

CS6502

Applied Big Data & Visualization

ML Project

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Your task here is to

1. use the python scikit-learn to investigate the similarities and relationships that PCA can provide. It will not be possible for you to analyze the entire data set in this way so you should perform your analysis on **the first 1000 rows** of the table. Ideally the output of this phase should guide the direction you take in the second, ML, part of the assignment. You will need to decide which columns should be part of your analysis and which should be ignored. See some of the tutorial links we have posted in the lecture slides for help in deciding what are appropriate columns to consider.
2. based on the information you gained from step 1, create a model¹ to predict the taxi fare ("fare" column in the dataset). Note that you may need to clean the data, pick a list of features (feature engineering), and then design your model.

Please email your zipped solution pack to the lecturer by the end of week 14 with subject "cs6502: ml proj".

Note that your solution pack should contain

- the query you use to selected the first 1000 rows
- key steps for your PCA (setup, command, etc)
- the sql for model creation
- the sql to evaluate the model
- the sql to predict using the model above
- link of the BigQuery commands you composed²
- screenshot of the model evaluation report³

Summary

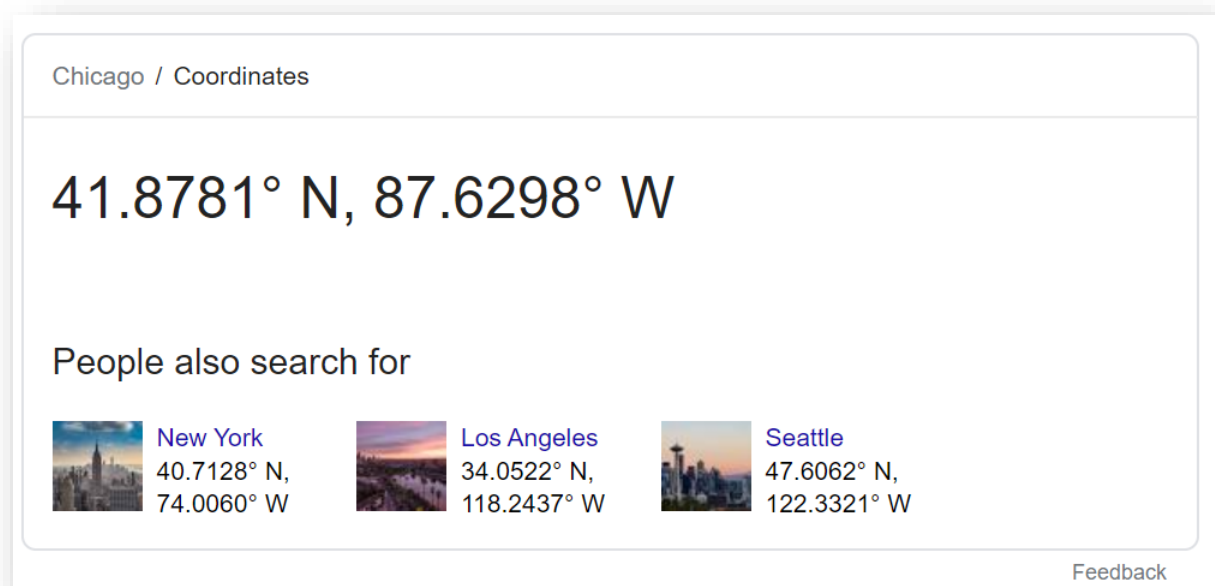
	Item	Links										
1.	Query used to select 1000 rows	https://console.cloud.google.com/bigquery?sq=3103539222:e4b7d29551040a1a3441a2b2cf59031										
2.	Results of the query containing 1000 rows	https://docs.google.com/spreadsheets/d/1xc51HUUrw51UBCwIfbpPT343E8GyODNaQc2khHywu30/edit?ts=5eb593ba#gid=2010390566										
3.	Query used to create the Final Model	https://console.cloud.google.com/bigquery?sq=3103539222:88ef2a11074c451db05d9e1598f90d55										
4.	Query used for Model Evaluation	https://console.cloud.google.com/bigquery?sq=3103539222:4c44667fd77d489e8a8164b3a02b843c										
5.	Query used for Model Prediction	https://console.cloud.google.com/bigquery?sq=3103539222:4be462936e3c40eba4f80b02cc69c4b4										
6.	Final Model Evaluation Report	<div><div>DetailsTrainingEvaluationSchema</div><table><tr><td>Mean absolute error</td><td>1.8286</td></tr><tr><td>Mean squared error</td><td>11.1206</td></tr><tr><td>Mean squared log error</td><td>0.0143</td></tr><tr><td>Median absolute error</td><td>1.1597</td></tr><tr><td>R squared</td><td>0.9421</td></tr></table></div>	Mean absolute error	1.8286	Mean squared error	11.1206	Mean squared log error	0.0143	Median absolute error	1.1597	R squared	0.9421
Mean absolute error	1.8286											
Mean squared error	11.1206											
Mean squared log error	0.0143											
Median absolute error	1.1597											
R squared	0.9421											

1. Query to select 1000 rows

I have used a query to check for the minimum, maximum and average of three numeric columns.



Using the latitude and longitude values of Chicago, to consider only those trips that started and ended inside the city range.



Conditions applied:

- Picked values to apply for where conditions based on the min, max, avg summary and Chicago's location coordinates.
- Years filtered between 2016 and 2018, and months between January and September.
- Rest of the columns – NOT NULL condition
- In addition to the existing columns, following additional columns have been created
 - **total_fare_without_tips** (the value to be predicted), since the tips amount varies from customer to customer (created a column by subtracting tips from the trip_total)

- **hour_of_day**, from the timestamp
- **month_of_trip**, also from the timestamp
- **euclidean_distance**, the distance between the pickup and dropoff points
- **longitude**, the distance between the pickup and dropoff points longitude
- **latitude**, the distance between the pickup and dropoff points latitude
- **taxi_company**, the name of the taxi company

The screenshot shows the Google Cloud Platform BigQuery interface. The query editor displays a SQL query titled "1000 Rows Selection for PCA". The query selects various fields from the `bigquery-public-data.chicago_taxi_trips.taxi_trips` table, including `total_fare_without_tips`, `hour_of_day`, `month_of_trip`, `euclidean_distance`, `longitude`, `latitude`, `taxi_company`, and `unique_key`. The query is filtered by `trip_miles` between 4 and 30, `trip_seconds` between 600 and 7200, and `timestamp_diff` between 10 and 120 minutes. It also filters by `fare` between 5 and 200, and `month` between 1 and 9. The query is limited to 1000 rows.

```

1 WITH
2 taxi_trips AS (
3 SELECT
4 (trip_total - tips) AS total_fare_without_tips,
5 EXTRACT(HOUR FROM trip_start_timestamp) AS hour_of_day,
6 EXTRACT(MONTH FROM trip_start_timestamp) AS month_of_trip,
7 SQRT(POW((pickup_longitude - dropoff_longitude), 2) + POW((pickup_latitude - dropoff_latitude), 2)) AS euclidean_dist, #Euclidean distance between pickup and drop off
8 SQRT(POW((pickup_longitude - dropoff_longitude), 2)) AS longitude, #Euclidean distance between pickup and drop off in longitude
9 SQRT(POW((pickup_latitude - dropoff_latitude), 2)) AS latitude, #Euclidean distance between pickup and drop off in latitude
10 company AS taxi_company, *
11 FROM
12 `bigquery-public-data.chicago_taxi_trips.taxi_trips`
13 WHERE trip_miles BETWEEN 4 AND 30
14 AND trip_seconds BETWEEN 600 AND 7200
15 AND TIMESTAMP_DIFF(trip_end_timestamp, trip_start_timestamp, minute) BETWEEN 10 AND 120
16 AND fare BETWEEN 5 AND 200
17 AND (EXTRACT(MONTH FROM trip_start_timestamp) BETWEEN 1 AND 9)
18 AND (EXTRACT(YEAR FROM trip_start_timestamp) BETWEEN 2016 AND 2018)
19 AND pickup_longitude < -87
20 AND pickup_longitude > -88
21 AND dropoff_longitude < -87
22 AND dropoff_longitude > -88
23 AND pickup_latitude < 42
24 AND pickup_latitude > 41
25 AND dropoff_latitude < 42
26 AND dropoff_latitude > 41
27 AND company IS NOT NULL
28 AND pickup_census_tract IS NOT NULL
29 AND dropoff_census_tract IS NOT NULL
30 AND pickup_community_area IS NOT NULL
31 AND dropoff_community_area IS NOT NULL
32 )
33 SELECT *
34 FROM taxi_trips LIMIT 1000

```

The screenshot shows the Google Cloud Platform BigQuery interface displaying the results of the query. The query is titled "1000 Rows Selection for PCA". The results are shown in a table with 10 columns: `total_fare_without_tips`, `hour_of_day`, `month_of_trip`, `euclidean_dist`, `longitude`, `latitude`, `taxi_company`, and `unique_key`. The table contains 1000 rows of data. The first few rows are shown in the screenshot.

Row	total_fare_without_tips	hour_of_day	month_of_trip	euclidean_dist	longitude	latitude	taxi_company	unique_key
1	14.5	22	6	0.05253837977845659	0.0323381819999895	0.04140680300000099	Taxi Affiliation Services	884151e3b463fa5afbe176604de805a609c257e
2	20.25	22	6	0.06708165047201928	0.028696878999994624	0.060633629000001577	Taxi Affiliation Services	5f7f846fb870cf83caf4ba651daac3bd769b2bc8
3	17.75	22	6	0.05933053129479996	0.018634901999988074	0.05632807799999995	Northwest Management LLC	53db6e87e9dee72d23f319ae57900fa8431022c
4	18.75	23	6	0.06738275127445192	0.004464635999994471	0.06723467999999855	Taxi Affiliation Services	20a853ac8a0c386e54cfc1c136736223629e8ec
5	16.25	23	6	0.0679919177806555	0.07874577800000801	0.05567738000000000	China Taxi Association	d03717167h788df8a74bcb50b18b7016c7f0

2. Base Model before PCA

The screenshot shows the Google Cloud Platform BigQuery console. The main editor displays a SQL query for creating a model named 'farePrediction_Regression_before_PCA'. The query includes a CREATE or REPLACE MODEL statement, followed by a SELECT statement that calculates various features from the 'taxi_trips' table, such as total fare without tips, month of trip, hour of day, and distances. The query is executed, and a status message at the bottom indicates it will process 23 GB (ML) when run.

```
1 CREATE or REPLACE MODEL chicagoTaxiFares.farePrediction_Regression_before_PCA
2 OPTIONS (model_type='linear_reg', labels=['total_fare_without_tips']) AS
3 WITH taxi_trips AS (
4   SELECT
5     (trip_total - tips) AS total_fare_without_tips,
6     EXTRACT(MONTH FROM trip_start_timestamp) AS monthoftrip,
7     EXTRACT(HOUR FROM trip_start_timestamp) AS hourofday,
8     company as taxi_company,
9     trip_seconds as trip_duration,
10    trip_miles as distance_travelled,
11    pickup_community_area as pickup_comm_area,
12    dropoff_community_area as dropoff_comm_area,
13    pickup_longitude as pickup_long,
14    pickup_latitude as pickup_lat,
15    dropoff_longitude as dropoff_long,
16    dropoff_latitude as dropoff_lat,
17    SQRT(POW(pickup_longitude - dropoff_longitude, 2) + POW((pickup_latitude - dropoff_latitude), 2)) as euclidean_dist, #Euclidean distance between pickup and drop off
18    SQRT(POW(pickup_longitude - dropoff_longitude, 2)) as longitude, #Euclidean distance between pickup and drop off in longitude
19    SQRT(POW(pickup_latitude - dropoff_latitude, 2)) as latitude, #Euclidean distance between pickup and drop off in latitude
20  FROM `bigquery-public-data.chicago_taxi_trips.taxi_trips`
21  where trip_miles between 4 AND 30
22  AND trip_seconds between 600 AND 7200
23  AND TIMESTAMP_DIFF(trip_end_timestamp, trip_start_timestamp, minute) between 10 and 120
24  AND fare BETWEEN 5 AND 200
25  AND (EXTRACT(MONTH FROM trip_start_timestamp) between 1 and 9)
26  AND (EXTRACT(YEAR FROM trip_start_timestamp) between 2016 and 2018)
27  AND pickup_longitude < -87
28  AND pickup_longitude > -88
29  AND dropoff_longitude < -87
30  AND dropoff_longitude > -88
31  AND pickup_latitude < 42
32  AND pickup_latitude > 41
33  AND dropoff_latitude < 42
34  AND dropoff_latitude > 41
35  AND company IS NOT NULL
36  AND pickup_community_area IS NOT NULL
37  AND dropoff_community_area IS NOT NULL
38  AND pickup_community_area IS NOT NULL
39  AND dropoff_community_area IS NOT NULL
40 )
41 SELECT * FROM taxi_trips
42
```

Evaluation Report:

The screenshot shows the Google Cloud Platform BigQuery console with the 'farePrediction_Regression_before_PCA' model selected. The 'Evaluation' tab is active, displaying a table of model performance metrics. The metrics include Mean absolute error, Mean squared error, Mean squared log error, Median absolute error, and R squared.

Metric	Value
Mean absolute error	1.9049
Mean squared error	14.3731
Mean squared log error	0.0176
Median absolute error	1.1204
R squared	0.9258

- **MSE= 14.3731**
- **R squared value = 0.9258**, about **92.58%** of the variability in the dependent variable is explained by our model.

3. PCA using R statistical package

- Load the dataset into the dataframe df

```
1 df<-read.csv("/Users/kailashm/Downloads/BQML_ChicagoTaxiFares - 1000 row
2 str(df)
3
```

df	1000 obs. of 30 variables
----	---------------------------

- The taxi_company column is changed to be of numeric data type (to be included in creating the model)

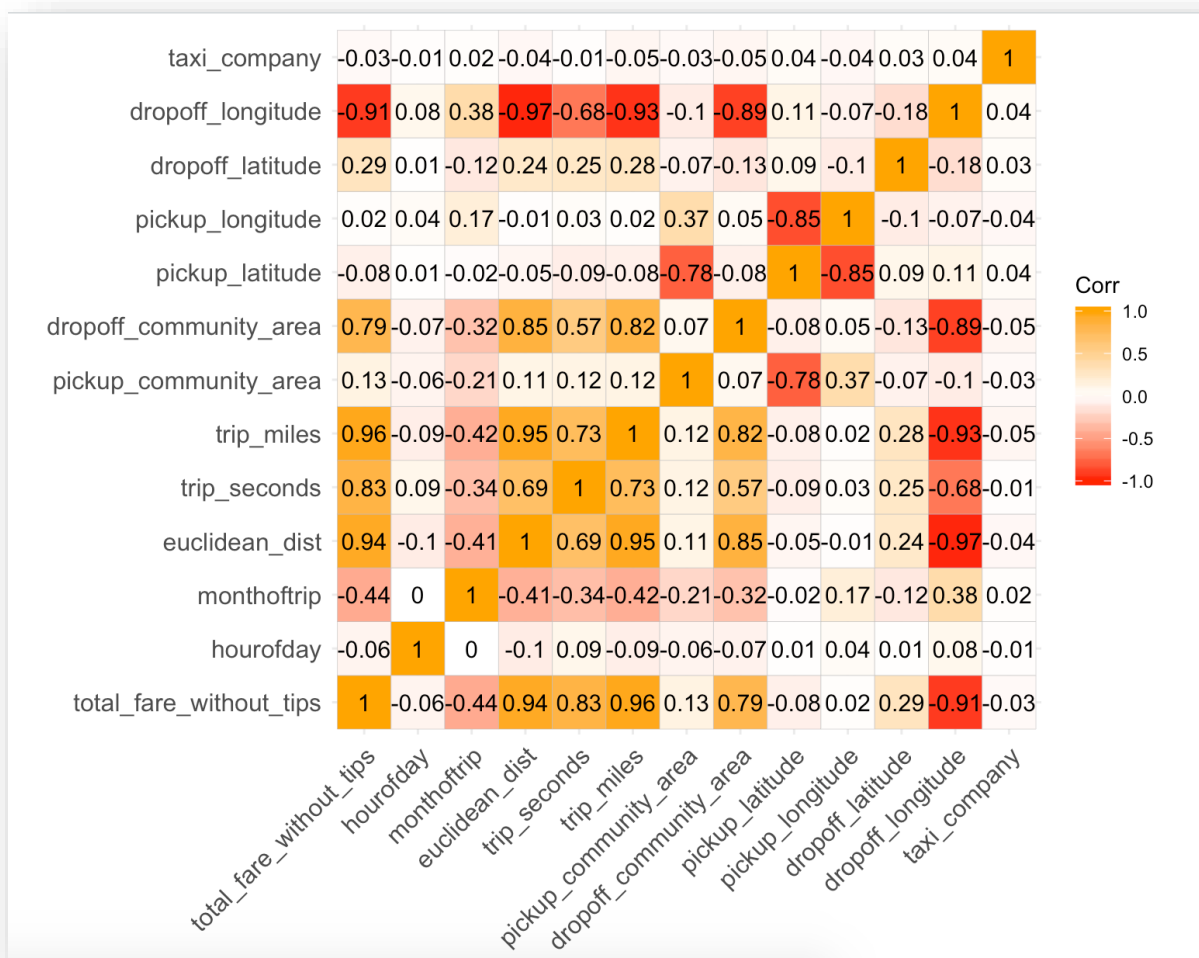
```
df$taxi_company = as.numeric(df$taxi_company)
str(df)
```

```
$ trip_miles      : num  17 16.5 7.5 4.2 6.5 5.4 5.9 4.9 4.6 4.7 ...
$ pickup_community_area : int  76 76 32 6 6 6 6 6 6 6 ...
$ dropoff_community_area : int  28 8 6 8 32 28 28 8 8 8 ...
$ pickup_latitude  : num  42 42 41.9 41.9 41.9 ...
$ pickup_longitude : num  -87.9 -87.9 -87.6 -87.7 -87.7 ...
$ dropoff_latitude : num  41.9 41.9 42 41.9 41.9 ...
$ dropoff_longitude : num  -87.6 -87.6 -87.7 -87.6 -87.6 ...
$ taxi_company     : num  18 18 18 21 21 20 21 16 16 20 ...
```

- Correlation Matrix

```
install.packages("ggcorrplot")
library(ggcorrplot)
correlation <- round(cor(df[,1:13]), 2)
ggcorrplot(correlation, lab=TRUE, colors = c("red", "white", "oran
```

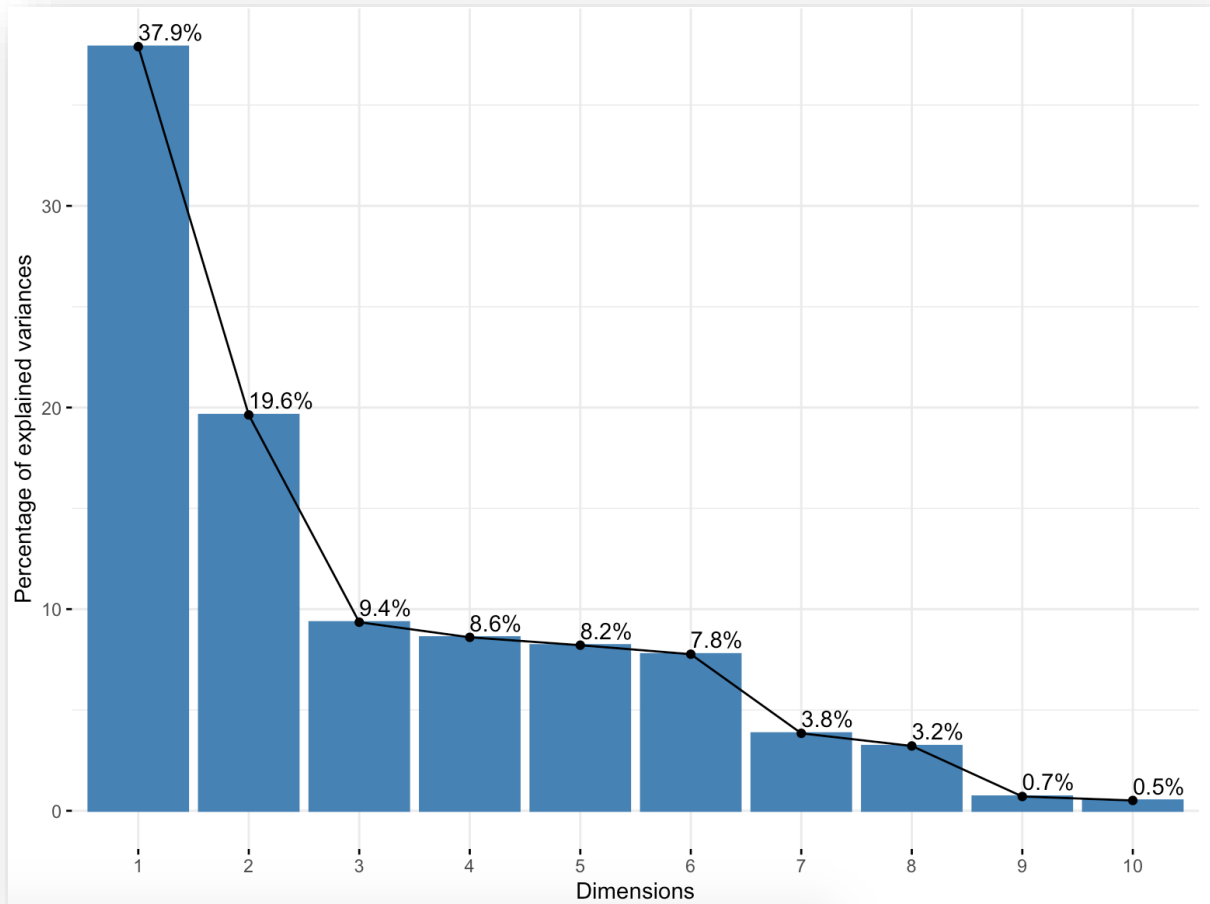
The below matrix shows the correlation between the numeric variables in the dataset.



- Computing PCA using prcomp()

```
install.packages("factoextra")
library(factoextra)
df.pca <- prcomp(df[,2:13], scale = TRUE)
fviz_eig(df.pca, addlabels = TRUE)
```

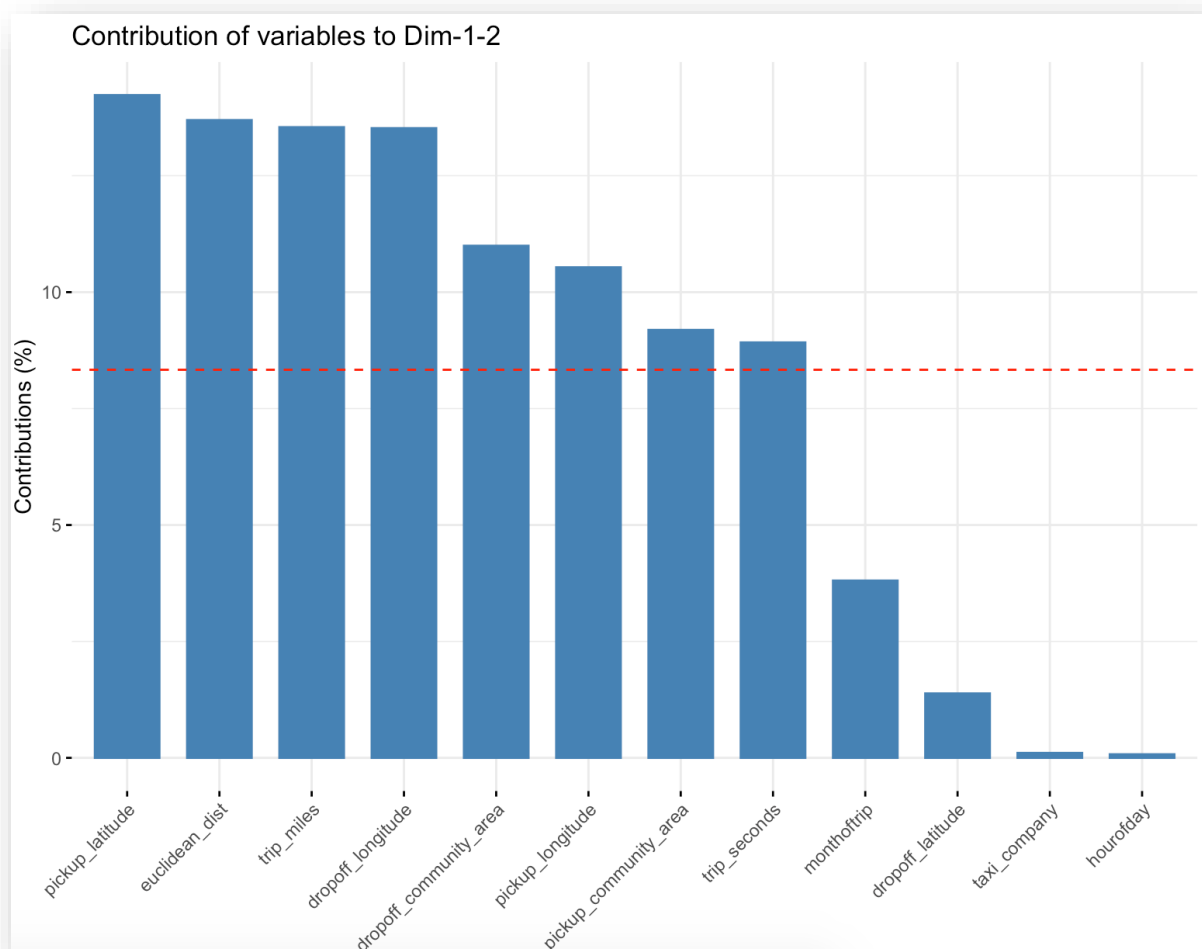
This plot shows the percent contribution of the principle components. We can see that the first two principle components explain about **57.5%** variation.



- We visualize the first two principle components to check the **% contribution of each variable** (features from the original dataset) **in both the principle components**.

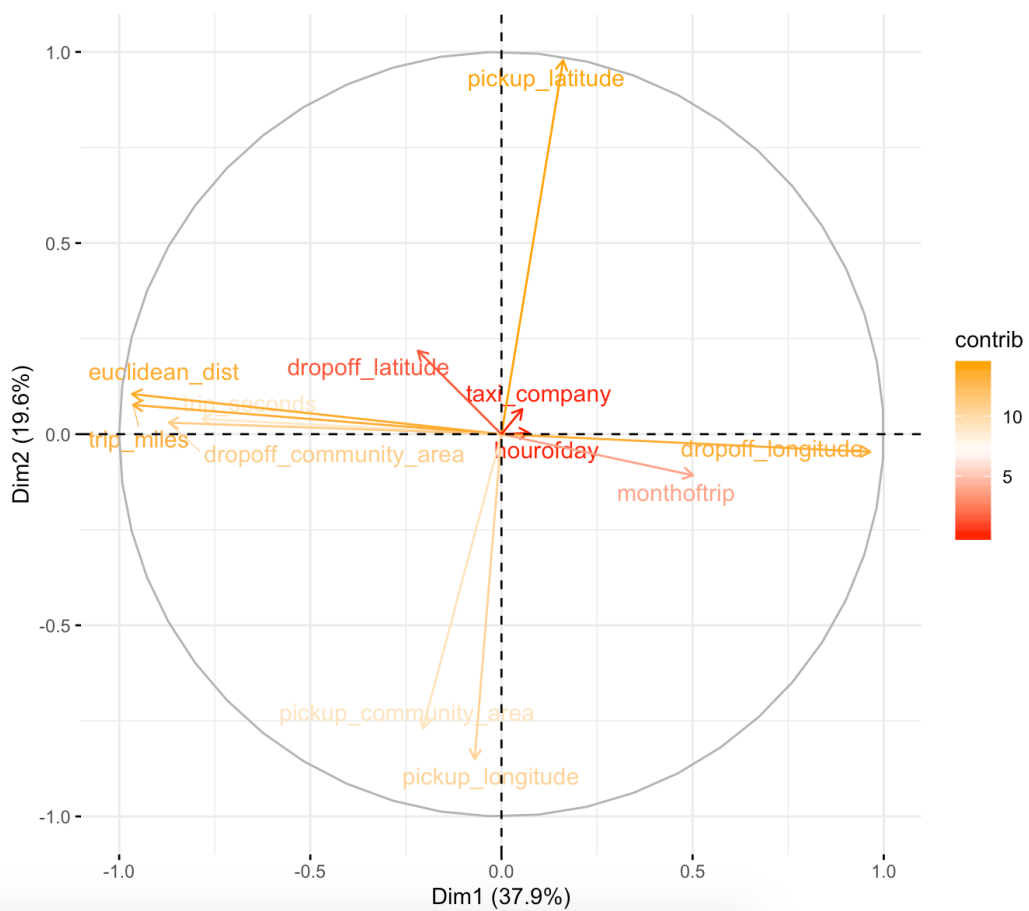
```
fviz_contrib(df.pca, choice = "var", axes = 1:2, top = 12)
```


Output Screenshot:



```
> names(df[,2:13])  
[1] "hourofday"           "monthoftrip"  
[3] "euclidean_dist"     "trip_seconds"  
[5] "trip_miles"         "pickup_community_area"  
[7] "dropoff_community_area" "pickup_latitude"  
[9] "pickup_longitude"   "dropoff_latitude"  
[11] "dropoff_longitude"  "taxi_company"
```

Variables - PCA



4. Final Model after PCA and feature selection

The screenshot shows the Google Cloud Platform BigQuery interface. The main editor displays a SQL query for creating a model. The query is as follows:

```
1 CREATE or REPLACE MODEL chicagoTaxiFares.farePrediction_Regression_after_PCA
2 OPTIONS (model_type='linear_reg', labels=['total_fare_without_tips']) AS
3 WITH
4 taxi_trips AS (
5 SELECT
6 (trip_total - tips) AS total_fare_without_tips,
7 trip_seconds AS trip_duration,
8 trip_miles AS distance_travelled,
9 pickup_community_area AS pickup_comm_area,
10 dropoff_community_area AS dropoff_comm_area,
11 pickup_longitude AS pickup_long,
12 pickup_latitude AS pickup_lat,
13 dropoff_longitude AS dropoff_long,
14 dropoff_latitude AS dropoff_lat,
15 EXTRACT(HOUR FROM trip_start_timestamp) AS hourOfDay,
16 company AS taxi_company,
17 SQRT(POW(pickup_longitude - dropoff_longitude, 2) + POW(pickup_latitude - dropoff_latitude, 2)) AS euclidean_dist, #Euclidean distance between pickup and drop off
18 FROM
19 `bigquery-public-data.chicago_taxi_trips.taxi_trips`
20 where trip_miles between 4 AND 30
21 AND trip_seconds between 600 AND 7200
22 AND TIMESTAMP_DIFF(trip_end_timestamp, trip_start_timestamp, minute) between 10 and 120
23 AND fare BETWEEN 5 AND 200
24 AND (EXTRACT(MONTH FROM trip_start_timestamp) between 1 and 9)
25 AND (EXTRACT(YEAR FROM trip_start_timestamp) between 2016 and 2018)
26 AND pickup_longitude < -87
27 AND pickup_longitude > -88
28 AND dropoff_longitude < -87
29 AND dropoff_longitude > -88
30 AND pickup_latitude < 42
31 AND pickup_latitude > 41
32 AND dropoff_latitude < 42
33 AND dropoff_latitude > 41
34 AND company IS NOT NULL
35 AND pickup_census_tract IS NOT NULL
36 AND dropoff_census_tract IS NOT NULL
37 AND pickup_community_area IS NOT NULL
38 AND dropoff_community_area IS NOT NULL
39 )
40 SELECT *
41 FROM taxi_trips
42
```

The interface also shows a sidebar with navigation options like Query history, Saved queries, Job history, Transfers, Scheduled queries, Reservations, BI Engine, and Resources. At the bottom, there are buttons for Run, Save query, Save view, Schedule query, and More. A status bar at the bottom right indicates 'This query will process 23 GB (ML) when run' with a green checkmark.

Final Prediction Model - Evaluation Report:

The screenshot shows the Google Cloud Platform BigQuery interface with the model 'farePrediction_Regression_after_PCA' selected. The main editor displays a SQL query for predicting the fare:

```
1 #standardSQL
2 SELECT
3 *
4 FROM
5 ml.PREDICT(MODEL chicagoTaxiFares.farePrediction_Regression_after_PCA,
6 {
7 WITH
8 taxi_trips AS (
```

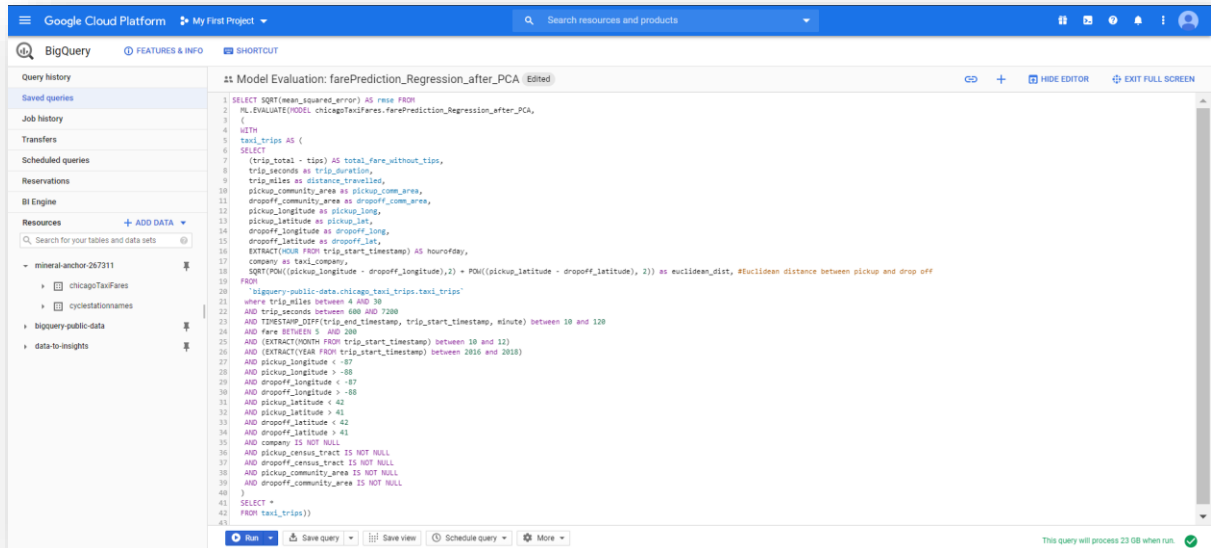
Below the query, there are buttons for Run, Save query, Save view, Schedule query, and More. A status bar at the bottom right indicates 'This query will process 23 GB when run' with a green checkmark.

The model details are shown in the 'Evaluation' tab. The evaluation metrics are as follows:

Metric	Value
Mean absolute error	1.8286
Mean squared error	11.1206
Mean squared log error	0.0143
Median absolute error	1.1597
R squared	0.9421

- The MSE of the prediction model **after PCA**, is **11.1206**, which is **less than** that of the **base model MSE = 14.3731**
- The **R squared value** of the prediction model has **increased** from **0.9258** to **0.9421**, which suggests that the final model captures more variation in the **total_fare_without_tips** than the base model

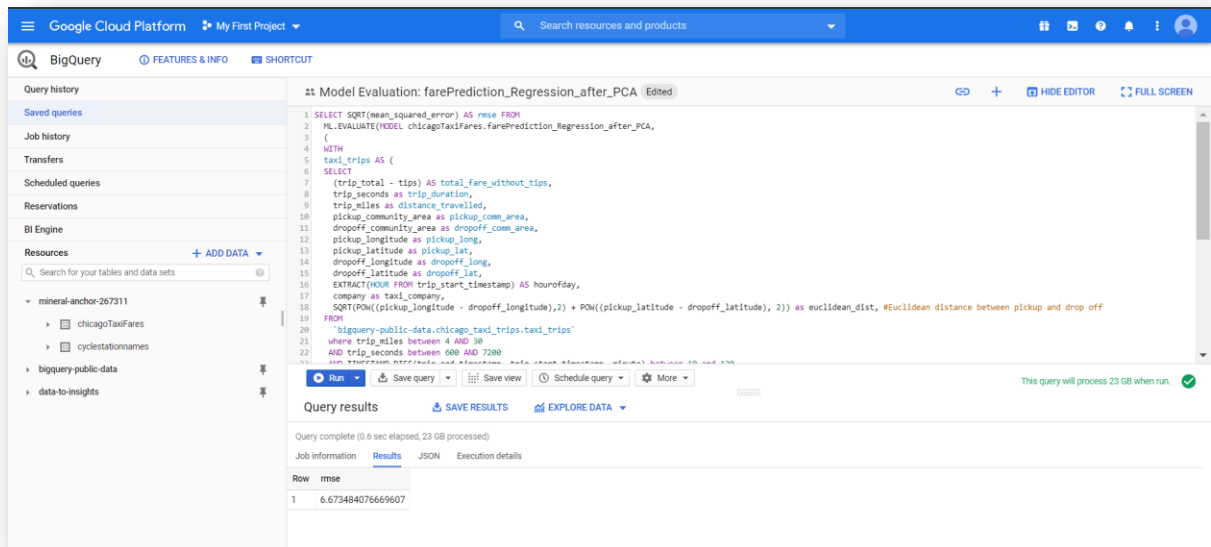
5. Final Model - Evaluation Query



The screenshot shows the Google Cloud Platform BigQuery interface. The left sidebar contains navigation options: Query history, Saved queries, Job history, Transfers, Scheduled queries, Reservations, BI Engine, and Resources. The Resources section is expanded, showing a search bar and a list of resources including 'mineral-anchor-267311' and 'bigquery-public-data'. The main area displays a SQL query titled 'Model Evaluation: farePrediction_Regression_after_PCA'. The query calculates the Mean Squared Error (MSE) for a regression model. It uses the 'bigquery-public-data.chicago_taxi_trips.taxi_trips' table and filters for trips between 4 AM and 3 AM, with trip duration between 600 and 7200 seconds. The query calculates the Euclidean distance between pickup and drop-off locations and uses it to predict the fare. The final result is the MSE of the model.

```
1 SELECT SQRT(mean_squared_error) AS mse FROM
2 ML.EVALUATE(MODEL chicagoTaxiFares.farePrediction_Regression_after_PCA,
3 (
4 WITH
5 taxi_trips AS (
6 SELECT
7 (trip_total - tips) AS total_fare_without_tips,
8 trip_seconds AS trip_duration,
9 trip_miles AS distance_travelled,
10 pickup_community_area AS pickup_com_area,
11 dropoff_community_area AS dropoff_com_area,
12 pickup_longitude AS pickup_long,
13 pickup_latitude AS pickup_lat,
14 dropoff_longitude AS dropoff_long,
15 dropoff_latitude AS dropoff_lat,
16 EXTRACT(HOUR FROM trip_start_timestamp) AS hourOfDay,
17 company AS taxi_company,
18 SQRT(POW((pickup_longitude - dropoff_longitude),2) + POW((pickup_latitude - dropoff_latitude), 2)) AS euclidean_dist, #Euclidean distance between pickup and drop off
19 FROM
20 `bigquery-public-data.chicago_taxi_trips.taxi_trips`
21 where trip_miles between 4 AND 36
22 AND trip_seconds between 600 AND 7200
23 AND TIMESTAMP_DIFF(trip_end_timestamp, trip_start_timestamp, minute) between 10 and 120
24 AND fare BETWEEN 5 AND 200
25 AND (EXTRACT(NORTH FROM trip_start_timestamp) between 10 and 12)
26 AND (EXTRACT(YEAR FROM trip_start_timestamp) between 2016 and 2018)
27 AND pickup_longitude < -87
28 AND pickup_longitude > -88
29 AND dropoff_longitude < -87
30 AND dropoff_longitude > -88
31 AND pickup_latitude < 42
32 AND pickup_latitude > 41
33 AND dropoff_latitude < 42
34 AND dropoff_latitude > 41
35 AND company IS NOT NULL
36 AND pickup_census_tract IS NOT NULL
37 AND dropoff_census_tract IS NOT NULL
38 AND pickup_community_area IS NOT NULL
39 AND dropoff_community_area IS NOT NULL
40 )
41 SELECT *
42 FROM taxi_trips))
```

Output Screenshot:

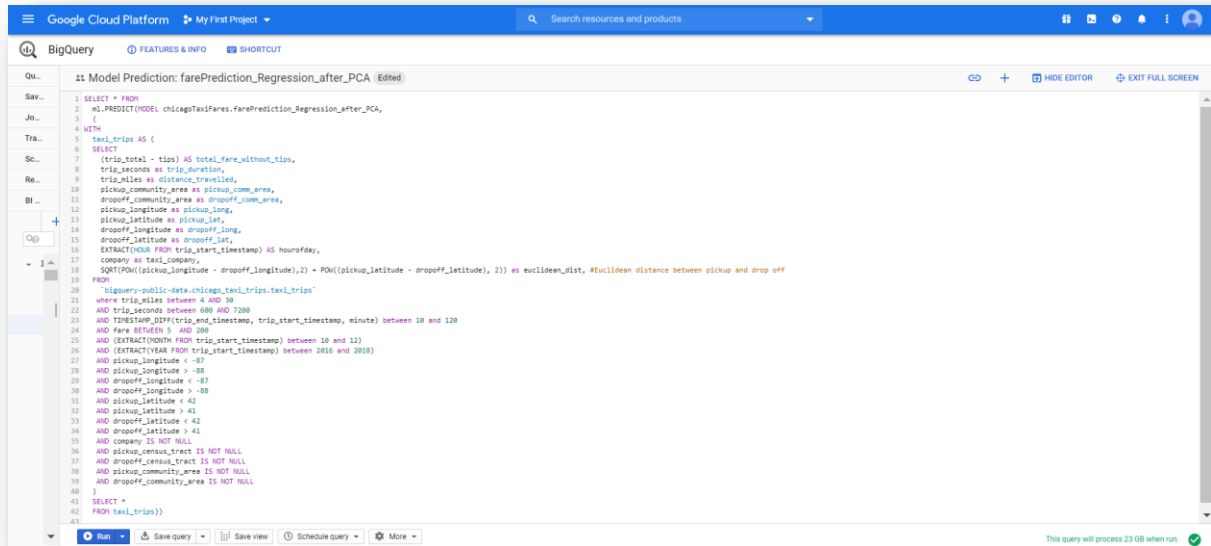


The screenshot shows the Google Cloud Platform BigQuery interface with the query results displayed. The query is titled 'Model Evaluation: farePrediction_Regression_after_PCA'. The results show a single row with the value 6.673484076669607 for the 'mse' column. The query is complete, having elapsed 0.6 seconds and processed 23 GB of data.

Row	mse
1	6.673484076669607

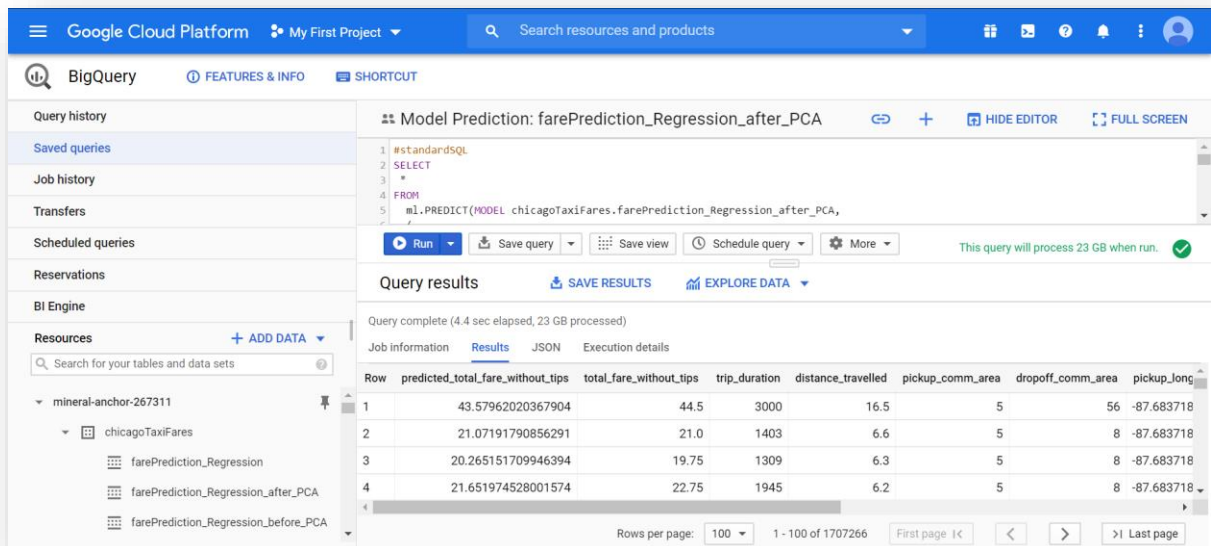
6. Final Model - Prediction Query

The prediction model uses training data from months 1 to 9 and the test data from months 10, 11, 12.



```
1 SELECT * FROM
2 ml.PREDICT(MODEL chicagoTaxiFares.farePrediction_Regression_after_PCA,
3 {
4   tsm
5   taxi_trips AS (
6     SELECT
7       (trip_total - tips) AS total_fare_without_tips,
8       trip_seconds AS trip_duration,
9       trip_miles AS distance_travelled,
10      pickup_community_area AS pickup_comm_area,
11      dropoff_community_area AS dropoff_comm_area,
12      pickup_longitude AS pickup_long,
13      pickup_latitude AS pickup_lat,
14      dropoff_longitude AS dropoff_long,
15      dropoff_latitude AS dropoff_lat,
16      EXTRACT(HOUR FROM trip_start_timestamp) AS hourofday,
17      company AS taxi_company,
18      SQRT(POW((pickup_longitude - dropoff_longitude),2) + POW((pickup_latitude - dropoff_latitude), 2)) AS euclidean_dist, #euclidean distance between pickup and drop off
19    FROM
20      `bigquery-public-data.chicago-taxi-trips.taxi_trips`
21    WHERE trip_miles BETWEEN 4 AND 30
22    AND trip_seconds BETWEEN 600 AND 7200
23    AND TIMESTAMP_DIFF(trip_end_timestamp, trip_start_timestamp, minute) BETWEEN 10 AND 120
24    AND fare BETWEEN 5 AND 200
25    AND (EXTRACT(MONTH FROM trip_start_timestamp) BETWEEN 10 AND 12)
26    AND (EXTRACT(YEAR FROM trip_start_timestamp) BETWEEN 2010 AND 2013)
27    AND pickup_longitude < -87
28    AND pickup_longitude > -88
29    AND dropoff_longitude < -87
30    AND dropoff_longitude > -88
31    AND pickup_latitude < 42
32    AND pickup_latitude > 41
33    AND dropoff_latitude < 42
34    AND dropoff_latitude > 41
35    AND company IS NOT NULL
36    AND pickup_census_tract IS NOT NULL
37    AND dropoff_census_tract IS NOT NULL
38    AND pickup_community_area IS NOT NULL
39    AND dropoff_community_area IS NOT NULL
40  )
41  SELECT *
42  FROM taxi_trips))
43
```

Below screenshot shows total_fare_without_tips and the predicted_total_fare_without_tips using the final prediction model.



Query complete (4.4 sec elapsed, 23 GB processed)

Row	predicted_total_fare_without_tips	total_fare_without_tips	trip_duration	distance_travelled	pickup_comm_area	dropoff_comm_area	pickup_Long
1	43.57962020367904	44.5	3000	16.5	5	56	-87.683718
2	21.07191790856291	21.0	1403	6.6	5	8	-87.683718
3	20.265151709946394	19.75	1309	6.3	5	8	-87.683718
4	21.651974528001574	22.75	1945	6.2	5	8	-87.683718

Rows per page: 100 1 - 100 of 1707266 First page < > >| Last page