In [1]:

import numpy as np
import pandas as pd

In [2]:

df = pd.read_csv('retail_price.csv')

In [3]:

df

Out[3]:

	product_id	product_category_name	month_year	qty	total_price	freight_price	unit_price	ı	
0	bed1	bed_bath_table	01-05-2017	1	45.95	15.100000	45.950000	_	
1	bed1	bed_bath_table	01-06-2017	3	137.85	12.933333	45.950000		
2	bed1	bed_bath_table	01-07-2017	6	275.70	14.840000	45.950000		
3	bed1	bed_bath_table	01-08-2017	4	183.80	14.287500	45.950000		
4	bed1	bed_bath_table	01-09-2017	2	91.90	15.100000	45.950000		
671	bed5	bed_bath_table	01-05-2017	1	215.00	8.760000	215.000000		
672	bed5	bed_bath_table	01-06-2017	10	2090.00	21.322000	209.000000		
673	bed5	bed_bath_table	01-07-2017	59	12095.00	22.195932	205.000000		
674	bed5	bed_bath_table	01-08-2017	52	10375.00	19.412885	199.509804		
675	bed5	bed_bath_table	01-09-2017	32	5222.36	24.324687	163.398710		
676 r	676 rows × 30 columns								

Exploratory Data Analysis

In [4]:

df.shape

Out[4]:

(676, 30)

In [5]:

```
df.columns
```

Out[5]:

In [6]:

```
df.duplicated().sum()
```

Out[6]:

0

In [7]:

```
df.isnull().sum()
```

Out[7]:

```
0
product_id
                                 0
product_category_name
                                 0
month_year
                                 0
qty
total_price
                                 0
                                 0
freight_price
unit_price
                                 0
product_name_lenght
                                 0
product_description_lenght
                                 0
product_photos_qty
                                 0
product_weight_g
                                 0
product_score
                                 0
customers
                                 0
weekday
                                 0
weekend
                                 0
holiday
                                 0
month
                                 0
                                 0
year
S
                                 0
volume
                                 0
                                 0
comp_1
ps1
                                 0
                                 0
fp1
                                 0
comp_2
                                 0
ps2
                                 0
fp2
comp_3
                                 0
ps3
                                 0
                                 0
fp3
lag price
                                 0
dtype: int64
```

In [8]:

```
df.info()
```

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 676 entries, 0 to 675
Data columns (total 30 columns):

#	Column	Non-Null Count	Dtype
0	product_id	676 non-null	object
1	<pre>product_category_name</pre>	676 non-null	object
2	month_year	676 non-null	object
3	qty	676 non-null	int64
4	total_price	676 non-null	float64
5	freight_price	676 non-null	float64
6	unit_price	676 non-null	float64
7	<pre>product_name_lenght</pre>	676 non-null	int64
8	<pre>product_description_lenght</pre>	676 non-null	int64
9	product_photos_qty	676 non-null	int64
10	product_weight_g	676 non-null	int64
11	product_score	676 non-null	float64
12	customers	676 non-null	int64
13	weekday	676 non-null	int64
14	weekend	676 non-null	int64
15	holiday	676 non-null	int64
16	month	676 non-null	int64
17	year	676 non-null	int64
18	S	676 non-null	float64
19	volume	676 non-null	int64
20	comp_1	676 non-null	float64
21	ps1	676 non-null	float64
22	fp1	676 non-null	float64
23	comp_2	676 non-null	float64
24	ps2	676 non-null	float64
25	fp2	676 non-null	float64
26	comp_3	676 non-null	float64
27	ps3	676 non-null	float64
28	fp3	676 non-null	float64
29	lag_price	676 non-null	float64
4+,,,,,	oc. £100+C4/1F\ : m+C4/12\	ab = a a + (2)	

dtypes: float64(15), int64(12), object(3)

memory usage: 158.6+ KB

In [9]:

df.describe()

Out[9]:

	qty	total_price	freight_price	unit_price	product_name_lenght	product_descript
count	676.000000	676.000000	676.000000	676.000000	676.000000	1
mean	14.495562	1422.708728	20.682270	106.496800	48.720414	•
std	15.443421	1700.123100	10.081817	76.182972	9.420715	1
min	1.000000	19.900000	0.000000	19.900000	29.000000	
25%	4.000000	333.700000	14.761912	53.900000	40.000000	:
50%	10.000000	807.890000	17.518472	89.900000	51.000000	1
75%	18.000000	1887.322500	22.713558	129.990000	57.000000	!
max	122.000000	12095.000000	79.760000	364.000000	60.000000	31

8 rows × 27 columns

In [10]:

df.nunique()

Out[10]:

product_id	52
<pre>product_category_name</pre>	9
month_year	20
qty	66
total_price	573
freight_price	653
unit_price	280
<pre>product_name_lenght</pre>	24
<pre>product_description_lenght</pre>	46
product_photos_qty	7
<pre>product_weight_g</pre>	45
product_score	11
customers	94
weekday	4
weekend	3
holiday	5
month	12
year	2
S	450
volume	40
comp_1	88
ps1	9
fp1	179
comp_2	123
ps2	10
fp2	242
comp_3	105
ps3	9
fp3	229
lag_price	307
dtype: int64	

In [11]:

```
object_columns = df.select_dtypes(include='object').columns
print("Object Columns:")
print(object_columns)
print()

# Identify numerical types
numerical_columns = df.select_dtypes(include=['int64', 'float64']).columns
print("Numerical Columns:")
print(numerical_columns)
Object Columns:
Today(['product_id', 'product_category_name', 'month_year'], dtype='object')
```

In [12]:

```
import matplotlib.pyplot as plt
import seaborn as sns
```

In [13]:

```
import warnings
warnings.filterwarnings('ignore')
```

In [14]:

```
for i in object_columns:
    print(i,':')
    print(df[i].unique())
    print('\n')
product_id :
['bed1' 'garden5' 'consoles1' 'garden7' 'health9' 'cool4' 'health3'
 'perfumery1' 'cool5' 'health8' 'garden4' 'computers5' 'garden10'
 'computers6' 'health6' 'garden6' 'health10' 'watches2' 'health1'
 garden8' 'garden9' 'watches6' 'cool3' 'perfumery2' 'cool2' 'computers1'
 'consoles2' 'health5' 'watches8' 'furniture4' 'watches5' 'health7' 'bed3'
 'garden3' 'bed2' 'furniture3' 'watches4' 'watches3' 'furniture2'
 'garden2' 'furniture1' 'health2' 'garden1' 'cool1' 'computers4'
 'watches7' 'computers3' 'health4' 'watches1' 'computers2' 'bed4' 'bed5']
product_category_name :
['bed_bath_table' 'garden_tools' 'consoles_games' 'health_beauty'
 'cool_stuff' 'perfumery' 'computers_accessories' 'watches_gifts'
 'furniture_decor']
month year :
['01-05-2017' '01-06-2017' '01-07-2017' '01-08-2017' '01-09-2017'
 '01-10-2017' '01-11-2017' '01-12-2017' '01-01-2018' '01-02-2018'
 '01-03-2018' '01-04-2018' '01-05-2018' '01-06-2018' '01-07-2018'
 '01-08-2018' '01-03-2017' '01-04-2017' '01-02-2017' '01-01-2017']
```

In [15]:

```
for i in object_columns:
    print(i,':')
    print(df[i].value_counts())
    print('\n')
```

```
product_id :
               20
health5
health7
               20
bed2
               19
garden1
               18
health9
               18
garden3
               18
computers4
               18
               17
health8
watches1
               17
               17
garden9
               17
garden2
garden7
               16
               16
garden10
garden6
               16
bed1
               16
computers1
               15
cool1
               15
watches3
               15
               15
watches2
garden5
               14
               14
garden4
garden8
               14
watches6
               14
               13
perfumery2
cool2
               13
furniture2
               13
               13
health2
furniture1
               13
perfumery1
               13
cool5
               13
               12
watches7
furniture3
               12
consoles1
               12
health4
               11
bed3
               11
               10
computers3
computers2
               10
bed4
               10
consoles2
               10
watches4
               10
watches5
               10
furniture4
               10
watches8
               10
                9
health1
                9
cool4
                8
computers6
                8
computers5
                8
health3
                7
cool3
                7
health10
                7
health6
bed5
                5
```

Name: product_id, dtype: int64

```
product_category_name :
garden_tools
                          160
health_beauty
                          130
watches_gifts
                          103
computers_accessories
                           69
bed_bath_table
                           61
```

```
cool_stuff 57
furniture_decor 48
perfumery 26
consoles_games 22
```

Name: product_category_name, dtype: int64

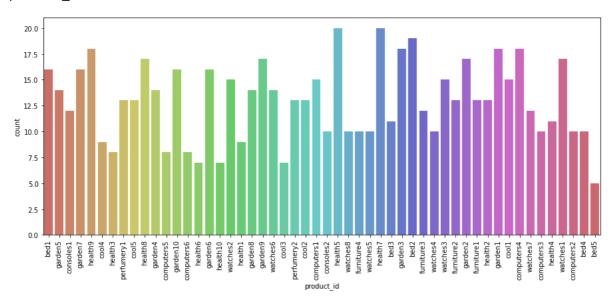
month_year	:		
01-03-2018		50	
01-02-2018		49	
01-01-2018		48	
01-04-2018		48	
01-11-2017		44	
01-12-2017		44	
01-10-2017		43	
01-06-2018		42	
01-05-2018		40	
01-07-2018		40	
01-08-2018		38	
01-08-2017		37	
01-09-2017		36	
01-07-2017		33	
01-06-2017		25	
01-05-2017		20	
01-04-2017		15	
01-03-2017		13	
01-02-2017		9	
01-01-2017		2	

Name: month_year, dtype: int64

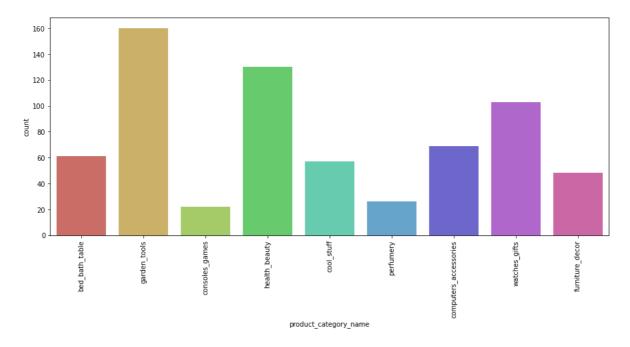
In [16]:

```
for i in object_columns:
    print(i,':')
    plt.figure(figsize=(15,6))
    sns.countplot(df[i], data = df, palette = 'hls')
    plt.xticks(rotation = 90)
    plt.show()
    print('\n')
```

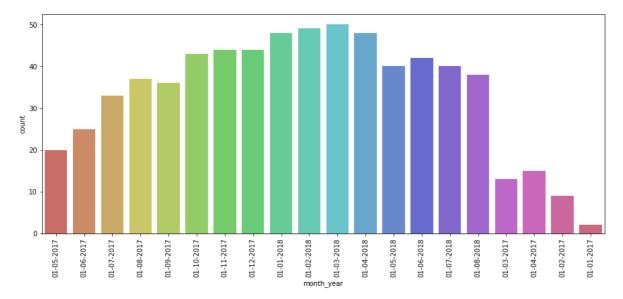
product_id :



product_category_name :



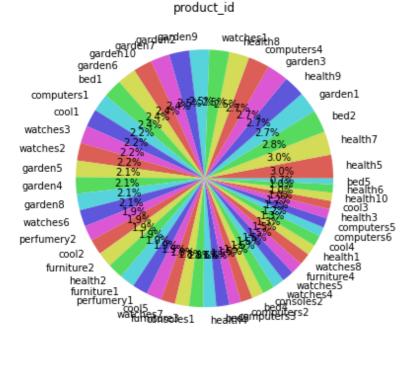
month_year :



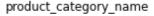
In [17]:

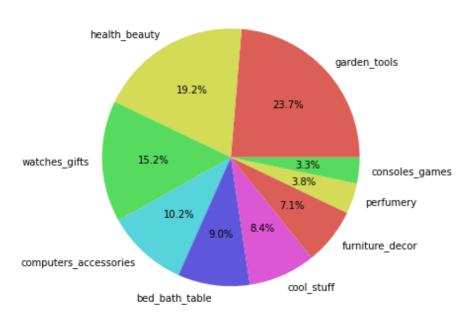
```
for i in object_columns:
    print(i, ':')
    plt.figure(figsize=(15, 6))
    counts = df[i].value_counts()
    plt.pie(counts, labels=counts.index, autopct='%1.1f%%', colors=sns.color_palette('hls'))
    plt.title(i)
    plt.show()
    print('\n')
```

product_id :

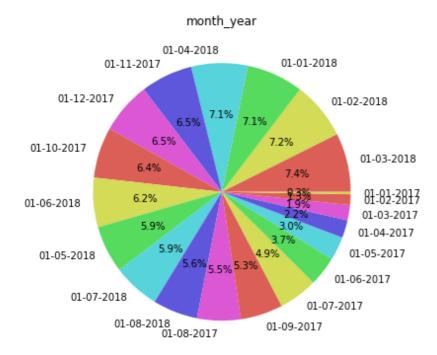


product_category_name :





month_year :



In [18]:

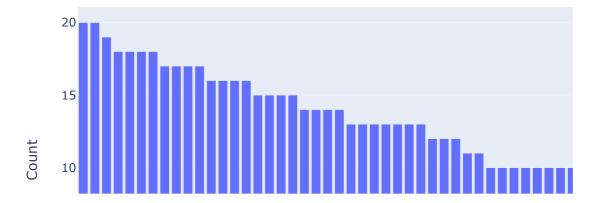
import plotly.express as px
import plotly.graph_objects as go

In [19]:

```
for i in object_columns:
    print(i, ':')
    fig = go.Figure(data=[go.Bar(x=df[i].value_counts().index, y=df[i].value_counts())])
    fig.update_layout(
        title=i,
        xaxis_title="Categories",
        yaxis_title="Count"
    )
    fig.show()
    print('\n')
```

product_id :

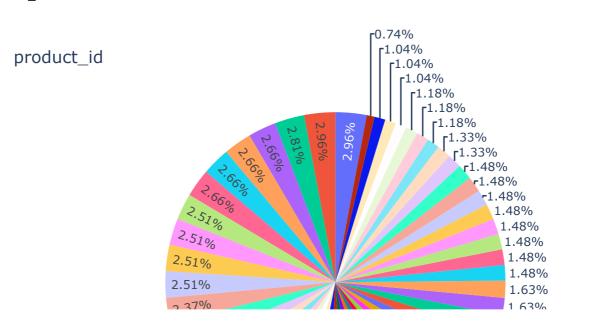
product_id



In [20]:

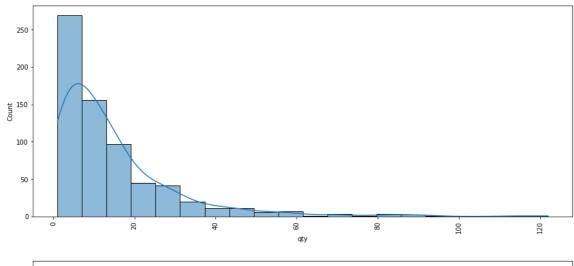
```
for i in object_columns:
    print(i, ':')
    counts = df[i].value_counts()
    fig = go.Figure(data=[go.Pie(labels=counts.index, values=counts)])
    fig.update_layout(title=i)
    fig.show()
    print('\n')
```

product_id :



In [21]:

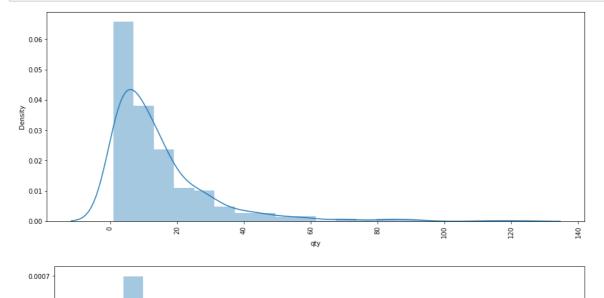
```
for i in numerical_columns:
   plt.figure(figsize=(15,6))
   sns.histplot(df[i], kde = True, bins = 20, palette = 'hls')
   plt.xticks(rotation = 90)
   plt.show()
```



250 -

In [22]:

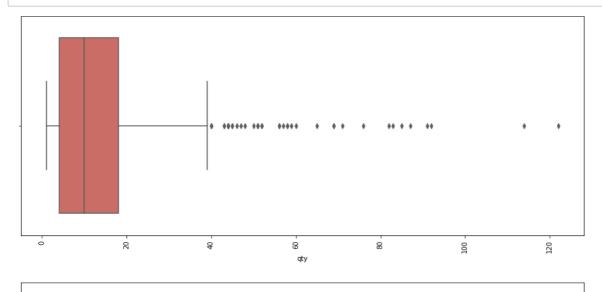
```
for i in numerical_columns:
    plt.figure(figsize=(15,6))
    sns.distplot(df[i], kde = True, bins = 20)
    plt.xticks(rotation = 90)
    plt.show()
```



In [23]:

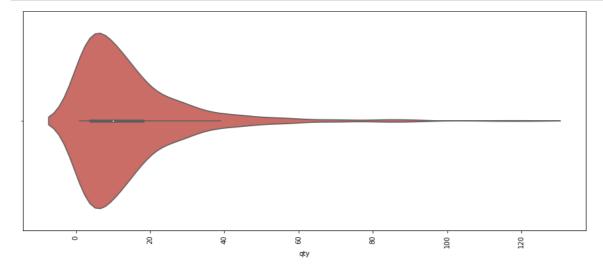
0.0006

```
for i in numerical_columns:
    plt.figure(figsize=(15,6))
    sns.boxplot(df[i], data = df, palette = 'hls')
    plt.xticks(rotation = 90)
    plt.show()
```



In [24]:

```
for i in numerical_columns:
   plt.figure(figsize=(15,6))
   sns.violinplot(df[i], data = df, palette = 'hls')
   plt.xticks(rotation = 90)
   plt.show()
```



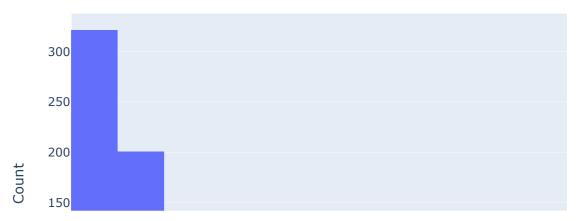


In [25]:

```
for i in numerical_columns:
    print(i, ':')
    fig = go.Figure(data=[go.Histogram(x=df[i], nbinsx=20)])
    fig.update_layout(
        title=i,
        xaxis_title="Value",
        yaxis_title="Count"
    )
    fig.show()
    print('\n')
```

qty:

qty

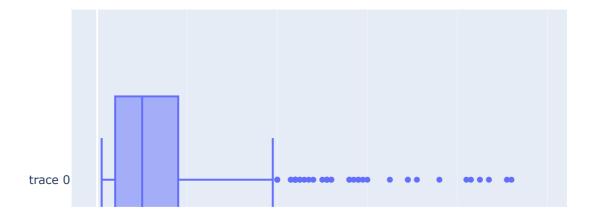


In [26]:

```
for i in numerical_columns:
    print(i, ':')
    fig = go.Figure(data=[go.Box(x=df[i])])
    fig.update_layout(
            title=i + ' Box Plot',
            xaxis_title="Value"
    )
    fig.show()
    print('\n')
```

qty:

qty Box Plot

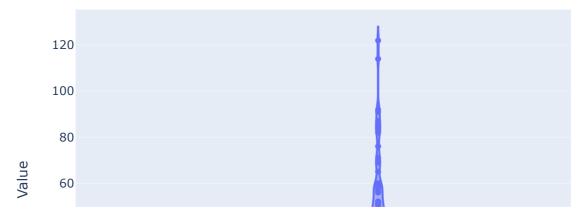


In [27]:

```
for i in numerical_columns:
    print(i, ':')
    fig = go.Figure(data=[go.Violin(y=df[i])])
    fig.update_layout(
        title=i + ' Violin Plot',
        yaxis_title="Value"
    )
    fig.show()
    print('\n')
```

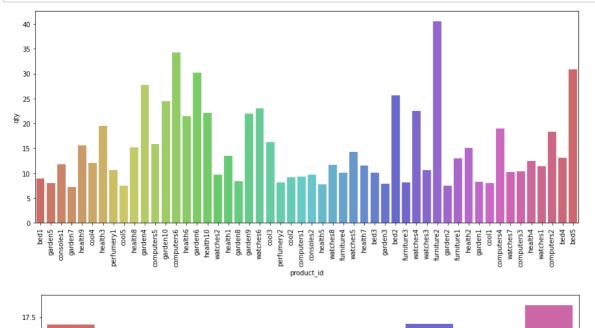
qty:

qty Violin Plot



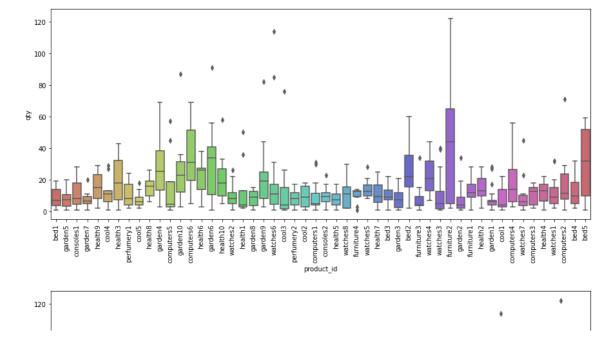
In [28]:

```
for i in numerical_columns:
    for j in object_columns:
        plt.figure(figsize=(15,6))
        sns.barplot(x = df[j], y = df[i], data = df, ci = None, palette = 'hls')
        plt.xticks(rotation = 90)
        plt.show()
```



In [29]:

```
for i in numerical_columns:
    for j in object_columns:
        plt.figure(figsize=(15,6))
        sns.boxplot(x = df[j], y = df[i], data = df, palette = 'hls')
        plt.xticks(rotation = 90)
        plt.show()
```



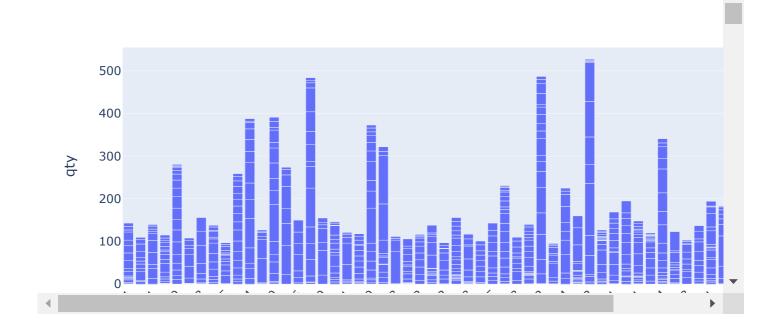
In [30]:

```
for i in numerical_columns:
    # Iterate over the object columns
for j in object_columns:
    # Create a bar plot using Plotly
    fig = px.bar(df, x=j, y=i)

# Set the figure size
    fig.update_layout(width=800, height=400)

# Rotate x-axis labels if necessary
    fig.update_layout(xaxis_tickangle=-45)

# Show the plot
    fig.show()
```



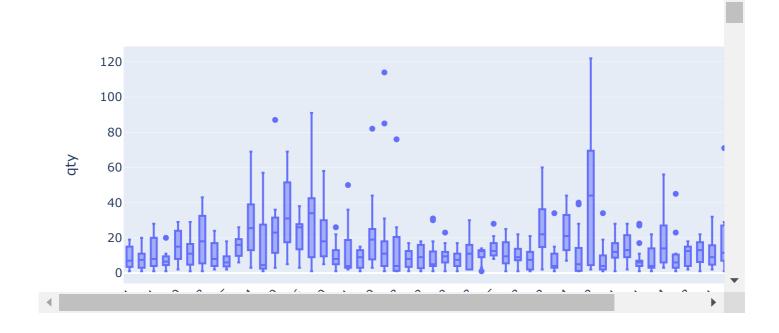
In [31]:

```
for i in numerical_columns:
    # Iterate over the object columns
for j in object_columns:
    # Create a box plot using Plotly
    fig = px.box(df, x=j, y=i)

# Set the figure size
    fig.update_layout(width=800, height=400)

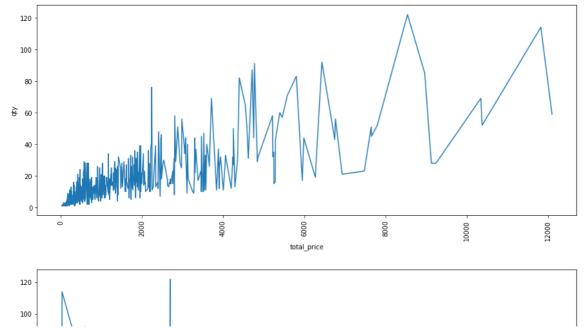
# Rotate x-axis labels if necessary
    fig.update_layout(xaxis_tickangle=-45)

# Show the plot
    fig.show()
```



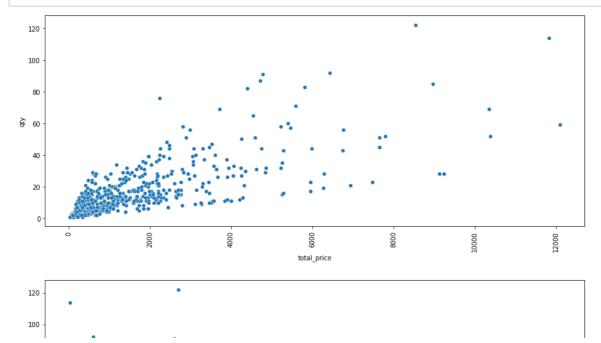
In [32]:

```
for i in numerical_columns:
    for j in numerical_columns:
        if i != j:
            plt.figure(figsize=(15,6))
            sns.lineplot(x = df[j], y = df[i], data = df, ci = None, palette = 'hls')
            plt.xticks(rotation = 90)
            plt.show()
```



In [33]:

```
for i in numerical_columns:
    for j in numerical_columns:
        if i != j:
            plt.figure(figsize=(15,6))
            sns.scatterplot(x = df[j], y = df[i], data = df, ci = None, palette = 'hls')
            plt.xticks(rotation = 90)
            plt.show()
```



Calculate Revenue and Profit:

```
In [34]:

df['revenue'] = df['qty'] * df['total_price']

df['profit'] = df['revenue'] - df['freight_price']
```

Calculate Margin:

```
In [35]:

df['margin'] = (df['profit'] / df['revenue']) * 100
```

Price Ratios:

```
In [36]:

df['price_ratio_1'] = df['unit_price'] / df['comp_1']

df['price_ratio_2'] = df['unit_price'] / df['comp_2']

df['price_ratio_3'] = df['unit_price'] / df['comp_3']
```

Price Differences:

```
In [37]:

df['price_diff_1'] = df['unit_price'] - df['comp_1']

df['price_diff_2'] = df['unit_price'] - df['comp_2']

df['price_diff_3'] = df['unit_price'] - df['comp_3']
```

```
In [38]:
```

```
df.head()
```

Out[38]:

	product_id	product_category_name	month_year	qty	total_price	freight_price	unit_price	pro
0	bed1	bed_bath_table	01-05-2017	1	45.95	15.100000	45.95	
1	bed1	bed_bath_table	01-06-2017	3	137.85	12.933333	45.95	
2	bed1	bed_bath_table	01-07-2017	6	275.70	14.840000	45.95	
3	bed1	bed_bath_table	01-08-2017	4	183.80	14.287500	45.95	
4	bed1	bed_bath_table	01-09-2017	2	91.90	15.100000	45.95	

5 rows × 39 columns

```
→
```

Market Demand Indicators:

```
In [39]:
```

```
df['customer_score_ratio'] = df['customers'] / df['product_score']
df['customer_photo_ratio'] = df['customers'] / df['product_photos_qty']
df['description_length_ratio'] = df['product_description_lenght'] / df['product_name_lenght']
```

In [40]:

```
df.head()
```

Out[40]:

	product_id	product_category_name	month_year	qty	total_price	freight_price	unit_price	pro
0	bed1	bed_bath_table	01-05-2017	1	45.95	15.100000	45.95	
1	bed1	bed_bath_table	01-06-2017	3	137.85	12.933333	45.95	
2	bed1	bed_bath_table	01-07-2017	6	275.70	14.840000	45.95	
3	bed1	bed_bath_table	01-08-2017	4	183.80	14.287500	45.95	
4	bed1	bed_bath_table	01-09-2017	2	91.90	15.100000	45.95	

5 rows × 42 columns

```
→
```

Time-related Features:

```
In [41]:
```

```
df['month_year'] = pd.to_datetime(df['month_year'])
df['month'] = df['month_year'].dt.month
df['year'] = df['month_year'].dt.year
df['is_weekend'] = df['weekday'].apply(lambda x: 1 if x >= 5 else 0)
df['is_holiday'] = df['holiday']
```

```
In [42]:

df.head()
```

Out[42]:

	product_id	product_category_name	month_year	qty	total_price	freight_price	unit_price	pro
0	bed1	bed_bath_table	2017-01-05	1	45.95	15.100000	45.95	
1	bed1	bed_bath_table	2017-01-06	3	137.85	12.933333	45.95	
2	bed1	bed_bath_table	2017-01-07	6	275.70	14.840000	45.95	
3	bed1	bed_bath_table	2017-01-08	4	183.80	14.287500	45.95	
4	bed1	bed_bath_table	2017-01-09	2	91.90	15.100000	45.95	

5 rows × 44 columns

Lagged Price:

```
In [43]:

df['lag_price'] = df.groupby('product_id')['total_price'].shift(1)
```

Handling Categorical Variables:

```
In [44]:

# One-hot encoding example

df_encoded = pd.get_dummies(df, columns=['product_category_name', 'weekday'])
```

Scaling Numeric Features:

```
In [45]:
```

Splitting the Dataset:

In [46]:

```
from sklearn.model_selection import train_test_split
exclude_columns = ['month_year']
X = df_scaled.drop(['total_price', 'product_id'] + exclude_columns, axis=1)
y = df_scaled['total_price']
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2, random_state=42)
```

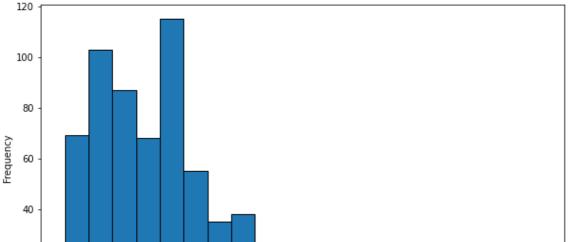
In [47]:

```
subset_cols = ['qty', 'total_price', 'freight_price', 'unit_price', 'product_score', 'custom'
subset_df = df[subset_cols]
corr_matrix = subset_df.corr()
plt.figure(figsize=(12, 8))
sns.heatmap(corr_matrix, annot=True, cmap='coolwarm')
plt.title('Correlation Matrix')
plt.show()
sns.pairplot(subset_df, vars=['qty', 'total_price', 'unit_price', 'product_score', 'customer'
plt.show()
plt.figure(figsize=(12, 8))
sns.boxplot(x='product_category_name', y='total_price', data=df)
plt.title('Product Category vs. Total Price')
plt.xticks(rotation=90)
plt.show()
plt.figure(figsize=(10, 6))
sns.barplot(x='weekday', y='total_price', data=df)
plt.title('Weekday vs. Total Price')
plt.show()
plt.figure(figsize=(8, 6))
sns.countplot(x='holiday', data=df, hue='total_price')
plt.title('Holiday vs. Total Price')
plt.show()
            0.031
                   0.019
                          -0.016
                                 -0.012
                                        0.0031
                                                0.03
                                                                      0.16
    weekday
                                                                                  -0.2
    weekend
            -0.075
                   -0.054
                           0.03
                                 4.2e-05
                                         -0.01
                                                -0.11
     holiday -
            0.21
                   0.14
                          -0.082
                                 0.013
                                        -0.0099
                                                0.31
                                                        0.16
                                   price
             흏
                                                        weekday
                                                                       holiday
                    total
   120
   100
    60
    40
    20
  12000
  10000
```

In [48]:

```
plt.figure(figsize=(12, 8))
df.groupby('product_category_name')['total_price'].mean().sort_values().plot(kind='bar')
plt.title('Product Category vs. Average Total Price')
plt.xlabel('Product Category')
plt.ylabel('Average Total Price')
plt.xticks(rotation=90)
plt.show()
plt.figure(figsize=(12, 8))
df.groupby('month_year')['total_price'].sum().plot(kind='line')
plt.title('Total Price Trend over Time')
plt.xlabel('Month-Year')
plt.ylabel('Total Price')
plt.xticks(rotation=45)
plt.show()
plt.figure(figsize=(10, 6))
plt.hist(df['unit_price'], bins=20, edgecolor='k')
plt.title('Distribution of Unit Price')
plt.xlabel('Unit Price')
plt.ylabel('Frequency')
plt.show()
plt.figure(figsize=(10, 6))
plt.scatter(df['product_weight_g'], df['total_price'])
plt.title('Product Weight vs. Total Price')
plt.xlabel('Product Weight (grams)')
plt.ylabel('Total Price')
plt.show()
                                      Month-Year
```





```
In [49]:
```

```
from sklearn.linear_model import LinearRegression
from sklearn.model_selection import train_test_split
model = LinearRegression()
```

In [50]:

```
X\_train, \ X\_test, \ y\_train, \ y\_test = train\_test\_split(X, \ y, \ test\_size=0.2, \ random\_state=42)
```

In [51]:

```
from sklearn.impute import SimpleImputer
imputer = SimpleImputer(strategy='mean')
```

In [52]:

```
X_train_imputed = imputer.fit_transform(X_train)
X_test_imputed = imputer.transform(X_test)
```

In [53]:

```
model.fit(X_train_imputed, y_train)
```

Out[53]:

```
▼ LinearRegression
LinearRegression()
```

In [54]:

```
y_pred = model.predict(X_test_imputed)
```

In [55]:

```
from sklearn.metrics import mean_squared_error, mean_absolute_error, r2_score

# Calculate mean squared error (MSE)
mse = mean_squared_error(y_test, y_pred)

# Calculate root mean squared error (RMSE)
rmse = mean_squared_error(y_test, y_pred, squared=False)

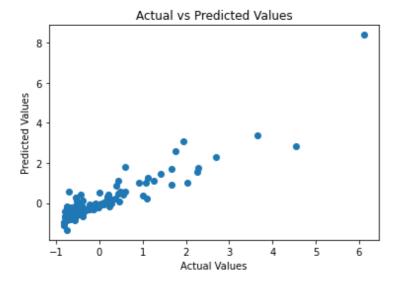
# Calculate R-squared score
r2 = r2_score(y_test, y_pred)

print("Mean Squared Error (MSE):", mse)
print("Root Mean Squared Error (RMSE):", rmse)
print("R-squared Score:", r2)
```

```
Mean Squared Error (MSE): 0.17492913184386694
Root Mean Squared Error (RMSE): 0.41824530104218377
R-squared Score: 0.8401763893992591
```

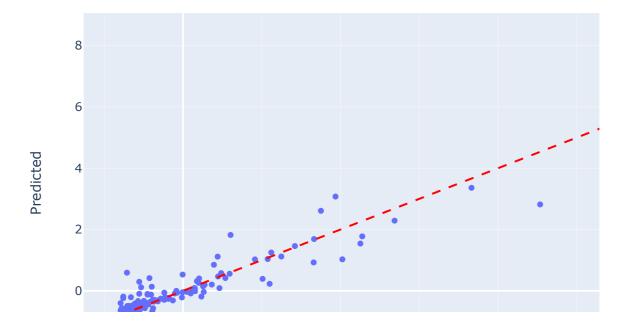
In [56]:

```
# Plotting the predicted values against the actual values
plt.scatter(y_test, y_pred)
plt.xlabel('Actual Values')
plt.ylabel('Predicted Values')
plt.title('Actual vs Predicted Values')
plt.show()
```



In [57]:

Actual vs Predicted Values



In [58]:

```
from sklearn.tree import DecisionTreeRegressor
model = DecisionTreeRegressor()
```

In [59]:

```
model.fit(X_train_imputed, y_train)
```

Out[59]:

```
• DecisionTreeRegressor
DecisionTreeRegressor()
```

In [60]:

```
y_pred = model.predict(X_test_imputed)
```

In [61]:

```
from sklearn.metrics import mean_squared_error, mean_absolute_error, r2_score

# Calculate mean squared error (MSE)
mse = mean_squared_error(y_test, y_pred)

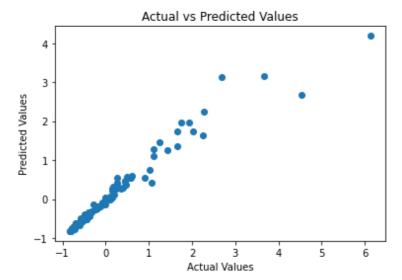
# Calculate root mean squared error (RMSE)
rmse = mean_squared_error(y_test, y_pred, squared=False)

# Calculate R-squared score
r2 = r2_score(y_test, y_pred)
print("Mean Squared Error (MSE):", mse)
print("Root Mean Squared Error (RMSE):", rmse)
print("R-squared Score:", r2)
```

Mean Squared Error (MSE): 0.06924014365516341 Root Mean Squared Error (RMSE): 0.26313521933630135 R-squared Score: 0.9367388973989801

In [62]:

```
# Plotting the predicted values against the actual values
plt.scatter(y_test, y_pred)
plt.xlabel('Actual Values')
plt.ylabel('Predicted Values')
plt.title('Actual vs Predicted Values')
plt.show()
```



In [63]:

Actual vs Predicted Values

