

# Bank Telemarketing Classification Using Artificial Neural Network

## Introduction

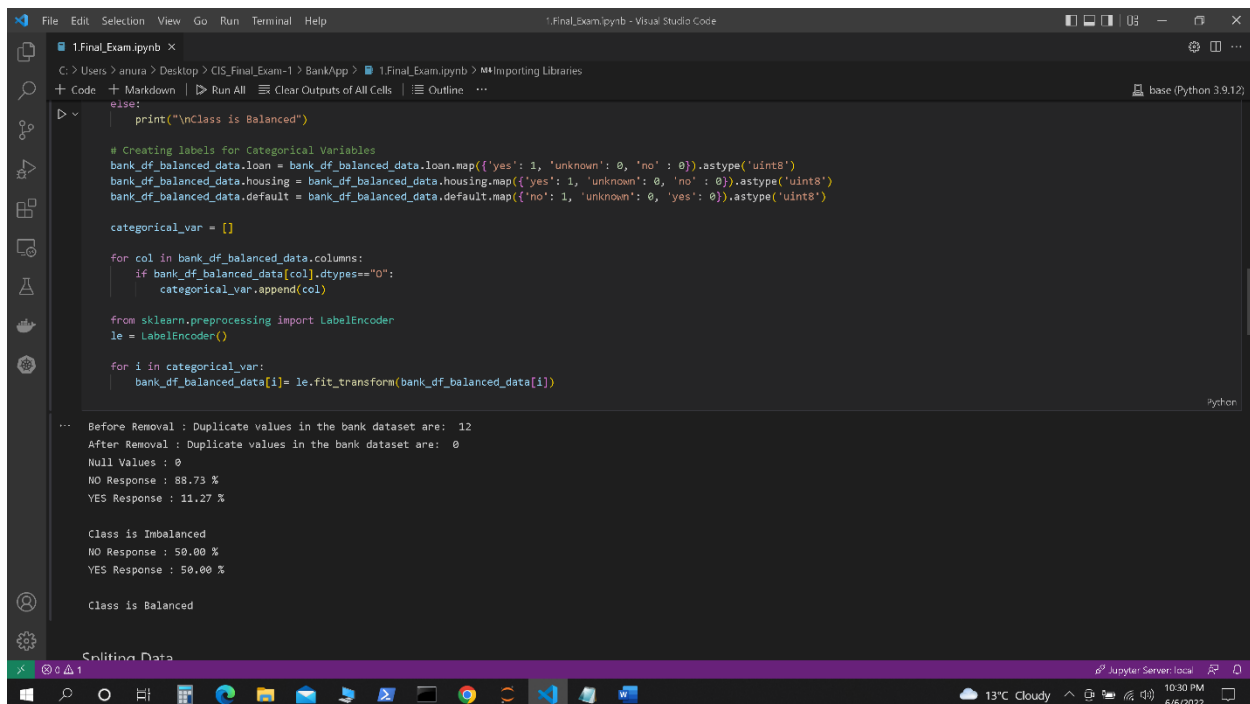
The data is related with direct marketing campaigns of a banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

Bank-Telemarketing.csv with all examples (41188) and 20 inputs, ordered by date (from May 2008 to November 2010). The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y)

Download Link: <https://archive.ics.uci.edu/ml/datasets/bank+marketing>

## Pre-Processing

The data that I used for this project was highly imbalanced and was dominated by NO responses, while only 11.27% responses were YES. This means that the data need to be processed first. Using `sklearn.utils.resample`, the data have been balanced.



```
File Edit Selection View Go Run Terminal Help
1.Final_Exam.ipynb - Visual Studio Code
C:\Users\anura\Desktop> CIS_Final_Exam-1> BankApp> 1.Final_Exam.ipynb> Importing Libraries
+ Code + Markdown | Run All | Clear Outputs of All Cells | Outline ...
base (Python 3.9.12)

else:
    print("\nClass is Balanced")

# Creating labels for Categorical Variables
bank_df_balanced_data.loan = bank_df_balanced_data.loan.map({'yes': 1, 'unknown': 0, 'no': 0}).astype('uint8')
bank_df_balanced_data.housing = bank_df_balanced_data.housing.map({'yes': 1, 'unknown': 0, 'no': 0}).astype('uint8')
bank_df_balanced_data.default = bank_df_balanced_data.default.map({'no': 1, 'unknown': 0, 'yes': 0}).astype('uint8')

categorical_var = []

for col in bank_df_balanced_data.columns:
    if bank_df_balanced_data[col].dtypes=="O":
        categorical_var.append(col)

from sklearn.preprocessing import LabelEncoder
le = LabelEncoder()

for i in categorical_var:
    bank_df_balanced_data[i] = le.fit_transform(bank_df_balanced_data[i])

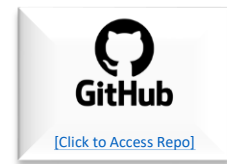
Python

... Before Removal : Duplicate values in the bank dataset are: 12
After Removal : Duplicate values in the bank dataset are: 0
Null Values : 0
NO Response : 88.73 %
YES Response : 11.27 %

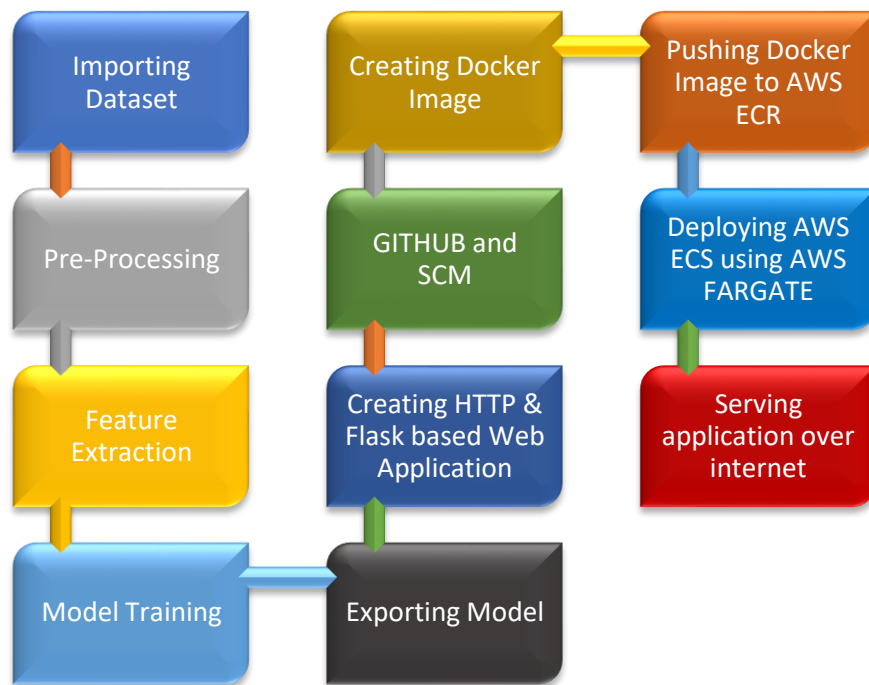
Class is Imbalanced
NO Response : 50.00 %
YES Response : 50.00 %

Class is Balanced

Splitting Data
```



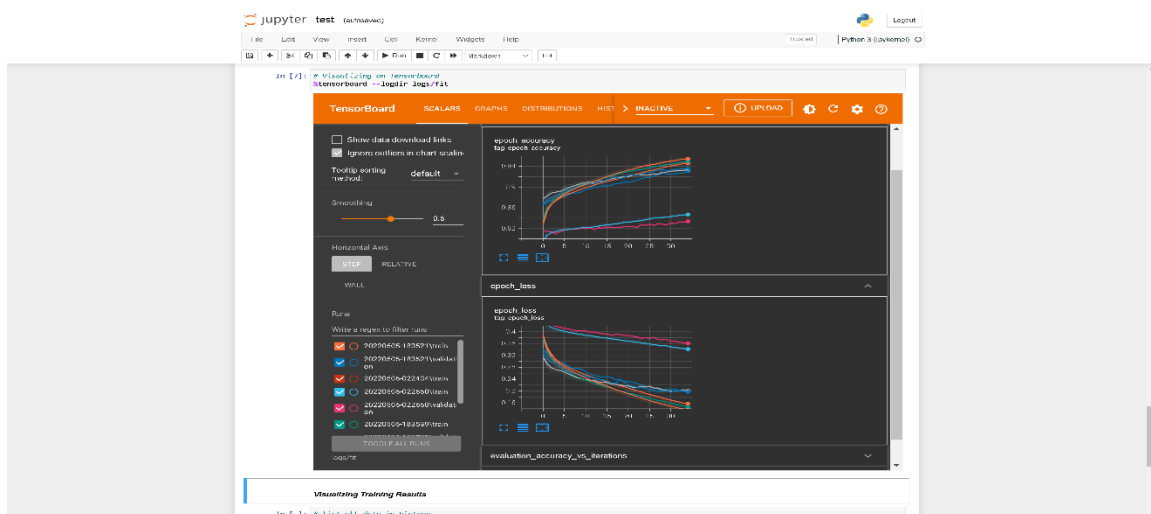
## Project Workflow

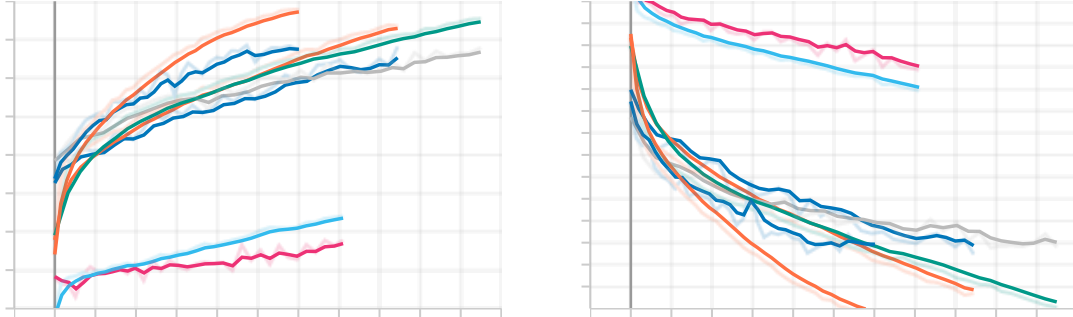
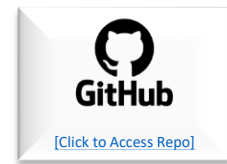


## TRAINING MODEL

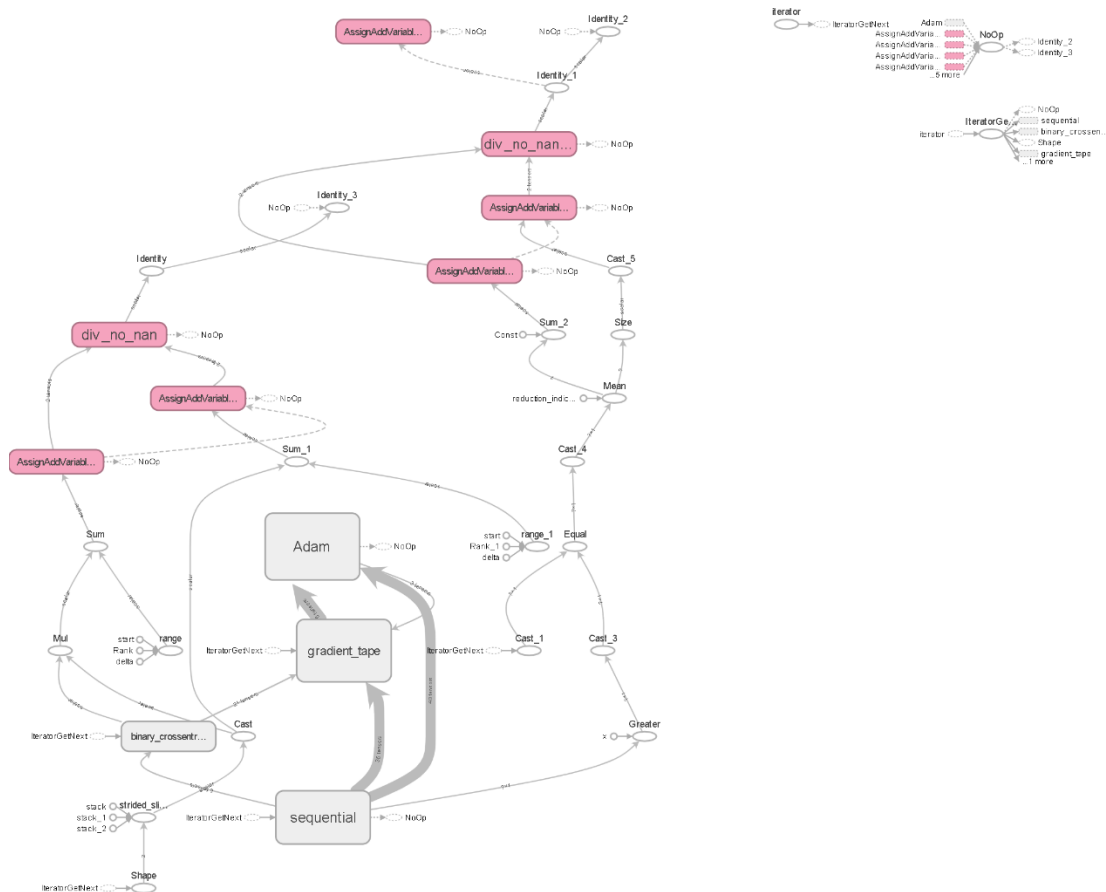
The Python programming language was used to create the model. In addition, the packages Matplotlib, Keras, and NumPy were utilized for system implementation. Keras provides built-in functions such as activation functions, optimizers, layers, etc. TensorFlow was also used as the system's back-end.

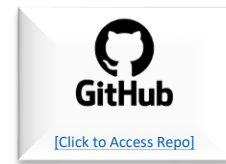
Furthermore, Tensor board was used for model tracking.





Conceptual Graph Generated from Tensor Board





## EXPORTING MODEL

You must first export your trained models in TensorFlow Saved\_Model format before deploying them to AI Platform Prediction and using them to deliver predictions. TensorFlow's recommended format for exporting models is a Saved\_Model, and it is required for deploying trained TensorFlow models on AI Platform Prediction. When you export your trained model as a Saved\_Model, you save your training graph, including its assets, variables, and metadata, in a format that AI Platform Prediction can ingest and restore for predictions.

The screenshot shows a Jupyter Notebook cell titled "Exporting Model" with the following code:

```
# Save the entire model as a SavedModel.
model.save(os.getcwd().replace("\\", "/") + '/model/')

[11]
```

Below the code, the output shows the successful export of the model:

```
INFO:tensorflow:Assets written to: c:/Users/anura/Desktop/CIS_Final_Exam-1/BankApp/model/assets
```

Below the notebook output, a Windows File Explorer window shows the contents of the "model" directory:

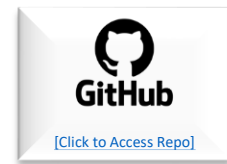
Name	Date modified	Type	Size
assets	6/6/2022 6:40 PM	File folder	
variables	6/6/2022 6:40 PM	File folder	
keras_metadata.pb	6/6/2022 6:40 PM	PB File	26 KB
saved_model.pb	6/6/2022 6:40 PM	PB File	264 KB

## CREATING HTTP & FLASK BASED WEB APPLICATION

In order to create a Gender Detection web application, we have created two different files:

- Flask for the back-end engine - [app.py](#)
- HTML for the front-end - [/templates/index.html](#) & [/output.html](#)

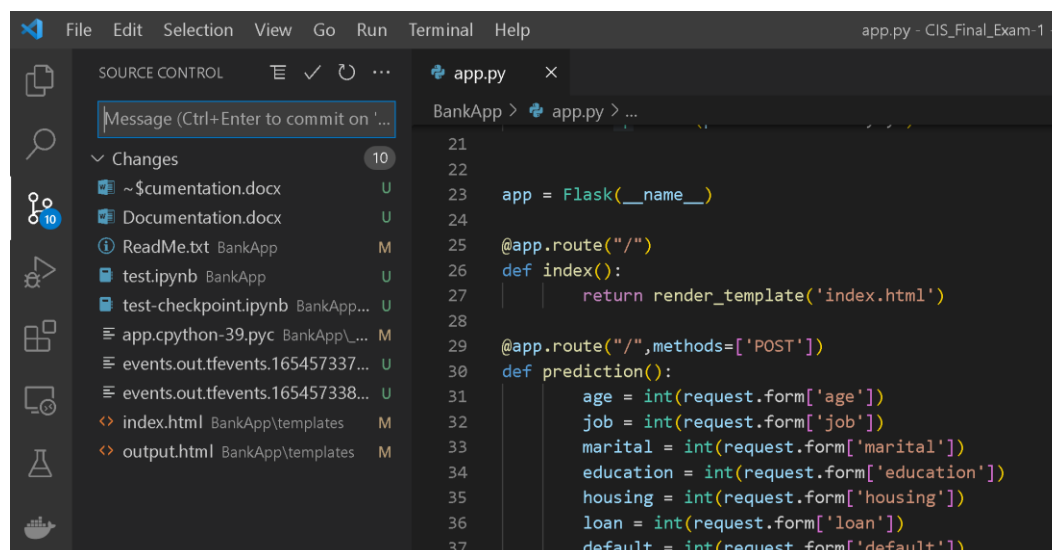
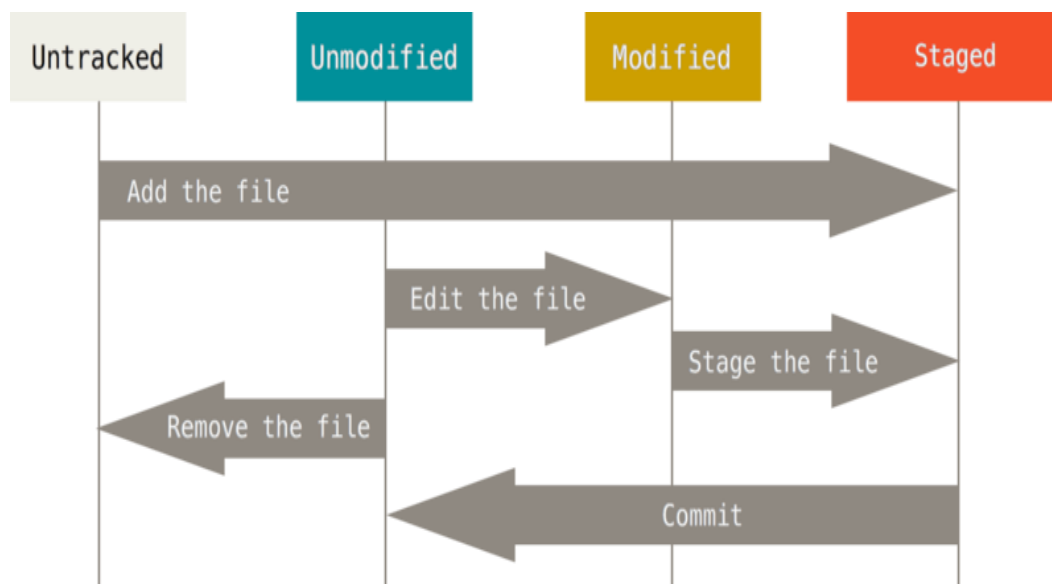
The front-end HTML acts as a medium to interact with and accept input from the user, who then receives predictions from the model. First, the POST request is received from the HTML. Then, when a request is received, the ML model is loaded, and the input file is pre-processed according to the steps described in the Flask back-end engine. Finally, the model generates the prediction, which is subsequently returned to the user via the [render\\_template\(output.html\)](#) function.



## GITHUB & SCM

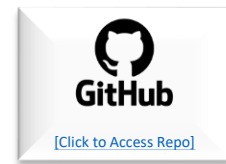
Source code management (SCM) is a technique for tracking changes to a source code repository. SCM maintains a running history of modifications to a code base and aids in dispute resolution when integrating updates from various contributors.

Visual Studio Code can be a valuable tool if you're working with a remote repository. You only need to add your remote repository to VS to be able to control the changes. Another option is to execute git commands from the terminal. Both of them can be seen in the snapshot below.



The screenshot shows the Visual Studio Code interface. The Source Control panel on the left displays a list of files with their status: Untracked (U), Modified (M), or Unstaged (U). The main editor shows a Python file named `app.py` with the following code:

```
21
22
23 app = Flask(__name__)
24
25 @app.route("/")
26 def index():
27     return render_template('index.html')
28
29 @app.route("/", methods=['POST'])
30 def prediction():
31     age = int(request.form['age'])
32     job = int(request.form['job'])
33     marital = int(request.form['marital'])
34     education = int(request.form['education'])
35     housing = int(request.form['housing'])
36     loan = int(request.form['loan'])
37     default = int(request.form['default'])
```



## CREATING A CUSTOM IMAGE FROM DOCKER

When we want to automate and operate a custom application, the easiest option to deploy your containerized application is to create your own docker image with the desired configuration. This custom configuration may be passed using the Dockerfile, and a container can then be created using this image.

Once the image is ready, it can be used to deploy containers in Docker. In order to test our application on Docker, we have created a container using `docker run -d -p 5000:5000 --name BankApplication <IMAGE_NAME: VERSION>` command.

The application can be seen running at `localhost:5000` in the last image.

```

C:\Users\anura>cd Desktop\CIS_Final_Exam-1

C:\Users\anura\Desktop\CIS_Final_Exam-1>docker ps
CONTAINER ID   IMAGE                                COMMAND                  CREATED        STATUS        PORTS          NAMES

C:\Users\anura\Desktop\CIS_Final_Exam-1>docker images
REPOSITORY          TAG          IMAGE ID          CREATED        SIZE
596272860806.dkr.ecr.us-east-1.amazonaws.com/myrepo    latest      59241c769bdd      6 days ago    3.48GBgenderapp

C:\Users\anura\Desktop\CIS_Final_Exam-1>docker build -f Dockerfile .
[+] Building 139.5s (11/11) FINISHED
=> [internal] load build definition from Dockerfile
=> => transferring dockerfile: 278B
=> [internal] load .dockerignore
=> => transferring context: 2B
=> [internal] load metadata for docker.io/library/python:3.8.8
=> [internal] load build context
=> => transferring context: 18.69MB
=> CACHED [1/6] FROM docker.io/library/python:3.8.8@sha256:e84c219fe873ab169551469f32b57facf7d7bade941ccf0cbcc54e4aefa6e80
=> [2/6] COPY ./BankApp /usr/local/python/
=> [3/6] WORKDIR /usr/local/python
=> [4/6] RUN apt-get update -y
=> [5/6] RUN apt-get install ffmpeg libsm6 libxext6 -y
=> [6/6] RUN pip install -r requirements.txt
=> exporting to image
=> => exporting layers
=> => writing image sha256:623343768676b414b678a1fee37253ce19d09ec06e0de076cd2a1a052016ab3e

Use 'docker scan' to run Snyk tests against images to find vulnerabilities and learn how to fix them

C:\Users\anura\Desktop\CIS_Final_Exam-1>
  
```



Images [Give Feedback](#)

LOCAL REMOTE REPOSITORIES

Search  ☐ In Use only

NAME ↑	TAG	IMAGE ID	CREATED	SIZE
596272860806.dkr.ecr.us-e...	latest	100236c5a572	about 2 hours ago	3.39 GB
596272860806.dkr.ecr.us-e...	latest	59241c769bdd	7 days ago	3.48 GB
bankapp	v1	100236c5a572	about 2 hours ago	3.39 GB
genderapp	v5	59241c769bdd	7 days ago	3.48 GB

FinalExam1 x +


← → ↻ ⌂ Not secure | 192.168.4.23:5000 🔍 📄 ☆ 🖼️ 👤 ⋮

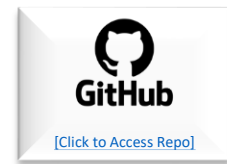
>

Submitted by: Anurag Yadav

## Bank Application

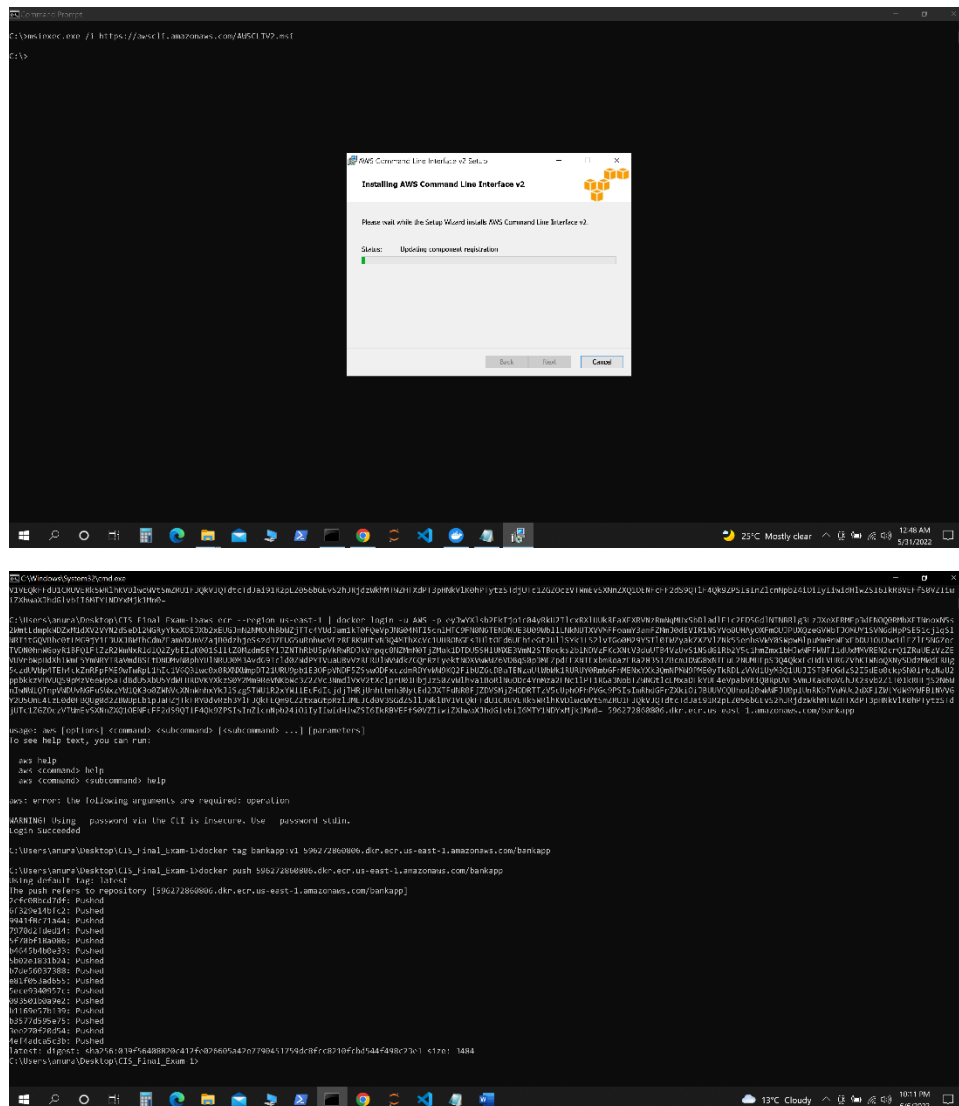
Age	<input type="text" value="0"/>	Campaign	<input type="text" value="0"/>
Job	<input type="text" value="0"/>	Previous	<input type="text" value="0"/>
Marital Status	<input type="text" value="0"/>	Previous Outcome	<input type="text" value="0"/>
Education	<input type="text" value="0"/>	Consumer Price Index	<input type="text" value="0"/>
Housing Loan	<input type="text" value="0"/>	Euribor 3 Months Rate	<input type="text" value="0"/>
OtherLoan	<input type="text" value="0"/>	Number of Employees	<input type="text" value="0"/>
Default	<input type="text" value="0"/>	Passed Days	<input type="text" value="0"/>
		Employment Variation Rate	<input type="text" value="0"/>





## PUSHING LOCAL DOCKER IMAGE TO AWS ELASTIC CONTAINER REGISTRY ECR

To push a local docker image to AWS, we must first configure AWS CLI for the first time. This can be performed by using the instructions listed in the [ReadMe](#) file. Once the CLI is ready, we must use the terminal to create a repository and push the local docker image to AWS ECR.



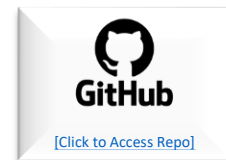
## DEPLOYING ELASTIC CONTAINER SERVICE ECS USING AWS FARGATE

AWS FARGATE is a technology that you can use with Amazon ECS to run containers without having to manage servers or clusters of Amazon EC2 instances. With AWS FARGATE, you no longer have to provision, configure, or scale clusters of virtual machines to run containers.



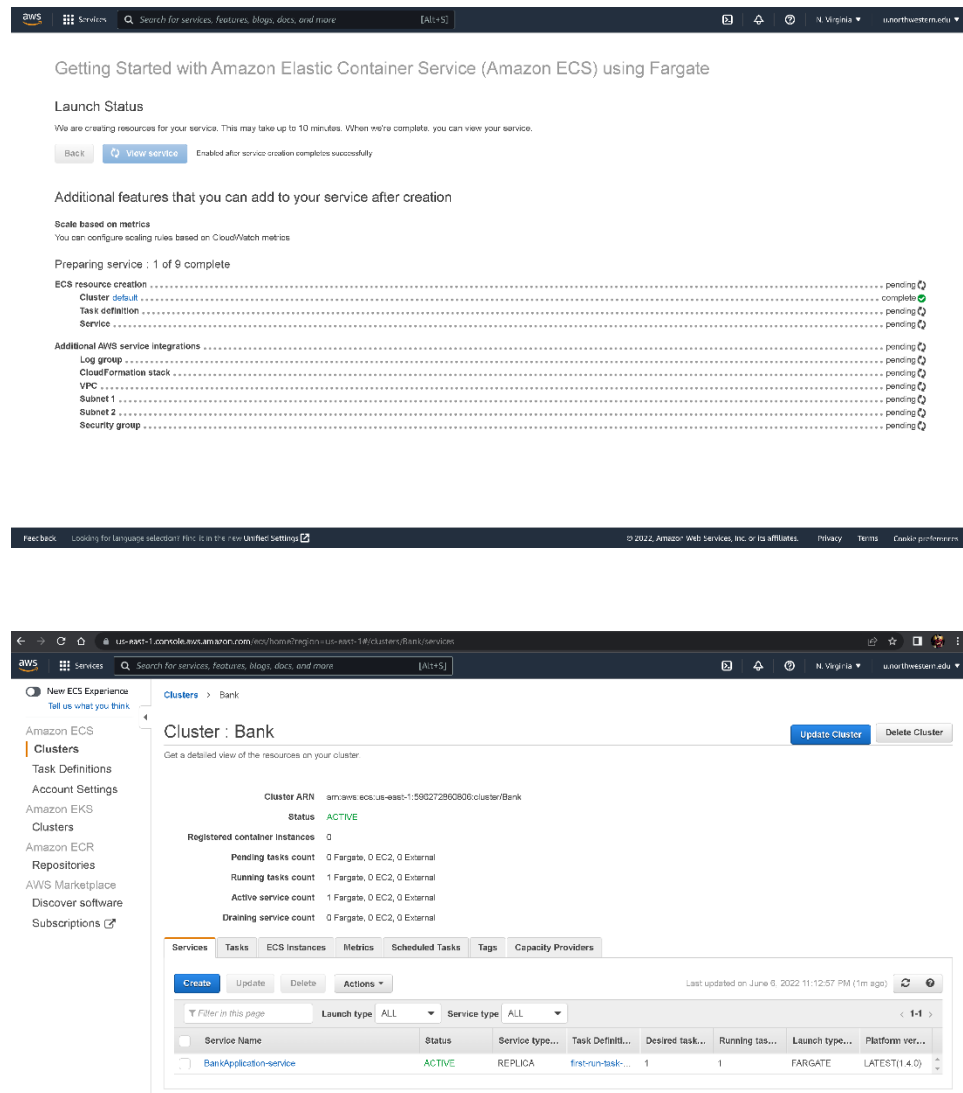
# CIS 325 Final Exam Part-1

Submitted by: Anurag Yadav



This removes the need to choose server types, decide when to scale your clusters or optimize cluster packing.

When running your tasks and services with the FARGATE launch type, you package your application in containers, specify the CPU and memory requirements, define networking and IAM policies, and launch the application. Each FARGATE task has its own isolation boundary and does not share the underlying kernel, CPU resources, memory resources, or elastic network interface with another task.



Getting Started with Amazon Elastic Container Service (Amazon ECS) using Fargate

**Launch Status**

We are creating resources for your service. This may take up to 10 minutes. When we're complete, you can view your service.

[Back](#) [View service](#) Enabled after service creation completes successfully.

**Additional features that you can add to your service after creation**

**Scale based on metrics**  
You can configure scaling rules based on CloudWatch metrics.

**Preparing service: 1 of 9 complete**

- ECS resource creation ..... pending
- Cluster default ..... complete
- Task definition ..... pending
- Service ..... pending
- Additional AWS service integrations ..... pending
- Log group ..... pending
- CloudFormation stack ..... pending
- VPC ..... pending
- Subnet 1 ..... pending
- Subnet 2 ..... pending
- Security group ..... pending

**Cluster: Bank**

Get a detailed view of the resources on your cluster.

Cluster ARN: `arn:aws:ecs:us-east-1:590272806800:cluster/Bank`  
Status: **ACTIVE**

Registered container instances: 0

Pending tasks count: 0 Fargate, 0 EC2, 0 External  
Running tasks count: 1 Fargate, 0 EC2, 0 External  
Active service count: 1 Fargate, 0 EC2, 0 External  
Draining service count: 0 Fargate, 0 EC2, 0 External

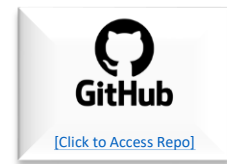
**Services** | Tasks | ECS Instances | Metrics | Scheduled Tasks | Tags | Capacity Providers

[Create](#) [Update](#) [Delete](#) [Actions](#)

Last updated on June 8, 2022 11:12:57 PM (1m ago)

Filter in this page Launch type: ALL Service type: ALL

Service Name	Status	Service type...	Task Definit...	Desired task...	Running tas...	Launch type...	Platform ver...
BankApplication-service	ACTIVE	REPLICA	first-run-task...	1	1	FARGATE	LATEST(1.4.0)



## RESULTS:

Submitted by: Anurag Yadav

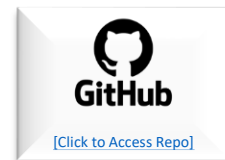
## Bank Application

Age	<input type="text" value="2"/>	Campaign	<input type="text" value="6"/>
Job	<input type="text" value="1"/>	Previous	<input type="text" value="1"/>
Marital Status	<input type="text" value="1"/>	Previous Outcome	<input type="text" value="1"/>
Education	<input type="text" value="0"/>	Consumer Price Index	<input type="text" value="3"/>
Housing Loan	<input type="text" value="2"/>	Euribor 3 Months Rate	<input type="text" value="2"/>
OtherLoan	<input type="text" value="2"/>	Number of Employees	<input type="text" value="0"/>
Default	<input type="text" value="0"/>	Passed Days	<input type="text" value="0"/>

The customer will

**NOT SUBSCRIBE TO A TERM DEPOSIT**

[Return Back](#)



← → ↺ 🏠 44.203.104.134:5000

### Bank Application

Age: 0	Campaign: 3
Job: 3	Previous: 3
Marital Status: 0	Previous Outcome: 2
Education: 2	Consumer Price Index: 3.0
Housing Loan: 2	Eurobor 3 Months Rate: 0.0
Other Loan: 2	Number of Employees: 0
Default: 0	Passed Days: 2
Contact: 0	Employment Variation Rate: 0.0
Day Of Week: 0	Consumer Confidence Index: 0.0
Duration: 0	Month: 0

**The customer will**

**NOT SUBSCRIBE TO A TERM DEPOSIT**

[Return Back](#)

← → ↺ 🏠 44.203.104.134:5000

### Bank Application

Age: 2	Campaign: 10
Job: 0	Previous: 14
Marital Status: 2	Previous Outcome: 3
Education: 5	Consumer Price Index: 7.0
Housing Loan: 2	Eurobor 3 Months Rate: 6.0
Other Loan: 1	Number of Employees: 6
Default: 0	Passed Days: 4
Contact: 0	Employment Variation Rate: 2.0
Day Of Week: 0	Consumer Confidence Index: 0.0
Duration: 0	Month: 0

**The customer will**

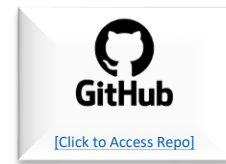
**NOT SUBSCRIBE TO A TERM DEPOSIT**

[Return Back](#)

## CHALLENGES / ERRORS ENCOUNTERED:

### 1. Invalid public key for CUDA apt repository

```
Get:6 https://developer.download.nvidia.com/compute/machine-learning/repos/ubuntu1804/x86_64 Packages
Get:7 http://archive.ubuntu.com/ubuntu bionic InRelease [242 kB]
Get:8 http://security.ubuntu.com/ubuntu bionic-security/universe amd64 Packages [1496 kB]
Get:9 http://archive.ubuntu.com/ubuntu bionic-updates InRelease [88.7 kB]
Get:10 http://security.ubuntu.com/ubuntu bionic-security/restricted amd64 Packages [909 kB]
Get:11 http://archive.ubuntu.com/ubuntu bionic-backports InRelease [74.6 kB]
Get:12 http://security.ubuntu.com/ubuntu bionic-security/multiverse amd64 Packages [21.1 kB]
Get:13 http://security.ubuntu.com/ubuntu bionic-security/main amd64 Packages [2733 kB]
Get:14 http://archive.ubuntu.com/ubuntu bionic/main amd64 Packages [1344 kB]
Get:15 http://archive.ubuntu.com/ubuntu bionic/universe amd64 Packages [11.3 MB]
Get:16 http://archive.ubuntu.com/ubuntu bionic/multiverse amd64 Packages [186 kB]
Get:17 http://archive.ubuntu.com/ubuntu bionic/restricted amd64 Packages [13.5 kB]
Get:18 http://archive.ubuntu.com/ubuntu bionic-updates/multiverse amd64 Packages [29.8 kB]
Get:19 http://archive.ubuntu.com/ubuntu bionic-updates/main amd64 Packages [3167 kB]
Get:20 http://archive.ubuntu.com/ubuntu bionic-updates/universe amd64 Packages [2272 kB]
Get:21 http://archive.ubuntu.com/ubuntu bionic-updates/restricted amd64 Packages [942 kB]
Get:22 http://archive.ubuntu.com/ubuntu bionic-backports/universe amd64 Packages [12.9 kB]
Get:23 http://archive.ubuntu.com/ubuntu bionic-backports/main amd64 Packages [12.2 kB]
Reading package lists... Done
W: GPG error: https://developer.download.nvidia.com/compute/cuda/repos/ubuntu1804/x86_64 InRelease: The
E: The repository 'https://developer.download.nvidia.com/compute/cuda/repos/ubuntu1804/x86_64 InRelease'
N: Updating from such a repository can't be done securely, and is therefore disabled by default.
N: See apt-secure(8) manpage for repository creation and user configuration details.
```



## 2. Flask failing to startup due to Jinja2 breaking change

```
Traceback (most recent call last):
  File "application.py", line 1, in <module>
    from flask import Flask, Response, jsonify, request
  File "/usr/local/lib/python3.8/site-packages/Flask/__init__.py", line 14, in <module>
    from jinja2 import escape
ImportError: cannot import name 'escape' from 'jinja2' (/usr/local/lib/python3.8/site-packages/jinja2/__init__.py)
```

## 3. Pip version error

```
WARNING: You are using pip version 20.1.1; however, version 20.2 is available. You
should consider upgrading via the '/opt/conda/bin/python3.7 -m pip install --
upgrade pip' command
```

## 4. Git size limit error

```
MINGW64:/c/Users/anura/Desktop/model
anura@DESKTOP-NFBCPSA MINGW64 ~/Desktop/model (main)
$ git push -u origin main
Enumerating objects: 36, done.
Counting objects: 100% (36/36), done.
Delta compression using up to 8 threads
Compressing objects: 100% (33/33), done.
Writing objects: 100% (36/36), 94.09 MiB | 331.00 KiB/s, done.
Total 36 (delta 3), reused 0 (delta 0), pack-reused 0
remote: Resolving deltas: 100% (3/3), done.
remote: warning: See http://git.io/iEpt8g for more information.
remote: warning: File 6b2f2aa33895a410b62ff5a2780bbec7d264594a is 99.29 MB; this
is larger than GitHub's recommended maximum file size of 50.00 MB
remote: warning: GH001: Large files detected. You may want to try Git Large File
Storage - https://git-lfs.github.com.
To https://github.com/anuragyadav16/model-latest.git
! [remote rejected] main -> main (cannot lock ref 'refs/heads/main': reference
already exists)
error: failed to push some refs to 'https://github.com/anuragyadav16/model-lates
t.git'
anura@DESKTOP-NFBCPSA MINGW64 ~/Desktop/model (main)
```