# ABOUT THE CODE

In the forthcoming Annex, we are going to provide a detailed description of the code developed for the recommendation analysis.

## **DATA REVISION**

In the first place it is necessary to upload both sets of information, understand the diverse variables that are present and what is intended to be found.

```
In [12]: from IPython.core.display import display, HTML

display(HTML("<style>.container { width:70% !important; }</style>")) # Increase cell width
display(HTML("<style>.rendered_html { font-size: 12px; }</style>")) # Increase font size

import warnings
warnings.filterwarnings('ignore')

import matplotlib
import matplotlib.pyplot as plt
tmatplotlib inline

import pandas as pd
import numpy as np
import sklearn

In [13]: training_set=pd.read_csv('training_set.csv')
test_set=pd.read_csv('training_set.csv')
```

It's necessary to review the number of columns and rows of both sets.

```
In [15]: #Review the columns and rows of both sets
    print('Training_set =',training_set.shape)
    print('Test_set =',test_set.shape)

Training_set = (1340, 21)
Test_set = (660, 20)
```

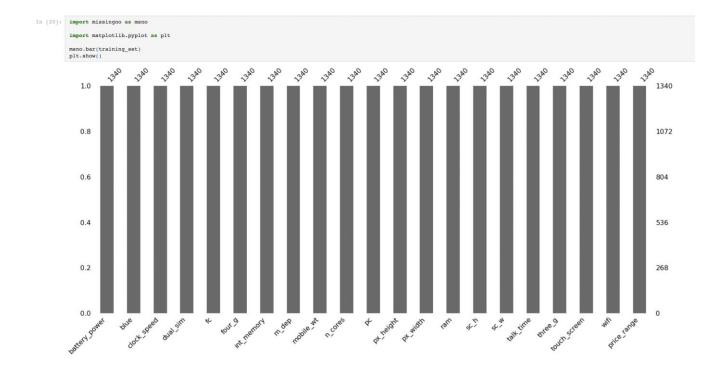
By printing the head of both sets, we can appreciate the "test set" has one less column compared to the "training set". In fact, the column missing is "price range", which is the column we need to predict in the "test set".

In addition, we can see the that the values within the data sets do not possess the same size, so it's necessary to do a series of transformations.

Next, it's important to review the type of data in the "training set" we are going to work and check if there are null values that can affect the preliminary analysis.



Finally, we can clearly visualize all the columns are complete and do not present any missing data. Furthermore, we can appreciate there is similarity between the types of data so it can be analyzed.

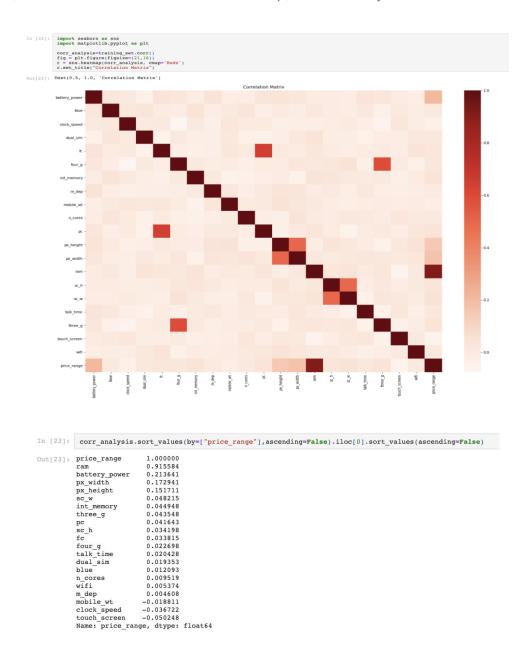


## DATA ANALYSIS AND TRANSFORMATION

#### CORRELATION ANALYSIS

When variables are found to be related, we often want to know how close the relationship is. The primary objective is to measure the strength or degree of linear association between these variables.

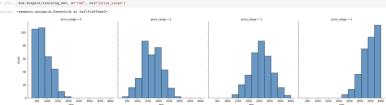
In this case, we can identify not all the variables are important to predict the "price range". Afterwards, to better understand their relationship, we will analyze them in order.



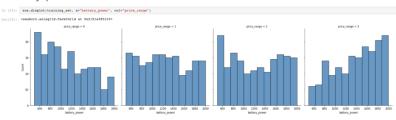
#### **VISUALIZATION ANALYSIS**

Regarding the correlation analysis, we can 'dive in' to visualize the top 5 variables associated to "price range". The graphs show there is a strong relationship between the variable "price range" and "ram". Also, "battery power" and "px\_width" have impact on the target variable.

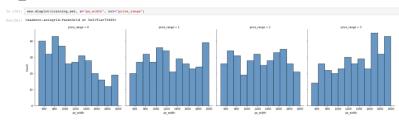
## Ram



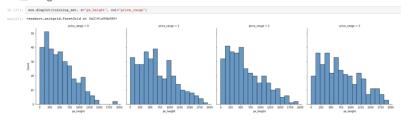
#### Battery power



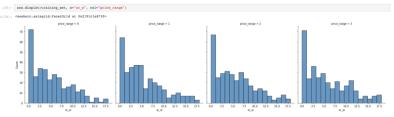
#### $Px\_width$



#### Px\_height



#### Sc\_w



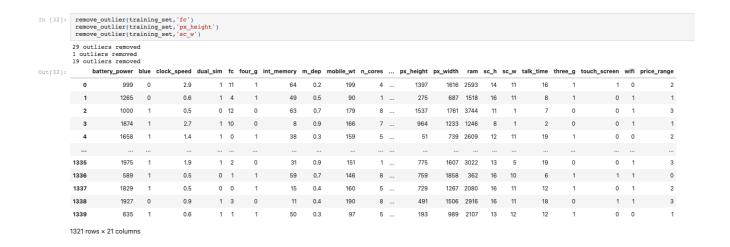
#### **OUTLIER REMOVAL**

Machine learning algorithms are sensitive to the range and distribution of attribute values. Data outliers can spoil and mislead the training process resulting in less accurate and ultimately poor results.

For this reason, we will analyze if there are outliers in our features.

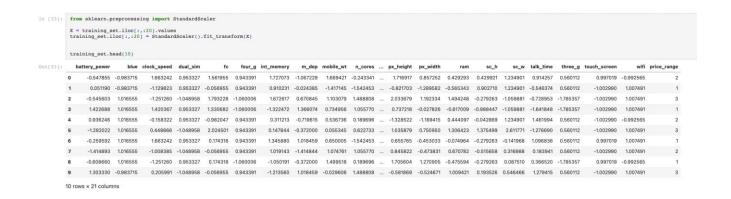
```
iqr = q3-q1 #Interquartile range
fence_low = q1-1.5*iqr
fence_high = q3+1.5*iqr
                           training_set_out = training_set_in.loc[(training_set_in[col_name] > fence_low) & (training_set_in[col_name] < fence_high)]
print("{} outliers removed".format(len(training_set_in)-len(training_set_out)))
return training_set_out
In [31]: for (columnName, _) in training_set.iteritems():
    if (training_set[columnName].dtype in ['float64','int64']):
        print("Analyzing outliers of column: {}".format(columnName))
        plt.figure(figsize=(5,5))
        training_set.boxplot([columnName], grid=False, fontsize=10)
                           plt.show()
                                Analyzing outliers of column: battery p
                                                                                                                                                                                           Analyzing outliers of column: wifi
                                                                                                                                         12.5
                                                                                                                                         10.0
                                                                                                                                          7.5
                                                                                                                                          5.0
                                Analyzing outliers of column: blue
                                                                                     Analyzing outliers of column: dual_sim
                                                                                                                                                                                           Analyzing outliers of column: price ran
                                                                                                                                                                                           2.0
                                                                                                                                                                                           1.5
                                                                                                                                         0.2
                                  Analyzing outliers of column: mobile_wt
                                                                                   Analyzing outliers of column: pc
                                                                                                                                                                                       Analyzing outliers of column: sc_h
                                                                                    15.0
                                                                                    12.5
                                                                                    10.0
                                                                                    7.5
                                  120
                                                                                                                                     1000
                                                                                    5.0
                                  Analyzing outliers of column
                                                                                   Analyzing outliers of column: px_height
                                                                                                                                                                                       Analyzing outliers of column: sc_w
                                                                                                                                                                                       10.0
                                                                                                                                     2000
                                                                                                                                                                                       7.5
                                                                                     750
                                                                                                                                     1500
                                                                                                                                                                                       2.5
```

Subsequently, we can determine the features "fc", "px\_weight" and "sc\_w" are strongly affected by the presence of outliers. For instance, we proceed to remove them from the dataset. Hence, the number of rows reduced from 1340 to 1321 in the dataset.



#### STANDARDIZATION AND NORMALIZATION

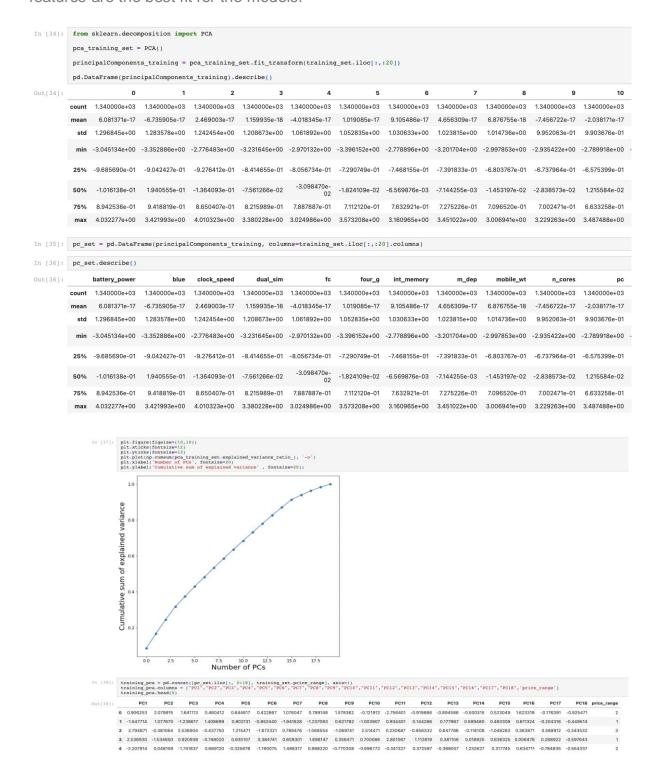
As values within the worked dataset still present considerable size differences, they need to be standardized for obtaining the best comparable results.



#### DIMENSIONALITY REDUCTION

Principal Component Analysis (PCA) is an unsupervised, non-parametric statistical technique primarily used for dimensionality reduction and overfitting in machine learning.

By applying PCA technique, we will be able to reduce the number of features concluding 18 features are the best fit for the models.



## DATA MODELLING

Once the data is transformed, training models can be applied to obtain the best predictor.

#### SUPPORT VECTOR MACHINES (SVM)

SVM will try to find the decision boundary that separates the classes by creating the largest possible margin between the decision boundary and the classes. It can be used both for classification and regression, however, its strongly recommended for classification analysis.

For instance, we used it to predict the "price range", sustained with an accuracy of 0.940.

```
In [40]: from sklearn import svm
    from sklearn.svm import SVC

In [41]: clf = svm.SVC(kernel='linear') # Linear Kernel
    clf.fit(X_train, y_train)
    y_pred = clf.predict(X_test)

In [42]: from sklearn import metrics
    print("Accuracy:",metrics.accuracy_score(y_test, y_pred))
    Accuracy: 0.9402985074626866
```

#### ADDING GRIDSEARCH-CV

This is a function that helps to loop through predefined hyperparameters and fit your estimator (model) on your training set. Consequently, it enables us to select the best hyperparameters among the listed hyperparameters.

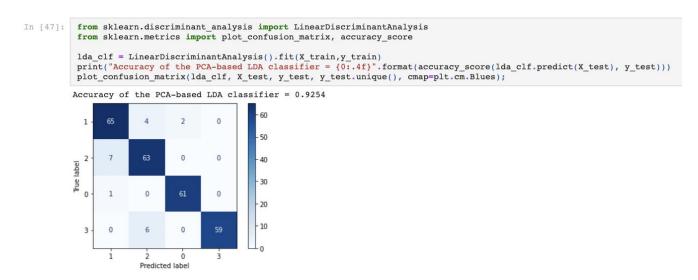
Hence, we can see how the accuracy improved to 0.9841, best accuracy so far.

#### LINEAR DISCRIMINANT ANALYSIS (LDA)

LDA is most used as a dimensionality reduction technique. The goal is to project a dataset onto a lower-dimensional space with good class-separability to avoid overfitting.

It's very similar to the PCA technique (previously mentioned) but in addition to finding the component axes that maximize the variance of our data, we are **additionally** interested in the axes that maximize the separation between classes.

The model provided an **accuracy of 0.9254**, good performance but still worse than SVM.



#### RANDOM FOREST

Random forest is an implementation of decision trees in which we use *bagging*. It consists of training several predictors (trees) using a subsample of the total training data in each. Finally, once we have the predictions, we average them (regression) or use the majority vote (classification).

The model provided an accuracy of 0.6305, being the least accurate so far.

```
In [48]: from sklearn.ensemble import RandomForestClassifier

clf=RandomForestClassifier(n_estimators=100)

clf.fit(X_train,y_train)

y_pred=clf.predict(X_test)

In [49]: from sklearn import metrics

print("Accuracy:",metrics.accuracy_score(y_test, y_pred))

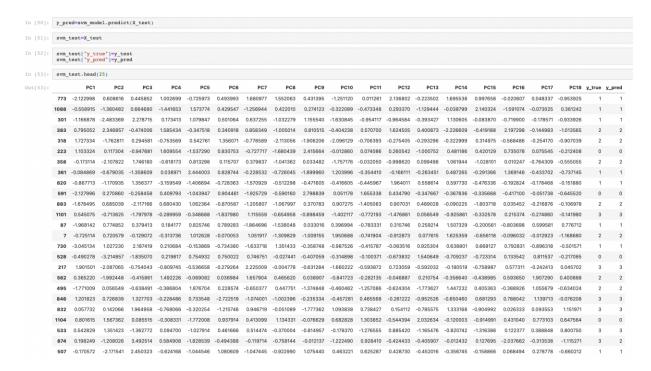
Accuracy: 0.6305970149253731

In this case it was the least efficient of the models, having the lowest rate of result.
```

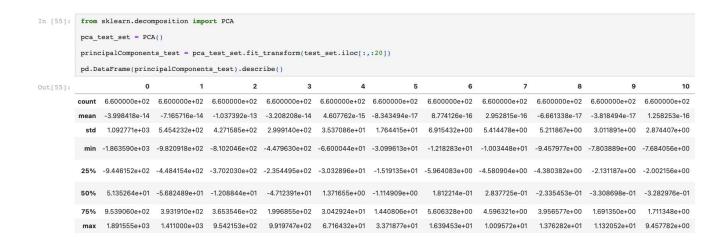
### **PREDICTIONS**

Once we tested all the models, we can conclude the **best model is SVM** (improved with GridSearchCV function) with an **accuracy of 0.9841**.

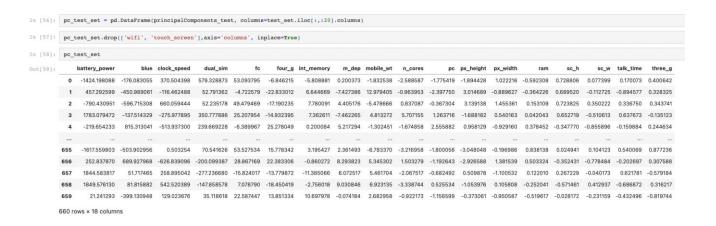
Thus, the real price range is compared with the predicted price range from the test training set. As we can see, "y\_true" and "y\_pred" are very similar, validating the high accuracy of the model.



Once we selected a model and validated its accuracy, we will proceed to do the prediction with the test set. But first, we will need to do several adaptations and record the results.



We will drop features that have a low degree of relationship with the target variable and are considered not significant. Therefore, the features "wifi" and "touch\_screen" were dropped.



Finally, we add the "y\_pred" column to visualize the predictions in the dataset for each of the features. To conclude the analysis, we consider the analysis is finished and print the final prediction.

