```
In [2]: import numpy as np
         import pandas as pd
In [3]: | fts = pd.read_excel('./data/features.xlsx', header=None)
         fts = np.array(fts)
         fts = [x[0].split()[1] for x in fts]
         print(len(fts))
         print(fts)
         27
         ['pr_enrll_any', 'dep_bl_3am_svm', 'inv_bl_3am_svm', 'cr_bl_3am_svm', 'oprd_b
         1_3am_svm', 'dep_oacc_ct_svm', 'ira_oacc_ct_svm', 'inv_oacc_ct_svm', 'meac_oa
cc_ct_svm', 'mesd_oacc_ct_svm', 'fsvc_oacc_ct_svm', 'cred_oacc_ct_svm', 'tma_
         chnl_dc_ct_svm', 'tma_chnl_cc_ct_svm', 'tma_chnl_bcplt_ct_svm', 'tma_chnl_bct
         lr_ct_svm', 'tma_chnl_atm_ct_svm', 'tma_chnl_olb_ct_svm', 'tma_chnl_mob_ct_sv
         m', 'tma_chnl_ach_ct_svm', 'tma_chnl_icc_ct_svm', 'tma_chnl_dcc_ct_svm', 'tma
         _chnl_mcc_ct_svm', 'tma_chnl_ccc_ct_svm', 'chnl_seg2_svm', 'prd_cat_svm', 'tt
         1_cmp_svm']
In [4]: | fts_omp = [x.replace('svm', 'omp') for x in fts]
         fts_tmp = [x.replace('svm', 'tmp') for x in fts]
         fts_smp = [x.replace('svm', 'smp') for x in fts]
In [5]: | df = pd.read_csv('./data/customer_data.csv', header=0, index_col=0)
In [7]: | df_omp = df[fts_omp]
         df tmp = df[fts tmp]
         df smp = df[fts smp]
```

Modelling for 1 month prior information

[8]:	pr_enrll_any dep_bl_		dep_bl_3am_omp	inv_bl_3am_omp	cr_bl_3am_omp	oprd_bl_3am_omp	dep_oac
	0	N	10825.31	0.00	0.00	0	
	1	N	22156.79	0.00	0.00	0	
	2	N	37453.49	0.00	59.41	0	
	3	N	64945.93	0.00	500.38	0	
	4	N	5399.63	11284.51	0.00	0	

```
In [9]: # Label Encode Categorical Featrues
from sklearn import preprocessing

def clean(input_df):
    df = input_df.copy()

    # Label Encoding
    for col in cat:
        le = preprocessing.LabelEncoder()
        df[str(col)+'_Encoded'] = le.fit_transform(df[col].astype(str))

    del df[col]

    return df
```

```
In [10]: cat = list()
         cat.append('chnl seg2 omp')
         cat.append('prd_cat_omp')
         quant = list()
         quant.append('dep_bl_3am_omp')
         quant.append('inv_bl_3am_omp')
         quant.append('cr_bl_3am_omp')
         quant.append('tma chnl dc ct omp')
         quant.append('tma_chnl_cc_ct_omp')
         quant.append('tma_chnl_bcplt_ct_omp')
         quant.append('tma_chnl_bctlr_ct_omp')
         quant.append('tma_chnl_atm_ct_omp')
         quant.append('tma chnl olb ct omp')
         quant.append('tma chnl mob ct omp')
         quant.append('tma_chnl_ach_ct_omp')
         cleaned omp = clean(df omp)
         cleaned_omp.head()
```

Out[10]:

	pr_enrll_any	dep_bl_3am_omp	inv_bl_3am_omp	cr_bl_3am_omp	oprd_bl_3am_omp	dep_oac
0	N	10825.31	0.00	0.00	0	
1	N	22156.79	0.00	0.00	0	
2	N	37453.49	0.00	59.41	0	
3	N	64945.93	0.00	500.38	0	
4	N	5399.63	11284.51	0.00	0	

5 rows × 27 columns

file:///C:/Users/pc/Desktop/projects/SML/Iteration 1_logistic.html

```
In [11]:
         from sklearn.preprocessing import MinMaxScaler
         from scipy.stats import skew
         def preprocess(input df,log,onehot):
             df = input df.copy()
             # Log transform the skewed features
             if log:
                 #log transform skewed numeric features:
                 skewed feats = df[quant].apply(lambda x: skew(x)) #compute skewness
                 skewed_feats = skewed_feats[skewed_feats > 0.75]
                 skewed_feats = skewed_feats.index
                 df[skewed feats] = np.log1p(df[skewed feats])
             # Convert to one-hot Encoding
             if onehot:
                 encoded_features = [x + '_Encoded' for x in cat]
                 onehotted = pd.get dummies(data=df, columns=encoded features)
                 return onehotted
             else:
                 return df
```

In [12]: preprocessed_omp = preprocess(cleaned_omp, log=True, onehot=True).dropna()
 preprocessed_omp.head()

/usr/local/lib/python3.7/site-packages/ipykernel_launcher.py:15: RuntimeWarni
ng: invalid value encountered in log1p
 from ipykernel import kernelapp as app

Out[12]:

	pr_enrll_any	dep_bl_3am_omp	inv_bl_3am_omp	cr_bl_3am_omp	oprd_bl_3am_omp	dep_oac
0	N	9.289735	0.000000	0.000000	0	
1	N	10.005944	0.000000	0.000000	0	
2	N	10.530882	0.000000	4.101155	0	
3	N	11.081326	0.000000	6.217364	0	
4	N	8.594271	9.331275	0.000000	0	

5 rows × 34 columns

In [14]: | from sklearn.model_selection import train_test_split

X_train_omp, X_test_omp, y_train_omp, y_test_omp = train_test_split(X_omp, y_o mp, test_size=0.2, random_state=42, shuffle=True)

```
In [15]: from sklearn.linear_model import LogisticRegressionCV

clf = LogisticRegressionCV(cv=5, random_state=0, Cs=[1e-4, 1e-3, 1e-2, 1e-1, 1, 1e2, 1e3, 1e4], verbose=2).fit(X_train_omp, y_train_omp)
```

```
[Parallel(n jobs=1)]: Using backend SequentialBackend with 1 concurrent worke
rs.
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
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  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
[Parallel(n jobs=1)]: Done
                             1 out of 1 | elapsed:
                                                        7.4s remaining:
                                                                            0.
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
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/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
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/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
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  "of iterations.", ConvergenceWarning)
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/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
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/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757: ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio ns.

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"of iterations.", ConvergenceWarning)

/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757: ConvergenceWarning: lbfgs failed to converge. Increase the number of iterations.

"of iterations.", ConvergenceWarning)

[Parallel(n_jobs=1)]: Done 5 out of 5 | elapsed: 37.6s finished /usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757: ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio ns.

"of iterations.", ConvergenceWarning)

In [16]: from sklearn.metrics import classification_report

preds_omp = clf.predict(X_test_omp)
print(classification_report(y_test_omp, preds_omp))

	precision	recall	f1-score	support
	0 0.73	0.81	0.77	14767
	0.69	0.58	0.63	10677
micro av	g 0.71	0.71	0.71	25444
macro av	g 0.71	0.70	0.70	25444
weighted av	g 0.71	0.71	0.71	25444

In [17]: from sklearn.metrics import accuracy_score

print(accuracy_score(y_test_omp, preds_omp))

0.7137242571922654

Modelling 3 month prior information

```
df tmp.head()
In [19]:
Out[19]:
                          dep_bl_3am_tmp inv_bl_3am_tmp cr_bl_3am_tmp oprd_bl_3am_tmp
              pr_enrll_any
           0
                       Ν
                                 12107.96
                                                    0.00
                                                                   0.00
                                                                                       0
           1
                                 21459.42
                                                     0.00
                                                                   0.00
                                                                                       0
                       Ν
           2
                                 37769.06
                                                     0.00
                                                                  75.78
                       Ν
                                                                                       0
                                 44071.71
                                                                  55.00
           3
                       Ν
                                                     0.00
                                                                                       0
                       Ν
                                  3347.64
                                                 12149.44
                                                                   0.00
                                                                                       0
          5 rows × 27 columns
In [20]:
          cat = list()
          cat.append('chnl_seg2_tmp')
          cat.append('prd_cat_tmp')
          quant = list()
          quant.append('dep_bl_3am_tmp')
          quant.append('inv_bl_3am_tmp')
          quant.append('cr_bl_3am_tmp')
          quant.append('tma_chnl_dc_ct_tmp')
          quant.append('tma chnl cc ct tmp')
          quant.append('tma_chnl_bcplt_ct_tmp')
          quant.append('tma_chnl_bctlr_ct_tmp')
          quant.append('tma chnl atm ct tmp')
          quant.append('tma_chnl_olb_ct_tmp')
          quant.append('tma chnl mob ct tmp')
          quant.append('tma_chnl_ach_ct_tmp')
          cleaned_tmp = clean(df_tmp)
          cleaned tmp.head()
Out[20]:
                          dep_bl_3am_tmp inv_bl_3am_tmp cr_bl_3am_tmp oprd_bl_3am_tmp
              pr_enrll_any
                                                                                         dep_oacc_
           0
                       Ν
                                 12107.96
                                                    0.00
                                                                   0.00
                                                                                       0
           1
                       Ν
                                 21459.42
                                                     0.00
                                                                   0.00
                                                                                       0
           2
                                                                  75.78
                                                                                       0
                       Ν
                                 37769.06
                                                     0.00
           3
                       Ν
                                 44071.71
                                                     0.00
                                                                   55.00
                                                                                       0
                       Ν
                                  3347.64
                                                 12149.44
                                                                   0.00
                                                                                       0
          5 rows × 27 columns
```

```
In [21]: preprocessed_tmp = preprocess(cleaned_tmp, log=True, onehot=True).dropna()
    preprocessed_tmp.head()
```

/usr/local/lib/python3.7/site-packages/ipykernel_launcher.py:15: RuntimeWarni
ng: invalid value encountered in log1p
 from ipykernel import kernelapp as app

Out[21]:

	pr_enrll_any	dep_bl_3am_tmp	inv_bl_3am_tmp	cr_bl_3am_tmp	oprd_bl_3am_tmp	dep_oacc_
0	N	9.401701	0.000000	0.000000	0	_
1	N	9.973966	0.000000	0.000000	0	
2	N	10.539272	0.000000	4.340944	0	
3	N	10.693596	0.000000	4.025352	0	
4	N	8.116310	9.405121	0.000000	0	

5 rows × 34 columns

```
In [24]: X_train_tmp, X_test_tmp, y_train_tmp, y_test_tmp = train_test_split(X_tmp, y_t
mp, test_size=0.2, random_state=42, shuffle=True)
```

```
[Parallel(n jobs=1)]: Using backend SequentialBackend with 1 concurrent worke
rs.
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
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  "of iterations.", ConvergenceWarning)
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ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
[Parallel(n jobs=1)]: Done
                             1 out of 1 | elapsed:
                                                        6.6s remaining:
                                                                            0.
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
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/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
[Parallel(n_jobs=1)]: Done
                             5 out of
                                        5 | elapsed:
                                                       36.4s finished
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
print(classification report(y test tmp, preds tmp))
```

```
In [26]: preds tmp = clf.predict(X test tmp)
```

	precision	recall	f1-score	support
0	0.71	0.80	0.75	14840
1	0.66	0.54	0.59	10602
micro avg	0.69	0.69	0.69	25442
macro avg	0.68	0.67	0.67	25442
weighted avg	0.69	0.69	0.69	25442

```
In [27]: | print(accuracy_score(y_test_tmp, preds_tmp))
```

0.6920839556638629

Modelling 6 months prior information

```
In [28]: df_smp.head()
```

Out[28]:

	pr_enrll_any	dep_bl_3am_smp	inv_bl_3am_smp	cr_bl_3am_smp	oprd_bl_3am_smp	dep_oac
0	N	10258.23	0.00	0.00	0	
1	N	18021.82	0.00	0.00	0	
2	N	37137.98	0.00	36.15	0	
3	N	127342.55	0.00	0.00	0	
4	N	791.01	19432.17	0.00	0	

5 rows × 27 columns

quant = list()

```
In [29]: cat = list()
    cat.append('chnl_seg2_smp')
    cat.append('prd_cat_smp')
```

```
quant.append('dep_bl_3am_smp')
quant.append('inv_bl_3am_smp')
quant.append('cr_bl_3am_smp')
quant.append('tma_chnl_dc_ct_smp')
quant.append('tma_chnl_cc_ct_smp')
quant.append('tma_chnl_bcplt_ct_smp')
quant.append('tma_chnl_bctlr_ct_smp')
quant.append('tma_chnl_atm_ct_smp')
```

quant.append('tma_chnl_atm_ct_smp')
quant.append('tma_chnl_olb_ct_smp')
quant.append('tma_chnl_mob_ct_smp')
quant.append('tma_chnl_ach_ct_smp')

cleaned_smp = clean(df_smp)
cleaned smp.head()

Out[29]:

	pr_enrll_any	dep_bl_3am_smp	inv_bl_3am_smp	cr_bl_3am_smp	oprd_bl_3am_smp	dep_oac
0	N	10258.23	0.00	0.00	0	
1	N	18021.82	0.00	0.00	0	
2	N	37137.98	0.00	36.15	0	
3	N	127342.55	0.00	0.00	0	
4	N	791.01	19432.17	0.00	0	

5 rows × 27 columns

In [30]: preprocessed_smp = preprocess(cleaned_smp, log=True, onehot=True).dropna()
 preprocessed_smp.head()

/usr/local/lib/python3.7/site-packages/ipykernel_launcher.py:15: RuntimeWarni ng: invalid value encountered in log1p from ipykernel import kernelapp as app

Out[30]:

	pr_enrll_any	dep_bl_3am_smp	inv_bl_3am_smp	cr_bl_3am_smp	oprd_bl_3am_smp	dep_oac
0	N	9.235933	0.000000	0.000000	0	
1	N	9.799394	0.000000	0.000000	0	
2	N	10.522422	0.000000	3.614964	0	
3	N	11.754644	0.000000	0.000000	0	
4	N	6.674574	9.874737	0.000000	0	

5 rows × 34 columns

```
In [32]: X_train_smp, X_test_smp, y_train_smp, y_test_smp = train_test_split(X_smp, y_s
mp, test_size=0.2, random_state=42, shuffle=True)
```

```
[Parallel(n jobs=1)]: Using backend SequentialBackend with 1 concurrent worke
rs.
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
[Parallel(n jobs=1)]: Done
                             1 out of 1 | elapsed:
                                                        6.6s remaining:
                                                                            0.
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
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  "of iterations.", ConvergenceWarning)
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  "of iterations.", ConvergenceWarning)
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  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
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  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
```

```
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
/usr/local/lib/python3.7/site-packages/sklearn/linear model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
[Parallel(n jobs=1)]: Done
                             5 out of
                                        5 | elapsed:
                                                       32.1s finished
/usr/local/lib/python3.7/site-packages/sklearn/linear_model/logistic.py:757:
ConvergenceWarning: lbfgs failed to converge. Increase the number of iteratio
ns.
  "of iterations.", ConvergenceWarning)
```

```
In [34]: preds_smp = clf.predict(X_test_smp)
         print(classification_report(y_test_smp, preds_smp))
                       precision
                                     recall f1-score
                                                        support
                    0
                            0.68
                                       0.78
                                                 0.73
                                                          14692
                                       0.50
                    1
                            0.63
                                                 0.56
                                                          10746
                                       0.66
                                                 0.66
                                                          25438
            micro avg
                            0.66
            macro avg
                            0.66
                                       0.64
                                                 0.64
                                                          25438
         weighted avg
                            0.66
                                       0.66
                                                 0.66
                                                          25438
```

```
In [35]: print(accuracy_score(y_test_smp, preds_smp))
```

0.6640459155593993

In []: