## **Bank Churn Prediction**

#### **Problem Statement**

#### **Context**

Businesses like banks which provide service have to worry about problem of 'Customer Churn' i.e. customers leaving and joining another service provider. It is important to understand which aspects of the service influence a customer's decision in this regard. Management can concentrate efforts on improvement of service, keeping in mind these priorities.

#### **Objective**

You as a Data scientist with the bank need to build a neural network based classifier that can determine whether a customer will leave the bank or not in the next 6 months.

#### **Data Dictionary**

- . Customerld: Unique ID which is assigned to each customer
- Surname: Last name of the customer
- CreditScore: It defines the credit history of the customer.
- Geography: A customer's location
- . Gender: It defines the Gender of the customer
- Age: Age of the customer
- Tenure: Number of years for which the customer has been with the bank
- NumOfProducts: refers to the number of products that a customer has purchased through the bank.
- Balance: Account balance
- HasCrCard: It is a categorical variable which decides whether the customer has credit card or not.
- EstimatedSalary: Estimated salary
- isActiveMember: Is is a categorical variable which decides whether the customer is active member of the bank or not ( Active member in the sense, using bank products regularly, making transactions etc )
- Exited: whether or not the customer left the bank within six month. It can take two values **0=No (Customer did not leave the bank)** 1=Yes (Customer left the bank)

## Importing necessary libraries

```
In [2]:
```

```
# Libraries to help with reading and manipulating data
import pandas as pd
import numpy as np

# libaries to help with data visualization
import matplotlib.pyplot as plt
import seaborn as sns

# Library to split data
from sklearn.model_selection import train_test_split

# library to import to standardize the data
from sklearn.preprocessing import StandardScaler, LabelEncoder

# importing different functions to build models
import tensorflow as tf
```

```
from tensorflow import keras
from keras import backend
from keras.models import Sequential
from keras.layers import Dense, Dropout

# importing SMOTE
from imblearn.over_sampling import SMOTE

# importing metrics
from sklearn.metrics import confusion_matrix,roc_curve,classification_report,recall_score
import random

# Library to avoid the warnings
import warnings
warnings.filterwarnings("ignore")
```

## Loading the dataset

```
In [3]:
```

```
from google.colab import drive
drive.mount('/content/drive')
```

Mounted at /content/drive

```
In [5]:
```

```
# Importing the dataset
data = pd.read_csv('drive/My Drive/Colab Notebooks/AIML ANN/AIMLPR4/Churn.csv')
# Check the top five records of the data
data.head()
```

Out[5]:

	RowNumber	CustomerId	Surname	CreditScore	Geography	Gender	Age	Tenure	Balance	NumOfProducts	HasCrCan
0	1	15634602	Hargrave	619	France	Female	42	2	0.00	1	
1	2	15647311	Hill	608	Spain	Female	41	1	83807.86	1	(
2	3	15619304	Onio	502	France	Female	42	8	159660.80	3	
3	4	15701354	Boni	699	France	Female	39	1	0.00	2	(
4	5	15737888	Mitchell	850	Spain	Female	43	2	125510.82	1	
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## **Data Overview**

```
In [6]:
data.shape
Out[6]:
(10000, 14)
In [7]:
data.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 10000 entries, 0 to 9999
Data columns (total 14 columns):
# Column Non-Null Count Dtype
--- 0 RowNumber 10000 non-null int64
1 CustomerId 10000 non-null int64
```

```
2
    Surname
                    10000 non-null object
                    10000 non-null int64
 3
   CreditScore
 4
                    10000 non-null object
  Geography
                   10000 non-null object
 5
  Gender
                   10000 non-null int64
 6
  Age
 7
   Tenure
                   10000 non-null int64
 8 Balance
                   10000 non-null float64
 9
  NumOfProducts
                   10000 non-null int64
10 HasCrCard
                   10000 non-null int64
11 IsActiveMember 10000 non-null int64
12 EstimatedSalary 10000 non-null float64
                   10000 non-null int64
13 Exited
dtypes: float64(2), int64(9), object(3)
memory usage: 1.1+ MB
```

#### In [9]:

```
data.describe().T
```

#### Out[9]:

	count	mean	std	min	25%	50%	75%	max
RowNumber	10000.0	5.000500e+03	2886.895680	1.00	2500.75	5.000500e+03	7.500250e+03	10000.00
CustomerId	10000.0	1.569094e+07	71936.186123	15565701.00	15628528.25	1.569074e+07	1.575323e+07	15815690.00
CreditScore	10000.0	6.505288e+02	96.653299	350.00	584.00	6.520000e+02	7.180000e+02	850.00
Age	10000.0	3.892180e+01	10.487806	18.00	32.00	3.700000e+01	4.400000e+01	92.00
Tenure	10000.0	5.012800e+00	2.892174	0.00	3.00	5.000000e+00	7.000000e+00	10.00
Balance	10000.0	7.648589e+04	62397.405202	0.00	0.00	9.719854e+04	1.276442e+05	250898.09
NumOfProducts	10000.0	1.530200e+00	0.581654	1.00	1.00	1.000000e+00	2.000000e+00	4.00
HasCrCard	10000.0	7.055000e-01	0.455840	0.00	0.00	1.000000e+00	1.000000e+00	1.00
IsActiveMember	10000.0	5.151000e-01	0.499797	0.00	0.00	1.000000e+00	1.000000e+00	1.00
EstimatedSalary	10000.0	1.000902e+05	57510.492818	11.58	51002.11	1.001939e+05	1.493882e+05	199992.48
Exited	10000.0	2.037000e-01	0.402769	0.00	0.00	0.000000e+00	0.000000e+00	1.00

#### In [10]:

```
duplicate_entries = data.duplicated().sum()
print(f"Number of duplicate entries: {duplicate_entries}")
```

Number of duplicate entries: 0

#### In [11]:

```
# categorical columns
categorical_columns = data.select_dtypes(include=['object']).columns

if len(categorical_columns) > 0:
    for column in categorical_columns:
        print(f"Unique values in '{column}' are:")
        # count of unique values
        print(data[column].value_counts())
        # line separator
        print("*" * 50)

else:
    print("No categorical (object type) columns found in the DataFrame.")
```

```
Unique values in 'Surname' are:
Surname
Smith 32
Scott 29
Martin 29
Walker 28
Brown 26
```

```
ızmaııov
Bold
Bonham
Poninski
          1
Burbidge
          1
Name: count, Length: 2932, dtype: int64
***********
Unique values in 'Geography' are:
Geography
         5014
France
Germany
         2509
        2477
Spain
Name: count, dtype: int64
***********
Unique values in 'Gender' are:
Gender
Male
        5457
Female 4543
Name: count, dtype: int64
*************
In [12]:
missing values = data.isnull().sum()
print(missing_values)
RowNumber
                0
CustomerId
Surname
                0
CreditScore
               0
Geography
Gender
                0
Age
                0
Tenure
                0
                0
Balance
NumOfProducts
              0
HasCrCard
               0
IsActiveMember
EstimatedSalary
Exited
dtype: int64
In [13]:
data.shape
Out[13]:
(10000, 14)
In [14]:
data.head()
```

#### Out[14]:

	RowNumber	CustomerId	Surname	CreditScore	Geography	Gender	Age	Tenure	Balance	NumOfProducts	HasCrCard
0	1	15634602	Hargrave	619	France	Female	42	2	0.00	1	
1	2	15647311	Hill	608	Spain	Female	41	1	83807.86	1	(
2	3	15619304	Onio	502	France	Female	42	8	159660.80	3	
3	4	15701354	Boni	699	France	Female	39	1	0.00	2	1
4	5	15737888	Mitchell	850	Spain	Female	43	2	125510.82	1	,
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#### **Observations**

### **Dataset Overview**

- Number of Entries: 10,000Number of Features: 14
- Non-Null Count: All columns have 10,000 non-null entries.

## **Feature Summary**

- RowNumber, CustomerId, and Surname are unique identifiers for each customer.
- Numerical features include CreditScore, Age, Tenure, Balance, NumOfProducts, HasCrCard, IsActiveMember, and EstimatedSalary.
- Categorical features are Geography and Gender.
- The target variable is Exited indicating churn.

## **Statistical Summary**

- CreditScore ranges from 350 to 850 with a mean of approximately 650.52.
- Age varies between 18 to 92 years, with an average age of around 38.92.
- The average Balance is around 76,485.89 with a significant standard deviation, indicating varied customer account balances.
- The majority of customers (approximately 70.55%) possess a credit card ( HasCrCard).
- Around 51.51% of customers are active members ( IsActiveMember ).

#### **Class Distribution**

• Churn Rate (Exited): 20.37% of customers have exited.

## **Categorical Variable Distribution**

- Geography: Most customers are from France (50.14%), followed by Germany (25.09%) and Spain (24.77%).
- Gender: 54.57% Male and 45.43% Female.

## **Unique Value Count**

• Surname: 2,932 unique surnames with 'Smith' being the most common (32 occurrences).

#### Drop unnecessary features

```
In [15]:
```

```
# Drop ID column and Surname as it has too many unique values and we will drop it as it i
s not significant in churn analysis
data.drop(["CustomerId", "RowNumber", "Surname"], axis=1, inplace=True)
```

## **Exploratory Data Analysis**

Submitted in a separate notebook

## **Data Preprocessing**

#### **Train-validation-test Split**

```
In [16]:
```

```
df = data.copy()
```

```
# Splitting the dataset into the Training and Testing set.
X_large, X_test, y_large, y_test = train_test_split(X, y, test_size = 0.20, random_state
= 42, stratify=y, shuffle = True)
In [19]:
# Splitting the dataset into the Training and Testing set.
X train, X val, y_train, y_val = train_test_split(X_large, y_large, test_size = 0.25, ra
ndom_state = 42,stratify=y_large, shuffle = True)
In [20]:
print(X train.shape, X val.shape, X test.shape)
(6000, 10) (2000, 10) (2000, 10)
In [21]:
print(y_train.shape, y_val.shape, y_test.shape)
(6000,) (2000,) (2000,)
Dummy Variable Creation
In [22]:
X train.head()
```

X = df.drop(['Exited'],axis=1) # Credit Score through Estimated Salary

	CreditScore	Geography	Gender	Age	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	<b>EstimatedSalar</b>
1995	584	France	Female	44	5	95671.75	2	1	1	106564.8
2724	453	Germany	Female	38	8	120623.21	1	1	0	129697.9
5224	803	Spain	Male	43	3	0.00	1	1	0	72051.4
7697	601	Spain	Female	41	3	0.00	2	1	0	54342.8
1226	531	Germany	Female	42	6	88324.31	2	1	0	75248.7
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```
In [23]:
```

Out [22]:

In [I/J:

In [18]:

y = df['Exited'] # Exited

```
X_train = pd.get_dummies(X_train, columns=['Geography', 'Gender'], drop_first=True)
X_test = pd.get_dummies(X_test, columns=['Geography', 'Gender'], drop_first=True)
X_val = pd.get_dummies(X_val, columns=['Geography', 'Gender'], drop_first=True)
```

#### In [24]:

```
# Convert boolean columns to integers
X_train['Geography_Germany'] = X_train['Geography_Germany'].astype(int)
X_train['Geography_Spain'] = X_train['Geography_Spain'].astype(int)
X_train['Gender_Male'] = X_train['Gender_Male'].astype(int)

# And similarly for X_test and X_val if needed
X_test['Geography_Germany'] = X_test['Geography_Germany'].astype(int)
X_test['Geography_Spain'] = X_test['Geography_Spain'].astype(int)
X_test['Gender_Male'] = X_test['Gender_Male'].astype(int)
X_val['Geography_Germany'] = X_val['Geography_Germany'].astype(int)
```

```
X_val['Geography_Spain'] = X_val['Geography_Spain'].astype(int)
X_val['Gender_Male'] = X_val['Gender_Male'].astype(int)

# Verify the changes
X_train.head()
```

Out[24]:

	CreditScore	Age	Tenure	Balance	NumOfProducts	HasCrCard	<b>IsActiveMember</b>	EstimatedSalary	Geography_Germa
1995	584	44	5	95671.75	2	1	1	106564.88	
2724	453	38	8	120623.21	1	1	0	129697.99	
5224	803	43	3	0.00	1	1	0	72051.44	
7697	601	41	3	0.00	2	1	0	54342.83	
1226	531	42	6	88324.31	2	1	0	75248.75	
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In [25]:

X\_val.head()

Out[25]:

	CreditScore	Age	Tenure	Balance	NumOfProducts	HasCrCard	IsActiveMember	EstimatedSalary	Geography_German
6263	445	37	3	0.00	2	1	1	180012.39	
7644	675	28	9	0.00	1	1	0	134110.93	
429	568	40	1	99282.63	1	0	0	134600.94	
647	578	38	7	82259.29	1	1	0	8996.97	
8353	524	32	6	0.00	1	1	1	132861.90	
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#### **Data Normalization**

In [26]:

```
# defining the list of columns to normalize
cols_list = ['CreditScore', 'Age', 'Tenure', 'Balance', 'EstimatedSalary']

# creating an instance of the standard scaler
sc = StandardScaler()

# Normalizing the training set
X_train[cols_list] = sc.fit_transform(X_train[cols_list])

# Transforming test sets
X_test[cols_list] = sc.transform(X_test[cols_list])

# Transforming val sets
X_val[cols_list] = sc.transform(X_val[cols_list])
```

In [27]:

```
X_train.head()
```

Out[27]:

	CreditScore	Age	Tenure	Balance	NumOfProducts	HasCrCard	<b>IsActiveMember</b>	EstimatedSalary	Geography_G
1995	-0.694374	0.480890	0.009572	0.295612	2	1	1	0.124178	
2724	-2.049957	0.091560	1.022171	0.696248	1	1	0	0.528050	
5994	1 571829	N 385481	-	-	1	1	n	-N 478379	

<u> </u>	CreditScore	Age	0. <u>6</u> 97401 <b>Tenure</b>	1,240550 Balance	NumOfProducts	HasCrCard	IsActiveMember	Estimated Salary	Geography_G
7697	-0.518459	0.194665	0.697401	1.240550	2	1	0	-0.787547	
1226	-1.242816	0.290073	0.334342	0.177637	2	1	0	-0.422558	
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## **Model Building**

#### **Model Evaluation Criterion**

Write down the logic for choosing the metric that would be the best metric for this business scenario.

For a bank's churn prediction, Recall might be the most critical metric because:

- The cost of false negatives (failing to identify a customer who will churn) can be higher than the cost of false positives (wrongly identifying a customer as a churn risk).
- The bank can target retention strategies at customers identified as likely to churn, which is less costly than acquiring new customers.
- A high recall ensures that the bank captures a broad segment of at-risk customers, maximizing the
  opportunity to retain them through interventions.
- Thus, optimizing for recall (while keeping an eye on precision to avoid too many false positives) can be considered a suitable approach for a churn prediction model in banking

#### **Function to plot confusion matrix**

```
In [28]:
```

Let's create two blank dataframes that will store the recall values for all the models we build.

```
In [29]:
```

```
train_metric_df = pd.DataFrame(columns=["recall"])
valid_metric_df = pd.DataFrame(columns=["recall"])
```

## **Neural Network with SGD Optimizer**

```
In [30]:
```

```
backend.clear_session()
#Fixing the seed for random number generators so that we can ensure we receive the same o
utput everytime
```

```
np.random.seed(2)
random.seed(2)
tf.random.set_seed(2)

In [31]:

#Initializing the neural network
model_0 = Sequential()
# Adding the input layer with 64 neurons and relu as activation function
model_0.add(Dense(64, activation='relu', input_dim = X_train.shape[1]))
# Add a hidden layer (specify the # of neurons and the activation function)
model_0.add(Dense(32, activation='relu'))
# Add the output layer with the number of neurons required.
model_0.add(Dense(1, activation = 'sigmoid'))
```

## In [32]:

```
#Complete the code to use SGD as the optimizer.
optimizer = tf.keras.optimizers.SGD(0.001)

# uncomment one of the following lines to define the metric to be used
# metric = 'accuracy'
metric = keras.metrics.Recall()
# metric = keras.metrics.Precision()
# metric = keras.metrics.F1Score()
```

#### In [33]:

```
## Complete the code to compile the model with binary cross entropy as loss function and
recall as the metric.
model_0.compile(loss='binary_crossentropy',optimizer=optimizer,metrics=[metric])
```

#### In [34]:

```
model_0.summary()
```

#### Model: "sequential"

Layer (type)	Output	Shape	Param #
dense (Dense)	(None,	64)	768
dense_1 (Dense)	(None,	32)	2080
dense_2 (Dense)	(None,	1)	33

Non-trainable params: 0 (0.00 Byte)

#### In [35]:

```
# Fitting the ANN

history_0 = model_0.fit(
    X_train, y_train,
    batch_size=32,
    validation_data=(X_val,y_val),
    epochs=100,
    verbose=1
)
```

```
0 - val loss: 0.5254 - val recall: 0.0000e+00
Epoch 4/100
0 - val loss: 0.5130 - val recall: 0.0000e+00
0 - val loss: 0.5049 - val recall: 0.0000e+00
Epoch 6/100
0 - val loss: 0.4991 - val recall: 0.0000e+00
Epoch 7/100
0 - val loss: 0.4946 - val recall: 0.0000e+00
Epoch 8/100
0 - val loss: 0.4908 - val recall: 0.0000e+00
Epoch 9/100
0 - val loss: 0.4875 - val recall: 0.0000e+00
Epoch 1\overline{0}/100
0 - val loss: 0.4845 - val recall: 0.0000e+00
Epoch 11/100
0 - val loss: 0.4817 - val recall: 0.0000e+00
Epoch 12/100
0 - val loss: 0.4792 - val recall: 0.0000e+00
Epoch 13/100
0 - val loss: 0.4767 - val recall: 0.0000e+00
Epoch 14/100
0 - val loss: 0.4744 - val recall: 0.0000e+00
Epoch 15/100
4 - val loss: 0.4723 - val recall: 0.0000e+00
Epoch 16/100
4 - val loss: 0.4702 - val recall: 0.0000e+00
Epoch 17/100
val loss: 0.4683 - val recall: 0.0000e+00
Epoch 18/100
val loss: 0.4664 - val recall: 0.0000e+00
Epoch 19/100
val loss: 0.4647 - val recall: 0.0025
Epoch 20/100
val loss: 0.4630 - val recall: 0.0025
Epoch 21/100
val loss: 0.4614 - val recall: 0.0025
Epoch 22/100
val loss: 0.4599 - val recall: 0.0025
Epoch 23/100
val loss: 0.4585 - val recall: 0.0074
Epoch 24/100
val loss: 0.4571 - val recall: 0.0074
Epoch 25/100
val_loss: 0.4558 - val_recall: 0.0074
Epoch 26/100
val_loss: 0.4545 - val_recall: 0.0123
Epoch 27/100
```

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```
val loss: 0.4533 - val recall: 0.0172
Epoch 28/100
val loss: 0.4522 - val recall: 0.0197
Epoch 29/100
val loss: 0.4511 - val recall: 0.0270
Epoch 30/100
val loss: 0.4501 - val recall: 0.0270
Epoch 31/100
val_loss: 0.4491 - val_recall: 0.0393
Epoch 32/100
val loss: 0.4481 - val recall: 0.0418
Epoch 33/100
val loss: 0.4472 - val recall: 0.0467
Epoch 34/100
val loss: 0.4464 - val recall: 0.0491
Epoch 35/100
val loss: 0.4455 - val recall: 0.0541
Epoch 36/100
val loss: 0.4448 - val recall: 0.0541
Epoch 37/100
val loss: 0.4440 - val recall: 0.0541
Epoch 38/100
val loss: 0.4433 - val recall: 0.0590
Epoch 39/100
val loss: 0.4427 - val recall: 0.0614
Epoch 40/100
val loss: 0.4420 - val recall: 0.0639
Epoch 41/100
val_loss: 0.4414 - val_recall: 0.0663
Epoch 42/100
val loss: 0.4408 - val recall: 0.0688
Epoch 43/100
val_loss: 0.4403 - val_recall: 0.0713
Epoch 44/100
val loss: 0.4398 - val recall: 0.0737
Epoch 45/100
val loss: 0.4393 - val recall: 0.0737
Epoch 46/100
val loss: 0.4388 - val recall: 0.0762
Epoch 47/100
val loss: 0.4384 - val recall: 0.0762
Epoch 48/100
val loss: 0.4379 - val recall: 0.0835
Epoch 49/100
val_loss: 0.4375 - val_recall: 0.0885
Epoch 50/100
val_loss: 0.4371 - val_recall: 0.0958
Epoch 51/100
```

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```
val loss: 0.4367 - val recall: 0.0983
Epoch 52/100
val loss: 0.4364 - val recall: 0.0983
Epoch 53/100
val loss: 0.4360 - val recall: 0.1007
Epoch 54/100
val loss: 0.4356 - val recall: 0.1007
Epoch 55/100
val_loss: 0.4353 - val_recall: 0.1057
Epoch 56/100
val loss: 0.4350 - val recall: 0.1106
Epoch 57/100
val loss: 0.4347 - val recall: 0.1106
Epoch 58/100
val loss: 0.4344 - val recall: 0.1130
Epoch 59/100
val loss: 0.4341 - val recall: 0.1179
Epoch 60/100
val loss: 0.4338 - val recall: 0.1204
Epoch 61/100
val_loss: 0.4335 - val_recall: 0.1302
Epoch 62/100
val loss: 0.4332 - val recall: 0.1327
Epoch 63/100
val loss: 0.4330 - val recall: 0.1351
Epoch 64/100
val loss: 0.4327 - val recall: 0.1351
Epoch 65/100
val_loss: 0.4325 - val_recall: 0.1327
Epoch 66/100
val loss: 0.4322 - val recall: 0.1327
Epoch 67/100
val_loss: 0.4320 - val_recall: 0.1351
Epoch 68/100
val loss: 0.4317 - val recall: 0.1351
Epoch 69/100
val loss: 0.4315 - val recall: 0.1425
Epoch 70/100
val loss: 0.4313 - val recall: 0.1425
Epoch 71/100
val loss: 0.4311 - val recall: 0.1450
Epoch 72/100
val loss: 0.4309 - val recall: 0.1474
Epoch 73/100
val_loss: 0.4306 - val_recall: 0.1523
Epoch 74/100
val_loss: 0.4304 - val_recall: 0.1548
Epoch 75/100
```

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```
val loss: 0.4302 - val recall: 0.1622
Epoch 76/100
val loss: 0.4300 - val recall: 0.1622
Epoch 77/100
val loss: 0.4298 - val recall: 0.1695
Epoch 78/100
val loss: 0.4297 - val recall: 0.1720
Epoch 79/100
val_loss: 0.4295 - val_recall: 0.1769
Epoch 80/100
val loss: 0.4293 - val recall: 0.1769
Epoch 81/100
val loss: 0.4291 - val recall: 0.1794
Epoch 82/100
val loss: 0.4289 - val recall: 0.1794
Epoch 83/100
val loss: 0.4287 - val recall: 0.1794
Epoch 84/100
val loss: 0.4286 - val recall: 0.1794
Epoch 85/100
val loss: 0.4284 - val recall: 0.1794
Epoch 86/100
val loss: 0.4282 - val recall: 0.1769
Epoch 87/100
val loss: 0.4280 - val recall: 0.1892
Epoch 88/100
val loss: 0.4279 - val recall: 0.1818
Epoch 89/100
val_loss: 0.4277 - val_recall: 0.1843
Epoch 90/100
val loss: 0.4276 - val recall: 0.1867
Epoch 91/100
val_loss: 0.4274 - val_recall: 0.1818
Epoch 92/100
val loss: 0.4272 - val recall: 0.1843
Epoch 93/100
val loss: 0.4271 - val recall: 0.1867
Epoch 94/100
val loss: 0.4269 - val recall: 0.1867
Epoch 95/100
val loss: 0.4267 - val recall: 0.1892
Epoch 96/100
val loss: 0.4266 - val recall: 0.1941
Epoch 97/100
val_loss: 0.4264 - val_recall: 0.1941
Epoch 98/100
val_loss: 0.4263 - val_recall: 0.1966
Epoch 99/100
```

O- O--/---

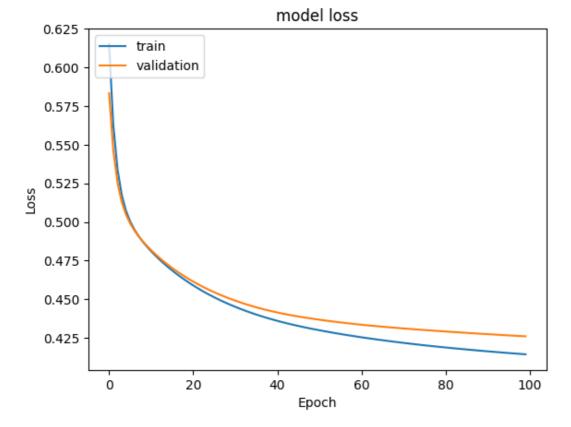
1 ~ ~ ~ · · · · / 1 / E

100/100 F

#### Loss

#### In [36]:

```
#Plotting Train Loss vs Validation Loss
plt.plot(history_0.history['loss'])
plt.plot(history_0.history['val_loss'])
plt.title('model loss')
plt.ylabel('Loss')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```



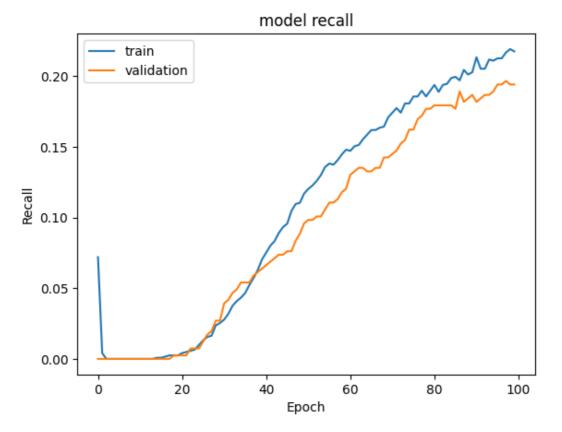
- The model shows a rapid decrease in loss for both training and validation datasets in the initial epochs.
- . As the epochs increase, both curves plateau, indicating that the model is converging.
- The training and validation loss are closely aligned throughout the training process.
- There is no sign of overfitting, as the validation loss does not increase as the epochs go by. Instead, it closely tracks the training loss, which is desirable.
- The model could potentially benefit from early stopping, as the loss doesn't show significant improvement after around 20 epochs.
- Given the stability of the validation loss, the learning rate and model complexity appear to be well-configured for this dataset.

#### Recall

#### In [38]:

```
#Plotting Train recall vs Validation recall
plt.plot(history_0.history['recall'])
plt.plot(history_0.history['val_recall'])
plt.title('model recall')
plt.ylabel('Recall')
plt.xlabel('Epoch')
```





- The recall for both training and validation data shows an upward trend, suggesting an improvement in the model's ability to correctly identify positive cases (customers likely to churn) as training progresses.
- There is a noticeable volatility in recall, especially in the initial epochs, which then smoothens out indicating that the model starts to stabilize.
- The recall for the validation set closely follows the training recall, which is a good sign that the model generalizes well.
- The model does not show perfect convergence as the recall continues to slowly increase, suggesting that further training or hyperparameter tuning might yield better results.
- The recall metric has not plateaued by the 100th epoch, implying that either the model could benefit from more training epochs or additional techniques to enhance recall could be applied (e.g., adjusting class weights or the decision threshold).

```
In [39]:
```

idation set

y val pred

 $y_val_pred = (y_val_pred > 0.5)$ 

y val pred = model 0.predict(X val) ## Complete the code to make prediction on the val

#Predicting the results using best as a threshold

```
Out[40]:
array([[False],
       [False],
       [False],
       . . . ,
       [False],
       [False],
       [False]])
In [41]:
model name = "NN with SGD"
train_metric_df.loc[model_name] = recall_score(y_train, y_train_pred)
valid_metric_df.loc[model_name] = recall_score(y_val, y_val_pred)
print(train_metric_df)
               recall
NN with SGD 0.219133
In [42]:
#Classification report
cr = classification_report(y_train, y_train_pred)
print(cr)
                          recall f1-score
              precision
                                               support
           0
                   0.83
                             0.97
                                        0.90
                                                  4777
                   0.67
                             0.22
                                        0.33
                                                  1223
                                        0.82
                                                  6000
   accuracy
                   0.75
                             0.60
                                       0.61
                                                  6000
  macro avg
                                        0.78
                                                  6000
                             0.82
weighted avg
                   0.80
In [43]:
#Classification report
cr = classification report(y val, y val pred)
print(cr)
              precision recall f1-score
                                               support
                             0.97
                                        0.89
           0
                   0.82
                                                  1593
                             0.19
                                        0.29
           1
                   0.61
                                                  407
                                        0.81
                                                  2000
   accuracy
                   0.72
                             0.58
                                       0.59
                                                  2000
   macro avg
                                       0.77
                                                  2000
weighted avg
                   0.78
                             0.81
In [44]:
make confusion matrix(y train, y train pred)
```

- 4000

- 3000

- 2000

134

2.23%

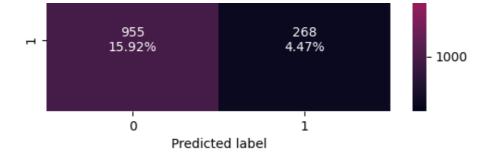
4643

77.38%

0 -

True label

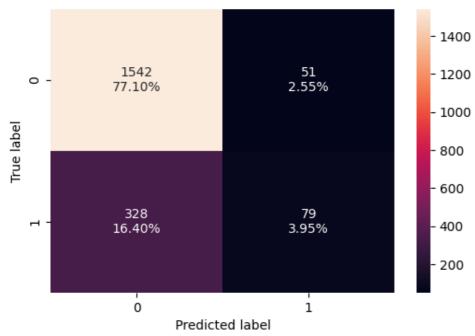
63/63 [========== ] - Os 1ms/step



- The confusion matrix shows the distribution of the true and predicted labels.
- True negatives (correctly predicted non-churn): 4643, making up 77.38% of the total predictions.
- False positives (incorrectly predicted churn): 134, making up 2.23% of the total predictions.
- False negatives (incorrectly predicted non-churn): 955, making up 15.92% of the total predictions.
- True positives (correctly predicted churn): 268, making up 4.47% of the total predictions.
- The model shows a relatively high rate of false negatives, which is critical in churn prediction as it represents customers who are likely to churn but were not identified by the model.
- The recall (true positives / (true positives + false negatives)) can be considered lower than desired for churn prediction, indicating potential room for improvement in the model's ability to identify all positive (churn) cases.

In [47]:

make\_confusion\_matrix(y\_val, y\_val\_pred)



- The matrix shows a considerable number of true negatives (TN): 1542 (77.10%), indicating the model's effectiveness in identifying customers who did not churn.
- The true positives (TP) count is 79, representing 3.95% of predictions, showing the model's ability to identify actual churn cases.
- However, there is a relatively high count of false negatives (FN): 328 (16.40%), which could represent a significant missed opportunity in terms of customer retention efforts.
- False positives (FP) are comparatively lower at 51, translating to 2.55% of predictions, suggesting that the model is conservative in predicting churn.
- The higher number of false negatives could indicate that the model may benefit from measures to improve recall, ensuring that fewer actual churn cases are missed.

## **Model Performance Improvement**

#### **Neural Network with Adam Optimizer**

-----

#### In [48]:

```
backend.clear_session()
#Fixing the seed for random number generators so that we can ensure we receive the same o
utput everytime
np.random.seed(2)
random.seed(2)
tf.random.set_seed(2)
```

#### In [49]:

```
#Initializing the neural network
model_1 = Sequential()
# Add a input layer (specify the # of neurons and activation function)
model_1.add(Dense(64,activation='relu',input_dim = X_train.shape[1]))
# Add a hidden layer (specify the # of neurons and activation function)
model_1.add(Dense(32,activation='relu'))
# Add a output layer with the required number of neurons and relu as activation function
model_1.add(Dense(1, activation = 'sigmoid'))
```

#### In [50]:

```
#Complete the code to use Adam as the optimizer.
optimizer = tf.keras.optimizers.Adam()

# uncomment one of the following lines to define the metric to be used
# metric = 'accuracy'
metric = keras.metrics.Recall()
# metric = keras.metrics.Precision()
# metric = keras.metrics.FlScore()
```

#### In [51]:

```
# Complete the code to compile the model with binary cross entropy as loss function and r
ecall as the metric
model_1.compile(loss='binary_crossentropy',optimizer=optimizer,metrics=[metric])
```

#### In [52]:

```
model_1.summary()
```

#### Model: "sequential"

Layer (type)	Output	Shape	Param #
dense (Dense)	(None,	64)	768
dense_1 (Dense)	(None,	32)	2080
dense_2 (Dense)	(None,	1)	33

\_\_\_\_\_\_

Total params: 2881 (11.25 KB)
Trainable params: 2881 (11.25 KB)
Non-trainable params: 0 (0.00 Byte)

#### In [53]:

```
#Fitting the ANN
history_1 = model_1.fit(
    X_train,y_train,
    batch_size=32, ## Complete the code to specify the batch size to use
    validation_data=(X_val,y_val),
    epochs=100, ## Complete the code to specify the number of epochs
    verbose=1
)
```

```
val_loss: 0.4252 - val_recall: 0.2088
Epoch 2/100
val loss: 0.4150 - val recall: 0.2948
Epoch 3/100
val_loss: 0.4081 - val_recall: 0.3538
Epoch 4/100
val loss: 0.4016 - val recall: 0.3735
Epoch 5/100
val loss: 0.3934 - val recall: 0.3391
Epoch 6/100
val loss: 0.3867 - val recall: 0.3661
Epoch 7/100
val_loss: 0.3822 - val_recall: 0.3636
Epoch 8/100
val loss: 0.3791 - val recall: 0.3833
Epoch 9/100
val_loss: 0.3754 - val_recall: 0.4324
Epoch 10/100
val loss: 0.3700 - val recall: 0.4103
Epoch 11/100
val loss: 0.3663 - val recall: 0.4275
Epoch 12/100
val loss: 0.3760 - val recall: 0.5135
Epoch 13/100
val loss: 0.3649 - val recall: 0.3833
Epoch 14/100
val loss: 0.3633 - val recall: 0.3907
Epoch 15/100
val loss: 0.3617 - val recall: 0.4128
Epoch 16/100
val loss: 0.3702 - val recall: 0.5233
Epoch 17/100
val loss: 0.3595 - val recall: 0.3907
Epoch 18/100
val loss: 0.3635 - val recall: 0.4472
Epoch 19/100
val_loss: 0.3650 - val_recall: 0.3808
Epoch 20/100
val loss: 0.3604 - val recall: 0.4349
Epoch 21/100
val loss: 0.3672 - val recall: 0.3415
Epoch 22/100
val loss: 0.3642 - val recall: 0.4644
Epoch 23/100
val loss: 0.3649 - val recall: 0.3857
Epoch 24/100
val loss: 0.3616 - val recall: 0.4177
Epoch 25/100
```

```
val_loss: 0.3669 - val_recall: 0.4914
Epoch 26/100
val loss: 0.3669 - val recall: 0.4472
Epoch 27/100
val_loss: 0.3592 - val_recall: 0.4521
Epoch 28/100
val loss: 0.3640 - val recall: 0.4398
Epoch 29/100
val loss: 0.3614 - val recall: 0.4570
Epoch 30/100
val loss: 0.3630 - val recall: 0.4300
Epoch 31/100
val_loss: 0.3660 - val_recall: 0.4398
Epoch 32/100
val loss: 0.3702 - val recall: 0.4054
Epoch 33/100
val_loss: 0.3676 - val_recall: 0.5086
Epoch 34/100
val loss: 0.3621 - val recall: 0.5061
Epoch 35/100
val_loss: 0.3631 - val recall: 0.4717
Epoch 36/100
val loss: 0.3657 - val recall: 0.5332
Epoch 37/100
val_loss: 0.3652 - val_recall: 0.4963
Epoch 38/100
val loss: 0.3659 - val recall: 0.4668
Epoch 39/100
val loss: 0.3731 - val recall: 0.4128
Epoch 40/100
val loss: 0.3628 - val recall: 0.4963
Epoch 41/100
val loss: 0.3823 - val recall: 0.3735
Epoch 42/100
val loss: 0.3741 - val recall: 0.3956
Epoch 43/100
val_loss: 0.3672 - val_recall: 0.4889
Epoch 44/100
val loss: 0.3664 - val recall: 0.4889
Epoch 45/100
val loss: 0.3702 - val recall: 0.5012
Epoch 46/100
val loss: 0.3681 - val recall: 0.5307
Epoch 47/100
val loss: 0.3759 - val recall: 0.4791
Epoch 48/100
val loss: 0.3815 - val recall: 0.4079
Epoch 49/100
```

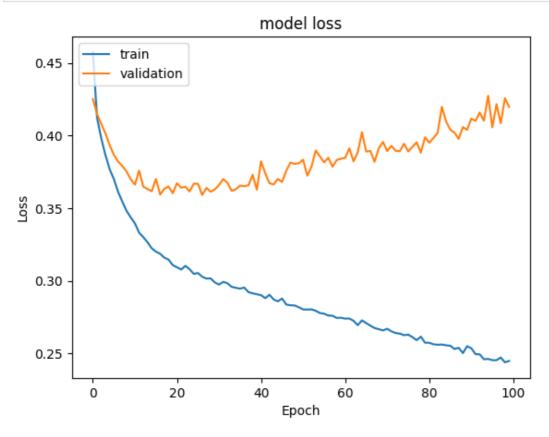
```
val_loss: 0.3805 - val_recall: 0.5479
Epoch 50/100
val loss: 0.3810 - val recall: 0.4103
Epoch 51/100
val_loss: 0.3835 - val_recall: 0.4054
Epoch 52/100
val loss: 0.3725 - val recall: 0.5160
Epoch 53/100
val loss: 0.3787 - val recall: 0.4668
Epoch 54/100
val loss: 0.3899 - val recall: 0.5749
Epoch 55/100
val_loss: 0.3857 - val_recall: 0.4054
Epoch 56/100
val loss: 0.3816 - val recall: 0.4545
Epoch 57/100
val_loss: 0.3848 - val_recall: 0.4668
Epoch 58/100
val loss: 0.3786 - val recall: 0.4496
Epoch 59/100
val loss: 0.3833 - val recall: 0.4300
Epoch 60/100
val loss: 0.3841 - val recall: 0.4619
Epoch 61/100
val loss: 0.3847 - val recall: 0.4914
Epoch 62/100
val loss: 0.3913 - val recall: 0.5430
Epoch 63/100
val loss: 0.3823 - val recall: 0.4767
Epoch 64/100
val loss: 0.3886 - val recall: 0.5455
Epoch 65/100
val loss: 0.4025 - val recall: 0.3907
Epoch 66/100
val loss: 0.3891 - val recall: 0.4914
Epoch 67/100
val_loss: 0.3894 - val_recall: 0.4226
Epoch 68/100
val loss: 0.3820 - val recall: 0.5037
Epoch 69/100
val loss: 0.3913 - val recall: 0.4742
Epoch 70/100
val loss: 0.3957 - val recall: 0.4128
Epoch 71/100
val loss: 0.3894 - val recall: 0.4644
Epoch 72/100
val loss: 0.3930 - val recall: 0.5111
Epoch 73/100
```

```
val_loss: 0.3896 - val_recall: 0.5381
Epoch 74/100
val loss: 0.3894 - val recall: 0.5160
Epoch 75/100
val_loss: 0.3944 - val_recall: 0.5086
Epoch 76/100
val loss: 0.3891 - val recall: 0.4717
Epoch 77/100
val loss: 0.3923 - val recall: 0.5012
Epoch 78/100
val loss: 0.3954 - val recall: 0.4840
Epoch 79/100
val_loss: 0.3883 - val_recall: 0.5233
Epoch 80/100
val loss: 0.3989 - val recall: 0.4226
Epoch 81/100
val_loss: 0.3952 - val_recall: 0.4840
Epoch 82/100
val loss: 0.3984 - val recall: 0.4717
Epoch 83/100
val loss: 0.4021 - val recall: 0.5184
Epoch 84/100
val loss: 0.4199 - val recall: 0.3956
Epoch 85/100
val loss: 0.4098 - val recall: 0.4423
Epoch 86/100
val loss: 0.4042 - val recall: 0.4742
Epoch 87/100
val loss: 0.4021 - val recall: 0.5160
Epoch 88/100
val loss: 0.3978 - val recall: 0.4767
Epoch 89/100
val loss: 0.4059 - val recall: 0.5405
Epoch 90/100
val loss: 0.4040 - val recall: 0.4496
Epoch 91/100
val_loss: 0.4118 - val_recall: 0.5528
Epoch 92/100
val loss: 0.4102 - val recall: 0.4693
Epoch 93/100
val loss: 0.4160 - val recall: 0.4324
Epoch 94/100
val loss: 0.4103 - val recall: 0.4742
Epoch 95/100
val loss: 0.4275 - val recall: 0.4349
Epoch 96/100
val loss: 0.4058 - val recall: 0.4988
Epoch 97/100
```

#### **Loss function**

#### In [54]:

```
#Plotting Train Loss vs Validation Loss
plt.plot(history_1.history['loss'])
plt.plot(history_1.history['val_loss'])
plt.title('model loss')
plt.ylabel('Loss')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```



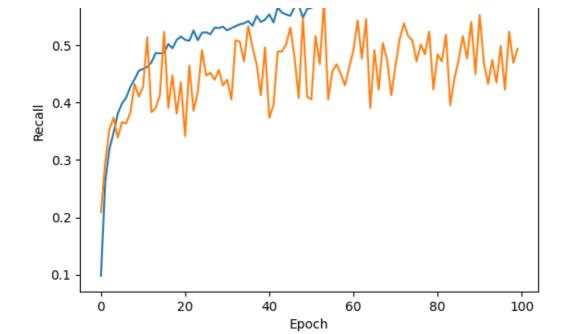
#### Recall

#### In [55]:

```
#Plotting Train recall vs Validation recall
plt.plot(history_1.history['recall'])
plt.plot(history_1.history['val_recall'])
plt.title('model recall')
plt.ylabel('Recall')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```

# model recall train

validation



```
In [56]:
#Predicting the results using 0.5 as the threshold
y_train_pred = model_1.predict(X_train)
y_train_pred = (y_train_pred > 0.5)
y_train_pred
188/188 [=====
                            =======] - Os 1ms/step
Out[56]:
array([[False],
       [False],
       [True],
       . . . ,
       [True],
       [False],
       [ True]])
In [57]:
#Predicting the results using 0.5 as the threshold
y val pred = model 1.predict(X val)
y_val_pred = (y_val_pred > 0.5)
y_val_pred
63/63 [========== ] - Os 1ms/step
Out[57]:
array([[False],
       [False],
       [True],
       [False],
       [False],
       [False]])
In [58]:
```

train\_metric\_df.loc[model\_name] = recall\_score(y\_train,y\_train\_pred) valid\_metric\_df.loc[model\_name] = recall\_score(y\_val,y\_val\_pred)

#### recall 0.219133 NN with SGD

NN with Adam 0.678659

print(train\_metric\_df)

model name = "NN with Adam"

#### **Classification report**

#### In [59]:

#lassification report
cr=classification\_report(y\_train,y\_train\_pred)
print(cr)

	precision	recall	f1-score	support
0 1	0.92 0.83	0.97 0.68	0.94 0.75	4777 1223
accuracy macro avg weighted avg	0.88	0.82 0.91	0.91 0.85 0.90	6000 6000 6000

#### In [60]:

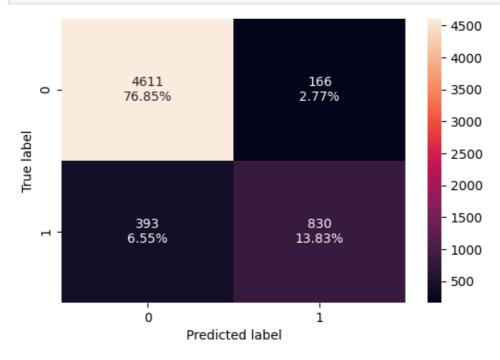
#classification report
cr=classification\_report(y\_val,y\_val\_pred) ## Complete the code to check the model's per
formance on the validation set
print(cr)

	precision	recall	f1-score	support
0	0.88	0.93	0.91	1593
1	0.66	0.49	0.56	407
accuracy			0.84	2000
macro avg	0.77	0.71	0.74	2000
weighted avg	0.83	0.84	0.84	2000

#### **Confusion matrix**

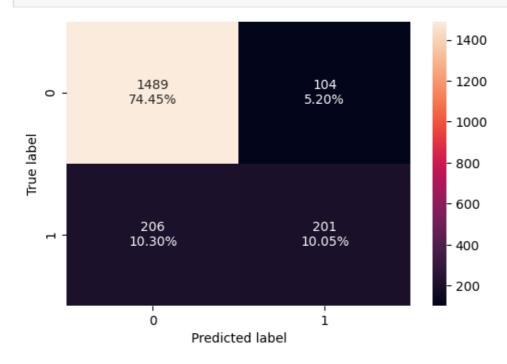
## In [61]:

#Calculating the confusion matrix
make\_confusion\_matrix(y\_train, y\_train\_pred)



#### In [62]:

#Calculating the confusion matrix
make\_confusion\_matrix(y\_val,y\_val\_pred) ## Complete the code to check the model's perfor



#### **Neural Network with Adam Optimizer and Dropout**

#### In [71]:

```
backend.clear_session()
#Fixing the seed for random number generators so that we can ensure we receive the same o
utput everytime
np.random.seed(2)
random.seed(2)
tf.random.set_seed(2)
```

#### In [72]:

```
#Initializing the neural network
model 2 = Sequential()
#Adding the input layer with 32 neurons and relu as activation function
model 2.add(Dense(32,activation='relu',input dim = X train.shape[1]))
# Add dropout with ratio of 0.2 or any suitable value.
model 2.add(Dropout(0.2))
# Add a hidden layer (specify the # of neurons and the activation function)
model 2.add(Dense(64,activation='relu'))
# Add a hidden layer (specify the # of neurons and the activation function)
model 2.add(Dense(64,activation='relu'))
# Add dropout with ratio of 0.1 or any suitable value.
model_2.add(Dropout(0.1))
# Add a hidden layer (specify the # of neurons and the activation function)
model 2.add(Dense(32,activation='relu'))
# Add the number of neurons required in the output layer.
model 2.add(Dense(1, activation = 'sigmoid'))
```

#### In [73]:

```
#Complete the code to use Adam as the optimizer.
optimizer = tf.keras.optimizers.Adam()

# uncomment one of the following lines to define the metric to be used
# metric = 'accuracy'
metric = keras.metrics.Recall()
# metric = keras.metrics.Precision()
# metric = keras.metrics.FlScore()
```

#### In [74]:

# Complete the code to compile the model with binary cross entropy as loss function and recall as the metric

```
model_2.compile(loss='binary_crossentropy',optimizer=optimizer,metrics=[metric])
```

#### In [75]:

```
model 2.summary()
```

Model: "sequential"

Layer (type)	Output Shape	Param #
dense (Dense)	(None, 32)	384
dropout (Dropout)	(None, 32)	0
dense_1 (Dense)	(None, 64)	2112
dense_2 (Dense)	(None, 64)	4160
dropout_1 (Dropout)	(None, 64)	0
dense_3 (Dense)	(None, 32)	2080
dense_4 (Dense)	(None, 1)	33

\_\_\_\_\_\_

Total params: 8769 (34.25 KB)
Trainable params: 8769 (34.25 KB)
Non-trainable params: 0 (0.00 Byte)

\_\_\_\_\_

#### In [76]:

```
#Fitting the ANN
history 2 = model 2.fit(
 X train, y train,
 batch size=32, ## Complete the code to specify the batch size to use
 validation data=(X val, y val),
 epochs=100, ## Complete the code to specify the number of epochs
 verbose=1
Epoch 1/100
val loss: 0.4366 - val recall: 0.0270
Epoch 2/100
val loss: 0.4284 - val recall: 0.1867
Epoch 3/100
val loss: 0.4179 - val recall: 0.2776
Epoch 4/100
val loss: 0.4128 - val recall: 0.3415
Epoch 5/100
val loss: 0.4075 - val recall: 0.2826
Epoch 6/100
val_loss: 0.4080 - val_recall: 0.3538
Epoch 7/100
val loss: 0.3987 - val recall: 0.3120
Epoch 8/100
val loss: 0.3950 - val recall: 0.3219
Epoch 9/100
val loss: 0.3941 - val recall: 0.3342
Epoch 10/100
val loss: 0.3930 - val recall: 0.3661
Epoch 11/100
```

```
val loss: 0.3885 - val recall: 0.4226
Epoch 12/100
val loss: 0.3824 - val recall: 0.4619
Epoch 13/100
val loss: 0.3744 - val recall: 0.3980
Epoch 14/100
val loss: 0.3703 - val recall: 0.4177
Epoch 15/100
val loss: 0.3649 - val recall: 0.4079
Epoch 16/100
val_loss: 0.3591 - val_recall: 0.4447
Epoch 17/100
val loss: 0.3620 - val recall: 0.3759
Epoch 18/100
val loss: 0.3578 - val recall: 0.4103
Epoch 19/100
val loss: 0.3585 - val recall: 0.3563
Epoch 20/100
val loss: 0.3550 - val recall: 0.4201
Epoch 21/100
val loss: 0.3577 - val recall: 0.3563
Epoch 22/100
val loss: 0.3488 - val recall: 0.4496
Epoch 23/100
val_loss: 0.3558 - val_recall: 0.4349
Epoch 24/100
val loss: 0.3521 - val recall: 0.4054
Epoch 25/100
val loss: 0.3507 - val recall: 0.4619
Epoch 26/100
val loss: 0.3498 - val recall: 0.4914
Epoch 27/100
val loss: 0.3491 - val recall: 0.4373
Epoch 28/100
val loss: 0.3468 - val recall: 0.4496
Epoch 29/100
val loss: 0.3437 - val recall: 0.4521
Epoch 30/100
val_loss: 0.3473 - val_recall: 0.4275
Epoch 31/100
val loss: 0.3475 - val recall: 0.4693
Epoch 32/100
val loss: 0.3468 - val recall: 0.4398
Epoch 33/100
val loss: 0.3503 - val recall: 0.4595
Epoch 34/100
val_loss: 0.3496 - val_recall: 0.4767
Epoch 35/100
```

```
val loss: 0.3455 - val recall: 0.4939
Epoch 36/100
val loss: 0.3480 - val recall: 0.4742
Epoch 37/100
val loss: 0.3508 - val recall: 0.4447
Epoch 38/100
val loss: 0.3523 - val recall: 0.4619
Epoch 39/100
val loss: 0.3487 - val recall: 0.4275
Epoch 40/100
val_loss: 0.3461 - val_recall: 0.4840
Epoch 41/100
val loss: 0.3467 - val recall: 0.4447
Epoch 42/100
val loss: 0.3514 - val recall: 0.4275
Epoch 43/100
val loss: 0.3507 - val recall: 0.4889
Epoch 44/100
val loss: 0.3510 - val recall: 0.4668
Epoch 45/100
val loss: 0.3478 - val recall: 0.4423
Epoch 46/100
val loss: 0.3489 - val recall: 0.4398
Epoch 47/100
val_loss: 0.3522 - val_recall: 0.4717
Epoch 48/100
val loss: 0.3491 - val recall: 0.4447
Epoch 49/100
val loss: 0.3568 - val recall: 0.5037
Epoch 50/100
val loss: 0.3528 - val recall: 0.3882
Epoch 51/100
val loss: 0.3545 - val recall: 0.3489
Epoch 52/100
val loss: 0.3494 - val recall: 0.4742
Epoch 53/100
val loss: 0.3500 - val recall: 0.4300
Epoch 54/100
val loss: 0.3616 - val recall: 0.5209
Epoch 55/100
val loss: 0.3549 - val recall: 0.4128
Epoch 56/100
val loss: 0.3517 - val recall: 0.4373
Epoch 57/100
val loss: 0.3538 - val recall: 0.4914
Epoch 58/100
val loss: 0.3516 - val recall: 0.4079
Epoch 59/100
```

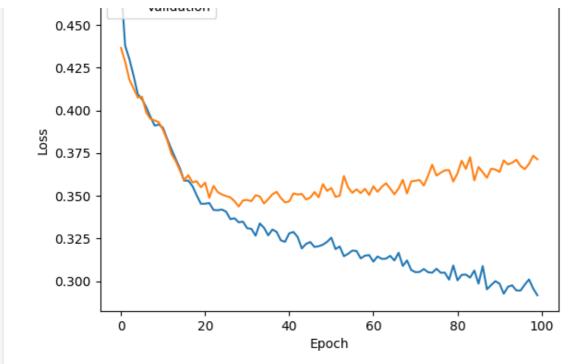
```
val loss: 0.3541 - val recall: 0.4619
Epoch 60/100
val loss: 0.3505 - val recall: 0.4324
Epoch 61/100
val loss: 0.3555 - val recall: 0.4595
Epoch 62/100
val loss: 0.3523 - val recall: 0.4349
Epoch 63/100
val loss: 0.3552 - val recall: 0.4226
Epoch 64/100
val_loss: 0.3573 - val_recall: 0.4251
Epoch 65/100
val loss: 0.3543 - val recall: 0.4201
Epoch 66/100
val loss: 0.3508 - val recall: 0.4103
Epoch 67/100
val loss: 0.3542 - val recall: 0.4496
Epoch 68/100
val loss: 0.3593 - val recall: 0.4226
Epoch 69/100
val loss: 0.3513 - val recall: 0.4275
Epoch 70/100
val loss: 0.3584 - val recall: 0.3882
Epoch 71/100
val_loss: 0.3588 - val_recall: 0.4275
Epoch 72/100
val loss: 0.3592 - val recall: 0.3686
Epoch 73/100
val loss: 0.3559 - val recall: 0.4644
Epoch 74/100
val loss: 0.3617 - val recall: 0.4521
Epoch 75/100
val loss: 0.3682 - val recall: 0.4939
Epoch 76/100
val loss: 0.3618 - val recall: 0.4079
Epoch 77/100
val loss: 0.3635 - val recall: 0.4717
Epoch 78/100
val loss: 0.3649 - val recall: 0.3931
Epoch 79/100
val loss: 0.3650 - val recall: 0.4619
Epoch 80/100
val loss: 0.3583 - val recall: 0.4668
Epoch 81/100
val loss: 0.3631 - val recall: 0.3931
Epoch 82/100
val_loss: 0.3705 - val_recall: 0.5258
Epoch 83/100
```

```
val loss: 0.3657 - val recall: 0.4644
Epoch 84/100
val loss: 0.3726 - val recall: 0.3931
Epoch 85/100
val loss: 0.3589 - val recall: 0.4373
Epoch 86/100
val loss: 0.3668 - val recall: 0.4865
Epoch 87/100
val loss: 0.3637 - val recall: 0.4177
Epoch 88/100
val loss: 0.3605 - val recall: 0.3931
Epoch 89/100
val loss: 0.3658 - val recall: 0.4742
Epoch 90/100
val loss: 0.3654 - val recall: 0.4103
Epoch 91/100
val loss: 0.3639 - val recall: 0.4447
Epoch 92/100
val loss: 0.3707 - val recall: 0.4840
Epoch 93/100
val loss: 0.3683 - val recall: 0.4742
Epoch 94/100
val loss: 0.3693 - val recall: 0.4521
Epoch 95/100
val_loss: 0.3711 - val_recall: 0.4275
Epoch 96/100
val loss: 0.3674 - val recall: 0.4496
Epoch 97/100
val loss: 0.3656 - val recall: 0.4103
Epoch 98/100
val loss: 0.3686 - val recall: 0.4521
Epoch 99/100
val loss: 0.3734 - val recall: 0.4029
Epoch 100/100
val loss: 0.3713 - val recall: 0.4373
```

#### **Loss function**

```
In [77]:
```

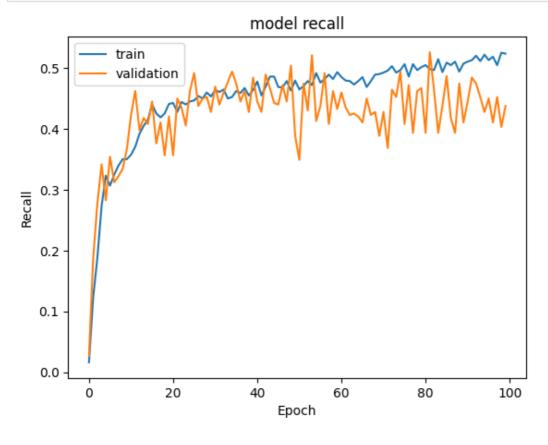
```
#Plotting Train Loss vs Validation Loss
plt.plot(history_2.history['loss'])
plt.plot(history_2.history['val_loss'])
plt.title('model loss')
plt.ylabel('Loss')
plt.ylabel('Loss')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```



#### Recall

#### In [78]:

```
#Plotting Train recall vs Validation recall
plt.plot(history_2.history['recall'])
plt.plot(history_2.history['val_recall'])
plt.title('model recall')
plt.ylabel('Recall')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```



#### In [79]:

```
#Predicting the results using 0.5 as the threshold
y_train_pred = model_2.predict(X_train)
y_train_pred = (y_train_pred > 0.5)
y_train_pred
```

```
188/188 [============ ] - 1s 2ms/step
Out[79]:
array([[False],
      [False],
      [True],
      . . . ,
      [ True],
      [False],
      [ True]])
In [80]:
#Predicting the results using 0.5 as the threshold
y val pred = model 2.predict(X val)
y_val_pred = (y_val_pred > 0.5)
y_val_pred
63/63 [=======] - Os 2ms/step
Out[80]:
array([[False],
      [False],
      [True],
      [False],
      [False],
      [False]])
In [81]:
model name = "NN with Adam DropOut"
train metric df.loc[model name] = recall score(y train, y train pred)
valid metric df.loc[model name] = recall score(y val,y val pred)
print(train_metric_df)
                      recall
                    0.219133
NN with SGD
NN with Adam
                    0.678659
NN with Adam DropOut 0.538021
Classification report
```

#### In [82]:

```
#lassification report
cr=classification_report(y_train,y_train_pred)
print(cr)
```

	precision	recall	fl-score	support
0 1	0.89	0.98 0.54	0.94	4777 1223
accuracy macro avg weighted avg	0.89 0.89	0.76 0.89	0.89 0.80 0.88	6000 6000 6000

. .

#### In [83]:

```
#classification report
cr=classification_report(y_val,y_val_pred) ## Complete the code to check the model's per
formance on the validation set
print(cr)
```

7.7 6.1

0 1	0.87 0.75	0.96 0.44	0.91 0.55	1593 407
accuracy			0.86	2000
macro avg	0.81	0.70	0.73	2000
weighted avg	0.85	0.86	0.84	2000

#### **Confusion matrix**

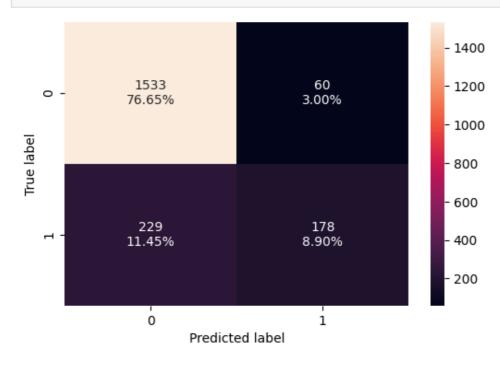
In [84]:

#Calculating the confusion matrix
make\_confusion\_matrix(y\_train, y\_train\_pred)



In [85]:

#Calculating the confusion matrix
make\_confusion\_matrix(y\_val,y\_val\_pred) ## Complete the code to check the model's perfor
mance on the validation set



#### **Observations-**

## Neural Network with Balanced Data (by applying SMOTE) and SGD Optimizer

Let's try to apply SMOTE to balance this dataset and then again apply hyperparamter tuning accordingly.

```
In [86]:
sm = SMOTE(random state=42)
#Fit SMOTE on the training data.
X_train_smote, y_train_smote= sm.fit_resample(X_train,y_train)
print('After UpSampling, the shape of train X: {}'.format(X train smote.shape))
print('After UpSampling, the shape of train y: {} \n'.format(y train smote.shape))
After UpSampling, the shape of train X: (9554, 11)
After UpSampling, the shape of train_y: (9554,)
In [87]:
backend.clear session()
#Fixing the seed for random number generators so that we can ensure we receive the same o
utput everytime
np.random.seed(2)
random.seed(2)
tf.random.set seed(2)
In [88]:
#Initializing the neural network
model 3 = Sequential()
# Adding the input layer with 32 neurons and relu as activation function
model 3.add(Dense(32,activation='relu',input dim = X train smote.shape[1]))
# Add a hidden layer (specify the # of neurons and the activation function)
model_3.add(Dense(16,activation='relu'))
# Add a hidden layer (specify the # of neurons and the activation function)
model_3.add(Dense(8,activation='relu'))
# Add a hidden layer (specify the # of neurons and the activation function)
model 3.add(Dense(1, activation = 'sigmoid'))
In [89]:
#Complete the code to use Adam as the optimizer.
optimizer = tf.keras.optimizers.SGD(0.001)
# uncomment one of the following lines to define the metric to be used
# metric = 'accuracy'
metric = keras.metrics.Recall()
# metric = keras.metrics.Precision()
# metric = keras.metrics.F1Score()
In [90]:
# Complete the code to compile the model with binary cross entropy as loss function and r
ecall as the metric
model 3.compile(loss='binary crossentropy',optimizer=optimizer,metrics=[metric])
In [91]:
model 3.summary()
Model: "sequential"
Layer (type)
                             Output Shape
                                                        Param #
 dense (Dense)
                             (None, 32)
                                                        384
```

(None, 16)

(None, 8)

(None, 1)

528

136

9

dense\_1 (Dense)

dense 2 (Dense)

dense 3 (Dense)

\_\_\_\_\_\_

Total params: 1057 (4.13 KB)
Trainable params: 1057 (4.13 KB)
Non-trainable params: 0 (0.00 Byte)

\_\_\_\_\_

#### In [92]:

Fnoch 19/100

```
#Fitting the ANN
history 3 = model 3.fit(
 X_train_smote, y_train_smote,
 batch_size=32,
 validation_data=(X_val,y_val),
 epochs=100,
 verbose=1
Epoch 1/100
val loss: 0.7339 - val recall: 0.9189
Epoch 2/100
val loss: 0.7241 - val recall: 0.9115
Epoch 3/100
val loss: 0.7158 - val recall: 0.8943
Epoch 4/100
val loss: 0.7076 - val recall: 0.8698
Epoch 5/100
val loss: 0.6979 - val recall: 0.7740
Epoch 6/100
val_loss: 0.6862 - val_recall: 0.7076
Epoch 7/100
val loss: 0.6744 - val recall: 0.6536
Epoch 8/100
val loss: 0.6642 - val recall: 0.6192
Epoch 9/100
val loss: 0.6551 - val recall: 0.5995
Epoch 10/100
val loss: 0.6466 - val recall: 0.5921
Epoch 11/100
val loss: 0.6394 - val recall: 0.5872
Epoch 12/100
val loss: 0.6326 - val recall: 0.5897
Epoch 13/100
val loss: 0.6265 - val recall: 0.5749
Epoch 14/100
val loss: 0.6211 - val recall: 0.5725
Epoch 15/100
val loss: 0.6162 - val recall: 0.5823
Epoch 16/100
val loss: 0.6114 - val recall: 0.5700
Epoch 17/100
val loss: 0.6077 - val recall: 0.5700
Epoch 18/100
val loss: 0.6037 - val recall: 0.5749
```

```
הארכז די/ דיי
val loss: 0.6003 - val recall: 0.5749
Epoch 20/100
val loss: 0.5972 - val recall: 0.5774
Epoch 21/100
val loss: 0.5944 - val recall: 0.5823
Epoch 22/100
val loss: 0.5918 - val recall: 0.5946
Epoch 23/100
val loss: 0.5887 - val recall: 0.6044
Epoch 24/100
val_loss: 0.5856 - val_recall: 0.6044
Epoch 25/100
val loss: 0.5835 - val recall: 0.6069
Epoch 26/100
val loss: 0.5802 - val recall: 0.6118
Epoch 27/100
val loss: 0.5785 - val recall: 0.6143
Epoch 28/100
val loss: 0.5759 - val recall: 0.6192
Epoch 29/100
val loss: 0.5733 - val recall: 0.6265
Epoch 30/100
val_loss: 0.5723 - val_recall: 0.6290
Epoch 31/100
val loss: 0.5704 - val recall: 0.6290
Epoch 32/100
val loss: 0.5696 - val recall: 0.6339
Epoch 33/100
299/299 [===========] - 1s 3ms/step - loss: 0.5784 - recall: 0.7122 -
val loss: 0.5671 - val recall: 0.6388
Epoch 34/100
val loss: 0.5661 - val recall: 0.6364
Epoch 35/100
val loss: 0.5645 - val recall: 0.6413
Epoch 36/100
val loss: 0.5630 - val recall: 0.6486
Epoch 37/100
val loss: 0.5624 - val recall: 0.6413
Epoch 38/100
val loss: 0.5624 - val recall: 0.6437
Epoch 39/100
val loss: 0.5608 - val recall: 0.6462
Epoch 40/100
val loss: 0.5608 - val recall: 0.6486
Epoch 41/100
val loss: 0.5595 - val recall: 0.6486
Epoch 42/100
val loss: 0.5575 - val_recall: 0.6511
```

Fnoch /3/100

```
THUCII TO/ TUU
val loss: 0.5590 - val recall: 0.6585
Epoch 44/100
val loss: 0.5570 - val recall: 0.6585
Epoch 45/100
val loss: 0.5567 - val recall: 0.6511
Epoch 46/100
val loss: 0.5582 - val recall: 0.6560
Epoch 47/100
val loss: 0.5565 - val recall: 0.6609
Epoch 48/100
val_loss: 0.5566 - val_recall: 0.6634
Epoch 49/100
val loss: 0.5563 - val recall: 0.6658
Epoch 50/100
val loss: 0.5557 - val recall: 0.6634
Epoch 51/100
val loss: 0.5537 - val recall: 0.6609
Epoch 52/100
val loss: 0.5543 - val recall: 0.6658
Epoch 53/100
val loss: 0.5545 - val recall: 0.6658
Epoch 54/100
val_loss: 0.5540 - val_recall: 0.6658
Epoch 55/100
val loss: 0.5523 - val recall: 0.6658
Epoch 56/100
val loss: 0.5532 - val recall: 0.6658
Epoch 57/100
val loss: 0.5549 - val recall: 0.6708
Epoch 58/100
val loss: 0.5538 - val recall: 0.6732
Epoch 59/100
val loss: 0.5538 - val recall: 0.6732
Epoch 60/100
val loss: 0.5537 - val recall: 0.6732
Epoch 61/100
val loss: 0.5560 - val recall: 0.6757
Epoch 62/100
val loss: 0.5520 - val recall: 0.6609
Epoch 63/100
val loss: 0.5536 - val recall: 0.6708
Epoch 64/100
val loss: 0.5515 - val recall: 0.6609
Epoch 65/100
val loss: 0.5515 - val recall: 0.6634
Epoch 66/100
val loss: 0.5530 - val recall: 0.6683
```

Fnoch 67/100

```
Thoch allton
val loss: 0.5516 - val recall: 0.6609
Epoch 68/100
val loss: 0.5512 - val recall: 0.6609
Epoch 69/100
val loss: 0.5517 - val recall: 0.6609
Epoch 70/100
val loss: 0.5492 - val recall: 0.6609
Epoch 71/100
val_loss: 0.5502 - val_recall: 0.6609
Epoch 72/100
val_loss: 0.5493 - val_recall: 0.6609
Epoch 73/100
val loss: 0.5525 - val recall: 0.6634
Epoch 74/100
val loss: 0.5515 - val recall: 0.6609
Epoch 75/100
val loss: 0.5511 - val recall: 0.6634
Epoch 76/100
val loss: 0.5510 - val recall: 0.6609
Epoch 77/100
val loss: 0.5506 - val recall: 0.6609
Epoch 78/100
val_loss: 0.5516 - val_recall: 0.6609
Epoch 79/100
val loss: 0.5523 - val recall: 0.6609
Epoch 80/100
val loss: 0.5510 - val recall: 0.6609
Epoch 81/100
299/299 [==========] - 1s 2ms/step - loss: 0.5308 - recall: 0.7607 -
val loss: 0.5489 - val recall: 0.6585
Epoch 82/100
val loss: 0.5487 - val recall: 0.6585
Epoch 83/100
val loss: 0.5499 - val recall: 0.6609
Epoch 84/100
val loss: 0.5519 - val recall: 0.6658
Epoch 85/100
val loss: 0.5512 - val recall: 0.6634
Epoch 86/100
val loss: 0.5485 - val recall: 0.6634
Epoch 87/100
val loss: 0.5497 - val recall: 0.6634
Epoch 88/100
val loss: 0.5534 - val recall: 0.6708
Epoch 89/100
val loss: 0.5504 - val recall: 0.6658
Epoch 90/100
val loss: 0.5534 - val_recall: 0.6683
```

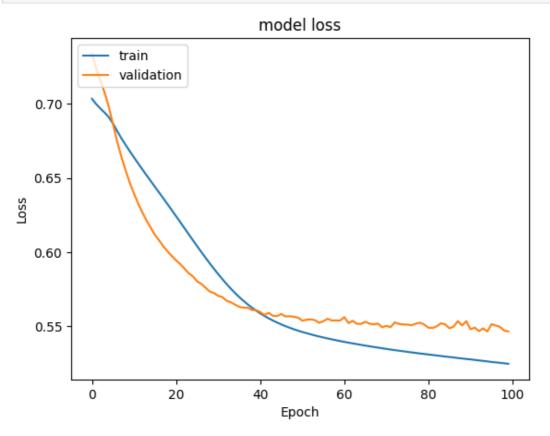
Fnoch 91/100

```
EPUCII 21/100
val loss: 0.5479 - val recall: 0.6634
Epoch 92/100
val loss: 0.5490 - val recall: 0.6658
Epoch 93/100
val loss: 0.5466 - val recall: 0.6585
Epoch 94/100
val loss: 0.5485 - val recall: 0.6634
Epoch 95/100
val loss: 0.5464 - val recall: 0.6585
Epoch 96/100
val loss: 0.5513 - val recall: 0.6658
Epoch 97/100
val loss: 0.5504 - val recall: 0.6634
Epoch 98/100
val loss: 0.5495 - val recall: 0.6634
Epoch 99/100
val loss: 0.5470 - val recall: 0.6609
Epoch 100/100
val loss: 0.5464 - val recall: 0.6609
```

#### **Loss function**

#### In [93]:

```
#Plotting Train Loss vs Validation Loss
plt.plot(history_3.history['loss'])
plt.plot(history_3.history['val_loss'])
plt.title('model loss')
plt.ylabel('Loss')
plt.ylabel('Loss')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```



#### Recall

#### In [94]:

```
#Plotting Train recall vs Validation recall
plt.plot(history_3.history['recall'])
plt.plot(history_3.history['val_recall'])
plt.title('model recall')
plt.ylabel('Recall')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```

# model recall 0.95 train validation 0.90 0.85 0.80 0.75 0.70 0.65 0.60 20 0 40 60 80 100 Epoch

#### In [95]:

#Predicting the results using 0.5 as the threshold

y\_val\_pred = model\_3.predict(X\_val)

```
[ True],
...,
[False],
[False],
[ True]])

In [97]:

model_name = "NN with SGD Smote "

train_metric_df.loc[model_name] = recall_score(y_train_smote,y_train_pred)
valid_metric_df.loc[model_name] = recall_score(y_val,y_val_pred)

print(train_metric_df)
```

recall
NN with SGD 0.219133
NN with Adam 0.678659
NN with Adam DropOut 0.538021
NN with SGD Smote 0.757379

[False],

#### **Classification report**

#### In [98]:

```
#lassification report
cr=classification_report(y_train_smote,y_train_pred)
print(cr)
```

	precision	recall	f1-score	support
0 1	0.75 0.74	0.73 0.76	0.74 0.75	4777 4777
accuracy macro avg weighted avg	0.75 0.75	0.75 0.75	0.75 0.75 0.75	9554 9554 9554

#### In [99]:

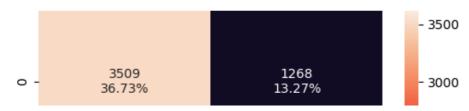
```
#classification report
cr=classification_report(y_val,y_val_pred) ## Complete the code to check the model's per
formance on the validation set
print(cr)
```

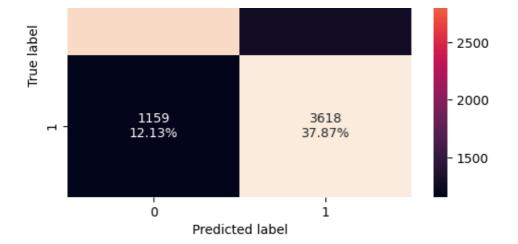
	precision	recall	f1-score	support
0 1	0.89	0.73 0.66	0.81 0.49	1593 407
accuracy macro avg weighted avg	0.64 0.79	0.70 0.72	0.72 0.65 0.74	2000 2000 2000

#### **Confusion matrix**

#### In [100]:

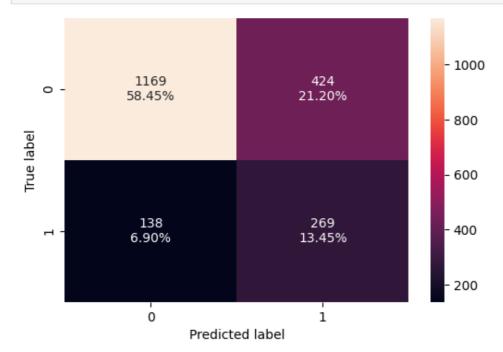
```
#Calculating the confusion matrix
make_confusion_matrix(y_train_smote, y_train_pred)
```





#### In [101]:

#Calculating the confusion matrix
make\_confusion\_matrix(y\_val,y\_val\_pred) ## Complete the code to check the model's perfor
mance on the validation set



## Neural Network with Balanced Data (by applying SMOTE) and Adam Optimizer

#### In [102]:

```
#sm = SMOTE(random_state=42)
#Fit SMOTE on the training data.
#X_train_smote, y_train_smote= sm.fit_resample(X_train,y_train)
print('After UpSampling, the shape of train_X: {}'.format(X_train_smote.shape))
print('After UpSampling, the shape of train_y: {} \n'.format(y_train_smote.shape))
```

After UpSampling, the shape of train\_X: (9554, 11) After UpSampling, the shape of train\_y: (9554,)

#### In [103]:

```
backend.clear_session()
#Fixing the seed for random number generators so that we can ensure we receive the same o
utput everytime
np.random.seed(2)
random.seed(2)
tf.random.set_seed(2)
```

#### In [104]:

```
#Initializing the neural network
model_4 = Sequential()
# Adding the input layer with 32 neurons and relu as activation function
model_4.add(Dense(32,activation='relu',input_dim = X_train_smote.shape[1]))
# Add a hidden layer (specify the # of neurons and the activation function)
model_4.add(Dense(16,activation='relu'))
# Add a hidden layer (specify the # of neurons and the activation function)
model_4.add(Dense(8,activation='relu'))
# Add a hidden layer (specify the # of neurons and the activation function)
model_4.add(Dense(1, activation='relu'))
```

#### In [105]:

```
#Complete the code to use Adam as the optimizer.
optimizer = tf.keras.optimizers.Adam()

# uncomment one of the following lines to define the metric to be used
# metric = 'accuracy'
metric = keras.metrics.Recall()
# metric = keras.metrics.Precision()
# metric = keras.metrics.F1Score()
```

#### In [106]:

```
# Complete the code to compile the model with binary cross entropy as loss function and r
ecall as the metric
model_4.compile(loss='binary_crossentropy',optimizer=optimizer,metrics=[metric])
```

#### In [107]:

```
model_4.summary()
```

#### Model: "sequential"

Layer (type)	Output Shape	Param #
dense (Dense)	(None, 32)	384
dense_1 (Dense)	(None, 16)	528
dense_2 (Dense)	(None, 8)	136
dense_3 (Dense)	(None, 1)	9

Total params: 1057 (4.13 KB)
Trainable params: 1057 (4.13 KB)

Non-trainable params: 0 (0.00 Byte)

#### In [108]:

Epoch 1/100

```
#Fitting the ANN
history_4 = model_4.fit(
    X_train_smote, y_train_smote,
    batch_size=32,
    validation_data=(X_val, y_val),
    epochs=100,
    verbose=1
)
```

```
2001200 L
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val loss: 0.5008 - val recall: 0.6462
Epoch 5/100
val loss: 0.4830 - val recall: 0.6609
Epoch 6/100
val loss: 0.4926 - val recall: 0.6880
Epoch 7/100
val loss: 0.4928 - val recall: 0.7174
Epoch 8/100
val loss: 0.4440 - val recall: 0.6585
Epoch 9/100
val loss: 0.5155 - val recall: 0.7518
Epoch 10/100
val_loss: 0.5051 - val recall: 0.7592
Epoch 11/100
val loss: 0.4731 - val recall: 0.7101
Epoch 12/100
val loss: 0.4889 - val recall: 0.7248
Epoch 13/100
val loss: 0.4997 - val recall: 0.7592
Epoch 14/100
val loss: 0.4470 - val recall: 0.6634
Epoch 15/100
val loss: 0.4840 - val recall: 0.7371
Epoch 16/100
val loss: 0.4579 - val_recall: 0.7076
Epoch 17/100
val loss: 0.4513 - val recall: 0.6806
Epoch 18/100
val loss: 0.4319 - val recall: 0.6634
Epoch 19/100
val loss: 0.4375 - val recall: 0.6486
Epoch 20/100
val_loss: 0.4515 - val_recall: 0.7002
Epoch 21/100
val loss: 0.4136 - val recall: 0.6216
Epoch 22/100
val loss: 0.4593 - val recall: 0.6978
Epoch 23/100
val loss: 0.4941 - val recall: 0.7346
Epoch 24/100
val loss: 0.4607 - val recall: 0.6683
Epoch 25/100
val loss: 0.4350 - val recall: 0.6536
Epoch 26/100
val loss: 0.4283 - val recall: 0.6462
Epoch 27/100
val_loss: 0.4375 - val_recall: 0.6634
Epoch 28/100
```

```
2001200 L
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val_loss: 0.4743 - val_recall: 0.7150
Epoch 29/100
val loss: 0.4412 - val recall: 0.6683
Epoch 30/100
val loss: 0.4399 - val recall: 0.6609
Epoch 31/100
val loss: 0.4685 - val recall: 0.7027
Epoch 32/100
val loss: 0.4580 - val recall: 0.6830
Epoch 33/100
val loss: 0.4250 - val recall: 0.6339
Epoch 34/100
val_loss: 0.4645 - val_recall: 0.7002
Epoch 35/100
val loss: 0.4868 - val recall: 0.7224
Epoch 36/100
val loss: 0.4533 - val recall: 0.6732
Epoch 37/100
val loss: 0.4305 - val recall: 0.6413
Epoch 38/100
val loss: 0.4433 - val recall: 0.6241
Epoch 39/100
val loss: 0.4777 - val recall: 0.6978
Epoch 40/100
val loss: 0.4621 - val_recall: 0.6781
Epoch 41/100
val loss: 0.4493 - val recall: 0.6511
Epoch 42/100
val loss: 0.4327 - val recall: 0.6339
Epoch 43/100
val loss: 0.4955 - val recall: 0.7027
Epoch 44/100
val_loss: 0.5031 - val_recall: 0.7371
Epoch 45/100
val loss: 0.4332 - val recall: 0.6339
Epoch 46/100
val loss: 0.4731 - val recall: 0.6806
Epoch 47/100
val loss: 0.5197 - val recall: 0.7297
Epoch 48/100
val loss: 0.4358 - val recall: 0.6118
Epoch 49/100
val loss: 0.5149 - val recall: 0.7150
Epoch 50/100
val loss: 0.4653 - val recall: 0.6658
Epoch 51/100
val_loss: 0.5083 - val_recall: 0.7101
Epoch 52/100
```

```
2001200 L
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                     TODO. O.O.T.O
                           ______. U.UUUU
val loss: 0.4667 - val recall: 0.6511
Epoch 53/100
val loss: 0.4568 - val recall: 0.6339
Epoch 54/100
val loss: 0.5154 - val recall: 0.6953
Epoch 55/100
val loss: 0.4307 - val recall: 0.5774
Epoch 56/100
val loss: 0.4414 - val recall: 0.5946
Epoch 57/100
val loss: 0.4625 - val recall: 0.6192
Epoch 58/100
val_loss: 0.4792 - val_recall: 0.6560
Epoch 59/100
val loss: 0.4724 - val recall: 0.6437
Epoch 60/100
val loss: 0.4590 - val recall: 0.6241
Epoch 61/100
val loss: 0.4664 - val recall: 0.6413
Epoch 62/100
val loss: 0.4585 - val recall: 0.6339
Epoch 63/100
val loss: 0.4489 - val recall: 0.5799
Epoch 64/100
val loss: 0.5048 - val_recall: 0.6929
Epoch 65/100
val loss: 0.4829 - val recall: 0.6609
Epoch 66/100
val loss: 0.4657 - val recall: 0.6241
Epoch 67/100
val loss: 0.4880 - val recall: 0.6437
Epoch 68/100
val_loss: 0.4646 - val_recall: 0.6241
Epoch 69/100
val loss: 0.4458 - val recall: 0.5921
Epoch 70/100
val loss: 0.5144 - val recall: 0.6953
Epoch 71/100
val loss: 0.4542 - val recall: 0.6044
Epoch 72/100
val loss: 0.4507 - val recall: 0.5749
Epoch 73/100
val loss: 0.4931 - val recall: 0.6511
Epoch 74/100
val loss: 0.4424 - val recall: 0.5749
Epoch 75/100
val_loss: 0.5188 - val_recall: 0.7027
Epoch 76/100
```

```
2001200 L
                10 01110/0000
                     1000. 0.0200
                           100u11. 0.0007
val loss: 0.5077 - val recall: 0.6781
Epoch 77/100
val loss: 0.4784 - val recall: 0.6167
Epoch 78/100
val loss: 0.5033 - val recall: 0.6609
Epoch 79/100
val loss: 0.4814 - val recall: 0.6314
Epoch 80/100
val loss: 0.5034 - val recall: 0.6486
Epoch 81/100
val loss: 0.4630 - val recall: 0.5872
Epoch 82/100
val_loss: 0.5246 - val_recall: 0.6880
Epoch 83/100
val loss: 0.4485 - val recall: 0.5577
Epoch 84/100
val loss: 0.4742 - val recall: 0.5946
Epoch 85/100
val loss: 0.4943 - val recall: 0.6511
Epoch 86/100
val loss: 0.4892 - val recall: 0.6314
Epoch 87/100
val loss: 0.4899 - val recall: 0.6241
Epoch 88/100
val loss: 0.5176 - val_recall: 0.6486
Epoch 89/100
val loss: 0.5357 - val recall: 0.6855
Epoch 90/100
val loss: 0.5055 - val recall: 0.6339
Epoch 91/100
val loss: 0.4828 - val recall: 0.6118
Epoch 92/100
val_loss: 0.4896 - val_recall: 0.6044
Epoch 93/100
val loss: 0.5724 - val recall: 0.7002
Epoch 94/100
val loss: 0.4973 - val recall: 0.6093
Epoch 95/100
val loss: 0.5410 - val recall: 0.6708
Epoch 96/100
val loss: 0.5056 - val recall: 0.6364
Epoch 97/100
val loss: 0.5237 - val recall: 0.6757
Epoch 98/100
val loss: 0.5580 - val recall: 0.6830
Epoch 99/100
val_loss: 0.5024 - val_recall: 0.6290
Epoch 100/100
```

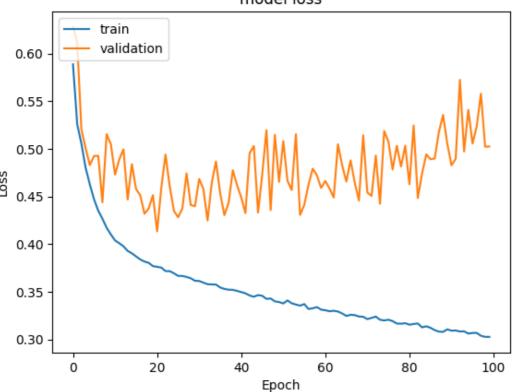
val\_loss: 0.5025 - val\_recall: 0.6143

#### **Loss function**

#### In [109]:

```
#Plotting Train Loss vs Validation Loss
plt.plot(history_4.history['loss'])
plt.plot(history_4.history['val_loss'])
plt.title('model loss')
plt.ylabel('Loss')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```

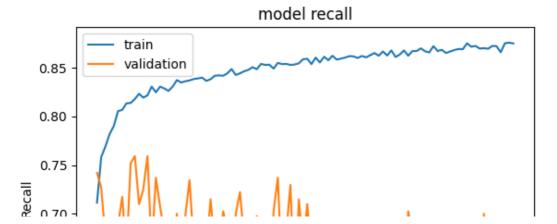
#### model loss



#### Recall

#### In [110]:

```
#Plotting Train recall vs Validation recall
plt.plot(history_4.history['recall'])
plt.plot(history_4.history['val_recall'])
plt.title('model recall')
plt.ylabel('Recall')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```



```
0.65 - 0.60 - 0.55 - 0 20 40 60 80 100 Epoch
```

#### In [111]:

```
63/63 [======] - Os 2ms/step
```

#### Out[112]:

y\_val\_pred

#### In [113]:

```
model_name = "NN with Adam Smote "

train_metric_df.loc[model_name] = recall_score(y_train_smote,y_train_pred)
valid_metric_df.loc[model_name] = recall_score(y_val,y_val_pred)

print(train_metric_df)
```

y val pred = (y val pred > 0.5)

#### **Classification report**

In [114]:

# #lassification report cr=classification\_report(y\_train\_smote,y\_train\_pred) print(cr)

	precision	recall	f1-score	support
0 1	0.88 0.87	0.87 0.88	0.87 0.87	4777 4777
accuracy macro avg weighted avg	0.87 0.87	0.87 0.87	0.87 0.87 0.87	9554 9554 9554

#### In [115]:

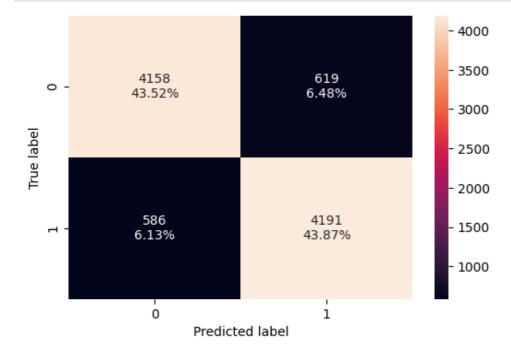
#classification report
cr=classification\_report(y\_val,y\_val\_pred) ## Complete the code to check the model's per
formance on the validation set
print(cr)

	precision	recall	f1-score	support
0 1	0.89	0.84	0.86 0.54	1593 407
accuracy			0.79	2000
macro avg	0.69	0.73	0.70	2000
weighted avg	0.81	0.79	0.80	2000

#### **Confusion matrix**

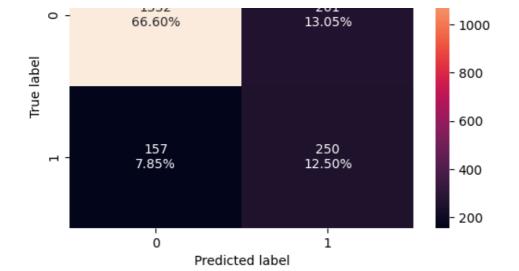
#### In [116]:

#Calculating the confusion matrix
make confusion matrix(y train smote, y train pred)



#### In [117]:

#Calculating the confusion matrix
make\_confusion\_matrix(y\_val,y\_val\_pred) ## Complete the code to check the model's perfor
mance on the validation set



# Neural Network with Balanced Data (by applying SMOTE), Adam Optimizer, and Dropout

```
In [118]:
```

```
#sm = SMOTE(random_state=42)
#Fit SMOTE on the training data.
#X_train_smote, y_train_smote= sm.fit_resample(X_train,y_train)
print('After UpSampling, the shape of train_X: {}'.format(X_train_smote.shape))
print('After UpSampling, the shape of train_y: {} \n'.format(y_train_smote.shape))

After UpSampling, the shape of train_X: (9554, 11)
After UpSampling, the shape of train_y: (9554,)
```

#### In [119]:

```
backend.clear_session()
#Fixing the seed for random number generators so that we can ensure we receive the same o
utput everytime
np.random.seed(2)
random.seed(2)
tf.random.set_seed(2)
```

#### In [120]:

```
#Initializing the neural network
model_5 = Sequential()
# Adding the input layer with 32 neurons and relu as activation function
model_5.add(Dense(32,activation='relu',input_dim = X_train_smote.shape[1]))
#Complete the code to add dropout rate
model_5.add(Dropout(0.2))
# Add a hidden layer (specify the # of neurons and the activation function)
model_5.add(Dense(16,activation='relu'))
#Complete the code to add dropout rate
model_5.add(Dropout(0.1))
# Add a hidden layer (specify the # of neurons and the activation function)
model_5.add(Dense(8,activation='relu'))
# Add a hidden layer (specify the # of neurons and the activation function)
model_5.add(Dense(1, activation = 'sigmoid'))
```

#### In [121]:

```
#Complete the code to use Adam as the optimizer.
optimizer = tf.keras.optimizers.Adam()

# uncomment one of the following lines to define the metric to be used
# metric = 'accuracy'
metric = keras.metrics.Recall()
# metric = keras.metrics.Precision()
# metric = keras.metrics.FlScore()
```

#### In [122]:

```
# Complete the code to compile the model with binary cross entropy as loss function and r
ecall as the metric
model_5.compile(loss='binary_crossentropy',optimizer=optimizer,metrics=[metric])
```

#### In [123]:

```
model_5.summary()
```

Model: "sequential"

Layer (type)	Output Shape	Param #
dense (Dense)	(None, 32)	384
dropout (Dropout)	(None, 32)	0
dense_1 (Dense)	(None, 16)	528
dropout_1 (Dropout)	(None, 16)	0
dense_2 (Dense)	(None, 8)	136
dense_3 (Dense)	(None, 1)	9

Total params: 1057 (4.13 KB)
Trainable params: 1057 (4.13 KB)
Non-trainable params: 0 (0.00 Byte)

#### In [124]:

```
#Fitting the ANN
history 5 = model 5.fit(
 X train_smote,y_train_smote,
 batch size=32,
  validation data=(X val, y val),
  epochs=100,
  verbose=1
Epoch 1/100
299/299 [============= ] - 5s 11ms/step - loss: 0.6157 - recall: 0.6703 -
val loss: 0.5860 - val recall: 0.7002
Epoch 2/100
val_loss: 0.5786 - val_recall: 0.6855
Epoch 3/100
val loss: 0.5455 - val recall: 0.6683
Epoch 4/100
val loss: 0.5280 - val recall: 0.6658
Epoch 5/100
val loss: 0.5335 - val recall: 0.6855
Epoch 6/100
val loss: 0.5295 - val recall: 0.6806
Epoch 7/100
val loss: 0.5080 - val recall: 0.6462
Epoch 8/100
val_loss: 0.4914 - val_recall: 0.6339
Epoch 9/100
val loss: 0.4923 - val recall: 0.6757
Epoch 10/100
200/200 [
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                            1 ---- 0 4700
```

```
val loss: 0.5056 - val recall: 0.7150
Epoch 11/100
val loss: 0.4862 - val recall: 0.7002
Epoch 12/100
val loss: 0.5004 - val recall: 0.7101
Epoch 13/100
val loss: 0.4857 - val recall: 0.7076
Epoch 14/100
val_loss: 0.4669 - val_recall: 0.6806
Epoch 15/100
val loss: 0.4834 - val recall: 0.7297
Epoch 16/100
val loss: 0.4568 - val recall: 0.6855
Epoch 17/100
val loss: 0.4783 - val recall: 0.7101
Epoch 18/100
val loss: 0.4476 - val recall: 0.6830
Epoch 19/100
val loss: 0.4564 - val recall: 0.6978
Epoch 20/100
val_loss: 0.4555 - val_recall: 0.7002
Epoch 21/100
val loss: 0.4544 - val recall: 0.7101
Epoch 22/100
val loss: 0.4599 - val recall: 0.7199
Epoch 23/100
val loss: 0.4779 - val recall: 0.7396
Epoch 24/100
val_loss: 0.4507 - val_recall: 0.7052
Epoch 25/100
val loss: 0.4423 - val recall: 0.6830
Epoch 26/100
val_loss: 0.4338 - val_recall: 0.6830
Epoch 27/100
299/299 [============ ] - 1s 3ms/step - loss: 0.4195 - recall: 0.8049 -
val loss: 0.4521 - val recall: 0.7052
Epoch 28/100
val loss: 0.4464 - val recall: 0.7027
Epoch 29/100
val loss: 0.4503 - val recall: 0.7002
Epoch 30/100
val loss: 0.4639 - val recall: 0.7174
Epoch 31/100
val loss: 0.4556 - val recall: 0.7150
Epoch 32/100
val_loss: 0.4447 - val_recall: 0.6978
Epoch 33/100
299/299 [============ ] - 1s 4ms/step - loss: 0.4114 - recall: 0.8198 -
val_loss: 0.4590 - val_recall: 0.7248
Epoch 34/100
```

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```
val loss: 0.4647 - val recall: 0.7297
Epoch 35/100
val loss: 0.4499 - val recall: 0.7125
Epoch 36/100
val loss: 0.4464 - val recall: 0.7101
Epoch 37/100
val loss: 0.4359 - val recall: 0.6855
Epoch 38/100
val_loss: 0.4351 - val_recall: 0.6880
Epoch 39/100
val loss: 0.4527 - val recall: 0.7101
Epoch 40/100
val loss: 0.4400 - val recall: 0.7076
Epoch 41/100
val loss: 0.4698 - val recall: 0.7199
Epoch 42/100
val loss: 0.4568 - val recall: 0.7174
Epoch 43/100
val loss: 0.4446 - val recall: 0.6929
Epoch 44/100
val_loss: 0.4364 - val_recall: 0.6929
Epoch 45/100
val loss: 0.4521 - val recall: 0.7052
Epoch 46/100
val loss: 0.4601 - val recall: 0.7224
Epoch 47/100
val loss: 0.4528 - val recall: 0.7150
Epoch 48/100
val_loss: 0.4483 - val_recall: 0.7101
Epoch 49/100
val loss: 0.4493 - val recall: 0.7174
Epoch 50/100
val_loss: 0.4527 - val_recall: 0.7174
Epoch 51/100
299/299 [============ ] - 1s 3ms/step - loss: 0.4032 - recall: 0.8162 -
val loss: 0.4648 - val recall: 0.7273
Epoch 52/100
val loss: 0.4452 - val recall: 0.6904
Epoch 53/100
val loss: 0.4398 - val recall: 0.6953
Epoch 54/100
val loss: 0.4468 - val recall: 0.7150
Epoch 55/100
val loss: 0.4491 - val recall: 0.7052
Epoch 56/100
val_loss: 0.4492 - val_recall: 0.7076
Epoch 57/100
299/299 [===========] - 1s 3ms/step - loss: 0.3922 - recall: 0.8189 -
val_loss: 0.4415 - val_recall: 0.6904
Epoch 58/100
```

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```
val loss: 0.4473 - val recall: 0.7027
Epoch 59/100
val loss: 0.4342 - val recall: 0.6781
Epoch 60/100
val loss: 0.4389 - val recall: 0.7101
Epoch 61/100
val loss: 0.4566 - val recall: 0.7420
Epoch 62/100
val_loss: 0.4513 - val_recall: 0.7199
Epoch 63/100
val loss: 0.4548 - val recall: 0.7248
Epoch 64/100
val loss: 0.4448 - val recall: 0.7199
Epoch 65/100
val loss: 0.4296 - val recall: 0.6855
Epoch 66/100
val loss: 0.4688 - val recall: 0.7420
Epoch 67/100
val loss: 0.4416 - val recall: 0.7027
Epoch 68/100
val loss: 0.4377 - val recall: 0.7150
Epoch 69/100
val loss: 0.4454 - val recall: 0.7125
Epoch 70/100
val loss: 0.4587 - val recall: 0.7273
Epoch 71/100
val loss: 0.4391 - val recall: 0.7076
Epoch 72/100
val_loss: 0.4252 - val_recall: 0.6904
Epoch 73/100
val loss: 0.4578 - val recall: 0.7248
Epoch 74/100
val_loss: 0.4454 - val_recall: 0.6978
Epoch 75/100
299/299 [============ ] - 1s 3ms/step - loss: 0.3957 - recall: 0.8206 -
val loss: 0.4486 - val recall: 0.7101
Epoch 76/100
val loss: 0.4479 - val recall: 0.7248
Epoch 77/100
val loss: 0.4296 - val recall: 0.7052
Epoch 78/100
val loss: 0.4434 - val recall: 0.7076
Epoch 79/100
val loss: 0.4377 - val recall: 0.7125
Epoch 80/100
val_loss: 0.4406 - val_recall: 0.6929
Epoch 81/100
299/299 [===========] - 1s 3ms/step - loss: 0.3933 - recall: 0.8256 -
val_loss: 0.4495 - val_recall: 0.7076
Epoch 82/100
```

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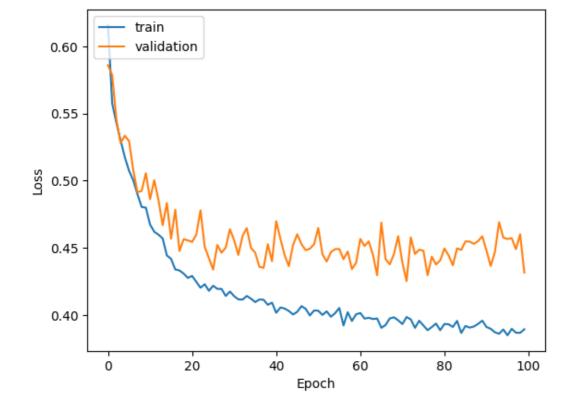
200/200 [

```
val loss: 0.4444 - val recall: 0.7224
Epoch 83/100
val loss: 0.4370 - val recall: 0.7052
Epoch 84/100
val loss: 0.4496 - val recall: 0.7248
Epoch 85/100
val loss: 0.4484 - val recall: 0.7322
Epoch 86/100
val_loss: 0.4548 - val_recall: 0.7297
Epoch 87/100
val loss: 0.4546 - val recall: 0.7322
Epoch 88/100
val loss: 0.4529 - val recall: 0.7297
Epoch 89/100
val loss: 0.4550 - val recall: 0.7224
Epoch 90/100
val loss: 0.4586 - val recall: 0.7346
Epoch 91/100
val loss: 0.4480 - val recall: 0.7101
Epoch 92/100
val_loss: 0.4365 - val_recall: 0.6953
Epoch 93/100
val loss: 0.4469 - val recall: 0.7174
Epoch 94/100
val loss: 0.4691 - val recall: 0.7543
Epoch 95/100
val loss: 0.4576 - val recall: 0.7346
Epoch 96/100
299/299 [============ ] - 1s 3ms/step - loss: 0.3849 - recall: 0.8279 -
val loss: 0.4566 - val recall: 0.7248
Epoch 97/100
val loss: 0.4572 - val recall: 0.7273
Epoch 98/100
val loss: 0.4490 - val recall: 0.7248
Epoch 99/100
val loss: 0.4601 - val recall: 0.7371
Epoch 100/100
val loss: 0.4316 - val recall: 0.6978
```

#### **Loss function**

```
In [125]:
```

```
#Plotting Train Loss vs Validation Loss
plt.plot(history_5.history['loss'])
plt.plot(history_5.history['val_loss'])
plt.title('model loss')
plt.ylabel('Loss')
plt.ylabel('Loss')
plt.xlabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```



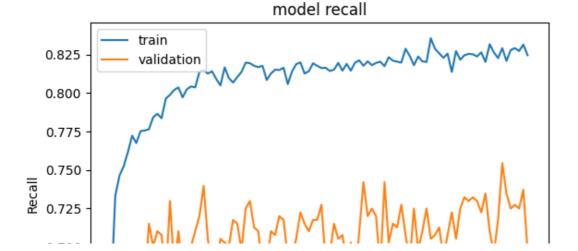
# **Model Loss Over Epochs**

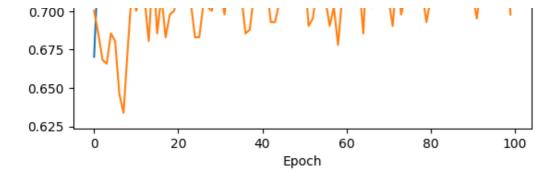
- Initially, both training and validation loss decrease sharply, indicating that the model is learning and improving its predictions.
- The training loss continues to decrease and begins to plateau, showing signs of model convergence.
- In contrast, the validation loss decreases initially but then starts to exhibit fluctuations, suggesting variability
  in the model's performance on the validation data.
- Around epoch 20, the validation loss begins to diverge from the training loss, possibly indicating the beginning of overfitting.
- The model seems to generalize well initially but may benefit from regularization or early stopping to address the divergence in later epochs.

#### Recall

#### In [126]:

```
#Plotting Train recall vs Validation recall
plt.plot(history_5.history['recall'])
plt.plot(history_5.history['val_recall'])
plt.title('model recall')
plt.ylabel('Recall')
plt.ylabel('Epoch')
plt.legend(['train', 'validation'], loc='upper left')
plt.show()
```





# **Model Recall Over Epochs**

- The recall on the training set shows a steady increase early on and levels off, maintaining a high recall above 80% after approximately 20 epochs.
- In contrast, the validation recall is more volatile, with significant fluctuations throughout the training process.
- Although the validation recall improves initially, it does not achieve the same level of stability or performance
  as the training recall, suggesting potential overfitting or that the model may not generalize as well to unseen
  data.
- The gap between training and validation recall suggests the model could be improved, potentially by finetuning, adding regularization, or implementing other techniques to enhance generalization to the validation set.

```
In [127]:
#Predicting the results using 0.5 as the threshold
y train_pred = model_5.predict(X_train_smote)
y train pred = (y train pred > 0.5)
y train pred
299/299 [========= ] - 0s 1ms/step
Out[127]:
array([[False],
       [True],
       [True],
       . . . ,
       [ True],
       [False],
       [ True]])
In [128]:
#Predicting the results using 0.5 as the threshold
y val pred = model_5.predict(X_val)
y_val_pred = (y_val_pred > 0.5)
y_val_pred
63/63 [=========== ] - Os 1ms/step
Out[128]:
array([[False],
       [False],
       [True],
       . . . ,
       [False],
       [False],
       [ True]])
In [129]:
model name = "NN with Adam Smote Dropout"
```

train metric df.loc[model name] = recall score(y train smote, y train pred)

valid metric df.loc[model name] = recall score(y val, y val pred)

## print(train\_metric\_df)

					recall
NN	with	SGD			0.219133
NN	with	Adam			0.678659
NN	with	Adam	Drop0u	ıt	0.538021
NN	with	SGD S	Smote		0.757379
NN	with	Adam	Smote		0.877329
NN	with	Adam	Smote	Dropout	0.839230

#### **Classification report**

#### In [130]:

#lassification report
cr=classification\_report(y\_train\_smote,y\_train\_pred)
print(cr)

	precision	recall	f1-score	support
0 1	0.84 0.85	0.85 0.84	0.85 0.85	4777 4777
accuracy			0.85	9554
macro avg	0.85	0.85	0.85	9554
weighted avg	0.85	0.85	0.85	9554

#### In [131]:

#classification report
cr=classification\_report(y\_val,y\_val\_pred) ## Complete the code to check the model's per
formance on the validation set
print(cr)

support	f1-score	recall	precision	
1593 407	0.87 0.59	0.83 0.70	0.92 0.52	0 1
2000 2000 2000	0.81 0.73 0.82	0.77 0.81	0.72 0.83	accuracy macro avg weighted avg

#### **Confusion matrix**

#### In [132]:

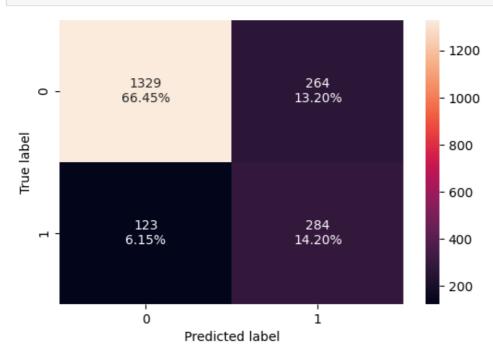
#Calculating the confusion matrix
make\_confusion\_matrix(y\_train\_smote, y\_train\_pred)



# 0 1 Predicted label

#### In [133]:

#Calculating the confusion matrix
make\_confusion\_matrix(y\_val,y\_val\_pred) ## Complete the code to check the model's perfor
mance on the validation set



# **Model Performance Comparison and Final Model Selection**

#### In [134]:

print("Training performance comparison")
train metric df

Training performance comparison

#### Out[134]:

	recall
NN with SGD	0.219133
NN with Adam	0.678659
NN with Adam DropOut	0.538021
NN with SGD Smote	0.757379
NN with Adam Smote	0.877329
NN with Adam Smote Dropout	0.839230

#### NN with Adam Smote is our best model on Training set

#### In [135]:

```
print("Validation set performance comparison")
valid_metric_df
```

Validation set performance comparison

Out[135]:

NN with SGD 0.194103

NN with Adam 0.493857

NN with Adam DropOut 0.437346

NN with SGD Smote 0.660934

NN with Adam Smote 0.614251

NN with Adam Smote Dropout 0.697789

#### NN with Adam Smote Dropout is our best model on validation set

#### In [136]:

```
train_metric_df - valid_metric_df
```

#### Out[136]:

#### recall

 NN with SGD
 0.025030

 NN with Adam
 0.184802

 NN with Adam DropOut
 0.100675

 NN with SGD Smote
 0.096445

NN with Adam Smote 0.263078

NN with Adam Smote Dropout 0.141441

**Model 5 which is NN with Adam Smote Dropout** has best performance in validation set and closer to train set result.

#### In [137]:

```
# Test set using best model - Model 5
y_test_pred = model_5.predict(X_test)
y_test_pred = (y_test_pred > 0.5)
print(y_test_pred)
```

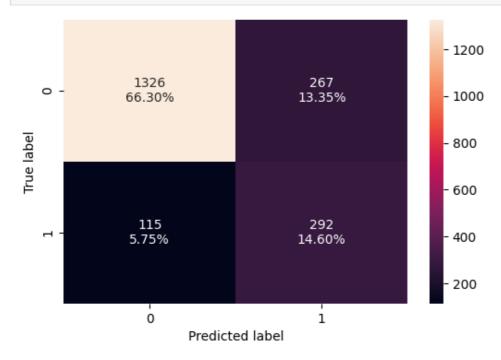
#### In [138]:

#lets print classification report
cr=classification\_report(y\_test,y\_test\_pred)
print(cr)

	precision	recall	f1-score	support
0 1	0.92 0.52	0.83 0.72	0.87 0.60	1593 407
accuracy			0.81	2000
macro avg	0.72	0.77	0.74	2000
weighted avg	0.84	0.81	0.82	2000

#### In [139]:

#Calculating the confusion matrix



# **Actionable Insights and Business Recommendations**

#### **Final Model Selection and Business Recommendations**

Based on a comprehensive evaluation of six neural network configurations, the chosen model incorporates **Adam optimization, SMOTE for handling class imbalance, and Dropout for regularization**. The model demonstrates a compelling balance between recall and precision, achieving an overall accuracy of 81% on the validation set.

#### **Model Performance Highlights**

- The final model significantly outperforms others, particularly in recall, capturing 72% of actual churn cases.
- While the precision is lower for predicting churn (52%), this is offset by the model's ability to correctly identify a higher number of customers who might churn.

#### **Confusion Matrix Analysis**

- True Negatives (TN): 1326 customers were correctly predicted to not churn, accounting for 66.30%.
- False Positives (FP): 267 customers were incorrectly predicted to churn, 13.35% of predictions.
- True Positives (TP): 292 customers who churned were correctly identified, representing 14.60% of predictions.
- False Negatives (FN): 115 customers were incorrectly predicted to not churn, 5.75%.

#### **Actionable Insights**

- Customer Retention Focus: With a high recall, the bank can deploy targeted retention strategies to the identified at-risk customers, potentially preventing actual churn.
- **Precision Trade-Off:** The lower precision is an acceptable trade-off for higher recall in the context of churn prediction. It is more cost-effective to engage false positives than miss true positives in retention efforts.

#### **Business Recommendations**

- Retention Campaigns: Prioritize retention campaigns for customers identified as high risk by the model, especially older customers and those with higher balances.
- Product Engagement: Investigate why customers with more products are less likely to churn and consider cross-selling or upselling strategies.
- Loyalty Programs: Enhance loyalty programs aimed at increasing active membership, as it is strongly
  correlated with reduced churn

-----

- Customer Service Enhancement: Improve customer service touchpoints for customers in the higher age brackets to address their specific needs and concerns, as age has shown to be a strong churn predictor.
- Further Analysis: Conduct further analysis on customers with low balances and those holding multiple products, as the model indicates these factors contribute to lower churn.
- Feedback Loop: Establish a feedback loop where model predictions are constantly evaluated against actual outcomes to continuously refine the prediction model and retention strategies.

This model, with its focus on recall, empowers the bank to proactively manage and mitigate churn, thereby enhancing customer value and loyalty.

# Power Ahead AY