## Identifying customer segments based on transactional behavior and demographic information

In branding and customer analytics, it is standard practise to identify customer categories based on transactional behaviour and demographic data. Businesses may modify marketing tactics, enhance customer experiences, and improve product offerings by analysing these data points to get insights into consumer preferences, requirements, and behaviours. Following is a step-by-step procedure for segmenting customers based on transactional behaviour and statistical data:

## 1. Importing Libraries

```
In [1]: import numpy as np
import pandas as pd
import glob
import seaborn as sns
import matplotlib.pyplot as plt
import warnings
warnings.filterwarnings('ignore')
```

## 2. Processing the data

Loading the transactional data

```
In [2]: for num in range(132):
    filename= f'/content/sample_data/dataset/transactions_{num}.csv'

    data = pd.read_csv(filename, delimiter='|')
    print(f'{filename}')
    print(data)

    new_file = f'/content/sample_data/dataset/new_transactions_{num}.csv'
    data.to_csv(new_file, index=False)
```

```
/content/sample data/dataset/transactions 0.csv
                                                                  trans num
                   cc num
                               acct num
0
           4218196001337
                           888022315787
                                          91ab12e73ef38206e1121e9648d2408d
1
           4218196001337
                           888022315787
                                          071553d533a6822a4431c354c434ddcb
2
           4218196001337
                           888022315787
                                          Ocfad38ef15e4749eff68dc83f62c151
3
           4218196001337
                           888022315787
                                          5782693d7c70f062f258cb30bfa8900f
           4218196001337
                           888022315787
4
                                          35fd7db657d7e30dd608c37f7798186e
108123
        3592927524372804
                           632265815336
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108124
        3592927524372804
                           632265815336
108125
        3592927524372804
                           632265815336
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                                          974d131d9a8894661dfd6bd034aa6511
108126
        3592927524372804
                           632265815336
                                          90f6b22704e30cc8cfb7068104cc8b22
108127
        3592927524372804
                           632265815336
         unix_time
                                             is_fraud
                           category
                                        amt
0
        1558719550
                      gas transport
                                      69.12
                                                     0
                                                     0
1
        1569425519
                        grocery pos
                                      68.11
2
        1577205601
                           misc_net
                                      40.35
                                                     0
3
        1571428238
                        grocery pos
                                      96.22
                                                     0
4
        1549840400
                                                     0
                      gas transport
                                      71.89
                                        . . .
. . .
                . . .
                     health_fitness
        1632055405
                                                     0
108123
                                       7.92
                          kids pets
                                       7.13
                                                     0
108124
        1656648528
                          kids_pets
                                                     0
108125
        1653812600
                                       8.88
                                                     0
108126
        1668993474
                      personal_care
                                       9.03
108127
        1640397559
                               home
                                       5.29
                                                     0
                                                 merch long
                           merchant
                                      merch lat
0
                     Phillips Group
                                      39.491416
                                                 -75.588522
1
                         Tucker Ltd
                                      40.890319
                                                 -75.573359
2
                          Dixon PLC
                                      39.244958
                                                 -74.475327
3
                     Lambert-Cooper
                                      39.656925
                                                 -75.802342
                                      40.313342
4
                       Griffith LLC
                                                  -74.220434
         Moran, James and Jennings
                                                 -87.737857
108123
                                      41.214453
108124
        Monroe, Martin and Johnson
                                     42.584501
                                                 -88.876296
                        Chang-Moore
108125
                                      41.315911
                                                 -87.371073
108126
        Logan, Fuentes and Hoffman
                                      42.624020
                                                  -88.170830
108127
                        Thompson-Wu
                                      41.246885
                                                 -88.128293
[108128 rows x 10 columns]
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                                                                 trans num
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1
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2
       4065133387262473
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       4065133387262473
                          950105810049
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4
       4065133387262473
                          950105810049
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                          500229982535
                                         55c9149ce75c1c8ce0cb2dfc5c8dcc7c
45853
       3519712847818919
                          500229982535
                                         20132ba48cbdc99f4d4549e4312b502e
45854
       3519712847818919
                          500229982535
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45855
       3519712847818919
                          500229982535
45856
       3519712847818919
                          500229982535
                                         286772de74e8766544de7b488f092fe3
                          category
        unix time
                                       amt
                                            is_fraud
                                                   0
       1648587377
                       grocery pos
                                    43.25
```

```
1
       1651692302
                          misc pos
                                     98.94
                                                    0
2
       1642543681
                     gas_transport
                                     53.33
                                                    0
                                                    0
3
       1650742723
                          misc_net
                                     85.15
                                                    0
4
       1650746122
                          misc net
                                     61.35
                                . . .
                                       . . .
. . .
45852
       1670203235
                                      3.02
                                                    0
                         kids_pets
45853
       1654748840
                      shopping net
                                      8.24
                                                    0
45854
                                      1.00
                                                    0
       1668827415
                         kids_pets
                                                    0
45855
       1657111141
                      shopping_pos
                                      1.38
45856
                                      7.97
                                                    0
       1663161443
                    health fitness
                             merchant
                                       merch lat
                                                   merch long
0
       Olson, Montgomery and Vaughn
                                       42.070264
                                                   -83.150048
1
                           Mills Ltd
                                       43.586871
                                                   -83.310010
2
                     Reynolds-Gamble
                                       42.564447
                                                   -83.768322
3
                        Rivera-Evans
                                       43.403984
                                                   -82.304605
4
                      Santiago Group
                                       41.733693
                                                   -82.953968
. . .
          Espinoza, Allen and Ramos
                                       36.709414
45852
                                                   -77.110391
45853
                         Hendrix PLC
                                       36.451140
                                                   -78.815838
45854
                        Fuller-Hodge
                                       36.424812
                                                   -77.777825
45855
           Thomas, Moore and Porter
                                       35.158257
                                                   -77.847093
45856
                        Schwartz Ltd
                                       36.440027
                                                   -78.247122
[45857 rows x 10 columns]
/content/sample data/dataset/transactions 2.csv
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                               acct num
                                                                  trans num
0
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                          790229857846
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1
        180032174357488
                          790229857846
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2
        180032174357488
                          790229857846
                                          c6c3ab5903a35055218c2d230c46b9ce
                                          05961e3f5b0554340229d8782111626c
3
        180032174357488
                          790229857846
4
        180032174357488
                          790229857846
                                          e01ce2b309474c4a7f97cbdedab26e7e
. . .
                                    . . .
                                          66fe860ddf8077e7bcc7d60606893c92
23355
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                            44386431879
23356
       4646726368154185
                            44386431879
                                          319088b8fc37909de223cd7beb6177c2
23357
                            44386431879
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23358
       4646726368154185
                            44386431879
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       4646726368154185
                            44386431879
                                          c2b1d6abaf4e734e7c6484311d936d82
        unix time
                                             is fraud
                                                                        merchant
                           category
                                       amt
\
                                                                Howard and Sons
0
       1561474903
                     gas transport
                                     83.57
                                                    0
1
       1571490659
                       grocery_pos
                                     49.35
                                                    0
                                                                  Thomas-Harmon
2
                                                    0
       1550168294
                                     71.08
                                                                 Stone-Mcdonald
                     gas transport
                                     42.14
                                                         Ward, Ferrell and Ward
3
       1552668951
                     gas transport
4
       1554572400
                     gas transport
                                     63.92
                                                    0
                                                        Clark, Boyd and Rosales
                                       . . .
. . .
                                                  . . .
23355
       1612006901
                      shopping pos
                                      4.30
                                                    0
                                                                 Green and Sons
                                                    0
23356
       1632054304
                       food_dining
                                      9.45
                                                                 Roberts-Guerra
23357
       1639017649
                    health_fitness
                                      6.53
                                                    0
                                                                  Sanchez Group
23358
                                                    0
                                                                        Bell Ltd
       1649415714
                               home
                                      9.40
23359
       1637113534
                    health fitness
                                      4.41
                                                    0
                                                                   Koch-Escobar
       merch lat
                   merch long
0
       40.266129
                   -73.331157
                   -74.315249
1
       41.241958
2
       41.661700
                   -74.406380
```

```
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                   -74.410418
4
       40.651339
                   -73.964047
. . .
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                   -84.845374
23356
       34.293966
                   -85.474455
23357
       34.625914
                   -86.131112
23358
       34.566233
                   -85.004455
23359
       34.995944
                   -84.248997
[23360 rows x 10 columns]
/content/sample data/dataset/transactions 3.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 4.csv
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                           acct num
                                                              trans num
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0
                       802714479522
                                      550713c1e27c321e318dd29cad98562d
1
       4490797796124
                       802714479522
                                      1641826f2b0a514acef428ba699f8378
2
       4490797796124
                       802714479522
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3
       4490797796124
                       802714479522
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4
       4490797796124
                       802714479522
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. . .
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8758
      30306396384526
                       278085326817
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      30306396384526
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                       278085326817
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      30306396384526
                       278085326817
                                      53b67a02e9aa415e8d836ad957ff37f8
8761
      30306396384526
                       278085326817
                                      0bed1913a1409ff9cdd8e71aba82a887
                                          is_fraud
       unix time
                        category
                                     amt
                                                                         merchant
\
0
      1558209673
                   gas transport
                                  47.91
                                                 0
                                                                   Kennedy Group
                                                                Fischer and Sons
1
      1582636924
                        misc net
                                  66.40
                                                 0
                                                 0
2
      1608842400
                    shopping pos
                                  59.49
                                                                      Nelson PLC
3
                    shopping net
                                  51.75
                                                 0
                                                        Brown, Wilson and Ritter
      1600193977
4
                        misc net
                                                 0
      1577408337
                                  40.70
                                                                    Wiggins-Ward
                                     . . .
                   entertainment
8757
      1615166857
                                                 0
                                                                      Miller PLC
                                   8.69
                                                 0
8758
      1665490007
                   personal care
                                   1.04
                                                                   Hughes-Chavez
8759
      1651819143
                       kids_pets
                                    2.23
                                                 0
                                                     Lopez, Wilson and Rodriguez
      1639817992
                                                 0
8760
                            home
                                                               Sheppard and Sons
                                    1.38
                   entertainment
                                                 0
8761
      1616416527
                                   1.89
                                                       Garrett, Grant and Parker
      merch lat
                 merch long
0
                  -78.905707
      35.493488
1
      35.711074
                  -80.162494
2
      35.854523
                  -79.568793
3
      35.131479
                  -79.708353
      34.498605
4
                  -80.309223
            . . .
. . .
8757
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8758
      44.958377
                  -68.435919
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                 -68.530387
8760
      43.889071
                  -68.273949
      45.246473
                  -69.243795
8761
[8762 rows x 10 columns]
```

localhost:8888/nbconvert/html/Identifying Customer Segments.ipynb?download=false

```
/content/sample data/dataset/transactions 5.csv
                     cc num
                                  acct num
                                                                     trans num
0
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1
                             718172762479
             4192832764832
2
             4192832764832
                             718172762479
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3
             4192832764832
                             718172762479
                                            792aeaf8e6ba696fcd3eca5d34240999
4
             4192832764832
                             718172762479
                                            c0bc143521b61d39d65d2af206fd7388
43677
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                             401907373048
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43678
       4201027621267969279
                             401907373048
                                            323b672c49d492dda1b369d3926b83a7
                                            31ee88e75b9abfd9d417761adabc6059
43679
       4201027621267969279
                             401907373048
                                            86b18493f7fe301b938f03e6eb7b0631
43680
       4201027621267969279
                             401907373048
43681
       4201027621267969279
                             401907373048
                                            95838cfd39619673162fec65f918be90
        unix time
                          category
                                       amt
                                            is fraud
0
       1641665906
                                     49.97
                                                    0
                     gas transport
1
       1647649712
                       grocery net
                                     55.14
                                                    0
2
       1650124751
                       grocery_pos
                                     78.27
                                                    0
3
       1650751913
                                     77.22
                                                    0
                       grocery_pos
4
                                     72.08
                                                    0
       1645829935
                     gas_transport
. . .
                                       . . .
43677
       1669294296
                              home
                                      4.36
                                                    0
                                      4.51
                                                    0
43678
       1671433473
                     personal care
43679
       1668771977
                                      3.03
                                                    0
                              home
43680
       1664885395
                    health_fitness
                                      1.09
                                                    0
43681
       1664335616
                    health_fitness
                                      8.48
                                        merch lat
                             merchant
                                                    merch long
0
                     Schneider-Gibson
                                        33.177548
                                                    -80.657003
                                                    -81.561961
1
       Maynard, Parrish and Harrison
                                        33.186199
2
        Stephens, Shelton and Graham
                                                    -80.204725
                                        33.536041
3
                       Johnson-Benton
                                        33.992088
                                                    -80.101204
                 Bell, Campos and Orr
4
                                        32.710811
                                                    -80.119715
. . .
            Hall, Williams and Smith
                                        34.808224
43677
                                                    -85.016350
                                        34.609911
                                                    -84.306357
                        Ortega-Porter
43678
                          Roberts PLC
43679
                                        35.814669
                                                    -84.937601
43680
           Reyes, Houston and Ingram
                                        35.835944
                                                    -84.322738
                        Smith-Maynard
43681
                                        34.708033
                                                    -85.938286
[43682 rows x 10 columns]
/content/sample_data/dataset/transactions_6.csv
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                         acct num
                                                            trans num
0
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1
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                     361825349415
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2
      676326113989
                     361825349415
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3
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                     361825349415
4
      676326113989
                     361825349415
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. . .
4375
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4376
                                    4a9ef60ce4f108ec7615a1d0e81106fe
      676326113989
                     361825349415
4377
      676326113989
                     361825349415
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4378
      676326113989
                     361825349415
4379
      676326113989
                     361825349415
                                    c17b509da040dad8e5be16fb57bd7170
       unix_time
                                           is fraud
                         category
                                      amt
0
      1606224811
                     shopping pos
                                    51.74
                                                   0
```

```
1
                    gas transport
                                    53.74
                                                   0
      1558117716
2
      1555271952
                    gas transport
                                    58.42
                                                   0
3
      1584657322
                         misc_net
                                    55.22
                                                   0
                                                   0
4
      1561817570
                    gas transport
                                    80.43
. . .
4375
                        kids_pets
      1648973306
                                     4.22
                                                   0
4376
      1640856169
                             home
                                     2.34
                                                   0
                                     9.83
                                                   0
4377
      1667561835
                    personal_care
4378
      1635154316
                   health_fitness
                                     3.49
                                                   0
4379
                   health fitness
                                     9.43
                                                   0
      1629173176
                           merchant
                                      merch lat
                                                  merch long
0
        Flores, Bennett and Morrow
                                      42.944651
                                                  -76.511538
1
        Bell, Nielsen and Lawrence
                                      42.075807
                                                  -77.495079
2
                         Hale-Jones
                                      41.887659
                                                  -76.040542
3
                   Goodman-Griffith
                                      42.497446
                                                  -76.868471
4
           Harris, Curtis and Nash
                                      43.702032
                                                  -76.658720
. . .
        Harris, Hunter and Jimenez
4375
                                      42.064270
                                                  -76.779892
4376
       Woodard, Henson and Beltran
                                      42.397125
                                                  -76.912150
4377
                     Reyes and Sons
                                      41.881057
                                                  -76.006675
4378
                    Thomas-Martinez
                                      42.113324
                                                  -75.804057
4379
      Mcgee, Wheeler and Patterson
                                      42.980819
                                                  -75.690579
[4380 rows x 10 columns]
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                                                                 trans num
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2
                         888335239225
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3
      4514627048281480
                         888335239225
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4
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                                   . . .
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                         293218817973
3946
3947
      5227674783667429
                         293218817973
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3948
      5227674783667429
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                         293218817973
3949
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      5227674783667429
                         293218817973
3950
      5227674783667429
                         293218817973
                                        3d05f3d6c482c66359394dfe3e3c9e9a
       unix time
                        category
                                          is fraud
                                                                      merchant
                                                                                 \
                                     amt
0
      1654698170
                    shopping net
                                   68.96
                                                  0
                                                        Lee, Moore and Ortega
1
      1652223082
                        misc net
                                   79.96
                                                  0
                                                                   Lopez Group
2
      1642611256
                   gas_transport
                                   99.82
                                                  0
                                                                   Smith-James
                                                  0
3
      1648851832
                     grocery pos
                                   54.59
                                                                       Kim Inc
                                   46.76
4
      1646404650
                   gas transport
                                                  0
                                                        Gray, Eaton and Brown
                                                . . .
                                                  0
3946
      1671278689
                   personal_care
                                    9.20
                                                                  White-Martin
3947
      1671953405
                          travel
                                    9.78
                                                  0
                                                                    Valdez Inc
3948
                                                  0
      1665231829
                            home
                                    1.85
                                                                Cordova-Walker
3949
      1670667495
                                    3.33
                                                  0
                                                     Hayes, Fleming and Perez
                   personal care
3950
                                    6.28
                                                                 Greene-Harris
      1665748035
                            home
      merch lat
                  merch_long
0
      30.943815
                  -82.346113
      30.822666
                  -83.294197
1
2
      30.721466
                  -81.953963
3
      31.470061
                  -82.246027
```

```
4
      31.459783
                 -82.259630
            . . .
. . .
3946
      35.145819
                 -84.148263
3947
      34.083742
                 -85.776226
3948
      34.743825
                 -84.270978
3949
      34.576165
                 -86.026268
3950
      35.281210
                 -85.074635
[3951 rows x 10 columns]
/content/sample_data/dataset/transactions_8.csv
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                              acct num
                                                                trans num
0
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                                        65e70cda0ed5404aa5a0a23a29c4fc4a
1
        180075851268619
                         406674938298
                                        014fc38f9497a5161138184803ea0198
                         406674938298
2
                                        2dc312d56e88080af894cb282ccf2bf5
        180075851268619
3
        180075851268619
                         406674938298
                                        d879251f9157585d3d25b84e937281a4
                         406674938298
                                        6109470955b860339f76f42dd31a7dfb
4
        180075851268619
36534 4361337605230458
                         349734538563
                                        d28dd9e760375a7138cf79f775e48f22
36535
      4361337605230458
                         349734538563
                                        0d5daf8a8e20f7612bc838c779490a4a
                         349734538563
                                        b21c4c0145f0ab08ef65f3925f46bb6f
36536 4361337605230458
36537
       4361337605230458
                         349734538563
                                        5a8e1ed6c8141abc8cc5e518b2b82776
36538
       4361337605230458
                         349734538563
                                        daf1eb54b806b553c5be2b80881e7dae
                         category
                                            is fraud
        unix time
                                       amt
0
       1645535543
                                    105.99
                                                   0
                    gas_transport
       1643041238
1
                                     60.40
                                                   0
                    gas transport
2
       1649709546
                      grocery_pos
                                     70.69
                                                   0
                                                   0
3
       1646177416
                      grocery_net
                                     61.95
4
                                                   0
       1650122092
                      grocery_pos
                                     62.78
. . .
                                       . . .
36534
       1669977096
                        kids_pets
                                      2.41
                                                   0
36535
      1668155467
                              home
                                      3.57
                                                   0
                                                   0
36536
       1665132559
                   health_fitness
                                      5.04
                                                   0
36537
                      food dining
                                      5.59
       1663560039
36538
       1661085581
                    entertainment
                                      1.31
                                                   0
                         merchant
                                    merch_lat merch_long
0
                    Gomez-Salinas
                                    46.639550 -122.725185
1
                      Perez Group
                                    46.825744 -121.333638
2
           Gonzalez, Yang and Lee
                                    47.882733 -122.170536
                Peterson-Gonzales
3
                                    46.203355 -122.181655
4
                Adkins-Strickland 47.262153 -121.543893
                               . . .
36534
                        Brooks Inc 41.778975
                                               -79.203435
                Anthony-Hernandez
36535
                                    41.518858
                                               -81.006001
       Golden, Morales and Farmer
36536
                                    43.026416
                                              -81.019862
          Ross, Davis and Stanley
36537
                                    42.854417
                                               -80.031098
36538
                      Gomez-Black
                                    41.916547
                                               -79.197116
[36539 rows x 10 columns]
/content/sample data/dataset/transactions 9.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample_data/dataset/transactions_10.csv
Empty DataFrame
```

```
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample data/dataset/transactions 11.csv
                cc num
                             acct num
                                                               trans num
0
      6584732365337749
                        843643900137
                                       1c3d17397d7149e2a955b4b2423b0748
      6584732365337749
1
                        843643900137
                                       c62ca420fef5ea197b496f861af29cd9
2
      6584732365337749
                        843643900137
                                       54bcc5a58d8bf272c64be31f2420e87e
3
      6584732365337749
                        843643900137
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                                       e5901413138fc03a46fb79ddad1c7122
4
      6584732365337749
                        843643900137
. . .
                                       c76318fbc6da3df3fd05bd9792569247
1434
      6584732365337749
                        843643900137
1435
      6584732365337749
                        843643900137
                                       f44df6522d0e47fa85040302aaa638b6
                                       323f46e15bb1abd5b5cf166d3a4cc5ee
1436
      6584732365337749
                        843643900137
1437
      6584732365337749
                        843643900137
                                       822b09773728785f57da86ea55c1d810
1438
      6584732365337749
                                       0cd080ad84d246760bfdb68e9971cf2f
                        843643900137
       unix time
                                            is fraud
                         category
                                       amt
0
      1645882376
                    shopping pos
                                      9.38
                                                    1
1
      1645888457
                                   1119.10
                                                    1
                   gas transport
2
      1646050072
                             home
                                    573.21
                                                    1
3
      1646052298
                   personal care
                                    553.55
                                                    1
                                                    1
4
      1646047130
                                     23.62
                           travel
                                       . . .
1434
      1665309982
                  health_fitness
                                      6.82
                                                    0
1435
                                                    0
      1670036724
                       kids pets
                                      3.32
1436
      1657633210
                    shopping pos
                                      3.00
                                                    0
                                                    0
1437
                                      3.18
      1671427385
                   personal care
1438
                    shopping net
                                                    0
      1657177587
                                      5.05
                           merchant
                                     merch_lat merch_long
0
                Huffman-Washington
                                    44.251847
                                                -91.168351
1
                    Morrison-Brown
                                    44.433155
                                                 -92.259518
2
          Pierce, Gardner and Rich
                                    42.990796
                                                -91.185804
3
      Farley, Herrera and Phillips
                                     43.232627
                                                 -91.020145
4
                     Smith-Aguilar
                                     44.340716
                                                -90.968698
                   Willis-Matthews
                                     42.593388
                                                -90.880847
1434
1435
                  Green-Montgomery
                                     42.594710
                                                -90.929426
1436
       Johnson, Henry and Williams
                                     44.297690
                                                 -91.058760
1437
                        Ray-Torres
                                     42.835389
                                                 -91.921160
1438
                       Lambert Inc
                                     42.947908
                                                -92.186299
[1439 rows x 10 columns]
/content/sample data/dataset/transactions 12.csv
                   cc num
                                acct num
                                                                  trans num
0
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                            149852234418
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1
      4896331812335761701
                           149852234418
                                          c1607c993e41f2c3b42d72d1506bef7b
2
      4896331812335761701
                            149852234418
                                          6f530db25d20fe351249a54491fd3fde
3
      4896331812335761701
                            149852234418
                                          6d11805f2acd938fec99376001afafe8
4
      4896331812335761701
                            149852234418
                                          605342f297c575cb1ccf2c08cad082ee
. . .
                                          a364d5f15455c18ce1e67be537cdcb10
      4896331812335761701
                            149852234418
1069
1070
      4896331812335761701
                                          92485a9bffb538ec786d2ba7fabbe1f9
                            149852234418
1071
      4896331812335761701
                            149852234418
                                          edf9841d2d3a4811bd1095daf10d2b1e
1072
      4896331812335761701
                            149852234418
                                          4e948b5f09059ecf1b055e7dec7de70c
1073
      4896331812335761701
                            149852234418
                                          6ebc93610fcb26c458718ed6135b3f72
```

amt

is\_fraud

\

unix\_time

category

```
0
      1646060228
                                                  0
                   gas transport
                                   65.17
                                                  0
1
      1644848624
                   gas transport
                                   47.58
                                                  0
2
      1645632153
                   gas transport
                                   64.43
3
                   gas_transport
                                   82.47
                                                  0
      1645311286
4
      1641571926
                   gas transport
                                   50.28
                                                  0
1069
      1662799728
                     food dining
                                    8.45
                                                  0
                                    6.98
                                                  0
1070
      1652606637
                        misc pos
                    shopping_pos
                                    2.37
                                                  0
1071
      1659163922
                                                  0
1072
      1662696738
                     food_dining
                                    2.42
                                                  0
1073
      1662293196
                     food dining
                                    7.25
                              merchant
                                        merch lat
                                                    merch long
0
               Larson, Ryan and Huang
                                        38.143430
                                                    -90.327335
1
                           Myers-Reed
                                        39.119498
                                                    -90.760379
2
                        Baker-Bullock
                                        39.384368
                                                    -90.361517
3
                         Spencer-Hall
                                        39.443567
                                                    -89.752400
4
         King, Rodriguez and Hancock
                                        38.857278
                                                    -89.609525
                                               . . .
. . .
1069
                         Hughes-Glenn
                                        39.162530
                                                    -91.208575
1070
                           Bryant LLC
                                        39.564906
                                                    -89.882200
      Mccarthy, Pierce and Valentine
1071
                                        38.771408
                                                    -89.703457
1072
        Rodriguez, Taylor and Nguyen
                                        38.899203
                                                    -91.100170
1073
                       Moore and Sons
                                        37.938364
                                                    -90.454253
[1074 rows x 10 columns]
/content/sample data/dataset/transactions 13.csv
                 cc num
                              acct_num
                                                                 trans num
                                                                             \
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                                        c4e32dc6d1c0f68501636e2730d613be
2
       347138067130732
                         199437219108
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3
                         199437219108
                                        c5aa27a125d333c63b494ca61b2d3021
       347138067130732
4
       347138067130732
                         199437219108
                                        794c84f0b003b61e00b478f6153d9c48
      6011969874869415
                                        97b863f99dd3cadede6ca601b72e2cb6
2501
                         976596062877
2502
      6011969874869415
                         976596062877
                                        4b0ba0d002e572c128ed85ccc83fcfb1
2503
      6011969874869415
                         976596062877
                                        e79337d9fd3cc284182b04e66a1db89f
2504
      6011969874869415
                         976596062877
                                        a6f79fc5bab4c1e954d033e1427e54c5
                                        dea4b39761d91c4e848ae5c547e61d7d
2505
      6011969874869415
                         976596062877
       unix_time
                                      amt
                                            is_fraud
                                                                        merchant
                        category
\
0
      1654464208
                    shopping net
                                    65.29
                                                   0
                                                                        Lam-Kent
                                                               Hoffman-Martinez
1
      1646770233
                     grocery_pos
                                    65.53
                                                   0
2
      1652553951
                        misc_pos
                                    71.96
                                                   0
                                                                     Rush Group
                                                                      Davis LLC
3
      1649344489
                                    67.72
                                                   0
                     grocery_pos
4
      1654194345
                    shopping_net
                                    71.31
                                                   0
                                                                   Castro-Wyatt
                                       . . .
                              . . .
. . .
                                                 . . .
                                                       Morgan, Blake and Hardy
2501
      1661670130
                     food dining
                                   451.02
                                                   0
2502
      1666937558
                             home
                                   567.34
                                                   0
                                                                     Jimenez PLC
                                                   0
2503
                                   485.78
                                                      Walker, Davis and Monroe
      1665887033
                             home
                                                   0
2504
      1658575219
                   entertainment
                                   502.96
                                                                    Holt-Carter
2505
                                                   0
                                                                    Arnold-Kane
      1666417125
                             home
                                   478.51
```

merch lat merch long

```
0
      35.127424
                 -85.628540
1
      34.538931
                 -86.731857
2
      34.948486
                 -85.065414
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      33.498267
                 -84.985591
4
      33.374870
                 -85.680996
. . .
            . . .
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                 -93.282939
     33.801778
                 -93.248803
2502
2503
      33.015969
                 -93.261945
2504
      34.146619
                 -93.335327
                 -93.925613
2505
      33.021204
[2506 rows x 10 columns]
/content/sample data/dataset/transactions 14.csv
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                                                                 trans_num
                 cc num
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       3531261685071052
                          897566796191
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                                        433edec3965b52d6133ab4500eb92824
2
       3531261685071052
                          897566796191
3
       3531261685071052
                          897566796191
                                        370c812827fe5c53437b2a7354dd010f
4
                          897566796191
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       3531261685071052
. . .
99324
      5280926166201653
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99325
      5280926166201653
                                        544f8deeebaab28e1f5c594abf67554d
                          108886290366
99326
       5280926166201653
                          108886290366
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99327
       5280926166201653
                          108886290366
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99328
       5280926166201653
                          108886290366
                                        bb82ce0bf6feedcef562f08bdf308135
        unix time
                                            is fraud
                          category
                                       amt
0
       1671807596
                                                    1
                       grocery pos
                                     11.01
1
                                    290.72
                                                    1
       1671801586
                    gas_transport
                                                    1
2
       1671813269
                       grocery_pos
                                    295.04
3
       1671805643
                       grocery_pos
                                    323.37
                                                    1
                       grocery_pos
                                                    1
4
       1671808961
                                    303.03
                                       . . .
99324
                                      6.79
                                                    0
       1662619661
                    personal care
99325
                   health fitness
                                      7.52
                                                    0
       1630234167
                                                    0
99326
      1634865177
                              home
                                     10.00
                                                    0
99327
       1662731332
                     personal care
                                      6.30
99328
                                                    0
       1671595070
                            travel
                                      3.40
                          merchant
                                    merch lat merch long
0
       Snyder, Smith and Mcdonald
                                    42.124712
                                               -91.669751
1
                       Perez-Brown
                                    42.574693
                                               -92.050436
2
                         Johns Inc
                                    41.533761
                                                -90.825622
3
                   Webster-Austin
                                    42.727905
                                                -91.198276
4
                Thompson-Stafford
                                    42.903856
                                               -91.146959
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. . .
99324
                     Santiago Inc
                                    36.951204 -115.184555
99325
                    Roberts Group
                                    37.016928 -115.343758
99326
                         Short Ltd
                                    35.427305 -115.633600
99327
         Ortiz, Jackson and Welch
                                    37.080096 -114.279567
99328
                        Butler Inc
                                    35.553051 -115.802843
[99329 rows x 10 columns]
/content/sample_data/dataset/transactions_15.csv
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                         acct num
                                                           trans num
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```

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                     987989291479
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2
      675986887866
                     987989291479
                                    0587accc799e08e3a0a906f6dbdb1b0e
3
      675986887866
                     987989291479
                                    47c7d6220fd72f804db1804f65772837
4
      675986887866
                     987989291479
                                    ebc1386e9dccbe7bcaf314888cf40ac6
                                    c5329f75af098d80621e27abe7de1abe
1455
                     987989291479
      675986887866
1456
      675986887866
                     987989291479
                                    62eb81510f1ddb176ab06b7dc956914f
1457
                     987989291479
                                    8589d7898b9912f7f8441057f05ad704
      675986887866
1458
      675986887866
                     987989291479
                                    5c75106a01c68fecc50c7b8ba9e2aa54
1459
                     987989291479
                                    ce4648ec89717e00090df2578fed6980
      675986887866
                                            is_fraud
       unix time
                         category
                                       amt
                                                       \
0
      1559687300
                    gas transport
                                     68.55
                                                    0
1
                                     59.12
                                                    0
      1561732187
                    gas_transport
2
      1562509875
                    gas_transport
                                     67.97
                                                    0
                                     86.73
                                                    0
3
      1567465604
                      grocery net
4
      1577806875
                      grocery_pos
                                     65.08
                                                    0
                                       . . .
. . .
                                                  . . .
1455
      1653545472
                   health fitness
                                      8.25
                                                    0
                                    175.61
                                                    0
1456
      1614763746
                     shopping_pos
1457
      1638583783
                      food_dining
                                      8.96
                                                    0
                                                    0
1458
      1656754621
                             home
                                      7.36
1459
                                      6.22
                                                    0
      1634381810
                      food dining
                          merchant
                                     merch_lat
                                                merch_long
0
                     Whitney-Moore
                                     38.143625
                                                 -89.276767
1
                    Mason and Sons
                                     37.747138
                                                 -89.206174
2
      English, Trevino and Bryant
                                     37.148030
                                                 -88.884998
      Watson, Fisher and Williams
                                     37.579065
3
                                                 -88.879816
4
         Perez, Fleming and Smith
                                     37.016670
                                                 -88.802980
1455
                        Little Inc
                                     37.501431
                                                 -88.308732
                    Clark and Sons
1456
                                     37.862228
                                                 -88.629577
            Davis, Jones and Paul
1457
                                     37.904766
                                                 -87.803223
1458
                  Stephenson-Lopez
                                     37.530567
                                                 -88.538473
1459
                 Higgins and Sons
                                     36.583893
                                                 -88.466304
[1460 rows x 10 columns]
/content/sample data/dataset/transactions 16.csv
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                     cc num
                                                                     trans num
0
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1
       4891077119918081211
                             402211201664
                                            039f2e2bf57a6cdbccb124e8d55ae9d9
2
       4891077119918081211
                             402211201664
                                            8c90717dfa02a7fb5bd79ccfb9c80670
3
       4891077119918081211
                             402211201664
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4
       4891077119918081211
                             402211201664
                                            f002286bee82ab48ec68b0f723697ff9
                                            23540ddb4eb750360bff8e9d3eb667f3
10226
          3534679121416143
                             103258999645
10227
          3534679121416143
                             103258999645
                                            09c674f1427cfa95b8e6ddc464224694
                                            d8209986ac5b4d0cf97f0eab2b56aba9
10228
          3534679121416143
                             103258999645
10229
          3534679121416143
                             103258999645
                                            16737fba0d1bc2894c287724c0fdb570
10230
          3534679121416143
                             103258999645
                                            588ed2336bba6aa43964121e2ae57ddd
                                           is_fraud
                                                      \
        unix_time
                         category
                                      amt
0
       1576966714
                                                   0
                      grocery pos
                                    62.15
1
                                                   0
       1557010309
                    gas transport
                                    49,49
2
       1585754712
                                    67.48
                                                   0
                         misc_net
3
       1551396617
                    gas transport
                                   62.01
                                                   0
```

```
1585425018
                                                  0
4
                         misc net
                                   34.66
                                     . . .
. . .
                              . . .
10226
       1620902323
                    entertainment
                                     3.80
                                                  0
10227
       1657869554
                        kids pets
                                    7.59
                                                  0
                                    2.57
                                                  0
10228
      1608809405
                     shopping pos
                      food_dining
                                                  0
10229
       1625630522
                                     4.32
10230
       1663496308
                    personal care
                                     8.78
                                                  0
                               merchant
                                          merch lat
                                                     merch long
0
                        Miller and Sons
                                          38.572578
                                                     -81.774686
1
                        Reynolds-Bryant
                                          40.074063
                                                     -81.643343
2
                             Porter PLC
                                          40.383163
                                                     -81.745601
3
                     Blackburn and Sons
                                          39.488174
                                                     -81.957905
4
                             Valdez Inc
                                          39.149621
                                                      -81.795189
                                                . . .
. . .
                                          61.209822 -158.430297
10226
                            Jackson LLC
10227
                             Rivera-Ray
                                          62.288254 -158.324646
10228
       Caldwell, Valentine and Sellers
                                          61.120091 -157.476436
10229
                           Turner-Poole
                                          62.196653 -157.272488
10230
                       Caldwell-Burnett 61.606561 -157.408837
[10231 rows x 10 columns]
/content/sample data/dataset/transactions 17.csv
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Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 18.csv
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                            acct num
                                                               trans num
0
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                        940251608167
1
         630447468723
                        940251608167
                                       4b77b098972d0ba7243283ea226ef896
2
         630447468723
                        940251608167
                                       f79a211254333abdd107e222d30a2a32
3
         630447468723
                        940251608167
                                       cc23d5dc069a6181047fcafd118f8db8
4
         630447468723
                        940251608167
                                       5b2724c12c03e725a98d0fc13c1b098f
. . .
                   . . .
      379902355770272
                        167373214626
                                       4cbbeec4dc900d1573abafa5639dfd5c
7888
                                       36e92e2242565189e40629f1ba58d895
7889
      379902355770272
                        167373214626
7890
      379902355770272
                        167373214626
                                       856c41011b8ccf773752aca1cd888e21
7891
      379902355770272
                        167373214626
                                       85a2091585ca3368ce1679fe080c7e37
7892
      379902355770272
                        167373214626
                                       e1339031a70569295694204be9113cdd
       unix_time
                        category
                                      amt
                                           is fraud
                                                                       merchant
\
0
      1643289027
                     grocery pos
                                  287.75
                                                  1
                                                                        Lam Inc
                                                  1
1
      1643383555
                        misc net
                                  288.23
                                                                    Martin Ltd
2
                     grocery_pos
                                  300.00
                                                  1
                                                             Ferguson-Gonzalez
      1643297375
3
      1643289214
                     grocery_pos
                                  288.53
                                                  1
                                                                  Robinson LLC
4
      1643290844
                                  338.48
                                                  1
                                                                  Gonzalez Inc
                        misc net
                                      . . .
. . .
7888
      1670742520
                                    4.57
                                                      Nunez, Sandoval and Wood
                   personal_care
                                                  0
                                                  0
7889
      1655549997
                    shopping net
                                    6.42
                                                                Thomas-Perkins
7890
      1661601758
                   entertainment
                                     2.53
                                                  0
                                                                    Miller Inc
                                                  0
7891
                     food dining
                                    9.69
                                                     Gomez, Stewart and Hicks
      1664018740
                                                  0
7892
                   personal care
                                     5.62
                                                                    Taylor Inc
      1671865187
      merch lat merch long
0
      34.139096 -117.159437
```

localhost:8888/nbconvert/html/Identifying\_Customer\_Segments.ipynb?download=false

```
1
      33.258724 -117.967951
2
      33.251874 -118.409882
3
      34.567360 -117.388140
4
      34.555893 -117.820108
7888
      35.554274
                 -85.334827
7889
      34.667397
                 -84.911506
7890
      35.998485
                 -84.564365
7891
      34.474062
                 -85.108057
7892
      35.352308
                 -85.330240
[7893 rows x 10 columns]
/content/sample data/dataset/transactions 19.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
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                 cc num
                              acct num
                                                                trans num
0
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                          326474132970
                                        29629a76b171a60f6e6ff4fe64ae8988
1
          4909619797978
                          326474132970
                                        5f6ba65125911200eaed78c719e9c85e
2
          4909619797978
                          326474132970
                                        b425a7741b21c7c99d3f34d86a512bf6
3
          4909619797978
                          326474132970
                                        b6327192de7f3704e72d25474859faca
4
          4909619797978
                          326474132970
                                        e403dd5d734c35c06dae623347288b65
        180047909863618
                          921460407733
                                        31ef21c712f1ee444a06751a8dfcbb56
154753
154754
        180047909863618
                          921460407733
                                        0e4f4ea87366f0a6ff6a77d6d69ae5da
                                        e189e882db43eea50713602b153ee223
154755
        180047909863618
                          921460407733
                                        d685c55c32e970233576f2f3aaaa77e3
154756
        180047909863618
                          921460407733
154757
        180047909863618
                          921460407733
                                        0907994749e9078ef4a9e08ac2fcdd4b
         unix time
                          category
                                      amt
                                           is fraud
0
        1553878401
                       grocery_net
                                    85.88
                                                   0
1
                                                   0
        1579711131
                          misc_pos
                                    86.60
2
                       grocery net
                                                   0
        1559159358
                                    72.39
3
                                                   0
        1549556432
                    gas transport
                                    50.67
4
        1555014318
                       grocery_net
                                    99.98
                                                   0
. . .
               . . .
                               . . .
                                      . . .
154753
        1608361075
                      shopping_pos
                                     4.88
                                                   0
                      shopping_net
                                     9.51
154754
        1590582548
                                                   0
154755
        1669863951
                    personal care
                                     2.32
154756
        1608254329
                      shopping pos
                                     1.91
                                                   0
154757
        1607477122
                      shopping_pos
                                     9.16
                                                   0
                            merchant
                                      merch lat
                                                  merch long
0
                   Zamora-Hernandez
                                      30.066512
                                                  -90.723646
1
                         Simmons LLC
                                      29.858211
                                                  -89.535477
2
                       Reeves-Walker
                                      30.078241
                                                  -90.908793
3
                            Luna Ltd
                                      29.410496
                                                  -89.870197
4
        Patterson, Cooper and Brown
                                      30.005284
                                                  -89.700016
                                             . . .
154753
                         Smith Group
                                      34.685320 -119.348250
                        Miller-Moore
                                      35.988114 -119.057271
154754
154755
                                      35.458715 -119.632409
                          Joseph Inc
          Gardner, Chan and Russell
154756
                                      36.060534 -120.283720
154757
            Cole, Fisher and Wilson
                                      34.910037 -119.213412
```

```
[154758 rows x 10 columns]
/content/sample_data/dataset/transactions_21.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
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/content/sample data/dataset/transactions 22.csv
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                            acct_num
                                                               trans num
0
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                        589419928804
                                      c31c6e90cf191756db56d617fcceebeb
1
     3536881013827217
                        589419928804
                                      126e88be5b03ddf484d89b78756c2cc7
2
     3536881013827217
                        589419928804
                                       21712361deb77da6fbd08486ce1f1722
3
     3536881013827217
                        589419928804
                                      0c4403834584258a8741080e3038f9af
4
     3536881013827217
                        589419928804
                                      2856a9a7e1cfbed037d50a238c766dba
. .
353
     3536881013827217
                        589419928804
                                      f037ed72e9f65c28d346da04d1c2f53d
354
                                       cd52e2a01fe907f6e1b6adddc6fe7400
     3536881013827217
                        589419928804
355
     3536881013827217
                        589419928804
                                       2e48bbccc0e658be32fa71ae64367dfc
356
     3536881013827217
                        589419928804
                                       17fa12ccce8a4f9084a8607c23c8546c
357
     3536881013827217
                        589419928804
                                      7d4db99aefa15e99c7650a172583e728
      unix_time
                                     amt
                                          is_fraud
                                                                        merchant
                        category
\
0
                                                  0
     1648217767
                     grocery pos
                                   55.66
                                                          Hart, Avila and Johns
1
     1641689364
                  gas_transport
                                   54.25
                                                  0
                                                                 Hopkins-Bradley
2
     1657217626
                   shopping_pos
                                   82.38
                                                  0
                                                     Butler, Parker and Gilbert
3
                                   42.50
                                                  0
                                                       Ortiz, Malone and Barnes
     1650644329
                     grocery_pos
                     grocery_pos
4
     1648651442
                                   51.89
                                                  0
                                                                       Kim Group
                                      . . .
. .
            . . .
                                                . . .
353
     1664426232
                 health fitness
                                    6.80
                                                  0
                                                       Davis, Morgan and Valdez
354
                                  797.46
                                                  0
     1667632321
                            home
                                                                    Pierce Group
                                                  0
355
     1665278189
                            home
                                    8.93
                                                                   Nolan-Mullins
356
     1661770492
                     food dining
                                    5.51
                                                                 Robertson-Rojas
                                                  0
357
     1670414555
                       kids pets
                                    7.26
                                                     Scott, Mckenzie and Dalton
     merch lat
                merch long
0
     35.037296
                -92.833021
     35.363728
1
                -92.534079
2
     34.698186
                -92.493184
3
     36.272352
                -93.227659
4
     35.033026
                -92.044381
353
     36.259677
                -91.808943
354
     35.740895
                -91.801359
355
     34.749097
                -91.943809
356
     36.121232
                -92.025980
357
     35.287492
                -93.034909
[358 rows x 10 columns]
/content/sample_data/dataset/transactions_23.csv
                cc num
                             acct_num
                                                                trans_num \
0
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                         199437219108
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1
       347138067130732
                         199437219108
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2
       347138067130732
                         199437219108
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3
       347138067130732
                         199437219108
                                        05ac4d015616bdbecaed8435fadab202
                         199437219108
                                        ca34e8d10ba09ea598407cea655a1bd4
4
       347138067130732
7295
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                         976596062877
                                        55d5bce8a4fb44a738e4161e8a84354b
```

```
7296
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                         976596062877
                                       e0c275b51e16a50ce16c621c580d75d7
7297
      6011969874869415
                         976596062877
                                       316db17a0b0888dec9e9d29c2e1aff0e
7298
      6011969874869415
                         976596062877
                                       ca81fd9d698069a12aebad3474c472a1
7299
                                       bc79c5f69d61bae52f2296c098070c45
      6011969874869415
                         976596062877
       unix_time
                                            is fraud
                         category
                                      amt
0
      1576617639
                         misc pos
                                    69.68
                                                   0
                                                   0
1
      1584650002
                         misc_pos
                                    62.65
                     shopping_net
                                                   0
2
      1590944755
                                    70.73
                                    77.97
                                                   0
3
      1597193308
                     shopping pos
4
      1601931764
                     shopping_pos
                                    72.56
                                                   0
. . .
                              . . .
                                       . . .
7295
      1661488043
                        kids pets
                                   524.40
                                                   0
7296
                        kids pets
                                   475.71
      1661228576
                                                   0
7297
      1631875114
                  health fitness
                                   478.33
                                                   0
7298
                                   560.93
                                                   0
      1644737532
                             home
7299
      1671868982
                           travel
                                   536.41
                                                   0
                          merchant merch lat merch long
0
                     Vargas-Obrien
                                    33.377761
                                                -85.964407
1
        Nichols, Bell and Sanders
                                    33.544674
                                                -85.323726
2
                     Johnson Group 33.756144
                                                -86.099000
3
      Henderson, Watkins and Rose
                                    33.710669
                                                -86.504719
4
                      Zamora-Jones
                                    35.330195
                                                -85.307917
7295
              Yu, George and Ryan
                                    33.205210
                                                -92.552918
7296
                     Norman-Hanson
                                    34.060344
                                                -92.933577
7297
                     Trevino Group
                                    33.631931
                                                -93.740141
7298
         Brown, Watkins and Moody
                                    32.809922
                                                -94.270471
7299
                        Hanson LLC
                                    33.197554
                                                -93.290357
[7300 rows x 10 columns]
/content/sample data/dataset/transactions 24.csv
Empty DataFrame
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rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 25.csv
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                                 acct num
                                                                    trans num
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1
                             935451073243
                                            5f7263ba4f3f774f7e13af6b78a94173
       4006875868240516653
2
       4006875868240516653
                             935451073243
                                            3f82bd3a96e28eea2e81b6ad255da192
3
       4006875868240516653
                             935451073243
                                            a6e16acb24d845fd61a5ecb57b419200
       4006875868240516653
4
                             935451073243
                                            692b4310fe9e09f9c632cce5c681c2a1
. . .
                                       . . .
24771
           343251790447085
                             298026601683
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24772
           343251790447085
                             298026601683
                                            09267380cfb24c33c7048fc9e9f87a6f
24773
           343251790447085
                             298026601683
                                            1f70991b54083954b077b5711ebbfa0a
                                            096f2c10cf3589b727d39bf1a3e36916
24774
           343251790447085
                             298026601683
24775
           343251790447085
                             298026601683
                                            5bc5506499295498f7e658b111450129
        unix time
                         category
                                       amt
                                             is fraud
0
       1653062644
                                     78.43
                                                    0
                         misc_pos
                                                    0
1
                   entertainment
                                     58.97
       1659648627
2
                                                    0
       1654739563
                     shopping_net
                                     90.59
3
       1653070601
                                     79.88
                                                    0
                         misc_pos
4
       1658353827
                   entertainment
                                     59.26
                                                    0
```

```
. . .
                                       . . .
24771
       1670908006
                   personal_care
                                      2.94
                                                    0
                                                    0
24772
      1669943329
                       kids pets
                                      6.43
                                                    0
24773
      1665710553
                             home
                                      6.41
                                                    0
24774 1670748794
                   personal care
                                  1252.96
                                                    0
24775
       1671940413
                                     76.76
                           travel
                                  merch lat
                        merchant
                                              merch long
0
                      Rice Group
                                   41.503185
                                              -73.668424
1
                                   40.234917
                                              -74.028145
                     Perez-Leach
                        Smith PLC
2
                                   40.122477
                                              -73.712372
3
         Johnson, White and Kemp
                                   40.908808
                                              -74.628287
4
                    Simmons-Hood
                                   41.057622
                                              -74.489124
                                         . . .
. . .
                              . . .
24771
                      Monroe Ltd
                                   28.019383
                                              -81.794612
                   Jimenez Group
                                   27.065622
24772
                                              -82.343797
24773
                     Coleman-Fry
                                   28.505515
                                              -82.288554
24774
       Snow, Johnston and Barron
                                   27.451606
                                              -81.956534
24775
                      Rose-Jones
                                   27.860629
                                              -82.725985
[24776 rows x 10 columns]
/content/sample data/dataset/transactions 26.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample data/dataset/transactions 27.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
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                              acct num
                                                                trans num
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       6011034324451072
                         347300118003
                                        f7a363dcdb4061c5509b898062145eb4
2
       6011034324451072
                         347300118003
                                        53f1ece7775bd7922604359cf60ad390
3
       6011034324451072
                         347300118003
                                        a93fe93ef304d209954a6c439776c3e6
4
       6011034324451072
                         347300118003
                                        8ab8aebc64059ac090589ba2fede2939
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10215 6011416389448467
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                                        7080ccaf3726725fbbd65125d04c872b
10216 6011416389448467
                           18557023491
10217
       6011416389448467
                           18557023491
                                        465454d97aa3bf6b3e8798adef040ab5
10218
       6011416389448467
                           18557023491
                                        52cd84669bf4b041dd496d879f307981
10219
       6011416389448467
                           18557023491
                                        e53cddbff8d7505310fd2a43016c29f6
                                            is fraud
        unix time
                         category
                                       amt
0
       1604613096
                     shopping_pos
                                     67.75
                                                    0
1
       1595623862
                     shopping net
                                     60.24
                                                    0
2
                                                    0
       1556572938
                      grocery_net
                                     65.82
3
       1558486442
                      grocery_net
                                     69.30
                                                    0
                                                    0
4
       1579184692
                         misc_pos
                                     76.81
                                       . . .
. . .
                                    569.36
10215
      1626232418
                      food_dining
                                                    0
                                    527.15
                                                    0
10216 1648353549
                              home
                                                    0
10217
       1632556536
                   health fitness
                                    566.27
10218
       1627638220
                       food_dining
                                    603.77
                                                    0
10219
       1641625053
                              home
                                    429.79
                                                    0
```

```
merchant
                                   merch lat merch long
0
       Huff, Smith and Underwood
                                   32.088436 -108.388786
1
                     White-Brown
                                  32.763459 -108.349340
2
            Cruz, Cook and Avery
                                  32.135833 -108.979088
          Perez, Jones and Smith 32.990473 -109.442091
3
4
               Schroeder-Schultz
                                   31.968292 -108.185316
10215
                  Martinez Group
                                  38.082922
                                              -85.562103
             Williams-Harrington
                                   39.795780
10216
                                              -84.700282
10217
                 Green-Alexander
                                   39.611931
                                              -85.384566
10218
                   Hernandez Ltd
                                   38.281048
                                              -85.700447
10219
          Ali, Newman and Porter
                                   39.406757
                                              -85.259344
[10220 rows x 10 columns]
/content/sample data/dataset/transactions 29.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
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                                                               trans num
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1
       180032174357488
                        790229857846
                                       910f9d9b6a76145ef7225a54b2f4800a
2
       180032174357488
                        790229857846
                                       e82e4d4d0a9d6f116b15e306247efcb4
3
       180032174357488
                        790229857846
                                       db27226cde3b25c94742a61316011b05
4
       180032174357488
                        790229857846
                                       fdf36b30e3e123fcb0d49016685fbb73
. . .
                                  . . .
                         44386431879
                                       c8b3b1151ca6774cfc471a966a6aefe7
3575
      4646726368154185
3576
                                       cd484149b737daf479cce7f02319ba4d
      4646726368154185
                         44386431879
3577
      4646726368154185
                         44386431879
                                       af306a24bea2ed97109db7f92f5d011d
3578
      4646726368154185
                         44386431879
                                       e1050109cbac5b5102e007f7cb1d268c
3579
      4646726368154185
                         44386431879
                                       039897ed83867640d42167756565c845
       unix time
                        category
                                     amt
                                          is fraud
0
      1643297157
                                   46.11
                   gas transport
                                                 a
                                                 0
1
      1644155219
                   gas_transport
                                   58.44
2
      1649279492
                     grocery_pos
                                   53.30
                                                 0
3
      1644593323
                   gas transport
                                   75.60
                                                 0
      1646506847
                   gas_transport
                                   83.86
                                                 0
4
. . .
3575
      1665295134
                  health fitness
                                    3.47
                                                 0
3576
      1653623794
                        misc_pos
                                    3.83
                                                 0
                    shopping_net
3577
      1656670373
                                    3.85
3578
      1660139117
                   entertainment
                                    9.16
                                                 0
3579
      1657937110
                    shopping pos
                                    2.76
                                    merch lat merch long
                         merchant
                                    40.666351
0
          Mora, Holland and James
                                               -74.271049
1
                     Smith-Hudson
                                    40.265087
                                               -73.968016
2
       Campbell, Taylor and Frank
                                    41.364445
                                               -74.144440
3
          Bass, Sanders and Young
                                    40.324152
                                               -73.190458
4
                    Costa-Woodard
                                    41.769712
                                               -73.335726
                    Cox-Rodriguez
3575
                                    35.789782
                                               -86.013622
3576
      Graves, Young and Schneider
                                    34.101284
                                               -85.980451
```

Simmons Group

34.728192

-85.290111

3577

```
3578
                       Mendoza PLC
                                    35.655890
                                                -84.330756
3579
                       Cook-Arnold
                                    34.646292
                                                -84.866490
[3580 rows x 10 columns]
/content/sample data/dataset/transactions 31.csv
           cc_num
                        acct_num
                                                                       unix_time
                                                           trans_num
\
0
     676326113989
                   361825349415
                                  363a18bd03b717e553ec9413fff4ec57
                                                                      1658853267
1
     676326113989
                   361825349415
                                  90440b82da299e708b4fc52532a139ef
                                                                      1658850097
2
                                  82322ae6999755ded3a2c4b85b6ba57c
     676326113989
                    361825349415
                                                                      1658854048
                    361825349415
                                  b5d4e8970733a47283f033194f300994
3
     676326113989
                                                                      1658845921
                    361825349415
                                  03049744730b57552449d4f7cb7e46a2
4
     676326113989
                                                                      1659011771
     676326113989
                                  89ed706943724343c94b16cf77a07cbf
                                                                      1662299751
364
                   361825349415
365
     676326113989
                    361825349415
                                  794dd469be04479c37a6b6140f026dc2
                                                                      1659345112
366
     676326113989
                    361825349415
                                   122c567315bfa3a84bbe96e4a8da0c20
                                                                      1660279232
367
     676326113989
                    361825349415
                                  905a908e5b77666a2d72c4ed6b0de01c
                                                                      1660555163
                                                                      1670824901
368
     676326113989
                   361825349415
                                  7d4f881036358f0d5e3fa757deda8144
                              is fraud
                                                                      merch lat
           category
                         amt
                                                            merchant
\
0
      gas transport
                       22.51
                                      1
                                                       Contreras PLC
                                                                      42.863460
                                      1
      gas transport
                       20.56
                                                       Walker-Casey
                                                                      43.237965
1
2
        grocery_pos
                      339.13
                                      1
                                                      Nash and Sons
                                                                      42.984440
3
        grocery_pos
                      328.75
                                      1
                                                            Carr Inc
                                                                      42.702707
4
                      324.40
                                      1
                                         Roth, Vasquez and Whitaker
                                                                      43.399213
             travel
     health_fitness
                                      0
                                                          Decker LLC
364
                        9.15
                                                                      43.544410
                                      0
365
      entertainment
                                                      Brown and Sons
                      210.83
                                                                      42.805614
366
                        4.27
                                      0
                                           Wheeler, Gomez and Avery
                                                                      43.069129
      entertainment
                        7.95
                                      0
367
      entertainment
                                                          Lane-Craig
                                                                      43.148275
368
      personal care
                        6.40
                                           Welch, Phillips and Diaz
                                                                      42.909643
     merch long
0
     -76.681985
1
     -76.036416
     -76.425987
2
3
     -77.406702
4
     -76.272895
. .
     -77.079779
364
365
     -76.940384
366
     -75.710918
367
     -77.040719
368
     -76.856706
[369 rows x 10 columns]
/content/sample data/dataset/transactions 32.csv
                cc_num
                             acct_num
                                                                trans_num
0
        30415152638403
                         373790097990
                                        a4340496ad3ddcb9021da9019f320f23
1
                                        8666af3e5b17f0f00e3dc8809f282711
        30415152638403
                         373790097990
2
        30415152638403
                         373790097990
                                        6c69d7c41c2ef9876dfa45ffb42e92e2
3
                                        00ed85f84252b09a7a6dce2a1debc02e
        30415152638403
                         373790097990
4
        30415152638403
                         373790097990
                                        8144f0c46268916a4a3c73c7e8443845
. . .
                                        80a0a715756da73a2f59e18226df6d06
8755
      3572989376297459
                          59703614299
8756
      3572989376297459
                          59703614299
                                        f4916b8279f260df57d5ea3cebfb884d
```

```
8757
      3572989376297459
                          59703614299
                                        720b8ee232fe166d50671cd6e8dcee32
8758
      3572989376297459
                          59703614299
                                        119a03bbc83e3428b6fdeb17a7d841db
8759
      3572989376297459
                          59703614299
                                        f3551e44f6b743caf82d76317ed40051
                                          is fraud
       unix time
                        category
                                     amt
                                                     \
0
      1552669266
                   gas transport
                                   59.19
                                                  0
                                                  0
1
      1584207641
                        misc net
                                   71.30
2
                                   54.69
                                                  0
      1571068578
                     grocery_pos
                                                  0
3
      1588379277
                        misc_pos
                                   52.36
                                                  0
4
      1567537065
                     grocery_pos
                                   63.96
. . .
              . . .
                                     . . .
                                                . . .
8755
      1669807343
                   personal care
                                    6.30
                                                  0
8756
      1621830688
                     food dining
                                    6.55
                                                  0
8757
                          travel
                                    5.95
                                                  0
      1671272867
8758
      1610004097
                   entertainment
                                    9.66
                                                  0
8759
                                                  0
                                    5.19
      1614848269
                   entertainment
                                        merch lat
                                                    merch long
                              merchant
0
                                        43.404637
        Mcguire, Nolan and Hernandez
                                                    -84.632098
1
      Copeland, Turner and Patterson
                                        42.826796
                                                    -83.336394
2
            Flynn, Gonzalez and Smith
                                        43.416714
                                                    -83.967022
3
                      Miles-Dominguez
                                        43.084354
                                                    -84.755591
4
                        Lopez-Jenkins
                                        42.926032
                                                    -84.468170
8755
                     Gallagher-Nelson
                                        39.994475
                                                    -76.064208
8756
                                        39.545295
                           Thomas LLC
                                                    -76.920495
8757
                       Turner-Swanson
                                        38.907395
                                                    -75.238238
8758
                        Jones-Sanchez
                                        39.973384
                                                    -75.329904
8759
                     Thompson-Jackson
                                                    -75.400270
                                        39.082620
[8760 rows x 10 columns]
/content/sample data/dataset/transactions 33.csv
                 cc num
                              acct num
                                                                 trans num
0
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1
      2287201859626305
                         125069449315
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2
      2287201859626305
                         125069449315
                                        5354a960f9310916f16164e17d4a64a1
3
      2287201859626305
                         125069449315
                                        6efa3c7b27fc87de70349bfd4586a882
4
      2287201859626305
                         125069449315
                                        d503d94901f1083c5391c027221f627a
. . .
2501
       347208496498560
                          11546128003
                                        5a45673ae9ac120c8e3d3b7d25ebad61
2502
       347208496498560
                                        3f100be4b07655cef7de797536ab7aec
                          11546128003
2503
       347208496498560
                          11546128003
                                        b60834eaa7c5d1c4a06a4b6f1651fa23
2504
       347208496498560
                          11546128003
                                        6f52ab9daff01772bddf23b7eb76ab76
2505
       347208496498560
                          11546128003
                                        c7f7e0b030c061cb9e34e63f9d9e8cc3
       unix time
                                            is fraud
                                                      \
                          category
                                      amt
0
      1644602241
                    gas_transport
                                    57.70
                                                   0
1
      1649112904
                      grocery pos
                                    83.59
                                                   0
2
                                                   0
      1648648881
                      grocery_net
                                    50.89
3
      1648506490
                      grocery_net
                                    75.65
                                                   0
                                                   0
4
      1648942951
                      grocery_pos
                                    56.93
. . .
                                      . . .
                                                 . . .
2501
      1664176669
                      food_dining
                                                   0
                                     3.66
2502
      1664184943
                      food dining
                                     5.56
                                                   0
                    entertainment
                                                   0
2503
      1661573937
                                     8.64
2504
      1653907733
                         misc_pos
                                     3.01
                                                   0
2505
      1667614459
                   health fitness
                                     9.86
                                                   0
```

```
merchant merch lat merch long
0
                         Lamb-Hart 37.673781 -87.599695
1
         Hunt, Bishop and Mcdowell
                                    36.528417
                                               -86.916169
2
                     Blackburn Inc 37.433935 -87.574003
3
                  Oneill-Hernandez 37.184247 -86.197379
4
                    Walsh and Sons
                                    36.771541 -87.185186
         Mcintyre, Kemp and Rhodes 40.223824
                                              -96.714782
2501
2502
                      Martinez Ltd 39.730509 -97.917259
                       Nichols PLC 39.630807 -97.340039
2503
2504
        Jacobs, Williams and Patel 40.734086 -96.178885
2505
     Ferrell, Thompson and Torres 40.139678 -96.743013
[2506 rows x 10 columns]
/content/sample data/dataset/transactions 34.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample_data/dataset/transactions_35.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample data/dataset/transactions 36.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample_data/dataset/transactions_37.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample data/dataset/transactions 38.csv
                 cc num
                             acct num
                                                              trans_num
0
       4841962332605860
                           3005591724
                                       0a9c8afdc2ca6b4bce8ecc2be7d2e935
1
       4841962332605860
                           3005591724
                                       e336c0796eb5df533b742430e8232faf
2
       4841962332605860
                           3005591724
                                       e0f09f622f8e154b1e93ae42ed8b0a46
3
       4841962332605860
                           3005591724
                                       ed2091c4c6c27c2d3d6a1bf1b998f9d5
4
       4841962332605860
                           3005591724 10817e38ab04f577f9af4c4aa52762a6
94972 6011473650032991
                         272682708416
                                      f98739a67968bbcddd0db5dfeb319be0
94973 6011473650032991
                         272682708416
                                       176c218c4eb475a314d8f96c24a3a134
94974 6011473650032991
                         272682708416
                                       bad376f22bedf7eeb9337107fd17cbb4
94975 6011473650032991
                         272682708416
                                       02547d11a54578ee07f21b5cbf3e3575
94976
      6011473650032991
                         272682708416
                                       4d4f434185457f48849c693cfed1c711
                                     amt is_fraud
                                                                     merchant
        unix_time
                         category
١
0
       1595972601
                     shopping pos 75.51
                                                 0
                                                                Warren-Nelson
1
       1609268401
                    entertainment 76.15
                                                 0
                                                                   Boone-Cruz
2
       1589568716
                     shopping_net 78.83
                                                 0
                                                                 Nguyen-Moore
3
       1556754723
                    gas transport 75.85
                                                 0
                                                                     Hood Inc
                                                     Hurst, Ramirez and Cohen
4
       1614554682
                    entertainment 66.32
                                                 0
                                               . . .
```

```
94972
                                      7.71
                                                    0
       1661867636
                     personal care
                                                                   Rodriguez-Wade
94973
       1671540752
                             travel
                                      1.33
                                                    0
                                                                    Alexander PLC
                                                    0
94974
                     personal_care
                                      4.70
                                                                   Roman and Sons
       1661862482
94975
       1661507536
                     personal care
                                      2.14
                                                    0
                                                       Mccarthy, Lopez and Allen
94976
       1627977969
                    health fitness
                                      9.70
                                                    0
                                                                  Porter and Sons
       merch lat
                   merch long
0
       40.571481
                   -77.148282
1
       40.978736
                   -76.871023
2
       39.861767
                   -76.008964
3
       39.836262
                   -76.962103
4
       40.780294
                   -75.876983
94972
       34.393317
                   -78.130479
94973
       35.594774
                   -78.301459
94974
                   -78.365079
       35.675828
94975
       35.657101
                   -79.234460
94976
       35.005893
                   -78.670954
[94977 rows x 10 columns]
/content/sample_data/dataset/transactions_39.csv
                  cc num
                               acct num
                                                                  trans num
0
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         30160398863650
                          652941429071
1
         30160398863650
                          652941429071
                                         f1a327c9e7a6638f9cb8199de0a7a731
2
         30160398863650
                          652941429071
                                         dac2627d627e8f346b364d8da8f555a3
3
                                         d14a889f8447f3cd418d45d2092fdb27
         30160398863650
                          652941429071
4
         30160398863650
                          652941429071
                                         7b904cdea24bf406502fa215ef023101
                     . . .
                                    . . .
. . .
                                         b70a19e841df4001d42fc2ae6d8787ae
40882
       4594853400127623
                          997039479727
                                         21023ec33977cd3acbe6bb67d99683d6
40883
       4594853400127623
                          997039479727
40884
       4594853400127623
                          997039479727
                                          31b44d814a2f14d9c55b9676d4d53775
40885
       4594853400127623
                          997039479727
                                         7df193ce532b682c914e1c70e16a2a54
40886
       4594853400127623
                          997039479727
                                         695b2833b4f2e3bfc45b76d9e441f7c3
                                               is fraud
                                                         \
        unix time
                          category
                                          amt
0
                                        9.89
                                                      1
       1650897750
                       grocery_pos
                                                      1
1
       1650899044
                     gas_transport
                                        9.89
2
                                       14.00
                                                      1
       1650903412
                     gas transport
3
       1650907403
                       grocery_pos
                                      311.63
                                                      1
4
       1650936529
                                      291.33
                                                      1
                     gas transport
                                          . . .
40882
       1665837516
                    health fitness
                                        1.99
                                                      0
40883
       1669622506
                               home
                                        7.13
                                                      0
40884
       1654772674
                                        8.95
                                                      0
                          misc pos
40885
       1660371690
                     entertainment
                                     4134.95
                                                      0
40886
       1655359503
                                                      0
                      shopping net
                                        1.52
                          merchant
                                     merch lat
                                                 merch long
0
                                                 -75.822797
                       Vazquez LLC
                                     40.273363
1
                          Hall PLC
                                     39.345601
                                                 -75.875301
2
                       Johnson LLC
                                     40.812858
                                                 -75.677036
3
                        Turner LLC
                                     39.817482
                                                 -74.938757
4
         Rivera, Chavez and Davis
                                     39.207293
                                                 -74.229907
. . .
40882
                        Hall Group
                                     30.699113
                                                 -98.531273
40883
                    Wade-Rodriguez
                                     29.464685
                                                 -97.663554
40884
       Rojas, Barnes and Erickson
                                     30.393799
                                                 -97.872988
```

40885 30.516804 -97.664019 Sherman-Daniels 40886 Murphy, Fischer and Woods 30.567516 -97.793668 [40887 rows x 10 columns] /content/sample data/dataset/transactions 40.csv cc num acct\_num trans num 0 377480957394058 256845189467 5c010d5684d75b59d6aa02d81a3613c1 1 377480957394058 256845189467 beeac075680cfebb3ecfb6894a3a9a90 2 377480957394058 256845189467 960dbd5058152c1c08994fd12a992d00 3 377480957394058 256845189467 d7678c49fefe6fc8b4120e8c2ec99540 377480957394058 4 256845189467 32d071025482e41ddc1963a6445ac61d 224896 3519925692476886 617852071065 0bde701a54af99fb7e5aa5a8e4411859 224897 3519925692476886 617852071065 30ea09b2542bcc81e80104ca441db16a 224898 3519925692476886 617852071065 ed38c86092c9b84af71c300f5e285a13 7c48e12366ced59e5013e5cd4594a400 224899 3519925692476886 617852071065 224900 3519925692476886 617852071065 e94d589b549fa03c32775859729bc958 is fraud unix time category amt 0 1583184159 misc net 80.46 0 1 1555701663 gas transport 58.58 0 2 1575072903 grocery\_pos 60.11 0 3 0 1575297118 grocery pos 36.41 4 60.17 0 1563209257 grocery\_net . . . 224896 1594734506 misc\_pos 8.36 0 224897 1607933927 shopping\_pos 22.76 0 0 224898 1646037880 home 7.66 0 224899 1630226477 food dining 8.32 224900 1668860469 personal care 7.40 0 merchant merch lat merch long 0 Marshall LLC 41.919802 -87.592037 1 Phelps-Campbell 41.032331 -88.592018 Hopkins, Jordan and Blair 2 41.865136 -88.818713 41.984380 3 Williams, Bray and Aguilar -87.540684 Fitzgerald Group 4 42.206876 -87.130330 . . . . . . 224896 Callahan, Anthony and Watson 42.989883 -71.580746 Allison, Escobar and Camacho 42.328317 -71.614956 224897 Wright, Williams and Powers 224898 43.260820 -70.486761 224899 Perry and Sons 41.794446 -71.901264 224900 Johnson and Sons 42.673450 -70.828146 [224901 rows x 10 columns] /content/sample\_data/dataset/transactions\_41.csv cc num acct num trans num 31024004064 0 180008357017032 673f1c201c366bf8d15efaf0d40b60ed 1 180008357017032 31024004064 77fa9f0909067bdddb6aec8c113185b5 2 180008357017032 31024004064 c76de38615a44eab1463e4255cc2223f 3 180008357017032 31024004064 3b63230a2f60d3e29f3b36721adccb92 4 180008357017032 31024004064 0644f49ea5a50bf5d0c2e87b47f9ca05 9317 4371450311809 499348764671 b8aba4793b7b506b4e4b9039cfff83b8 9318 4371450311809 499348764671 df294c8b5f0902e94e316c638d51bfba 9319 4371450311809 499348764671 e169b334bc866ef1c13493a434838596 9320 4371450311809 499348764671 11f9c9e77ea153b3805df3ba452beeb6

9321 4371450311809 499348764671 d99651c07db1b1e6b80d6cc24c5b5f60

```
unix time
                                      amt
                                            is_fraud
                         category
0
      1650587403
                      grocery pos
                                     8.64
                                                   1
                                                   1
1
      1650560529
                    gas transport
                                    10.18
2
                                    10.02
      1650562830
                      grocery_pos
                                                   1
                      grocery_pos
3
      1650555511
                                   320.41
                                                   1
4
      1650559022
                   gas_transport
                                   342.77
                                                   1
                                      . . .
. . .
9317
      1665649601
                  health fitness
                                     2.24
                                                   0
9318
                                                   0
      1656998186
                     shopping pos
                                     1.71
9319
                                                   0
      1656142845
                     shopping_net
                                     7.48
                                                   0
9320
      1653643832
                         misc pos
                                     1.49
9321
                  health_fitness
                                     5.40
                                                   0
      1665624222
                                   merch lat
                                               merch long
                         merchant
0
                   Ibarra-Benson
                                   40.736928
                                               -74.723498
1
         Meyers, Diaz and Ashley
                                   40.005778
                                               -73.324198
              Le, Kane and Myers
2
                                   41.246197
                                               -74.785883
3
                Chapman and Sons
                                   40.942670
                                               -73.477831
4
                     Howell-Smith
                                   41.329498
                                               -74.897860
                                          . . .
9317
                    Reid and Sons
                                   34.067930 -116.303940
9318
                   Hernandez Ltd
                                   32.359374 -116.286063
9319
                     Conley-Jones
                                   33.007067 -116.871852
9320
       Simmons, Fields and Brown
                                   32.246416 -117.408449
9321
      Harper, Richards and Nolan
                                   32.442428 -116.882172
[9322 rows x 10 columns]
/content/sample data/dataset/transactions 42.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
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                              acct num
                                                                 trans num
0
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                                         bf9ade501f4778661e7368b52177f6ee
1
       4461571732030931
                          956395061779
                                         d5aadd8495cd99dd1fe5c60371bb31aa
2
                                         76613b1d3443bb3f4e7c8cc02033e4fb
       4461571732030931
                          956395061779
3
       4461571732030931
                          956395061779
                                         d56b3e77f05471aefc85448ac1656ce2
4
       4461571732030931
                          956395061779
                                         de1b00ded79a1c57816d42976efeeda0
21179
                                         a2a40ef46f4d5b8bfb3be53872f1c7dd
        180041314675360
                          293307311995
21180
        180041314675360
                          293307311995
                                         8211df8713e8455caf0a5ef067191b7c
21181
                                         7c8735ccd7387c5bbcc92a3f85b02564
        180041314675360
                          293307311995
21182
        180041314675360
                          293307311995
                                         eca39927455a6e5964f540f846215be2
21183
                                         adf3d7a644baf46f9a6e504c3339d7a3
        180041314675360
                          293307311995
        unix_time
                         category
                                      amt
                                            is fraud
                                                      \
0
       1657734210
                     shopping_pos
                                    91.24
                                                   0
1
                                                   0
       1655503605
                     shopping pos
                                    59.37
2
       1650734789
                         misc net
                                    75.49
                                                   0
3
       1646927059
                      grocery_pos
                                    71.73
                                                   0
4
                         misc pos
                                    68.24
                                                   0
       1652105391
                                       . . .
. . .
                              . . .
21179
       1669980493
                        kids_pets
                                     6.17
                                                   0
21180
       1669781586
                        kids pets
                                     8.94
                                                   0
```

```
1670579742
                    personal care
                                    567.45
                                                    0
21181
21182
       1661597101
                      food dining
                                     26.21
                                                    0
                                                    0
21183
       1671625509
                    personal_care
                                      7.86
                               merchant
                                         merch lat merch long
0
                 Brown, Tran and Zhang
                                         38.419841
                                                     -85.184004
1
                            Reed Group
                                         37.629021
                                                     -85.562092
2
                            Carr Group
                                         37.943825
                                                     -86.336896
3
            Perkins, Riley and Robles
                                         38.954940
                                                     -85.472901
           Kline, Nguyen and Williams
4
                                         39.181538
                                                     -85.538001
. . .
                                                . . .
21179
                            Holmes Ltd
                                         37.735402
                                                     -83.032099
21180
                     Marshall and Sons
                                         37.476081
                                                     -82.994869
                       Burton and Sons
                                         39.400767
21181
                                                     -82.255915
21182
        Jenkins, Williams and Jenkins
                                         39.100287
                                                     -83.450935
       Green, Rasmussen and Macdonald
                                         39.040886
21183
                                                     -81.758927
[21184 rows x 10 columns]
/content/sample data/dataset/transactions 44.csv
                  cc num
                              acct num
                                                                  trans_num
       4514627048281480
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1
       4514627048281480
                          888335239225
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2
                                         479826e20b113849ad21a8767e35c168
       4514627048281480
                          888335239225
3
       4514627048281480
                          888335239225
                                         fec14935fd2cd63343d028f31f51f578
4
       4514627048281480
                          888335239225
                                         260564c0cf03b7df91d739e69861fde3
. . .
                                    . . .
23368
       5227674783667429
                          293218817973
                                         2e4a763702f09da95d125bdd9a0d196f
23369
       5227674783667429
                          293218817973
                                         16b148721ef2d5f6a856437e138f701a
                          293218817973
                                         bff18e361784a838b83f3b1262dbc298
23370
       5227674783667429
23371
                          293218817973
                                         f0b4b81b51e460293282d0b63e4cbdfb
       5227674783667429
23372
       5227674783667429
                          293218817973
                                         f9d977abc9e03d1cb7762a3bbcb77bca
        unix time
                          category
                                       amt
                                            is fraud
0
       1582937132
                                     29.07
                                                    0
                          misc net
1
       1599268936
                      shopping net
                                                    0
                                     69.30
2
       1563297868
                                                    0
                     gas transport
                                     69.05
                                                    0
3
       1566427872
                       grocery_net
                                     67.08
4
                                     55.57
                                                    0
       1558308578
                     gas transport
                                       . . .
. . .
                                      4.73
23368
       1610165283
                     entertainment
                                                    0
       1633339149
                    health fitness
                                                    0
23369
                                      6.13
                                      4.18
23370
       1657776546
                         kids pets
                                                    0
23371
       1631695258
                    health_fitness
                                      8.24
                                                    0
23372
       1665918923
                     personal care
                                      8.86
                                       merch lat
                            merchant
                                                   merch long
0
       Adams, Herrera and Mcpherson
                                       30.850678
                                                   -82.531775
1
                        Gonzalez PLC
                                       31.460715
                                                   -81.748748
2
           Fisher, Harris and Reese
                                       29.792599
                                                   -83.395039
3
                    Rodriguez-Conrad
                                       30.868097
                                                   -83.489898
4
                        Stephens Inc
                                       30.215806
                                                   -82.030570
                                             . . .
. . .
                            Wong LLC
                                       35.028432
                                                   -84.990501
23368
23369
                         Butler-Cook
                                       34.816789
                                                   -84.846744
                       Johns-Jackson
23370
                                       33.882807
                                                   -85.167481
23371
                        Daniel Group
                                       35.140199
                                                   -85.554704
23372
                       Barrera-Ramos
                                       35.026677
                                                   -84.678734
```

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[23373 rows x 10 columns]
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                                                                 trans num
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       3524295633432445
                          625080730349
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2
       3524295633432445
                          625080730349
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3
       3524295633432445
                          625080730349
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4
       3524295633432445
                          625080730349
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19374
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19375
       4096496683496043
                          835714725252
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                          835714725252
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       4096496683496043
                          835714725252
19378
       4096496683496043
                          835714725252
                                         150534828e98c70891800bb9c5936459
        unix time
                                          is fraud
                        category
                                     amt
                                                                        merchant
\
0
                                                 0
       1654894071
                    shopping net
                                  56.66
                                                                         Lam-Kent
1
                    shopping pos
                                  75.72
                                                 0
                                                       Underwood, Pena and Garza
       1655650540
2
       1652970337
                        misc_pos
                                  85.82
                                                 0
                                                                  Thompson Group
3
       1652045256
                        misc pos
                                  42.95
                                                 0
                                                                  Salazar-Atkins
4
                    shopping pos
                                  99.33
                                                 0
                                                          Stark, Jones and Davis
       1655085412
19374
       1670375210
                       kids_pets
                                   8.67
                                                 0
                                                                Sherman-Williams
19375
                                                 0
       1668257994
                       kids pets
                                    3.40
                                                                    Potter-Brown
19376
       1668416879
                       kids pets
                                    7.65
                                                 0
                                                                    Moreno Group
                                                 0
19377
       1665710998
                            home
                                    3.87
                                                                         Shaw LLC
19378
       1669892933
                       kids pets
                                   7.49
                                                    Stephenson, Grimes and Beck
       merch_lat
                  merch_long
0
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       40.656170
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                   -88.450713
2
                   -89.003980
       40.146614
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       38.965339
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       38.824846
4
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       34.772597
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                   -80.144453
19376
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                           956395061779
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        4461571732030931
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        4461571732030931
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. . .
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111012
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         180041314675360
111013
         180041314675360
                           293307311995
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111014
         180041314675360
                           293307311995
                                          4b2afc428145b342dbf9c2a3e1541c6b
```

180041314675360

293307311995

f40db2cf31f5d215fafc8853c6cff7d8

111015

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                                              is fraud
0
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                      gas transport
                                      56.06
                                                     0
                                                     0
1
        1556565567
                      gas transport
                                      61.20
2
                                                     0
        1547671879
                      gas transport
                                      86.57
                                                     0
3
        1587600766
                           misc_pos
                                      86.17
4
        1576781795
                           misc net
                                      79.15
                                                     0
111011
        1639121467
                                home
                                       7.54
                                                     0
                                       1.56
                                                     0
111012
        1650336861
                          kids pets
                        food dining
                                                     0
111013
        1626503315
                                       1.02
                     health_fitness
                                                     0
111014
        1630241835
                                       4.56
                                                     0
111015
        1661082099
                      personal care
                                       4.70
                             merchant
                                        merch_lat
                                                    merch long
0
                      Johnston-Acosta
                                        38.839306
                                                    -85.972665
1
                           Knox Group
                                        39.164956
                                                    -85.099271
2
           Wilson, Jacobs and Lawson
                                        38.385797
                                                    -85.364645
           Thompson, Wolfe and Gould
3
                                        37.653371
                                                    -86.482074
4
                     Edwards-Richards
                                        38.382941
                                                    -85.866553
. . .
111011
                           Moreno Ltd
                                        38.881050
                                                    -81.946841
111012
        Harrison, Soto and Rodriguez
                                                    -82.129429
                                        38.887786
111013
                          Adams-Smith
                                        39.435715
                                                    -83.387099
111014
               Luna, Bowen and Carter
                                        39.365652
                                                    -82.315247
111015
             Fields, Gentry and Soto
                                        39.431753
                                                    -82.361134
[111016 rows x 10 columns]
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                                  acct num
                                                                     trans num
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2
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                              585020232980
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       4795133053194979696
                              585020232980
4
       4795133053194979696
                              585020232980
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             4191260221323
23369
             4191260221323
                             679124338217
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23370
             4191260221323
                             679124338217
23371
             4191260221323
                             679124338217
                                             3e8f7bb8698bcd9a45883206a863774c
                                             f6756583c4240d8d70e4a8f158c27577
23372
             4191260221323
                             679124338217
                                              is_fraud
        unix_time
                          category
                                        amt
0
       1583685552
                     gas transport
                                      13.61
                                                     1
1
                                     301.98
                                                     1
       1583683240
                          misc net
2
                       grocery_pos
                                     327.75
                                                     1
       1583686780
                                                     1
3
       1583686008
                       grocery_pos
                                     278.63
4
                                     293.73
                                                     1
       1583761619
                          misc net
. . .
                                        . . .
23368
       1586510379
                          misc_pos
                                       3.48
                                                     0
                                                     0
23369
       1577415265
                          misc net
                                       8.37
23370
       1605413663
                      shopping pos
                                       5.11
                                                     0
                    health_fitness
                                                     0
23371
       1635409224
                                       8.95
                                                     0
23372
       1620036259
                     entertainment
                                       7.97
                                                   merch_long
                             merchant
                                       merch_lat
```

Revnolds-Smith

40.164988

-79.456743

0

```
-80.622981
1
                Livingston and Sons
                                      41.290426
2
           Davis, Martin and Burton
                                      41.075397
                                                  -79.718986
3
       Williams, Hudson and Buckley
                                      40.586551
                                                  -79.489719
        Morales, Jones and Cardenas
4
                                      39.851332
                                                  -80.117580
           Oneal, Allen and Hawkins
                                      39.011339
                                                  -84.715278
23368
                                      38.961994
                                                  -84.676587
23369
           Rivera, Morris and Glenn
23370
                        Banks-Mooney
                                      39.235679
                                                  -84.998581
23371
                         Perez-Burke
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23372
                          Morgan-Lee
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                              acct num
                                                                 trans num
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                          491227929210
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4
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49781
       6520575639836526
                          665775741850
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49782
       6520575639836526
                          665775741850
                                         d939ec086d2bfe5615e213c10d6041eb
        unix time
                          category
                                      amt
                                            is fraud
0
       1644271062
                                    72.70
                     gas_transport
                                                   0
1
                                                   0
       1644085966
                     gas transport
                                    73.14
2
       1647014898
                      grocery_net
                                    98.90
                                                   0
3
       1646754763
                       grocery_net
                                    85.81
                                                   0
       1643408303
4
                     gas transport
                                    72.68
                                                   0
                                      . . .
. . .
               . . .
                               . . .
49778
       1668488944
                              home
                                     4.10
                                                   0
49779
       1671861500
                                     2.56
                     personal care
                                                   0
49780
                   health_fitness
                                                   0
       1665317575
                                     1.64
                                                   0
49781
       1668322046
                              home
                                     6.64
49782
       1668828394
                              home
                                     2.05
                            merchant
                                      merch lat merch long
0
             Miller, Solis and Vega
                                      33.756152 -118.180690
1
                       Dunn and Sons
                                      34.684152 -118.072794
2
                      Massey-Morgan
                                      32.980310 -118.407788
3
       Rodriguez, Thomas and Sexton
                                      33.196887 -118.124583
          George, Hicks and Krueger
4
                                      33.009362 -118.740220
49778
                      Mitchell-Brown
                                      35.582542 -118.261995
49779
                           Le-Morris
                                      34.167867 -119.154091
         Avery, Gonzalez and George
49780
                                      35.375374 -119.251738
49781
         Sweeney, White and Esparza
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                     Morales-Wilson
                                      34.110858 -118.985261
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                               acct num
                                                                  trans num
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```

```
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204450
        4604409079772781
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                           485572028745
204452
        4604409079772781
                           485572028745
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                                             is fraud
         unix time
                          category
                                        amt
0
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                     gas transport
                                       8.55
                                                    1
                                                    1
1
        1573916219
                       food dining
                                    355.21
                      shopping_pos
2
        1573914320
                                    887.15
                                                    1
3
        1573914786
                      shopping_pos
                                    793.91
                                                    1
4
                      shopping net
                                                    1
        1573917423
                                    713.53
                                        . . .
204448
        1605935870
                      shopping_pos
                                       4.11
                                                    0
204449
        1616306903
                     entertainment
                                      9.24
                                                    0
204450
        1614479113
                                      7.86
                                                    0
                     entertainment
204451
        1604886291
                      shopping_pos
                                       4.59
                                                    0
                                                    0
204452
        1611985153
                      shopping pos
                                       4.25
                           merchant
                                     merch lat merch long
0
            Perez, English and Cox
                                     49.068333 -123.051367
1
             Cruz, Marsh and Burke
                                     48.967123 -121.265437
2
                     Phillips Group
                                     48.244516 -122.237457
3
                       Brown-Morton
                                     48.133023 -122.916003
4
                     Kelly and Sons
                                     49.054959 -121.837657
. . .
204448
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                                     42.681869
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204449
             Heath, Bass and Reyes
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                                                 -82.059483
                        Wiggins LLC
204450
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                         Nguyen Ltd
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                                                 -83.302738
204451
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                                                 -82.432722
[204453 rows x 10 columns]
/content/sample data/dataset/transactions 50.csv
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                                                                     trans num
\
0
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2
           4358841834374016
                              521500975371
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3
           4358841834374016
                              521500975371
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4
                              521500975371
                                             ece42ca5e3b4633b5cb578df72d7e860
           4358841834374016
        4601080181030683173
                                             f8d5f94ababa2fefa2d278ad9687bcf8
183972
                              117887236764
183973
        4601080181030683173
                              117887236764
                                             1a1d67cb98ad6c22ea6c88bd3cec3f9e
183974
                                             90a940e1796532cd0df18ce7c51f9a80
        4601080181030683173
                              117887236764
183975
        4601080181030683173
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183976
        4601080181030683173
                              117887236764
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                                              is_fraud
                                                        \
         unix_time
                           category
                                         amt
0
        1566321512
                                                     0
                        grocery pos
                                     100.39
1
                                                     0
        1563656523
                        grocery_pos
                                       77.78
2
        1558045617
                                       83.35
                                                     0
                        grocery_net
3
        1554825671
                        grocery net
                                       61.17
```

```
4
        1551360953
                                       63.27
                                                      0
                      gas transport
. . .
                                         . . .
183972
        1632578098
                     health_fitness
                                        5.08
                                                      0
                      personal_care
                                                      0
183973
        1662185613
                                        6.67
                     health fitness
                                        4.59
                                                      0
183974
        1632897034
                        food dining
183975
                                        6.12
                                                      0
        1628254695
183976
        1617000819
                      entertainment
                                        2.45
                                                      0
                             merchant
                                       merch_lat
                                                   merch_long
0
                           Allen PLC
                                       37.708531
                                                   -84.840628
                       Hughes-Nelson
1
                                       39.002725
                                                   -86.028650
2
         Rosales, Quinn and Johnson
                                       37.458960
                                                   -85.401004
        Watson, Fisher and Williams
3
                                       37.630174
                                                   -86.404157
                                                   -85.293647
4
                      Johnson-Lawson
                                       38.104203
                                              . . .
. . .
183972
          Long, Gibson and Mcintosh
                                       41.096302
                                                   -74.461268
            Allen, Rhodes and Olson
183973
                                       40.930486
                                                   -75.114876
                     Schultz-Jackson
                                                   -75.423625
183974
                                       39.933608
183975
           Brown, Ellis and Santana
                                       39.884383
                                                   -75.564335
183976
            Terry, Miller and Perry
                                       39.551217
                                                   -74.806508
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1
                         843643900137
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2
      6584732365337749
                         843643900137
                                        1752827103b6d8e56f305deeff142086
                         843643900137
3
      6584732365337749
                                        c609108203b47a710fb93e7093036585
4
      6584732365337749
                         843643900137
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. . .
                         843643900137
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1455
      6584732365337749
1456
      6584732365337749
                         843643900137
                                        1df5a10b715d536a666143ebb429a818
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1458
      6584732365337749
                         843643900137
1459
      6584732365337749
                         843643900137
                                        e9126d852f94ab72fa6b40ee7e44c6f1
       unix_time
                        category
                                     amt
                                          is_fraud
                                                                          merchant
\
0
                                                  0
                                                                     Griffith LLC
      1555686450
                   gas transport
                                   66.58
1
      1548958402
                   gas transport
                                   74.28
                                                  0
                                                      Blackburn, Owen and Morris
2
                                                  0
                   gas transport
                                   63.64
                                                                         Brown PLC
      1552419151
                                                  0
                                                     Watson, Parsons and Schmidt
3
      1574291651
                     grocery_pos
                                   54.93
4
      1546735016
                   gas_transport
                                   41.67
                                                  0
                                                                         Black LLC
                                     . . .
. . .
                                                . . .
                                    5.74
1455
      1667282786
                   personal care
                                                  0
                                                                        Dennis Inc
1456
      1591184669
                        misc pos
                                    8.28
                                                  0
                                                       Beck, Mcneil and Benjamin
                                                  0
                                                                    Lee-Schneider
1457
      1625045557
                     food_dining
                                    9.98
1458
      1667465864
                   personal care
                                    9.42
                                                  0
                                                                        Benson Inc
1459
                   entertainment
                                    6.57
                                                  0
                                                                     Arnold Group
      1620636587
      merch lat
                  merch long
0
      44.020551
                  -91.532724
      43.731354
                  -90.399642
1
2
      43.814645
                  -90.661504
3
      43.045640
                  -90.615255
4
      43.925290
                  -90.478813
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1455 44.172820 -90.422277
1456 43.413139 -91.058986
1457
     43.853512
                -90.834174
1458
     43.025016
                -91.550511
1459
     43.820191
                -92.239134
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1
         180075851268619
                         406674938298 f833c319359b932240f438e262788218
2
         180075851268619
                          406674938298
                                        60c52efb89781938ab5804811748e1ae
3
         180075851268619
                         406674938298 dbe851acd5ed6f9d12795cbb74c718e4
                                        c8f3eca4d022e7d97ad7b8e265258865
4
         180075851268619
                         406674938298
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159141 4361337605230458
159142
       4361337605230458 349734538563 51676b80557a0ec6a58122224f48ef4c
159143
       4361337605230458
                         349734538563
                                        16e7ec150e49ac5f88d51cfb0e1656a8
159144
        4361337605230458
                         349734538563
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        4361337605230458 349734538563 dfd4b5e5f00f984cc81a9a1370d262a8
159145
         unix time
                         category
                                      amt
                                           is fraud
0
        1575552380
                                    56.91
                                                  0
                      grocery_pos
1
        1570147581
                                    69.71
                                                  0
                      grocery_pos
2
        1569097181
                                    74.64
                                                  0
                      grocery_pos
3
                                                  0
        1572018037
                      grocery_pos
                                    66.69
4
        1554943830
                   gas_transport
                                    89.14
                                                  0
               . . .
                                      . . .
. . .
159141
       1602319564
                     shopping net
                                     8.63
                                                  0
159142
        1624776626
                      food dining
                                     3.99
                                                  0
159143
        1644139064
                             home
                                     3.11
                                                  0
159144
        1641523890
                             home
                                     1.09
                                                  0
159145
        1622290438
                    entertainment 301.93
                                                  0
                           merchant merch lat merch long
0
              King, Olson and Smith 47.753778 -123.190368
1
                            Kim PLC 47.967845 -122.247512
2
                     Johnson-Maddox
                                    46.621623 -122.891241
3
        Morrow, Goodman and Holland
                                     46.836755 -121.562162
4
            Cline, Jensen and Carey
                                     47.066125 -122.904399
159141
                          James Inc
                                    43.053330
                                                -80.170939
159142
           Reid, Sanchez and Fisher
                                    42.381655
                                                -79.302993
159143
                          Key Group 41.769652
                                                -79.765810
159144
                        Johnson LLC
                                     42.980108
                                                -80.064378
159145
         Leblanc, Vargas and Barnes 42.003362
                                                -79.090451
[159146 rows x 10 columns]
/content/sample_data/dataset/transactions_53.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 54.csv
Empty DataFrame
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rchant, merch lat, merch long]
```

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                              acct num
                                                                  trans num
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2
        377480957394058
                          256845189467
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3
        377480957394058
                          256845189467
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4
        377480957394058
                          256845189467
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. . .
                     . . .
56244
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       3519925692476886
                          617852071065
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56246
       3519925692476886
                          617852071065
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56247
       3519925692476886
                          617852071065
                                         558632fb264b35fd843cb3c82adf7bca
56248
                                         cc3b6d5230a39f7831d9316434e9d0cb
       3519925692476886
                          617852071065
                                              is fraud
                                                         \
        unix time
                          category
                                         amt
                       grocery_pos
0
       1661612144
                                      287.93
                                                      1
1
       1661614535
                          misc_net
                                      741.26
                                                      1
2
       1661694841
                      shopping net
                                      638.63
                                                      1
3
                                                      1
       1661688865
                      shopping_net
                                     1121.18
4
       1661694681
                      shopping_net
                                      898.54
                                                      1
                                         . . .
. . .
                                                    . . .
56244
       1659516575
                     entertainment
                                                      0
                                        1.14
56245
       1665545494
                    health fitness
                                        3.93
                                                      0
56246
       1657944451
                      shopping_pos
                                        5.52
                                                      0
                          misc_pos
                                                      0
56247
       1653803805
                                        1.02
56248
       1670650801
                         kids_pets
                                        1.78
                                                      0
                          merchant
                                     merch lat
                                                merch long
0
                                     41.005191
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                       Stewart Ltd
1
                        Carr Group
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                                                 -88.813593
2
                       Garcia-Hunt
                                     42.501350
                                                -87.422601
3
            Boyer, Price and Chan
                                     42.333992
                                                 -87.232013
                        Kent-Ortiz
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4
                                           . . .
. . .
56244
                  Phillips-Maynard
                                     43.158028
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          White, Fritz and Morgan
56245
                                     41.583169
                                                -70.674287
                         Baker Ltd
                                     42.826378
                                                 -70.673580
56246
56247
       White, Gonzalez and Tanner
                                     43.231622
                                                 -71.105659
56248
          Young, Fowler and Velez
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[56249 rows x 10 columns]
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                                                                 trans num
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4
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1070
      4178955990984125
                         243041877024
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      4178955990984125
                         243041877024
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1072
      4178955990984125
                         243041877024
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      4178955990984125
                         243041877024
                                        fd0274f72fa2a2914e76a3f911d2b326
1073
```

unix time category is fraud merchant

```
\
                                    73.58
0
      1651785219
                        misc_pos
                                                   0
                                                                    Hodge-Duncan
                                                   0
1
      1652574109
                        misc_pos
                                    78.42
                                                                   Salazar-Baker
2
                                    75.61
                                                   0
      1642175961
                   gas transport
                                                                     Clark Group
3
      1649812410
                        misc net
                                    72.75
                                                   0
                                                                  Morgan-Aguirre
4
      1655848061
                    shopping_pos
                                    74.08
                                                   0
                                                                     Paul-Kelley
. . .
                              . . .
      1667373899
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1069
                            home
                                   555.56
                                                                        Wu-Riley
1070
      1671959256
                          travel
                                   534.43
                                                   0
                                                                    Myers-Clarke
                                                   0
                                                      Murray, Smith and Carroll
1071
      1672227726
                          travel
                                   475.14
                                                                  Williamson PLC
1072
                                                   0
      1671879052
                   personal care
                                   562.93
1073
                                                   0
      1668215909
                            home
                                   485.36
                                                                 Morgan and Sons
      merch lat merch long
0
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      48.030228 -120.077876
2
      49.126907 -120.041089
3
      48.479925 -119.211692
4
      48.270640 -120.077041
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. . .
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                  -90.004287
1071
      41.228287
                  -89.828474
                  -90.200682
1072
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                  -90.367690
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                                                                   trans num
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3
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4
. . .
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                           665775741850
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173792
        6520575639836526
                           665775741850
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173793
                                          718b34b992d8123b3689a9b864d61747
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                           665775741850
173794
        6520575639836526
                           665775741850
                                          39bb05b49878b5fadd75f8d7cdfd07d7
         unix time
                          category
                                            is fraud
                                       amt
0
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                       grocery_net
                                     76.66
                                                    0
                                                    0
1
        1559003655
                     gas transport
                                     68.71
2
                                                    0
        1555266330
                     gas transport
                                     81.90
3
        1579475917
                          misc net
                                     52.63
                                                    0
4
        1574529955
                       grocery_pos
                                     65.43
                                                    0
173790
        1611994967
                      shopping_pos
                                      8.01
                                                    0
173791
        1589165504
                                      4.13
                                                    0
                          misc_pos
173792
                                                    0
        1668844953
                     personal care
                                      5.63
173793
        1612952464
                      shopping_pos
                                      5.81
                                                    0
                               home
                                      4.93
173794
        1643948631
                                                    0
                               merchant
                                         merch lat merch long
0
                            Howard PLC
                                         34.473275 -119.121134
1
          Coleman, Lopez and Mitchell
                                         34.799318 -117.654393
```

```
2
         Gentry, Mclean and Mcconnell
                                        33.986136 -118.110989
3
                         Powers-Norris
                                        34.601638 -118.930636
4
                            Romero PLC
                                       33.490563 -119.198029
                                    . . .
                                               . . .
. . .
173790
                       Watkins-Griffin
                                        35.995568 -119.388749
173791
            Melton, Flores and Wilson
                                         34.277599 -118.751288
173792
               Green, Mason and Kirby
                                         35.766405 -119.340650
173793
                             Smith Ltd
                                         36.019133 -118.078766
173794
        Freeman, Gutierrez and Torres
                                         35.299565 -118.941630
[173795 rows x 10 columns]
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                            585020232980
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2
      4795133053194979696
                            585020232980
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3
      4795133053194979696
                            585020232980
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4
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                            679124338217
6082
            4191260221323
                            679124338217
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6083
            4191260221323
                            679124338217
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6084
            4191260221323
                            679124338217
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6085
            4191260221323
                            679124338217
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                                            is fraud
       unix time
                        category
                                       amt
0
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                                     59.42
                                                   0
                                                   0
                                     46.50
1
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2
                                                   0
      1647024899
                   gas transport
                                     53.53
3
      1648233139
                     grocery_net
                                     69.10
                                                   0
4
      1649469538
                                     38.78
                                                   0
                     grocery_pos
                                       . . .
. . .
6081
      1669432580
                       kids_pets
                                      5.37
                                                   0
                     food dining
                                                   0
6082
      1663315939
                                      9.34
6083
                     food dining
                                      9.75
                                                   0
      1663938677
                    shopping pos
                                  3139.17
                                                   0
6084
      1658207205
                                                   0
6085
      1655438796
                    shopping_net
                                      2.37
                         merchant
                                   merch lat
                                               merch long
0
        Lopez, Bradley and Bates
                                               -79.871141
                                    40.173928
1
                 Nicholson-Perry
                                   40.791194
                                               -80.059102
2
                Galloway-Morales
                                    39.742987
                                               -79.874543
3
                        Young Ltd
                                   41.191978
                                               -80.379249
4
        Greene, Wright and Smith
                                   41.441403
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. . .
                                          . . .
                                                       . . .
                    Maynard-Ochoa
6081
                                    38.869306
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6082
                   Martinez Group
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                                               -85.508575
6083
      Williams, Perez and Morgan
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6084
               Callahan-Ferguson
                                    39.457236
                                               -84.859666
6085
                  Fletcher-Weaver
                                    39.259544
                                               -85.998638
[6086 rows x 10 columns]
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                    cc num
                                acct num
                                                                   trans num
0
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                            231045526966
                                           cafd8c447e3983c8f5d73b5de1821ee2
1
             675942799072
                            231045526966
                                           18d6b71917c3d041bb94ae53bae37ac0
2
             675942799072
                            231045526966
                                           4243c81d3c9bcc37bb70714d538464ef
```

```
3
             675942799072
                                           50b4601eac43404306e034068a00c846
                            231045526966
4
             675942799072
                            231045526966
                                           6ad675adf0defff2ba5f5407f1717b8b
4325
      4328348315203771070
                            417495431869
                                           c8bcdaa7c2e4bcd0ccc4a070ce5221aa
4326
      4328348315203771070
                            417495431869
                                           252a144c392237cdb1934087dd48574d
4327
      4328348315203771070
                            417495431869
                                           657a1ec51d22e821c2d2cae828a112d2
4328
      4328348315203771070
                            417495431869
                                           3e1b0fca55ccf4aa5553f450a168c523
4329
      4328348315203771070
                            417495431869
                                           7961449032a3ddb2d1f570c9b29d8a9d
       unix time
                        category
                                      amt
                                           is fraud
0
      1666623583
                        misc net
                                    10.86
                                                   1
1
                                                   1
      1666620037
                     grocery_pos
                                   257.65
2
      1666618505
                     grocery net
                                   310.55
                                                   1
                                                   1
3
      1666629433
                        misc net
                                  314.22
4
      1666623088
                                   317.22
                                                   1
                     grocery_pos
                              . . .
                                      . . .
. . .
              . . .
                                                 . . .
4325
      1660386331
                   entertainment
                                                   0
                                     2.66
4326
      1651551616
                        misc net
                                     6.71
                                                   0
4327
      1661518826
                   entertainment
                                  970.54
                                                   0
4328
                    shopping net
                                                   0
      1654950663
                                     4.86
4329
      1658045997
                    shopping_pos
                                     5.33
                                                   0
                             merchant
                                        merch lat
                                                   merch long
                                                    -78.313878
0
                           Nguyen LLC
                                        35.409342
1
                          Johnson Inc
                                        34.773208
                                                    -79.835370
2
      Shaffer, Reynolds and Marshall
                                        34.866932
                                                    -79.355794
3
                            Hodge Ltd
                                        35.030842
                                                    -78.586686
          Hayes, Sanchez and Schmidt
4
                                        35.895279
                                                    -78.515180
. . .
4325
                        Smith-Bradley
                                        33.748939 -119.230074
4326
                          Ramirez LLC
                                        34.352800 -118.745790
4327
                         Arnold-Evans
                                        34.296766 -117.688748
4328
                         Hester-Allen
                                        34.215635 -117.831760
4329
                         Flores-Jones
                                        32.918629 -119.026339
[4330 rows x 10 columns]
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                                                                trans num
0
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                         330792868853
                                        3c70ae43b79fecd58feb50409985cbc4
1
                         330792868853
                                        37bbef728177c90132d4292cdf316bcd
      6011113885034236
2
                                        9572e06be613f2cba6ab191f2d8ada5c
      6011113885034236
                         330792868853
      6011113885034236
3
                         330792868853
                                        57155d6ec9dae224ddcd3e5a8b1494e0
4
      6011113885034236
                         330792868853
                                        eee07a5a5a3858848739ec90dd743f2e
. . .
1786
         4886407880267
                         328429374890
                                        63f7148b6d9e587b6877143954736a6b
         4886407880267
                         328429374890
                                        fc3fd0c63ce6481876814a527d14a75b
1787
1788
         4886407880267
                         328429374890
                                        4612036ba54a0c2d2e992d526ea88df6
1789
                         328429374890
                                        1362136504659a4b13dc9be775a8c6c2
         4886407880267
                         328429374890
                                        bd432ecd9b17512f7ecd143c423bd8a2
1790
         4886407880267
       unix time
                        category
                                      amt
                                           is fraud
                                                                    merchant
0
      1653671135
                        misc pos
                                    69.79
                                                   0
                                                      Wood, Kim and Robbins
                                                   0
1
      1657294312
                    shopping_pos
                                    56.04
                                                                Houston LLC
2
      1658178912
                    shopping pos
                                    72.87
                                                   0
                                                                 Miller Ltd
                                                            Frazier-Jackson
3
      1649122316
                     grocery_pos
                                    51.50
                                                   0
4
      1658349965
                                    56.06
                                                   0
                                                         Mcdonald-Fernandez
                    shopping_pos
```

```
1786
      1666923788
                                     4.93
                                                  0
                            home
                                                             Roberts-Conrad
1787
      1661948723
                     food dining
                                     7.34
                                                  0
                                                               Miller-Parks
1788
      1669513592
                       kids_pets
                                     6.88
                                                  0
                                                               Harris-Roach
1789
      1668421079
                       kids_pets
                                     9.81
                                                  0
                                                           Sanders-Williams
1790
      1670907652
                   personal care
                                  158.48
                                                  0
                                                              Keller-Taylor
      merch lat
                 merch long
0
      32.722064
                  -92.987196
1
      32.249173
                  -93.664175
2
      31.669115
                  -93.269693
3
      32.112034
                  -93.313454
      31.839536
4
                  -92.646897
1786
      39.767663
                  -96.905805
1787
      40.092526
                  -97.450274
                  -98.841362
1788
      40.994119
1789
      41.425032
                  -98.636565
1790
      39.931386
                  -97.167508
[1791 rows x 10 columns]
/content/sample_data/dataset/transactions_61.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample data/dataset/transactions 62.csv
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                                acct num
                                                                   trans num
0
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                            149852234418
                                           cfaa36a23c2ff02f15b0eebaa6ca8bcc
1
                                           d9e01f88713d2fdc85210e3bd1edf5ca
      4896331812335761701
                            149852234418
2
                                           28bde53d664ea62d22e98564bbf9b167
      4896331812335761701
                            149852234418
3
      4896331812335761701
                            149852234418
                                           c65a7e15a3946c074d54a9ba5ec8c1e3
4
      4896331812335761701
                            149852234418
                                           85edebb320838c76acd461c53265bfd6
. . .
4375
      4896331812335761701
                            149852234418
                                           1d805cb3e45935d143b35b4b12389b24
4376
                                           c88416239fdb8a8b6bdc8619819fd46a
      4896331812335761701
                            149852234418
4377
      4896331812335761701
                                           1e9807c4d9404aaa7befc0604059559e
                            149852234418
4378
      4896331812335761701
                            149852234418
                                           59ac185742551c4733c9698ad463f0a1
4379
      4896331812335761701
                            149852234418
                                           e41ebaa52b597f91e717f11027576d1f
       unix time
                                          is fraud
                        category
                                     amt
                                                                         merchant
\
0
      1564607292
                   gas transport
                                  62.63
                                                 0
                                                      Bradford, Ramos and Conway
1
      1550273508
                   gas_transport
                                  62.99
                                                 0
                                                                         Ross Inc
2
      1552755692
                   gas transport
                                  77.60
                                                 0
                                                                  Valenzuela Inc
3
      1565551047
                   gas transport
                                   51.56
                                                 0
                                                                        Brown PLC
4
      1548103546
                                                 0
                   gas transport
                                  63.70
                                                                       Olsen-Ruiz
. . .
                                     . . .
                                                . . .
4375
      1662088542
                       kids pets
                                                                 Hartman-Ramirez
                                   5.18
                                                 0
4376
                                                 0
      1587873533
                        misc_net
                                    3.36
                                                        Wilson, Thomas and Mills
4377
      1602656713
                        misc_pos
                                   9.70
                                                 0
                                                                      Ayala Group
4378
                                                 0
      1633664280
                     food dining
                                   35.69
                                                         Meyer, Ellison and Roth
4379
      1621165528
                    shopping pos
                                   1.84
                                                    Wolfe, Sandoval and Oconnor
      merch lat
                 merch long
0
      38.182233
                  -89.965908
1
      38.942561
                  -90.298534
2
      38.249016
                  -90.114256
```

```
3
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                 -90.885558
4
      39.399866
                 -89.780760
4375
      39.507472
                 -90.998448
4376
     39.806989
                 -91.289944
4377
      39.593064
                 -91.535484
                 -89.772646
4378
      39.044702
4379
      38.939376
                 -90.320582
[4380 rows x 10 columns]
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Empty DataFrame
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rchant, merch lat, merch long]
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                           acct num
                                                             trans num \
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0
       4490797796124
1
       4490797796124
                      802714479522
                                     d9e9892fdba9da03c1f5a67954e0f706
2
       4490797796124
                      802714479522
                                     9d5c79b9c0f56f2bf3eabaf55c3e0f26
3
       4490797796124
                      802714479522
                                     25d7001e082762c03d7cdc5fcbe9828a
4
       4490797796124
                      802714479522
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. . .
      30306396384526
2869
                      278085326817
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2870
      30306396384526
                      278085326817
                                     88238029e25c7c4408fde01158aac43d
2871
                                     1ce11f828e8cd58d0b120d342ee0d3d0
      30306396384526
                      278085326817
2872
      30306396384526
                     278085326817
                                     509a171b7a64fe0e2e95a78bc59548a8
                                     22b79700cddc9ef7c3460d0b552a2fb7
2873
      30306396384526 278085326817
                                           is fraud
       unix time
                         category
                                                                        merchant
\
0
      1660488349
                   gas transport
                                    19.30
                                                   1
                                                                      Reed-Dixon
                     grocery_pos
1
      1660496359
                                    22.19
                                                   1
                                                                     Rosario LLC
2
                    gas transport
                                   328.33
                                                   1
                                                                        Pena Inc
      1660497745
                      grocery pos
                                   308.33
                                                   1
                                                                      Brooks LLC
3
      1660496465
4
      1660651700
                                                   1
                                                                    Wise-Johnson
                         misc_pos
                                    50.74
                                      . . .
      1672454516
                                     4.01
                                                      Sanchez, Nunez and Hoover
2869
                           travel
                                                   0
2870
      1667385637
                             home
                                     2.96
                                                                        Lowe Ltd
2871
      1670126530
                        kids pets
                                     3.93
                                                   0
                                                                    Carter Group
2872
                    personal care
                                     1.48
                                                   0
      1671153032
                                                                 Smith-Gonzales
2873
      1663233003
                  health fitness
                                     5.01
                                                   0
                                                                     Willis Inc
      merch lat
                 merch long
0
      35.213592
                 -79.597141
1
      35.507334
                 -78.394947
2
      35.000853
                 -78.868041
3
      35.116081
                 -79.666710
4
      36.081634
                 -79.115669
            . . .
. . .
2869
      45.004826
                 -69.510524
2870
     44.162219
                 -68.361270
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                 -68.971669
2872
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      45.502235
2873
                 -69.823759
[2874 rows x 10 columns]
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localhost:8888/nbconvert/html/Identifying Customer Segments.ipynb?download=false

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                             acct num
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1
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                         720358760888
2
       379389701550295
                         720358760888
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3
       379389701550295
                         720358760888
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4
       379389701550295
                         720358760888
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36504
          503870615922
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36505
          503870615922
                         312931364007
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36506
          503870615922
                         312931364007
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36507
          503870615922
                         312931364007
36508
          503870615922
                         312931364007
                                        4a0edfc3f984c8206dd08a97a9bb2517
        unix time
                          category
                                             is_fraud
                                        amt
0
       1569099128
                                                     1
                       grocery net
                                      11.11
                                                     1
1
       1569084042
                     gas transport
                                       7.56
2
       1569076081
                          misc_net
                                       7.05
                                                     1
                                                     1
3
       1569088314
                     gas transport
                                    884.55
4
                                     975.47
                                                     1
       1569215939
                      shopping_pos
. . .
                                        . . .
               . . .
                                . . .
                                                   . . .
36504
       1647257242
                              home
                                       5.50
                                                     0
                                       4.08
                                                     0
36505
       1576394828
                          misc net
36506
       1586594639
                          misc_pos
                                       8.05
                                                     0
36507
       1657698275
                         kids_pets
                                       6.19
                                                     0
36508
       1639971099
                    health fitness
                                       1.30
                                                     0
                             merchant
                                        merch lat
                                                    merch long
0
                            Bray-Hart
                                        25.911466
                                                    -97.042386
1
             Miller, Small and Young
                                        26.785446
                                                    -98.135088
2
                          Fleming PLC
                                        26.838448
                                                    -97.278552
3
              Shaw, Clark and Murphy
                                        25.953636
                                                    -97.609938
4
                       Marshall Group
                                        25.119819
                                                    -97.308718
                     Sullivan-Jenkins
                                        42.069913
                                                    -73.413071
36504
           Lowe, Andrade and Griffin
                                        40.976257
                                                    -72.822337
36505
                        Espinoza-Diaz
36506
                                        41.092525
                                                    -73.864965
36507
       Martinez, Hernandez and Davis
                                        41.022724
                                                    -74.143981
                           Grimes LLC
                                                    -73.961377
36508
                                        41.833573
[36509 rows x 10 columns]
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2
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                            402211201664
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                            402211201664
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3575
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3576
         3534679121416143
                            103258999645
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3577
         3534679121416143
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3578
         3534679121416143
                            103258999645
3579
         3534679121416143
                            103258999645
                                           3071d2954fd52e7c5feb825f40f32721
       unix_time
                        category
                                          is_fraud
                                                                         merchant
                                     amt
```

```
0
                                                  0
                                                                 Johnson and Sons
      1650832775
                     grocery pos
                                   57.81
1
      1650129428
                     grocery_pos
                                   69.54
                                                  0
                                                        Williams, Vega and White
                                                  0
2
      1645891540
                                   56.06
                                                                 Gardner-Mcdonald
                   gas_transport
                                                  0
3
      1645202314
                   gas transport
                                   74.61
                                                     Scott, Anderson and Allison
                                                  0
4
      1644528165
                   gas transport
                                   55.61
                                                                     Johnston Ltd
. . .
                                    . . .
                                                . . .
3575
      1671348577
                   personal care
                                    9.65
                                                  0
                                                                        Allen LLC
                                                  0
3576
      1653892071
                        misc_pos
                                    4.62
                                                                       Burton Inc
3577
      1666326940
                            home
                                    2.03
                                                  0
                                                        Russo, Banks and Proctor
                                                  0
                                                                Terrell-Armstrong
3578
      1654691124
                        misc pos
                                    1.39
3579
                    shopping_pos
                                    4.38
                                                  0
                                                                Hernandez-Wiggins
      1659517047
      merch lat
                 merch long
0
      38.537479
                  -82.777755
1
      40.320563
                  -82.720365
2
      39.115711
                  -81.762917
3
      38.785439
                  -81.963553
4
      40.022723
                  -83.285232
3575
      62.469827 -158.189798
3576
      62.322803 -158.338653
3577
      61.834744 -157.759693
3578
      61.283282 -158.060932
3579
      60.955730 -157.012305
[3580 rows x 10 columns]
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                                                                  trans num
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1
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       4244717465421409
2
       4244717465421409
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3
                          194959880423
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4
       4244717465421409
                          194959880423
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. . .
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56218
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56219
       4604409079772781
                          485572028745
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56220
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                          485572028745
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56221
       4604409079772781
                          485572028745
                                           is fraud
                                                      \
        unix time
                         category
                                      amt
0
       1644446321
                      grocery_net
                                    67.75
                                                   0
1
       1651244514
                         misc_pos
                                   70.62
                                                   0
2
       1652193320
                                    61.11
                                                   0
                         misc pos
3
       1650147611
                         misc_net
                                    44.73
                                                   0
4
                      grocery_net
                                                   0
       1643151808
                                    84.11
. . .
                                                 . . .
       1665895301
                                     1.35
                                                   0
56217
                             home
56218
       1655523368
                     shopping_net
                                     8.92
                                                   0
56219
       1661841286
                      food_dining
                                     7.65
                                                   0
                                                   0
56220
       1671884538
                    personal care
                                     5.36
56221
       1671588352
                    personal care
                                     3.20
                                                   0
                                          merch lat merch long
                                merchant
0
               Curtis, Miller and Wade
                                          48.447986 -122.210094
1
                           Murray-Cohen
                                          49.415702 -122.538354
2
             Atkins, Cuevas and Wilson
                                          48.755264 -122.252770
```

```
3
       Rodriguez, Garcia and Patterson 48.287324 -121.639599
4
                      Gallegos and Sons
                                         49.446720 -121.861955
. . .
56217
                             Adkins Ltd
                                         43.183331
                                                     -82.862532
                                                    -83.454984
56218
                        Henderson-Allen
                                         42.544910
                                         43.151680
                                                     -83.135118
56219
                            Ford-Farmer
56220
                             Morrow Inc
                                         42.513979
                                                     -83.330267
56221
              Brown, Pineda and Carson
                                         42.923344
                                                     -83.671483
[56222 rows x 10 columns]
/content/sample data/dataset/transactions 68.csv
                  cc num
                              acct_num
                                                                 trans num
0
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                                        e27acf7ff2e796804d189d09b6fc4318
1
                          903253916954
                                        8738514f11d4bd8efeedbe72830bbb13
        345331586923222
2
        345331586923222
                          903253916954
                                        21c4b7105a1665323d3d2905a08f0c6d
                                        99b32dab08deb551530fb4122bae8593
3
        345331586923222
                          903253916954
4
        345331586923222
                          903253916954
                                        b0e5828a5ec6e503e93b269a5834b149
. . .
       6011405800851409
                          925069791808
                                        39cfc9db546430fe7c21353c4a2d9b96
10763
                                        91dbb05fdb0048d2d58cb374bc78568d
10764
       6011405800851409
                          925069791808
10765
       6011405800851409
                          925069791808
                                        39bd617ba45c361230ed8683132ac358
10766
       6011405800851409
                          925069791808
                                        fce6c9ae46fe12a25b8e4dab62ee245b
10767
                                        883333ebc70665c35c8dffbcd4676b13
       6011405800851409
                          925069791808
        unix_time
                                           is_fraud
                                                      \
                          category
                                      amt
0
       1648136912
                       grocery_net
                                    54.57
                                                   0
1
       1645461229
                     gas transport
                                    55.63
                                                   0
2
                                                   0
       1643817753
                     gas_transport
                                    35.27
3
       1642861828
                     gas transport
                                    81.31
                                                   0
4
       1648942439
                      grocery_pos
                                    61.92
                                                   0
. . .
10763
       1667358414
                              home
                                     6.30
                                                   0
10764
       1667979257
                              home
                                     9.69
                                                   0
                                                   0
10765
       1664690620
                   health_fitness
                                     4.33
10766
                                     7.03
                                                   0
       1671933758
                            travel
10767
       1672371079
                                                   0
                            travel
                                     6.72
                          merchant
                                    merch lat merch long
0
                     Solis-Carlson
                                    39.261204
                                               -74.917412
1
         Collins, Kramer and Shaw
                                    40.320181
                                                -74.315647
2
       Mcgee, Smith and Schroeder
                                    39.192935
                                                -74.892697
3
         Jacobs, Miller and Hayes
                                    39.275767
                                                -75.813709
4
                      Sullivan PLC
                                    40.254785
                                                -76.188640
. . .
10763
                   Gonzalez-Young
                                    35.776956 -108.764270
                                    37.383857 -108.277691
10764
                     Nelson-Keller
10765
                          Hill LLC
                                    37.185631 -108.199015
                     Dickerson PLC
                                    36.087391 -108.210665
10766
10767
       Thomas, Gonzalez and Garza
                                    36.471286 -108.315140
[10768 rows x 10 columns]
/content/sample data/dataset/transactions 69.csv
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                              acct_num
                                                                 trans num
0
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1
        345331586923222
                          903253916954
                                        e1588aa4d518768032f8e8900d65dd11
2
        345331586923222
                          903253916954
                                        26c78862ff75c6ab7a4fb63b64c7b66e
3
        345331586923222
                          903253916954
                                        3fb2c522c3c25d54ebf46623959ed79e
```

```
4
                         903253916954 fe9b7fe85674bbb66d5928bfb4172dd3
        345331586923222
. . .
40904
       6011405800851409
                         925069791808
                                        e6df96a4304d2c13bfc3be5ad419720a
40905
       6011405800851409
                         925069791808
                                        22ce1c3c153b407e6b047427c6e2d805
40906
       6011405800851409
                         925069791808
                                       2d32c47e5cee7078471438ab2778395f
40907
       6011405800851409
                         925069791808
                                        76107e5d6bb482f133cf032ed0280965
40908
       6011405800851409
                         925069791808
                                       4e34799c93a706b1d228c9af1e6fa325
        unix_time
                                          is_fraud
                                                                       merchant
                        category
                                      amt
١
0
                     grocery_pos
       1568128791
                                     9.14
                                                  1
                                                                 Barnes-Weaver
1
                                                  1
       1568130339
                     grocery_pos
                                  300.92
                                                                    Fritz-Sharp
2
       1568214698
                        misc net
                                  276.87
                                                  1
                                                                 Boyer-Rollins
                   gas_transport
                                                  1
                                                             Martinez-Hamilton
3
       1568133633
                                  864.38
4
       1568134389
                        misc_net
                                  781.08
                                                  1
                                                                    Fuentes PLC
. . .
                              . . .
                                      . . .
              . . .
                                                . . .
40904
      1648181862
                                     1.97
                                                     Davidson, Myers and Adams
                            home
                                                  0
40905
      1662273483
                                     2.69
                                                  0
                                                                 Smith and Sons
                   personal_care
40906
      1648966196
                            home
                                     1.06
                                                  0
                                                             Sheppard and Sons
40907
                                     6.40
                                                  0
                                                       Moore, Walker and Villa
       1595815616
                    shopping_net
40908
       1608986594
                    shopping_pos
                                     9.39
                                                  0
                                                             Thomas-Williamson
       merch lat merch long
       39.721820
0
                  -75.227242
       39.649788 -76.102056
1
2
       40.438444
                  -75.813218
3
       40.338957 -74.697064
4
       39.422171 -74.817241
             . . .
      37.170950 -109.133669
40904
40905
      37.513214 -108.209409
40906 36.261900 -108.462216
40907
       35.769100 -108.917904
40908
      36.008118 -107.227243
[40909 rows x 10 columns]
/content/sample_data/dataset/transactions_70.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 71.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample_data/dataset/transactions_72.csv
                     cc num
                                  acct num
                                                                    trans num
\
0
        4006875868240516653 935451073243 fcd2abf4456c72a66c020a105bb3e952
1
        4006875868240516653 935451073243
                                            3e424caec4f7789e4762f2ad44e6e22d
2
        4006875868240516653
                             935451073243
                                            566f0253aa820665fbdf7ed4466ca028
3
                             935451073243 9ec7df691704e6489e6f76598df831a8
        4006875868240516653
4
        4006875868240516653 935451073243 0ac2f2cad60b52d77358fa16fd25bc87
113931
            343251790447085
                             298026601683
                                            4eafc5b16da625c3436f2484d8dcabcb
113932
            343251790447085
                             298026601683
                                            041b18f68b893b68e7aa29c16a08a08d
```

```
113933
            343251790447085
                              298026601683
                                            a26df5348dfee4839f0fa00155e2ed1c
113934
            343251790447085
                              298026601683
                                             e388fc8055b1426c62640baaae10108f
113935
            343251790447085
                              298026601683
                                             ed07c01568cceb91b94d7572d3dd5e0e
         unix time
                           category
                                        amt
                                              is fraud
                                                        \
0
        1548682878
                      gas_transport
                                       8.15
                                                     1
                                                     1
1
        1548761403
                           misc net
                                     878.70
2
                                                     1
        1548829254
                       shopping_net
                                     813.30
                                                     1
3
        1548761472
                           misc_net
                                     808.83
4
        1548847967
                                     907.10
                                                     1
                      entertainment
. . .
               . . .
                                        . . .
                    health fitness
                                       7.47
113931
        1627636943
                                                     0
113932
        1624880326
                        food dining
                                       2.30
                                                     0
                    health fitness
                                       5.82
                                                     0
113933
        1629797869
113934
        1629976595
                    health fitness
                                       9.16
                                                     0
113935
                      personal care
                                       8.29
                                                     0
        1669255468
                          merchant merch lat merch long
0
                        Hudson PLC
                                    39.874427
                                                -74.584194
1
                   Moyer-Robinson
                                    41.649017
                                                -73.722520
2
                       Jenkins LLC
                                    39.818060
                                                -74.310105
3
                   Brown and Sons
                                    39.825515
                                                -74.093356
4
         Sanchez, Morgan and Bell 40.636104
                                               -74.117059
113931 Horton, Ware and Reynolds
                                    27.707908
                                               -82.320308
113932
                  Hanson and Sons
                                    27.896372
                                                -83.387356
113933
                         White LLC 27.110602
                                               -82.426821
                   Snyder-Johnson
113934
                                    28.110510
                                                -81.891797
113935
                    Ewing-Russell
                                    27.211428
                                               -83.514176
[113936 rows x 10 columns]
/content/sample data/dataset/transactions 73.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 74.csv
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                              acct num
                                                                trans num
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       4841962332605860
                            3005591724
1
       4841962332605860
                            3005591724
                                        5eedd746912a0364b29fcd8d55609c83
2
       4841962332605860
                            3005591724
                                        974a31926aa77a7d5cf7827ff1328bfb
3
       4841962332605860
                            3005591724
                                        9648ceb5076615b7ec6defb03ce4927d
4
       4841962332605860
                            3005591724
                                        c3dbac8c46e1f3b554446ce363f644a8
. . .
                          930152599735
                                        d4955be1597f9b201a531fcae62a3b29
20467
       6011548720124025
20468
       6011548720124025
                          930152599735
                                        6749b73039dfc537b122aaf4fa923439
                                        da6e0fa068612f325fd80b32baff493d
20469
       6011548720124025
                          930152599735
20470
       6011548720124025
                          930152599735
                                        e7aaefd6e8f2c61fef4cdb5b06bdf4d3
20471
                          930152599735
                                        eb0b53a361674cabccfcbc8df6a34e2b
       6011548720124025
                                           is fraud
                                                      \
        unix time
                         category
                                      amt
0
       1660435821
                      food dining
                                    69.20
                                                   0
1
                    shopping_net
                                                   0
       1654110816
                                    76.31
2
       1647019155
                      grocery pos
                                    44.24
                                                   0
                   entertainment
                                                   0
3
       1659749892
                                   101.06
4
       1656458797
                     shopping_pos
                                    53.30
                                                   0
                                                 . . .
```

```
food dining
20467
       1661657234
                                      7.23
                                                    0
20468
       1670743041
                    personal care
                                      9.34
                                                    0
                                                    0
20469
       1669083655
                        kids_pets
                                      9.77
                                                    0
                                      8.48
20470
       1664931641
                              home
                                                    0
20471
       1662017533
                      food dining
                                      4.03
                          merchant
                                     merch lat
                                                 merch long
0
                                     40.282097
                                                 -75.363992
                        Ingram Ltd
1
                    Campbell-Stone
                                     40.165998
                                                 -75.945560
2
                      Duarte Group
                                     40.739818
                                                 -77.124587
                  Brown-Washington
                                     39.540628
                                                 -76.076041
3
4
                      Blair-Warner
                                     40.697782
                                                 -75.323660
       Ward, Castillo and Parrish
                                                 -76.959677
20467
                                     38.252115
20468
                    Alvarez-Bender
                                     38.351350
                                                 -75.828709
20469
                    Baker and Sons
                                     38.556988
                                                 -76.348362
                     Miller-Rivers
20470
                                     38.859558
                                                 -76.368137
20471
                          Wood LLC
                                     38.799449
                                                 -76.962863
[20472 rows x 10 columns]
/content/sample_data/dataset/transactions_75.csv
                 cc num
                              acct num
                                                                 trans num
0
         4909619797978
                         326474132970
                                        2f300d84888d398856f18462ca81048d
1
         4909619797978
                         326474132970
                                        0d252e7c0b6274ce60c697780e10e93c
2
         4909619797978
                         326474132970
                                        69de7889eac55aa065a5f69eb5eb910d
3
         4909619797978
                         326474132970
                                        54bf046b1b57c1bb821625be5873d9f8
4
         4909619797978
                         326474132970
                                        80ca47f8a6cf1c8e0efeeba1a0d18752
. . .
                                   . . .
33290
       180047909863618
                         921460407733
                                        907df46c5286cdfdfd279a5b5189f386
33291
                                        030a03d6b02a1041c2420d55d03018c9
       180047909863618
                         921460407733
                                        72a181181885cd827900bad00f0267cf
33292
       180047909863618
                         921460407733
33293
       180047909863618
                         921460407733
                                        79da6714843b609dc97999ac1537b456
33294
                                        98648b331b2edd19cefa6094d651888d
       180047909863618
                         921460407733
        unix time
                                           is fraud
                                                                        merchant
                         category
                                      amt
\
       1651329207
                                                   0
                                                                    Torres-Davis
0
                         misc_pos
                                    41.03
1
       1652121210
                         misc pos
                                    66.17
                                                   0
                                                                 Sanchez-Fuentes
                                                   0
2
       1650120435
                         misc net
                                    65.99
                                                       Cook, Gordon and Cameron
3
       1650759278
                         misc_net
                                    66.69
                                                   0
                                                                      Hall Group
                                                   0
4
       1643827462
                                    80.73
                                                             Dickerson-Macdonald
                      grocery_net
                                                 . . .
33290
       1671964556
                    personal_care
                                     8.28
                                                   0
                                                                  Brown and Sons
       1667882725
33291
                                     4.97
                                                   0
                                                                        Cole Inc
                              home
33292
                                                   0
                                                                 Martin and Sons
       1670129552
                        kids pets
                                     5.23
33293
       1666510778
                                     4.86
                                                                    Buchanan PLC
                              home
33294
                                                      Henson, Gonzalez and Hall
       1670657615
                        kids_pets
                                     1.41
                   merch_long
       merch_lat
0
       30.473613
                   -89.006731
1
                   -89.356216
       29.034377
2
       29.585810
                   -90.207869
3
                   -89.504049
       29.813094
4
       29.732909
                   -90.873800
. . .
33290
       35.921557 -119.437841
33291
       36.377996 -120.250180
```

```
33292 35.289740 -119.937551
33293 35.271043 -119.901133
33294 35.578425 -119.564850
[33295 rows x 10 columns]
/content/sample_data/dataset/transactions_76.csv
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                            acct num
                                                             trans num \
        30415152638403 373790097990 fcf84ea7b47b8cee956f10734c7a4181
1
        30415152638403 373790097990
                                      26d920284fc26391471bbd928c036926
2
                                      1f817119d16f0d7ca104eca25045964d
        30415152638403 373790097990
        30415152638403 373790097990 ad7d18abadbdddb5c0b234079eb480fe
3
4
        30415152638403 373790097990 f0bd078b70ef754671d78200c016639f
     3572989376297459
                         59703614299
                                      da0d4e86b708db49efe072fd202e06a0
1791
1792
     3572989376297459
                         59703614299
                                      9a476bbebe2dfa760f2429f57f984ff1
1793
     3572989376297459
                                      eb829d1859acc697d0ee9f112f7157e0
                         59703614299
1794
     3572989376297459
                         59703614299
                                      dfedcc469c16b74a66ca33b0dc5177e0
1795
     3572989376297459
                         59703614299 b7bce79f0726606fb28f8b26472ec97c
       unix time
                                          is fraud \
                        category
                                     amt
0
      1661731079
                     grocery_pos
                                   18.74
1
      1661697591
                   gas transport
                                   16.03
                                                 1
2
                     grocery net 351.43
                                                 1
      1661702577
3
      1661838296
                        misc net 334.18
                                                 1
4
      1661862716
                    shopping_net
                                 291.39
                                                 1
. . .
                             . . .
                                     . . .
1791
     1667708604
                            home
                                    2.58
                                                 0
1792
                     food dining
                                    1.12
                                                 0
     1661071699
1793
                                    9.97
                                                 0
     1670573842
                   personal care
1794
                  health fitness
                                    9.08
                                                 0
     1664278959
1795
     1658987869
                   entertainment
                                    4.29
                             merchant merch lat merch long
0
          Johnson, Shelton and Harris
                                       42.897667
                                                  -83.576580
1
       Blanchard, Perez and Rodriguez 43.068607 -83.239612
2
                     Nichols-Williams 43.391165
                                                  -84.257335
3
              Carr, Douglas and Owens 42.510365
                                                  -84.564436
4
                        Jenkins Group
                                       43.842388
                                                 -84.202128
. . .
1791
                        Moore-Johnson 39.249580
                                                  -76.073873
1792
     Gallagher, Johnson and Williams
                                       38.629854
                                                 -75.793765
1793
       Green, Rasmussen and Macdonald 38.727454
                                                  -76.476168
1794
                         Gonzales Inc
                                       39.679489
                                                  -75.992101
1795
                         Farley-Burns 38.629429
                                                  -76.511813
[1796 rows x 10 columns]
/content/sample_data/dataset/transactions_77.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch_lat, merch_long]
/content/sample data/dataset/transactions 78.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample_data/dataset/transactions 79.csv
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Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 80.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 81.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 82.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample data/dataset/transactions 83.csv
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                            acct num
                                                              trans_num \
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1
      3536881013827217 589419928804
                                      3dd2e9f8ea6ceaaeda49be55e1e9f62e
2
      3536881013827217 589419928804
                                       267cabe65ab40eddced5049d80af6e9f
3
      3536881013827217
                        589419928804
                                       55aca6de88e6d73d24fbc5131ed1cebc
4
                        589419928804
                                      88a0f255f0a2716dea587182458e2e66
      3536881013827217
                        589419928804
4375
      3536881013827217
                                       22b2ad5ffba1a8562500f948718f6b98
4376
                                       01d7456fa5f3c82147943527230156f3
      3536881013827217
                        589419928804
4377
                        589419928804
                                      1d7533c7a2c6743c50b1f606f00ce3d1
      3536881013827217
4378
      3536881013827217
                        589419928804
                                       5941989c4ab5e8811efa85c47b5bd6ae
4379
      3536881013827217
                        589419928804
                                       c4dfd17e6d95a9efe85785aca3ebde5b
                                         is fraud
       unix_time
                        category
                                     amt
                                                                      merchant
\
a
                                                 0
                                                                    Riddle Ltd
      1557797559
                   gas transport
                                  48.96
                                                 0
1
      1574004878
                     grocery_pos
                                  59.64
                                                                    Allen-Hall
2
      1581877582
                                  50.17
                                                 0
                                                                     Keith PLC
                        misc net
                                                 0
3
      1574892875
                     grocery_pos
                                  54.37
                                                                   Sanchez Ltd
4
      1597448354
                    shopping net
                                  52.43
                                                 0
                                                                    Garcia PLC
                              . . .
4375
      1637898135
                            home
                                   4.45
                                                 0
                                                        Thomas, Tran and Mcgee
4376
      1667799646
                   personal care
                                   2.42
                                                 0
                                                               Brown-Fernandez
4377
      1632888739
                  health fitness
                                   5.56
                                                 0
                                                       Baker, Peters and Oneal
4378
      1671082031
                          travel
                                   1.07
                                                    Fleming, Reyes and Sampson
4379
      1661426364
                   personal care
                                   2.81
                                                                    Lopez-Lowe
      merch lat
                 merch long
                 -93.282838
0
      35.665809
1
      35.570645
                 -92.522491
2
      34.986871
                 -91.946619
3
      35.916252
                 -92.669138
4
      34.650732
                 -93.100173
      35.743057
4375
                 -92.554091
4376
      35.016217
                 -92.004737
4377
      34.551987
                 -91.889966
```

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-93.455622
4378
      34.404222
4379
      35.359074
                 -92.585130
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1
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                        720358760888
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2
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                        720358760888
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3
                                       f4da3d4e64088a930f38b731b999eb47
      379389701550295
                        720358760888
      379389701550295
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4
                        720358760888
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7539
         503870615922
                        312931364007
7540
         503870615922
                                       89b743c7e0cda37fbda6e75425432fff
                        312931364007
7541
         503870615922
                        312931364007
                                       4ec87ce6a8c30f10f3c623d5a445bc1d
7542
         503870615922
                        312931364007
                                       2e883e2a3caf967abcad00f26d9a4857
7543
         503870615922
                        312931364007
                                       d9b6130112b12ea08bb88418cb746dc8
                                      amt
                                           is fraud
                                                                         merchant
       unix time
                         category
\
0
      1646758862
                    gas_transport
                                    52.15
                                                  0
                                                      Vasquez, Salazar and Tapia
                                                  0
1
      1644348855
                    gas transport
                                    89.67
                                                                   Castillo-Hall
2
                                                  0
                                                                       Garcia LLC
      1646436504
                    gas transport
                                    60.22
3
      1641913450
                    gas_transport
                                    53.98
                                                  0
                                                                    Walker-Price
4
      1642194543
                    gas_transport
                                    34.23
                                                  0
                                                                        Jones PLC
. . .
                                     . . .
                                                 . . .
7539
      1671868944
                    personal care
                                    1.21
                                                  0
                                                                   Gonzales-Cook
7540
      1661949949
                      food_dining
                                    7.92
                                                                Daugherty-Oliver
                                                  0
                                                          Potts, Clark and Davis
                    personal care
7541
      1671607752
                                    9.70
                                                  0
7542
                   health fitness
      1664605605
                                     4.12
                                                  0
                                                                       Warren LLC
7543
      1657266200
                     shopping_pos
                                     9.64
                                                  0
                                                                   Armstrong LLC
      merch lat
                 merch long
0
      26.514536
                  -98.392710
1
      25.904754
                  -97.983460
2
      25.141672
                  -98.243726
3
      26.726523
                  -96.546297
4
      26.384450
                  -97.296645
7539
      40.971637
                  -73.022455
7540
      41.863649
                  -72.760656
7541
      41.790641
                  -74.375547
7542
      41.757276
                  -73.316177
7543
      40.480041
                  -72.955262
[7544 rows x 10 columns]
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        4065133387262473
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2
        4065133387262473
                           950105810049
                                          7c0b387965f87cde4dc735feba081096
3
        4065133387262473
                           950105810049
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4
                                          05e38f18c520d85e4b739b4495b74433
        4065133387262473
                           950105810049
                           500229982535
                                          b4fd4442cb01554618e76c9ba983f14d
200068
        3519712847818919
200069
        3519712847818919
                           500229982535
                                          bd9863f6e864130c806346506b959f2c
200070
        3519712847818919
                           500229982535
                                          3a738476c33c4eb9cb80d3a85b534634
```

```
200071
        3519712847818919
                           500229982535 6cd299b37e890c4b4ae8e9caa12237d7
200072
        3519712847818919
                           500229982535 ba5f6f7ee5f84aaf6c1b58b4f01b3a2a
                                             is fraud
         unix time
                          category
                                        amt
0
        1549578636
                     gas transport
                                     74.77
                                                    0
1
                                                    0
        1581086984
                          misc_pos
                                     66.67
2
        1575647588
                          misc net
                                     53.58
                                                    0
3
                    gas_transport
                                                    0
        1550100312
                                     90.56
4
        1558202807
                                    103.19
                                                    0
                       grocery_net
                               . . .
                                       . . .
200068
        1659879624
                         kids pets
                                      2.62
                                                    0
                                                    0
200069
        1659257094
                         kids pets
                                      2.32
                                                    0
200070
        1610699031
                      shopping pos
                                    568.13
                                      4.95
                                                    0
200071
        1656581841
                         kids pets
200072
        1590154009
                      shopping net
                                    819.56
                                                    0
                           merchant
                                     merch lat
                                                 merch long
0
                        Hampton PLC
                                     42.451489
                                                 -83.546091
1
                     Rangel-Watkins
                                     43.602999
                                                 -83.103037
2
                   Gilmore-Campbell
                                     43.074693
                                                 -82.385364
3
                Richardson-Shields
                                     42.457372
                                                 -82.997935
4
                         Murray Ltd
                                     42.745360
                                                 -82.521541
                                            . . .
                                                         . . .
200068
             Fox, Watts and Bowman
                                     34.919506
                                                 -77.680559
200069
                      Weber-Hanson
                                     35.405033
                                                 -78.110351
                     Marshall Group
                                     36.549067
200070
                                                 -77.580453
200071
        Maldonado, Smith and Young
                                     35.356964
                                                 -78.659657
200072
                       Dalton-Greer
                                     35.145457
                                                 -77.568429
[200073 rows x 10 columns]
/content/sample_data/dataset/transactions_86.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 87.csv
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                                  acct_num
                                                                     trans_num
\
0
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                              585807126672
                                             3064e75f27ea9bf568f4b855ce15a101
1
                              585807126672
                                             de4d6ce993e9c101c79d705114e15b7e
               675925178633
2
                                             bc201f507085da049961906dd7311155
               675925178633
                              585807126672
               675925178633
3
                              585807126672
                                             b922b342e491398b3206cd5d9c389a9f
4
               675925178633
                              585807126672
                                            574338de6faed91d4e513dd380cd40fa
                                             48433a3687ce7b29251726553af29724
131537
        4966177182498980888
                              433444305880
                              433444305880
                                             560cdcfef8962a68d937f0ad1bf53e16
131538
        4966177182498980888
                                             63e2b6f0f41aff9fd8b9c5d78c2caaa5
131539
        4966177182498980888
                              433444305880
131540
        4966177182498980888
                              433444305880
                                             9576a45ad0bd53ada1578c318ee62588
                                             974c647b2f9cbf7cbfbbf35236e2c408
131541
        4966177182498980888
                              433444305880
                                             is_fraud
         unix time
                          category
                                        amt
0
        1556895594
                       grocery_pos
                                    296.71
                                                    1
1
                                                    1
                       grocery_pos
                                    292.38
        1556900929
2
        1556972138
                          misc net
                                    810.89
                                                    1
                                                    1
3
        1557055338
                            travel
                                    806.48
4
        1557062129
                            travel
                                    991.09
                                                    1
```

```
1634453744
                                       2.63
                                                     0
131537
                              home
131538
        1672463560
                            travel
                                       4.89
                                                     0
                                                     0
131539
                                       7.70
        1668150825
                     personal care
                                                     0
131540
        1645774467
                               home
                                       6.29
                                                     0
131541
        1633915691
                              home
                                       2.94
                              merchant
                                         merch lat
                                                    merch long
0
                                         43.341577
                                                     -90.693991
               Todd, Lopez and Jordan
1
                               Cole Ltd
                                         42.820622
                                                     -90.128354
2
          Williams, Rose and Peterson
                                         43.586800
                                                     -90.619265
3
                            Nelson Inc
                                         42.503685
                                                     -89.560121
        Henderson, Ramirez and Powers
4
                                         43.749382
                                                     -89.464017
131537
                            Franco LLC
                                         33.211005
                                                     -97.360643
131538
                     Peterson-Robinson
                                         32.540356
                                                     -97.572537
                           Miller-Wood
131539
                                         32.195652
                                                     -96.934660
                   Nicholson-Rodriguez
                                         32.481082
                                                     -97.320664
131540
131541
                            Baker-West
                                         32.489247
                                                     -97.208223
[131542 rows x 10 columns]
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                                  acct num
                                                                     trans num
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1
       4351161559407816183
                             917558277935
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2
       4351161559407816183
                             917558277935
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3
       4351161559407816183
                             917558277935
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4
       4351161559407816183
                             917558277935
                                            2fb538547276deafeed07a356061bf8c
                                       . . .
. . .
                             724845224567
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24789
           378452182307683
24790
                                            011e9cf117a08472777382e8407c1194
           378452182307683
                             724845224567
24791
           378452182307683
                             724845224567
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                             724845224567
24792
           378452182307683
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24793
           378452182307683
                             724845224567
                                            d24b4879a559157e29f5260b804d1922
        unix time
                                             is fraud
                                                        \
                          category
                                        amt
0
       1650040378
                                       6.87
                                                     1
                     gas transport
                                                     1
1
       1650041572
                       grocery_pos
                                     305.89
2
                                                     1
                                     295.07
       1650037327
                       grocery_pos
3
                                                     1
       1650034661
                       grocery_pos
                                     317.69
4
       1650115762
                                     786.93
                                                     1
                          misc_net
       1662875249
24789
                    health fitness
                                       5.84
                                                     0
24790
       1668130318
                         kids pets
                                       6.83
                                                     0
24791
       1667710246
                         kids pets
                                       7.91
                                                     0
24792
                                       1.55
                                                     0
       1666153849
                              home
24793
       1665304511
                              home
                                       1.79
                                                     0
                          merchant
                                                merch long
                                     merch lat
                                     34.177218
0
                                                -78.603664
           Ward, Ferrell and Ward
1
                       Perkins Inc
                                     34.511869
                                                 -78.068596
2
                         Duke-Reid
                                     34.908458
                                                 -77.204782
3
                    Walker-Jimenez
                                     34.162100
                                                -77.779570
4
                                     35.010678
                                                -77.970874
                          Cox-Ward
24789
                        Walker PLC
                                     41.688481
                                                 -95.925128
24790
         Evans, Watts and Hartman
                                     40.670948
                                                 -95.162493
24791
                      Allen-Harper
                                     41.762152
                                                 -95.106997
```

24792 Dyer, Harrison and Walters 40.536461 -96.443960 24793 Harris, Brooks and Parrish 41.521267 -95.808758

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                                                                     trans_num
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105249
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                               95004578288
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           6539385258001066
                               95004578288
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                               95004578288
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105252
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105253
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                               95004578288
         unix time
                           category
                                         amt
                                              is_fraud
                                                         \
0
        1671133371
                        grocery_pos
                                        8.77
                                                      1
1
        1671119713
                      gas transport
                                        9.99
                                                     1
2
                                                     1
        1671117183
                        grocery pos
                                      260.56
3
        1671111799
                      gas_transport
                                                     1
                                      365.12
4
        1671123202
                                      297.61
                                                      1
                        grocery_pos
. . .
                                 . . .
                                         . . .
105249
        1652774509
                          kids_pets
                                        7.74
                                                     0
                                                     0
105250
        1658725869
                          kids_pets
                                        5.82
105251
        1668153251
                      personal care
                                        5.45
                                                      0
                     health fitness
105252
        1628774079
                                        3.65
                                                      0
105253
        1658822910
                          kids_pets
                                        9.36
                             merchant
                                       merch_lat
                                                   merch long
0
                      Figueroa-Oneill
                                        33.825049
                                                   -77.517009
1
                         Ray and Sons
                                        34.315535
                                                   -78.561810
2
        Evans, Robertson and Johnson
                                        34.584630
                                                   -79.046950
3
                       Phillips Group
                                        34.630518
                                                   -78.141085
4
         Wells, Larsen and Gutierrez
                                        34.324341
                                                   -78.752507
                        Humphrey-Tate
105249
                                        26.257294
                                                   -81.004965
                     Hudson and Sons
105250
                                        26.465893
                                                   -81.906150
                                                   -82.459215
105251
                         Ortega Group
                                        26.057277
105252
                         Lee and Sons
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                          Evans-Lyons
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433444305880

4966177182498980888

33017

6878ac8d885f8851e2c029267407bb5c

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33019
       4966177182498980888
                             433444305880
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                                            is fraud
        unix time
                          category
                                       amt
0
                                     52.67
       1644944468
                     gas transport
                                                    0
                                                    0
1
                                     68.10
       1647103618
                       grocery_pos
2
       1648731713
                       grocery_pos
                                     53.13
                                                    0
3
                                                    0
       1656018931
                      shopping_pos
                                     50.09
4
       1642099591
                                     76.34
                                                    0
                     gas_transport
                                       . . .
33015
       1663920310
                    health fitness
                                      6.67
                                                    0
33016
       1671878374
                            travel
                                      5.41
                                                    0
33017
       1667641716
                         kids pets
                                      2.56
                                                    0
                                      7.90
                                                    0
33018
       1672058951
                            travel
33019
       1664678938
                              home
                                      3.87
                                       merch lat
                                                   merch long
                             merchant
                                                   -90.606901
0
                       Page-Peterson
                                       43.151961
1
           Schmitt, Ramos and Gomez
                                       44.325106
                                                   -90.791779
2
             Colon, Bryan and Simon
                                       44.351147
                                                   -89.546342
3
        Monroe, Jones and Blanchard
                                       43.255307
                                                   -90.186900
                                       43.964112
4
       Richardson, Evans and Jensen
                                                   -90.348451
. . .
                                              . . .
33015
                   Mccarthy and Sons
                                       32.980991
                                                   -96.328492
33016
                       Freeman-White
                                       32.142827
                                                   -96.746618
                                       33.438912
33017
                           Stone Inc
                                                   -96.750165
33018
         Hobbs, Bartlett and Gibson
                                       32.811325
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                        Scott-Potter
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       3524295633432445
                          625080730349
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       3524295633432445
                          625080730349
4
       3524295633432445
                          625080730349
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87647
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87648
       4096496683496043
                          835714725252
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                          835714725252
87650
       4096496683496043
                          835714725252
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87651
       4096496683496043
                          835714725252
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        unix time
                          category
                                       amt
                                            is fraud
0
       1622592239
                       food dining
                                     72.79
                                                    0
                                                    0
1
       1623696023
                       food dining
                                     61.43
2
                     entertainment
                                     56.29
                                                    0
       1613417841
3
       1622907041
                       food_dining
                                     74.45
                                                    0
4
       1595602049
                      shopping_pos
                                     59.80
                                                    0
                                       . . .
87647
       1633686460
                    health fitness
                                      6.64
                                                    0
                     personal_care
                                      4.00
                                                    0
87648
       1668401788
87649
                         kids pets
                                      1.71
                                                    0
       1655784557
87650
       1642310208
                              home
                                      3.09
                                                    0
87651
       1672396430
                            travel
                                      1.16
```

```
merchant merch lat merch long
0
                             West LLC 39.164615
                                                  -88.423145
1
                          Powell-Tran 40.045994
                                                  -88.036423
2
                        Delgado-Jones
                                       39.320959
                                                  -89.004575
3
                            Brady Ltd 39.486753
                                                  -89.238607
              Kaiser, Olson and Adams
4
                                       40.669113
                                                  -87.675833
      Friedman, Wilson and Hernandez 33.617729
87647
                                                  -80.103060
87648
                          Johnson LLC
                                       35.007299
                                                  -79.408784
             Garner, Coffey and Yates
                                                  -79.091935
87649
                                       33.215123
              Mendez, Wolfe and Brown 33.677937
87650
                                                  -79.821182
                        Dixon-Sanders
87651
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              4192832764832 718172762479
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2
              4192832764832 718172762479
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3
              4192832764832 718172762479
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4
              4192832764832 718172762479 961be24900e708be83c66d1f52d87eda
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173765
        4201027621267969279 401907373048 44743f29f922c15f308fdf488d75451c
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173766
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173767
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                                                 0
                                   94.82
1
        1575489918
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                                                 0
2
        1585862952
                         misc_net 76.60
                                                 0
3
        1570292598
                                   82.11
                                                 0
                      grocery_pos
4
        1569780888
                      grocery_pos
                                   73.76
                                                 0
173764
        1668428964
                    personal care
                                    9.24
                                                 0
                                    6.30
                                                 0
173765
        1670677174
                           travel
                                    9.97
173766
        1671159194
                           travel
                                                 0
173767
        1655527110
                        kids pets
                                    1.26
                                                 0
173768
        1587447550
                         misc pos
                                    4.42
                              merchant merch lat merch long
0
           Fisher, Anderson and Meyers
                                        33.841844
                                                   -80.943043
1
                       Spencer-Johnson 34.367517
                                                   -79.968788
2
               Lopez, Finley and Short 34.352641
                                                   -80.446669
             Harris, Phillips and Reed
3
                                       32.552003
                                                   -80.443405
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-81.564384
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4
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                             Parker LLC
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                        Williams-Norris
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       Williams, Castro and Henderson
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4
           630447468723
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                                           is fraud
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2
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                                                  0
                   gas_transport
                                                  0
3
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4
       1552495770
                   gas transport
                                   62.06
. . .
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23380
       1621069708
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       1654938519
                        kids pets
                                   26.60
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                         misc pos
                                    6.24
                                                  0
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                     shopping pos
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23384
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                                merchant
                                          merch_lat
                                                     merch_long
0
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                              Barnes Inc
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2
                              Nelson LLC
                                           34.805603 -118.588272
3
                              Haynes LLC
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4
                          Skinner-Bryant
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                              Dennis PLC
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              Long, Wilson and Richards
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       Robinson, Maldonado and Anderson
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4
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4
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. . .
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       Martin, Jackson and Vasquez 43.403739 -111.494580
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                        Tucker-Mora 44.206890 -110.437842
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      Patton, Russell and Sheppard
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                        Ramos Group
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                                   merch lat
                                               merch long
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2
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4
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                    gas transport
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       1551377103
3
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4
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27770
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27771
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27772
       1621153529
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27773
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                                             merch lat
                                                         merch long
0
                              Watts-Harris
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               Ferguson, Turner and Wilson
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             Lucero, Hopkins and Hamilton
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3
                                Johnson Inc
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                Ramirez, Burns and Leblanc
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                           Moore and Sons
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                   Orr, Miller and Lester 40.986267
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                           Petersen-Davis 40.973092
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      Castillo, Valenzuela and Rodriguez 41.133557
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                                                  0
1
      1567819529
2
      1554938910
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3
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                  health fitness
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          Walker, Brown and Evans
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1
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2
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3
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                      shopping net
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4
       1639829443
                      shopping net
                                      919.27
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. . .
11674
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11676
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11677
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                                     merch lat
                                                merch long
0
                       Rosales PLC
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           Fowler, Hill and Gomez
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2
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                          682282682147
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                                                      1
2
                                                      1
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3
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       1661354876
                          misc pos
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49443
       1666869881
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49444
       1653560378
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                                                     0
49445
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49446
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49447
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                                     merch lat
                                                 merch_long
0
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1
                         Gibson LLC
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2
                                     42.697161
                                                 -86.683374
3
                         French Ltd
                                     43.479563
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4
       Parker, Baker and Hernandez
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13136
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                                           is fraud
        unix time
                         category
                                      amt
0
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                                   56.89
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1
       1572824070
                      grocery net
                                   52.02
                                                  0
2
                                                  0
       1573259849
                      grocery_net
                                   66.51
                    gas transport
                                                  0
3
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4
                                                  0
       1563202970
                    gas transport
                                    59.38
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13135
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                    personal_care
                                    5.37
                                                  0
13136
       1592447779
                                     5.18
                         misc net
                         misc net
                                                  0
13137
       1588319921
                                     9.82
13138
       1671328486
                           travel
                                     5.69
                                                  0
13139
       1610852373
                     shopping_net
                                     4.03
                                                  0
                             merchant
                                       merch_lat merch_long
0
             Ray, Schultz and Miller
                                        44.299301 -110.364047
1
       Carter, Merritt and Hernandez
                                        43.311914 -111.600285
2
                            Baker Inc
                                       43.987965 -110.695481
3
                          Garcia-Ruiz
                                       44.039282 -111.710095
4
              Smith, Jones and Weber
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                      Jackson-Salazar
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                                                   -90.201743
                                        37.526660
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Daniels-Brown

-90.227453

13136

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-89.374977
            Baird, Reynolds and Dunn 38.828703
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13138
                   Robertson-Rollins 38.870555
                                                 -89.294867
13139
            Medina, Moore and Knight 38.233597 -90.125744
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rchant, merch_lat, merch_long]
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                             acct num
                                                              trans num
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1
                         163959980994
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          4623546622650
2
          4623546622650
                         163959980994
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                                       9b81413107db95bac834513f7b6f2f30
3
          4623546622650
                         163959980994
4
          4623546622650
                         163959980994
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                         295677321717
                                       24dd8418c00b3606c994e35bf63402f6
30690 4209140169332843
                         295677321717
30691 4209140169332843
                         295677321717
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30692 4209140169332843
                         295677321717
                                       698bc6bd07fb6537d08de77dabca4a7a
30693 4209140169332843
                                       14e6da7743217d47bb5409b25ceda334
                         295677321717
        unix_time
                        category
                                    amt
                                         is_fraud
                                                                   merchant
                                                                            \
0
       1549836559
                                  35.45
                                                0
                                                                Owen-Smith
                   gas transport
1
       1572700469
                     grocery_pos
                                  46.77
                                                0
                                                         Williams-Clements
2
                                                0
                                                            Griffin-Wright
       1570298672
                     grocery_pos
                                  49.56
3
                                                            Booth and Sons
       1561838139 gas transport 66.28
4
                                                0
                                                   Diaz, Terrell and Cooke
       1555454488 gas transport
                                  60.27
. . .
30689 1655011253
                       kids pets
                                   6.05
                                                0
                                                             Hernandez Inc
30690
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                                                0
                                                           Nelson-Martinez
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                                   6.38
                                                0
                                                              Robinson Ltd
30691
      1582880061
                        misc pos
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                                                0
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                                                                  Lopez Ltd
30693
                                   8.67
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                                                              Parsons-Moss
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                     food dining
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       38.335985 -121.124639
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       38.303503 -120.352800
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30690 31.022857 -98.289674
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                        kids pets
                                     17.97
                                                    1
3
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4
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. . .
42630
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42631
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                                                    0
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                                                    0
42632
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42634
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                                                    merch long
0
           Mckee, Mathis and Vasquez
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                        Garcia-Brooks
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          Mcfarland, Singh and Chang
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143144
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                                      merch lat
                                                  merch long
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2
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3
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        1602839780
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201517
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201518
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201519
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201520
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                                          merch lat
                                                      merch long
0
                       Manning and Sons
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           Morrison, Newman and Miller
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                   Hall, Roth and Smith
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201519
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                   gas_transport
                                    51.12
                                                   0
2
       1565721301
                     grocery_net
                                    51.02
                                                   0
3
       1567278363
                      grocery_net
                                    48.34
                                    48.95
                                                   0
4
       1557100130
                   gas_transport
                                      . . .
       1601798021
40896
                    shopping_net
                                     6.25
                                                   0
40897
       1577092700
                         misc_net
                                     6.97
                                                   0
40898
       1603540921
                    shopping pos
                                     4.46
                                                   0
40899
       1671967105
                           travel
                                   150.91
                                                   0
40900
       1654863504
                                     7.18
                                                   0
                        kids pets
                                           merch lat
                                 merchant
                                                       merch long
0
                           Smith and Sons
                                           41.712924
                                                       -86.879877
1
                           Olson-Phillips
                                           41.684306
                                                       -87.430849
2
                                Allen Ltd
                                           41.106043
                                                       -88.074070
            Miller, Armstrong and Hansen
                                           42.021945
                                                       -88.348569
3
               Sanford, Smith and Miller
4
                                           42.047215
                                                       -87.670626
40896
                            Simmons-Adams
                                           28.951126
                                                       -97.049569
40897
                              Escobar Inc
                                           28.626805
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                           Hale-Velasquez
                                           27.744856
40898
                                                       -96.965882
40899
       Anderson, Gutierrez and Hernandez
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1
          4218196001337
                          888022315787
2
          4218196001337
                          888022315787
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3
          4218196001337
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4
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```
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       3592927524372804
                          632265815336
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23703
       3592927524372804
                          632265815336
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                                         fd160a87fdff6dd95d71a0ebbe62b343
23704
       3592927524372804
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                         category
                                        amt
                                             is fraud
0
       1656633080
                                                     0
                     shopping_pos
                                      81.91
                                                     0
1
       1658342808
                    entertainment
                                      57.62
2
                                                     0
       1652194483
                         misc pos
                                      66.46
                                      76.14
                                                     0
3
       1655690394
                     shopping pos
4
                                                     0
       1653235243
                         misc_pos
                                      62.09
                                        . . .
23700
       1669020076
                        kids_pets
                                       3.02
                                                     0
23701
       1671082396
                    personal care
                                       5.29
                                                     0
                                                     0
23702
                        kids pets
                                    1210.16
       1670128691
                                                     0
23703
       1665825923
                              home
                                       9.97
23704
       1664100575
                             home
                                       2.99
                                                     0
                          merchant
                                     merch lat
                                                 merch long
0
           Hansen, Heath and Wood
                                     39.294324
                                                 -75.339080
1
        Myers, Dorsey and Wallace
                                     39.918987
                                                 -75.227456
2
          Tyler, Kemp and Woodard
                                     39.600319
                                                 -74.319276
                                     39.230300
3
           Brown, Dixon and Reyes
                                                 -74.581277
4
                     Johnson-Smith
                                     40.520865
                                                 -74.884797
. . .
                                            . . .
23700
                      Holmes Group
                                     41.813111
                                                 -88.601853
23701
       Johnson, Walker and Harvey
                                     42.778239
                                                 -88.205736
                  Davenport-Suarez
23702
                                     41.444327
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23703
       Sandoval, Clark and Suarez
                                     42.549121
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23704
                        Beard-Sims
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4
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. . .
9317
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                         481110497017
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9318
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                         481110497017
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9319
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                         481110497017
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9320
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       180026732044133
                         481110497017
9321
       180026732044133
                         481110497017
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                         category
                                       amt
0
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                                     71.05
                                                    0
1
      1645897902
                    gas_transport
                                     39.14
                                                    0
                                                    0
2
      1648673429
                      grocery net
                                    100.41
3
      1643483703
                    gas transport
                                     63.72
                                                    0
4
      1648334245
                                     59.71
                                                    0
                      grocery_net
                                       . . .
. . .
9317
      1651491628
                         misc_net
                                      3.46
                                                    0
9318
      1663486148
                      food_dining
                                      7.77
                                                    0
9319
      1659581663
                    entertainment
                                      7.82
                                                    0
```

```
9320
                   health fitness
                                      3.24
                                                    0
      1665308290
                                      6.74
9321
      1658652065
                     shopping_pos
                                                    0
                         merchant
                                    merch lat
                                               merch long
0
                         Hall LLC
                                    41.098790
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1
                   Spencer-Strong
                                    42.086824
                                                -87.291339
2
                                                -87.861449
                       Berg-Allen
                                    41.250491
3
                       Bailey LLC
                                    41.877105
                                                -87.131671
                                    41.683339
4
      Allen, Fernandez and Berry
                                                -86.911524
                                          . . .
. . .
9317
                        Jones Ltd
                                    28.196350
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9318
                 Rodriguez-Mendez
                                    28.262135
                                                -97.067160
9319
                     Martin-Moore
                                    28.403518
                                                -97.671567
9320
                      Aguilar PLC
                                    28.254176
                                                -97.913409
9321
       Cox, Jacobs and Gallagher
                                    28.056610
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2
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3
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                          31024004064
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4
       180008357017032
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52590
         4371450311809
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                                        93411717667e0343552cf469b26684c3
52591
         4371450311809
                         499348764671
                                        3dc863510aff3a4766e5e5cd83367a28
52592
                                        cc0372cd9dfbc86f009c43165bc7d4fa
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                         499348764671
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52593
         4371450311809
                         499348764671
52594
         4371450311809
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                         499348764671
        unix time
                          category
                                         amt
                                              is fraud
0
                     gas_transport
       1586012017
                                        8.75
                                                      1
1
                                                      1
       1586040635
                          misc net
                                      307.72
2
                       grocery pos
       1586013352
                                      921.96
                                                      1
3
                                                      1
       1586092067
                      shopping net
                                     1117.20
4
       1586067506
                      shopping_net
                                      933.17
                                                      1
. . .
               . . .
                                . . .
                                         . . .
52590
       1667129972
                     personal care
                                        3.27
                                                      0
52591
       1629462810
                       food dining
                                        9.04
                                                      0
52592
                    health fitness
                                        8.96
                                                      0
       1636621013
52593
       1657257659
                         kids pets
                                        6.19
                                                      0
52594
       1634111706
                       food_dining
                                        7.66
                                                      0
                             merchant
                                       merch lat
                                                   merch long
0
                      Booker-Edwards
                                       41.467300
                                                   -73.390131
1
                        Taylor-Lewis
                                       41.527065
                                                   -74.507437
2
                      Schneider-Cook
                                       41.113090
                                                   -73.458387
3
       Mcclain, Richardson and Hill
                                       39.715148
                                                   -74.568753
4
                       Jenkins Group
                                       41.491582
                                                   -74.221104
                                              . . .
52590
           Hall, Jackson and Burton
                                       33.968948 -117.594945
52591
                          Martin-Lee
                                       32.844903 -117.015118
                      Walker-Johnson
                                       32.398619 -116.624057
52592
                       Rodriguez Ltd
52593
                                       32.522398 -116.594915
52594
              Li, Santiago and Hall
                                       33.834480 -116.953995
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rchant, merch lat, merch long]
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                                                                 trans num
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1
                          652941429071
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2
          30160398863650
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3
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4
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191279
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                           997039479727
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191280
        4594853400127623
                           997039479727
191281
        4594853400127623
                           997039479727
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191282
        4594853400127623
                           997039479727
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191283
        4594853400127623
                           997039479727
                                         3643c517c18aa62b6e8fe6e1a09f6ff3
         unix time
                          category
                                             is fraud
                                        amt
0
        1586108647
                       grocery pos
                                     297.97
                                                     1
1
                          misc net
                                                     1
        1586189618
                                     848.72
2
        1586263382
                         kids pets
                                    1111.78
                                                     1
3
                     shopping_net
                                    1008.57
                                                     1
        1586262804
4
                     shopping_net
                                    1001.60
                                                     1
        1586261439
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                                                   . . .
191279
                                                     0
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                         kids_pets
                                       5.90
                                                     0
191280
        1620800637
                    entertainment
                                       5.89
                        kids pets
191281
        1658289072
                                       5.05
                                                     0
191282
        1632298233
                       food_dining
                                       3.67
                                                     0
191283
        1657850873
                         kids pets
                                       1.05
                                                     0
                             merchant
                                       merch lat
                                                  merch long
0
                        Marshall PLC
                                       39.582247
                                                   -74.921040
1
         Murray, Anderson and Nelson
                                       39.761380
                                                   -73.973780
2
                        Deleon-Casey
                                       40.631310
                                                  -73.947432
3
                        Jones-Lambert
                                       40.258404
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                                                   -75.289434
4
                          Rice-Thomas
                                       41.014704
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                                                          . . .
. . .
        Moody, Sanford and Henderson
                                       30.880549
                                                   -98.049659
191279
                        Potter-Irwin
191280
                                       30.003433
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191281
                          Stevens Inc
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191282
                           Hanna-Rice
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      4209140169332843
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       unix time
                         category
                                      amt
                                           is fraud
                                                                         merchant
\
                                                   0
0
      1647381659
                      grocery net
                                    62.33
                                                                      Spencer PLC
                                                   0
1
      1648141143
                      grocery_net
                                    54.68
                                                                        Lewis PLC
                                                   0
2
      1648510775
                      grocery_net
                                    33.51
                                                      Nelson, Salazar and Harris
3
                                                   0
                                                        Rogers, Smith and Murphy
      1644091223
                    gas transport
                                    76.76
                                                   0
                                                           Rios, Lutz and Arnold
4
      1645921272
                    gas transport
                                    46.81
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8250
      1666180439
                   health fitness
                                     5.56
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                                                      Moore, Fleming and Collins
                                                   0
8251
      1661603898
                    entertainment
                                     9.29
                                                          May, Hampton and Allen
8252
      1662104567
                      food dining
                                     7.17
                                                   0
                                                                     Mason-Becker
8253
                         misc pos
                                     4.92
                                                   0
      1653548875
                                                                        Weber Ltd
8254
      1651134505
                         misc net
                                     5.33
                                                   0
                                                                 Fleming and Sons
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0
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      38.853961 -121.034676
2
      39.608384 -121.480749
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      38.682314 -122.015948
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       6011235158501532
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23718
       6011235158501532
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23719
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23720
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       6011235158501532
        unix_time
                         category
                                       amt
                                            is fraud
0
       1644239931
                    gas transport
                                     87.10
                                                    0
                                     54.29
                                                    0
1
       1646491824
                      grocery_net
2
       1654893818
                     shopping_net
                                     60.84
                                                    0
3
                                                    0
       1655306146
                     shopping pos
                                     66.65
4
       1647536554
                      grocery_pos
                                     91.89
                                                    0
                                       . . .
23716
       1659490822
                                    318.04
                                                    1
                      grocery_pos
                                                    1
23717
       1659451753
                      grocery_pos
                                    289.34
23718
       1659620446
                                    806.60
                                                    1
                     shopping_pos
23719
       1659534864
                         misc net
                                    753.01
                                                    1
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23720 1659528259
                         misc net 843.64
                                                    1
                                                 merch_long
                           merchant
                                      merch lat
0
                                      42.281935
                    Ferguson-Powers
                                                  -91.394942
1
                         Castro PLC
                                      43.280428
                                                  -91.640818
2
                        Johnson LLC
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                                                  -92.286408
3
            Marsh, Wang and Farley
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                                                  -91.278176
                      Moses-Watkins
4
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. . .
                                                         . . .
                       Robinson LLC
23716
                                      40.390987
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23717
       Campbell, Morales and Lewis
                                      41.491843
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23718
                     Anderson-Stout
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                                                  -84.651411
23719
          Wright, Brooks and Ellis
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23720
                         Cox-Morrow
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                          18557023491
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      6011416389448467
                          18557023491
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2155
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                          18557023491
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                                            is_fraud
                                                                         merchant
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                         category
                                       amt
\
0
      1642086410
                    gas transport
                                     67.37
                                                                         Kent PLC
                                                    0
1
                     shopping pos
                                     71.92
                                                        Smith, Taylor and Palmer
      1655946207
2
                                     76.54
                                                    0
                                                                    Johnson Group
      1647697745
                      grocery pos
3
                                     63.04
                                                    0
                                                                        Adams Ltd
      1647995663
                      grocery_pos
                      grocery_pos
                                     83.62
                                                    0
4
      1649186549
                                                        Pratt, Joyce and Barajas
. . .
              . . .
                                       . . .
                                                  . . .
2152
      1664795003
                   health fitness
                                    526.09
                                                    0
                                                                    Roberts Group
2153
      1663043203
                   health fitness
                                    463.47
                                                    0
                                                                         Dunn LLC
2154
                                    445.14
                                                    0
                                                       Jones, Copeland and Flynn
      1667614022
                             home
                                    487.63
2155
      1657616465
                     shopping pos
                                                    0
                                                         Smith, Howell and Singh
2156
      1662365473
                      food_dining
                                    446.57
                                                    0
                                                                     Rojas-Decker
      merch lat merch long
0
      31.722756 -109.043992
1
      32.666096 -108.996380
2
      31.681885 -110.087164
      31.643283 -108.291944
3
4
      31.581803 -110.153007
2152
      38.131983
                  -84.541069
2153
      40.006959
                  -85.546131
2154
      38.110988
                  -86.240769
2155
      39.878313
                  -85.992831
2156
      39.330204
                  -85.030692
```

```
[2157 rows x 10 columns]
/content/sample_data/dataset/transactions_120.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 121.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample_data/dataset/transactions_122.csv
Empty DataFrame
Columns: [cc_num, acct_num, trans_num, unix_time, category, amt, is_fraud, me
rchant, merch_lat, merch_long]
/content/sample data/dataset/transactions 123.csv
                                 acct_num
                     cc_num
                                                                   trans_num
\
0
            180039174101196
                               2468061102 2e4c63d64c0053d94b980fd521b598f3
1
            180039174101196
                               2468061102
                                           f783f65aec14f996cea63b29549fdaf2
2
            180039174101196
                               2468061102 ca224cd04c5bd6f9e4f0dd108bd1c0d3
3
                               2468061102 aa59638ccf1d76b5c273d2043d073ed2
            180039174101196
4
            180039174101196
                               2468061102 da5cf20ea3c48795490ba7d9861e2fa3
       4851579197111212590
                            832138782905
                                           93d76617de21d5feefed08f326ff4898
119783
119784
       4851579197111212590
                             832138782905
                                           34c22aae7d1fa7e212d8263bbc3e8dd5
                             832138782905
                                           d7fe8e5746ea89330fcd82735ea8a663
119785
       4851579197111212590
        4851579197111212590
                             832138782905
                                           302acb8d54ae95cc58d25d15c89f79fc
119786
119787
        4851579197111212590 832138782905
                                           47d3592b3097730463a7bef3d172a3a0
         unix_time
                          category
                                      amt
                                           is fraud
0
        1555186188
                     gas transport
                                    56.22
                                                   0
                                                   0
1
        1591494957
                      shopping net
                                    76.53
2
                      shopping net
                                    47.62
                                                   0
        1589646172
3
                                                   0
        1609188911
                     entertainment
                                    58.82
4
        1599846641
                      shopping_pos
                                    50.83
                                                   0
                                      . . .
. . .
               . . .
                                . . .
119783
        1667119394
                     personal care
                                     4.28
                                                   0
        1629786349
                    health fitness
                                     3.38
                                                   0
119784
                                                   0
                    health fitness
                                     2.91
119785
        1632211461
119786
        1653706304
                         kids pets
                                     6.71
                                                   0
119787
        1671877236
                            travel
                                     4.33
                                                   0
                          merchant
                                    merch lat merch long
0
                    White and Sons
                                    33.384458 -117.418197
1
                      Jordan Group
                                    32.679111 -116.997700
2
        Garcia, Miller and Schmidt 33.260507 -118.211902
3
                    Martinez Group
                                    34.025481 -118.152173
4
                        Warren LLC
                                    33.197729 -116.843387
119783
                   Benitez-Johnson
                                    26.442585 -79.274969
                      Mcgee-Torres
                                    26.115670 -79.304866
119784
119785
                     White-Gardner
                                    25.600866 -80.576894
          Young, Bray and Williams
119786
                                    25.128220
                                               -79.890427
119787
                      Dudley-Foley
                                    25.638094
                                               -80.878658
```

```
[119788 rows x 10 columns]
/content/sample_data/dataset/transactions_124.csv
                    cc num
                                 acct num
                                                                   trans num
0
              675942799072
                             231045526966
                                           4fad6ab602d7252581daec24aea0cd37
1
              675942799072
                             231045526966
                                           1b2c2695612a4ebc496ed500289752b7
2
              675942799072
                             231045526966
                                           59fb5b9acb46de6c494735638a1d1b27
3
              675942799072
                             231045526966
                                           0649b455737390fdff71ad2d48929c83
4
              675942799072
                             231045526966
                                           f6bcd1d64a73276060f5565cebf845ea
                        . . .
. . .
                                      . . .
                                           0a1c5325549a054d10869961daf4c6ff
37968 4328348315203771070
                             417495431869
37969 4328348315203771070
                             417495431869
                                           804271d1498bd9c1bd0b7d2cd1cc5fea
37970 4328348315203771070
                             417495431869
                                           b6743e55b3fe64648949b77b2dfd96f1
37971
      4328348315203771070
                             417495431869
                                           f1f3bf1be673c553439dfaafcaa88b36
37972
                             417495431869
                                           6db9afa9eaf26834dafdbfd9bf517058
       4328348315203771070
                                            is fraud
        unix time
                         category
                                       amt
0
       1592489610
                     grocery pos
                                      6.65
                                                    1
1
       1592606893
                        misc_net
                                    300.38
                                                    1
                                                    1
2
       1592575413
                        misc net
                                    279.30
3
                                                    1
       1592496484
                   gas_transport
                                   1005.81
4
       1592500835
                     grocery_pos
                                    733.25
                                                    1
                              . . .
                                       . . .
       1620529747
37968
                   entertainment
                                      7.61
                                                    0
37969
      1657972693
                        kids pets
                                      5.82
                                                    0
37970
      1584274905
                        misc_pos
                                     30.19
                                                    0
37971
                                      8.55
                                                    0
       1650188760
                             home
37972
       1581246487
                        misc_net
                                      7.71
                                                    0
                            merchant merch lat
                                                 merch long
0
                    Caldwell-Becker
                                      35.493504
                                                 -79.592587
1
                       Mitchell PLC
                                      34.871254
                                                 -79.981769
2
                     Jenkins-Becker
                                      35.443005
                                                 -79.688249
3
                          Briggs PLC
                                      34.590573
                                                  -79.339442
                       Roman-Edwards
                                      34.192906
                                                 -78.957848
4
. . .
                                             . . .
37968
                           Meyer Inc
                                      33.082472 -117.421648
37969
         Houston, Sutton and Porter
                                      33.113990 -118.544472
37970
       Miller, Campbell and Collins
                                      33.903606 -117.747451
                   Benitez-Chandler
37971
                                      33.995792 -119.072749
37972
                        Wiggins-Ward
                                      33.590210 -117.408844
[37973 rows x 10 columns]
/content/sample_data/dataset/transactions_125.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
/content/sample data/dataset/transactions 126.csv
                 cc_num
                              acct_num
                                                                trans num
0
       4379006548708470
                          386831851262
                                        43028f629cc929b691de83bf57e20cd4
1
       4379006548708470
                          386831851262
                                        00efa3471e368ad849831c94da04d69b
2
       4379006548708470
                          386831851262
                                        02fa6cf3372ff1cc1919a41c6c7bb69f
3
       4379006548708470
                          386831851262
                                        ec0fbda723956c6dce37bbfabd287cb3
       4379006548708470
4
                          386831851262
                                        111634de854d656d4caf10458f5cf6c3
17204
          4246163034387
                           21414345345
                                        7f3bb2e1c41f8368f051f3b1ddbc00e6
                                        772dc226e2ba06ef89a048a556002744
```

4246163034387

21414345345

17205

```
17206
          4246163034387
                           21414345345
                                         4b2bf4a26c72c5e819b302dcaf5914a7
17207
          4246163034387
                           21414345345
                                         05e184263981bc11634b160fcea07def
17208
          4246163034387
                           21414345345
                                         ce9c813feae7995654972143908253a0
        unix time
                          category
                                        amt
                                             is fraud
                                                        \
0
       1666621971
                       grocery_pos
                                      13.70
                                                     1
1
       1666622753
                     gas transport
                                     267.20
                                                     1
2
                                                     1
       1666747314
                      shopping_net
                                     784.18
                                                     1
3
       1666755425
                                       7.36
                          misc_pos
                                                     1
4
       1666787362
                      shopping pos
                                     839.96
. . .
                                        . . .
                                                   . . .
17204
       1656769455
                      shopping_pos
                                       6.74
                                                     0
17205
       1671621799
                     personal care
                                       9.26
                                                     0
                    health fitness
                                                     0
17206
       1665816098
                                       6.97
17207
       1660221147
                     entertainment
                                       6.72
                                                     0
                                                     0
17208
                         kids pets
                                       9.74
       1669034611
                                    merch lat
                                               merch_long
                         merchant
0
                     Jimenez-Cole
                                    37.466919
                                                -78.238190
1
       Hansen, Schultz and Jones
                                    36.864743
                                                -79.457201
2
         Sanchez, Lopez and Long
                                    37.685351
                                                -78.204569
3
       Bauer, Garcia and Frazier
                                    38.394966
                                                -79.976426
4
                   Johnson-Mendez
                                    38.107685
                                                -79.827665
17204
                Thompson-Johnston
                                    40.496869
                                                -73.281103
        Mendez, Gardner and Gray
17205
                                    41.680521
                                                -74.438121
17206
                   Thompson Group
                                    39.783465
                                                -74.230034
17207
                    Schmitt-Baker
                                    40.626174
                                                -72.750100
                         Rios PLC
                                    41.139579
                                                -72.608642
17208
[17209 rows x 10 columns]
/content/sample data/dataset/transactions 127.csv
                  cc num
                               acct num
                                                                  trans num
0
       4129957047264261
                          424039957450
                                         603ed7b0864bb0ba9d4aa7ca371951a5
1
       4129957047264261
                          424039957450
                                         d44eaf448dbb0cbbebc8089080571dc4
2
       4129957047264261
                          424039957450
                                         6550b19529b307a7aa69ebdcd852c140
3
       4129957047264261
                          424039957450
                                         646f2aae6c759e618f651eb73aa78ec1
4
       4129957047264261
                          424039957450
                                         fc2c3e5ab34acfdf1923149e3979aba1
25873
       4413395479406453
                          929002904576
                                         660c294fe8d540431cc54d25077dc4d1
       4413395479406453
                          929002904576
                                         4be02c8434ff59abf1d72f2b8372be0f
25874
25875
       4413395479406453
                          929002904576
                                         0b9f714b93b5b1369cdd4fbbc111297d
25876
       4413395479406453
                          929002904576
                                         db1d2149e9c939413b0a33b672b496f2
25877
       4413395479406453
                          929002904576
                                         fa5d1154d8add5ac13931ab0008df642
                                          is fraud
        unix time
                        category
                                     amt
                                                                      merchant
0
       1652477805
                        misc_pos
                                   66.80
                                                  0
                                                                   Lee-Stewart
1
                    shopping pos
                                   66.85
                                                  0
                                                     Jones, Goodman and Mason
       1656786392
2
                                                  0
                                                        Cook, Marsh and Gomez
       1646320811
                     grocery_net
                                   61.94
3
       1655396260
                    shopping_pos
                                   61.21
                                                  0
                                                                 George-Morgan
                                                  0
4
       1655428844
                    shopping_pos
                                   72.38
                                                              Porter-Ferguson
                                     . . .
. . .
       1670377413
                       kids_pets
                                    2.89
                                                  0
                                                                   Morris-Tran
25873
25874
       1664342570
                                    9.63
                                                  0
                                                                     Lopez PLC
                            home
                                                  0
25875
       1672056151
                          travel
                                    1.78
                                                                   Sanchez Ltd
25876
       1668741851
                       kids_pets
                                    8.18
                                                  0
                                                                    Garcia PLC
25877
       1672208268
                          travel
                                    7.44
                                                  0
                                                                    Lee-Carter
```

```
merch_lat
                  merch long
0
       42.724568
                  -83.525088
1
       42.575795
                  -83.731731
2
       42.932297
                  -84.086652
3
       42.974256
                  -84.128618
4
       42.646975
                  -82.265299
25873
       34.687688 -118.891984
25874
       34.381254 -117.017665
25875
       33.151970 -118.836058
25876
       33.925622 -118.417269
25877
       33.684247 -118.620519
[25878 rows x 10 columns]
/content/sample data/dataset/transactions 128.csv
                      acct num
                                                                     unix time
                                                        trans num
\
                 987989291479
0
  675986887866
                                631a1b576d2800cb3d35f9834811ec81
                                                                    1662647087
                 987989291479
                                258762d9c6eee3785db82a2c14c2ae8a
1
  675986887866
                                                                    1662649679
2
   675986887866
                 987989291479
                                0a54b1479ceb7a29d4103ed633c1ae94
                                                                    1662656302
3
  675986887866
                 987989291479
                                26f6569188051ca461c410a9589b6c20
                                                                    1662657503
4
  675986887866
                 987989291479
                                e86b36e3dc4b594d9abedc0066e93f87
                                                                    1662815833
5
  675986887866
                 987989291479
                                8e2759bc257d45fce0a64d92cfddb33e
                                                                    1662816108
6
  675986887866
                 987989291479
                                4793f473f9de850f16d3f3f62141f124
                                                                    1662813693
7
                 987989291479
                                f641ddaf172e3a0f643df4a9528b5866
   675986887866
                                                                    1662813294
   675986887866
                 987989291479
                                ba90e5f6ebcb351a966a1c924cb6f99b
                                                                    1662776020
                            is fraud
        category
                       amt
                                                         merchant
                                                                    merch lat
                                      Henry, Cummings and Warner
0
   gas_transport
                      7.08
                                   1
                                                                    37.168597
                                   1
1
     grocery_pos
                   288.19
                                           Johnson, Cobb and Page
                                                                    36.499252
2
     grocery_pos
                   272.18
                                   1
                                                 Henderson-Powell
                                                                    37.492935
3
        misc_net
                   797.21
                                   1
                                                      Watts Group
                                                                    38.004762
4
                                   1
                                                  Simpson-Douglas
    shopping net
                   918.03
                                                                    37.943482
5
                  1197.08
                                        Smith, White and Goodwin
    shopping pos
                                   1
                                                                    36.791794
                                   1
                                         Peterson, King and Khan
6
    shopping_pos
                   894.79
                                                                    36.473072
7
    shopping_net
                  1172.11
                                   1
                                                    Kennedy-Davis
                                                                    37.619328
                  1109.35
                                   1
                                                    Bell-Odonnell
                                                                    38.316452
    shopping net
   merch long
0
   -88.613281
1
  -89.705726
2
  -89.451845
3
   -88.950043
4
  -88.210426
5
   -89.237758
6
   -88.103133
7
   -89.404065
   -89.336295
/content/sample_data/dataset/transactions_129.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch_lat, merch_long]
Index: []
/content/sample_data/dataset/transactions_130.csv
                 cc num
                              acct num
                                                                 trans_num
        180039174101196
                            2468061102
                                        d2460713987ae1fef2b26e52f35da717
```

```
1
        180039174101196
                            2468061102
                                        38726478064eaf255f6b37bb78c763bd
2
        180039174101196
                            2468061102
                                        87775267b929bfa6568c3c8ad89ffa2e
3
        180039174101196
                            2468061102
                                        10d9746eb3277135feaddd8b03231abc
                                        83167ba4ffbf3bf1335dc3fe4ba90f33
4
        180039174101196
                            2468061102
                                        1f091e64bd3f2382b3a4f90889329c32
32667
       2704390552958068
                         756767582811
32668
       2704390552958068
                         756767582811
                                        971aa63530f8f8fb1de28472e6aa53bc
       2704390552958068
                         756767582811 555941e364d1f591a6ae4088557f8ed3
32669
32670
       2704390552958068
                         756767582811
                                        b756330bb5da439e28412f40e7a5f9e3
32671
       2704390552958068
                         756767582811
                                        d8b2caf59c06c36fea6980964f0a1fd6
                                           is_fraud
                         category
        unix time
                                      amt
0
       1652797224
                         misc pos
                                    68.66
                                                  0
1
       1645401070
                                    88.33
                                                  0
                    gas_transport
2
       1653411429
                         misc_pos
                                    79.26
3
                                                  0
       1649373563
                      grocery_pos
                                    56.46
4
       1658430154
                    entertainment
                                   59.83
                                      . . .
       1662431076
                   health fitness
                                     8.21
                                                  0
32667
                                     4.79
                                                  0
32668
       1665826484
                              home
32669
       1662292853
                   health_fitness
                                     1.99
                                                  0
                                                  0
32670
       1670561624
                    personal care
                                     6.64
32671
                           travel
                                    12.74
                                                  0
       1671856381
                              merchant merch_lat merch_long
0
                        Mathews-Ortiz
                                       34.090562 -116.528455
1
                            Bowen Inc 34.152683 -116.728265
2
            Foster, Palmer and Murray
                                        33.444484 -116.883501
3
                          Hunt-Miller
                                        32.409793 -117.475535
4
       Sullivan, Erickson and Frazier
                                        32.423665 -116.833080
. . .
                                              . . .
32667
                        Anderson-King 33.831954 -116.587500
32668
             Vang, Higgins and Decker
                                        33.591525 -117.962834
                            Ibarra LLC 34.370334 -117.628700
32669
32670
          Casey, Gonzales and Mueller 33.690374 -117.301976
32671
                         Cruz-Johnson 34.012253 -116.333944
[32672 rows \times 10 columns]
/content/sample data/dataset/transactions 131.csv
Empty DataFrame
Columns: [cc num, acct num, trans num, unix time, category, amt, is fraud, me
rchant, merch lat, merch long]
Index: []
```

## Merging data to one file

```
In [3]:
        import os
        import csv
        directory = "/content/sample data/dataset"
        merged filename = "transactions.csv"
        # Creating a CSV writer object with '|' as the delimiter for the merged file
        with open(os.path.join(directory, merged filename), 'w', newline='') as outfil
          writer = csv.writer(outfile, delimiter='|')
          # Loop through all the files that match the pattern
          for filename in glob.glob(directory + "/transactions_[0-9]*.csv"):
          # Open the file for reading
            with open(filename, 'r') as infile:
            # Creating a CSV reader object with '|' as the delimiter
              reader = csv.reader(infile, delimiter='|')
              # Loop through each row in the file and write it to the merged file
              for row in reader:
                writer.writerow(row)
        trans= pd.read_csv('/content/sample_data/dataset/transactions.csv', delimiter
        ='|')
        trans.to csv('transactions.csv', index=False)
        trans
```

# Out[3]:

|         | cc_num            | acct_num     | trans_num                        | unix_time  |       |
|---------|-------------------|--------------|----------------------------------|------------|-------|
| 0       | 345331586923222   | 903253916954 | e27acf7ff2e796804d189d09b6fc4318 | 1648136912 | gro   |
| 1       | 345331586923222   | 903253916954 | 8738514f11d4bd8efeedbe72830bbb13 | 1645461229 | gas_  |
| 2       | 345331586923222   | 903253916954 | 21c4b7105a1665323d3d2905a08f0c6d | 1643817753 | gas_  |
| 3       | 345331586923222   | 903253916954 | 99b32dab08deb551530fb4122bae8593 | 1642861828 | gas_  |
| 4       | 345331586923222   | 903253916954 | b0e5828a5ec6e503e93b269a5834b149 | 1648942439 | grc   |
|         |                   |              |                                  |            |       |
| 4261030 | 6584732365337749  | 843643900137 | 7b2b63508d92d5dd61446fb5cb03e301 | 1667282786 | perso |
| 4261031 | 6584732365337749  | 843643900137 | 1df5a10b715d536a666143ebb429a818 | 1591184669 |       |
| 4261032 | 6584732365337749  | 843643900137 | 67f8305d28b564b34ccf264b9f4ea764 | 1625045557 | fo    |
| 4261033 | 6584732365337749  | 843643900137 | 4d3333cd26ba3ac993151b30b474e94e | 1667465864 | perso |
| 4261034 | 6584732365337749  | 843643900137 | e9126d852f94ab72fa6b40ee7e44c6f1 | 1620636587 | ente  |
| 4261035 | rows × 10 columns |              |                                  |            |       |
| 7201000 |                   |              |                                  |            |       |
| 1       |                   |              |                                  |            |       |

# Loading customer data

```
In [4]: data = pd.read_csv('/content/sample_data/dataset/customers.csv',delimiter='|')
    print(data)
    data.to_csv('customers.csv',index=False)
```

```
cc_num
                                             first
                                                          last gender
              ssn
0
     115-04-4507
                         4218196001337
                                          Jonathan
                                                       Johnson
                                                                     Μ
                                                                     F
1
     715-55-5575
                   4351161559407816183
                                            Elaine
                                                        Fuller
2
     167-48-5821
                          4192832764832
                                           Michael
                                                       Cameron
                                                                     Μ
     406-83-7518
                                           Brandon
                                                                     Μ
3
                      4238849696532874
                                                      Williams
     697-93-1877
                                                                     F
4
                      4514627048281480
                                              Lisa
                                                    Hernandez
                                               . . .
                                                           . . .
995
     392-96-7670
                         30125158904184
                                             Sarah
                                                                     F
                                                        Martin
996
     594-17-7993
                       180047909863618
                                              Erin
                                                         Wells
                                                                     F
997
     196-93-1156
                                           Michael
                                                                     Μ
                          4371450311809
                                                         James
998
     895-65-9304
                      3519925692476886
                                           Michael
                                                         Lewis
                                                                     Μ
999
     107-40-0160
                       343251790447085
                                                                     Μ
                                             Isaac
                                                         Smith
                                street
                                                      city state
                                                                               lat
                                                                     zip
\
0
                 863 Lawrence Valleys
                                                   Ambler
                                                              PA
                                                                   19002
                                                                          40.1809
          310 Kendra Common Apt. 164
1
                                                   Leland
                                                              NC
                                                                   28451
                                                                          34.2680
2
                     05641 Robin Port
                                                   Cordova
                                                              SC
                                                                   29039
                                                                          33.4275
3
               26916 Carlson Mountain
                                               Birmingham
                                                              AL
                                                                   35242
                                                                          33.3813
4
                      809 Burns Creek
                                                              GA
                                                                   31631
                                                                          30.7166
                                                     Fargo
                                                                     . . .
                                                       . . .
                                                              . . .
                                                                               . . .
995
                    1666 Jenna Unions
                                                              CO
                                                                   80236
                                                                           39.6535
                                                    Denver
         444 Alexis Estate Suite 824
996
                                                              CA
                                                                   93280
                                                                          35.6480
                                                     Wasco
997
     914 Cassandra Gateway Suite 061
                                                Escondido
                                                              CA
                                                                   92026
                                                                          33.1605
998
                   34141 Katelyn Path
                                                                    2126
                                                 Mattapan
                                                              MA
                                                                          42.2739
999
           67148 Rose Cliff Apt. 314
                                         Saint Petersburg
                                                              FL
                                                                   33710
                                                                          27.7898
                city_pop
         long
                                                                job
                                                                             dob
                                                                                  \
0
     -75.2156
                   32412
                                            Accounting technician
                                                                     1959-10-03
                                               Professor Emeritus
1
     -78.0578
                   27112
                                                                     1963-06-07
2
     -80.8857
                    4215
                            International aid/development worker
                                                                     1973-05-30
                                              Seismic interpreter
3
     -86.7046
                  493806
                                                                     1942-12-26
4
     -82.5801
                     559
                           Medical laboratory scientific officer
                                                                     1939-05-22
995 -105.0376
                                              Colour technologist
                  990452
                                                                     1993-08-31
996 -119.4487
                   27152
                                                Software engineer
                                                                     1982-05-27
997 -117.0978
                                                                     1999-05-14
                  171802
                                          Agricultural consultant
998
                                     Civil Service administrator
     -71.0939
                   25562
                                                                     1994-02-23
999
     -82.7243
                  341043
                                  Manufacturing systems engineer
                                                                     1942-07-21
         acct num
0
     888022315787
1
     917558277935
2
     718172762479
3
     947268892251
4
     888335239225
. .
995
     201218361926
996
     921460407733
997
     499348764671
998
     617852071065
999
     298026601683
```

[1000 rows x 15 columns]

In [5]: cus = pd.read\_csv('customers.csv')
 cus.head(10)

Out[5]:

|   | ssn                 | cc_num              | first    | last      | gender | street                                  | city       | state | zip   |
|---|---------------------|---------------------|----------|-----------|--------|---|------------|-------|-------|
| 0 | 115-<br>04-<br>4507 | 4218196001337       | Jonathan | Johnson   | М      | 863<br>Lawrence<br>Valleys              | Ambler     | PA    | 19002 |
| 1 | 715-<br>55-<br>5575 | 4351161559407816183 | Elaine   | Fuller    | F      | 310<br>Kendra<br>Common<br>Apt. 164     | Leland     | NC    | 28451 |
| 2 | 167-<br>48-<br>5821 | 4192832764832       | Michael  | Cameron   | М      | 05641<br>Robin<br>Port                  | Cordova    | SC    | 29039 |
| 3 | 406-<br>83-<br>7518 | 4238849696532874    | Brandon  | Williams  | М      | 26916<br>Carlson<br>Mountain            | Birmingham | AL    | 35242 |
| 4 | 697-<br>93-<br>1877 | 4514627048281480    | Lisa     | Hernandez | F      | 809<br>Burns<br>Creek                   | Fargo      | GA    | 31631 |
| 5 | 246-<br>08-<br>3947 | 3517182278248964    | Vincent  | Hickman   | М      | 465 Lam<br>Mission                      | Forsyth    | GA    | 31029 |
| 6 | 347-<br>03-<br>9639 | 213193010310510     | Kayla    | Ramirez   | F      | 82997<br>Kristen<br>Valley<br>Suite 311 | Patterson  | LA    | 70392 |
| 7 | 479-<br>94-<br>0888 | 4065133387262473    | Danielle | Leblanc   | F      | 108<br>Tanya<br>Terrace<br>Apt. 267     | Rochester  | MI    | 48307 |
| 8 | 061-<br>22-<br>6210 | 630447468723        | Cheryl   | Robinson  | F      | 805<br>Brendan<br>Neck                  | Lakewood   | CA    | 90715 |
| 9 | 162-<br>08-<br>8321 | 2222913619399092    | Bradley  | Sandoval  | М      | 3534<br>Anderson<br>Rue<br>Suite 751    | Glendale   | CA    | 91202 |
| 4 |                     |                     |          |           |        |   |            |       | •     |

# **Exploring the data**

# Finding null values

```
In [6]: trans.isnull().sum()
Out[6]: cc_num
                       0
         acct_num
                       0
         trans_num
                       0
        unix_time
                       0
         category
         amt
         is fraud
        merchant
                       0
        merch_lat
                       0
        merch_long
         dtype: int64
In [7]: cus.isnull().sum()
Out[7]: ssn
                     0
                     0
        cc_num
         first
                     0
         last
                     0
         gender
                     0
         street
                     0
                     0
         city
         state
                     0
         zip
         lat
         long
                     0
         city_pop
                     0
         job
                     0
         dob
                     0
         acct_num
         dtype: int64
In [8]: | trans.dtypes
Out[8]: cc_num
                       object
                       object
         acct_num
         trans_num
                       object
                       object
         unix_time
                       object
         category
         amt
                       object
         is_fraud
                       object
        merchant
                       object
        merch_lat
                       object
        merch_long
                       object
         dtype: object
```

```
In [9]:
         cus.dtypes
Out[9]: ssn
                      object
                       int64
         cc_num
         first
                      object
         last
                      object
                      object
         gender
         street
                      object
                      object
         city
         state
                      object
         zip
                       int64
         lat
                     float64
         long
                     float64
         city_pop
                       int64
         job
                      object
         dob
                      object
         acct_num
                        int64
         dtype: object
```

Merging customers and transactional data

Saving the dataframe in a new csv file

```
In [11]: merged_data.to_csv('merged_data.csv', index=False)
    m_data = pd.read_csv('merged_data.csv')
    m_data.head(7)
```

## Out[11]:

|     | cc_num_x       | acct_num     | trans_num                        | unix_time  | category      |    |
|-----|----------------|--------------|----------------------------------|------------|---------------|----|
| 0   | 676305278100   | 930558644123 | 34821a75f2a6ef420bfe6b775ef7ebb6 | 1558633432 | grocery_net   | 19 |
| 1   | 676305278100   | 930558644123 | 47504e5f0f060d0ba136241a7381d78c | 1572390467 | grocery_pos   | 19 |
| 2   | 676305278100   | 930558644123 | 330ac8785c386bcfedccda9450c6fcf1 | 1547506176 | gas_transport | 2; |
| 3   | 676305278100   | 930558644123 | bf1b90eb153d61172bdaec4698e71b90 | 1553981956 | grocery_net   | 2  |
| 4   | 676305278100   | 930558644123 | 663a9e929cebced05428ec8a4293b0c6 | 1547666941 | gas_transport | 2; |
| 5   | 676305278100   | 930558644123 | b9055adc45accd9f0abf0a3bbebac137 | 1576777975 | misc_net      | 1{ |
| 6   | 676305278100   | 930558644123 | 218cfc86fddc0af02f557cee48df8465 | 1559252707 | grocery_net   | 2: |
| 7 r | ows × 24 colum | nns          |                                  |            |               |    |
| 4   |                |              |                                  |            |               | •  |

## **Exploring merged data**

## Finding missing values in merged data

```
In [12]: m_data.isnull().sum()
Out[12]: cc_num_x
                         0
          acct_num
                         0
          trans_num
                         0
          unix_time
                         0
                         0
          category
          amt
                         0
                         0
          is_fraud
          merchant
                         0
          merch_lat
                         0
          merch_long
                         0
          ssn
          cc_num_y
                         0
          first
          last
                         0
                         0
          gender
          street
                         0
                         0
          city
          state
                         0
          zip
                         0
          lat
                         0
          long
                         0
          city_pop
                         0
          job
          dob
                         0
          dtype: int64
```

```
In [13]: m_data.info()
```

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1574059 entries, 0 to 1574058
Data columns (total 24 columns):

| #    | Column       | Non-Null Count     | Dtype   |
|------|--------------|--------------------|---------|
|      |              |                    |         |
| 0    | cc_num_x     | 1574059 non-null   | int64   |
| 1    | acct_num     | 1574059 non-null   | int64   |
| 2    | trans_num    | 1574059 non-null   | object  |
| 3    | unix_time    | 1574059 non-null   | int64   |
| 4    | category     | 1574059 non-null   | object  |
| 5    | amt          | 1574059 non-null   | float64 |
| 6    | is_fraud     | 1574059 non-null   | int64   |
| 7    | merchant     | 1574059 non-null   | object  |
| 8    | merch_lat    | 1574059 non-null   | float64 |
| 9    | merch_long   | 1574059 non-null   | float64 |
| 10   | ssn          | 1574059 non-null   | object  |
| 11   | cc_num_y     | 1574059 non-null   | int64   |
| 12   | first        | 1574059 non-null   | object  |
| 13   | last         | 1574059 non-null   | object  |
| 14   | gender       | 1574059 non-null   | object  |
| 15   | street       | 1574059 non-null   | object  |
| 16   | city         | 1574059 non-null   | object  |
| 17   | state        | 1574059 non-null   | object  |
| 18   | zip          | 1574059 non-null   | int64   |
| 19   | lat          | 1574059 non-null   | float64 |
| 20   | long         | 1574059 non-null   | float64 |
| 21   | city_pop     | 1574059 non-null   | int64   |
| 22   | job          | 1574059 non-null   | object  |
| 23   | dob          | 1574059 non-null   | object  |
| dtyp | es: float64( | 5), int64(7), obje | ct(12)  |
| memo | ry usage: 28 | 8.2+ MB            |         |

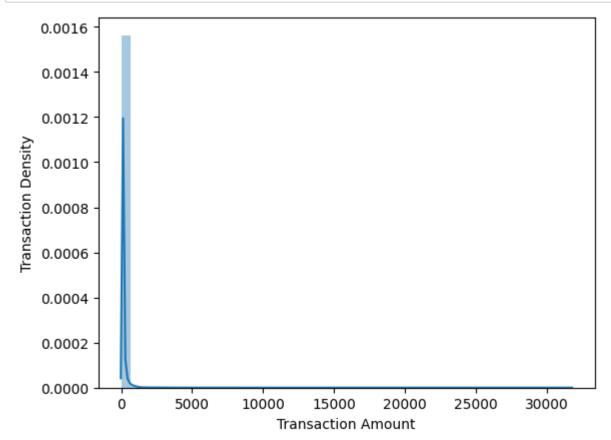
In [14]: m\_data.describe()

## Out[14]:

|       | cc_num_x     | acct_num     | unix_time    | amt          | is_fraud     | merch_lat    | n    |
|-------|--------------|--------------|--------------|--------------|--------------|--------------|------|
| count | 1.574059e+06 | 1.574059e+06 | 1.574059e+06 | 1.574059e+06 | 1.574059e+06 | 1.574059e+06 | 1.5  |
| mean  | 3.411746e+17 | 4.765663e+11 | 1.610985e+09 | 7.165052e+01 | 6.689711e-04 | 3.741340e+01 | -9.1 |
| std   | 1.192472e+18 | 2.843779e+11 | 3.653670e+07 | 1.554710e+02 | 2.585583e-02 | 5.332681e+00 | 1.6  |
| min   | 6.040027e+10 | 2.348758e+09 | 1.546261e+09 | 1.000000e+00 | 0.000000e+00 | 1.870250e+01 | -1.6 |
| 25%   | 2.131042e+14 | 2.307161e+11 | 1.577574e+09 | 9.710000e+00 | 0.000000e+00 | 3.368105e+01 | -9.8 |
| 50%   | 3.533223e+15 | 4.559282e+11 | 1.609393e+09 | 4.617000e+01 | 0.000000e+00 | 3.843453e+01 | -8.6 |
| 75%   | 4.609380e+15 | 7.173788e+11 | 1.641035e+09 | 8.358000e+01 | 0.000000e+00 | 4.132451e+01 | -7.9 |
| max   | 4.983666e+18 | 9.993899e+11 | 1.672492e+09 | 3.177259e+04 | 1.000000e+00 | 6.263027e+01 | -6.8 |
| 4     |              | _            | _            |              |              |              |      |

## Visualizing Transaction Density

```
In [15]: sns.distplot(m_data['amt'])
   plt.xlabel("Transaction Amount")
   plt.ylabel("Transaction Density");
```



#### Deriving customer's age from date of birth

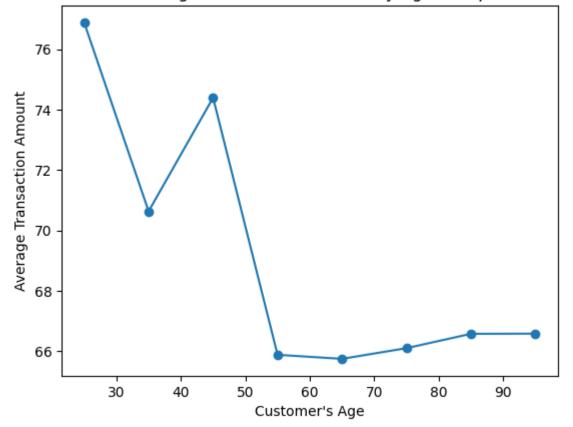
```
m_data['dob'] = pd.to_datetime(m_data['dob'])
In [16]:
          m_data['age'] = (pd.to_datetime('today') - m_data['dob']).astype('<m8[Y]')</pre>
          m_data['age']
Out[16]: 0
                     26.0
                     26.0
          1
                     26.0
          2
          3
                     26.0
                     26.0
          1574054
                     28.0
         1574055
                     28.0
         1574056
                     28.0
         1574057
                     28.0
                     28.0
          1574058
         Name: age, Length: 1574059, dtype: float64
```

#### Creating bar plot to visualize the number of customers in different age group

### Creating line plot to identify any shifts or patterns in the amount of transactions as age increases.

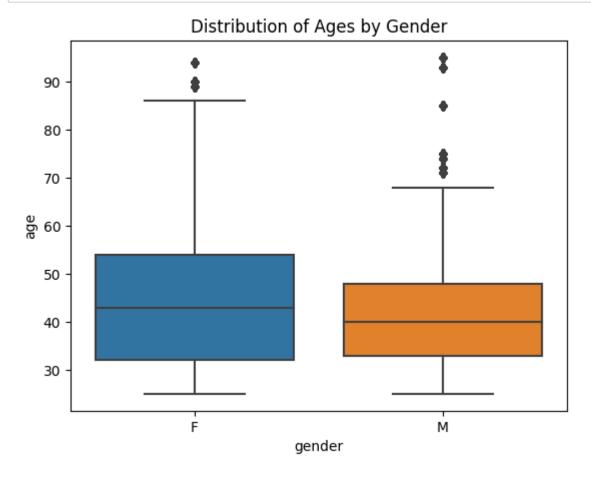
```
In [18]: plt.plot(midpoints, avg_transaction_amounts, marker='o')
    plt.xlabel("Customer's Age")
    plt.ylabel('Average Transaction Amount')
    plt.title('Average Transaction Amount by Age Group')
    plt.show()
```





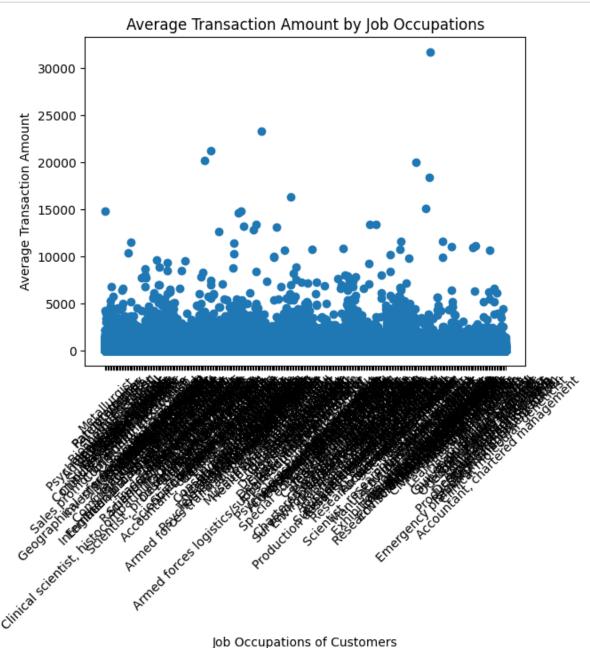
#### Creating bar chart to illustrate the distribution of ages by gender

```
In [19]: sns.boxplot(data=m_data,x='gender',y='age')
plt.title("Distribution of Ages by Gender");
```



Creating scatter plot to illustrate the average transaction amounts between various employment occupations

```
In [20]: plt.scatter(data=m_data, x='job', y='amt')
    plt.xlabel('Job Occupations of Customers')
    plt.ylabel('Average Transaction Amount')
    plt.title('Average Transaction Amount by Job Occupations')
    plt.xticks(rotation=45)
    plt.show()
```



#### Creating new features for segmenting customers based on their transactions

```
In [21]: frequency_of_purchase = m_data.groupby('acct_num')['trans_num'].count().reset_
    index()
    frequency_of_purchase.rename(columns={'trans_num':'frequency_of_purchase'}, in
    place=True)
    m_data = pd.merge(m_data, frequency_of_purchase, on='acct_num',how='left')
```

```
In [22]: m data['frequency of purchase']
Out[22]: 0
                     2550
                     2550
         1
         2
                     2550
         3
                     2550
         4
                     2550
                     . . .
         1574054
                     1195
         1574055
                     1195
         1574056
                     1195
         1574057
                     1195
                     1195
         1574058
         Name: frequency of purchase, Length: 1574059, dtype: int64
In [23]: | average purchase value = m data.groupby('acct num')['amt'].mean().reset index
          average purchase value.rename(columns={'amt':'average purchase value'},inplace
          =True)
          m_data = pd.merge(m_data, average_purchase_value, on='acct_num',how='left')
In [24]: | m data['average purchase value']
Out[24]: 0
                     83.110467
         1
                     83.110467
         2
                     83.110467
                     83.110467
         3
         4
                     83.110467
         1574054
                     51.540929
         1574055
                     51.540929
         1574056
                     51.540929
         1574057
                     51.540929
         1574058
                     51.540929
         Name: average purchase value, Length: 1574059, dtype: float64
         total_spending = m_data.groupby('acct_num')['amt'].sum().reset_index()
In [25]:
          total spending.rename(columns={'amt':'total spending'},inplace=True)
          m data =pd.merge(m data,total spending,on='acct num',how='left')
In [26]: | m_data['total_spending']
Out[26]: 0
                     211931.69
         1
                     211931.69
         2
                     211931.69
         3
                     211931.69
                     211931.69
                       . . .
         1574054
                      61591.41
         1574055
                      61591.41
                      61591.41
         1574056
         1574057
                      61591.41
         1574058
                      61591.41
         Name: total_spending, Length: 1574059, dtype: float64
```

```
In [27]:
         m data['unix time'] = pd.to datetime(m data['unix time'], unit='s')
          first transaction time = m data.groupby('acct num')['unix time'].min().reset i
          ndex()
          first transaction time['recency of purchase'] = (pd.to datetime('today') - fir
          st transaction time['unix time']).dt.days
          m data = pd.merge(m data, first transaction time[['acct num','recency of purch
          ase']], on='acct num', how='left')
In [28]: | m data['recency of purchase']
Out[28]: 0
                     1605
         1
                     1605
         2
                     1605
         3
                     1605
         4
                     1605
                     . . .
         1574054
                     1601
         1574055
                     1601
         1574056
                     1601
         1574057
                     1601
         1574058
                     1601
         Name: recency of purchase, Length: 1574059, dtype: int64
```

# Using K-means clustering for customer segmentation based on transactional behavior and demographic information

Assigning numerical labels to each unique gender

# Applying Elbow Method to determine the optimum number of clusters to which the data maybe clustered

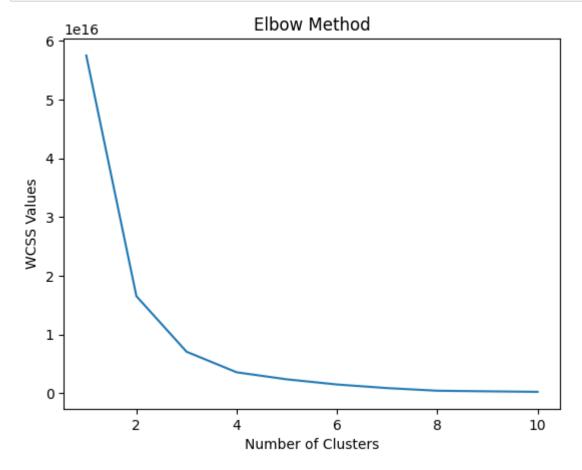
```
In [32]: wcss = [] #within clusters sum of squares

for iter in range(1,11):
    kmeans = KMeans(n_clusters=iter, init='k-means++', random_state = 0)
    kmeans.fit(selected_features)
    wcss.append(kmeans.inertia_)

print("Within Cluster Sum of Squares (WCSS):", wcss)
```

Within Cluster Sum of Squares (WCSS): [5.74906976623925e+16, 1.65411081810702 72e+16, 7092002487194571.0, 3590850486201102.0, 2394022680913940.5, 151782613 1720211.8, 905518767908902.2, 456518081870780.5, 355596196169811.4, 267636239 908384.88]

```
In [33]: plt.plot(range(1,11),wcss)
    plt.title("Elbow Method")
    plt.xlabel("Number of Clusters")
    plt.ylabel("WCSS Values")
    plt.show()
```



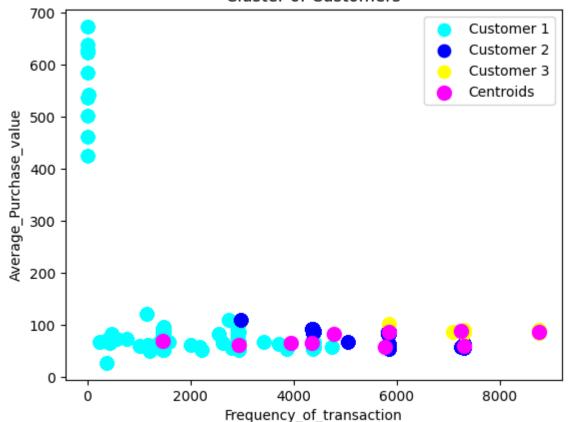
We can see the plot reduces drastically from cluster number 1-3 and flattens from 4-10. Hence, we are getting an elbow at K=3. Thus, we can assign number of clusters as K=3.

```
In [34]: #Initializing model
kmeansmodel = KMeans(n_clusters = 3, init="k-means++", random_state=0)
```

```
y_km = kmeansmodel.fit_predict(selected_features)
In [35]:
In [36]: | X = np.array(selected features)
In [69]: c labels = kmeans.fit predict(X)
         # Calculating the number of customers in each cluster
         cluster counts = {}
         for label in c_labels:
             if label in cluster counts:
                  cluster counts[label] += 1
             else:
                  cluster counts[label] = 1
         # Sorting the clusters based on the number of customers
         sorted clusters = sorted(cluster counts.items(), key=lambda x: x[1], reverse=T
         rue)
         # Selecting the top 100 customers from the clusters
         selected customers = []
         count = 0
         for cluster, _ in sorted_clusters:
             cluster indices = [i for i, label in enumerate(c labels) if label == clust
         er]
             cluster_customers = X[cluster_indices]
             selected customers.extend(cluster customers)
             count += len(cluster customers)
             if count >= 100:
                 break
         # selected customers now contains the top 100 customers from the clusters
In [62]: | top customers = np.array(selected customers)
In [63]: from sklearn.cluster import KMeans
         from sklearn.metrics import silhouette score
         # Performing K-means clustering on the top 100 customers
         kmeans = KMeans(n clusters=3)
         cluster_labels_top_c = kmeans.fit_predict(top_customers)
         # Calculating the silhouette score
         silhouette avg = silhouette score(top customers, cluster labels top c)
         print("The silhouette score for the top 100 customers is:", silhouette avg)
         The silhouette score for the top 100 customers is: 0.7447968981996144
```

```
In [37]:
         clusters = kmeansmodel.cluster centers
         clusters
Out[37]: array([[3.25951528e+03, 6.60043545e+01, 2.12062975e+05, 1.59594192e+03,
                 5.12508051e+01, 5.32469141e-01],
                [5.98339039e+03, 7.07676126e+01, 4.13514416e+05, 1.60146643e+03,
                 3.72660538e+01, 5.93732546e-01],
                [7.90042941e+03, 8.85418635e+01, 6.98918173e+05, 1.60577185e+03,
                 3.70967813e+01, 1.15246701e-12]])
In [38]:
         plt.scatter(X[y_km == 0,0], X[y_km == 0,1], s=80, c='cyan', label="Customer"
         plt.scatter(X[y_km == 1,0], X[y_km == 1,1], s=80, c='blue', label="Customer")
         plt.scatter(X[y km == 2,0], X[y km == 2,1], s=80, c='yellow', label="Customer
         3")
         plt.scatter(kmeans.cluster_centers_[:, 0], kmeans.cluster_centers_[:, 1], s=10
         0, c='magenta', label='Centroids')
         plt.title("Cluster of Customers")
         plt.xlabel("Frequency of transaction")
         plt.ylabel("Average_Purchase_value")
         plt.legend()
         plt.show()
```





# **Exploring the clusters**

```
In [39]: from pandas.io.parsers.readers import MANDATORY_DIALECT_ATTRS
    cluster_km = kmeansmodel.labels_

m_data['cluster_km'] = cluster_km

#Analyzing the characteristics of each cluster to understand customer segments
    for cluster in range(3):
        cluster_data = m_data[m_data['cluster_km'] == cluster]
        print(f"Cluster {cluster}:\n")
        print(cluster_data.describe()) # You can print statistics or perform furt
        her analysis for each cluster
```

## Cluster 0:

| count<br>mean<br>std<br>min<br>25%<br>50%<br>75%<br>max | cc_num_x<br>7.589360e+05<br>3.025036e+17<br>1.124582e+18<br>6.040027e+10<br>3.866271e+13<br>2.717544e+15<br>4.467046e+15<br>4.983666e+18 | 4.881637e+11<br>2.760079e+11<br>2.348758e+09<br>2.687429e+11<br>4.759571e+11<br>7.173788e+11<br>9.993899e+11 | amt 758936.000000 66.004355 155.421528 1.000000 8.870000 45.030000 80.700000 31772.590000 | is_fraud \ 758936.000000 0.000895 0.029898 0.000000 0.000000 0.000000 1.000000 |   |
|---|--|--|---|--|---|
|   | merch_lat  | merch_long   |   | gender \   |   |
| count   | 758936.000000  | 758936.000000  |   | 758936.000000  |   |
| mean  | 37.565845  | -92.825955   |   | 0.532469   |   |
| std   | 5.664289   | 17.343759  |   | 0.498945   |   |
| min   | 18.702948  | -160.367675  |   | 0.000000   |   |
| 25%   | 33.477743  | -102.168127  |   | 0.000000   |   |
| 50%   | 38.333749  | -87.635717   |   | 1.000000   |   |
| 75%   | 41.434933  | -80.630192   |   | 1.000000   |   |
| max   | 62.630265  | -68.979098   | 4.983666e+18  | 1.000000   |   |
|   | zip  | lat  | long  | g city_pop \   |   |
| count   | 758936.000000  | 758936.000000  |   |  |   |
| mean  | 52801.402222   | 37.566728  | -92.826518  | 3.079856e+05   |   |
| std   | 29583.262663   | 5.634324   | 17.333752   | 2 5.999702e+05   |   |
| min   | 1571.000000  | 19.702500  | -159.368300   | 8.670000e+02   |   |
| 25%   | 28206.000000   | 33.608200  | -102.352300   | 0 1.943300e+04   |   |
| 50%   | 49837.000000   | 38.547600  | -87.747400  | 0 6.554000e+04   |   |
| 75%   | 79761.000000   | 41.186700  |   |  |   |
| max   | 99645.000000   | 61.630300  |   |  |   |
|   |  |  |   |  |   |
|   | age  | frequency_of_  | •   | age_purchase_value   | \ |
| count   | 758936.000000  |  | 6.000000  | 758936.000000  |   |
| mean  | 51.250805  |  | 9.515279  | 66.004355  |   |
| std   | 16.582167  |  | 7.099351  | 11.212576  |   |
| min   | 25.000000  |  | 7.000000  | 28.229653  |   |
| 25%   | 38.000000  |  | 0.000000  | 60.063630  |   |
| 50%   | 50.000000  |  | 2.000000  | 64.285356  |   |
| 75%   | 63.000000  |  | 0.000000  | 67.167202  |   |
| max   | 95.000000  | 474  | 2.000000  | 673.189000   |   |
|   | total_spending   | g recency_of_p   | urchase cluste  | er_km  |   |
| count   | 758936.00000   | 758936   | .000000 7589  | 936.0  |   |
| mean  | 212062.97493   | 7 1595   | .941919   | 0.0  |   |
| std   | 69147.72720  | 4 79   | .009025   | 0.0  |   |
| min   | 3821.36000   | 180  | .000000   | 0.0  |   |
| 25%   | 167773.19000   | 1605   | .000000   | 0.0  |   |
| 50%   | 213536.42000   |  | .000000   | 0.0  |   |
| 75%   |  |  |   |  |   |
|   | 274215.67000   | 1606   | .000000   | 0.0  |   |
| max   | 274215.67000<br>312080.05000   |  | .000000   | 0.0<br>0.0   |   |
|   | 312080.05000   |  |   |  |   |
| max   | 312080.05000   |  |   | 0.0  |   |
| max   | 312080.050000<br>r 1:<br>cc_num_x  | acct_num   | .000000 amt   | 0.0 is_fraud \   |   |
| max   | 312080.050000<br>r 1:<br>cc_num_x<br>5.335500e+05  | acct_num<br>5.335500e+05   | .000000<br>amt<br>533550.000000   | 0.0<br>is_fraud \<br>533550.000000   |   |
| max<br>Cluste   | 312080.050000<br>r 1:<br>cc_num_x  | acct_num<br>5.335500e+05   | .000000 amt   | 0.0 is_fraud \   |   |

```
min
                                                           0.000000
       6.040616e+10
                      6.672441e+09
                                           1.000000
25%
       3.424027e+14
                      2.112621e+11
                                           9.510000
                                                           0.000000
       4.063578e+15
50%
                      4.719310e+11
                                          43.650000
                                                           0.000000
75%
       4.900533e+15
                      7.234382e+11
                                          79.660000
                                                           0.000000
max
       4.956253e+18
                      9.944193e+11
                                       23347.070000
                                                           1.000000
            merch lat
                           merch long
                                                              gender
                                            cc num y
       533550.000000
                       533550.000000
                                                       533550.000000
count
                                        5.335500e+05
            36.675119
                           -89.151974
                                        5.163890e+17
                                                            0.593733
mean
std
             5.147380
                            15.596696
                                        1.446709e+18
                                                            0.491136
min
            18.702502
                          -156.093612
                                        6.040616e+10
                                                            0.000000
25%
            33.276127
                           -97.218231
                                        3.424027e+14
                                                            0.000000
            37.577634
50%
                           -83.953243
                                                            1.000000
                                        4.063578e+15
75%
            40.804991
                           -77.481957
                                        4.900533e+15
                                                            1.000000
            46.152564
                           -69.937212
                                        4.956253e+18
                                                            1.000000
max
                  zip
                                  lat
                                                long
                                                           city pop
       533550.000000
                        533550.000000
                                        533550.00000
                                                       5.335500e+05
count
        45828.831242
                            36.674721
                                           -89.14975
                                                       3.086762e+05
mean
std
        28915.162574
                             5.114385
                                            15.58646
                                                       5.959204e+05
min
         1581.000000
                            19.702500
                                          -155.09390
                                                       2.693000e+03
25%
        22015.000000
                            33.065000
                                           -97.21270
                                                       1.855700e+04
50%
                            37.287600
                                           -84.14330
                                                       5.565900e+04
        40031.000000
75%
        77055.000000
                            40.685000
                                           -77.29500
                                                       2.156190e+05
        96720.000000
                            45.152800
                                           -70.93720
                                                      2.906700e+06
max
                        frequency of purchase
                                                average purchase value
                  age
       533550.000000
                                                          533550.000000
count
                                533550.000000
mean
            37.266054
                                  5983.390393
                                                              70.767613
std
             7.480467
                                  1004.514227
                                                              14.641348
min
            25.000000
                                  2968.000000
                                                              54.907505
25%
            31.000000
                                  5840.000000
                                                              58.170890
50%
            38.000000
                                  5840.000000
                                                              61.039904
75%
            44.000000
                                  7299.000000
                                                              87.645780
            50.000000
                                                             110.957210
max
                                  7304.000000
       total_spending
                        recency_of_purchase
                                               cluster_km
        533550.000000
                               533550.000000
                                                 533550.0
count
mean
        413514.416009
                                 1601.466429
                                                       1.0
                                                       0.0
std
         64376.765882
                                   44.653468
                                                       1.0
min
        320659.830000
                                 1145.000000
25%
        356534.080000
                                 1606.000000
                                                       1.0
50%
        407523.200000
                                 1606.000000
                                                       1.0
75%
        444865.400000
                                                       1.0
                                 1606.000000
max
        525216.840000
                                 1606.000000
                                                       1.0
Cluster 2:
                                                amt
                                                           is fraud
                           acct num
            cc num x
count
       2.815730e+05
                      2.815730e+05
                                      281573.000000
                                                      281573.000000
       1.133942e+17
                      4.575788e+11
                                                           0.000433
mean
                                          88.541863
std
       6.785760e+17
                      2.913534e+11
                                         144.212713
                                                           0.020811
min
       6.043496e+10
                      3.614025e+10
                                           1.000000
                                                           0.000000
25%
       2.131463e+14
                      2.291333e+11
                                          18.700000
                                                           0.000000
50%
                                          53.900000
       3.512590e+15
                      4.012396e+11
                                                           0.000000
75%
       4.498392e+15
                      7.017294e+11
                                         111.920000
                                                           0.000000
       4.272742e+18
                      9.763247e+11
                                       14805.230000
                                                           1.000000
max
```

|            |                | Identify           | ing_Customer_Segmer | nts       |                      |   |
|------------|----------------|--------------------|---------------------|-----------|----------------------|---|
|            | merch_lat      | merch_long         | cc_num_y            | gender    | zip                  | \ |
| count      | 281573.000000  | 281573.000000      | 2.815730e+05        | 281573.0  | 281573.000000        |   |
| mean       | 38.401446      | -90.768206         | 1.133942e+17        | 0.0       | 50300.554435         |   |
| std        | 4.496300       | 15.532411          | 6.785760e+17        | 0.0       | 28929.602618         |   |
| min        | 25.231542      | -123.312667        | 6.043496e+10        | 0.0       | 6443.000000          |   |
| 25%        | 34.817487      | -97.243388         | 2.131463e+14        | 0.0       | 26726.000000         |   |
| 50%        | 39.685288      | -86.922757         | 3.512590e+15        | 0.0       | 48328.000000         |   |
| 75%        | 41.646220      | -79.389040         | 4.498392e+15        | 0.0       | 75021.000000         |   |
| max        | 48.392670      | -71.616005         | 4.272742e+18        | 0.0       | 98198.000000         |   |
|            |                |                    |                     |           |                      |   |
|            | lat            | long               | city_pop            |           | age \                |   |
| count      | 281573.000000  | 281573.000000      | 2.815730e+05        | 281573.00 | 0000                 |   |
| mean       | 38.400821      | -90.767259         | 3.838910e+05        | 37.09     |                      |   |
| std        | 4.457535       | 15.520864          | 7.213736e+05        | 7.30      |                      |   |
| min        | 26.231500      | -122.312900        | 2.682000e+03        | 25.00     |                      |   |
| 25%        | 34.750900      | -97.641900         | 1.826900e+04        | 29.00     |                      |   |
| 50%        | 39.766500      | -87.167800         | 7.152800e+04        | 39.00     |                      |   |
| 75%        | 41.721200      | -79.328300         | 1.939330e+05        | 44.00     |                      |   |
| max        | 47.392900      | -72.615300         | 2.680484e+06        | 48.00     | 0000                 |   |
|            | C              |                    |                     | 4.4.1     |                      |   |
|            | frequency_of_p | _                  | ge_purchase_val     | _         | spending \           |   |
| count      |                | .000000            | 281573.0000         |           | 3.000000             |   |
| mean       |                | .429413<br>.267280 | 88.5418<br>2.5054   |           | 8.172869<br>8.402400 |   |
| std        |                |                    |                     |           | 8.402400<br>2.360000 |   |
| min<br>25% |                | .000000<br>.000000 | 85.2544<br>87.1916  |           | 3.840000             |   |
| 23%<br>50% |                | .000000            | 88.3778             |           | 9.920000             |   |
| 75%        |                | .000000            | 89.1421             |           | 9.250000             |   |
| max        |                | .000000            | 102.6544            |           | 1.640000             |   |
| IIIax      | 8703           | .000000            | 102.0344            | .00 00000 | 1.04000              |   |
|            | recency_of_pur | chase cluster_     | km                  |           |                      |   |
| count      | 281573.0       |                    |                     |           |                      |   |
| mean       | 1605.7         |                    | 0                   |           |                      |   |
| std        |                |                    | 0.0                 |           |                      |   |
| min        | 1604.0         |                    | 0                   |           |                      |   |
| 25%        | 1606.0         |                    | 0                   |           |                      |   |
| 50%        | 1606.0         |                    | 0                   |           |                      |   |
| 75%        | 1606.0         |                    | 0                   |           |                      |   |
| max        | 1606.0         |                    | 0                   |           |                      |   |
|            |                |                    |                     |           |                      |   |

```
In [40]: m data['Cluster'] = y km
         # Analyzing the differences between clusters
         cluster analysis = m data.groupby('Cluster').mean()
         # Displaying the cluster analysis results
         print(cluster analysis)
                                                    amt is fraud merch lat \
                                    acct num
                      cc num x
         Cluster
                  3.025036e+17 4.881637e+11 66.004355
                                                         0.000895
                                                                   37.565845
         1
                  5.163890e+17 4.700902e+11
                                             70.767613
                                                         0.000472 36.675119
         2
                  1.133942e+17 4.575788e+11 88.541863
                                                         0.000433 38.401446
                  merch long
                                              gender
                                                               zip
                                                                          lat
                                                                              \
                                  cc num y
         Cluster
         0
                  -92.825955 3.025036e+17
                                            0.532469
                                                      52801.402222
                                                                    37.566728
         1
                  -89.151974 5.163890e+17
                                            0.593733
                                                      45828.831242
                                                                    36.674721
         2
                  -90.768206 1.133942e+17
                                            0.000000
                                                      50300.554435
                                                                    38.400821
                                                  age frequency_of_purchase \
                       long
                                  city_pop
         Cluster
                 -92.826518
                             307985.594590
                                            51.250805
                                                                 3259.515279
         0
         1
                 -89.149750
                             308676.164082 37.266054
                                                                 5983.390393
         2
                 -90.767259
                             383891.015424
                                            37.096781
                                                                 7900.429413
                  average_purchase_value total_spending recency_of_purchase
         Cluster
         0
                               66.004355
                                           212062.974937
                                                                  1595.941919
         1
                               70.767613
                                           413514.416009
                                                                  1601.466429
         2
                               88.541863
                                           698918.172869
                                                                  1605.771850
                  cluster_km
         Cluster
         0
                         0.0
         1
                         1.0
         2
                         2.0
```

#### Applying BIRCH Algorithm (Balanced Iterative Reducing and Clustering using Hierarchies)

```
In [41]: from sklearn.cluster import Birch

selected_features = m_data[['frequency_of_purchase', 'average_purchase_value',
    'total_spending','recency_of_purchase', 'age','gender']]
scaler = StandardScaler()
scaled = scaler.fit_transform(selected_features)

birch = Birch(n_clusters=3)
birch.fit(scaled)

y_pred_b = birch.predict(scaled)
```

```
In [42]: m_data['cluster_birch'] = y_pred_b

# Analyzing the clusters
cluster_centers = birch.subcluster_centers_
for i, center in enumerate(cluster_centers):
    print(f"Cluster {i+1} Center:")
    print(center)
    print()

# Printing the count of customers in each cluster
print(m_data['cluster_birch'].value_counts())
```

| Cluster 1 Center:                              |             |            |             |              |
|--|-------------|------------|-------------|--------------|
| [-0.99681616 -0.85379866                       | -1.0072781  | 0.0939972  | 0.13523105  | 1.08787676]  |
| Cluster 2 Center:<br>[ 0.41629828 -0.95427045  | -0.13515728 | 0.10432395 | -0.94693431 | 1.08787676]  |
| Cluster 3 Center:<br>[-1.72689899 -0.76955742  | -1.47357415 | 0.06994274 | 0.15283026  | 1.08787676]  |
| Cluster 4 Center:<br>[-1.10815027 -0.97358007  | -1.10224301 | 0.09152295 | -0.61462293 | 1.08787676]  |
| Cluster 5 Center:<br>[ 1.09804249 -0.89047505  | 0.33087614  | 0.10351446 | -0.69858832 | 1.08787676]  |
| Cluster 6 Center:<br>[ 0.58633928 -0.86596141  | 0.01582774  | 0.10406708 | 0.01703867  | 1.08787676]  |
| Cluster 7 Center:<br>[-0.28841503 -0.89978162  | -0.56264372 | 0.09738153 | -0.05890766 | 1.08787676]  |
| Cluster 8 Center:<br>[-0.30400666 -0.88422938  | -0.56767322 | 0.1046307  | -0.95954564 | 1.08787676]  |
| Cluster 9 Center:<br>[-1.66562382 -0.6088624   | -1.41419641 | 0.06702248 | 1.12231189  | 1.08787676]  |
| Cluster 10 Center:<br>[-0.90913563 -0.48614252 | -0.86373815 | 0.09398024 | 0.90833     | 1.08787676]  |
| Cluster 11 Center:<br>[-0.30390887 -0.42099969 | -0.41701498 | 0.09939203 | 0.54322698  | 1.08787676]  |
| Cluster 12 Center:<br>[-1.70769154 -0.28532722 | -1.40571232 | 0.08921843 | 2.85102858  | 0.96012432]  |
| Cluster 13 Center:<br>[-0.4725218 -0.29516797  | -0.49717995 | 0.09591307 | 1.82907314  | 1.08787676]  |
| Cluster 14 Center:<br>[-1.0075295 -0.39976979  | -0.91342094 | 0.09314599 | 1.11200808  | -0.91922177] |
| Cluster 15 Center:<br>[-1.7072199 -0.37209806  | -1.41476031 | 0.07059816 | 2.49645638  | -0.91922177] |
| Cluster 16 Center:<br>[-0.32680126 -0.4516921  | -0.44408557 | 0.09886392 | 1.82163098  | -0.91922177] |
| Cluster 17 Center:<br>[-1.70725425 -0.4290683  | -1.42097382 | 0.07768916 | 1.46998534  | -0.91922177] |
| Cluster 18 Center:<br>[-1.73538244 0.38793903  | -1.35326894 | 0.0810182  | 1.14359543  | -0.91922177] |
| Cluster 19 Center:<br>[-0.30400188 -0.34742046 | -0.39317228 | 0.09315788 | 3.08217303  | -0.91922177] |

```
Cluster 20 Center:
[-0.30453746 -0.44854733 -0.4264544 0.09978588 0.70577447 -0.91922177]
Cluster 21 Center:
[-0.94816671 -0.37625266 -0.86887742 0.09663669 2.49273778 -0.91922177]
Cluster 22 Center:
[-1.68300073 -0.75683541 -1.44024383 0.08352051 -1.06626431 1.08787676]
Cluster 23 Center:
[-1.71764147 -0.56552568 -1.44238969 0.08291556 0.59112577 -0.91922177]
Cluster 24 Center:
[-1.70841353 -1.26534836 -1.51242122 0.07770737 -0.30859761 1.08787676]
Cluster 25 Center:
[-2.24262417 -0.1373848 -1.79545031 0.10565799 0.13938506 1.08787676]
Cluster 26 Center:
[-1.70841353 -0.51770092 -1.43142439 0.10565799 -0.41223962 1.08787676]
Cluster 27 Center:
[-1.70841353 -0.23231502 -1.40050694 0.07277888 0.27729123 1.08787676]
Cluster 28 Center:
[-1.00639055 -0.34722434 -0.90316637 0.10565799 1.72530601 -0.91922177]
Cluster 29 Center:
[-1.00639055 -0.3512866 -0.90404654 0.09743962 3.44912133 1.08787676]
Cluster 30 Center:
[-1.15304604 -0.45158236 -1.02991303 0.10565799 1.86321218 1.08787676]
Cluster 31 Center:
[-1.83583551 -1.41815042 -1.60044706 0.0234602 -1.10177047 -0.91922177]
Cluster 32 Center:
[-1.34330935 0.96477798 -0.93431886 0.08375977 -1.17817244 -0.91922177]
Cluster 33 Center:
[-0.90853901 1.29628181 -0.45332252 0.10130498 -0.41583655 -0.91922177]
Cluster 34 Center:
Cluster 35 Center:
[-0.29962274 1.26617195 0.13556591 0.10062407 -0.93060415 -0.91922177]
Cluster 36 Center:
[-1.00391464 1.332006 -0.53659403 0.09797306 0.02422073 -0.91922177]
Cluster 37 Center:
Cluster 38 Center:
                                 0.1005385 -0.96459676 -0.91922177]
```

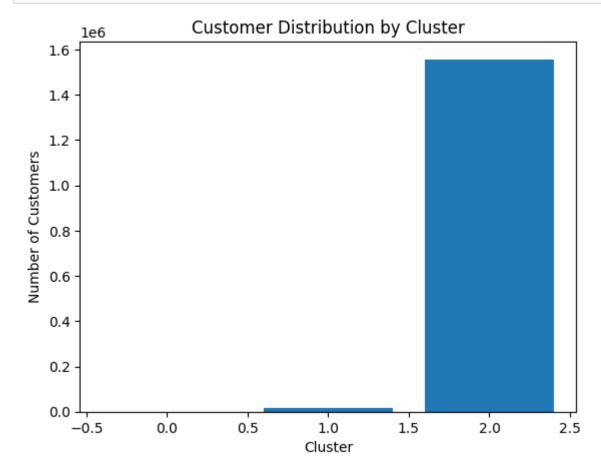
```
Cluster 39 Center:
[-1.00572722 1.1335025 -0.58170454 0.085095 -0.96383185 -0.91922177]
Cluster 40 Center:
1.1669652
           1.20630207 1.53305346 0.10173627 -1.06601744 -0.91922177
Cluster 41 Center:
[-1.70680553 1.32332186 -1.23033525 0.07412243 -0.42616452 -0.91922177]
Cluster 42 Center:
Cluster 43 Center:
[-1.70656481 1.08797167 -1.25589801 0.08008831 0.03211131 -0.91771814]
Cluster 44 Center:
[ 0.39957876  2.18642899  1.21650033  0.10565799  -0.89491122  -0.91922177]
Cluster 45 Center:
Cluster 46 Center:
[-0.99574739 2.77095198 -0.21468172 0.10565799 0.17168918 -0.91922177]
Cluster 47 Center:
                                  0.09739719 0.31159571 -0.91922177]
[-1.00639055 0.91690395 -0.6292662
Cluster 48 Center:
[-1.73050831   0.86631579   -1.29731529   0.08134587   -0.97934112   -0.91922177]
Cluster 49 Center:
[-1.21591531 2.88154204 -0.47191919 0.10050446 -1.23967664 -0.91922177]
Cluster 50 Center:
[-0.30557692 1.14027712 0.08882641 0.09967479 0.08935713 -0.91922177]
Cluster 51 Center:
[-1.85939655 3.52000037 -1.19374194 0.07277888 -1.23967664 -0.91922177]
Cluster 52 Center:
[-1.83583551 -1.41815042 -1.60044706 0.0234602 -1.10177047 -0.91922177]
Cluster 53 Center:
[-1.3368831 -1.34493729 -1.30817362 -7.5022142 0.35195984 1.07986972]
Cluster 54 Center:
             -0.73567267 -1.6105045 -14.72282403 1.57562584
[ -1.9392025
 -0.91922177]
Cluster 55 Center:
[ -2.1049628
            0.45604477 -1.66589072 -14.72972894 2.81752535
 -0.91922177]
Cluster 56 Center:
[-0.55584567 -1.14858941 -0.80534313 -7.48941816 0.4151974
                                                       1.08787676]
Cluster 57 Center:
```

```
[-1.6980084 -0.62372771 -1.4311146 -7.48870288 0.24128962 -0.91922177]
Cluster 58 Center:
[-2.23012239 -3.0620875 -1.86734958 -7.52229728 -1.17072356 1.08787676]
Cluster 59 Center:
[ -1.65744474 -0.22139699 -1.36132234 -14.72282403 0.48415048
  1.08787676]
Cluster 60 Center:
[ 0.02115952 -0.23557421 -0.11509261 -7.47297861 -0.55014579 -0.91922177]
Cluster 61 Center:
-0.91922177]
Cluster 62 Center:
[-2.40610897 32.72371877 -1.89751701 -1.47253965 2.82855538 -0.91922177]
Cluster 63 Center:
[-2.40658981 39.32112556 -1.89640377 -8.32783566 1.3115875 -0.91922177]
Cluster 64 Center:
[-2.40466646 33.18802194 -1.88869423 -3.14937465 1.58739984 -0.91922177]
Cluster 65 Center:
[ -2.40610897 36.12267968 -1.8952471 -23.27139459 0.89786899
  -0.91922177]
Cluster 66 Center:
[-2.40658981 30.3605367 -1.90172295 -0.23957274 2.34588378 -0.91922177]
Cluster 67 Center:
[-2.40562813 27.46955895 -1.89861261 -2.86990215 2.20797761 -0.91922177]
Cluster 68 Center:
[ -2.40610897 38.83970143 -1.89343262 -21.34796622
                                                 1.44949367
 -0.91922177]
Cluster 69 Center:
-0.91922177]
Cluster 70 Center:
[ -2.40610897 24.89007688 -1.90274849 -17.09012049 0.4151974
  1.08787676]
2
    1557359
      16609
1
         91
Name: cluster birch, dtype: int64
```

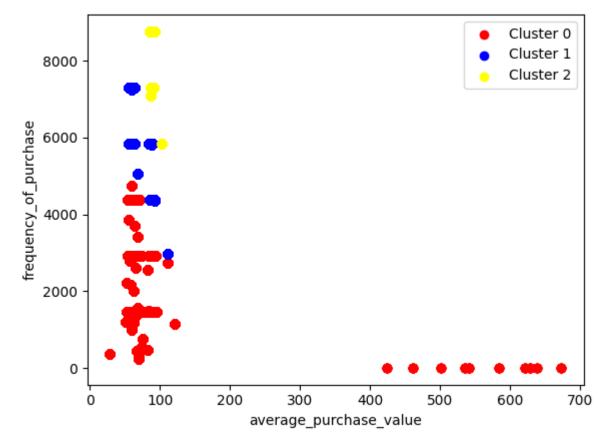
```
In [43]: cluster_counts = m_data['cluster_birch'].value_counts()
# Creating bar plot
plt.bar(cluster_counts.index, cluster_counts.values)

# Setting plot Labels and title
plt.xlabel('Cluster')
plt.ylabel('Number of Customers')
plt.title('Customer Distribution by Cluster')

# Showing the plot
plt.show()
```



```
In [44]:
         # Create scatter plot
         feature1 = 'average_purchase_value'
         feature2 = 'frequency_of_purchase'
         feature3 = 'total spending'
         plt.scatter(m_data[m_data['Cluster'] == 0][feature1], m_data[m_data['Cluster']
         == 0][feature2], color='red', label='Cluster 0')
         plt.scatter(m_data[m_data['Cluster'] == 1][feature1], m_data[m_data['Cluster']
         == 1][feature2], color='blue', label='Cluster 1')
         plt.scatter(m_data[m_data['Cluster'] == 2][feature1], m_data[m_data['Cluster']
         == 2][feature2], color='yellow', label='Cluster 2')
         # Adding scatter plots for other clusters
         # Setting plot labels and legend
         plt.xlabel(feature1)
         plt.ylabel(feature2)
         plt.legend()
         # Showing the plot
         plt.show()
```



In [45]: m\_data

Out[45]:

|         | cc_num_x          | acct_num     | trans_num                        | unix_time                  | Са          |
|---------|-------------------|--------------|----------------------------------|----------------------------|-------------|
| 0       | 676305278100      | 930558644123 | 34821a75f2a6ef420bfe6b775ef7ebb6 | 2019-05-<br>23<br>17:43:52 | groc        |
| 1       | 676305278100      | 930558644123 | 47504e5f0f060d0ba136241a7381d78c | 2019-10-<br>29<br>23:07:47 | groc€       |
| 2       | 676305278100      | 930558644123 | 330ac8785c386bcfedccda9450c6fcf1 | 2019-01-<br>14<br>22:49:36 | gas_tr      |
| 3       | 676305278100      | 930558644123 | bf1b90eb153d61172bdaec4698e71b90 | 2019-03-<br>30<br>21:39:16 | groc        |
| 4       | 676305278100      | 930558644123 | 663a9e929cebced05428ec8a4293b0c6 | 2019-01-<br>16<br>19:29:01 | gas_tr      |
|         |                   |              |                                  |                            |             |
| 1574054 | 6584732365337749  | 843643900137 | 7b2b63508d92d5dd61446fb5cb03e301 | 2022-11-<br>01<br>06:06:26 | person      |
| 1574055 | 6584732365337749  | 843643900137 | 1df5a10b715d536a666143ebb429a818 | 2020-06-<br>03<br>11:44:29 | mi          |
| 1574056 | 6584732365337749  | 843643900137 | 67f8305d28b564b34ccf264b9f4ea764 | 2021-06-<br>30<br>09:32:37 | food        |
| 1574057 | 6584732365337749  | 843643900137 | 4d3333cd26ba3ac993151b30b474e94e | 2022-11-<br>03<br>08:57:44 | person      |
| 1574058 | 6584732365337749  | 843643900137 | e9126d852f94ab72fa6b40ee7e44c6f1 | 2021-05-<br>10<br>08:49:47 | enterta     |
| 1574059 | rows × 32 columns |              |                                  |                            | <b>&gt;</b> |

Performing clustering using Gaussian Mixture Model (GMM)

```
In [46]: from sklearn.mixture import GaussianMixture
         # Performing Gaussian Mixture Model clustering
         gmm = GaussianMixture(n components=3) # Specifying the number of desired clus
         ters
         gmm.fit(scaled)
         # Getting the predicted cluster labels
         cluster_gm = gmm.predict(scaled)
         # Adding the cluster labels to your original dataset
         m_data['Cluster_gm'] = cluster_gm
         # Analyzing the results
         cluster_ct = m_data['Cluster_gm'].value_counts()
         print(cluster_ct)
         1
              840431
              711977
               21651
         2
         Name: Cluster_gm, dtype: int64
In [ ]: new_data = m_data[['frequency_of_purchase', 'average_purchase_value', 'total_s
         pending','recency_of_purchase', 'age','gender','Cluster_gm']]
```

```
In [48]: # Grouping the data by cluster labels
         grouped = new_data.groupby('Cluster_gm')
         # Iterating over each feature and create a box plot for each cluster
         for feature in new_data.columns[:-1]: # Exclude the last column (cluster labe
         Ls)
             plt.figure()
             plt.title(f"Box Plot for {feature}")
             # Creating a list of data for each cluster
             df = [grouped.get_group(Cluster_gm)[feature] for Cluster_gm in grouped.gro
         ups]
             # Creating the box plot
             plt.boxplot(df, labels=grouped.groups.keys())
             plt.xlabel('Cluster Label')
             plt.ylabel('Feature Value')
             # Showing the plot
             plt.show()
```

