Spark ML Framework to build a classifier to predict Ad install probablity

Setting Python Virtual Enviornment

```
In [1]: !python3 -m venv virtual_env
!source virtual_env/bin/activate
```

APACHE SPARK

Using (pyspark) to load training data because in real time production environment, the gaming industry is expected to have TERABYTES of user behavioural so it make sense to load the data using Spark due to following reasons:

- 1) In-memory computation
- 2) Parallel processing

Importing pyspark libraries, constant module and enable logging

```
In [2]: from collections import defaultdict
    from pyspark.sql import SparkSession
    from pyspark import SparkConf,SparkContext
    from pyspark.sql import SQLContext,functions as F
    from pyspark.sql.types import *
    import logging
    import seaborn as sns
    import pandas as pd
    pd.set_option('display.max_rows', 500)
    pd.set_option('display.max_columns', 500)
    pd.set_option('display.width', 1000)
```

Define Constants fo Spark Session

```
In [5]: P_APP_NAME="SPARK_ML_CLASSIFIER"
P_MASTER="local[2]"
P_DRIVER_MEMORY="10g"
P_EXECUTOR_MEMORY="5g"
P_EXECUTOR_CORES=2
P_EXECUTOR_INSTANCE=1
P_PIVOT_MAX_VALUES=100000
P_EXECUTOR_HEARTBEATS="7200s"
P_BROADCAST_TIMEOUT=36000
```

```
In [6]: def set spark session():
            try:
                my_spark = SparkSession \
                      .builder \
                      .appName(P_APP_NAME) \
                      .config('spark.driver.memory', P DRIVER MEMORY) \
                      .config('spark.executor.memory', P_EXECUTOR_MEMORY) \
                      .config('spark.executor.instances', P_EXECUTOR_INSTANCE) \
                      .config("spark.executor.cores",P_EXECUTOR_CORES) \
                      .config("spark.sql.pivotMaxValues", P_PIVOT_MAX_VALUES) \
                      .config("spark.sql.inMemoryColumnarStorage.compressed",True) \
                      .config("spark.sql.broadcastTimeout",P BROADCAST TIMEOUT) \
                      .getOrCreate()
            except Exception as e:
                logging.exception("EXCEPTION - Setting SparkSession"+str(e))
                raise e
            # Set SOL Context
            sqlContext=SQLContext(my spark)
            return sqlContext,my spark
```

```
In [7]: sqlContext, my_spark = set_spark_session()
```

Lets load the training data by specifying the SCHEMA

```
schema=StructType(
                          StructField('unique id',StringType(),True),
                          StructField('timestamp',DateType(),True),
                          StructField('advertisement_id',StringType(),True),
                          StructField('device_os',StringType(),True),
                          StructField('software_ver',StringType(),True),
                          StructField('Game_Id',IntegerType(),True),
                          StructField('location',StringType(),True),
                          StructField('ad start Count', IntegerType(), True),
                          StructField('ad_view_Count',IntegerType(),True),
                          StructField('ad click Count', IntegerType(), True),
                          StructField('ad_install_Count',IntegerType(),True),
                          StructField('dummy1',StringType(),True),
                          StructField('dummy2',StringType(),True),
                          StructField('dummy3',StringType(),True),
                          StructField('dummy4',StringType(),True),
                          StructField('device',StringType(),True),
                          StructField('install label', IntegerType(), True)
                         )
                      )
In [9]: | df_train_spark2 = my_spark.read.format("csv")\
                                        .option("delimiter", ";")\
                                        .option("header", "true")\
                                        .schema(schema)\
                                        .load("training data.csv")
In [10]: | df train spark2.printSchema()
         root
           -- unique id: string (nullable = true)
           -- timestamp: date (nullable = true)
           -- advertisement id: string (nullable = true)
           -- device os: string (nullable = true)
           -- software ver: string (nullable = true)
           -- Game Id: integer (nullable = true)
           -- location: string (nullable = true)
           -- ad start Count: integer (nullable = true)
           -- ad view Count: integer (nullable = true)
           -- ad click Count: integer (nullable = true)
           -- ad install Count: integer (nullable = true)
           -- dummy1: string (nullable = true)
           -- dummy2: string (nullable = true)
           -- dummy3: string (nullable = true)
           -- dummy4: string (nullable = true)
           -- device: string (nullable = true)
           -- install label: integer (nullable = true)
```

```
In [33]: df_train_spark2.show(5, False)
```

```
|unique id
                       |timestamp |advertisement id
                                                        |device os|s
oftware ver|Game Id|location|ad start Count|ad view Count|ad click Count|
ad_install_Count|device
                       |install label|
|5c36658fb58fad351175f0b6|2019-01-09|59687f0d896a6b0e5ce6ea15|ios
1.4.1
          |1373094|US
2
              |iPhone8,2|0
|5c38d5ab1c16172870186b5a|2019-01-11|59687f0d896a6b0e5ce6ea15|ios
          |2739989|US
2.1
                         10
              iPhone9,1 0
|5c38815de8f4e50e256e4f9c|2019-01-11|59687f0d896a6b0e5ce6ea15|ios
          |1373094|US
2.1.2
                         27
                                       26
0
              |iPhone7,1|0
|5c409ace532d5806d2c6a5e6|2019-01-17|59687f0d896a6b0e5ce6ea15|ios
          |1217749|US
                         |15
                                       14
              iPhone7,2 0
|5c3904b92d798c41e7f3088a|2019-01-11|59687f0d896a6b0e5ce6ea15|ios
          |1373094|US |20
                                       18
              |iPhone8,1|0
only showing top 5 rows
```

```
In [11]: df_train_spark2.select('unique_id','timestamp','software_ver','location','a
                          ,'device os','device').distinct().show(10, truncate=Fa
        unique id
                             | timestamp | software ver | location | ad start Count
        |device os|device
        |5c3e9dc10b2823fecd5d1990|2019-01-16|8.0.0
                                                 lus
                                                         42
        android samsung SM-G955U
        |5c40a0f69af55309a8258d51|2019-01-17|8.0.0
                                                 US
                                                         27
        android | samsung SM-N950U
        |5c350b7e0ff83a4f5ca78aef|2019-01-08|8.0.0
                                                 US
                                                         153
        android | samsung SM-G930V
        |5c3505ec33e3b14ba2061820|2019-01-08|7.0
                                                 lus
                                                         33
        android | samsung SM-G920V
        |5c3cd64d0dc75c23b5fcebeb|2019-01-14|8.1.0
                                                  GB
                                                         273
        android | HUAWEI CLT-L29
        |5c44d09ab59f8ca275b7a1ea|2019-01-20|8.0.0
                                                  |GB
                                                         72
        android | samsung SM-J600FN
        |5c341b80f2c54b4c7635fcf3|2019-01-08|8.0.0
                                                  |US
                                                         76
        android samsung SM-G955U
        |5c375e4596053725f3aa53c2|2019-01-10|7.0
                                                 RU
                                                         | 7
        android | HUAWEI HUAWEI CAN-L11 |
        |5c349428a3b7900dbb93a997|2019-01-08|6.0.1
                                                 RU
                                                         | 5
        android | Xiaomi Redmi 3S
        |5c454e07c5a284df7710f240|2019-01-21|6.0.1
                                                  RU
                                                         |22
        |android |Xiaomi Redmi 3S |
        +----+
        +----+
        only showing top 10 rows
```

Set Spark SQL Context to run SQL Queries

```
In [12]: sqlContext=SQLContext(my_spark)
```

Create a temp table to run SQL queries

```
In [13]: df_train_spark2.createOrReplaceTempView("df_train_table")
```

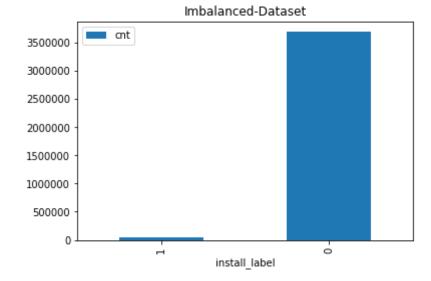
Vaow! Thats a Huge Imbalanced Data Set

```
In [15]: stats=sqlContext.sql('''
    select install_label, count(1) as cnt from df_train_table group by 1
    ''')
```

```
In [16]: stats.show()
```

```
+-----+
|install_label| cnt|
+-----+
| 1| 44744|
| 0|3694193|
```

In [17]: stats.toPandas().plot(kind='bar', title='Imbalanced-Dataset',x='install_lab



```
_____+
advertisement id
                     |install_label|cnt
|5c3bfb0b36c2c6cc18710e7b|0
                                   41482
|5c385d02ee4549000d8b9ddd|0
                                   36345
|5c0f2ff2f4ee9d00225714c2|0
                                   32688
|5afbea849f23a400284f2619|0
                                   30184
5c26db700f371292325680ec 0
                                   28402
|5bd2b810eb4bb3b817722baa|0
                                   26347
|5af41f3346d16a019f9d327d|0
                                   24042
|5c333b4d1d94abf8a325e55a|0
                                   23469
|5ba35fbb478f4102c28b1811|0
                                   |22620|
|5bd2ccefc9c2110ad461c1b3|0
                                   22267
```

only showing top 10 rows

```
+----+
|location|install_label|cnt
                   |571342|
RU
       0
                   284031
       0
IN
                   263013
BR
       0
                   |197981|
DE
       0
                   146836
GB
       0
                   125766
FR
       0
                   123234
       0
TR
                   121841
CN
       0
                   116602
|ID
                   |114815|
```

only showing top 10 rows

```
+-----+
|device_os|install_label|cnt |
+-----+
|android | 0 | 2696965|
|ios | 0 | 997228 |
|android | 1 | 32079 |
|ios | 1 | 12665 |
```

```
In [22]: columns_to_be_dropped=['dummy1','dummy2','dummy3','dummy4']
    df_train_spark2=df_train_spark2.drop(*columns_to_be_dropped)
```

-- ad_click_Count: integer (nullable = true)
-- ad install Count: integer (nullable = true)

-- install label: integer (nullable = true)

-- device: string (nullable = true)

```
In [24]:

from pyspark.ml import Pipeline
from pyspark.ml.classification import RandomForestClassifier
from pyspark.ml.feature import IndexToString, StringIndexer, VectorIndexer
from pyspark.ml.evaluation import MulticlassClassificationEvaluator

from pyspark.ml.linalg import Vectors

from pyspark.ml.feature import StringIndexer
from pyspark.ml.feature import OneHotEncoder
from pyspark.ml.feature import VectorAssembler
from pyspark.ml.feature import StandardScaler
from pyspark.ml.feature import MinMaxScaler
from pyspark.ml.feature import OneHotEncoderEstimator
```

```
In [26]: | spark_df.groupBy('install_label').count().show()
            ----+
          |install_label|count|
                       0 | 44744 |
                       1 | 44744 |
In [27]: spark_df.printSchema()
         root
           |-- unique id: string (nullable = true)
           -- timestamp: date (nullable = true)
           |-- advertisement_id: string (nullable = true)
           -- device os: string (nullable = true)
           -- software ver: string (nullable = true)
           -- Game Id: long (nullable = true)
           -- location: string (nullable = true)
           -- ad start Count: long (nullable = true)
           -- ad_view_Count: long (nullable = true)
           -- ad_click_Count: long (nullable = true)
           -- ad_install_Count: long (nullable = true)
           -- device: string (nullable = true)
           |-- install_label: long (nullable = true)
In [28]: spark df.dtypes
Out[28]: [('unique_id', 'string'),
          ('timestamp', 'date'),
           ('advertisement_id', 'string'),
           ('device os', 'string'),
           ('software ver', 'string'),
          ('Game_Id', 'bigint'),
('location', 'string'),
           ('ad_start_Count', 'bigint'),
          ('ad_view_Count', 'bigint'),
           ('ad click Count', 'bigint'),
          ('ad_install_Count', 'bigint'),
           ('device', 'string'),
           ('install label', 'bigint')]
```

Verify Categorical and Numeric Features before Feature Engineering

```
In [29]: cat cols = [i[0] for i in spark df.dtypes if i[1].startswith('string')]
         print(str(len(cat cols)) + ' categorical features')
         num cols = [i[0] for i in spark df.dtypes if i[1].startswith('int') | i[1].
         print(str(len(num cols)) + ' numerical features')
         time_cols = [i[0] for i in spark_df.dtypes if i[1].startswith('date')]
         print(str(len(time cols)) + ' date features')
         6 categorical features
         5 numerical features
         1 date features
In [30]: spark df.createOrReplaceTempView("spark df table")
In [31]: spark df= sqlContext.sql('''
         select tbl.*,
         CAST (tbl.timestamp as String) timestamp s
         from spark df table tbl
         ''')
In [34]:
         spark df.printSchema()
         root
          |-- unique_id: string (nullable = true)
          -- timestamp: date (nullable = true)
          -- advertisement id: string (nullable = true)
           -- device os: string (nullable = true)
           -- software ver: string (nullable = true)
           -- Game Id: long (nullable = true)
           -- location: string (nullable = true)
           -- ad start Count: long (nullable = true)
           -- ad view Count: long (nullable = true)
           -- ad click Count: long (nullable = true)
           -- ad install Count: long (nullable = true)
           -- device: string (nullable = true)
           -- install label: long (nullable = true)
           -- timestamp s: string (nullable = true)
```

Feature Engineering

SPARK PIPELINE

<u>StringIndexer</u> - It encodes a string column of labels to a column of label indices

<u>OneHotEncoder</u> - It maps a categorical feature, represented as a label index, to a binary vector with at most a single one-value indicating the presence of a specific feature value from among the set of all feature values.

<u>VectorAssembler</u> - It is a transformer that combines a given list of columns into a single vector column. It is useful for combining raw features and features generated by different feature transformers into a single feature vector, in order to train ML models like logistic regression and decision trees

<u>StandardScaler</u>- It transforms a dataset of Vector rows, normalizing each feature to have unit standard deviation and/or zero mean. It takes parameters:

```
stringIndexer1 = StringIndexer(handleInvalid='keep', inputCol='advertisemen
In [40]:
         stringIndexer2 = StringIndexer(handleInvalid='keep', inputCol='device_os',
         stringIndexer3 = StringIndexer(handleInvalid='keep', inputCol='software_ver
         stringIndexer4 = StringIndexer(handleInvalid='keep', inputCol='location', c
         stringIndexer5 = StringIndexer(handleInvalid='keep', inputCol='device', out
         stringIndexer6 = StringIndexer(handleInvalid='keep', inputCol='timestamp_s'
         oneHotEncoder = OneHotEncoderEstimator(inputCols=
                                                       ["advertisement id i",
                                                       "device_os_i",
                                                       "software ver i",
                                                       "location_i",
                                                       "device i",
                                                       "timestamp i",
                                                   outputCols=["advertisement_id_o",
                                                       "device_os_o",
                                                       "software_ver_o",
                                                       "location o",
                                                       "device o",
                                                       "timestamp_o",
                                                       1
                                            )
         unscaled features = ["advertisement id o", "device os o", "software ver o", "lo
                             , "Game_Id", "ad_start_Count", "ad_view_Count", "ad_click_Co
         vectorAssembler = VectorAssembler(inputCols=unscaled features, outputCol="v
         standardScaler = StandardScaler(inputCol="vector features", outputCol="scal
         #standardScaler = MinMaxScaler(inputCol="unscaled features", outputCol="scaled")
         stages = [stringIndexer1,
                   stringIndexer2,
                   stringIndexer3,
                   stringIndexer4,
                   stringIndexer5,
                   stringIndexer6,
                   oneHotEncoder,
                   vectorAssembler,
                   standardScaler
                   ]
         pipeline = Pipeline(stages=stages)
         model = pipeline.fit(spark df)
         pipeline_df = model.transform(spark_df)
```

```
In [41]: pipeline_df = pipeline_df.withColumnRenamed("install_label", "label")
```

```
In [42]: pipeline_df.dtypes
Out[42]: [('unique id', 'string'),
          ('timestamp', 'date'),
          ('advertisement_id', 'string'),
          ('device_os', 'string'),
          ('software ver', 'string'),
          ('Game_Id', 'bigint'),
          ('location', 'string'),
          ('ad_start_Count', 'bigint'),
          ('ad_view_Count', 'bigint'),
          ('ad_click_Count', 'bigint'),
          ('ad_install_Count', 'bigint'),
          ('device', 'string'),
          ('label', 'bigint'),
          ('timestamp_s', 'string'),
          ('advertisement_id_i', 'double'),
          ('device_os_i', 'double'),
          ('software_ver_i', 'double'),
          ('location_i', 'double'),
          ('device_i', 'double'),
          ('timestamp_i', 'double'),
          ('timestamp_o', 'vector'),
          ('software_ver_o', 'vector'),
          ('advertisement_id_o', 'vector'),
          ('device_os_o', 'vector'),
          ('location_o', 'vector'),
          ('device o', 'vector'),
          ('vector_features', 'vector'),
          ('scaled_features', 'vector')]
         Train Test Split
         (trainingData, testData) = pipeline_df.randomSplit([0.7, 0.3])
In [43]:
In [44]: | trainingData.groupBy('label').count().show()
         +----+
         |label|count|
         +----+
              0 | 31294 |
              1 | 31347 |
         +----+
        testData.groupBy('label').count().show()
In [45]:
```

+----+ |label|count|

> 0|13450| 1|13397| ----+

Train a Spark ML RandomForest model

```
In [46]: rf = RandomForestClassifier(labelCol="label", featuresCol="scaled_features")
```

Hyper-Parameter Tuning & Cross Validation

Fit model to data train

```
In [48]: model=crossval_rf.fit(trainingData)
```

Make predictions.

```
In [51]: predictions = model.transform(testData)
In [52]: predictions.summary
```

Out[52]: <bound method DataFrame.summary of DataFrame[unique_id: string, timestam
 p: date, advertisement_id: string, device_os: string, software_ver: strin
 g, Game_Id: bigint, location: string, ad_start_Count: bigint, ad_view_Cou
 nt: bigint, ad_click_Count: bigint, ad_install_Count: bigint, device: str
 ing, label: bigint, timestamp_s: string, advertisement_id_i: double, devi
 ce_os_i: double, software_ver_i: double, location_i: double, device_i: do
 uble, timestamp_i: double, timestamp_o: vector, software_ver_o: vector, a
 dvertisement_id_o: vector, device_os_o: vector, location_o: vector, devic
 e_o: vector, vector_features: vector, scaled_features: vector, rawPredict
 ion: vector, probability: vector, prediction: double]>

```
In [54]: # Select example rows to display.
         predictions.select("unique_id", "probability", "prediction", "label").show(20,
         unique id
                                   probability
                                                                             predic
         tion|label|
         5c33eba781a8c737c2ec42de|[0.49086168693113674,0.5091383130688633]|1.0
         5c33ebf3c4e4943aa8d34284|[0.49091789641817646,0.5090821035818236]|1.0
          5c33edf170df593bb1449cdc|[0.47250782851328116,0.5274921714867189]|1.0
         5c33efc439eec03b7c79a024|[0.48925811886795517,0.5107418811320449]|1.0
          5c33f14221dfc23be5d89ddb|[0.46993750326561995,0.5300624967343801]|1.0
         5c33f16784ee253d24c108a6|[0.5034721368858157,0.49652786311418423]|0.0
         |5c33f2c87cd9e33d59178db2|[0.4864659990220912,0.5135340009779088] |1.0
         5c33f985ab1b4d3f367114d7|[0.48925811886795517,0.5107418811320449]|1.0
         5c33fbf3001c943fd5fa87da|[0.49227419772595127,0.5077258022740487]|1.0
          5c3401b382b0ca43c413a8b5 | [0.4915733341965586, 0.5084266658034414] | 1.0
          5c3402fe1b46b642bb7915f2 | [0.47148950332940637,0.5285104966705937] | 1.0
          5c3403bf37e56442bb7d2153 | [0.4715972808158412,0.5284027191841589] | 1.0
          |5c3405992805dd4537973df3|[0.5029289295747852,0.4970710704252149] |0.0
          5c34119e03891d48f1621f3c|[0.4885507588088194,0.5114492411911806] |1.0
          5c34160a1686004b389c8898 | [0.49086168693113674,0.5091383130688633] | 1.0
          5c342207cf05034ebd56ad9e | [0.4913428786546833, 0.5086571213453167] | 1.0
          5c342676db3e6052424d7391 | [0.47230892808126307, 0.527691071918737] | 1.0
          5c34270ea875c952771660db | [0.4686930962772564,0.5313069037227437] | 1.0
         5c342a84e1d701534bc34fab|[0.48509983518928357,0.5149001648107165]|1.0
         5c34324025c6e057a4d384bc|[0.48913894456851514,0.5108610554314849]|1.0
         only showing top 20 rows
```

Model Performance Measures

Accuracy - Model performance

<u>Confusion Matrix</u>:: a table showing correct predictions and types of incorrect predictions.

<u>Precision</u>:: the number of true positives divided by all positive predictions. Precision is also called Positive Predictive Value. It is a measure of a classifier's exactness. Low precision indicates a high number of false positives.

<u>Recall</u>:: the number of true positives divided by the number of positive values in the test data. Recall is also called Sensitivity or the True Positive Rate. It is a measure of a classifier's completeness. Low recall indicates a high number of false negatives.

<u>F1</u>:: Score: the weighted average of precision and recall.

```
In [55]: #Evaluate model by calculating accuracy and area under curve (AUC)
         rf hyper eval = BinaryClassificationEvaluator(rawPredictionCol="probability
         rf hyper AUC = rf hyper eval.evaluate(predictions)
         #rf hyper ACC = rf hyper eval.evaluate(predictions, {rf hyper eval.metrick
         print("Performance Measure")
         #print("Accuracy = %0.2f" % rf hyper ACC)
         print("AUC = %.2f" % rf_hyper_AUC)
         Performance Measure
         AUC = 0.92
In [56]: cm_rf_result_hyper = predictions.crosstab("prediction", "label")
         cm rf result hyper = cm rf result hyper.toPandas()
         cm rf result hyper
Out[56]:
            prediction label
                                  1
                     1.0
                         1551 11452
                     0.0 11899
                               1945
          1
         predictions.select('prediction','label').distinct().show()
In [57]:
           ____+
         |prediction|label|
                 1.0
                         1 |
                 0.0
                         1 |
                 1.0
                         0 |
                 0.0
                         0 |
```

```
In [58]: #calculate accuracy, sensitivity, specificity and precision
         TP = cm rf result hyper["1"][0]
         FP = cm_rf_result_hyper["0"][0]
         TN = cm_rf_result_hyper["0"][1]
         FN = cm_rf_result_hyper["1"][1]
         Accuracy = (TP+TN)/(TP+FP+TN+FN)
         Sensitivity = TP/(TP+FN)
         Specificity = TN/(TN+FP)
         Precision = TP/(TP+FP)
         print ("Accuracy = %0.2f" %Accuracy )
         print ("Sensitivity/Recall = %0.2f" %Sensitivity )
         print ("Specificity = %0.2f" %Specificity )
         print ("Precision = %0.2f" %Precision )
         Accuracy = 0.87
         Sensitivity/Recall = 0.85
         Specificity = 0.88
         Precision = 0.88
In [59]: from pyspark.ml.evaluation import RegressionEvaluator
         evaluator = RegressionEvaluator(labelCol="label", predictionCol="prediction")
         rmse = evaluator.evaluate(predictions)
         print("Root Mean Squared Error (RMSE) on test data = %g" % rmse)
         Root Mean Squared Error (RMSE) on test data = 0.360859
In [60]: sqlContext.clearCache()
```

THANK YOU