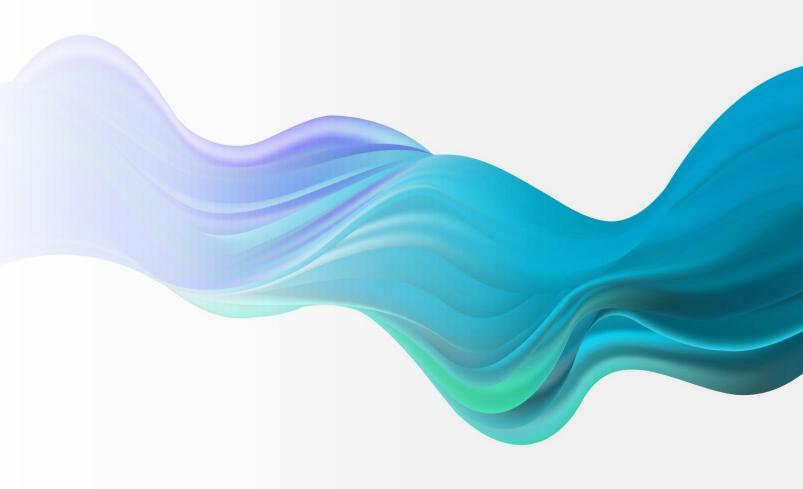
MLC Capstone Project -Model Building

By Krishnabansuri K



• Top five rows of the data set at the beginning of the analysis

	event_id	app_id	is_installed	is_active	label_id	category
0	2	-5720078949152207372	1	0	704	Property Industry 2.0
1	2	-1633887856876571208	1	0	1007	P2P net loan
2	2	-1633887856876571208	1	0	783	High risk
3	2	-1633887856876571208	1	0	779	Higher income
4	2	-1633887856876571208	1	0	775	Liquid medium

	device_id	phone_brand	device_model	gender	age	group_name
0	-9223067244542180000	vivo	Y19T	М	24	M0-24
1	-9223042152723780000	Xiaomi	MI 3	\N	\N	\N
2	-9222956879900150000	samsung	Galaxy Note 2	М	36	M32+
3	-9222896629442490000	OPPO	A31	\N	\N	\N
4	-9222894989445030000	Gionee	ELIFE E7 Mini	\N	\N	\N

	event_id	device_id	event_timestamp	longitude	latitude	gender	age	group_name
0	1315995	-9222956879900150000	2016-05-06 15:42:15	113.24	23.19	М	36	M32+
1	2068832	-9222956879900150000	2016-05-07 12:20:13	113.24	23.19	М	36	M32+
2	1481001	-9222956879900150000	2016-05-06 15:34:54	113.24	23.19	М	36	M32+
3	2111353	-9222956879900150000	2016-05-07 12:09:01	113.24	23.19	М	36	M32+
4	1650018	-9222956879900150000	2016-05-06 15:32:26	113.24	23.19	М	36	M32+

- List of data cleaning techniques applied such as missing value treatment, etc.
 - Across all the 3 data sets, app data, events and non-events data, determined the % of missing values and retained columns where missing values is <40%
 - Events data that have latitude and longitude between -1 and 1 and equals 0 are eliminated as they
 have no importance
 - Converted gender data (M, F) to 1 and 2 respectively
 - Replaced any special characters in Gender and Age which are the target variables with 0 or median value

- Feature engineering techniques that were used along with proper reasoning to support why the technique was used
 - Created features for such as Median Latitude and Median Longitude for different event ids

```
#Grouping by event_id and taking the median of Latitude

lat_events = train_event_data.groupby("event_id")["latitude"].apply(lambda x: np.median([float(s) for s in x]))

#Grouping by event_id and taking the median of Longitude

long_events = train_event_data.groupby("event_id")["longitude"].apply(lambda x: np.median([float(s) for s in x]))

#setting to the original data

train_event_data['event_med_lat']=train_event_data.index.map(lat_events)

train_event_data['event_med_long']=train_event_data.index.map(long_events)

train_event_data.head(10)
```

]:

:		event_id	device_id	event_timestamp	longitude	latitude	gender	age	group_name	event_timestamp_ts	dayofweek	hour	event_med_lat
	0	1315995	-9222956879900150000	2016-05-06 15:42:15	113.24	23.19	1	36	M32+	2016-05-06 15:42:15	4	15	NaN
	1	2068832	-9222956879900150000	2016-05-07 12:20:13	113.24	23.19	1	36	M32+	2016-05-07 12:20:13	5	12	31.24
	2	1481001	-9222956879900150000	2016-05-06 15:34:54	113.24	23.19	1	36	M32+	2016-05-06 15:34:54	4	15	NaN
	3	2111353	-9222956879900150000	2016-05-07 12:09:01	113.24	23.19	1	36	M32+	2016-05-07 12:09:01	5	12	29.70
	4	1650018	-9222956879900150000	2016-05-06 15:32:26	113.24	23.19	1	36	M32+	2016-05-06 15:32:26	4	15	23.28
	5	1687118	-9222956879900150000	2016-05-06 15:39:42	113.24	23.19	1	36	M32+	2016-05-06 15:39:42	4	15	28.66

- Feature engineering techniques that were used along with proper reasoning to support why the technique was used
 - Used information related to the location of the users (latitude and longitude data) to create features representing changes in the latitude and longitude details at different times of the day

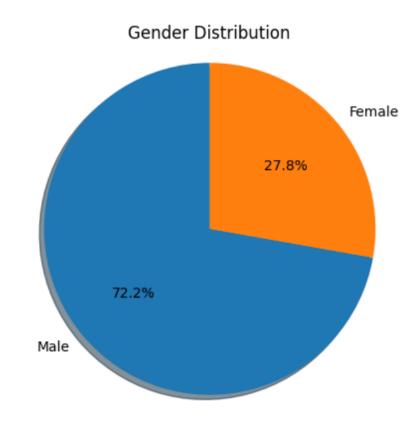
```
\forall train_event_data['hourbin'] = [1 if ((x>=1)&(x<=6)) else 2 if ((x>=7)&(x<=12)) else 3 if ((x>=13)&(x<=18)) else 4 for x in tr
  #Grouping by event id and taking the median of latitude
  lat_events_hour = train_event_data.groupby("latitude")["hourbin"].apply(lambda x: " ".join('0'+str(s) for s in x))
  #Grouping by event id and taking the median of Longitude
  long events hour = train event data.groupby("longitude")["hourbin"].apply(lambda x: " ".join('0'+str(s) for s in x))
  #setting to the original data
  train event_data['hourbin_lat']=train_event_data.index.map(lat_events_hour)
  train event data['hourbin long']=train event data.index.map(long events hour)
  train event data.head(10)
 longitude latitude gender age group_name event_timestamp_ts dayofweek hour event_med_lat event_med_long hourbin hourbin_lat hourbin_long
                                                                                                                  04 03 03 03
                                                                                                                               04 03 03 03
                                                                                                                  02 03 03 04
                                                                                                                               02 03 03 04
    113.24
             23.19
                           36
                                     M32+
                                          2016-05-06 15:42:15
                                                                         15
                                                                                     NaN
                                                                                                               3 04 03 03 02
                                                                                                     NaN
                                                                                                                              04 03 03 02
                                                                                                                    03 02 02
                                                                                                                              03 02 02 0...
                                                                                                                         0...
                                                                                                                  01 02 01 02
                                                                                                                              01 02 01 02
                                                                                                                  02 01 01 02
                                                                                                                              02 01 01 02
    113.24
             23.19
                                     M32+
                                           2016-05-07 12:20:13
                                                                         12
                                                                                    31.24
                                                                                                   121.38
                                                                                                               2 01 04 01 02
                           36
                                                                                                                              01 04 01 02
                                                                                                                    01 04 03
                                                                                                                              01 04 03 0...
```

- Feature engineering techniques that were used along with proper reasoning to support why
 the technique was used
 - Created a feature called Average Events, which can give you an estimate of how long the users' mobile phones are active.

```
#Grouping by event_id and taking the median of latitude
apps_active = train_app_data.groupby(['event_id'])['is_active'].apply(lambda x: np.mean([float(s) for s in x]))
apps_active
#setting to the original data
train_app_data['average_events']=train_app_data.index.map(apps_active)
train_app_data.head(10)
```

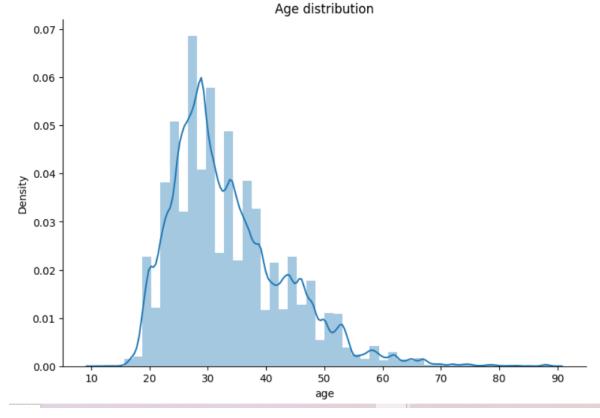
	event_id	app_id	is_installed	is_active	label_id	category	average_events
0	2	-5720078949152207372	1	0	704	Property Industry 2.0	NaN
1	2	-1633887856876571208	1	0	1007	P2P net loan	NaN
2	2	-1633887856876571208	1	0	783	High risk	0.361111
3	2	-1633887856876571208	1	0	779	Higher income	NaN
4	2	-1633887856876571208	1	0	775	Liquid medium	NaN
5	2	5927333115845830913	1	1	172	IM	NaN
6	2	-1633887856876571208	1	0	757	P2P	0.373874
7	2	-1633887856876571208	1	0	756	Internet banking	0.304348

- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Plot appropriate graphs representing the distribution of age and gender in the data set [univariate]



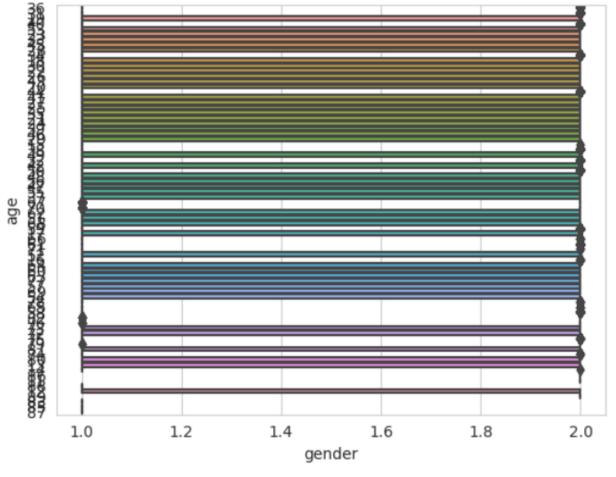
- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Plot appropriate graphs representing the distribution of age and gender in the data set [univariate]

```
#age distribution
fig = plt.figure(figsize=(9, 6))
sns.distplot(train_event_data.age, ax=fig.gca())
plt.title('Age distribution')
sns.despine()
```



- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Boxplot analysis for gender and age [bivariate].

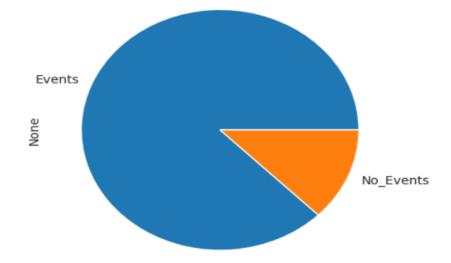
```
import seaborn as |sns
sns.set_style('whitegrid')
ax= sns.boxplot(x='gender',y='age',data=train_event_data)
```



- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Plot the percentage of the device ids with and without event data.

```
plt.figure()
  devices_events = np.in1d(train_non_event_data['device_id'].values,train_event_data['device_id'].values)
  pd.Series(devices_events).map({True:'No_Events', False:'Events'}).value_counts().plot.pie()
  plt.title("Devices with events and no events (Train Data)")
  plt.show()
  print("Devices with Events Percentage in Train Data: ",(list(devices_events).count(True)/len(devices_events))*100," %")
  print("Devices with No Events Percentage in Train Data: ",(list(devices_events).count(False)/len(devices_events))*100, " %")
```

Devices with events and no events (Train Data)

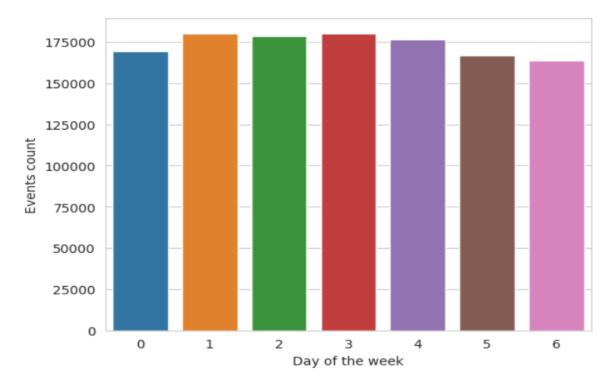


Devices with Events Percentage in Train Data: 12.498130781226635 % Devices with No Events Percentage in Train Data: 87.50186921877336 %

- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Plot a graph representing the distribution of events over different days of a week.

```
events_data = train_event_data[['event_id','dayofweek']]
event_counts = events_data["dayofweek"].value_counts().reset_index()
ax = sns.barplot(x = event_counts["index"], y = event_counts["dayofweek"])
ax.set_xlabel('Day of the week')
ax.set_ylabel('Events count')
```

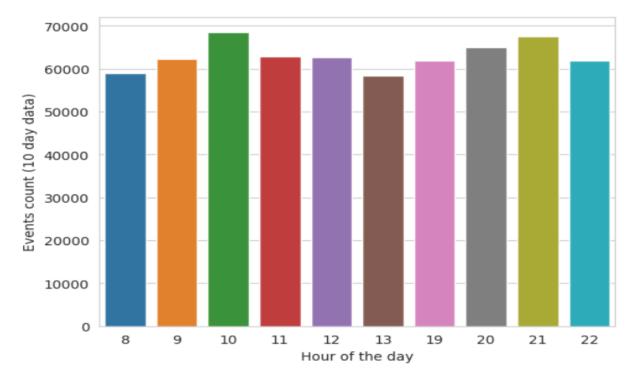




- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Plot a graph representing the distribution of events per hour [for one-week data].

```
events_hour = train_event_data[['event_id','hour']]
event_hour_counts = events_hour["hour"].value_counts().reset_index().head(10)
ax = sns.barplot(x = event_hour_counts["index"], y = event_hour_counts["hour"])
ax.set_xlabel('Hour of the day')
ax.set_ylabel('Events count (10 day data)')
```

Text(0, 0.5, 'Events count (10 day data)')

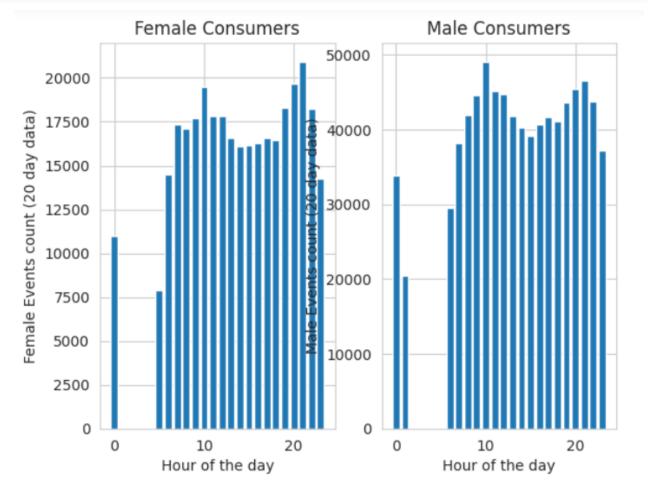


- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - The difference in the distribution of events per hour for Male and Female consumers. [Show the difference using an appropriate chart for one-week data.]

```
plt.subplot(1, 2, 1) # row 1, col 2 index 1
plt.bar(f_event_hour_counts["index"], f_event_hour_counts["hour"])
plt.title("Female Consumers")
plt.xlabel('Hour of the day')
plt.ylabel('Female Events count (20 day data)')

plt.subplot(1, 2, 2) # index 2
plt.bar(m_event_hour_counts["index"], m_event_hour_counts["hour"])
plt.title("Male Consumers")
plt.xlabel('Hour of the day')
plt.ylabel('Male Events count (20 day data)')

plt.show()
```



- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Is there any difference in the distribution of Events for different Age Groups over different days of the week? [Consider the following age groups: 0–24, 25–32, 33–45, and 46+]

```
M age_events_hour = train_event_data[['dayofweek','group_name']]
  age events counts = age events hour['dayofweek'].value counts().reset index().head(10)['index']
  plt.figure(figsize=(20,20))
  sns.countplot(y="group_name", hue="dayofweek", data=age_events_hour[age_events_hour['dayofweek'].isin(age_events_counts)], pa
```

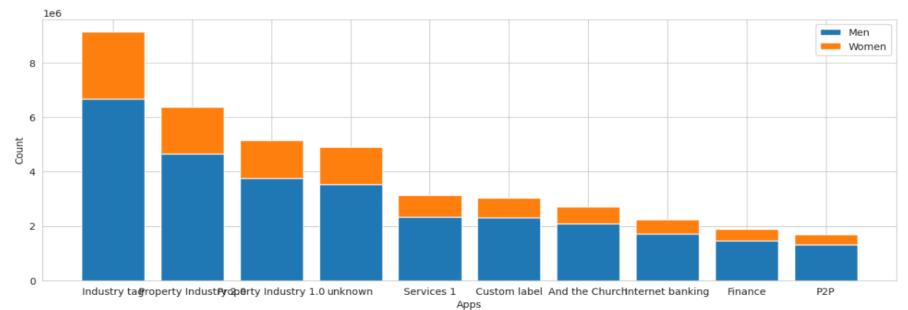
- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Stacked bar chart for the top 10 mobile brands across male and female consumers.

```
# Plotting to see if any brand is popular among any gender
plt.figure(figsize=(15,5))
ind = np.arange(len(list(brand_counts_female['index'])))
plot_1 = plt.bar(ind, brand_counts_male['phone_brand'])
plot_2 = plt.bar(ind, brand_counts_female['phone_brand'], bottom=brand_counts_male['phone_brand'])
plt.xticks(ind, list(brand_counts_female['index']))
plt.xlabel('Brands')
plt.ylabel('Count')
plt.legend((plot 1,plot 2),('Men','Women'))
plt.show()
   17500
                                                                                                                      Men
                                                                                                                         Women
   15000
   12500
 10000
    7500
    5000
    2500
                Xiaomi
                           Huawei
                                     samsung
                                                  Meizu
                                                                        vivo
                                                                                  Coolpad
                                                                                              lenovo
                                                                                                         Gionee
                                                                                                                     HTC
                                                                  Brands
```

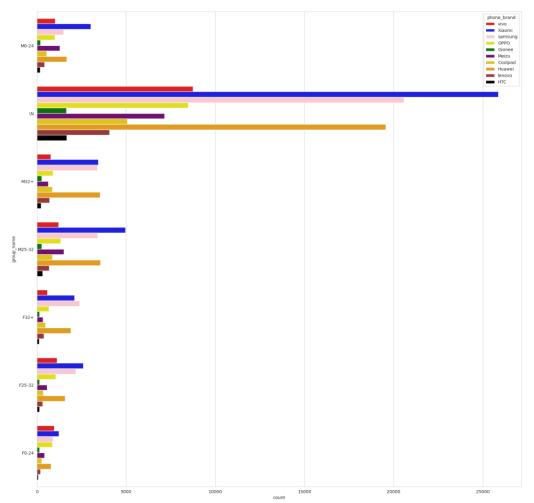
- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - Prepare a chart representing the ten frequently used applications and their respective male and female percentage.

```
plt.figure(figsize=(15,5))
ind = np.arange(len(list(app_counts_female['index'])))
plot_1 = plt.bar(ind, app_counts_male['category'])
plot_2 = plt.bar(ind, app_counts_female['category'], bottom=app_counts_male['category'])

plt.xticks(ind, list(app_counts_female['index']))
plt.xlabel('Apps')
plt.ylabel('Count')
plt.legend((plot_1,plot_2),('Men','Women'))
plt.show()
```



- Outputs to the various EDA and Visualisation codes along with the corresponding results and the insights gathered from each EDA and visualisation
 - List the top 10 mobile phone brands bought by customers by age groups. [Consider the following age groups: 0–24, 25–32, 33–45, and 46+]



- Geospatial visualisations along with the insights gathered from this visualisation
 - Plot the visualisation plot for a sample of 1 lakh data points.

```
# Set up plot
df events sample = train event data.sample(n=100000)
plt.figure(1, figsize=(12,6))
# Mercator of World
m1 = Basemap(projection='merc',
            llcrnrlat=-60,
            urcrnrlat=65,
            llcrnrlon=-180,
            urcrnrlon=180,
            lat ts=0,
            resolution='c')
m1.fillcontinents(color='#191919',lake_color='#000000') # dark grey land, black lakes
m1.drawmapboundary(fill_color='#000000') # black background
m1.drawcountries(linewidth=0.1, color="w") # thin white line for country borders
# Plot the data
mxy = m1(df_events_sample["longitude"].tolist(), df_events_sample["latitude"].tolist())
m1.scatter(mxy[0], mxy[1], s=3, c="#1292db", lw=0, alpha=1, zorder=5)
plt.title("Global view of events")
plt.show()
```

- Geospatial visualisations along with the insights gathered from this visualisation
 - Plot the visualisation plot for a sample of 1 lakh data points.

Global view of events



Geospatial visualisations along with the insights gathered from this visualisation

• Compare the event visualisation plots based on the users' gender information. [This can be done on the

sample of 1 lakh data points.]

```
# Male/female plot
plt.figure(4, figsize=(12,6))
plt.subplot(121)
m4a = Basemap(projection='merc',
             llcrnrlat=-60,
             urcrnrlat=65,
             llcrnrlon=-180,
             urcrnrlon=180,
             lat_ts=0,
             resolution='c')
m4a.fillcontinents(color='#191919',lake color='#000000') # dark grey land, black lakes
m4a.drawmapboundary(fill_color='#000000')
                                                         # black background
m4a.drawcountries(linewidth=0.1, color="w")
                                                         # thin white line for country borders
mxy = m4a(df m["longitude"].tolist(), df m["latitude"].tolist())
m4a.scatter(mxy[0], mxy[1], s=5, c="#1292db", lw=0, alpha=0.1, zorder=5)
plt.title("Global Male events")
plt.subplot(122)
m4b = Basemap(projection='merc',
             llcrnrlat=-60,
             urcrnrlat=65,
             llcrnrlon=-180,
             urcrnrlon=180,
             lat ts=0,
             resolution='c')
m4b.fillcontinents(color='#191919',lake color='#000000') # dark grey land, black lakes
m4b.drawmapboundary(fill color='#000000')
                                                         # black background
m4b.drawcountries(linewidth=0.1, color="w")
                                                         # thin white line for country borders
mxy = m4b(df f["longitude"].tolist(), df f["latitude"].tolist())
m4b.scatter(mxy[0], mxy[1], s=5, c="#fd3096", lw=0, alpha=0.1, zorder=5)
plt.title("Global Female events")
plt.show()
```

- Geospatial visualisations along with the insights gathered from this visualisation
 - Compare the event visualisation plots based on the users' gender information. [This can be done on the sample of 1 lakh data points.]

Global Male events



Global Female events



- Geospatial visualisations along with the insights gathered from this visualisation
 - Compare the event visualisation plots based on the following age groups:
 - a) 0–24
 - b) 25–32
 - c) 32+

```
df M024 = df events sample[df events sample["group name"]=='M0-24']
df F024 = df events sample[df events sample["group name"]=='F0-24']
df M024.append(df F024)
df M2532 = df events sample[df events sample["group name"]=='M25-32']
df F2532 = df events sample[df events sample["group name"]=='F25-32']
df M2532.append(df F2532)
df M32 = df events sample[df events sample["group name"]=='M32+']
df F32 = df events sample[df events sample["group name"]=='F32+']
df_M32.append(df_F32)
# 0-24 plot
plt.figure(5, figsize=(8,6))
plt.subplot(121)
m4a = Basemap(projection='merc',
             llcrnrlat=-60,
            urcrnrlat=65,
             llcrnrlon=-180,
             urcrnrlon=180,
            lat ts=0,
             resolution='c')
m4a.fillcontinents(color='#191919',lake_color='#000000') # dark grey land, black lakes
m4a.drawmapboundary(fill color='#000000')
                                                         # black background
m4a.drawcountries(linewidth=0.1, color="w")
                                                         # thin white line for country
mxy = m4a(df M024["longitude"].tolist(), df M024["latitude"].tolist())
m4a.scatter(mxy[0], mxy[1], s=5, c="#1292db", lw=0, alpha=0.1, zorder=5)
plt.title("Global events for age grp 0-24")
```

```
m4b = Basemap(projection='merc',
             llcrnrlat=-60,
             urcrnrlat=65,
             llcrnrlon=-180,
             urcrnrlon=180,
             lat ts=0.
             resolution='c')
m4b.fillcontinents(color='#191919',lake color='#000000') # dark grey land, black lakes
m4b.drawmapboundary(fill color='#000000')
                                                         # black background
m4b.drawcountries(linewidth=0.1, color="w")
                                                         # thin white line for country borders
mxy = m4b(df M2532["longitude"].tolist(), df M2532["latitude"].tolist())
m4b.scatter(mxy[0], mxy[1], s=5, c="#fd3096", lw=0, alpha=0.1, zorder=5)
plt.title("Global events for age grp 25-32")
plt.show()
#32+ plot
plt.figure(5, figsize=(8,6))
plt.subplot(121)
m4a = Basemap(projection='merc',
             llcrnrlat=-60,
             urcrnrlat=65,
             llcrnrlon=-180,
             urcrnrlon=180,
             lat ts=0,
             resolution='c')
m4a.fillcontinents(color='#191919',lake color='#000000') # dark grey land, black lakes
m4a.drawmapboundary(fill color='#000000')
                                                         # black background
m4a.drawcountries(linewidth=0.1, color="w")
                                                         # thin white line for country borders
mxy = m4a(df M32["longitude"].tolist(), df M32["latitude"].tolist())
m4a.scatter(mxy[0], mxy[1], s=5, c="#1292db", lw=0, alpha=0.1, zorder=5)
plt.title("Global events for age grp 32+")
plt.show()
```

- Geospatial visualisations along with the insights gathered from this visualisation
 - Compare the event visualisation plots based on the following age groups:
 - a) 0–24
 - b) 25–32
 - c) 32+

Global events for age grp 0-24



Global events for age grp 25-32



Global events for age grp 32+



- Results interpreting the clusters formed as part of DBSCAN Clustering and how the cluster information is being used
 - Used DBSCAN clustering to reduce the events data based on lat and long. Code for the same

```
from sklearn.cluster import DBSCAN
       from geopy.distance import great circle
       from shapely.geometry import MultiPoint
       #coords = train event data[['latitude','longitude']].to numpy()
▶ kms per radian = 6371.0088
       epsilon = 1.5/kms per radian
       db = DBSCAN(eps= 0.5, min_samples= 10, algorithm = 'ball_tree', metric = 'haversine').fit(np.radians(coords))
cluster labels = db.labels
       num clusters = len(set(cluster labels))
       clusters = pd.Series([coords[cluster labels == n] for n in range(num clusters)])
       print('Number of clusters: {}'.format(num clusters))
       def get_centermost_point(cluster):
                  centroid = (MultiPoint(cluster).centroid.x, MultiPoint(cluster).centroid.y)
                  centermost_point = min(cluster, key=lambda point: great_circle(point, centroid).m)
                  return tuple(centermost point)
       centermost points = clusters.map(get centermost point)
       lats, lons = zip(*centermost points)
       rep points = pd.DataFrame({'longitude':lons, 'latitude':lats})
       rs = rep_points.apply(lambda row: train_event_data[(train_event_data['latitude']==row['latitude']) & amp; & amp; & (df['longitude']) & amp; &
```

- A brief summary of any additional subtask that was performed and may have improved the data cleaning and feature generation step
 - I have applied following methods for data cleaning and feature generation
 - Convert categorical data to numerical data
 - one hot/label encoding from pandas
 - csr matrix from scipy sparse matrix

- All the data preparation steps that were used before applying the ML algorithm
 - Got rid of duplicate device ids in non events data
 - Encoding the brands using LabelEncoder
 - Concatenating Phone Brand and Model and encoding the same
 - Encoding the device models using LabelEncoder same way as done for Brands
 - Dropping columns timestamp, timestamp_ts, phone_brand, device_model, group_name
 - Read the test and train data and divide the data for events and without events
 - Checking and extracting the Device Ids which have Event Details for Train Data
 - Setting device_id as index for Train, Test Data
 - Created columns trainrow, testrow in Train and Test Data to indicate which row a particular device belongs to and this will be useful in our One-hot encoded Sparse Matrix Creation, in which we will specify number of rows in the sparse matrix
 - Getting the csr matrix from the encoded columns for events data and non-events data
 - Stacking all the features together for GENDER/AGE analysis ---- WITH EVENTS

- All the data preparation steps that were used before applying the ML algorithm
 - Stacking all the features together GENDER/AGE analysis WITHOUT EVENTS
 - Stacking all the features together for GENDER/AGE analysis WITH EVENTS
 - Saving Data without Events for GENDER and AGE prediction
 - Saving Devices with Events for GENDER and AGE prediction

- Documentation of all the machine learning models that were built along with the respective parameters that were used (e.g., DBSCAN, XGBoost, Random Forest, GridSearchCV, etc.)
 - Segregated the data that is data that has event data and that doesn't have event data
 - Scenario 1: latitude-longitude data, application id data, event data and devices data
 - Scenario 2: only have the mobile phone, brand and device data available.
 - Gender and Age Prediction
 - Gender scenario1
 - used logistic regression, XGboost classifier with GridSearchCV, Randomforest classifier and finally used StackingCVClassifier
 - Age scenario1
 - used linear regression, XGBoost regressor with GridsearchCV, Randomforest regressor and finally used stackingCVregressor
 - The same set of models were applied for scenario 2 also

- The reason for using regression or classification for age prediction
- When Age was classified there were quite a lot of bins. Classification could have been adopted if the bins were limited. Since the bins were quite a lot, regression was adopted.

- The outcomes of the evaluation metrics (results for both Scenario 1 and Scenario 2 must be shown separately).
 - Model Evaluation for Gender prediction without events

Confusion matrix

Logloss: 12.58

Precision: 0.645352 Recall: 0.959521 F1 score: 0.771686

M - 7000

M - 6000

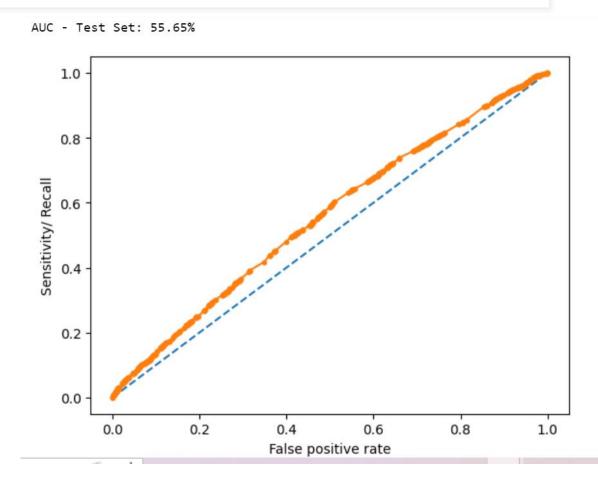
- 5000

- 4000

- 3000

- 1000

Predicted Values



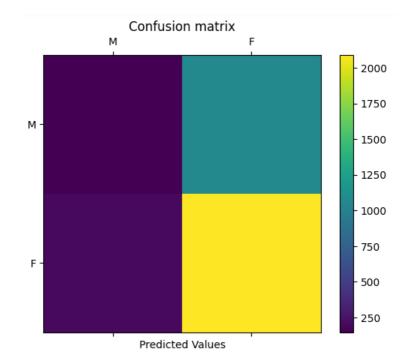
- The outcomes of the evaluation metrics (results for both Scenario 1 and Scenario 2 must be shown separately).
 - Model Evaluation for Gender prediction with events

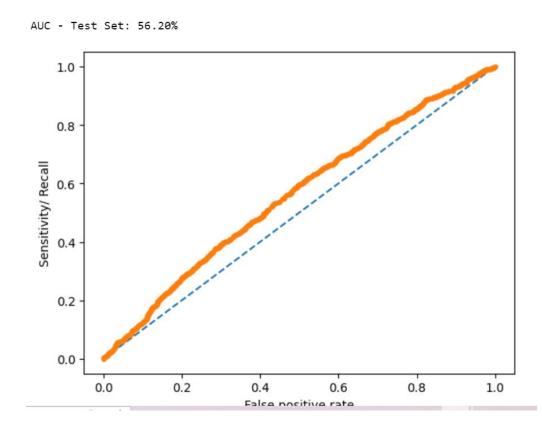
Logloss: 12.43

Precision: 0.662968

Recall: 0.914298

F1 score: 0.768609

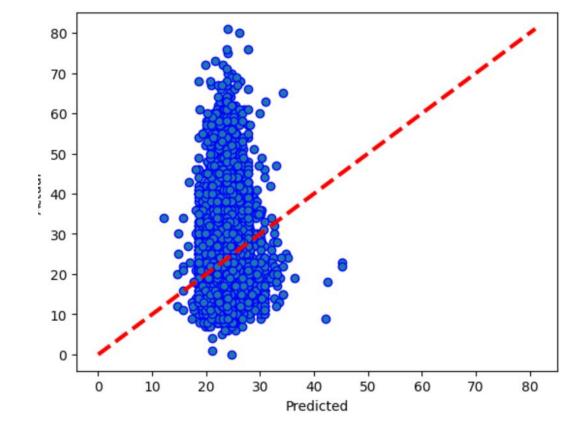




- The outcomes of the evaluation metrics (results for both Scenario 1 and Scenario 2 must be shown separately).
 - Model Evaluation for Age prediction without events

The model performance for testing set

MAE is 7.435100520644608 MSE is 97.86113400826038 R2 score is -0.006406576024700961



- The outcomes of the evaluation metrics (results for both Scenario 1 and Scenario 2 must be shown separately).
 - Model Evaluation for Age prediction with events

The model performance for testing set

MAE is 20.79857690426957 MSE is 533.7037308104443 R2 score is -4.276435738638995

