

**Project Report**

**MACHINE LEARNING TECHNIQUES FOR PATTERN RECOGNITION APPLICATIONS**

**Artificial Intelligence (BEJ42803)**

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# Introduction

For transport companies the customer satisfaction is the most important issue. A satisfied customer is not just likelier to return, in times of social media word spreads fast about the quality of the transport [1]. This is why transport companies need to ensure that customers liked their traveling experience. This report focuses on analysing a customer survey. The survey considers different aspects of customer experience like the punctuality. To have more accurate results and consider the feelings of range of different customers, big data sets get analysed. As this is hardly possible with conventional methods pattern recognition will be used [2]. This report presents machine learning techniques to analyse the customer survey with pattern recognition.

The customer survey is about the Shinkansen Bullet Train which is Japan’s highspeed train. The objective of the analysis is to predict if the customer was satisfied with the journey. Therefor different prediction models shall be used. It is also important to understand the data and find out which parameter contributes at which weight to the customer satisfaction.

# Problem Statement

“In 2021, the estimated number of domestic travelers using Shinkansen high-speed railways in Japan totaled around 34.52 million” [3]. To find out if they had a satisfactory trip random people where ask to perform a survey. The results of this survey need to be analysed. A total of 94379 customer data with 10 categories each need to be looked at. The issue is to find a prediction to know if a customer is satisfied with the overall experience.

# Methodology

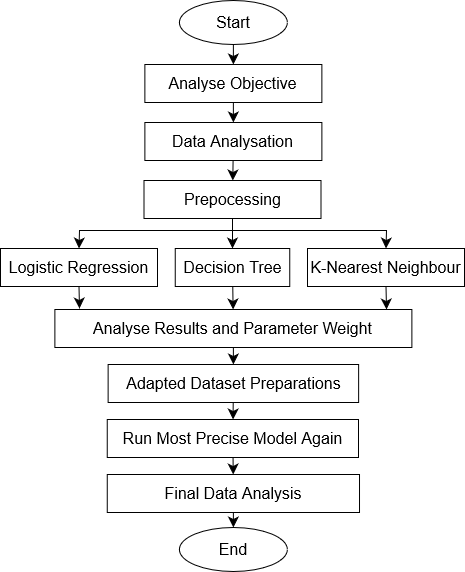


Figure 3.1: Methodology Flow Chart

The above figure gives an overview about the methodology of the project. The flow chart shows that after the project start the objective got analysed. For the following steps the project team used the Jupyter Notebook. After the dataset was loaded into the notebook, the set was analysed concerning its structure. This helped to prepare the dataset during preprocessing, where unsignificant parameters were removed, encoding was performed and training and test set were spilt apart. Afterwards the flow chart divides into three branches. This is where the first round of model running was performed. As far as the notebook is concerned, the models are fitted in the following order: Logistic Regressions, Decision Trees and K-Nearest Neighbour. As they rely on the same data set, they can be performed in any order. To find the best prediction for the data, the Logistic Regression was run with two different settings, while the Decision Tree was run with three and the K-Nearest Neighbour had one. In the step of ‘Analyse Results and Parameter Weight’ the first phase was scrutinise the output of the test set with focus on precisions. Based on the results the most precise model was chosen, which was one of the decision trees. The model was later used again. The second phase is to analyse which parameters have a high relative importance. Parameters with low importance got dropped in the following step of adapted data set preparation. Furthermore, a different approach of data encoding was used by adding dummy values for all parameters. As the decision tree model with criterion entropy and maximum depth 15 delivered the best test set results, it was run again. After that a final data analysis was performed. Here one can also find the comparison of the different model runs.

# Dataset Descriptions

# Results

# Analysis and Discussion

# Conclusion

# References

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| [1] | S. Kumar and M. Zymbler, “A machine learning approach to analyze customer satisfaction from airline tweets”, *springeropen.com*, Jul. 17, 2019. [Online]. Available: <https://journalofbigdata.springeropen.com/articles/10.1186/s40537-019-0224-1> [Accessed: Jun. 27, 2023] |
| [2] | R. Szeliski, *Computer Vision*. Seattle: Springer Cham, 2022. |
| [3] | A. Arba, “Number of domestic Shinkansen travelers in Japan 2016-2021”, *statista.com*, Oct. 15, 2022. [Online]. Available: <https://www.statista.com/statistics/1272144/japan-tourism-domestic-shinkansen-traveler-number/> [Accessed: Jun. 27, 2023] |