**Enron Submission Free-Response Questions**

The goal of this project is: given a dataset describing certain aspects of the employees (e.g. payment, stock, and email interaction data), by applying feature engineering techniques, build a model to predict who are the POIs among all the employees. Machine learning methods are important in this project due to its ability to learn the necessary features to distinguish POIs from non-POIs. The dataset used in this project contains 145 employees’ data and 18 columns.

* From the result of previous exercises we know that all features in the dataset are the following: poi, salary, to\_messages, deferral\_payments, total\_payments, exercised\_stock\_options, bonus, restricted\_stock, shared\_receipt\_with\_poi, restricted\_stock\_deferred, total\_stock\_value, expenses, loan\_advances, from\_messages, other, from\_this\_person\_to\_poi, director\_fees, deferred\_income, long\_term\_incentive, email\_address, from\_poi\_to\_this\_person
* Below tables show the statistics of all features listed in the dataset. By applying describe function to the dataset, we got the mean, standard deviation, quartiles, min and max. It is easily seen that all features related to employee payments seem unusual when looking at the max value. For example the total payments – the 75% value is 1.98E+06, whereas the max value is 3.10E08, which is 157 times the 75% value. Also, this 75% value is smaller than the mean value. This indicates the mean value is actually influenced by one or few extremely large values. Therefore, the max of total payments can be considered as an outlier.
* Similarly, we can find features such as salary, deferral payments, exercised stock options etc. also contain outliers. Here is a reference from Forbes regarding the Enron payment: “*Between 1996 and 2000, the average chief executive salary and bonus increased by 24% to $1.72 million, according to a Forbes study of proxy reports. Total CEO compensation, including stock options and restricted stock grants, grew 166% to an average of $7.43 million. In the same period, corporate profits grew by 16%, and per capita income grew by 18%. Enron was at the cutting edge of this trend. The stated goal of its board of directors was to pay executives in the 75th percentile of its peer group. In fact, it paid them vastly more and on a scale completely out of whack with the company’s financial results–even if its reported financial results are accepted as accurate.*” In the article, the author analyzed Enron’s payment problem. The quote above mentioned that Enron paid executives much more than 75th percentile of the peer group. And the underlined features are the ones that can be confirmed by our dataset.

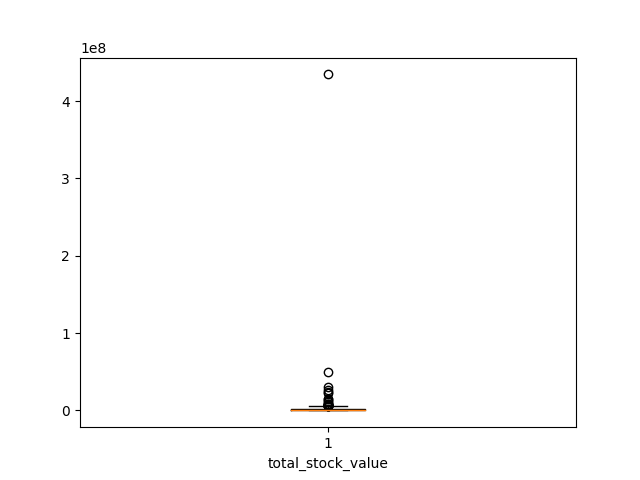
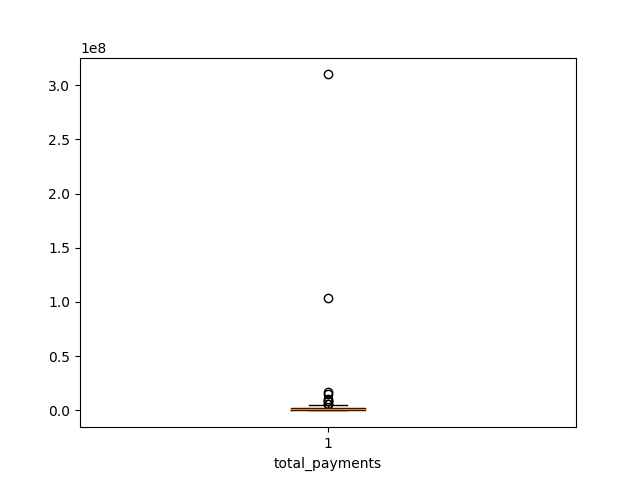
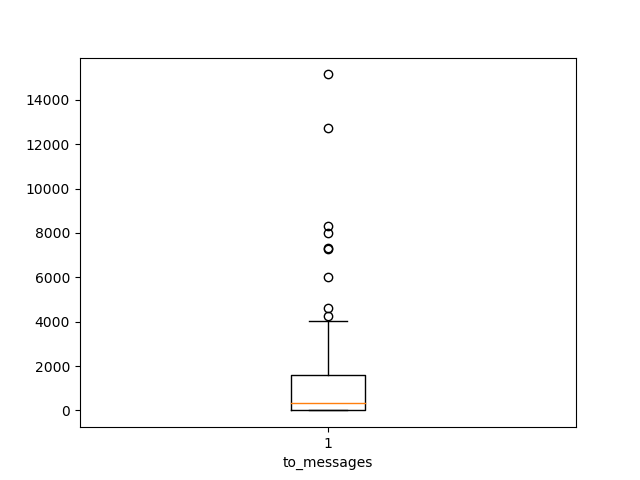
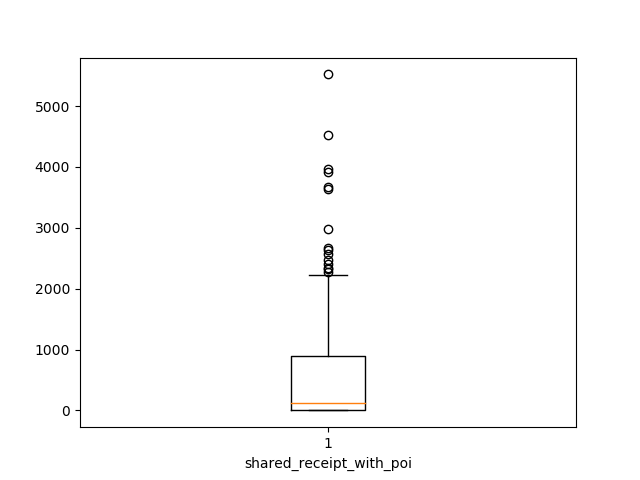
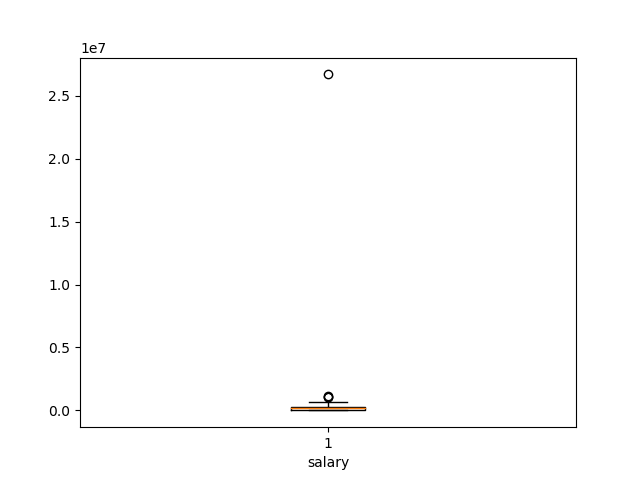
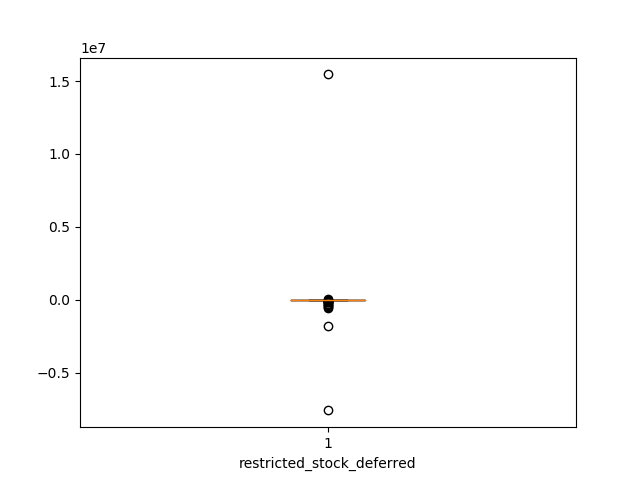
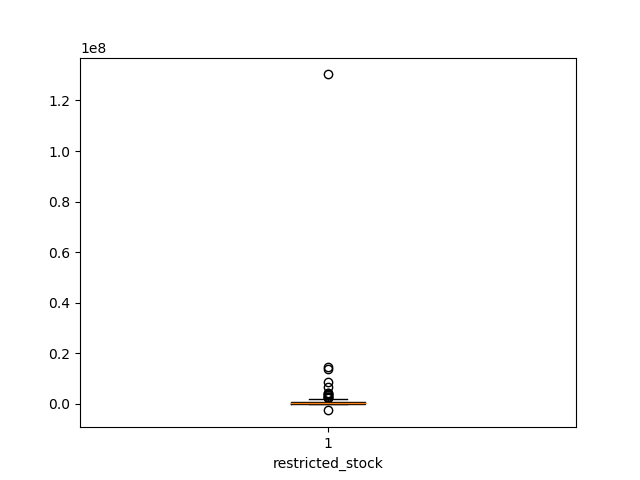
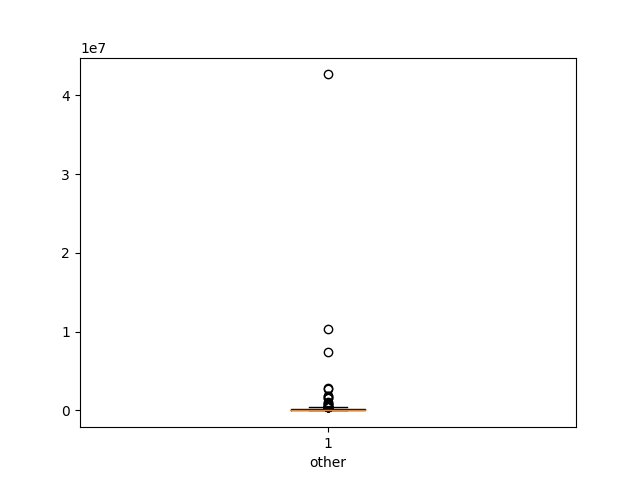
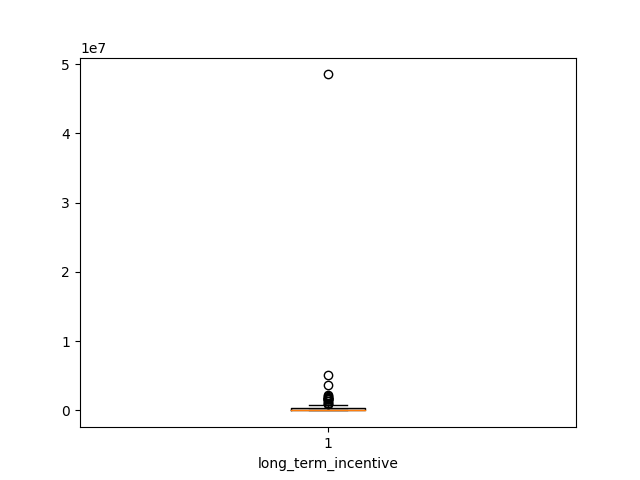
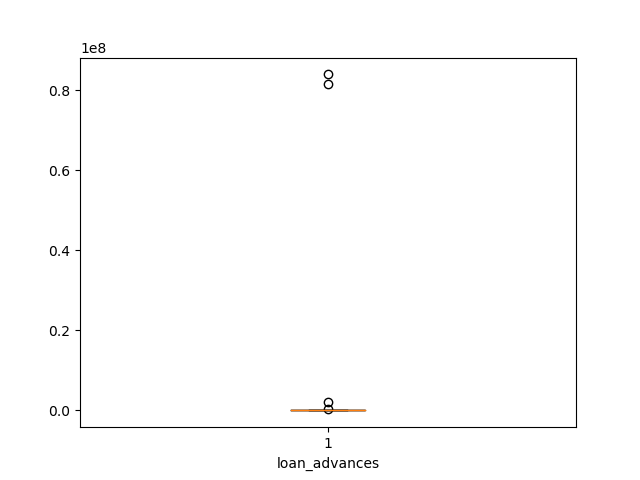
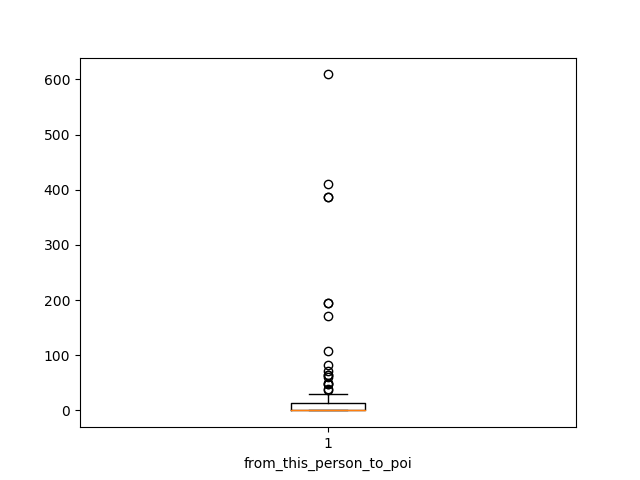
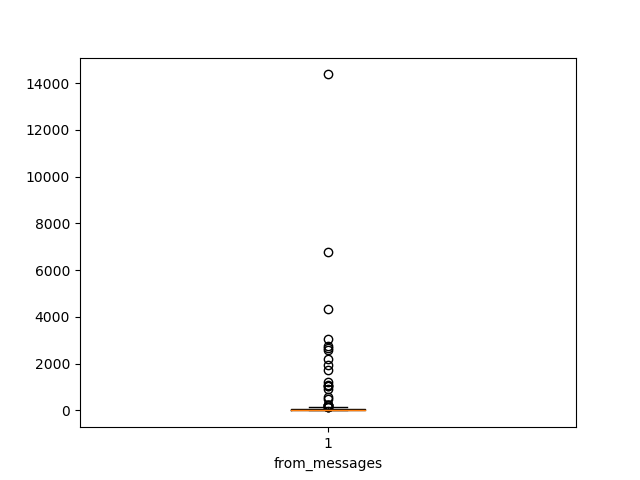
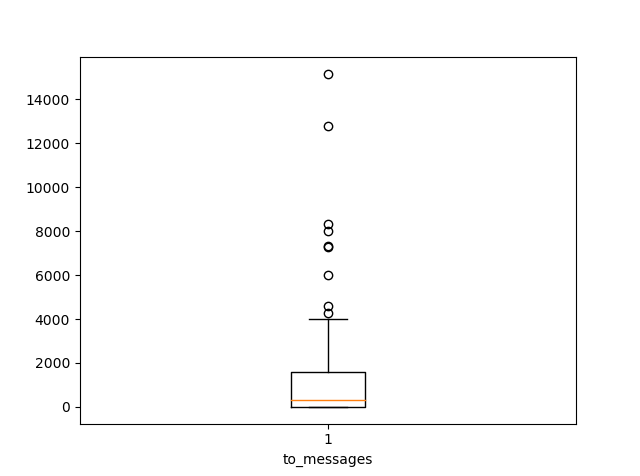
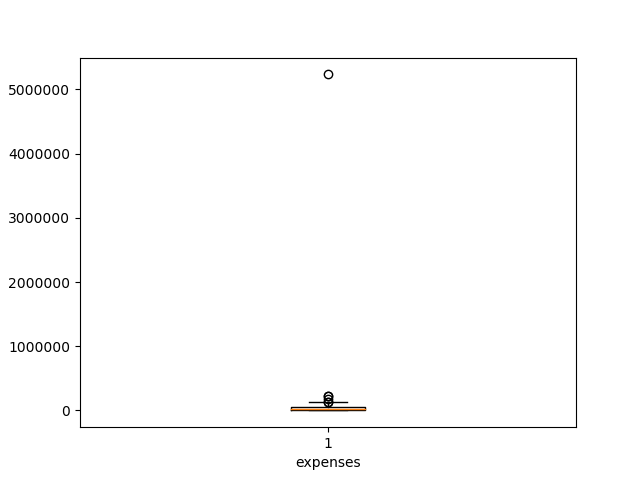
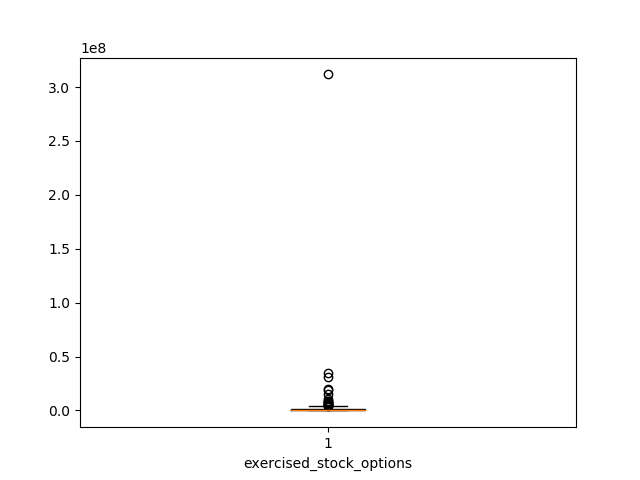
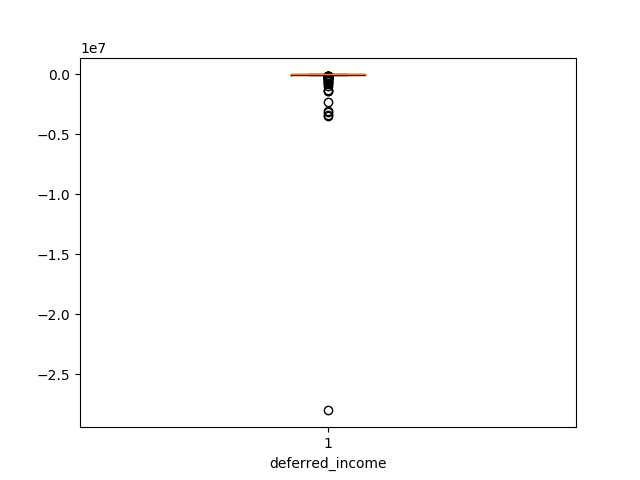
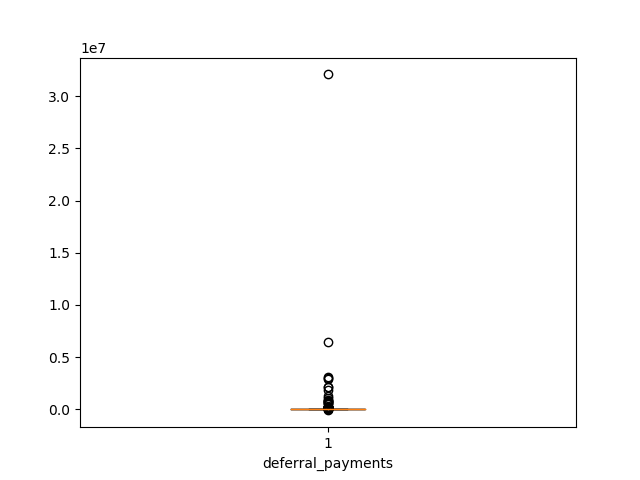
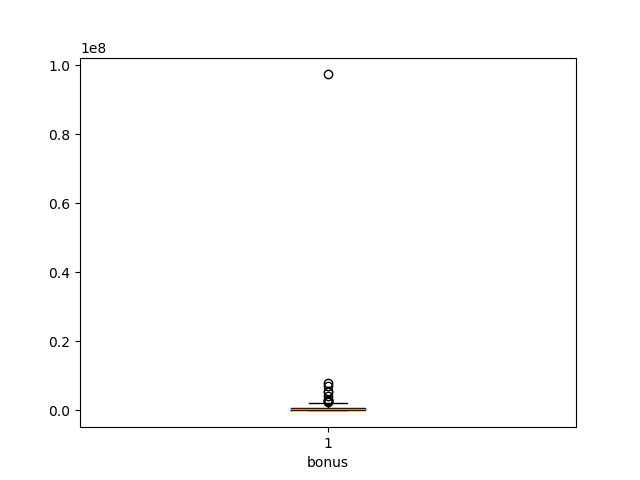
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **salary** | **to\_messages** | **deferral\_payments** | **total\_payments** | **exercised\_stock\_options** |
| **count** | 1.45E+02 | 1.45E+02 | 1.45E+02 | 1.45E+02 | 1.45E+02 |
| **mean** | 3.68E+05 | 1.23E+03 | 4.42E+05 | 4.38E+06 | 4.21E+06 |
| **std** | 2.21E+06 | 2.23E+03 | 2.75E+06 | 2.70E+07 | 2.62E+07 |
| **min** | 0.00E+00 | 0.00E+00 | -1.03E+05 | 0.00E+00 | 0.00E+00 |
| **25%** | 0.00E+00 | 0.00E+00 | 0.00E+00 | 1.03E+05 | 0.00E+00 |
| **50%** | 2.11E+05 | 3.12E+02 | 0.00E+00 | 9.67E+05 | 6.09E+05 |
| **75%** | 2.71E+05 | 1.61E+03 | 1.03E+04 | 1.98E+06 | 1.73E+06 |
| **max** | **2.67E+07** | 1.51E+04 | **3.21E+07** | **3.10E+08** | **3.12E+08** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **bonus** | **restricted\_stock** | **shared\_receipt\_**  **with\_poi** | **restricted\_stock\_**  **deferred** | **total\_stock\_value** |
| **count** | 1.45E+02 | 1.45E+02 | 145 | 1.45E+02 | 1.45E+02 |
| **mean** | 1.34E+06 | 1.76E+06 | 697.765517 | 2.07E+04 | 5.89E+06 |
| **std** | 8.12E+06 | 1.09E+07 | 1075.128126 | 1.44E+06 | 3.64E+07 |
| **min** | 0.00E+00 | -2.60E+06 | 0 | **-7.58E+06** | -4.41E+04 |
| **25%** | 0.00E+00 | 3.25E+04 | 0 | 0.00E+00 | 2.52E+05 |
| **50%** | 3.00E+05 | 3.61E+05 | 114 | 0.00E+00 | 9.76E+05 |
| **75%** | 8.00E+05 | 8.53E+05 | 900 | 0.00E+00 | 2.33E+06 |
| **max** | **9.73E+07** | **1.30E+08** | **5521** | **1.55E+07** | **4.35E+08** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **expenses** | **loan\_advances** | **from\_messages** | **other** | **from\_this\_person\_to\_poi** |
| **count** | 1.45E+02 | 1.45E+02 | 145 | 1.45E+02 | 145 |
| **mean** | 7.12E+04 | 1.16E+06 | 361.075862 | 5.89E+05 | 24.455172 |
| **std** | 4.34E+05 | 9.68E+06 | 1445.944684 | 3.69E+06 | 79.527073 |
| **min** | 0.00E+00 | 0.00E+00 | 0 | 0.00E+00 | 0 |
| **25%** | 0.00E+00 | 0.00E+00 | 0 | 0.00E+00 | 0 |
| **50%** | 2.15E+04 | 0.00E+00 | 17 | 9.72E+02 | 0 |
| **75%** | 5.39E+04 | 0.00E+00 | 52 | 1.51E+05 | 14 |
| **max** | 5.24E+06 | 8.39E+07 | **14368** | 4.27E+07 | **609** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **director\_fees** | **deferred\_income** | **long\_term\_incentive** | **from\_poi\_to\_this\_person** |
| **count** | 1.45E+02 | 1.45E+02 | 1.45E+02 | 145 |
| **mean** | 1.96E+04 | -3.85E+05 | 6.69E+05 | 38.489655 |
| **std** | 1.19E+05 | 2.39E+06 | 4.06E+06 | 74.088359 |
| **min** | 0.00E+00 | -2.80E+07 | 0.00E+00 | 0 |
| **25%** | 0.00E+00 | -3.83E+04 | 0.00E+00 | 0 |
| **50%** | 0.00E+00 | 0.00E+00 | 0.00E+00 | 4 |
| **75%** | 0.00E+00 | 0.00E+00 | 3.75E+05 | 41 |
| **max** | 1.40E+06 | 0.00E+00 | 4.85E+07 | 528 |

To get a better idea, below visualizes the statistics using boxplot.



What features did you end up using in your POI identifier, and what selection process did you use to pick them? Did you have to do any scaling? Why or why not? As part of the assignment, you should attempt to engineer your own feature that does not come ready-made in the dataset -- explain what feature you tried to make, and the rationale behind it. (You do not necessarily have to use it in the final analysis, only engineer and test it.) In your feature selection step, if you used an algorithm like a decision tree, please also give the feature importance of the features that you use, and if you used an automated feature selection function like SelectKBest, please report the feature scores and reasons for your choice of parameter values.  [Relevant rubric items: “create new features”, “properly scale features”, “intelligently select feature”]

1. What algorithm did you end up using? What other one(s) did you try? How did model performance differ between algorithms?  [relevant rubric item: “pick an algorithm”]
2. What does it mean to tune the parameters of an algorithm, and what can happen if you don’t do this well?  How did you tune the parameters of your particular algorithm? What parameters did you tune? (Some algorithms do not have parameters that you need to tune -- if this is the case for the one you picked, identify and briefly explain how you would have done it for the model that was not your final choice or a different model that does utilize parameter tuning, e.g. a decision tree classifier).  [relevant rubric item: “tune the algorithm”]
3. What is validation, and what’s a classic mistake you can make if you do it wrong? How did you validate your analysis?  [relevant rubric item: “validation strategy”]
4. Give at least 2 evaluation metrics and your average performance for each of them.  Explain an interpretation of your metrics that says something human-understandable about your algorithms performance. [relevant rubric item: “usage of evaluation metrics”]