oject-sales-market-basket-analysis

May 14, 2024

Import Libraries

```
[2]: import pyspark
     import pandas as pd
     import numpy as np
     import matplotlib.pyplot as plt
     from os import sep
     from time import time
     from pyspark.sql.functions import *
     from pyspark.sql.types import *
     from pyspark.sql import functions as F, SparkSession, Column, types
     from pyspark.sql.functions import col, isnan, when, count, split, to_timestamp
     from pyspark.sql import SparkSession, SQLContext
     from pyspark.ml.fpm import FPGrowth,FPGrowthModel
     from pyspark.ml.feature import OneHotEncoder, StringIndexer, CountVectorizer
     from pyspark.sql.types import IntegerType
     from pyspark.sql.functions import lit
     %matplotlib inline
```

Create Spark Session

```
[3]: spark = SparkSession.builder.appName('SalesMarketBasketAnalysis').getOrCreate() sqlCtx = SQLContext(spark) spark
```

```
/usr/local/lib/python3.10/dist-packages/pyspark/sql/context.py:113:
FutureWarning: Deprecated in 3.0.0. Use SparkSession.builder.getOrCreate()
instead.
warnings.warn(
```

[3]: <pyspark.sql.session.SparkSession at 0x7c9939745630>

Load the dataset

```
[4]: df = spark.read.csv('Sales_Data.csv',header=True,sep=";",inferSchema=True)
```

```
[5]: df.show(5)
```

+----+

BillNo	Itemname Quan	tity	Date Price CustomerID			
Country						
+		+		++-	+	
+						
536365 WHITE HANG	ING HEA	6 01.12.2010	08:26	2,55	17850 Un	ited
Kingdom						
536365 WHITE MET	'AL LANTERN	6 01.12.20	10 08:26	3,39	17850	United
Kingdom						
536365 CREAM CUPI	D HEART	8 01.12.2010	08:26	2,75	17850 Un	ited
Kingdom						
536365 KNITTED UN	ION FLA	6 01.12.2010	08:26	3,39	17850 Un	ited
Kingdom						
536365 RED WOOLLY	HOTTIE	6 01.12.2010	08:26	3,39	17850 Un	ited
Kingdom						
+		+		++-	+	
+						
only showing top 5	rows					

$0.1 \quad {\bf Dataset \ exploration \ \& \ Preprocessing}$

[6]:	type(df)	
[0]		4

[6]: pyspark.sql.dataframe.DataFrame

+						
BillNo	Itemname Q	uantity		Date	Price Cu	istomerID
Country						
++	+-	+			+	
536365 WHITE HANG	NG HEA	6 01	.12.2010	08:26	2,55	17850 United
Kingdom						
536365 WHITE META	AL LANTERN	6	01.12.201	08:26	3,39	17850 Unite
Kingdom						
536365 CREAM CUPII	HEART	8 01	.12.2010	08:26	2,75	17850 United
Kingdom						
536365 KNITTED UN	ON FLA	6 01	.12.2010	08:26	3,39	17850 United
Kingdom						
536365 RED WOOLLY	HOTTIE	6 01	.12.2010	08:26	3,39	17850 United
Kingdom						

```
[8]: df.count()
 [8]: 522064
 [9]: df.printSchema()
     root
      |-- BillNo: string (nullable = true)
      |-- Itemname: string (nullable = true)
      |-- Quantity: integer (nullable = true)
      |-- Date: string (nullable = true)
      |-- Price: string (nullable = true)
      |-- CustomerID: integer (nullable = true)
      |-- Country: string (nullable = true)
[10]: df.columns
[10]: ['BillNo', 'Itemname', 'Quantity', 'Date', 'Price', 'CustomerID', 'Country']
[11]: df.select('CustomerID').distinct().count()
[11]: 4298
[12]: df.dtypes
[12]: [('BillNo', 'string'),
       ('Itemname', 'string'),
       ('Quantity', 'int'),
       ('Date', 'string'),
       ('Price', 'string'),
       ('CustomerID', 'int'),
       ('Country', 'string')]
     Changing column type
[13]: df = df.withColumn("Price",F.regexp_replace("Price",",","."))
      df = df.withColumn("Price",F.col("Price").cast("float"))
[14]: df = df.withColumn("Quantity", F.col("Quantity").cast("int"))
[15]: df.printSchema()
     root
      |-- BillNo: string (nullable = true)
      |-- Itemname: string (nullable = true)
      |-- Quantity: integer (nullable = true)
      |-- Date: string (nullable = true)
```

```
|-- CustomerID: integer (nullable = true)
    |-- Country: string (nullable = true)
   Check null values
[16]: df.select([count(when(isnan(c) | col(c).isNull(), c)).alias(c) for c in df.

columns]).show()

   +----+
   |BillNo|Itemname|Quantity|Date|Price|CustomerID|Country|
   +----+
                   01 01 01
           1455 l
                                134041
   +----+
   Droping the values less than 0 or equal to 0
[17]: df = df.filter((F.col("Price")>0) & (F.col("Quantity")>0))
   Creating new column for 'Total Price'
[18]: | df = df.withColumn("TotalPrice", F.round(F.col("Price")*F.col("Quantity"), 2))
[19]: df.show(5)
   |BillNo|
                  Itemname | Quantity |
                                       Date | Price | Customer ID |
   Country | Total Price |
   -----+
   |536365|WHITE HANGING HEA...| 6|01.12.2010 08:26| 2.55| 17850|United
   Kingdom|
             15.3
   |536365| WHITE METAL LANTERN|
                            6|01.12.2010 08:26| 3.39|
                                                   17850|United
             20.34
   Kingdom|
   |536365|CREAM CUPID HEART...|
                           8|01.12.2010 08:26| 2.75|
                                                 17850 | United
   Kingdom|
             22.0
   |536365|KNITTED UNION FLA...|
                           6|01.12.2010 08:26| 3.39|
                                                 17850 | United
   Kingdom|
             20.34
   |536365|RED WOOLLY HOTTIE...|
                          6|01.12.2010 08:26| 3.39|
                                                 17850|United
   ----+
   only showing top 5 rows
```

|-- Price: float (nullable = true)

Imputing values

```
[20]: df = df.na.fill(value=99999, subset=["CustomerID"])
[21]: df.select([count(when(isnan(c) | col(c).isNull(), c)).alias(c) for c in df.
      ⇔columns]).show()
    +----+
    |BillNo|Itemname|Quantity|Date|Price|CustomerID|Country|TotalPrice|
                 01
                        01
                             01
    +----+
    Removing Non-Items
[22]: df = df.filter((F.col("Itemname")!='POSTAGE') & (F.col("Itemname")!='DOTCOM,
      →POSTAGE') & (F.col("Itemname")!='Adjust bad debt') & (F.col("Itemname")!

¬='Manual'))
    Changing Column Type (Date)
[23]: df = df.withColumn("Time",F.split("Date"," ",0)[1])
[24]: df = df.withColumn("Date",F.split("Date"," ",0)[0])
     df = df.withColumn("Date", to_date(df["Date"], "dd.MM.yyyy"))
    Rearranging columns
[25]: | df = df.select('BillNo', 'Itemname', 'Quantity', 'Price', 'CustomerID', L
      ⇔'Country','Date', 'Time','TotalPrice')
     df.show(5)
    |BillNo|
                     Itemname|Quantity|Price|CustomerID|
                                                         Country |
    Date | Time | Total Price |
    +----+
    |536365|WHITE HANGING HEA...|
                                 6 | 2.55 |
                                            17850|United
    Kingdom | 2010-12-01 | 08:26 |
                              15.3
    |536365| WHITE METAL LANTERN|
                                   6 | 3.39 |
                                              17850|United
    Kingdom | 2010-12-01 | 08:26 |
                              20.34
    |536365|CREAM CUPID HEART...|
                                 8 | 2.75 |
                                            17850|United
    Kingdom|2010-12-01|08:26|
                              22.01
    |536365|KNITTED UNION FLA...|
                                 6| 3.39|
                                            17850|United
    Kingdom|2010-12-01|08:26|
                              20.34
    |536365|RED WOOLLY HOTTIE...|
                                 6| 3.39|
                                            17850|United
    Kingdom | 2010-12-01 | 08:26 |
                              20.34
```

```
+----+
only showing top 5 rows
```

0.2 EDA

|Spain

```
[26]: df.createOrReplaceTempView("df")
[27]: total_price_by_country = sqlCtx.sql("""SELECT Country, ROUND(SUM(TotalPrice), __
      →2) AS Price FROM df GROUP BY Country""")
     total_price_by_country.orderBy('Price', ascending=False).show(10)
      -----+
            Country
                        Price|
     |United Kingdom|8763711.59|
        Netherlands | 283889.34 |
            Germany | 205569.89 |
             France | 184768.74|
          Australia | 138171.31 |
              Spain | 55725.11
        Switzerland 53087.9
              Japan | 37416.37 |
            Belgium | 36927.34 |
             Sweden | 36839.33 |
        -----+
     only showing top 10 rows
[28]: top_product_country = sqlCtx.sql("""SELECT Country, Itemname, Quantity FROM
         (SELECT Country, Itemname, Quantity, MAX(Quantity) OVER(PARTITION BY_{\sqcup}
       →Country) AS Max_Quant FROM df)
         WHERE Quantity=MAX QUANT
     top_product_country.orderBy('Quantity', ascending=False).show(20,_u
       →truncate=False)
     Country
                   lItemname
                                                      |Quantity|
     +----
     |United Kingdom|PAPER CRAFT , LITTLE BIRDIE
                                                      180995
     |Netherlands | RABBIT NIGHT LIGHT
                                                      2400
     | Japan
                   |RABBIT NIGHT LIGHT
                                                      12040
     Australia
                  |MINI PAINT SET VINTAGE
                                                      11152
     France
                   |RABBIT NIGHT LIGHT
                                                      912
     Sweden
                   |12 PENCILS SMALL TUBE RED RETROSPOT|768
     Germany
                   ASSORTED COLOURS SILK FAN
                                                      1600
```

|PINK 3 PIECE POLKADOT CUTLERY SET | 360

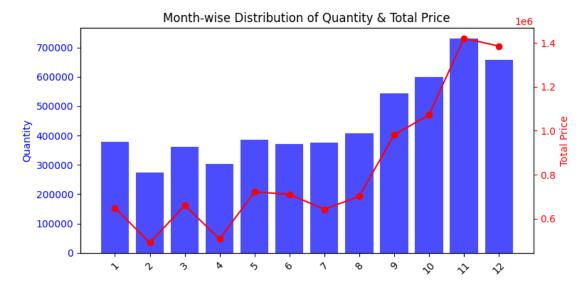
```
Spain
             BLUE 3 PIECE POLKADOT CUTLERY SET
                                             1360
|Spain
             |CHILDRENS CUTLERY POLKADOT PINK
                                             1360
Spain
             |CHILDRENS CUTLERY POLKADOT BLUE
                                             1360
|Spain
             |CHILDRENS CUTLERY POLKADOT PINK
                                             360
|Austria
             |SET 12 KIDS COLOUR CHALK STICKS
                                             1288
|Switzerland | GIRLS ALPHABET IRON ON PATCHES
                                             288
Singapore
            CHRISTMAS TREE PAINTED ZINC
                                             288
|Belgium
            |FAIRY CAKES NOTEBOOK A7 SIZE
                                             1272
            |SMALL FOLDING SCISSOR(POINTED EDGE)|240
Norway
|Iceland
             ICE CREAM SUNDAE LIP GLOSS
                                             1240
             |SMALL FOLDING SCISSOR(POINTED EDGE)|240
Norway
            ICE CREAM BUBBLES
|Italy
                                             1200
+----+
only showing top 20 rows
```

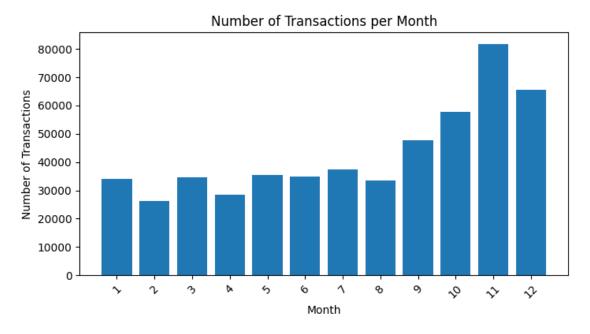
```
[29]: expense_per_customer = sqlCtx.sql("""SELECT CustomerID, Country, □

SUM(TotalPrice) as Price FROM df WHERE CustomerID <> 99999 GROUP BY □

CustomerID, Country""")

expense_per_customer.orderBy('Price', ascending=False).show(10)
```





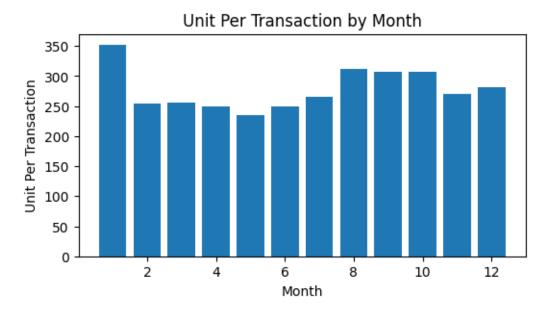
```
[33]: # Unit Per Transaction by month

plt.figure(figsize=(6, 3))

plt.bar(unit_per_transaction_pd["Month"],

ounit_per_transaction_pd["Unit_Per_Transaction"])
```

```
plt.xlabel("Month")
plt.ylabel("Unit Per Transaction")
plt.title("Unit Per Transaction by Month")
plt.show()
```



```
[34]: # Average Transaction Value by month

plt.figure(figsize=(6, 3))

plt.bar(avg_transaction_value_pd["Month"],

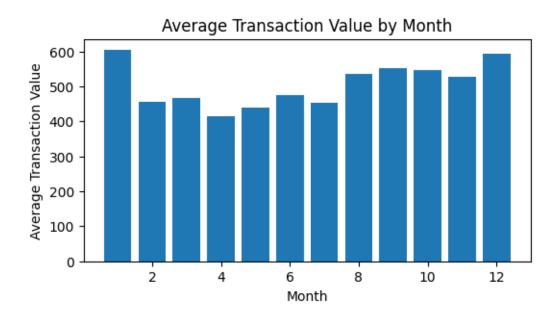
avg_transaction_value_pd["Avg_Transaction_Value"])

plt.xlabel("Month")

plt.ylabel("Average Transaction Value")

plt.title("Average Transaction Value by Month")

plt.show()
```



```
[35]: # Average Selling Price by month

plt.figure(figsize=(6, 3))

plt.bar(avg_selling_price_pd["Month"],

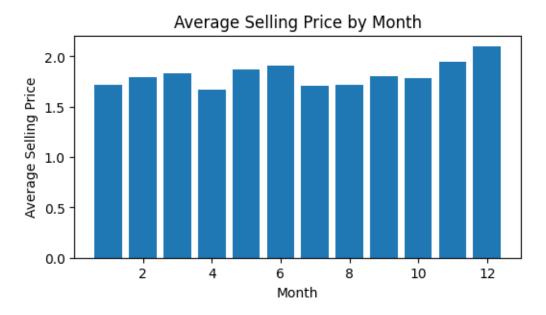
avg_selling_price_pd["Avg_Selling_Price"])

plt.xlabel("Month")

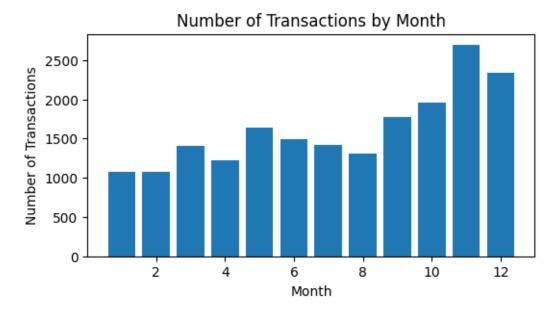
plt.ylabel("Average Selling Price")

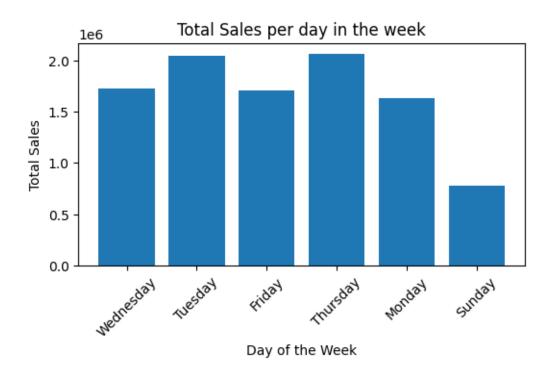
plt.title("Average Selling Price by Month")

plt.show()
```



```
[36]: # No_Of_Trans by month
plt.figure(figsize=(6, 3))
plt.bar(no_of_trans_pd["Month"], no_of_trans_pd["No_Of_Trans"])
plt.xlabel("Month")
plt.ylabel("Number of Transactions")
plt.title("Number of Transactions by Month")
plt.show()
```





0.3 Association Rule

```
[38]: indexer = StringIndexer(inputCol="Itemname", outputCol="ItemnameIndex")

df_group = indexer.fit(df).transform(df)

df_group = df_group[['Country', 'BillNo', 'Itemname']].distinct()

df_group = df_group.groupBy('BillNo', 'Country').agg(collect_list('Itemname').

alias('Itemname_vec'))

df_group.show()
```

```
| Hilling | Country | Itemname_vec |
| Hilling | Country | Itemname_vec |
| Hilling | Factor | Itemname_vec |
| Hilling | Itemnam
```

```
|536381|United Kingdom|[CERAMIC CHERRY C...|
     |536387|United Kingdom|[RED TOADSTOOL LE...|
     |536388|United Kingdom|[HEART OF WICKER ...|
     |536393|United Kingdom|
                               [RETROSPOT LAMP] |
     |536394|United Kingdom|[FANCY FONT BIRTH...|
     |536395|United Kingdom|[BLACK HEART CARD...|
     |536398|United Kingdom|[CHOCOLATE HOT WA...|
     |536402|United Kingdom|[HOT WATER BOTTLE...|
     |536404|United Kingdom|[PACK OF 72 RETRO...|
     |536405|United Kingdom|[SET/5 RED RETROS...|
     |536407|United Kingdom|[HAND WARMER UNIO...|
     |536409|United Kingdom|[UNION JACK FLAG ...|
     +----+
     only showing top 20 rows
[39]: countries = []
     for country in df[['Country']].distinct().collect():
         countries.append(country['Country'])
[40]: minSupport=0.1
     minConfidence=0.8
     results = {}
     countries = ['Belgium', 'Germany', 'Italy', 'Netherlands', 'Portugal', |
      for country in countries:
         fpGrowth = FPGrowth(itemsCol="Itemname_vec", minSupport=minSupport,_
       →minConfidence=minConfidence)
         model = fpGrowth.fit(df_group.filter(df_group['Country']==country))
         results[country] = model.associationRules
[41]: country = countries[0]
     apriori = results[country].withColumn('country', lit(country))
     for country in countries[1:5]:
         df_temp = results[country].withColumn('country', lit(country))
         apriori = apriori.union(df_temp)
[42]: apriori.createOrReplaceTempView("apriori")
     rules = sqlCtx.sql("""SELECT antecedent, consequent, COUNT(DISTINCT country) as__
      ⇔n_country , ROUND(AVG(lift), 3) as mean_lift, ROUND(MIN(lift), 3) as⊔
      →min_lift FROM apriori GROUP BY antecedent, consequent""")
     rules.sort(col('n_country').desc(), col('mean_lift').desc()).show(10, ___
```

```
lantecedent
                                                          |consequent
    |n_country|mean_lift|min_lift|
    +-----
       -----+
    [ROUND SNACK BOXES SET OF 4 FRUITS]
                                                          | [ROUND SNACK
    BOXES SET OF4 WOODLAND] |3
                                |2.896 |2.11
    |[PLASTERS IN TIN CIRCUS PARADE]
                                                          | [PLASTERS IN
                               |5.595 |5.357
    TIN WOODLAND ANIMALS]
    | [SET OF 20 KIDS COOKIE CUTTERS, RETROSPOT TEA SET CERAMIC 11 PC] | [GINGERBREAD
    MAN COOKIE CUTTER]
                       |1 |8.75 |8.75
                                                | [LUNCH BAG CARS BLUE]
                                                          | [LUNCH BAG
    WOODLAND]
                          |1 |8.75 |8.75
    [LUNCH BAG WOODLAND]
                                                          | [LUNCH BAG
    CARS BLUE]
                          |1
                                18.75
                                         18.75
    |[SET OF 20 KIDS COOKIE CUTTERS]
                                                          | [GINGERBREAD
    MAN COOKIE CUTTER]
                                | 17.0 | 17.0 |
                      |1
    |[DOORMAT UNION FLAG, DOORMAT WELCOME TO OUR HOME]
                                                          | [DOORMAT
    AIRMAIL
                           11
                                   17.0 17.0
    | [VINTAGE CREAM DOG FOOD CONTAINER]
                                                          |[SET OF TEA
    COFFEE SUGAR TINS PANTRY] | 1
                                17.0
                                         7.0
    | [TOY TIDY PINK POLKADOT]
                                                          | TOY TIDY
                                  |7.0 |7.0
    SPACEBOY]
                          |1
    | [TOY TIDY SPACEBOY, CHILDRENS APRON APPLES DESIGN]
                                                          I TOY TIDY PINK
    POLKADOT]
                      |1
                              17.0
                                       17.0
    -----
    only showing top 10 rows
[45]: minSupport=0.02
     minConfidence=0.4
     fpGrowth = FPGrowth(itemsCol="Itemname_vec", minSupport=minSupport,_
     →minConfidence=minConfidence)
     model = fpGrowth.fit(df_group)
     results = model.associationRules
     results.show(10)
    +----+
    -+----+
             antecedent|
                              consequent | confidence |
    lift|
                   support |
    [LUNCH BAG PINK P...| [LUNCH BAG BLACK...|0.49860205032618826|
    7.676888711371469 | 0.027577319587628865 |
```

```
| [LUNCH BAG PINK P... | [LUNCH BAG RED RE... |
     0.5526561043802423 | 6.9575135788297855 | 0.03056701030927835 |
     | [LUNCH BAG PINK P... | [LUNCH BAG CARS B... | 0.46225535880708296 |
     7.922044135033047 | 0.02556701030927835 |
     |[PINK REGENCY TEA...|[ROSES REGENCY TE...|
     0.8509933774834437 | 16.313509410255737 | 0.02649484536082474 |
     | [SET OF 6 SPICE T... | [SET OF 3 CAKE TI... | 0.4944649446494465 |
     7.126760717830061 | 0.020721649484536083 |
     |[JUMBO STORAGE BA...|[JUMBO BAG PINK P...| 0.4363327674023769|
     6.989971666066154 | 0.02649484536082474 |
     |[JUMBO STORAGE BA...|[JUMBO BAG RED RE...|
     0.6120543293718166 | 5.7612100872456296 | 0.037164948453608244 |
     |[JUMBO STORAGE BA...|[JUMBO SHOPPER
     VI...|0.44142614601018676|7.3444830468247195|0.026804123711340205|
         [JUMBO BAG PEARS] | [JUMBO BAG APPLES] |
     0.6843003412969283|13.771189441037768|0.020670103092783505|
     |[JUMBO BAG BAROQ...|[JUMBO SHOPPER VI...|
     0.4540540540540541|7.5545871772286874|0.021649484536082474|
     +----+-
     -+----+
     only showing top 10 rows
[46]: for column in ['confidence', 'lift', 'support']:
         results = results.withColumn(column, round(results[column], 3))
     results.sort(col('lift').desc()).show(10, truncate=False)
     antecedent
                                                                     |consequent
     |confidence|lift |support|
     +-----
     -----+
     | [GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER] | [PINK
     REGENCY TEACUP AND SAUCER] | 0.704 | 18.585 | 0.026 |
     [PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER] | [GREEN
     REGENCY TEACUP AND SAUCER] | 0.903 | 18.011 | 0.026 |
     |[PINK REGENCY TEACUP AND SAUCER]
                                                                     | [GREEN
     REGENCY TEACUP AND SAUCER] | 0.822 | 16.385 | 0.031 |
     [GREEN REGENCY TEACUP AND SAUCER]
                                                                     |[PINK
     REGENCY TEACUP AND SAUCER] | 0.621
                                          |16.385|0.031 |
     [PINK REGENCY TEACUP AND SAUCER, GREEN REGENCY TEACUP AND SAUCER] | [ROSES
     REGENCY TEACUP AND SAUCER] | 0.851
                                          |16.314|0.026 |
     | [GARDENERS KNEELING PAD CUP OF TEA]
                                                                     | [GARDENERS
     KNEELING PAD KEEP CALM] | 0.721
                                     |15.466|0.028 |
     | [GARDENERS KNEELING PAD KEEP CALM]
                                                                     | [GARDENERS
     KNEELING PAD CUP OF TEA] | 0.601 | 15.466 | 0.028 |
```

[PINK REGENCY TEACUP AND SAUCER]	[ROSES				
REGENCY TEACUP AND SAUCER] 0.774	14.84 0.029				
[ROSES REGENCY TEACUP AND SAUCER]		[PINK			
REGENCY TEACUP AND SAUCER] 0.562	14.84 0.029				
[GREEN REGENCY TEACUP AND SAUCER]		[ROSES			
REGENCY TEACUP AND SAUCER] 0.75	14.382 0.038				
+		+			
	++				
only showing top 10 rows					