

DMC 2015: Data Mining Coupons

Spring 2015, Iowa State University Data Mining Cup Team

Name: Ian Mouzon

email: imouzon@iastate.edu

Instructions:

Assignment:

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I am using the following packages to create this feature matrix:

```
library(ggplot2)
library(lubridate)
library(dplyr)
library(reshape2)
library(sqldf)
```

0.1 Getting the data

I read the raw and clean data into R using the following simple commands:

```
# training set ('historical data')
trn.raw = read.delim("~/dmc2015/data/raw_data/DMC_2015_orders_train.txt", stringsAsFactors = FALSE,
  sep = "|", quote = "")
trn = read.csv("~/dmc2015/data/clean_data/train_simple_name.csv", stringsAsFactors = FALSE,
  na.strings = "")[, names(trn.raw)]

# test set ('future data')
cls.raw = read.delim("~/dmc2015/data/raw_data/DMC_2015_orders_class.txt", stringsAsFactors = FALSE,
  sep = "|", quote = "")
cls = read.csv("~/dmc2015/data/clean_data/test_simple_name.csv", stringsAsFactors = FALSE,
  na.strings = "")[, names(cls.raw)]
```

0.1.1 Formatting the data

The data in thi raw form has the following formatting:

```
str(trn)
```

```
## 'data.frame': 6053 obs. of 32 variables:
## $ orderID : int 1 2 3 4 5 6 7 8 9 10 ...
## $ orderTime : chr "2015-01-06 09:38:35" "2015-01-06 10:03:19" "2015-01-06 10:08:13" "2015-01-06 10:08:13" ...
## $ userID : chr "user1" "user2" "user3" "user4" ...
## $ couponsReceived: chr "2015-01-06 09:34:53" "2015-01-06 10:00:44" "2015-01-06 09:29:16" "2015-01-06 09:29:16" ...
## $ couponID1 : chr "cpn1" "cpn4" "cpn7" "cpn10" ...
## $ price1 : num 3.24 2.32 7.92 2.5 12.27 ...
## $ basePrice1 : num 5.4 1.59 2.64 2.08 2.45 1.25 2.59 2.04 4.54 1.25 ...
## $ reward1 : num 1.57 1.57 1.26 1.57 1.26 0.63 1.26 0.94 1.26 0.94 ...
## $ premiumProduct1: int 0 0 1 0 0 0 1 1 0 0 ...
## $ brand1 : chr "brand1" "brand2" "brand4" "brand6" ...
```

```
## $ productGroup1 : chr "prod1" "prod4" "prod7" "prod10" ...
## $ categoryIDs1 : chr "cat1:cat2" "cat5" "cat1:cat7" "cat1" ...
## $ couponID2 : chr "cpn2" "cpn5" "cpn8" "cpn11" ...
## $ price2 : num 5.19 3.7 4.17 3.66 5.74 4.35 10 4.82 3.98 3.06 ...
## $ basePrice2 : num 0.57 1.85 1.39 0.73 0.88 1.44 1.33 0.6 1.99 0.61 ...
## $ reward2 : num 1.57 0.94 1.26 1.57 1.57 1.26 0.94 1.57 1.88 1.26 ...
## $ premiumProduct2: int 0 0 1 1 1 0 0 0 1 ...
## $ brand2 : chr "brand2" "brand3" "brand4" "brand4" ...
## $ productGroup2 : chr "prod2" "prod5" "prod8" "prod11" ...
## $ categoryIDs2 : chr "cat3:cat4" "cat6" "cat3:cat7" "cat3:cat7:cat4" ...
## $ couponID3 : chr "cpn3" "cpn6" "cpn9" "cpn12" ...
## $ price3 : num 12.92 3.89 2.73 5.74 4.91 ...
## $ basePrice3 : num 12.92 0.06 0.88 4.25 2.45 ...
## $ reward3 : num 2.2 2.2 1.26 1.57 1.57 3.14 1.88 1.57 1.26 1.26 ...
## $ premiumProduct3: int 0 0 0 0 1 0 0 1 0 0 ...
## $ brand3 : chr "brand3" "brand2" "brand5" "brand5" ...
## $ productGroup3 : chr "prod3" "prod6" "prod9" "prod12" ...
## $ categoryIDs3 : chr "cat5:cat4:cat2" "cat6" "cat5:cat2" "cat5:cat2" ...
## $ coupon1Used : int 0 1 0 1 0 1 0 1 0 1 ...
## $ coupon2Used : int 1 0 0 1 0 0 0 1 0 0 ...
## $ coupon3Used : int 0 1 0 0 0 1 0 1 0 1 ...
## $ basketValue : num 188 186 208 186 272 ...
```

We would like to properly format the data/time variables and convert factors to factors:

```
# first we stack together
trn$dsn = "train"
cls$dsn = "class"
d = rbind(trn, cls)
d$dsn = factor(d$dsn, levels = c("train", "class"))

# formatting orderTime
d$orderTime = ymd_hms(d$orderTime)

# formatting couponsReceived
d$couponsReceived = ymd_hms(d$couponsReceived)

# formatting userID
d$userID = as.factor(d$userID)

# formatting brands:
d$brand1 = factor(d$brand1, levels = paste0("brand", 1:length(unique(c(d$brand1,
d$brand2, d$brand3)))))
d$brand2 = factor(d$brand2, levels = paste0("brand", 1:length(unique(c(d$brand1,
d$brand2, d$brand3)))))
d$brand3 = factor(d$brand3, levels = paste0("brand", 1:length(unique(c(d$brand1,
d$brand2, d$brand3)))))

# formatting productGroups:
d$productGroup1 = factor(d$productGroup1, levels = paste0("prod", 1:length(unique(c(d$productGroup1,
d$productGroup2, d$productGroup3)))))
d$productGroup2 = factor(d$productGroup2, levels = paste0("prod", 1:length(unique(c(d$productGroup1,
d$productGroup2, d$productGroup3)))))
d$productGroup3 = factor(d$productGroup3, levels = paste0("prod", 1:length(unique(c(d$productGroup1,
d$productGroup2, d$productGroup3)))))
```

```
# formatting couponIDs:
```

```
d$couponID1 = factor(d$couponID1, levels = paste0("cpn", 1:length(unique(c(d$couponID1,
  d$couponID2, d$couponID3)))))
d$couponID2 = factor(d$couponID2, levels = paste0("cpn", 1:length(unique(c(d$couponID1,
  d$couponID2, d$couponID3)))))
d$couponID3 = factor(d$couponID3, levels = paste0("cpn", 1:length(unique(c(d$couponID1,
  d$couponID2, d$couponID3)))))
```

which gives the following structure:

```
str(d)
```

```
## 'data.frame': 6722 obs. of 33 variables:
## $ orderID : int 1 2 3 4 5 6 7 8 9 10 ...
## $ orderTime : POSIXct, format: "2015-01-06 09:38:35" "2015-01-06 10:03:19" ...
## $ userID : Factor w/ 3096 levels "user1","user10",...: 1 1112 2223 2431 2542 2653 2764 2875 ...
## $ couponsReceived: POSIXct, format: "2015-01-06 09:34:53" "2015-01-06 10:00:44" ...
## $ couponID1 : Factor w/ 3446 levels "cpn1","cpn2",...: 1 4 7 10 13 16 19 22 25 28 ...
## $ price1 : num 3.24 2.32 7.92 2.5 12.27 ...
## $ basePrice1 : num 5.4 1.59 2.64 2.08 2.45 1.25 2.59 2.04 4.54 1.25 ...
## $ reward1 : num 1.57 1.57 1.26 1.57 1.26 0.63 1.26 0.94 1.26 0.94 ...
## $ premiumProduct1: int 0 0 1 0 0 0 1 1 0 0 ...
## $ brand1 : Factor w/ 28 levels "brand1","brand2",...: 1 2 4 6 6 2 4 4 3 2 ...
## $ productGroup1 : Factor w/ 231 levels "prod1","prod2",...: 1 4 7 10 7 15 7 7 20 15 ...
## $ categoryIDs1 : chr "cat1:cat2" "cat5" "cat1:cat7" "cat1" ...
## $ couponID2 : Factor w/ 4159 levels "cpn1","cpn2",...: 2 5 8 11 14 17 20 23 26 29 ...
## $ price2 : num 5.19 3.7 4.17 3.66 5.74 4.35 10 4.82 3.98 3.06 ...
## $ basePrice2 : num 0.57 1.85 1.39 0.73 0.88 1.44 1.33 0.6 1.99 0.61 ...
## $ reward2 : num 1.57 0.94 1.26 1.57 1.26 0.94 1.57 1.88 1.26 ...
## $ premiumProduct2: int 0 0 1 1 1 0 0 0 0 1 ...
## $ brand2 : Factor w/ 54 levels "brand1","brand2",...: 2 3 4 4 4 3 3 3 2 4 ...
## $ productGroup2 : Factor w/ 399 levels "prod1","prod2",...: 2 5 8 11 13 16 18 11 14 22 ...
## $ categoryIDs2 : chr "cat3:cat4" "cat6" "cat3:cat7" "cat3:cat7:cat4" ...
## $ couponID3 : Factor w/ 4573 levels "cpn1","cpn2",...: 3 6 9 12 15 18 21 24 27 30 ...
## $ price3 : num 12.92 3.89 2.73 5.74 4.91 ...
## $ basePrice3 : num 12.92 0.06 0.88 4.25 2.45 ...
## $ reward3 : num 2.2 2.2 1.26 1.57 1.57 3.14 1.88 1.57 1.26 1.26 ...
## $ premiumProduct3: int 0 0 0 0 1 0 0 1 0 0 ...
## $ brand3 : Factor w/ 52 levels "brand1","brand2",...: 3 2 5 5 4 3 2 4 3 3 ...
## $ productGroup3 : Factor w/ 413 levels "prod1","prod2",...: 3 6 9 12 14 17 14 19 21 23 ...
## $ categoryIDs3 : chr "cat5:cat4:cat2" "cat6" "cat5:cat2" "cat5:cat2" ...
## $ coupon1Used : int 0 1 0 1 0 1 0 1 0 1 ...
## $ coupon2Used : int 1 0 0 1 0 0 0 1 0 0 ...
## $ coupon3Used : int 0 1 0 0 0 1 0 1 0 1 ...
## $ basketValue : num 188 186 208 186 272 ...
## $ dsn : Factor w/ 2 levels "train","class": 1 1 1 1 1 1 1 1 1 1 ...
```

We can save this raw dataset first by splitting the pieces back up:

```
trn = d[which(d$dsn == "train"), ]
trn = trn[, -which(names(trn) == "dsn")]
cls = d[which(d$dsn == "class"), ]
cls = cls[, -which(names(cls) == "dsn")]
```

Then by writing the following RDS file

```
saveRDS(list(train = trn, class = cls), file = "~/dmc2015/data/clean_data/clean_simple.rds")
```

0.2 Adding the Features

0.2.1 Batch ID

I read the batch ID file as follows: %– readBatch: R code (Code in Document)

```
# batch features in ~/dmc2015/features/feature_files/batchInfo_test.csv,  
# batchInfo_train.csv  
bit = readRDS("~/dmc2015/features/feature_files/batchInfo_train.rds")  
bic = readRDS("~/dmc2015/features/feature_files/batchInfo_test.rds")  
bi = rbind(bit, bic)
```

Check the batch to make sure it's clean

Check for no missing features:

```
# check for no missing values  
nrow(bi) - length(complete.cases(bi))  
  
## [1] 0
```

Fix the formatting:

```
bi$couponsReceivedTime = period_to_seconds(bi$couponsReceivedTime)/3600  
bi$orderTimeTime = period_to_seconds(bi$orderTimeTime)/3600  
  
bi = list(train = bi[which(bi$orderID <= 6053), ], class = bi[which(bi$orderID >  
6053), ])
```

0.2.2 User Visit Features

```
uv = readRDS("~/dmc2015/features/feature_files/UserVisitFeatures.rds")  
  
# no missing values  
length(complete.cases(uv$train)) - nrow(uv$train)  
  
## [1] 0
```

0.2.3 Coupon Basket Stats

```
cb = list(train = readRDS("~/dmc2015/features/feature_files/coupon_basket_stats_train.rds"),  
class = readRDS("~/dmc2015/features/feature_files/coupon_basket_stats_class.rds"))  
cbXo = list(train = readRDS("~/dmc2015/features/feature_files/coupon_basket_stats_train_byorder.rds"),  
class = readRDS("~/dmc2015/features/feature_files/coupon_basket_stats_class_byorder.rds"))
```

0.2.4 Coupon Used

```
cu = list(train = read.csv("~/dmc2015/features/feature_files/csv/couponUsed_train.csv"),  
class = read.csv("~/dmc2015/features/feature_files/csv/couponUsed_class.csv"))
```

0.2.5 nCoup

```
nc = list(train = read.csv("~/dmc2015/features/feature_files/csv/nCoupTrain.csv"),  
class = read.csv("~/dmc2015/features/feature_files/csv/nCoupClass.csv"))
```

0.3 Putting the pieces together

We create our X and y using these features:

```
X = data.frame(orderID = trn$orderID)
y = trn[, c("coupon1Used", "coupon2Used", "coupon3Used", "basketValue")]

X = X %>% left_join(bi$train, by = "orderID") %>% left_join(uv$train, by = "orderID") %>%
  left_join(cb$train, by = "orderID") %>% left_join(cbXo$train, by = "orderID") %>%
  left_join(cu$train, by = "orderID") %>% left_join(nc$train, by = "orderID") %>%
  left_join(trn[, c("orderID", "couponsReceived", "orderTime", "price1", "price2",
    "price3", "basePrice1", "basePrice2", "basePrice3", "reward1", "reward2",
    "reward3", "premiumProduct1", "premiumProduct2", "premiumProduct3")],
    by = "orderID")

X = X[, -(which(names(X) == "orderID"))]
```

and do the same for classification:

```
X.cls = data.frame(orderID = cls$orderID)
y.cls = cls[, c("coupon1Used", "coupon2Used", "coupon3Used", "basketValue")]

X.cls = X.cls %>% left_join(bi$class, by = "orderID") %>% left_join(uv$class,
  by = "orderID") %>% left_join(cb$class, by = "orderID") %>% left_join(cbXo$class,
  by = "orderID") %>% left_join(cu$class, by = "orderID") %>% left_join(nc$class,
  by = "orderID") %>% left_join(cls[, c("orderID", "couponsReceived", "orderTime",
    "price1", "price2", "price3", "basePrice1", "basePrice2", "basePrice3",
    "reward1", "reward2", "reward3", "premiumProduct1", "premiumProduct2", "premiumProduct3")],
    by = "orderID")

X.cls = X.cls[, -(which(names(X.cls) == "orderID"))]
```

0.4 Write the feature matrix

```
FeatMat3 = list(train = list(X = X, y = y), class = list(X = X.cls, y = y.cls))

saveRDS(FeatMat3, file = "~/dmc2015/data/featureMatrix/featMat_v3.0.rds")
```