import pandas as pd

df =pd.read_csv("/content/Online Retail.csv")

df.head()

₹		InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	(
	0	536365	85123A	WHITE HANGING HEART T- LIGHT HOLDER	6	12/1/2010 8:26	2.55	17850.0	k
	1	536365	71053	WHITE METAL	6	12/1/2010 8:26	3.39	17850.0	k
	4								•

df.tail()

₹		InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	Custo
	292218	562542	22712	CARD DOLLY GIRL	12	8/5/2011 15:40	0.42	1
	292219	562542	22028	PENNY FARTHING BIRTHDAY CARD	12	8/5/2011 15:40	0.42	1 ⁻
				DOTANICAL				
	4							•

df.describe()

	Quantity	UnitPrice	CustomerID	
count	292223.000000	292222.000000	210045.000000	ılı
mean	9.485225	4.993732	15278.340870	
std	203.128975	111.705698	1732.743976	
min	-74215.000000	0.000000	12346.000000	
25%	1.000000	1.250000	13838.000000	
50%	3.000000	2.100000	15143.000000	
75%	10.000000	4.130000	16823.000000	
max	74215.000000	38970.000000	18287.000000	
	mean std min 25% 50% 75%	count 292223.000000 mean 9.485225 std 203.128975 min -74215.000000 25% 1.000000 50% 3.000000 75% 10.000000	count 292223.000000 292222.000000 mean 9.485225 4.993732 std 203.128975 111.705698 min -74215.000000 0.000000 25% 1.000000 1.250000 50% 3.000000 2.100000 75% 10.000000 4.130000	count 292223.000000 292222.000000 210045.00000 mean 9.485225 4.993732 15278.340870 std 203.128975 111.705698 1732.743976 min -74215.000000 0.000000 12346.00000 25% 1.000000 1.250000 13838.00000 50% 3.000000 2.100000 15143.00000 75% 10.000000 4.130000 16823.000000

df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 292223 entries, 0 to 292222
Data columns (total 8 columns):

		ar o coramino,.	
#	Column	Non-Null Count	Dtype
0	InvoiceNo	292223 non-null	object
1	StockCode	292223 non-null	object
2	Description	291128 non-null	object
3	Quantity	292223 non-null	int64
4	InvoiceDate	292222 non-null	object
5	UnitPrice	292222 non-null	float64
6	CustomerID	210045 non-null	float64
7	Country	292222 non-null	object
dtype	es: float64(2), int64(1), obje	ct(5)

dtypes: float64(2), int memory usage: 17.8+ MB

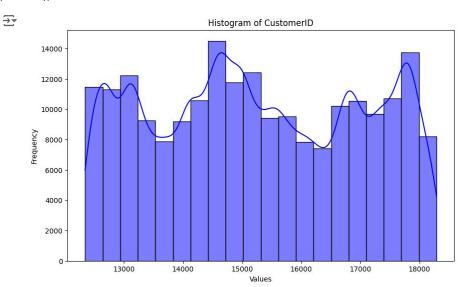
df.dtypes

$\overline{\pm}$	InvoiceNo	object
	StockCode	object
	Description	object
	Quantity	int64
	InvoiceDate	object
	UnitPrice	float64
	CustomerID	float64
	Country	object
	dtype: object	

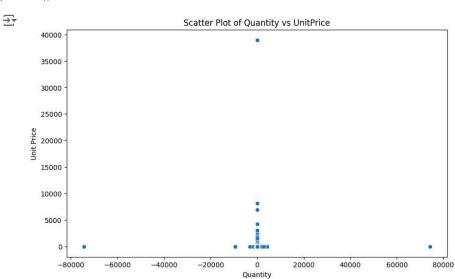
df.isnull().sum()

```
0
→ InvoiceNo
     StockCode
                        0
     Description
                     1095
     Quantity
                        a
     {\tt InvoiceDate}
                        1
     UnitPrice
     CustomerID
                    82178
     Country
     dtype: int64
df.dropna(inplace=True)
df.isnull().sum()
→ InvoiceNo
     {\sf StockCode}
     Description
                    0
     Quantity
     InvoiceDate
                    0
     UnitPrice
     CustomerID
                    0
     Country
                    0
     dtype: int64
unique_values = df['StockCode'].unique()
print(unique_values)
→ ['85123A' '71053' '84406B' ... '23350' '23352' '23351']
duplicate_rows = df[df.duplicated()]
print(duplicate_rows)
            InvoiceNo StockCode
                                                       Description Quantity \
     517
                                       UNION JACK FLAG LUGGAGE TAG
               536409
                          21866
                                                                            1
               536409
                                     HAND WARMER SCOTTY DOG DESIGN
     527
                          22866
                                                                            1
     537
               536409
                          22900
                                   SET 2 TEA TOWELS I LOVE LONDON
                                                                            1
     539
               536409
                          22111
                                      SCOTTIE DOG HOT WATER BOTTLE
                                                                            1
     555
               536412
                          22327 ROUND SNACK BOXES SET OF 4 SKULLS
                                                                            1
     292127
               562540
                          21162
                                          TOXIC AREA DOOR HANGER
                                     CHILDRENS CUTLERY DOLLY GIRL
     292134
               562540
                          23254
                                                                            1
               562540
                                   CHILDRENS CUTLERY CIRCUS PARADE
     292135
                          23255
                                                                            1
               562540
                          22891
                                              TEA FOR ONE POLKADOT
     292145
                                                                            1
                                              GEORGIAN TRINKET BOX
     292180
               562540
                          23073
                                                                            1
                 InvoiceDate UnitPrice CustomerID
                                                             Country
     517
             12/1/2010 11:45
                                   1.25
                                            17908.0 United Kingdom
     527
             12/1/2010 11:45
                                   2.10
                                            17908.0
                                                     United Kingdom
     537
             12/1/2010 11:45
                                   2.95
                                            17908.0 United Kingdom
     539
             12/1/2010 11:45
                                   4.95
                                            17908.0
                                                     United Kingdom
             12/1/2010 11:49
     555
                                   2.95
                                            17920.0 United Kingdom
                                            17400.0 United Kingdom
     292127
              8/5/2011 15:38
                                   0.39
              8/5/2011 15:38
                                            17400.0 United Kingdom
     292134
                                   4.15
     292135
              8/5/2011 15:38
                                   4.15
                                            17400.0 United Kingdom
                                            17400.0 United Kingdom
     292145
              8/5/2011 15:38
                                   4.25
     292180
              8/5/2011 15:38
                                  12.50
                                            17400.0 United Kingdom
     [2269 rows x 8 columns]
num_duplicates = df.duplicated().sum()
print(num_duplicates)
→ 2269
df.drop_duplicates(inplace=True)
```

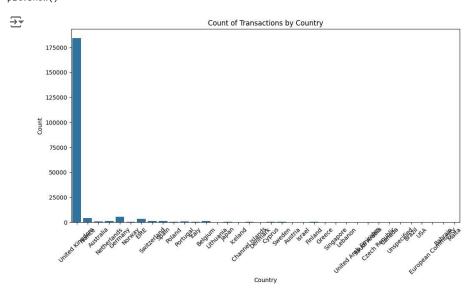
```
import matplotlib.pyplot as plt
import seaborn as sns
plt.figure(figsize=(10, 6))
sns.histplot(df['CustomerID'], bins=20, kde=True, color='blue')
plt.title('Histogram of CustomerID')
plt.xlabel('Values')
plt.ylabel('Frequency')
plt.show()
```



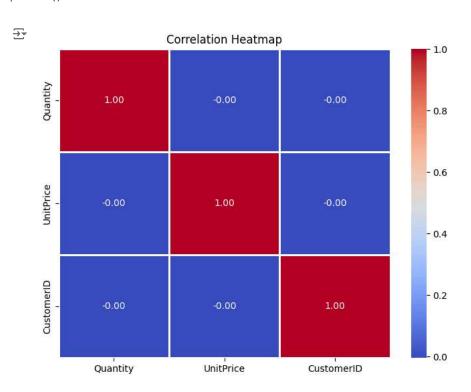
```
plt.figure(figsize=(10, 6))
sns.scatterplot(x='Quantity', y='UnitPrice', data=df)
plt.title('Scatter Plot of Quantity vs UnitPrice')
plt.xlabel('Quantity')
plt.ylabel('Unit Price')
plt.show()
```



```
plt.figure(figsize=(12, 6))
sns.countplot(x='Country', data=df)
plt.title('Count of Transactions by Country')
plt.xlabel('Country')
plt.ylabel('Count')
plt.xticks(rotation=45)
plt.show()
```



```
plt.figure(figsize=(8, 6))
sns.heatmap(df[['Quantity', 'UnitPrice', 'CustomerID']].corr(), annot=True, cmap='coolwarm', fmt='.2f', linewidths=1)
plt.title('Correlation Heatmap')
plt.show()
```



```
Task 1: Customer Segmentation for a Retail Store - Colab
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
from sklearn.cluster import KMeans
from \ sklearn.preprocessing \ import \ StandardScaler
df = pd.read_csv('/content/Online Retail.csv')
X = df[['Quantity', 'UnitPrice']]
scaler = StandardScaler()
X_scaled = scaler.fit_transform(X)
kmeans = KMeans(n_clusters=8, random_state=48)
kmeans.fit(X_scaled)
df['Cluster'] = kmeans.labels_
print("Cluster Centers (original scale):")
print(scaler.inverse_transform(kmeans.cluster_centers_))
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change fr
       warnings.warn(
     Cluster Centers (original scale):
     [[ 9.55605400e+00 3.62849948e+00]
[-7.76050000e+04 1.56000000e+00]
      [-6.66666667e-01 5.64337576e+03]
      [ 7.76050000e+04 1.56000000e+00]
      [-1.00000000e+00 3.89700000e+04]
      [-5.5555556e-01 1.42139478e+04]
      7.00564972e-01 1.14292904e+03
plt.figure(figsize=(10, 8))
sns.scatterplot (x='Quantity', y='UnitPrice', hue='Cluster', data=df, palette='Set1', s=100, alpha=0.8) \\
plt.title('K-means Clustering')
plt.xlabel('Quantity')
plt.ylabel('UnitPrice')
plt.legend(title='Cluster')
plt.show()
\overline{\mathcal{D}}
                                                            K-means Clustering
           40000
                                                                                                                   Cluster
                                                                                                                         0
                                                                                                                     .
                                                                                                                         1
                                                                                                                     .
                                                                                                                         2
                                                                                                                     0
                                                                                                                         3
                                                                                                                         4
           30000
                                                                                                                         5
                                                                                                                         6
                                                                                                                     0
                                                                                                                         7
```

