                    AdaBoostClassifier,
                                    XGBClassifier,
                                    ))):
                 probs = model.predict_proba(X_test)[:,1]
             else:
                  probs = "Not Available"
             acc = round(model.score(X test, y test) * 100, 2)
             train pred = model selection.cross val predict(algo,
                                                            X train,
                                                            y_train,
                                                             cv=cv,
                                                            n jobs = -1)
             acc_cv = round(metrics.accuracy_score(y_train, train_pred) * 100, 2)
             try:
                 feature importances = np.mean([tree.feature importances for tree in a
         lgo.estimators_], axis=0)
             except:
                  feature importances = 'none'
             return train_pred, test_pred, acc, acc_cv, probs,feature_importances
```

```
In [11]: # calculate the fpr and tpr for all thresholds of the classification

def plot_roc_curve(y_test, preds):
    fpr, tpr, threshold = metrics.roc_curve(y_test, preds)
    roc_auc = metrics.auc(fpr, tpr)
    plt.title('Receiver Operating Characteristic')
    plt.plot(fpr, tpr, 'b', label = 'AUC = %0.2f' % roc_auc)
    plt.legend(loc = 'lower right')
    plt.plot([0, 1], [0, 1], 'r--')
    plt.xlim([-0.01, 1.01])
    plt.ylim([-0.01, 1.01])
    plt.ylabel('True Positive Rate')
    plt.xlabel('False Positive Rate')
    plt.show()
```

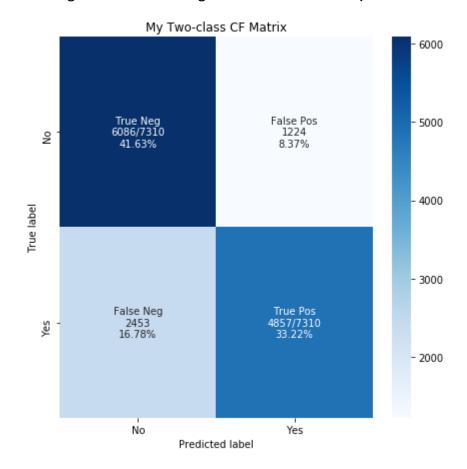
```
In [12]:
         def make confusion matrix(y,y pred,categories='auto',count=True,percent=True,c
         bar=True,xyticks=True,
                                    figsize=(7,7),cmap='Blues',title=None):
              cf = confusion matrix(y, y pred)
              blanks = ['' for i in range(cf.size)]
              group_names = ['True Neg', 'False Pos', 'False Neg', 'True Pos']
              categories = ['No', 'Yes']
              if group names and len(group names)==cf.size:
                  group_labels = ["{}\n".format(value) for value in group_names]
              else:
                  group labels = blanks
              if count:
                  cm sum = np.sum(cf, axis=1, keepdims=True)
                  cm_perc = cf / cm_sum.astype(float) * 100
                  annot = np.empty like(cf).astype(str)
                  nrows, ncols = cf.shape
                  for i in range(nrows):
                      for j in range(ncols):
                          c = cf[i, j]
                      \#p = cm\_perc[i, j]
                          if i == j:
                              s = cm_sum[i]
                              annot[i, j] = \frac{m}{d}\frac{m}{d} (c, s)
                          elif c == 0:
                              annot[i, j] = ''
                          else:
                              annot[i, j] = '%d\n' % (c)
                  group counts = list(annot.flat)
              else:
                  group counts = blanks
              if percent:
                  group percentages = ["{0:.2%}".format(value) for value in cf.flatten()
         /np.sum(cf)]
              else:
                  group percentages = blanks
              box_labels = [f''(v1)(v2)(v3)''.strip() for v1, v2, v3 in zip(group_labels,g)]
         roup counts,group percentages)]
              box labels = np.asarray(box labels).reshape(cf.shape[0],cf.shape[1])
               # SET FIGURE PARAMETERS ACCORDING TO OTHER ARGUMENTS
              if figsize==None:
                  #Get default figure size if not set
                  figsize = plt.rcParams.get('figure.figsize')
              if xyticks==False:
                  #Do not show categories if xyticks is False
                  categories=False
              # MAKE THE HEATMAP VISUALIZATION
              plt.figure(figsize=figsize)
              sns.heatmap(cf,annot=box labels,fmt="",cmap=cmap,cbar=cbar,xticklabels=cat
```

```
egories,yticklabels=categories)
  plt.ylabel('True label')
  plt.xlabel('Predicted label')
  if title:
     plt.title(title)
```

Logistic Regression

Accuracy before CV: 74.85 Accuracy CV 10-Fold: 74.9

Running Time for the Algorithm to train and pred: 0:00:17.493490



```
In [14]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_log))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_log))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_log)
```

Classification Report on Training :-						
upport						
29238						
29238						
58476						
58476						
58476						
36476						
upport						
7310						
7310						
7310						
14620						
14620						

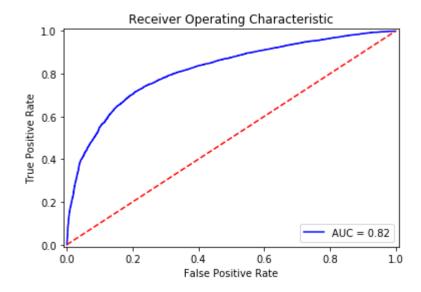
0.75

0.75

14620

ROC and AUC curve :-

weighted avg



0.76

K-Nearest Neighbors

```
In [15]: alpha = [x for x in range(1, 70, 7)]
    cv_auc_array=[]
    for i in alpha:
        k_cfl=KNeighborsClassifier(n_neighbors=i)
        k_cfl.fit(X_train,y_train)
        predict_y = k_cfl.predict_proba(X_test)
        cv_auc_array.append(roc_auc_score(y_test, predict_y[:,1]))
    for i in range(len(cv_auc_array)):
        print ('AUC for k = ',alpha[i],'is',cv_auc_array[i])
    best_alpha = np.argmax(cv_auc_array)

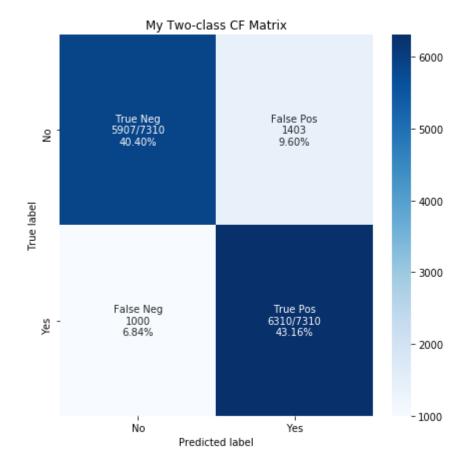
AUC for k = 1 is 0.8751025991792066
    AUC for k = 8 is 0.9137749667359705
    AUC for k = 15 is 0.8977728445751092
    AUC for k = 22 is 0.8842030294127005
```

AUC for k = 29 is 0.8747064437711585AUC for k = 36 is 0.8670154539721274AUC for k = 43 is 0.8604869741616622AUC for k = 50 is 0.8547801579830864AUC for k = 57 is 0.8494819794109226AUC for k = 64 is 0.844141844183988

```
In [16]:
         # k-Nearest Neighbors
         start time = time.time()
         train_pred_knn, test_pred_knn, acc_knn, acc_cv_knn, probs_knn,feature_knn = fi
         t ml algo(KNeighborsClassifier(n neighbors=alpha[best alpha],
         n_{jobs} = -1),
         X train,
         y_train,
         X_test,
         10)
         knn_time = (time.time() - start_time)
         print('\033[1m' + "Accuracy before CV: %s" % acc_knn)
         print("Accuracy CV 10-Fold: %s" % acc_cv_knn)
         print("Running Time for the Algorithm to train and pred: %s" % datetime.timede
         lta(seconds=knn time))
         make confusion matrix(y test, test pred knn, title='My Two-class CF Matrix')
```

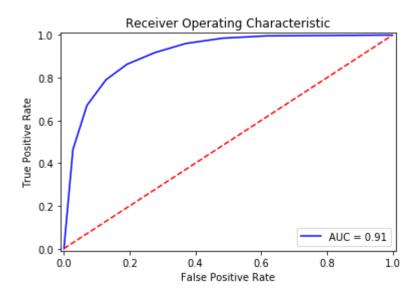
Accuracy before CV: 83.56 Accuracy CV 10-Fold: 83.07

Running Time for the Algorithm to train and pred: 0:00:17.221014



```
In [17]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_knn))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_knn))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_knn)
```

Classificatio	n Report on	Training	:-		
	precision	recall	f1-score	support	
0	0.85	0.80	0.83	29238	
1	0.81	0.86	0.84	29238	
accuracy			0.83	58476	
macro avg	0.83	0.83	0.83	58476	
weighted avg	0.83	0.83	0.83	58476	
Classificatio	n Report on	Testing:	_		
	precision	•	f1-score	support	
0	0.86	0.81	0.83	7310	
1	0.82	0.86	0.84	7310	
accuracy			0.84	14620	
macro avg	0.84	0.84	0.84	14620	
weighted avg	0.84	0.84	0.84	14620	



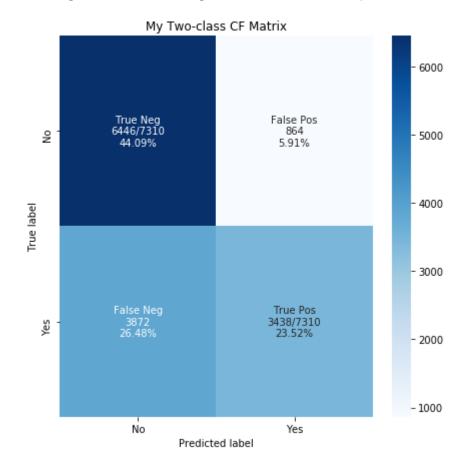
Gaussian Naive Bayes

```
In [18]:
         # Gaussian Naive Bayes
         start time = time.time()
         train_pred_gaussian, test_pred_gaussian, acc_gaussian, acc_cv_gaussian, probs_
         gau,feature gau = fit ml algo(GaussianNB(),
         X_train,
         y_train,
         X_test,
         10)
         gaussian_time = (time.time() - start_time)
         print('\033[1m' +"Accuracy: %s" % acc_gaussian)
         print("Accuracy CV 10-Fold: %s" % acc cv gaussian)
         print("Running Time for the Algorithm to train and pred: %s" % datetime.timede
         lta(seconds=gaussian time))
         make_confusion_matrix(y_test,test_pred_gaussian, title='My Two-class CF Matri
         x')
```

Accuracy: 67.61

Accuracy CV 10-Fold: 67.92

Running Time for the Algorithm to train and pred: 0:00:00.629996

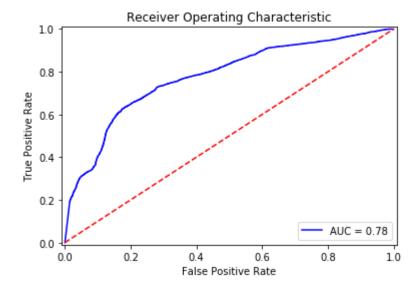


```
In [19]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_gaussian))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_gaussian))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_gau)
```

Classification	n Report on	Training	:-	
	precision	recall	f1-score	support
0	0.63	0.88	0.73	29238
1	0.80	0.47	0.60	29238
accuracy			0.68	58476
macro avg	0.72	0.68	0.67	58476
weighted avg	0.72	0.68	0.67	58476

Classification Report on Testing :precision recall f1-score support 0 0.62 0.88 0.73 7310 1 0.80 0.47 0.59 7310 0.68 14620 accuracy 0.71 0.68 0.66 14620 macro avg 0.71 0.68 weighted avg 0.66 14620

ROC and AUC curve :-

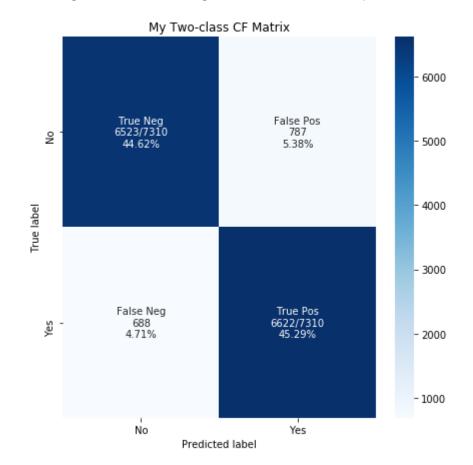


Decision Tree Classifier

Accuracy: 89.91

Accuracy CV 10-Fold: 89.45

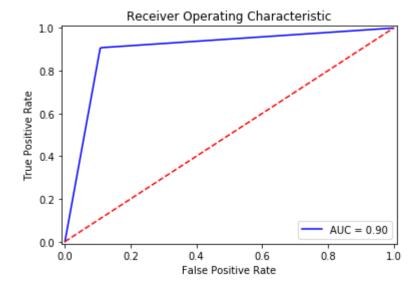
Running Time for the Algorithm to train and pred: 0:00:02.758005



```
In [21]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_dt))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_dt))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_dt)
```

Classification	n Report on	Training	:-	
	precision	recall	f1-score	support
0	0.90	0.89	0.89	29238
1	0.89	0.90	0.90	29238
accuracy			0.89	58476
macro avg	0.89	0.89	0.89	58476
weighted avg	0.89	0.89	0.89	58476

Classificatio	n Report on precision	_	- f1-score	support
0 1	0.90	0.89 0.91	0.90	7310
1	0.89	0.91	0.90	7310
accuracy			0.90	14620
macro avg	0.90	0.90	0.90	14620
weighted avg	0.90	0.90	0.90	14620



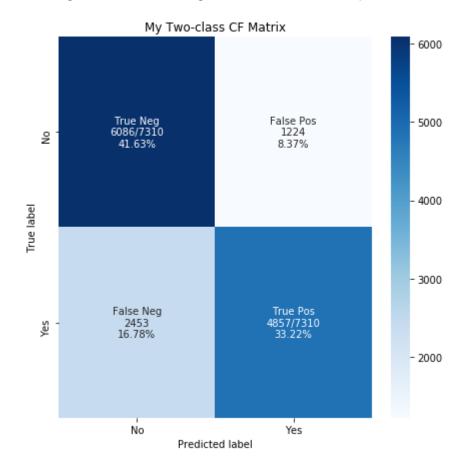
Random Forest Classifier

```
In [22]:
         start_time = time.time()
         rfc = RandomForestClassifier(n estimators=10,
                                       min samples leaf=2,
                                       min samples split=17,
                                       criterion='gini',
                                       max_features=5)
         train_pred_rf, test_pred_rf, acc_rf, acc_cv_rf, probs_rf,feature_rf = fit_ml_a
         lgo(rfc,
                                                                        X train,
                                                                        y_train,
                                                                        X test,
                                                                        10)
         rf_time = (time.time() - start_time)
         print('\033[1m' + "Accuracy: %s" % acc_rf)
         print("Accuracy CV 10-Fold: %s" % acc cv rf)
         print("Running Time for the Algorithm to train and pred: %s" % datetime.timede
         lta(seconds=rf time))
         make_confusion_matrix(y_test,test_pred_log, title='My Two-class CF Matrix')
```

Accuracy: 91.37

Accuracy CV 10-Fold: 90.89

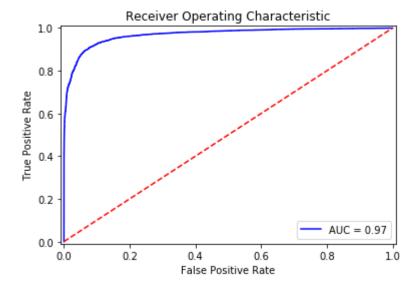
Running Time for the Algorithm to train and pred: 0:00:05.201005



```
In [23]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_rf))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_rf))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_rf)
```

Classification	n Report on	Training	:-	
	precision	recall	f1-score	support
0	0.89	0.94	0.91	29238
1	0.93	0.88	0.91	29238
accuracy			0.91	58476
macro avg	0.91	0.91	0.91	58476
weighted avg	0.91	0.91	0.91	58476

Classificatio	n Report on precision	_	- f1-score	support
0	0.89	0.94	0.92	7310
1	0.94	0.89	0.91	7310
accuracy			0.91	14620
macro avg	0.91	0.91	0.91	14620
weighted avg	0.91	0.91	0.91	14620

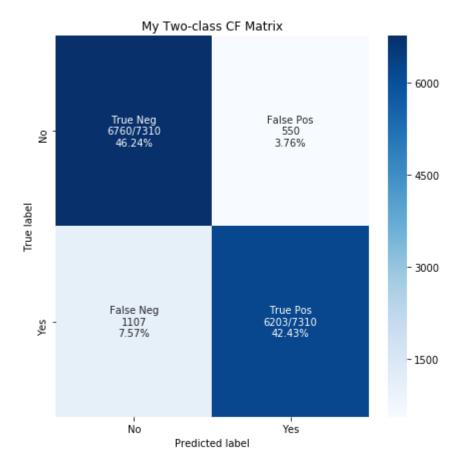


Gradient Boosting Trees

Accuracy: 88.67

Accuracy CV 10-Fold: 88.2

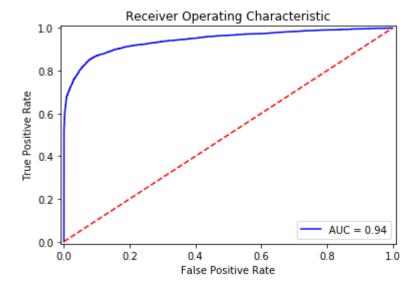
Running Time for the Algorithm to train and pred: 0:01:13.178012



```
In [25]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_gbt))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_gbt))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_gbt)
```

Classification	n Report on	Training	:-	
	precision	recall	f1-score	support
0	0.85	0.92	0.89	29238
1	0.92	0.84	0.88	29238
accuracy			0.88	58476
macro avg	0.88	0.88	0.88	58476
weighted avg	0.88	0.88	0.88	58476

Classificatio	n Report on precision	•	- f1-score	support
0	0.86	0.92	0.89	7310
1	0.92	0.85	0.88	7310
accuracy			0.89	14620
macro avg	0.89	0.89	0.89	14620
weighted avg	0.89	0.89	0.89	14620



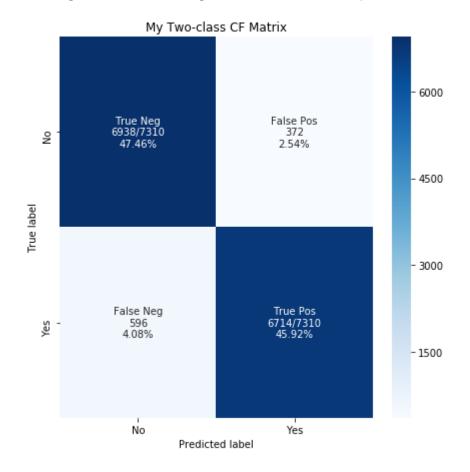
BaggingClassifier

```
In [26]:
         start_time = time.time()
         dt_model = DecisionTreeClassifier(criterion = 'entropy',random_state=100)
         train_pred_bc, test_pred_bc, acc_bc, acc_cv_bc, probs_bc,feature_bc = fit_ml_a
         lgo(BaggingClassifier(base estimator=dt model, n estimators=100,random state=1
         00),
                                                                           X_train,
                                                                            y_train,
                                                                            X test,
                                                                            10)
         bc_time = (time.time() - start_time)
         print('\033[1m' + "Accuracy: %s" % acc_bc)
         print("Accuracy CV 10-Fold: %s" % acc_cv_bc)
         print("Running Time for the Algorithm to train and pred: %s" % datetime.timede
         lta(seconds=bc time))
         make_confusion_matrix(y_test,test_pred_bc, title='My Two-class CF Matrix')
```

Accuracy: 93.38

Accuracy CV 10-Fold: 92.99

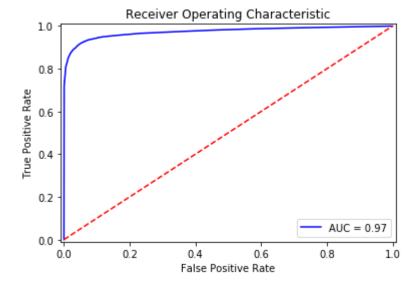
Running Time for the Algorithm to train and pred: 0:03:43.391937



```
In [27]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_bc))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_bc))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_bc)
```

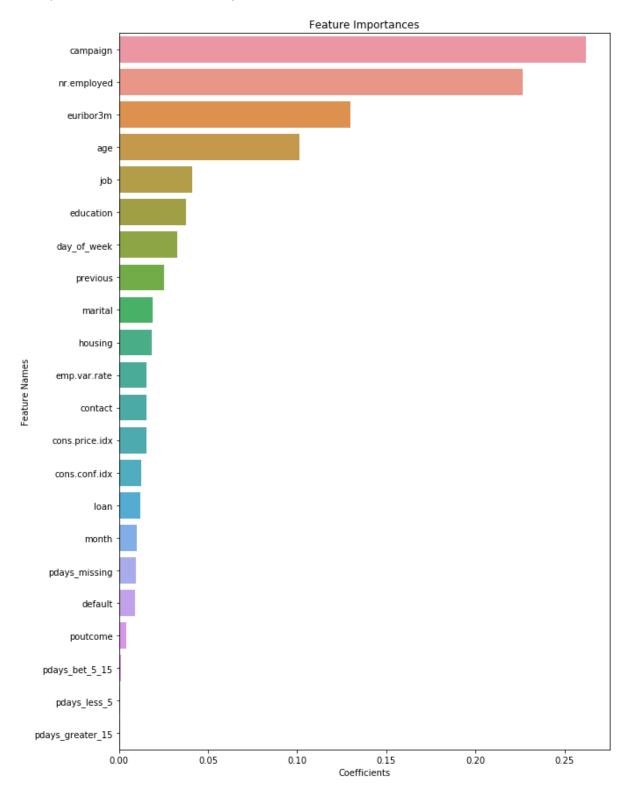
Classification	n Report on	Training	:-	
	precision	recall	f1-score	support
0	0.92	0.95	0.93	29238
1	0.94	0.91	0.93	29238
accuracy			0.93	58476
macro avg	0.93	0.93	0.93	58476
weighted avg	0.93	0.93	0.93	58476

Classificatio	n Report on	Testing:	_	
	precision	recall	f1-score	support
0	0.92	0.95	0.93	7310
1	0.95	0.92	0.93	7310
accuracy			0.93	14620
macro avg	0.93	0.93	0.93	14620
weighted avg	0.93	0.93	0.93	14620



'''Plots feature importance in a sorted order and shows the most significant v In [29]: ariables at the top''' X1 = list(X.columns) #X.remove('y yes') feature_importance_df = pd.DataFrame(data = feature_bc, index = X1, columns=['coefficient_values']) feature_importance_df['sort'] = feature_importance_df.coefficient_values.abs() sorted feature imp df = feature importance df.sort values(by='sort', ascending =False).drop('sort', axis=1) fig, ax = plt.subplots() fig.set size inches(10, 15) sns.barplot(np.array(sorted_feature_imp_df.coefficient_values), np.array(sorte d_feature_imp_df.index.values)) plt.title('Feature Importances') plt.xlabel('Coefficients') plt.ylabel('Feature Names')

Out[29]: Text(0, 0.5, 'Feature Names')

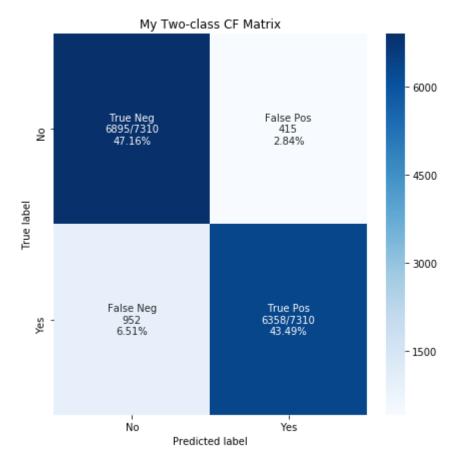


XGBoost

Accuracy: 90.65

Accuracy CV 10-Fold: 90.27

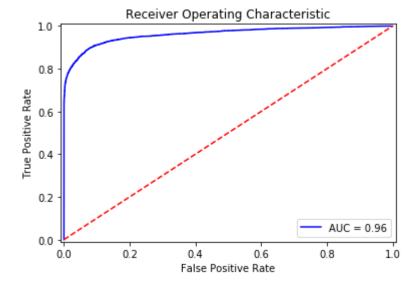
Running Time for the Algorithm to train and pred: 0:01:04.459892



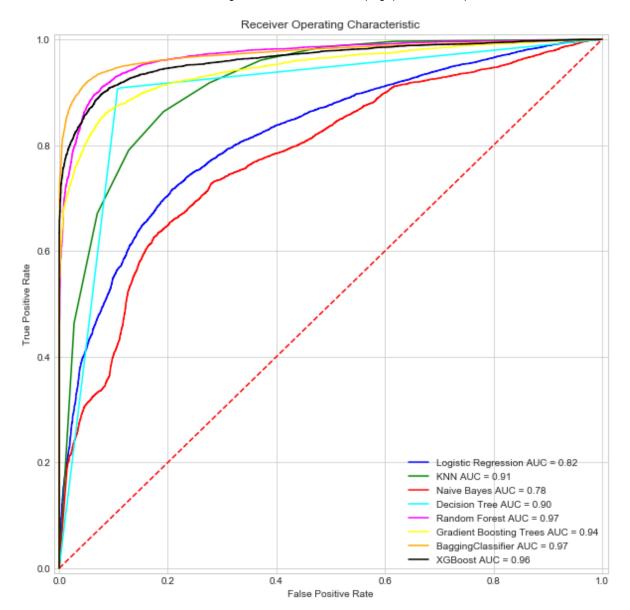
```
In [31]: print("Classification Report on Training :-")
    print (metrics.classification_report(y_train, train_pred_xgb1))
    print("Classification Report on Testing :-")
    print (metrics.classification_report(y_test, test_pred_xgb1))
    print("ROC and AUC curve :-")
    plot_roc_curve(y_test, probs_xgb1)
```

Classification	•	•		cuppent.
	precision	recall	f1-score	support
0	0.88	0.94	0.91	29238
1	0.93	0.87	0.90	29238
accuracy			0.90	58476
macro avg	0.90	0.90	0.90	58476
weighted avg	0.90	0.90	0.90	58476

Classificatio	n Report on	Testing:	_	
	precision	recall	f1-score	support
0	0.88	0.94	0.91	7310
1	0.94	0.87	0.90	7310
accuracy			0.91	14620
macro avg	0.91	0.91	0.91	14620
weighted avg	0.91	0.91	0.91	14620



```
In [46]: plt.style.use('seaborn-whitegrid')
          fig = plt.figure(figsize=(10,10))
          models = [
              'Logistic Regression',
              'KNN',
              'Naive Bayes',
              'Decision Tree',
              'Random Forest',
              'Gradient Boosting Trees',
              'BaggingClassifier',
              'XGBoost'
          ]
          probs = [
              probs log,
              probs_knn,
              probs_gau,
              probs_dt,
              probs_rf,
              probs gbt,
              probs bc,
              probs_xgb1
          1
          colors = [
              'blue',
              'green',
              'red',
              'cyan',
              'magenta',
              'yellow',
              'orange',
              'black'
          1
          plt.title('Receiver Operating Characteristic')
          plt.plot([0, 1], [0, 1], 'r--')
          plt.xlim([-0.01, 1.01])
          plt.ylim([-0.01, 1.01])
          plt.ylabel('True Positive Rate')
          plt.xlabel('False Positive Rate')
          def plot_roc_curves(y_test, prob, model):
              fpr, tpr, threshold = metrics.roc_curve(y_test, prob)
              roc auc = metrics.auc(fpr, tpr)
              plt.plot(fpr, tpr, 'b', label = model + ' AUC = %0.2f' % roc auc, color=co
          lors[i])
              plt.legend(loc = 'lower right')
          for i, model in list(enumerate(models)):
              plot roc curves(y test, probs[i], models[i])
          plt.show()
```



In []: