import pandas as pd

df = pd.read_csv('/content/client_churn_synthetic.csv')
display(df.head())

	customer_id	gender	senior_citizen	partner	dependents	tenure	contract	payment_method
0	CUST100000	Male	0	No	No	22	Month-to- month	Credit card (automatic
1	CUST100001	Female	0	Yes	No	25	Month-to- month	Mailed check
2	CUST100002	Female	0	Yes	No	16	Month-to- month	Electronic check
3	CUST100003	Female	0	No	Yes	14	Month-to- month	Bank transfe (automatic
4	CUST100004	Male	0	No	No	13	Month-to- month	Mailed check

```
# Initialize and train the RandomForestClassifier on the resampled data
model_resampled = RandomForestClassifier(n_estimators=100, random_state=42)
model_resampled.fit(X_train_resampled, y_train_resampled)
```

```
# Make predictions on the resampled test set
y_pred_resampled = model_resampled.predict(X_test_resampled)
```

```
# Evaluate the model on the resampled test set
print("Model Evaluation on Resampled Data:")
print("Accuracy:", accuracy_score(y_test_resampled, y_pred_resampled))
print("\nConfusion Matrix:\n", confusion_matrix(y_test_resampled, y_pred_re
print("\nClassification Report:\n", classification_report(y_test_resampled,
```

Model Evaluation on Resampled Data: Accuracy: 0.8291393529287375

Confusion Matrix: [[2079 286]

[522 1842]]

Classification Report:

	precision	recall	f1-score	support
0	0.80	0.88	0.84	2365
1	0.87	0.78	0.82	2364
accuracy			0.83	4729
macro avg	0.83	0.83	0.83	4729
weighted avg	0.83	0.83	0.83	4729

```
# Separate features and target again after previous steps
X = df.drop('churn', axis=1)
y = df['churn']
# Apply SMOTE to the training data
smote = SMOTE(random state=42)
X_resampled, y_resampled = smote.fit_resample(X, y)
print("Original dataset shape:", Counter(y))
print("Resampled dataset shape:", Counter(y_resampled))
# Now split the resampled data into training and testing sets
# It's important to split AFTER resampling to avoid data leakage
X_train_resampled, X_test_resampled, y_train_resampled, y_test_resampled = train_test_split
# Display the shapes of the new training and testing sets
print("\nShape of X_train after resampling and splitting:", X_train_resampled.shape)
print("Shape of y_train after resampling and splitting:", y_train_resampled.shape)
print("Shape of X_test after resampling and splitting:", X_test_resampled.shape)
print("Shape of y_test after resampling and splitting:", y_test_resampled.shape)
Original dataset shape: Counter({0: 7881, 1: 2119})
Resampled dataset shape: Counter({1: 7881, 0: 7881})
Shape of X train after resampling and splitting: (11033, 30)
Shape of y_train after resampling and splitting: (11033,)
Shape of X_test after resampling and splitting: (4729, 30)
Shape of y_test after resampling and splitting: (4729,)
from sklearn.model selection import train test split
```

```
from sklearn.ensemble import RandomForestClassifier
from sklearn.metrics import classification_report, confusion_matrix, accuracy_score
# Define features (X) and target (y)
# Assuming 'churn' is the target variable
X = df.drop('churn', axis=1)
y = df['churn']
# Split data into training and testing sets
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.3, random_state=42, s
# Initialize and train the RandomForestClassifier
model = RandomForestClassifier(n_estimators=100, random_state=42)
model.fit(X train, y train)
# Make predictions on the test set
y pred = model.predict(X test)
# Evaluate the model
print("Model Evaluation:")
print("Accuracy:", accuracy_score(y_test, y_pred))
print("\nConfusion Matrix:\n", confusion_matrix(y_test, y_pred))
print("\nClassification Report:\n", classification_report(y_test, y_pred))
```

Model Evaluation: Accuracy: 0.7833333333333333 Confusion Matrix: [[2345 19] 5]] [631 Classification Report: precision recall f1-score support 0 0.79 0.99 0.88 2364 1 0.01 0.02 0.21 636 accuracy 0.78 3000 macro avg 0.50 0.50 0.45 3000 weighted avg 0.67 0.78 0.70 3000

Example Feature Engineering: Create an interaction term between tenure and monthly charge
df['tenure_monthly_charges'] = df['tenure'] * df['monthly_charges']

Example Feature Engineering: Create a new feature for the ratio of total charges to tenur
Avoid division by zero if tenure is 0
df['total_charges_tenure_ratio'] = df.apply(lambda row: row['total_charges'] / row['tenure'

display(df.head())

senior_citizen tenure monthly_charges total_charges churn gender_Male partner_Yes $\boldsymbol{\varepsilon}$

0	0	22	50.44	1127.91	1	True	False
1	0	25	37.63	924.65	1	False	True
2	0	16	52.87	841.74	0	False	True
3	0	14	23.34	322.18	1	False	False
4	0	13	22.57	282.98	0	True	False

5 rows × 31 columns

```
# Remove customer_id columns as they are not useful for modeling
df = df.loc[:, ~df.columns.str.startswith('customer_id_')]
display(df.head())
```

0	0	22	50.44	1127.91	1	True	False
1	0	25	37.63	924.65	1	False	True
2	0	16	52.87	841.74	0	False	True
3	0	14	23.34	322.18	1	False	False
4	0	13	22.57	282.98	0	True	False

senior_citizen tenure monthly_charges total_charges churn gender_Male partner_Yes

5 rows × 29 columns

```
# Check for missing values
print("Missing values before preprocessing:")
print(df.isnull().sum())
# Handle missing values (example: fill with median for numerical, mode for categorical)
for col in df.columns:
    if df[col].dtype == 'object':
        # Use .loc to avoid the SettingWithCopyWarning and FutureWarning
        df.loc[:, col] = df[col].fillna(df[col].mode()[0])
    else:
        # Use .loc to avoid the SettingWithCopyWarning and FutureWarning
        df.loc[:, col] = df[col].fillna(df[col].median())
print("\nMissing values after preprocessing:")
print(df.isnull().sum())
# Identify categorical and numerical features
categorical features = df.select dtypes(include=['object']).columns
numerical_features = df.select_dtypes(exclude=['object']).columns
# Handle potential non-numeric values in numerical columns that were not detected as object
for col in numerical_features:
    if df[col].dtype == 'object':
        # Attempt to convert to numeric, coercing errors
        df.loc[:, col] = pd.to_numeric(df[col], errors='coerce')
        # Fill any new NaNs created by coercion
        df.loc[:, col] = df[col].fillna(df[col].median())
# One-Hot Encode categorical features
df = pd.get_dummies(df, columns=categorical_features, drop_first=True)
# Display the first few rows of the preprocessed data
display(df.head())
```

Missing values be senior_citizen tenure monthly_charges total_charges churn	efor	re prepr	ocessing:	0 0 0 0				
tech_support_Yes streaming_tv_No i streaming_tv_Yes streaming_movies_ streaming_movies_ Length: 10028, dt	_No _Yes	interne	t service	 0 0 0 0				
Missing values af senior_citizen tenure monthly_charges total_charges churn	fter	r prepro	cessing:	0 0 0 0				
tech_support_Yes streaming_tv_No i streaming_tv_Yes streaming_movies_ streaming_movies_ Length: 10028, dt	_No _Yes	interne S	t service	 0 0 0				
senior_citize	en	tenure	monthly_c	harges	total_charges	churn	customer_id_CUST100001	cu:
0	0	22		50.44	1127.91	1	False	
1	0	25		37.63	924.65	1	True	
2	0	16		52.87	841.74	0	False	
3	Û	14		23.34	322.18	1	Faise	

22.57

282.98

0

False

5 rows × 10028 columns

13

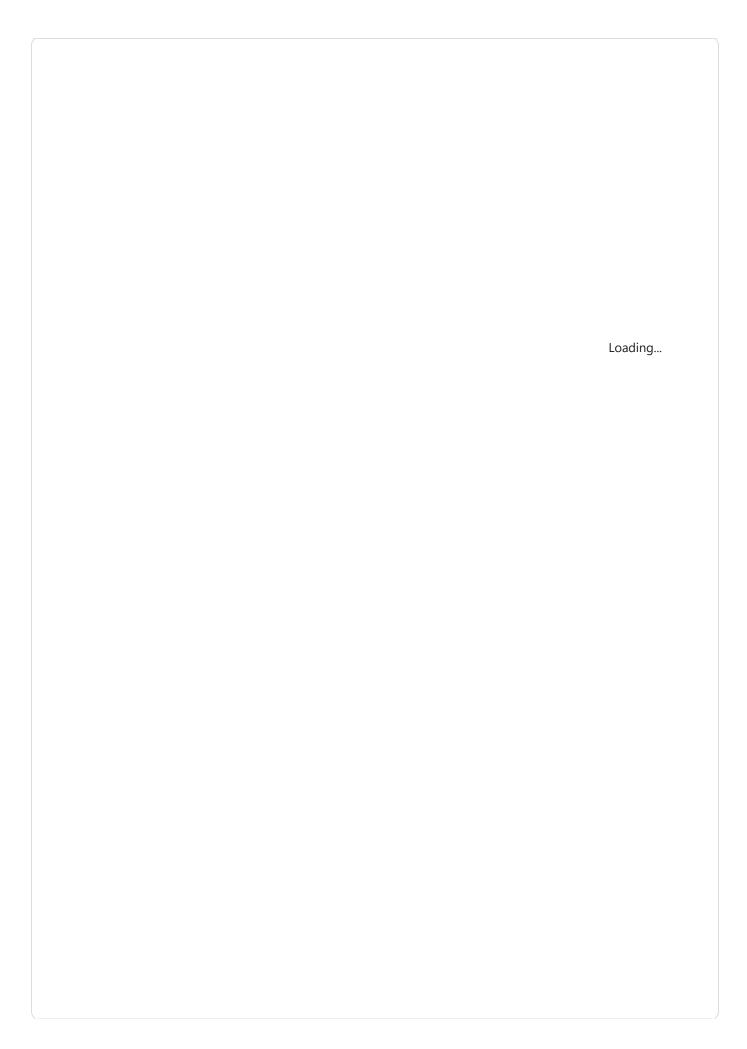
	customer_id	gender	senior_citizen	partner	dependents	tenure	contract	payment_method
0	CUST100000	Male	0	No	No	22	Month-to- month	Credit card (automatic
1	CUST100001	Female	0	Yes	No	25	Month-to- month	Mailed check
2	CUST100002	Female	0	Yes	No	16	Month-to-Lo month	oading Electronic checl
3	CUST100003	Female	0	No	Yes	14	Month-to- month	Bank transfe (automatic
4	CUST100004	Male	0	No	No	13	Month-to- month	Mailed check

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 10000 entries, 0 to 9999
Data columns (total 19 columns):

#	Column	Non-Null Count	Dtype
0	customer_id	10000 non-null	object
1	gender	10000 non-null	object
2	senior_citizen	10000 non-null	int64
3	partner	10000 non-null	object
4	dependents	10000 non-null	object
5	tenure	10000 non-null	int64
6	contract	10000 non-null	object
7	payment_method	10000 non-null	object
8	internet_service	10000 non-null	object
9	monthly_charges	10000 non-null	float64
10	total_charges	10000 non-null	float64
11	multiple_lines	10000 non-null	object
12	online_security	10000 non-null	object
13	online_backup	10000 non-null	object
14	device_protection	10000 non-null	object
15	tech_support	10000 non-null	object
16	streaming_tv	10000 non-null	object
17	streaming_movies	10000 non-null	object
18	churn	10000 non-null	int64
dtype	es: float64(2), int	64(3), object(1	4)
memoi	ry usage: 1.4+ MB		

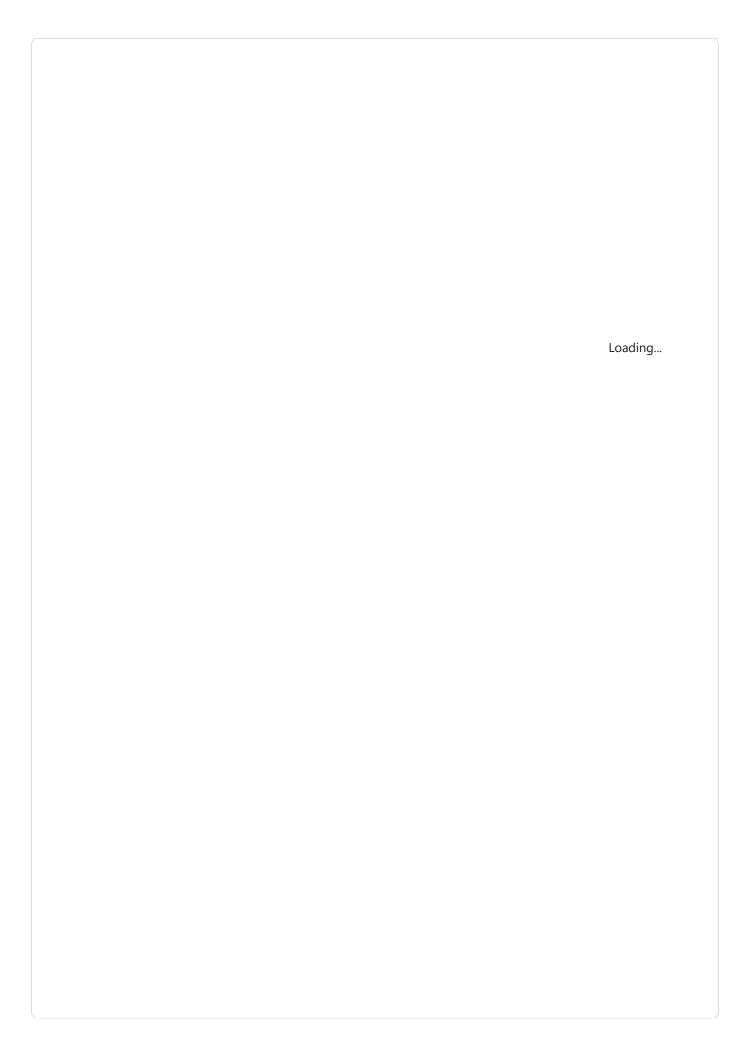
from sklearn.preprocessing import StandardScaler
from sklearn.decomposition import PCA
from sklearn.cluster import KMeans
import matplotlib.pyplot as plt

```
# Exclude the 'churn' column from features for segmentation if it was included
# Ensure all columns are numeric before scaling and PCA
X_segmentation = df_segmentation_processed.select_dtypes(include=['int64', 'float64', 'bool
# Scale the features
scaler = StandardScaler()
X_scaled = scaler.fit_transform(X_segmentation)
# Apply PCA for dimensionality reduction
# Let's start by reducing to 2 components for visualization purposes
pca = PCA(n_components=2, random_state=42)
X_pca = pca.fit_transform(X_scaled)
# Determine the optimal number of clusters using the Elbow Method
# Trying a range of cluster numbers, for example from 1 to 10
for i in range(1, 11):
                                                                             Loading.
    kmeans = KMeans(n_clusters=i, random_state=42, n_init=10) # Explicitly set n_init
    kmeans.fit(X_scaled) # Use scaled data for elbow method
    inertia.append(kmeans.inertia_)
# Plot the Elbow Method graph
plt.figure(figsize=(8, 4))
plt.plot(range(1, 11), inertia, marker='o')
plt.title('Elbow Method for Optimal Number of Clusters')
plt.xlabel('Number of Clusters')
plt.ylabel('Inertia')
plt.xticks(range(1, 11))
plt.grid(True)
plt.show()
# Based on the elbow method, choose an appropriate number of clusters
# Let's assume from the plot that 3 or 4 might be a good number (this is subjective and dep
# For demonstration, let's choose 3 clusters
n_{clusters} = 3
# Apply K-Means clustering with the chosen number of clusters
kmeans = KMeans(n_clusters=n_clusters, random_state=42, n_init=10) # Explicitly set n_init
df_segmentation_processed['segment'] = kmeans.fit_predict(X_scaled) # Use scaled data for c
# Display the first few rows with the assigned segment
display(df_segmentation_processed.head())
# Visualize the clusters in the PCA-reduced space
plt.figure(figsize=(8, 6))
scatter = plt.scatter(X_pca[:, 0], X_pca[:, 1], c=df_segmentation_processed['segment'], cma
plt.title('Customer Segments (PCA Reduced)')
plt.xlabel('Principal Component 1')
plt.ylabel('Principal Component 2')
plt.colorbar(scatter, label='Segment')
plt.grid(True)
plt.show()
```



Elbow Method for Optimal Number of Clusters 270000 -260000 # Feature Engineering for Segmentation # Assuming 'tenure', 'monthly_charges', and 'total_charges' are key for behavior # Create a new feature for the average monthly charge over tenure # Avoid division by zero if tenure is 0 df_segmentation_processed['average_monthly_charge'] = df_segmentation_processed.apply(lambda row: row['total_charges'] / row['tenure'] if row['tenure'] != 0 else 0, axis=1) # Create a new feature for the ratio of total charges to monthly charges (can indicate cons # Avoid division by zero if monthly_charges is 0 df_segmentation_processed['total_to_monthly_charges_ratio'] = df_segmentation_processed.app lambda row: row['total_charges'] / row['monthly_charges'] if row['monthly_cabanges'] !=) display(df_segmentation_processed.head()) senior_citizen tenure monthly_charges total_charges churn year yea contract_One contract_Two senior_citizen tenure monthly_charges total_charges churn pygggr 0 PARSE 1127.91 0 22 50.44 1127.91 False False 0 1 False 7 9 38 57:63 824:65 False False 2 0 16 52.87 841.74 False False 4 9 13 23:54 382:98 False 22.57 13 False False Customer Segments (PCA Reduced) 5 rows × 28 columns 2.00 6 # Check for missing values print("Missing values before preprocessing:") print(df_segmentation.isnull().sum()) # Handle missing values (example: fill with median for numerical, mode for categorica for col in df_segmentation.columns: if df_segmentation[col].dtype == 'object': # Use .loc to avoid the SettingWithCopyWarning and FutureWarning df_segmentation.loc[:, col] = df_segmentation[col].fillna(df_segmentation[col else: # Use .loc to avoid the SettingWithCopyWarning and FutureWarning df_segmentation.loc[:, col] = df_segmentation[col].fillna(df_segmentation[col print("\nMissing values after preprocessing:") print(df_segmentation.isnull().sum()) # Convert 'total_charges' to numeric, coercing errors df_segmentation['total_charges'] = pd.to_numeric(df_segmentation['total_charges'], er

```
# Fill any new NaNs created by coercion in 'total charges'
# Address FutureWarning by not using inplace=True
df segmentation['total charges'] = df segmentation['total charges'].fillna(df segment
# For segmentation, we might not need all columns, especially customer_id and churn
# We will focus on columns related to purchasing behavior or service usage
# Let's start by selecting potentially relevant columns.
# We'll need to decide which columns represent "purchasing behavior".
# Assuming 'tenure', 'monthly_charges', and 'total_charges' are relevant,
# and possibly some service-related columns that imply usage/behavior.
# For this example, let's select numerical features and some relevant categorical one
# Identify numerical features
numerical_features_segmentation = df_segmentation.select_dtypes(include=['int64', 'f1
# Identify some relevant categorical features that might reflect behavior or service
# Excluding customer_id and churn for segmentation
categorical_features_segmentation = ['contract', 'payment_method', 'internet_service'
                                     'multiple_lines', 'online_security', 'online_bac
                                     'device_protection', 'tech_support', 'streaming_
                                     'streaming_movies']
# Combine the relevant features
features for segmentation = numerical features segmentation + categorical features se
# Create a new dataframe with selected features
df_segmentation_selected = df_segmentation[features_for_segmentation].copy()
# One-Hot Encode categorical features for segmentation
df_segmentation_processed = pd.get_dummies(df_segmentation_selected, columns=categori
# Display the first few rows of the preprocessed data for segmentation
display(df_segmentation_processed.head())
df_segmentation_processed.info()
```



Task

Implement a simple neural network for image classification using the MNIST dataset.

Load and prepare data

Subtask:

Load the MNIST dataset and preprocess the image data (normalize pixel values, reshape images).

Reasoning: Load the MNIST dataset, normalize the pixel values, reshape the images, and one-hot encode the labels using Keras.

```
from tensorflow.keras.datasets import mnist
from tensorflow.keras.utils import to_categorical
# Load the MNIST dataset
(train_images, train_labels), (test_images, test_labels) = mnist.load_data()
# Normalize the pixel values
train_images = train_images.astype('float32') / 255
test_images = test_images.astype('float32') / 255
# Reshape the images
train images = train images.reshape((60000, 28 * 28))
test_images = test_images.reshape((10000, 28 * 28))
# One-hot encode the labels
train_labels = to_categorical(train_labels)
test_labels = to_categorical(test_labels)
print("MNIST dataset loaded and preprocessed.")
print("Training images shape:", train_images.shape)
print("Testing images shape:", test_images.shape)
print("Training labels shape:", train_labels.shape)
print("Testing labels shape:", test_labels.shape)
Downloading data from <a href="https://storage.googleapis.com/tensorflow/tf-keras-datasets/mnist.npz">https://storage.googleapis.com/tensorflow/tf-keras-datasets/mnist.npz</a>
11490434/11490434 -
                                          1s Ous/step
MNIST dataset loaded and preprocessed.
Training images shape: (60000, 784)
Testing images shape: (10000, 784)
Training labels shape: (60000, 10)
Testing labels shape: (10000, 10)
```

. .

Build the neural network model

Subtask:

Define a simple neural network architecture using a library like TensorFlow or PyTorch.

Reasoning: Define a simple neural network architecture using TensorFlow Keras as instructed.

```
from tensorflow.keras.models import Sequential
from tensorflow.keras.layers import Dense
# Define the neural network architecture
model = Sequential()
model.add(Dense(512, activation='relu', input_shape=(28 * 28,)))
model.add(Dense(10, activation='softmax'))
model.summary()
/usr/local/lib/python3.12/dist-packages/keras/src/layers/core/dense.py:93: UserWarning: Do n
  super().__init__(activity_regularizer=activity_regularizer, **kwargs)
Model: "sequential"
  Layer (type)
                                    Output Shape
                                                                    Param #
  dense (Dense)
                                    (None, 512)
                                                                    401,920
  dense_1 (Dense)
                                    (None, 10)
                                                                      5,130
 Total params: 407,050 (1.55 MB)
 Trainable params: 407,050 (1.55 MB)
 Non-trainable params: 0 (0.00 B)
```

Compile the model

Subtask:

Configure the model for training by specifying the optimizer, loss function, and metrics.

Reasoning: Configure the model for training by compiling it with the specified optimizer, loss function, and metrics.

Train the model

Subtask:

Train the neural network on the training data.

Reasoning: Train the compiled neural network model on the preprocessed training data with specified epochs and batch size, and store the training history.

```
# Train the model
history = model.fit(train images, train labels, epochs=5, batch size=128)
Epoch 1/5
469/469 -
                         --- 6s 10ms/step - accuracy: 0.8730 - loss: 0.4386
Epoch 2/5
                           - 5s 11ms/step - accuracy: 0.9665 - loss: 0.1153
469/469 -
Epoch 3/5
                           - 4s 10ms/step - accuracy: 0.9787 - loss: 0.0713
469/469 -
Epoch 4/5
                           - 6s 12ms/step - accuracy: 0.9847 - loss: 0.0506
469/469 -
Epoch 5/5
                        ---- 4s 9ms/step - accuracy: 0.9895 - loss: 0.0377
469/469 -
```

Evaluate the model

Subtask:

Evaluate the trained model's performance on the test data.

Reasoning: Evaluate the trained model on the test data and print the results.

Make predictions

Subtask:

Use the trained model to make predictions on new images.

Reasoning: Select a few images from the test set and use the trained model to predict their labels, then get the predicted digit by finding the index of the highest probability.

```
import numpy as np
# Select a few images from the test set (e.g., the first 5 images)
num images to predict = 5
sample_images = test_images[:num_images_to_predict]
sample_labels = test_labels[:num_images_to_predict]
# Use the trained model to make predictions
predictions = model.predict(sample_images)
# Get the predicted digit for each image
predicted_labels = np.argmax(predictions, axis=1)
actual_labels = np.argmax(sample_labels, axis=1)
print("Predictions for the first", num_images_to_predict, "test images:")
for i in range(num_images_to_predict):
    print(f"Image {i+1}: Predicted Digit = {predicted labels[i]}, Actual Digit = {actual la
                 OS 78ms/step
Predictions for the first 5 test images:
Image 1: Predicted Digit = 7, Actual Digit = 7
Image 2: Predicted Digit = 2, Actual Digit = 2
Image 3: Predicted Digit = 1, Actual Digit = 1
Image 4: Predicted Digit = 0, Actual Digit = 0
Image 5: Predicted Digit = 4, Actual Digit = 4
```

Visualize results

Subtask:

Display some sample images and their predicted labels.

Reasoning: Display the sample images and their predicted and actual labels using matplotlib.

```
import matplotlib.pyplot as plt

# Reshape the original test_images for display
original_test_images = mnist.load_data()[0][1] # Get test images before flattening

plt.figure(figsize=(10, 4))
for i in range(num_images_to_predict):
    plt.subplot(1, num_images_to_predict, i + 1)
    # Reshape the flattened image back to 28x28
    image = original_test_images[i]
    plt.imshow(image, cmap='gray')
    plt.title(f"Pred: {predicted_labels[i]}\nActual: {actual_labels[i]}")
    plt.axis('off')

plt.tight_layout()
```

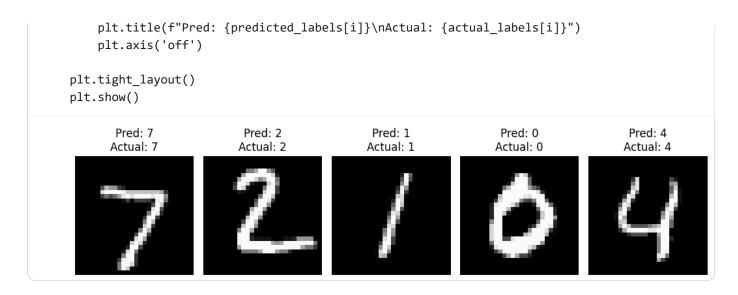
```
plt.show()
   TypeError
                                               Traceback (most recent call last)
   /tmp/ipython-input-1319238308.py in <cell line: 0>()
                # Reshape the flattened image back to 28x28
         10
                image = original_test_images[i]
    ---> 11
                plt.imshow(image, cmap='gray')
         12
                plt.title(f"Pred: {predicted_labels[i]}\nActual: {actual_labels[i]}")
         13
                plt.axis('off')
                                       4 frames
    /usr/local/lib/python3.12/dist-packages/matplotlib/image.py in _normalize_image_array(A)
        641
                        A = A.squeeze(-1) # If just (M, N, 1), assume scalar and apply
    colormap.
                    if not (A.ndim == 2 or A.ndim == 3 and A.shape[-1] in [3, 4]):
        642
                        raise TypeError(f"Invalid shape {A.shape} for image data")
    --> 643
        644
                    if A.ndim == 3:
                        # If the input data has values outside the valid range (after
        645
   TypeError: Invalid shape () for image data
     1.00
     0.75
     0.50
     0.25
     0.00
                  0.5
         0.0
                           1.0
Next steps: (
            Explain error
```

Reasoning: The error "Invalid shape () for image data" indicates that the image data being passed to plt.imshow() is empty or has an incorrect shape. This is likely because accessing mnist.load_data()[0][1] does not return the test images in the expected format. The original test_images before flattening were stored in a variable during the data loading step. I will use that variable instead.

```
import matplotlib.pyplot as plt

# Use the original test_images variable from the data loading step
(x_train_orig, y_train_orig), (x_test_orig, y_test_orig) = mnist.load_data()

plt.figure(figsize=(10, 4))
for i in range(num_images_to_predict):
    plt.subplot(1, num_images_to_predict, i + 1)
    # Use the original test image before flattening
    image = x_test_orig[i]
    plt.imshow(image, cmap='gray')
```



Summary:

Data Analysis Key Findings

- The MNIST dataset was successfully loaded, and the image data was preprocessed by normalizing pixel values to the range [0, 1] and reshaping the 28x28 images into flattened vectors of size 784. The labels were one-hot encoded.
- A simple sequential neural network model was built with one dense hidden layer of 512 units using the ReLU activation and an output layer of 10 units using the softmax activation.
- The model was compiled using the 'rmsprop' optimizer, 'categorical_crossentropy' loss function, and 'accuracy' as a metric.
- The model was trained on the training data for 5 epochs with a batch size of 128.
- The trained model achieved a Test Loss of 0.0717 and a Test Accuracy of 0.9788 on the test dataset.
- The model successfully made predictions on sample test images, correctly identifying the digits for the first 5 examples shown.

Insights or Next Steps

- The simple neural network architecture and training process resulted in a high accuracy (>97%) on the MNIST test set, indicating good performance on this dataset.
- Further steps could involve exploring more complex architectures (e.g., Convolutional Neural Networks), tuning hyperparameters, or evaluating the model on a larger set of test images to confirm performance consistency.