

# A PRACTICAL REPORT ON BIG DATA ANALYTICS

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Submitted in fulfillment of the requirements for qualifying MSc. IT Part I Semester - II Examination 2022-2023

University of Mumbai Department of Information Technology

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# Department of Information Technology M.Sc. (IT – SEMESTER II)

# Certificate

This is to certify that Big Data Analytics Practicals performed <u>at R.D & S.H National & S.W.A. Science College</u> by Mr. <u>Rahul Kewat</u> holding Seat No. \_\_\_\_\_studying Master of Science in Information Technology Semester – II has been satisfactorily completed as prescribed by the University of Mumbai, during the year 2022–2023.

Subject In-Charge Coordinator In-Charge External Examiner

**College Stamp** 

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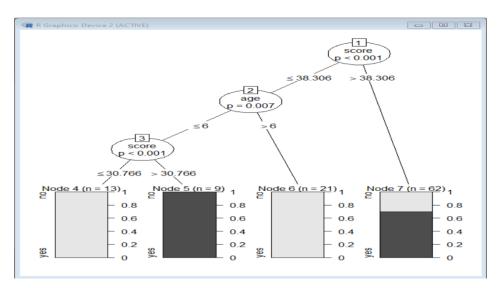
Aim: Implement Decision tree classification technique	
Writeup:	

# [A]: Implement Decision tree classification technique

#### Code:

```
library(party)
print(head(readingSkills))
input.dat <- readingSkills[c(1:105),]
png(file = "C:\Users\Dell\Downloads\decision_tree.png")
output.tree <- ctree(
nativeSpeaker ~ age + shoeSize + score,
data = input.dat)
plot(output.tree)</pre>
```

```
_ - X
R Console
Loading required package: modeltools
Loading required package: stats4
Loading required package: strucchange
Loading required package: zoo
Attaching package: 'zoo'
The following objects are masked from 'package:base':
    as.Date, as.Date.numeric
Loading required package: sandwich
> print(head(readingSkills))
 nativeSpeaker age shoeSize
           yes 5 24.83189 32.29385
yes 6 25.95238 36.63105
            no 11 30.42170 49.60593
            yes
                  7 28.66450 40.28456
            yes 11 31.88207 55.46085
            yes 10 30.07843 52.83124
> input.dat <- readingSkills[c(1:105),]
 png(file = "C:\Users\Dell\Downloads\decision_tree.png")
Error: '\U' used without hex digits in character string starting ""C:\U"
> output.tree <- ctree(
+ nativeSpeaker ~ age + shoeSize + score,
```



Aim: Implement SVM classification technique					
Writeup:					

# [A]: Implement SVM classification technique Code:

```
install.packages("caret")
library('caret')
heart <- read.csv("C:\\Users\\Dell\\Downloads\\heart.csv", sep = ',', header =
FALSE)
str(heart)
#split training and test dataset
intrain<- createDataPartition(y = heart$V14, p= 0.7, list = FALSE)
training <- heart[intrain,]</pre>
testing <- heart[-intrain,]
dim(training);
dim(testing);
anyNA(heart)
summary(heart)
training[["V14"]] <- factor(training[["V14"]])</pre>
trctrl<- trainControl(method = "repeatedcy", number = 10, repeats = 3)
sym Linear<- train(V14 ~., data = training, method =
"symLinear",trControl=trctrl,preProcess = c("center", "scale"),tuneLength = 10)
svm Linear
test_pred<- predict(svm_Linear, newdata = training)
test_pred
```

```
> str(heart)
'data.frame':
  > str(heart)
'data.frame': 290 obs. of 14 variables:
$ V1 : chr "age" "60" "35" "41" ...
$ V2 : chr "sex" "1" "1" "0" ...
$ V3 : chr "cp" "3" "2" "1" ...
$ V4 : chr "trtbps" "145" "130" "130" ...
$ V5 : chr "chol" "233" "250" "204" ...
$ V6 : chr "fbs" "1" "0" "0" ...
$ V7 : chr "restecg" "0" "1" "0" ...
$ V8 : chr "thalachh" "150" "187" "172" ...
$ V9 : chr "exng" "0" "0" "0" ...
$ V10: chr "oldpeak" "2.3" "3.5" "1.4" ...
$ V11: chr "slp" "0" "0" "2" ...
$ V12: chr "caa" "0" "0" "0" ...
$ V13: chr "thal1" "1" "2" "2" ...
       $ V13: chr "thall" "1" "2" "2" .
$ V14: chr "output" "1" "1" "1"
 > #split training and test dataset
> intrain<- createDataPartition(y = heart$V14, p= 0.7, list = FALSE)</pre>
 Warning message:
 In createDataPartition(y = heart$V14, p = 0.7, list = FALSE) :
   Some classes have a single record ( output ) and these will be selected for the sample
 > training <- heart[intrain,]
> testing <- heart[-intrain,]</pre>
             dim(training);
[1] 204 14 > dim(testing);
 [1] 86 14
> anyNA(heart)
  [1] FALSE
  > summary(heart)
                                                                                                                                                                                                                                 Length:290
                                                                                         Length:290
       Length:290
                                                                                                                                                                                                                                                                                                                                                                                              Length:290
     Class :character Class :character Mode :charac
       V5 V6 V7 V8
Length:290 Length:290 Length:290 Length:290
                                                                                                                                        Class :character
                                                                                                                                                                                                                                                                                                                                                                                                      Class :character
     Mode :character Mode :c
                                                                                                                                                                            :character Mode
                                                                                                                                                                                                                                                                                                               :character Mode :
                                                                                                                                                                                                                                                                                                                                                                                                                                            :character
                                                                                                                                                                                                                                                                                               V11
       Length:290
                                                                                                                                   Length:290
                                                                                                                                                                                                                                                                Length:290
                                                                                                                                                                                                                                                                                                                                                                                              Length:290
       Class:character Class:character Class:character Mode:character Mode:character Mode:character Mode:character Wode:character Wod
       Length:290
```

```
Support Vector Machines with Linear Kernel
204 samples
 13 predictor
  3 classes: '0', '1', 'output'
Pre-processing: centered (345), scaled (345)
Resampling: Cross-Validated (10 fold, repeated 3 times)
Summary of sample sizes: 184, 185, 182, 184, 183, 183, ...
Resampling results:
  Accuracy
  0.7657044 0.517642
Tuning parameter 'C' was held constant at a value of 1
> test_pred<- predict(svm_Linear, newdata = training)
  [1] output 1
 [11] 1
 [21] 1
 [31] 1
 [41] 1
 [51] 1
[61] 1
                        1
                                1
 [71] 1
 [81] 1
 [91] 1
[101] 1
                                1
[111] 1
[121] 0
[131] 0
[141] 0
[151] 0
              0
                       0
                                                          0
[161] 0
[171] 0
[181] 0
[191] 0
[201] 0
              0
               0
                        0
Levels: 0 1 output
>
```

Aim: Implement Regression Model to import a data from web storage. Name the dataset and now do Linear Regression to find out relation between variables. Also check the model is fit or not. Writeup:				

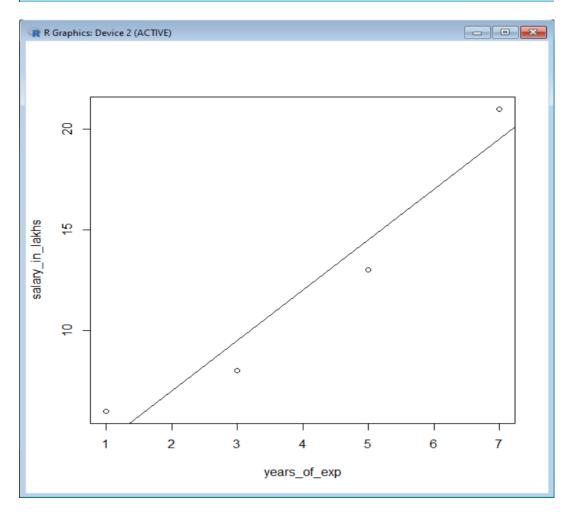
[A]:Implement Regression Model to import a data from web storage. Name the dataset and now do Linear Regression to find out relation between variables. Also check the model is fit or not.

#### Code:

```
years_of_exp=c(7,5,1,3)
salary_in_lakhs=c(21,13,6,8)
employee.data=data.frame(years_of_exp, salary_in_lakhs)
employee.data
model<-lm(salary_in_lakhs~years_of_exp,data=employee.data)
summary(model)
plot(salary_in_lakhs~years_of_exp,data=employee.data)
abline(model)
```

```
R Console
[Previously saved workspace restored]
> years_of_exp=c(7,5,1,3)
> salary_in_lakhs=c(21,13,6,8)
> employee.data=data.frame(years_of_exp, salary_in_lakhs)
> employee.data
 years_of_exp salary_in_lakhs
2
                             13
             5
3
             1
                             6
                             8
> model<-lm(salary_in_lakhs~years_of_exp,data=employee.data)
> summary(model)
Call:
lm(formula = salary in lakhs ~ years of exp, data = employee.data)
Residuals:
             3
 1.5 -1.5 1.5 -1.5
Coefficients:
           Estimate Std. Error t value Pr(>|t|)
(Intercept) 2.0000 2.1737 0.92 0.4547
years_of_exp 2.5000 0.4743 5.27 0.0342 *
years_of_exp 2.5000
```

```
R Console
> model<-lm(salary_in_lakhs~years_of_exp,data=employee.data)
lm(formula = salary_in_lakhs ~ years_of_exp, data = employee.data)
Residuals:
            3
1.5 -1.5 1.5 -1.5
Coefficients:
            Estimate Std. Error t value Pr(>|t|)
              2.0000
                       2.1737
(Intercept)
                                0.92 0.4547
              2.5000
                        0.4743
                                5.27 0.0342 *
years_of_exp
Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
Residual standard error: 2.121 on 2 degrees of freedom
Multiple R-squared: 0.9328, Adjusted R-squared: 0.8993
F-statistic: 27.78 on 1 and 2 DF, p-value: 0.03417
> plot(salary_in_lakhs~years_of_exp,data=employee.data)
> abline(model)
```



Aim: Apply Multiple Regression on a dataset having a continuous independent variable.
Writeup:

[A]: Apply Multiple Regression on a dataset having a continuous independent variable.

#### Code:

```
mydata<-read.csv("C:\\Users\\Dell\\Downloads\\Binary.csv")
head(mydata)
summary(mydata)
sapply(mydata,sd)
mydata$rank<factor(mydata$rank)
mylogit<-glm(admit~gre+gpa+rank,data=mydata,family="binomial")
summary(mylogit)
```

```
RGui (64-bit) - [R Console]
  plot(salary_in_lakhs~years_of_exp,data=employee.data)
abline(model)
mydata<-read.csv("C:\\Users\\Dell\\Downloads\\Binary.csv")</pre>
  | myuata<-read.cav("C:\\Users\\Dell\\Downloads\\i
| head (mydata) | admit gre gpa rank | 0 380 .61 3 | 2 1 660 3.67 3 | 3 | 1 80 0 4.00 1 | 4 1 640 3.19 4 | 5 0 520 2.53 4 | 6 1 760 3.00 2 | 5 ummary (mydata) | admit | gre gpa | gpa |
                                                                                                                                                     rank
Min. :1.000
1st Qu.:2.000
Median :2.000
Mean :2.485
3rd Qu.:3.000
Max. :4.000
        sapply(mydata,sd)
admit gre
0.4660867 115.5165364
                                                                               gpa rank
0.3805668 0.9444602
In Ops.factor(mydata$rank, factor(mydata$rank)):
    '<' not meaningful for factors
> mylogit<-glm(admit~gre+gpa+rank,data=mydata,family="binomial")
     > summary(mylogit)
   glm(formula = admit ~ gre + gpa + rank, family = "binomial",
                   data = mvdata)
    Deviance Residuals:
   Min 1Q Median 3Q Max
-1.5802 -0.8848 -0.6382 1.1575 2.1732
   Coefficients:
                                                     Estimate S
(Intercept) -3.449548
gre 0.002294
gpa 0.777014
rank -0.560031
   Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
     (Dispersion parameter for binomial family taken to be 1)
   Residual deviance: 459.44 on 396 degrees of freedom
   Number of Fisher Scoring iterations: 4
   >
```

Aim: Build a Classification Model.					
Writeup:					

## [A]: Build a Classification Model.

```
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt

fruits=pd.read_table('C:\\Users\\Dell\OneDrive\\Documents\\Rahul
Kewat\\IPCV\\images\\fruit_data_with_colors.txt')
fruits.head()
print(fruits)
print(fruits['fruit_name'].unique())
print(fruits.shape)
```

```
PROBLEMS (2) OUTPUT DEBUG CONSOLE TERMINAL
PS C:\Users\Dell\OneDrive\Documents\bigdata> & C:/Users/Dell/AppData/Local/Programs/Python/Python310/python.exe c:/Users/Dell/OneDrive/Documents/bi
gdata/classification.py
fruit_label fruit_name
                                                                     fruit_subtype
granny_smith
granny_smith
granny_smith
mandarin
mandarin
                                                                                                       mass width height color_score
                                              apple
apple
apple
                                                                                                         192
180
176
                                                                                                                         0.60
                                                                                                                                                                      0.80
0.79
3 4 5 6 7 8 9 10 1 12 13 14 15 16 17 18 19 20 22 23 24 25 26 27 8 33 34 35 36
                                                                                                         80
76
178
172
166
172
154
154
155
156
168
162
160
170
342
356
362
204
140
160
158
210
                                                                                braeburn
braeburn
braeburn
                                                            braeburn
braeburn
golden_delicious
golden_delicious
golden_delicious
                                              apple
apple
apple
apple
apple
                                                             golden_delicious
golden_delicious
cripps_pink
cripps_pink
cripps_pink
                                                                    cripps_pink
cripps_pink
cripps_pink
cripps_pink
spanish_jumbo
spanish_jumbo
                                            orange
orange
orange
orange
orange
                                                             selected_seconds
selected_seconds
                                                              selected seconds
                                                              selected_seconds
selected_seconds
                                                              selected_seconds
selected_seconds
turkey_navel
turkey_navel
                                                                                                         164
190
142
150
160
                                            orange
orange
```

38	3	orange	turkey navel	158	7.2	7.8	0.77
39	3	orange	turkey navel	144	6.8	7.4	0.75
40	3	orange	turkey navel	154	7.1	7.5	0.78
41	3	orange	turkey navel	180	7.6	8.2	0.79
42	3	orange	turkey navel	154	7.2	7.2	0.82
43	4	lemon	spanish belsan	194	7.2	10.3	0.70
44	4	lemon	spanish belsan	200	7.3	10.5	0.72
45	4	lemon	spanish_belsan	186	7.2	9.2	0.72
46	4	lemon	spanish_belsan	216	7.3	10.2	0.71
47	4	lemon	spanish_belsan	196	7.3	9.7	0.72
48	4	lemon	spanish_belsan	174	7.3	10.1	0.72
49	4	lemon	unknown	132	5.8	8.7	<b>0.7</b> 3
50	4	lemon	unknown	130	6.0	8.2	0.71
51	4	lemon	unknown	116	6.0	7.5	0.72
52	4	lemon	unknown	118	5.9	8.0	0.72
53	4	lemon	unknown	120	6.0	8.4	0.74
54	4	lemon	unknown	116	6.1	8.5	0.71
55	4	lemon	unknown	116	6.3	7.7	0.72
56	4	lemon	unknown	116	5.9	8.1	0.73
57	4	lemon	unknown	152	6.5	8.5	0.72
58	4	lemon	unknown	118	6.1	8.1	0.70
['apple'	'mandarin	''orange'	'lemon']				
(59, 7)							

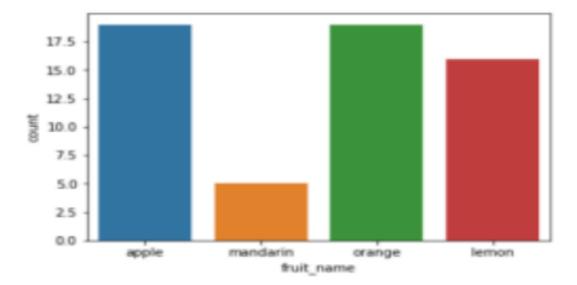
# [B]: Fruit Type Distribution

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
fruits = pd.read_table("C:\\Users\\Dell\\OneDrive\\Documents\\Rahul
Kewat\\IPCV\\images\\fruit_data_with_colors.txt")
a=fruits.groupby("fruit_name").size()
print(a)

a["fruit_name"]=a.index
sns.countplot(x="fruit_name",data=fruits)
plt.show
```

```
PS C:\Users\Dell\OneDrive\Documents\bigdata> & C:\Users\Dell/AppData/Local/Programs/Python/Python310/python.exe c:\Users\Dell/OneDrive\Documents/bigdata/distribustion.py
fruit_name
apple 19
lemon 16
mandarin 5
orange 19
dtype: int64

PS C:\Users\Dell\OneDrive\Documents\bigdata> .
```



Aim: Build a Clustering Model					
Writeup:					

# [A]: Build a Clustering Model

#### Code:

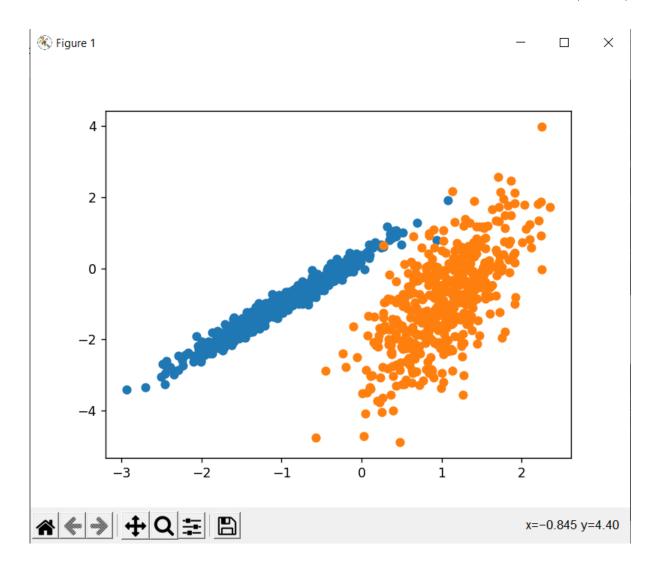
```
from numpy import unique
from numpy import where
from sklearn.datasets import make_classification
from sklearn.cluster import KMeans
# synthetic classification dataset
from numpy import where
from sklearn.datasets import make_classification
from matplotlib import pyplot
# define dataset
X, y = make_classification(n_samples=1000, n_features=2, n_informative=2,
n_redundant=0, n_clusters_per_class=1, random_state=4)
# create scatter plot for samples from each class
for class_value in range(2):
 # get row indexes for samples with this class
 row_ix = where(y == class_value)
 # create scatter of these samples
 pyplot.scatter(X[row_ix, 0], X[row_ix, 1])
# show the plot
pyplot.show()
```

```
PROBLEMS (2) OUTPUT DEBUG CONSOLE TERMINAL

PS C:\Users\Dell\OneDrive\Documents\bigdata> & C:\Users\Dell\AppData\Local\Programs\Python\Python310\python.exe c:\Users\Dell\OneDrive\Documents\bigdata\Cluster.py
```



# MSC IT Sem-2 (Part-1)



Aim: Install, configure and run Hadoop and HDFS and explore HDFS				
Writeup:				

# **Pre-requisites:**

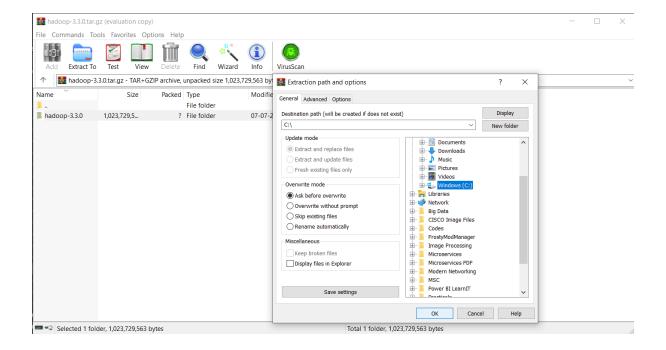
- Java JDK 8.0
- Apache Hadoop 3.3.4 from (<a href="https://www.apache.org/dyn/closer.cgi/hadoop/common/hadoop-3.3.4/hadoop-3.3.4-src.tar.gz">https://www.apache.org/dyn/closer.cgi/hadoop/common/hadoop-3.3.4/hadoop-3.3.4-src.tar.gz</a>)
- **Step 1:** Check Java version with command **javac -version.**Open command prompt and type the above command.

```
Microsoft Windows [Version 10.0.19045.3086]
(c) Microsoft Corporation. All rights reserved.

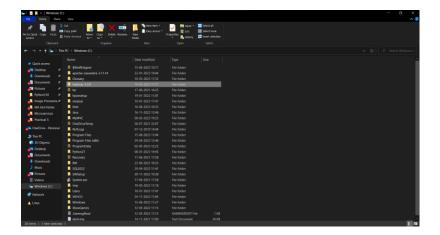
C:\Users\raman>javac -version
javac 1.8.0_352

C:\Users\raman>
```

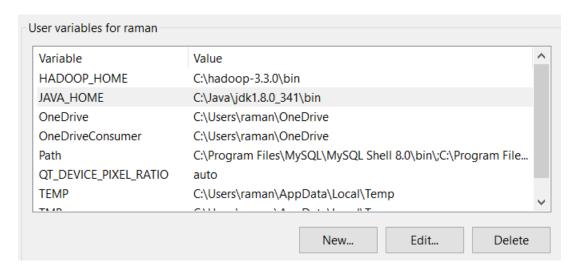
Step 2: Extract the Hadoop files from the compressed folder to the C- Drive Directory



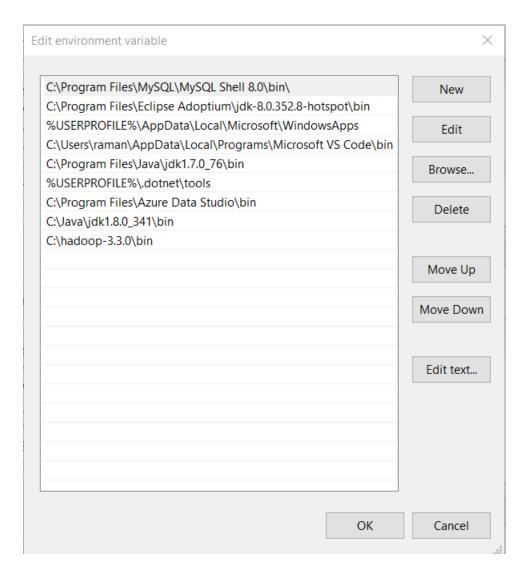
Ensure that both the Hadoop Folder as well as the JAVA folder are in the Main Directory of the C-Drive.



**Step 3:** Configure the Environment Variables for **JAVA\_HOME** and **HADOOP\_HOME**.



Also check the Path attribute within the environment variables and create the necessary locations for Hadoop and Java.



Step 4: Configuring Hadoop Files.

• Edit file C:/Hadoop-3.3.0/etc/hadoop/core-site.xml

# **Code:**

Paste the above code within the configuration file.

• Rename "mapred-site.xml.template" to "mapred-site.xml" and edit this file C:/Hadoop3.3.0/etc/hadoop/mapred-site.xml

#### Code:

• Creating Folders:-

- o Create folder "data" under "C:\Hadoop-3.3.0"
- o Create folder "datanode" under "C:\Hadoop-3.3.0\data"
- o Create folder "namenode" under "C:\Hadoop-3.3.0\data"
- Edit file C:\Hadoop-3.3.0/etc/hadoop/hdfs-site.xml

## Code:

Paste the above code in the configuration file.

• Edit file C:/Hadoop-3.3.0/etc/hadoop/yarn-site.xml

#### Code:

</configuration>

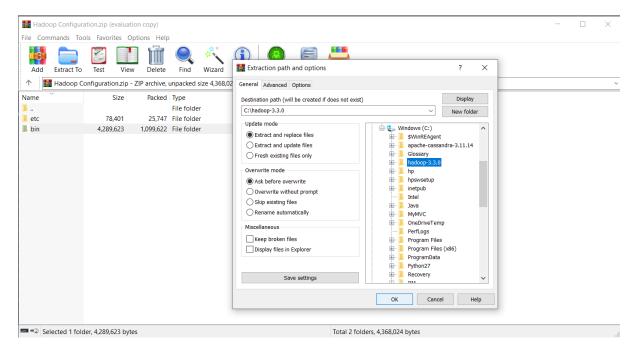
Paste the above code in the configuration file.

• Edit file C:/Hadoop-3.3.0/etc/hadoop/hadoop-env.cmd
Search for the line:- "JAVA\_HOME=%JAVA\_HOME%" Replace the above line with set
JAVA\_HOME = C:\Java\jdk version you have downloaded\"
It should look like this:

@rem The java implementation to use. Required.
set JAVA HOME=C:\Java\jdk1.8.0 341\

# **Step 5:** Hadoop Configurations

• From the Downloaded Hadoop configuration file extract the **bin** folder and replace it with the **bin** folder in the Hadoop Main Directory.



# Step 6: Starting Hadoop

• In the Hadoop File Directory, Open a cmd and type in the command **hdfs namenode** - **format**This is done to test if the instance is working.

# **Step 7: Testing Hadoop**

Now within the same cmd created in the previous step change the directory to the **sbin** file within Hadoop.

Type the command: start-all.cmd

After execution of the command there should be four instances created:

- Hadoop Namenode
- o Hadoop datanode
- o YARN Resource Manager
- YARN Node Manager

#### **Output:**

C:\hadoop-3.3.0\sbin>start-all.cmd This script is Deprecated. Instead use start-dfs.cmd and start-yarn.cmd starting yarn daemons

Aim: Implement an application that stores big data in MongoDB and manipulate it using Python.					
Writeup:					

#### • Insert data:

#### Code:

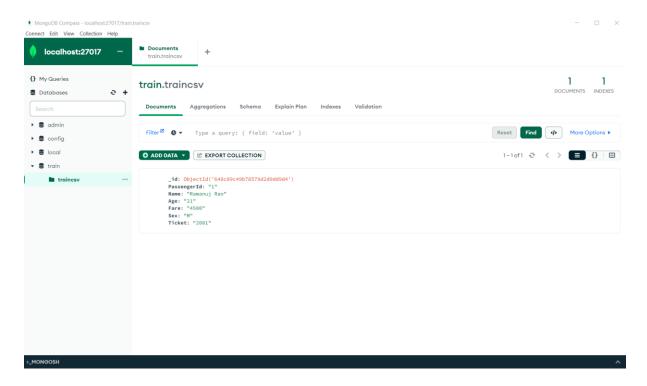
```
from pymongo import MongoClient
client= MongoClient('localhost:27017')
db = client.train
def insert():
    try:
        Id =input(' Enter traincsv Passenger Id: ')
        Name =input('Enter Name: ')
        Age =input('Enter age: ')
        Fare =input('Enter Fare: ')
        Sex =input('Enter Sex: ')
        Ticket =input('Enter Ticket: ')
        db.traincsv.insert_one(
                "PassengerId": Id,
                "Name":Name,
                "Age": Age,
                "Fare":Fare,
                "Sex":Sex,
                "Ticket":Ticket,
        print("\nInserted data successfully\n")
    except Exception as e:
        print(str(e))
insert()
```

```
PS C:\Users\raman\BigData> python '.\INSERT Operation.py'
Enter traincsv Passenger Id: 1
Enter Name: Ramanuj Rao
Enter age: 21
Enter Fare: 4500
Enter Sex: M
Enter Ticket: 2001

Inserted data successfully

PS C:\Users\raman\BigData> []
```

Confirm that the data has been inserted by using MongoDB Compass to check whether the data has been inserted into the database.



• Find Data:

## Code:

```
from pymongo import MongoClient
client= MongoClient('localhost:27017')
db = client.train

def read():
    try:
        TrainCol = db.traincsv.find()
        print("All Data From Train \n")

        for Train in TrainCol:
            print(Train)

    except Exception as e:
        print(str(e))
```

# **Output:**

```
● PS C:\Users\raman\BigData> python '.\FIND Operation.py'
All Data From Train

{'_id': ObjectId('648c09c49b78579d2d9dd9d4'), 'PassengerId': '1', 'Name': 'Ramanuj Rao', 'Age': '21', 'Fare': '4500', 'Sex': 'M', 'Ticket': '2001'}

○ PS C:\Users\raman\BigData> [
```

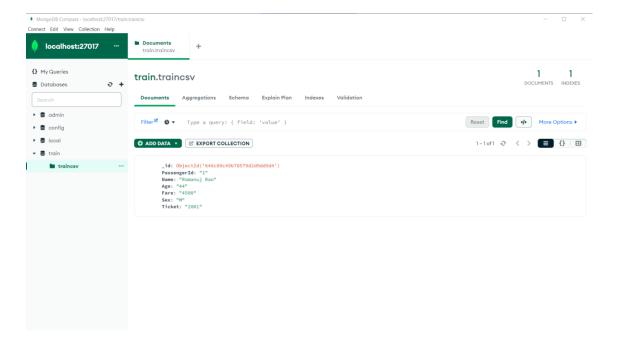
# • Update Data:

#### Code:

# **Output:**

```
PS <u>C:\Users\raman\BigData</u>> python '.\UPDATE Operation.py'
Enter the Name to Update: Ramanuj Rao
Enter the Age to Update: 44
Record has been Updated
PS C:\Users\raman\BigData> []
```

## Check on Mongo Compass as well



## • Delete Data:

#### Code:

```
from pymongo import MongoClient

client = MongoClient("localhost:27017")

db = client.train

def delete():
    try:
        value = input("\n Enter the Name to Delete: ")
        db.traincsv.delete_one({"Name":value})
        print("\n DELETION SUCCESSFUL \n")

    except Exception as e:
        print(str(e))
```

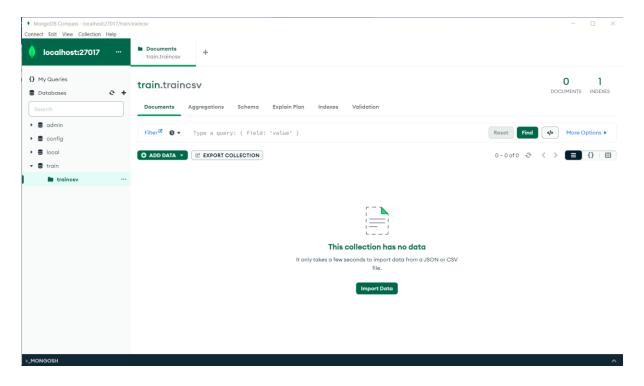
```
PS C:\Users\raman\BigData> python '.\DELETE Operation.py'

Enter the Name to Delete: Ramanuj Rao

DELETION SUCCESSFUL

PS C:\Users\raman\BigData> []
```

# Check on Mongo Compass as well



# **PRESENTATION**

# Logistic Regression

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# What is logistic regression?

- Logistic regression is a data analysis technique that uses mathematics to find the relationships between two data factors. It then uses this relationship to predict the value of one of those factors based on the other. The prediction usually has a finite number of outcomes, like yes or no.
- For example, let's say you want to guess if your website visitor will click the checkout button in their shopping cart or not. Logistic regression analysis looks at past visitor behavior, such as time spent on the website and the number of items in the cart. It determines that, in the past, if visitors spent more than five minutes on the site and added more than three items to the cart, they clicked the checkout button. Using this information, the logistic regression function can then predict the behavior of a new website visitor.

# Why is logistic regression important?

Logistic regression is an important technique in the field of artificial intelligence and machine learning (AI/ML). ML models are software programs that you can train to perform complex data processing tasks without human intervention.

Below, we list some benefits of using logistic regression over other ML techniques.

#### Simplicity

Logistic regression models are mathematically less complex than other ML methods. Therefore, you can implement them even if no one on your team has indepth ML expertise.

# Why is logistic regression important?

#### Speed

Logistic regression models can process large volumes of data at high speed because they require less computational capacity, such as memory and processing power. This makes them ideal for organizations that are starting with ML projects to gain some quick wins.

#### Flexibility

You can use logistic regression to find answers to questions that have two or more finite—outcomes. You can also use it to preprocess data. For example, you can sort data with a—large range of values, such as bank transactions, into a smaller, finite range of values by—using logistic regression.

# Use Cases

The logistic regression model is applied to a variety of situations in both the public and the private sector.

Some common ways that the logistic regression model is used include the following:

#### Medical:

Develop a model to determine the likelihood of a patient's successful response to a specific medical treatment or procedure. Input variables could include age, weight, blood pressure, and cholesterol levels.

# Use Cases

#### Finance:

Using a loan applicant's credit history and the details on the loan, determine the probability that an applicant will default on the loan. Based on the prediction, the loan can be approved or denied, or the terms can be modified.

#### Marketing:

Determine a wireless customer's probability of switching carriers (known as churning) based on age, number of family members on the plan, months remaining on the existing contract, and social network contacts. With such insight, target the highprobability customers with appropriate offers to prevent churn.



# **▶** Engineering:

Based on operating conditions and various diagnostic measurements, determine the probability of a mechanical part experiencing a malfunction or failure. With this, probability estimate, schedule the appropriate preventive maintenance activity.



Thank You