```
In [1]: # Importa os pacotes principais
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.model_selection import train_test_split
%matplotlib inline
In [2]: # Carrega o dataset
dftreino = pd.read_csv('projeto4_telecom_treino.csv')
dfteste = pd.read_csv('projeto4_telecom_teste.csv')
dftreino['dadosTreino'] = 1
dfteste['dadosTreino'] = 0
df = pd.concat([dftreino, dfteste])
```

## Análise exploratória

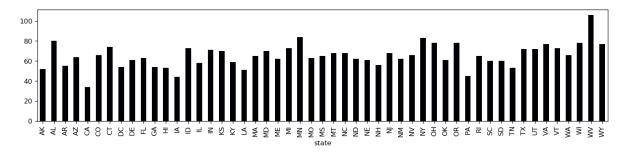
```
In [3]:
         df.head()
Out[3]:
            Unnamed:
                      state account_length
                                              area_code international_plan voice_mail_plan number_
          0
                    1
                        KS
                                      128 area_code_415
                                                                     no
                                                                                   yes
          1
                    2
                        OH
                                          area_code_415
                                      107
                                                                     no
                                                                                   yes
                    3
                        NJ
                                      137 area code 415
                                                                                    no
                                                                     no
          3
                    4
                        ОН
                                          area code 408
                                                                    yes
                                                                                    no
                    5
                        OK
                                       75 area code 415
                                                                    yes
                                                                                    no
         5 rows × 22 columns
In [4]: # Tratamentos iniciais
         # Retira a coluna de index
         df = df.drop('Unnamed: 0', axis=1)
         # Modifica as colunas com no e yes para 0 e 1
         colunas = ['international_plan','voice_mail_plan','churn']
         df[colunas] = df[colunas].applymap(lambda x: 0 if x=='no' else 1)
         dftreino[colunas] = dftreino[colunas].applymap(lambda x: 0 if x=='no' else 1)
```

```
In [5]: # Distribuição de classes. O Data set está desbalanceado, precisará de tratame
        nto no momomento de modelagem
        churnDist = round(dftreino.groupby('churn').size() / dftreino['churn'].count()
        * 100, ndigits=1)
        churnDist
Out[5]: churn
             85.5
             14.5
        1
        dtype: float64
In [7]:
        # Cálculo de correlação
        colunas = ['account_length', 'number_vmail_messages', 'total_day_minutes', 'to
        tal_day_calls', 'total_day_charge', 'total_eve_minutes', 'total_eve_calls', 't
        otal_eve_charge', 'total_night_minutes', 'total_night_calls', 'total_night_cha
        rge', 'total_intl_minutes', 'total_intl_calls', 'total_intl_charge', 'number_c
        ustomer_service_calls']
        dfCorrMatrix = np.corrcoef(dftreino[colunas], rowvar = False)
        dfCorrMatrix = np.nan to num(dfCorrMatrix)
        dfCorrMatrix = np.around(dfCorrMatrix,decimals=1)
```

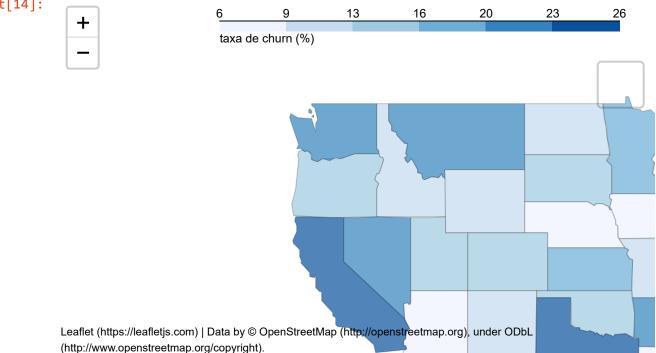
```
In [8]:
          corrGrafico = sns.heatmap(
               dfCorrMatrix, annot=True,
               vmin=-1, vmax=1, center=0,
               cmap=sns.diverging palette(20, 220, n=200))
          corrGrafico.set(title='Correleções')
          corrGrafico.set_xticklabels(colunas, rotation=90)
          corrGrafico.set yticklabels(colunas, rotation=0)
Out[8]: [Text(0,0.5, 'account_length'),
           Text(0,1.5, 'number vmail messages'),
           Text(0,2.5, 'total_day_minutes'),
           Text(0,3.5,'total day calls'),
           Text(0,4.5,'total_day_charge'),
           Text(0,5.5, 'total eve minutes'),
           Text(0,6.5, 'total eve calls'),
           Text(0,7.5, 'total eve charge'),
           Text(0,8.5,'total_night_minutes'),
           Text(0,9.5,'total_night_calls'),
           Text(0,10.5, 'total night charge'),
           Text(0,11.5,'total intl minutes'),
           Text(0,12.5,'total_intl_calls'),
           Text(0,13.5, 'total intl charge'),
           Text(0,14.5, 'number_customer_service_calls')]
                                                      Correleções
                         number vmail messages - -0 1 0 -0 0 0
                                                        -0 0 0
                                                                0 0 0
                                                                                       - 0.8
                      total_day_minutes - 0 0 1 0 1 0 0 0 0
                         total_day_calls - 0 -0 0 1 0 -0
                                                        0 -0
                                                             0
                       total_day_charge - 0 0 1 0 1 0 0 0 0
                                                                                      - 0.4
                      total_eve_minutes - -0 0 0 -0 0 1
                         total eve calls - 0 -0 0 0 0 -0 11 -0 -0
                       total_eve_charge - -0 0 0 -0 0 1 -0
                                                           1 -0
                                                                   -0
                                                                0
                                                                                      - 0.0
                     total_night_minutes - -0 0 0 0 0 -0 -0 -0
                        total night calls - -0 0 0 -0 0
                                                     0
                                                        0 0
                                                              0
                                                        -0 -0
                      total night charge - -0 0 0 0 0
                                                     -0
                                                                       -0
                                                                                      - -0.4
                       total intl minutes - 0 0 -0 0 -0
                                                     -0
                                                        0
                                                                 -0 -0
                                                           -0
                                                             -0
                          total intl calls - 0
                                          0
                                            0 0 0
                                                     0
                                                        0
                                                           0
                                                              -0
                                                                 0
                                                                   -0
                       total_intl_charge - 0
                                          0
                                            -0 0 -0
                                                     -0
                                                        0
                                                           -0
                                                              -0
                                                                                        -0.8
                                            -0 -0
                                                  -0
                                                     -0
           number_customer_service_calls - -0
                                          -0
                                                           -0
                                          number vmail messages
                                               total_day_calls
                                                  total_day_charge
                                                     total eve minutes
                                                        total_eve_calls
                                                           total_eve_charge
                                                              total_night_minutes
                                                                total_night_calls
                                                                         total intl calls
                                            total day minutes
                                                                   total_night_charge
                                                                      total intl minutes
```

```
In [10]: # Distribuição do dataset por estados parece balanceada.
    dftemp = dftreino.groupby('state').size()
    fig = plt.figure(figsize=(15, 3), dpi = 120)
    dftemp.plot('bar', colormap='magma')
```

## Out[10]: <matplotlib.axes.\_subplots.AxesSubplot at 0x22f8d801d08>

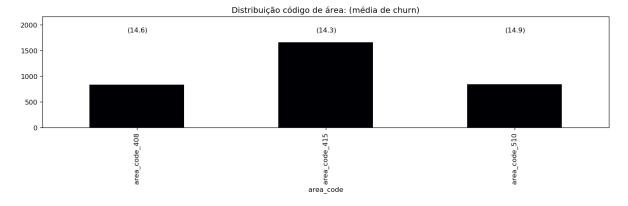


```
In [14]:
         # Criando os dados
         # Califórnia, Texas, New York e Carolina do Sul possuem maior taxa de churn (~
         26%)
         dftemp = dftreino.groupby('state')['churn'].sum() / dftreino.groupby('state').
         size() * 100
         # Criando o mapa
         m = folium.Map(location=[37, -102], zoom_start=4)
         m.choropleth(
          geo data=estados,
          name='choropleth',
          data=dftemp,
          columns=['state', 'account_length'],
          key on='feature.id',
          fill_color='Blues',
          fill_opacity=0.7,
          line_opacity=0.2,
          legend_name='taxa de churn (%)'
         folium.LayerControl().add_to(m)
                            v u
Out[14]:
```

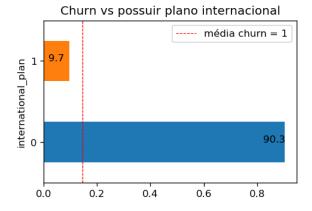


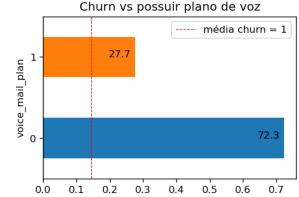
```
In [15]: # Distribuição por código de area
# Não há grande diferença na média de churn dado o código de area.
# Isso significa que porovavelmente essa variável não é boa preditora, pois po ssue pouca variabilidade

dftemp = dftreino.groupby('area_code').size()
dftemp2 = round(dftreino.groupby('area_code')['churn'].sum() / dftreino.groupb
y('area_code').size() * 100, 1)
fig = plt.figure(figsize=(15, 3), dpi = 120)
dftemp.plot(kind='bar', colormap='magma', ylim=[0,dftemp.max()+500] ,title='Di
stribuição código de área: (média de churn)')
for i in range(3):
    plt.text(i-0.05,dftemp.max()+200,'(' + str(dftemp2[i]) + ')')
```



```
In [17]: # Análise de churn caso o cliente possua plano internacional ou plano de voz.
          Dadas as médias diferentes, é provável que essas
         # variáveis sejam boas preditoras
         fig, axes = plt.subplots(1,2, figsize=(10, 3), dpi = 120, squeeze = False)
         dftemp = dftreino.groupby('international plan').size() / dftreino['internation
         al plan'].count()
         dftemp.plot('barh',ax=axes[0,0], title='Churn vs possuir plano internacional')
         axes[0,0].vlines(churnDist[1]/100,-1,2, color='red', linestyle='--', linewidth
         = 0.7)
         dftemp2 = dftreino.groupby('voice_mail_plan').size() / dftreino['voice_mail_pl
         an'l.count()
         dftemp2.plot('barh',ax=axes[0,1], title='Churn vs possuir plano de voz')
         for i in range(2):
                 axes[0,0].text(dftemp[i]-0.08,i,round(dftemp[i]*100,1))
                 axes[0,1].text(dftemp2[i]-0.08,i,round(dftemp2[i]*100,1))
                 axes[0,i].vlines(churnDist[1]/100,-1,2, color='red', linestyle='--', 1
         inewidth = 0.7, label='Média de churn')
                 axes[0,i].legend(['média churn = 1'])
```





```
In [18]:
           # Vamos análisar as variáveis numéricas separas por churn. É possível verifica
            r que muitas variáveis não possuem grande
            # diferenciação entre os grupos, indicando que podem não ser boas variáveis pr
            editoras
            plt.style.use('ggplot')
            fig, axes = plt.subplots(3,3, figsize=(10, 8), dpi = 120, squeeze = False)
            # Define as variáveis
            variaveis = ['total_day_minutes','total_day_calls','total_eve_minutes',
                            'total_eve_calls', 'total_night_minutes', 'total_night_calls',
                            'total_intl_minutes','total_intl_calls','number_customer_service_
            calls']
            # Plota as variáveis
            k = 0
            for linha in axes:
                for ax in linha:
                           listtemp = [dftreino.loc[dftreino['churn'] == 0,variaveis[k]], dft
            reino.loc[dftreino['churn'] == 1,variaveis[k]]]
                           ax.boxplot(listtemp)
                           #ax.set_xlabel('churn'); # x label
                           ax.set ylabel(variaveis[k]); # y Label
                           ax.set xticklabels([0,1])
                           k += 1
            plt.tight layout()
                                               150
            total_day_minutes
                                                                             total eve minutes
              300
                                            total_day_calls
                                                                               300
                                               100
              200
                                                                               200
                                                50
              100
                                                                               100
                0
                                                 0 -
                                                        0
                                                                     0
                                               400
                                            total_night_minutes
               150
                                                                             total_night_calls
                                                                                150
            total eve calls
                                               300
               100
                                               200
                                                                                100
               50
                                               100
                                                                                50
                0
                                                                               number_customer_service_calls
               20
                                                20
                                                                                         00000
             total intl minutes
                                             total intl calls
                                                15
               15
                                                                     00000P
                                                10
               10
                                                5
                                                                                 2 -
                                    0
                0
                                                 0
                                                        0
                                                                                         ó
                                    i
                        Ó
```

In [19]: # Por fim, vamos analisar as distribuições em pares. Podemos ver que muitas se
 parações não são lineares, o que
 # dificulta a modelagem preditiva
 sns.set(style="ticks")
 sns.pairplot(df, hue="churn")

C:\ProgramData\Anaconda3\lib\site-packages\scipy\stats\stats.py:1713: FutureW arning: Using a non-tuple sequence for multidimensional indexing is deprecate d; use `arr[tuple(seq)]` instead of `arr[seq]`. In the future this will be in terpreted as an array index, `arr[np.array(seq)]`, which will result either in an error or a different result.

return np.add.reduce(sorted[indexer] \* weights, axis=axis) / sumval

C:\ProgramData\Anaconda3\lib\site-packages\statsmodels\nonparametric\kde.py:4

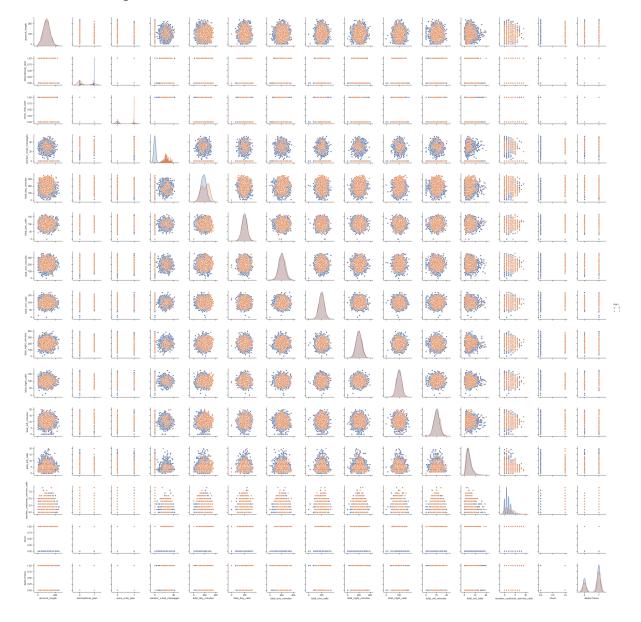
88: RuntimeWarning: invalid value encountered in true\_divide

binned = fast\_linbin(X, a, b, gridsize) / (delta \* nobs)

C:\ProgramData\Anaconda3\lib\site-packages\statsmodels\nonparametric\kdetool

s.py:34: RuntimeWarning: invalid value encountered in double\_scalars
FAC1 = 2\*(np.pi\*bw/RANGE)\*\*2

Out[19]: <seaborn.axisgrid.PairGrid at 0x22f8f337708>



## **Modelagem Preditiva**

```
In [21]:
         # Dataset que utilizaremos para a modelagem preditiva
         from sklearn import preprocessing
         min max scaler = preprocessing.MinMaxScaler()
         # Transforma as variáveis de texto em variáveis dummies
         dados = pd.get dummies(df)
         colunas = dados.columns
         dadosMPN = min max scaler.fit transform(dados)
         dadosMPN = pd.DataFrame(dadosMPN, columns = columns)
         #dadosMPN = preprocessing.scale(dadosMP)
In [22]: # Separa os datasets em Treino e Teste
         dadosTreino = dadosMPN[dadosMPN['dadosTreino'] == 1]
         dadosTeste = dadosMPN[dadosMPN['dadosTreino'] == 0]
         dadosTreino = dadosTreino.drop(['dadosTreino'], axis=1)
         dadosTeste = dadosTeste.drop(['dadosTreino'], axis=1)
         dadosTreinoX = dadosTreino.drop(['churn'], axis=1)
         dadosTreinoY = dadosTreino['churn']
         dadosTesteX = dadosTeste.drop(['churn'], axis=1)
         dadosTesteY = dadosTeste['churn']
         # Regressão Logística
In [23]:
         import statsmodels.api as sm
```

```
from sklearn import linear model
```

In [24]: # Gera os coeficientes e valores p para podermos entender quais variáveis são
 mais importantes
 modeloRL\_sm=sm.Logit(dadosTreinoY,dadosTreinoX)
 modeloRL\_smResult=modeloRL\_sm.fit()
 modeloRL\_smResult.summary2()

Optimization terminated successfully.

Current function value: 0.310794

Iterations 7

Out[24]: Model: Logit Pseudo R-squared: 0.249

Dependent Variable: churn AIC: 2203.7528

Date: 2020-02-22 14:57 BIC: 2607.1202

No. Observations: 3333 Log-Likelihood: -1035.9

Df Model: 65 LL-Null: -1379.1

Df Residuals: 3267 LLR p-value: 1.4720e-104

Converged: 1.0000 Scale: 1.0000

No. Iterations: 7.0000

	Coef.	Std.Err.	z	P> z	[0.025	0.9
account_length	0.2312	0.3472	0.6660	0.5054	-0.4493	0.9
international_plan	2.1884	0.1533	14.2743	0.0000	1.8879	2.48
voice_mail_plan	-2.1062	0.5930	-3.5515	0.0004	-3.2685	-0.94
number_vmail_messages	1.9507	0.9676	2.0160	0.0438	0.0542	3.84
total_day_minutes	4.6119	0.3900	11.8264	0.0000	3.8476	5.37
total_day_calls	0.6684	0.4716	1.4173	0.1564	-0.2559	1.59
total_eve_minutes	2.8258	0.4307	6.5603	0.0000	1.9816	3.67
total_eve_calls	0.1720	0.4912	0.3503	0.7261	-0.7906	1.10
total_night_minutes	1.5505	0.4546	3.4104	0.0006	0.6594	2.44
total_night_calls	0.0382	0.5120	0.0746	0.9405	-0.9653	1.04
total_intl_minutes	1.6733	0.4218	3.9669	0.0001	0.8466	2.50
total_intl_calls	-1.7907	0.5138	-3.4854	0.0005	-2.7977	-0.78
number_customer_service_calls	4.8333	0.3686	13.1134	0.0000	4.1109	5.5
state_AK	-1.2660	3287813.8752	-0.0000	1.0000	-6443998.0492	6443995.5
state_AL	-0.9391	3287813.8752	-0.0000	1.0000	-6443997.7223	6443995.84
state_AR	-0.3591	3287813.8752	-0.0000	1.0000	-6443997.1423	6443996.42
state_AZ	-1.1537	3287813.8752	-0.0000	1.0000	-6443997.9368	6443995.62
state_CA	0.5614	3287813.8752	0.0000	1.0000	-6443996.2218	6443997.34
state_CO	-0.6021	3287813.8752	-0.0000	1.0000	-6443997.3852	6443996.18
state_CT	-0.2478	3287813.8752	-0.0000	1.0000	-6443997.0310	6443996.53
state_DC	-0.5721	3287813.8752	-0.0000	1.0000	-6443997.3553	6443996.2
state_DE	-0.5057	3287813.8752	-0.0000	1.0000	-6443997.2889	6443996.27
state_FL	-0.6742	3287813.8752	-0.0000	1.0000	-6443997.4574	6443996.10
state_GA	-0.5958	3287813.8752	-0.0000	1.0000	-6443997.3790	6443996.18
state_HI	-1.4858	3287813.8752	-0.0000	1.0000	-6443998.2690	6443995.29
state_IA	-1.0360	3287813.8752	-0.0000	1.0000	-6443997.8192	6443995.74
state_ID	-0.3873	3287813.8752	-0.0000	1.0000	-6443997.1705	6443996.39
state_IL	-1.4805	3287813.8752	-0.0000	1.0000	-6443998.2637	6443995.30

-0.8271	3287813.8752	-0.0000	1.0000	-6443997.6103	6443995.9
-0.1954	3287813.8752	-0.0000	1.0000	-6443996.9786	6443996.58
-0.4599	3287813.8752	-0.0000	1.0000	-6443997.2431	6443996.32
-0.7020	3287813.8752	-0.0000	1.0000	-6443997.4852	6443996.08
-0.1009	3287813.8752	-0.0000	1.0000	-6443996.8840	6443996.68
-0.1258	3287813.8752	-0.0000	1.0000	-6443996.9089	6443996.6
0.0808	3287813.8752	0.0000	1.0000	-6443996.7024	6443996.86
0.1191	3287813.8752	0.0000	1.0000	-6443996.6641	6443996.90
-0.0977	3287813.8752	-0.0000	1.0000	-6443996.8809	6443996.68
-0.6615	3287813.8752	-0.0000	1.0000	-6443997.4447	6443996.12
0.0913	3287813.8752	0.0000	1.0000	-6443996.6919	6443996.87
0.6010	3287813.8752	0.0000	1.0000	-6443996.1822	6443997.38
-0.6718	3287813.8752	-0.0000	1.0000	-6443997.4550	6443996.1
-1.1232	3287813.8752	-0.0000	1.0000	-6443997.9063	6443995.66
-0.9429	3287813.8752	-0.0000	1.0000	-6443997.7261	6443995.84
-0.0910	3287813.8752	-0.0000	1.0000	-6443996.8742	6443996.69
0.3243	3287813.8752	0.0000	1.0000	-6443996.4589	6443997.10
-0.7909	3287813.8752	-0.0000	1.0000	-6443997.5741	6443995.99
-0.0117	3287813.8752	-0.0000	1.0000	-6443996.7949	6443996.77
-0.0981	3287813.8752	-0.0000	1.0000	-6443996.8813	6443996.68
-0.5850	3287813.8752	-0.0000	1.0000	-6443997.3681	6443996.19
-0.3905	3287813.8752	-0.0000	1.0000	-6443997.1736	6443996.39
-0.4827	3287813.8752	-0.0000	1.0000	-6443997.2659	6443996.30
-0.1151	3287813.8752	-0.0000	1.0000	-6443996.8983	6443996.66
-1.3744	3287813.8752	-0.0000	1.0000	-6443998.1576	6443995.40
0.5094	3287813.8752	0.0000	1.0000	-6443996.2738	6443997.29
-0.4317	3287813.8752	-0.0000	1.0000	-6443997.2149	6443996.3
-0.9849	3287813.8752	-0.0000	1.0000	-6443997.7681	6443995.79
0.3811	3287813.8752	0.0000	1.0000	-6443996.4021	6443997.16
-0.2173	3287813.8752	-0.0000	1.0000	-6443997.0004	6443996.56
-1.7047	3287813.8752	-0.0000	1.0000	-6443998.4879	6443995.07
-1.1694	3287813.8752	-0.0000	1.0000	-6443997.9526	6443995.6
0.1456	3287813.8752	0.0000	1.0000	-6443996.6376	6443996.92
-0.9891	3287813.8752	-0.0000	1.0000	-6443997.7723	6443995.79
-0.6808	3287813.8752	-0.0000	1.0000	-6443997.4640	6443996.10
-0.9594	3287813.8752	-0.0000	1.0000	-6443997.7426	6443995.82
-8.4286	3287813.8752	-0.0000	1.0000	-6444005.2118	6443988.3
	-0.1954 -0.4599 -0.7020 -0.1009 -0.1258 0.0808 0.1191 -0.0977 -0.6615 0.0913 0.6010 -0.6718 -1.1232 -0.9429 -0.0910 0.3243 -0.7909 -0.0117 -0.0981 -0.5850 -0.3905 -0.4827 -0.1151 -1.3744 0.5094 -0.4317 -0.9849 0.3811 -0.2173 -1.7047 -1.1694 0.1456 -0.9891 -0.6808 -0.9594	-0.19543287813.8752-0.45993287813.8752-0.70203287813.8752-0.10093287813.8752-0.12583287813.87520.08083287813.87520.09773287813.8752-0.66153287813.87520.09133287813.87520.60103287813.8752-0.67183287813.8752-0.67183287813.8752-0.94293287813.8752-0.09103287813.8752-0.79093287813.8752-0.01173287813.8752-0.09813287813.8752-0.58503287813.8752-0.48273287813.8752-0.48273287813.8752-0.11513287813.8752-0.43173287813.8752-0.43173287813.8752-0.43173287813.8752-0.98493287813.8752-0.98493287813.8752-0.21733287813.8752-0.21733287813.8752-1.70473287813.8752-1.16943287813.8752-0.98913287813.8752-0.98923287813.8752-0.98933287813.8752-0.98943287813.8752-0.989913287813.8752-0.95943287813.8752-0.95943287813.8752	-0.1954         3287813.8752         -0.0000           -0.4599         3287813.8752         -0.0000           -0.7020         3287813.8752         -0.0000           -0.1258         3287813.8752         -0.0000           0.0808         3287813.8752         -0.0000           0.01191         3287813.8752         -0.0000           -0.0977         3287813.8752         -0.0000           0.0913         3287813.8752         -0.0000           0.0610         3287813.8752         -0.0000           -0.6718         3287813.8752         -0.0000           -0.6718         3287813.8752         -0.0000           -0.9429         3287813.8752         -0.0000           -0.9429         3287813.8752         -0.0000           -0.3243         3287813.8752         -0.0000           -0.7909         3287813.8752         -0.0000           -0.0911         3287813.8752         -0.0000           -0.0920         3287813.8752         -0.0000           -0.5850         3287813.8752         -0.0000           -0.4827         3287813.8752         -0.0000           -0.4327         3287813.8752         -0.0000           -0.4327         3287813.8752	-0.1954         3287813.8752         -0.0000         1.0000           -0.4599         3287813.8752         -0.0000         1.0000           -0.7020         3287813.8752         -0.0000         1.0000           -0.1258         3287813.8752         -0.0000         1.0000           0.0808         3287813.8752         -0.0000         1.0000           0.0977         3287813.8752         -0.0000         1.0000           -0.6615         3287813.8752         -0.0000         1.0000           0.0913         3287813.8752         -0.0000         1.0000           0.6010         3287813.8752         -0.0000         1.0000           0.6313         3287813.8752         -0.0000         1.0000           0.6914         3287813.8752         -0.0000         1.0000           -0.6718         3287813.8752         -0.0000         1.0000           -0.9429         3287813.8752         -0.0000         1.0000           -0.3243         3287813.8752         -0.0000         1.0000           -0.7999         3287813.8752         -0.0000         1.0000           -0.3905         3287813.8752         -0.0000         1.0000           -0.3810         3287813.8752         -0.000	-0.1954         3287813.8752         -0.0000         1.0000         -6443997.2431           -0.7020         3287813.8752         -0.0000         1.0000         -6443997.2431           -0.7020         3287813.8752         -0.0000         1.0000         -6443996.8840           -0.1258         3287813.8752         -0.0000         1.0000         -6443996.7024           0.1191         3287813.8752         0.0000         1.0000         -6443996.8089           -0.0977         3287813.8752         -0.0000         1.0000         -6443996.8089           -0.6615         3287813.8752         -0.0000         1.0000         -6443996.8089           -0.6610         3287813.8752         -0.0000         1.0000         -6443996.8089           -0.6718         3287813.8752         -0.0000         1.0000         -6443996.8089           -0.9429         3287813.8752         -0.0000         1.0000         -6443996.8089           -0.9429         3287813.8752         -0.0000         1.0000         -6443997.261           -0.0910         3287813.8752         -0.0000         1.0000         -6443996.794           -0.0911         3287813.8752         -0.0000         1.0000         -6443996.794           -0.0912         3

area\_code\_area\_code\_415 -8.5093 3287813.8752 -0.0000 1.0000 -6444005.2925 6443988.27 area\_code\_area\_code\_510 -8.5382 3287813.8752 -0.0000 1.0000 -6444005.3214 6443988.24

In [25]: # Como vimos acima, alguns variáveis não seriam boas pretidoras (código de áre
a) e outras teriam bom potencial preditivo
# (plano internacional e plano de voz), o que se confirmou na tabela acima dad
o os valores de p

# Filtrando apenas as variáveis com p value < 5%
valoresP = modeloRL\_smResult.pvalues
valoresPFiltered = valoresP[valoresP > 0.05]

dadosTreinoXFinal = dadosTreinoX.drop(columns=valoresPFiltered.index, axis=1)
dadosTesteXFinal = dadosTreinoX.drop(columns=valoresPFiltered.index, axis=1)
dadosTesteXFinal = dadosTreinoX.drop(columns=valoresPFiltered.index, axis=1)
dadosTesteYFinal = dadosTreinoY.drop(columns=valoresPFiltered.index, axis=1)

- In [26]: # Importa pacotes do sklearn para modelagem preditiva
  from sklearn.model\_selection import cross\_val\_score
  from sklearn.metrics import classification\_report
  from sklearn.metrics import confusion\_matrix
- In [27]: # Separando os dados
  X\_train, X\_valid, y\_train, y\_valid = train\_test\_split(dadosTreinoXFinal, dados
  TreinoYFinal, test\_size=0.3)
- In [28]: # Contruindo o modelo
   modeloRL = linear\_model.LogisticRegression()
   modeloRL.fit(X\_train,y\_train)

  # Acurácia
   acuracia = cross\_val\_score(modeloRL, X\_train, y\_train, cv = 5, scoring = 'roc\_auc', n\_jobs = -1)
   print('Acurácia média: %0.2f' % np.mean(acuracia))

  predicoes = modeloRL.predict(X\_valid)
   # Classification report
   print(classification\_report(y\_valid, predicoes))
  # Confusion Matrix
   print(confusion\_matrix(y\_valid, predicoes))

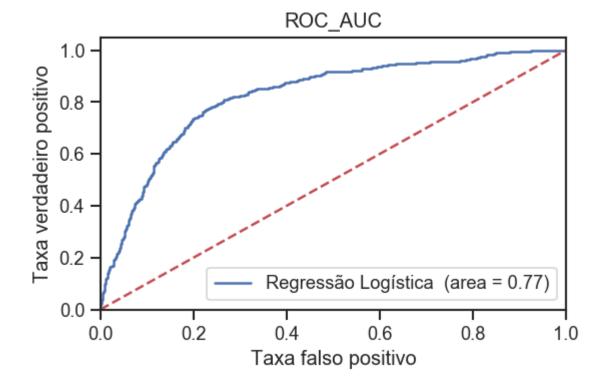
Acurácia média: 0.82 precision recall f1-score support 0.98 0.92 0.0 0.86 846 1.0 0.52 0.14 0.22 154 avg / total 0.81 0.85 0.81 1000 [[826 20] [132 22]]

```
Acurácia média: 0.82
             precision
                           recall f1-score
                                               support
        0.0
                  0.94
                             0.73
                                       0.82
                                                   846
                  0.34
                             0.74
                                       0.46
                                                   154
        1.0
                             0.73
                                       0.77
avg / total
                  0.85
                                                  1000
[[621 225]
 [ 40 114]]
```

O modelo balanceado consegui identificar de forma correta 5x mais que o modelo não balanceado. Apesar do número de falsos positivos ter aumentado, o mais importante é maximizar a identificação dos clientes churn.

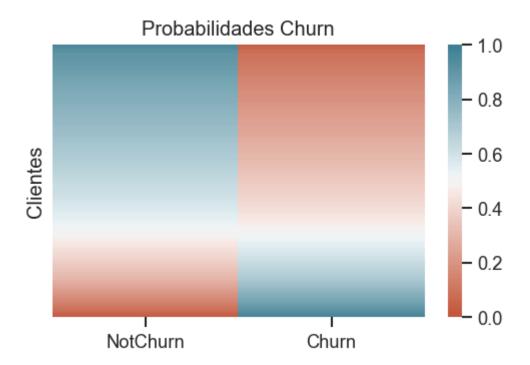
```
In [30]: # Resultados com os dados de teste finais
         predicoes = modeloRLB.predict(dadosTesteXFinal)
         # Classification report
         print(classification report(dadosTesteYFinal, predicoes))
         # Confusion Matrix
         print(confusion matrix(dadosTesteYFinal, predicoes))
                                   recall f1-score
                      precision
                                                       support
                 0.0
                           0.95
                                      0.77
                                                0.85
                                                          2850
                 1.0
                           0.36
                                      0.77
                                                0.49
                                                           483
         avg / total
                           0.87
                                      0.77
                                                0.80
                                                          3333
         [[2200 650]
          [ 111 372]]
In [31]:
         from sklearn.metrics import roc_auc_score
         from sklearn.metrics import roc curve
```

```
In [33]: # Montando a roc_auc
    fig = plt.figure(figsize=(5, 3), dpi = 120)
    RL_roc_auc = roc_auc_score(dadosTesteYFinal, modeloRLB.predict(dadosTesteXFinal))
    fpr, tpr, thresholds = roc_curve(dadosTesteYFinal, modeloRLB.predict_proba(dadosTesteXFinal)[:,1])
    plt.plot(fpr, tpr, label='Regressão Logística (area = %0.2f)' % RL_roc_auc)
    plt.plot([0, 1], [0, 1], 'r--')
    plt.xlim([0.0, 1.0])
    plt.ylim([0.0, 1.05])
    plt.xlabel('Taxa falso positivo')
    plt.ylabel('Taxa verdadeiro positivo')
    plt.title('ROC_AUC')
    plt.legend(loc="lower right")
    plt.show()
```

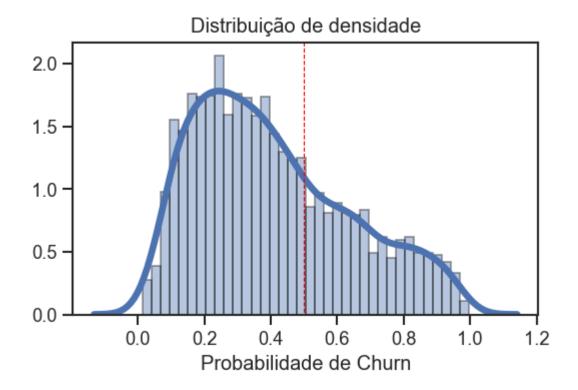


In [43]: # Vamos analisar as probabilidades dos clientes serem classificados como Churn
 ou não
 predicoesProb = modeloRLB.predict\_proba(dadosTesteXFinal)
 predicoesProb = pd.DataFrame(predicoesProb,columns=['NotChurn','Churn'])
 predicoesProb = predicoesProb.sort\_values(by='Churn')
 fig = plt.figure(figsize=(5, 3), dpi = 120)
 ax = sns.heatmap(
 predicoesProb, annot=False,
 vmin=0, vmax=1, center=0.5,
 cmap=sns.diverging\_palette(20, 220, n=200))
 ax.set(title='Probabilidades Churn')
 ax.set\_yticks([])
 ax.set\_ylabel('Clientes')

Out[43]: Text(34.5,0.5,'Clientes')



Out[44]: Text(0.5,0,'Probabilidade de Churn')



## **Bônus**

Como vimos acima, muitas variáveis não possuem separação linear. Com isso, um classificador não linear poderia obter melhores resultados que um modelo de regressão. Abaixo, vamos construir um modelo simples de árvore de decisão para verificarmos a diferença de acurácia entre os modelos

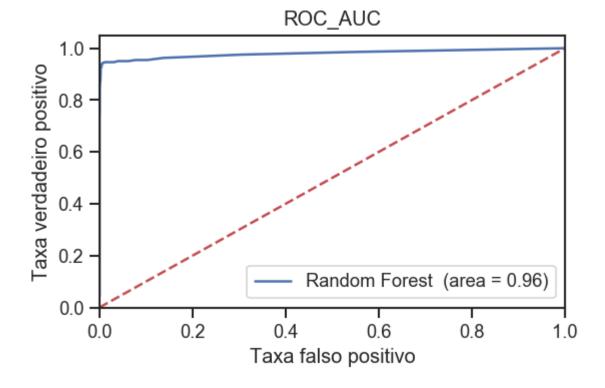
```
In [47]: from sklearn.ensemble import RandomForestClassifier
    modeloRF = RandomForestClassifier(n_estimators=50)
    modeloRF.fit(X_train, y_train)

# Acurácia
    acuracia = cross_val_score(modeloRF, X_train, y_train, cv = 5, scoring = 'roc_auc', n_jobs = -1)
    print('Acurácia média: %0.2f' % np.mean(acuracia))

predicoes = modeloRF.predict(dadosTesteXFinal)
# Classification report
print(classification_report(dadosTesteYFinal, predicoes))
# Confusion Matrix
print(confusion_matrix(dadosTesteYFinal, predicoes))
```

Acurácia médi	a: 0.91 precision	recall	f1-score	support
0.0 1.0	0.99 0.98	1.00 0.92	0.99 0.95	2850 483
avg / total	0.99	0.99	0.99	3333
[[2843 7] [ 37 446]]				

```
In [48]: # Montando a roc_auc
fig = plt.figure(figsize=(5, 3), dpi = 120)
RL_roc_auc = roc_auc_score(dadosTesteYFinal, modeloRF.predict(dadosTesteXFinal)))
fpr, tpr, thresholds = roc_curve(dadosTesteYFinal, modeloRF.predict_proba(dado
sTesteXFinal)[:,1])
plt.plot(fpr, tpr, label='Random Forest (area = %0.2f)' % RL_roc_auc)
plt.plot([0, 1], [0, 1], 'r--')
plt.xlim([0.0, 1.0])
plt.ylim([0.0, 1.05])
plt.xlabel('Taxa falso positivo')
plt.ylabel('Taxa verdadeiro positivo')
plt.title('ROC_AUC')
plt.legend(loc="lower right")
plt.show()
```



Como podemos verificar, o modelo de árvore de decisão conseguiu uma acurácia muito maior que o modelo de regressão logística.

```
In [ ]:
```