

# Subject Name Solutions

4341603 – Winter 2023

Semester 1 Study Material

*Detailed Solutions and Explanations*

## Question 1(a) [3 marks]

Define human learning and explain how machine learning is different from human learning?

### Solution

Table 1: Human Learning vs Machine Learning

| Aspect             | Human Learning              | Machine Learning        |
|--------------------|-----------------------------|-------------------------|
| <b>Method</b>      | Experience, trial and error | Data and algorithms     |
| <b>Speed</b>       | Slow, gradual               | Fast processing         |
| <b>Data</b>        | Limited examples needed     | Large datasets required |
| <b>Requirement</b> |                             |                         |

- **Human Learning:** Process of acquiring knowledge through experience, observation, and reasoning
- **Machine Learning:** Automated learning from data using algorithms to identify patterns

### Mnemonic

“Humans Experience, Machines Analyze Data” (HEMAD)

## Question 1(b) [4 marks]

Describe the use of machine learning in finance and banking.

### Solution

#### Applications in Finance and Banking:

| Application                | Purpose                          | Benefit                  |
|----------------------------|----------------------------------|--------------------------|
| <b>Fraud Detection</b>     | Identify suspicious transactions | Reduce financial losses  |
| <b>Credit Scoring</b>      | Assess loan default risk         | Better lending decisions |
| <b>Algorithmic Trading</b> | Automated trading decisions      | Faster market responses  |

- **Risk Assessment:** ML analyzes customer data to predict creditworthiness
- **Customer Service:** Chatbots provide 24/7 support using NLP
- **Regulatory Compliance:** Automated monitoring for suspicious activities

### Mnemonic

“Finance Needs Smart Analysis” (FNSA)

## Question 1(c) [7 marks]

Give difference between Supervised Learning, Unsupervised Learning and Reinforcement Learning.

### Solution

#### Comparison Table:

| Feature          | Supervised Learning        | Unsupervised Learning   | Reinforcement Learning  |
|------------------|----------------------------|-------------------------|-------------------------|
| <b>Data Type</b> | Labeled data               | Unlabeled data          | Environment interaction |
| <b>Goal</b>      | Predict output             | Find patterns           | Maximize rewards        |
| <b>Examples</b>  | Classification, Regression | Clustering, Association | Game playing, Robotics  |
| <b>Feedback</b>  | Immediate                  | None                    | Delayed rewards         |

#### Key Characteristics:

- **Supervised Learning:** Teacher-guided learning with correct answers provided
- **Unsupervised Learning:** Self-discovery of hidden patterns in data
- **Reinforcement Learning:** Learning through trial and error with rewards/penalties

### Mnemonic

“Supervised Teachers, Unsupervised Explores, Reinforcement Rewards” (STUER)

## Question 1(c OR) [7 marks]

Explain different tools and technology used in machine learning.

### Solution

#### ML Tools and Technologies:

| Category               | Tools                    | Purpose                  |
|------------------------|--------------------------|--------------------------|
| <b>Programming</b>     | Python, R, Java          | Algorithm implementation |
| <b>Libraries</b>       | Scikit-learn, TensorFlow | Ready-made algorithms    |
| <b>Visualization</b>   | Matplotlib, Seaborn      | Data visualization       |
| <b>Data Processing</b> | Pandas, NumPy            | Data manipulation        |

#### Key Technologies:

- **Cloud Platforms:** AWS, Google Cloud for scalable computing
- **Development Environments:** Jupyter Notebook, Google Colab
- **Big Data Tools:** Spark, Hadoop for large datasets

### Mnemonic

“Python Libraries Visualize Data Effectively” (PLVDE)

## Question 2(a) [3 marks]

Define outliers with one example.

### Solution

**Definition:** Outliers are data points that significantly differ from other observations in a dataset.

#### Example Table:

| Student Heights (cm) | Classification     |
|----------------------|--------------------|
| 165, 170, 168, 172   | Normal values      |
| 195                  | Outlier (too tall) |

140

Outlier (too short)

- **Detection:** Values beyond  $1.5 \times IQR$  from quartiles
- **Impact:** Can skew statistical analysis and model performance

**Mnemonic**

“Outliers Stand Apart” (OSA)

**Question 2(b) [4 marks]**

Explain regression steps in detail.

**Solution****Regression Process Steps:**

flowchart LR

```

A[Data Collection] --> B[Data Preprocessing]
B --> C[Feature Selection]
C --> D[Model Training]
D --> E[Model Evaluation]
E --> F[Prediction]

```

**Detailed Steps:**

- **Data Collection:** Gather relevant dataset with input-output pairs
- **Preprocessing:** Clean data, handle missing values, normalize features
- **Feature Selection:** Choose relevant variables that affect target
- **Model Training:** Fit regression line to minimize prediction errors

**Mnemonic**

“Data Preprocessing Features Train Evaluation Predicts” (DPFTEP)

**Question 2(c) [7 marks]**

Define Accuracy and for the following binary classifier’s confusion matrix, find the various measurement parameters like 1. Accuracy 2. Precision.

**Solution****Confusion Matrix Analysis:**

|            | Predicted No | Predicted Yes |
|------------|--------------|---------------|
| Actual No  | 10 (TN)      | 3 (FP)        |
| Actual Yes | 2 (FN)       | 15 (TP)       |

#### Calculations:

| Metric           | Formula                 | Calculation           | Result |
|------------------|-------------------------|-----------------------|--------|
| <b>Accuracy</b>  | $(TP+TN)/(TP+TN+FP+FN)$ | $(15+10)/(15+10+3+2)$ | 83.33% |
| <b>Precision</b> | $TP/(TP+FP)$            | $15/(15+3)$           | 83.33% |

#### Definitions:

- **Accuracy:** Proportion of correct predictions out of total predictions
- **Precision:** Proportion of true positive predictions out of all positive predictions

#### Mnemonic

“Accuracy Counts All, Precision Picks Positives” (ACAPP)

### Question 2(a OR) [3 marks]

Identify basic steps of feature subset selection.

#### Solution

##### Feature Subset Selection Steps:

flowchart LR

```
A[Original Features] --> B[Generate Subsets]
B --> C[Evaluate Subsets]
C --> D[Select Best Subset]
```

##### Basic Steps:

- **Generation:** Create different combinations of features
- **Evaluation:** Test each subset using performance metrics
- **Selection:** Choose optimal subset based on criteria

#### Mnemonic

“Generate, Evaluate, Select” (GES)

### Question 2(b OR) [4 marks]

Discuss the strength and weakness of the KNN algorithm.

#### Solution

##### KNN Algorithm Analysis:

| Strengths                    | Weaknesses                                |
|------------------------------|---|
| Simple to understand         | Computationally expensive                 |
| No training required         | Sensitive to irrelevant features          |
| Works with non-linear data   | Performance degrades with high dimensions |
| Effective for small datasets | Requires optimal K value selection        |

##### Key Points:

- **Lazy Learning:** No explicit training phase required
- **Distance-Based:** Classification based on neighbor proximity
- **Memory-Intensive:** Stores entire training dataset

### Mnemonic

“Simple but Slow, Effective but Expensive” (SBSEBE)

### Question 2(c OR) [7 marks]

Define Error-rate and for the following binary classifier’s confusion matrix, find the various measurement parameters like 1. Error value 2. Recall.

#### Solution

##### Confusion Matrix Analysis:

|            | Predicted No | Predicted Yes |
|------------|--------------|---------------|
| Actual No  | 20 (TN)      | 3 (FP)        |
| Actual Yes | 2 (FN)       | 15 (TP)       |

##### Calculations:

| Metric            | Formula                 | Calculation         | Result |
|-------------------|-------------------------|---------------------|--------|
| <b>Error Rate</b> | $(FP+FN)/(TP+TN+FP+FN)$ | $(3+2)/(15+20+3+2)$ | 12.5%  |
| <b>Recall</b>     | $TP/(TP+FN)$            | $15/(15+2)$         | 88.24% |

##### Definitions:

- **Error Rate:** Proportion of incorrect predictions out of total predictions
- **Recall:** Proportion of actual positives correctly identified

### Mnemonic

“Error Excludes, Recall Retrieves” (EERR)

### Question 3(a) [3 marks]

Give any three examples of unsupervised learning.

#### Solution

##### Unsupervised Learning Examples:

| Example                        | Description                  | Application           |
|--------------------------------|------------------------------|-----------------------|
| <b>Customer Segmentation</b>   | Group customers by behavior  | Marketing strategies  |
| <b>Document Classification</b> | Organize documents by topics | Information retrieval |
| <b>Gene Sequencing</b>         | Group similar DNA patterns   | Medical research      |

- **Market Basket Analysis:** Finding product purchase patterns
- **Social Network Analysis:** Identifying community structures
- **Anomaly Detection:** Detecting unusual patterns in data

### Mnemonic

“Customers, Documents, Genes Group Automatically” (CDGGA)

### Question 3(b) [4 marks]

Find Mean and Median for the following data: 4,6,7,8,9,12,14,15,20

#### Solution

##### Statistical Calculations:

| Statistic     | Calculation                 | Result |
|---------------|-----------------------------|--------|
| <b>Mean</b>   | $(4+6+7+8+9+12+14+15+20)/9$ | 10.56  |
| <b>Median</b> | Middle value (5th position) | 9      |

##### Step-by-step:

- **Data:** Already sorted: 4,6,7,8,9,12,14,15,20
- **Mean:** Sum all values  $\div count = 95 \div 9 = 10.56$
- **Median:** Middle value in sorted list = 9 (5th position)

#### Mnemonic

“Mean Averages All, Median Middle Value” (MAAMV)

### Question 3(c) [7 marks]

Describe k-fold cross validation method in detail.

#### Solution

##### K-Fold Cross Validation Process:

flowchart LR

```
A[Original Dataset] --> B[Split into K folds]
B --> C[Train on K-1 folds]
C --> D[Test on 1 fold]
D --> E[Repeat K times]
E --> F[Average Results]
```

##### Process Steps:

| Step                         | Description                   | Purpose                     |
|------------------------------|-------------------------------|-----------------------------|
| <b>1. Data Division</b>      | Split data into K equal parts | Ensure balanced testing     |
| <b>2. Iterative Training</b> | Use K-1 folds for training    | Maximum data utilization    |
| <b>3. Validation</b>         | Test on remaining fold        | Unbiased evaluation         |
| <b>4. Averaging</b>          | Calculate mean performance    | Robust performance estimate |

##### Advantages:

- **Unbiased Estimation:** Each data point used for both training and testing
- **Reduced Overfitting:** Multiple validation rounds increase reliability
- **Efficient Data Use:** All data utilized for both training and validation

#### Mnemonic

“K-fold Keeps Keen Knowledge” (KKKK)

### Question 3(a OR) [3 marks]

Give any three applications of multiple linear regression.

### Solution

#### Multiple Linear Regression Applications:

| Application            | Variables                        | Purpose               |
|------------------------|----------------------------------|-----------------------|
| House Price Prediction | Size, location, age              | Real estate valuation |
| Sales Forecasting      | Marketing spend, season, economy | Business planning     |
| Medical Diagnosis      | Symptoms, age, history           | Disease prediction    |

- **Stock Market Analysis:** Multiple economic indicators predict stock prices
- **Academic Performance:** Study hours, attendance, previous grades predict scores
- **Marketing ROI:** Various marketing channels impact sales revenue

### Mnemonic

“Houses, Sales, Medicine Predict Multiple Variables” (HSMPV)

### Question 3(b OR) [4 marks]

Find Standard Deviation for the following data: 4,15,20,28,35,45

### Solution

#### Standard Deviation Calculation:

| Step     | Calculation            | Value  |
|----------|------------------------|--------|
| Mean     | $(4+15+20+28+35+45)/6$ | 24.5   |
| Variance | $\Sigma(xi-mean)^2/n$  | 236.92 |
| Std Dev  |                        | 15.39  |

#### Detailed Calculation:

- **Deviations from mean:**  $(-20.5)^2, (-9.5)^2, (-4.5)^2, (3.5)^2, (10.5)^2, (20.5)^2$
- **Squared deviations:** 420.25, 90.25, 20.25, 12.25, 110.25, 420.25
- **Sum:** 1073.5
- **Variance:**  $1073.5/6 = 178.92$
- **Standard Deviation:**  $\sqrt{178.92} = 13.38$

### Mnemonic

“Deviation Measures Data Spread” (DMDS)

### Question 3(c OR) [7 marks]

Explain Bagging, Boosting in detail.

### Solution

#### Ensemble Methods Comparison:

| Aspect        | Bagging                 | Boosting             |
|---------------|-------------------------|----------------------|
| Strategy      | Parallel training       | Sequential training  |
| Data Sampling | Random with replacement | Weighted sampling    |
| Combination   | Simple averaging/voting | Weighted combination |
| Bias-Variance | Reduces variance        | Reduces bias         |

### Bagging (Bootstrap Aggregating):

flowchart LR

```
A[Original Data] --> B[Bootstrap Sample 1]
A --> C[Bootstrap Sample 2]
A --> D[Bootstrap Sample n]
B --> E[Model 1]
C --> F[Model 2]
D --> G[Model n]
E --> H[Final Prediction]
F --> H
G --> H
```

### Boosting Process:

- **Sequential Learning:** Each model learns from previous model's mistakes
- **Weight Adjustment:** Increase weight of misclassified examples
- **Final Prediction:** Weighted combination of all models

### Key Differences:

- **Bagging:** Independent models trained in parallel, reduces overfitting
- **Boosting:** Dependent models trained sequentially, improves accuracy

### Mnemonic

“Bagging Builds Parallel, Boosting Builds Sequential” (BBPBS)

## Question 4(a) [3 marks]

Define: Support, Confidence.

### Solution

#### Association Rule Metrics:

| Metric            | Definition                           | Formula   |
|-------------------|--------------------------------------|---|
| <b>Support</b>    | Frequency of itemset in transactions | $\text{Support}(A) = \text{Count}(A) / \text{Total transactions}$ |
| <b>Confidence</b> | Conditional probability of rule      | $\text{Confidence}(A) = \text{Support}(A) / \text{Support}(B)$    |

#### Example:

- **Support(Bread)** = 0.6 (60% transactions contain bread)
- **Confidence(Bread)** = 0.8 (80% of bread buyers also buy butter)

#### Applications:

- **Market Basket Analysis:** Finding product associations
- **Recommendation Systems:** Suggesting related items

### Mnemonic

“Support Shows Frequency, Confidence Shows Connection” (SSFC)

## Question 4(b) [4 marks]

Illustrate any two applications of logistic regression.



## Solution

### Logistic Regression Applications:

| Application          | Input Variables                 | Output             | Use Case        |
|----------------------|---------------------------------|--------------------|-----------------|
| Email Spam Detection | Word frequency, sender, subject | Spam/Not Spam      | Email filtering |
| Medical Diagnosis    | Symptoms, age, test results     | Disease/No Disease | Healthcare      |

### Key Features:

- **Binary Classification:** Predicts probability between 0 and 1
- **S-shaped Curve:** Uses sigmoid function for probability estimation
- **Linear Decision Boundary:** Separates classes with linear boundary

### Real-world Examples:

- **Marketing:** Customer purchase probability based on demographics
- **Finance:** Credit approval based on credit history and income

## Mnemonic

“Logistic Limits Linear Logic” (LLLL)

## Question 4(c) [7 marks]

Discuss the main purpose of Numpy and Pandas in machine learning.

## Solution

### NumPy and Pandas in ML:

| Library       | Purpose             | Key Features                   |
|---------------|---------------------|--------------------------------|
| <b>NumPy</b>  | Numerical computing | Arrays, mathematical functions |
| <b>Pandas</b> | Data manipulation   | DataFrames, data cleaning      |

## NumPy Functions:

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[NumPy] --> B[Array Operations]
    A --> C[Mathematical Functions]
    A --> D[Linear Algebra]
    A --> E[Random Numbers]
{Highlighting}
{Shaded}
```

## Pandas Capabilities:

- **Data Import/Export:** Read CSV, Excel, JSON files
- **Data Cleaning:** Handle missing values, duplicates
- **Data Transformation:** Group, merge, pivot operations
- **Statistical Analysis:** Descriptive statistics, correlation

## Integration with ML:

- **Data Preprocessing:** Clean and prepare data for algorithms
- **Feature Engineering:** Create new features from existing data
- **Model Input:** Convert data to format required by ML algorithms

## Key Benefits:

- **Performance:** Optimized C/C++ backend for speed
- **Memory Efficiency:** Efficient data storage and manipulation
- **Ecosystem Integration:** Works seamlessly with scikit-learn, matplotlib

## Mnemonic

“NumPy Numbers, Pandas Processes Data” (NNPD)

## Question 4(a OR) [3 marks]

Give any three examples of Supervised Learning.

### Solution

#### Supervised Learning Examples:

| Example                       | Type           | Input → Output                       |
|-------------------------------|----------------|--------------------------------------|
| <b>Email Classification</b>   | Classification | Email features → <i>Spam/NotSpam</i> |
| <b>House Price Prediction</b> | Regression     | House features → <i>Price</i>        |
| <b>Image Recognition</b>      | Classification | Pixel values → <i>Objectclass</i>    |

- **Medical Diagnosis:** Patient symptoms → *Diseaseclassification*
- **Stock Price Prediction:** Market indicators → *Futureprice*
- **Speech Recognition:** Audio signals → *Texttranscription*

## Mnemonic

“Emails, Houses, Images Learn Supervised” (EHILS)

### Question 4(b OR) [4 marks]

Explain any two applications of the apriori algorithm.

#### Solution

##### Apriori Algorithm Applications:

| Application            | Description                          | Business Value           |
|------------------------|--------------------------------------|--------------------------|
| Market Basket Analysis | Find products bought together        | Cross-selling strategies |
| Web Usage Mining       | Discover website navigation patterns | Improve user experience  |

##### Market Basket Analysis:

- **Example:** “Customers who buy bread and milk also buy eggs”
- **Business Impact:** Product placement, promotional offers
- **Implementation:** Analyze transaction data to find frequent itemsets

##### Web Usage Mining:

- **Example:** “Users visiting page A often visit page B next”
- **Website Optimization:** Improve navigation, recommend content
- **User Experience:** Personalized website layouts

##### Algorithm Process:

- **Generate Candidates:** Create frequent itemsets
- **Prune:** Remove infrequent items
- **Generate Rules:** Create association rules with confidence

#### Mnemonic

“Apriori Analyzes Associations Automatically” (AAAA)

### Question 4(c OR) [7 marks]

Explain the features and applications of Matplotlib.

#### Solution

##### Matplotlib Features and Applications:

| Feature Category | Capabilities                     | Applications               |
|------------------|----------------------------------|----------------------------|
| Plot Types       | Line, bar, scatter, histogram    | Data exploration           |
| Customization    | Colors, labels, styles           | Professional presentations |
| Subplots         | Multiple plots in one figure     | Comparative analysis       |
| 3D Plotting      | Three-dimensional visualizations | Scientific modeling        |

### Key Features:

#### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Matplotlib] --> B[2D Plotting]
    A --> C[3D Plotting]
    A --> D[Interactive Plots]
    A --> E[Publication Quality]
    B --> F[Line Charts]
    B --> G[Bar Charts]
    B --> H[Scatter Plots]
    C --> I[Surface Plots]
    C --> J[3D Scatter]
{Highlighting}
{Shaded}
```

#### Applications in Machine Learning:

- **Data Exploration:** Visualize data distribution and patterns
- **Model Performance:** Plot accuracy, loss curves during training
- **Result Presentation:** Display predictions vs actual values
- **Feature Analysis:** Correlation matrices, feature importance plots

#### Advanced Capabilities:

- **Animation:** Create animated plots for time-series data
- **Interactive Widgets:** Add sliders, buttons for user interaction
- **Integration:** Works with Jupyter notebooks, web applications

#### Benefits:

- **Flexibility:** Highly customizable plotting options
- **Community:** Large user base with extensive documentation
- **Compatibility:** Integrates with NumPy, Pandas seamlessly

#### Mnemonic

“Matplotlib Makes Meaningful Visual Displays” (MMVD)

### Question 5(a) [3 marks]

List out the major features of Numpy.

#### Solution

##### NumPy Major Features:

| Feature                     | Description                          | Benefit                        |
|-----------------------------|--------------------------------------|--------------------------------|
| <b>N-dimensional Arrays</b> | Efficient array operations           | Fast mathematical computations |
| <b>Broadcasting</b>         | Operations on different sized arrays | Flexible array manipulation    |
| <b>Linear Algebra</b>       | Matrix operations, decompositions    | Scientific computing support   |

- **Universal Functions:** Element-wise operations on arrays
- **Memory Efficiency:** Contiguous memory layout for speed
- **C/C++ Integration:** Interface with compiled languages

#### Mnemonic

“NumPy Numbers Need Neat Operations” (NNNNO)

---

### Question 5(b) [4 marks]

How to load an iris dataset csv file in a Pandas Dataframe program? Explain with example.

#### Solution

##### Loading Iris Dataset:

```
import pandas as pd

\# Method 1: Load from file
df = pd.read_csv('iris.csv')

\# Method 2: Load from sklearn
from sklearn.datasets import load_iris
iris = load_iris()
df = pd.DataFrame(iris.data, columns=iris.feature_names)
df['target'] = iris.target

\# Display basic information
print(df.head())
print(df.info())
print(df.describe())
```

##### Code Explanation:

- **pd.read\_csv():** Reads CSV file into DataFrame
- **columns parameter:** Assigns column names
- **head():** Shows first 5 rows
- **info():** Displays data types and memory usage

#### Mnemonic

“Pandas Reads CSV Files Easily” (PRCFE)

---

### Question 5(c) [7 marks]

Compare and Contrast Supervised Learning and Unsupervised Learning.

#### Solution

##### Comprehensive Comparison:

| Aspect               | Supervised Learning          | Unsupervised Learning                |
|----------------------|------------------------------|--------------------------------------|
| <b>Data Type</b>     | Labeled (input-output pairs) | Unlabeled (input only)               |
| <b>Learning Goal</b> | Predict target variable      | Discover hidden patterns             |
| <b>Evaluation</b>    | Accuracy, precision, recall  | Silhouette score, inertia            |
| <b>Complexity</b>    | Less complex to evaluate     | More complex to validate             |
| <b>Applications</b>  | Classification, regression   | Clustering, dimensionality reduction |

### Detailed Comparison:

#### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Machine Learning] --> B[Supervised]
    A --> C[Unsupervised]
    B --> D[Classification]
    B --> E[Regression]
    C --> F[Clustering]
    C --> G[Association Rules]
{Highlighting}
{Shaded}
```

#### Supervised Learning Characteristics:

- **Training Process:** Learn from examples with known correct answers
- **Performance Measurement:** Direct comparison with actual outcomes
- **Common Algorithms:** Decision trees, SVM, neural networks
- **Business Applications:** Fraud detection, medical diagnosis, price prediction

#### Unsupervised Learning Characteristics:

- **Exploration:** Find unknown patterns without guidance
- **Validation Challenges:** No ground truth for direct comparison
- **Common Algorithms:** K-means, hierarchical clustering, PCA
- **Business Applications:** Customer segmentation, market research, anomaly detection

#### Key Contrasts:

- **Feedback:** Supervised has immediate feedback, unsupervised relies on domain expertise
- **Data Requirements:** Supervised needs expensive labeled data, unsupervised uses readily available unlabeled data
- **Problem Types:** Supervised solves prediction problems, unsupervised solves discovery problems

#### Mnemonic

“Supervised Seeks Specific Solutions, Unsupervised Uncovers Unknown” (SSUU)

### Question 5(a OR) [3 marks]

List out the applications of Pandas.

#### Solution

##### Pandas Applications:

| Application           | Description                       | Industry       |
|-----------------------|-----------------------------------|----------------|
| Data Cleaning         | Handle missing values, duplicates | All industries |
| Financial Analysis    | Stock market, trading data        | Finance        |
| Business Intelligence | Sales reports, KPI analysis       | Business       |

- **Scientific Research:** Experimental data analysis
- **Web Analytics:** Website traffic, user behavior analysis
- **Healthcare:** Patient records, clinical trial data

#### Mnemonic

“Pandas Processes Data Perfectly” (PPDP)

Question 5(b OR) [4 marks]

How to plot a vertical line and horizontal line in matplotlib? Explain with examples.

Solution

Matplotlib Line Plotting:

```
import matplotlib.pyplot as plt
import numpy as np

\# Create sample data
x = np.linspace(0, 10, 100)
y = np.sin(x)

\# Plot the main curve
plt.plot(x, y, label={sin(x)})

\# Vertical line at x = 5
plt.axvline(x=5, color={red}, linestyle={{-}{-}}, label={Vertical Line})

\# Horizontal line at y = 0.5
plt.axhline(y=0.5, color={green}, linestyle={:}, label={Horizontal Line})

\# Formatting
plt.xlabel({X{-}axis})
plt.ylabel({Y{-}axis})
plt.legend()
plt.title({Vertical and Horizontal Lines})
plt.grid(True)
plt.show()
```

Key Functions:

- axvline()**: Creates vertical line at specified x-coordinate
- axhline()**: Creates horizontal line at specified y-coordinate
- Parameters**: color, linestyle, linewidth, alpha

Mnemonic

“Matplotlib Makes Lines Easily” (MMLE)

Question 5(c OR) [7 marks]

Describe the concept of clustering using appropriate real-world examples.

Solution

Clustering Concept and Applications:

| Clustering Type       | Real-World Example                   | Business Impact              |
|-----------------------|--------------------------------------|------------------------------|
| Customer Segmentation | Group customers by purchase behavior | Targeted marketing campaigns |
| Image Segmentation    | Medical imaging for tumor detection  | Improved diagnosis accuracy  |
| Gene Analysis         | Group genes with similar expression  | Drug discovery and treatment |

## Clustering Process:

flowchart LR

```
A[Raw Data] --> B[Feature Selection]
B --> C[Distance Calculation]
C --> D[Cluster Formation]
D --> E[Cluster Validation]
E --> F[Business Insights]
```

## Detailed Examples:

### 1. Customer Segmentation:

- **Data:** Purchase history, demographics, website behavior
- **Clusters:** High-value customers, price-sensitive buyers, occasional shoppers
- **Business Value:** Customized marketing, product recommendations, retention strategies

### 2. Social Media Analysis:

- **Data:** User interactions, post topics, engagement patterns
- **Clusters:** Influencers, casual users, brand advocates
- **Applications:** Viral marketing, content strategy, community management

### 3. Market Research:

- **Data:** Survey responses, product preferences, demographics
- **Clusters:** Market segments with similar needs
- **Insights:** Product development, pricing strategy, market positioning

## Clustering Algorithms:

- **K-Means:** Partitions data into k clusters
- **Hierarchical:** Creates tree-like cluster structure
- **DBSCAN:** Finds clusters of varying density

## Validation Methods:

- **Silhouette Score:** Measures cluster quality
- **Elbow Method:** Determines optimal number of clusters
- **Domain Expertise:** Business knowledge validation

## Benefits:

- **Pattern Discovery:** Reveals hidden data structures
- **Decision Support:** Provides insights for business decisions
- **Automation:** Reduces manual data analysis effort

## Mnemonic

“Clustering Creates Clear Categories” (CCCC)