```
In [1]: import pandas as pd
import numpy as np

import matplotlib as pyplot
import matplotlib.pyplot as plt; plt.rcdefaults()
import matplotlib.pyplot as plt
%matplotlib inline
import seaborn as sns
In [2]: df = pd.read_csv('train.csv')
```

## Review the data set

```
In [3]: df.info()
        <class 'pandas.core.frame.DataFrame'>
        RangeIndex: 550068 entries, 0 to 550067
        Data columns (total 12 columns):
        # Column
                                       Non-Null Count Dtype
        --- ----
                                        _____
                                       550068 non-null int64
           User ID
        0
        1
           Product ID
                                       550068 non-null object
                                       550068 non-null object
         2
           Gender
                                       550068 non-null object
        3 Age
         4 Occupation
                                      550068 non-null int64
        5 City_Category 550068 non-null object
         6 Stay_In_Current_City_Years 550068 non-null object
                            550068 non-null int64

550068 non-null int64

550068 non-null int64

52 376430 non-null floate
         7 Marital_Status
        8 Product_Category_1
           Product_Category_2
                                      376430 non-null float64
        9
                                 166821 non-null float64
        10 Product_Category_3
        11 Purchase
                                       550068 non-null int64
        dtypes: float64(2), int64(5), object(5)
        memory usage: 50.4+ MB
In [4]: df.describe()
```

\_\_\_\_\_\_

Out[4]:

	User_ID	Occupation	Marital_Status	Product_Category_1	Product_Category_2	Product_Categor
count	5.500680e+05	550068.000000	550068.000000	550068.000000	376430.000000	166821.000
mean	1.003029e+06	8.076707	0.409653	5.404270	9.842329	12.668
std	1.727592e+03	6.522660	0.491770	3.936211	5.086590	4.125
min	1.000001e+06	0.000000	0.000000	1.000000	2.000000	3.000
25%	1.001516e+06	2.000000	0.000000	1.000000	5.000000	9.000
50%	1.003077e+06	7.000000	0.000000	5.000000	9.000000	14.000
75%	1.004478e+06	14.000000	1.000000	8.000000	15.000000	16.000
max	1.006040e+06	20.000000	1.000000	20.000000	18.000000	18.000

```
In [5]: df.head()
```

#### Out[5]:

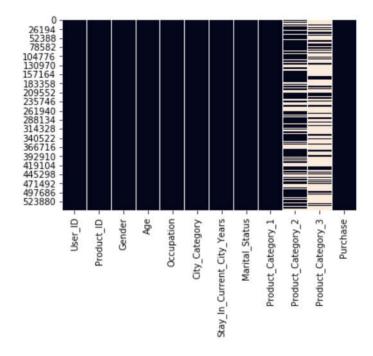
	User_ID	Product_ID	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status
0	1000001	P00069042	F	0-17	10	А	2	0
1	1000001	P00248942	F	0-17	10	Α	2	0
2	1000001	P00087842	F	0-17	10	Α	2	0
3	1000001	P00085442	F	0-17	10	Α	2	0
4	1000002	P00285442	М	55+	16	С	4+	0

```
In [6]: df['Product_Category_1'].unique()
```

```
Out[6]: array([ 3, 1, 12, 8, 5, 4, 2, 6, 14, 11, 13, 15, 7, 16, 18, 10, 17, 9, 20, 19], dtype=int64)
```

```
In [7]: sns.heatmap(df.isnull(), cbar=False)
```

Out[7]: <matplotlib.axes.\_subplots.AxesSubplot at 0x1f9bebf3108>

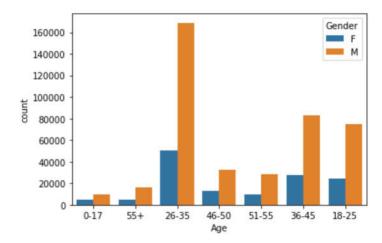


In [8]: # Clear null values
df.isnull().sum()

Out[8]:	User_ID	0
	Product_ID	0
	Gender	0
	Age	0
	Occupation	0
	City_Category	0
	Stay_In_Current_City_Years	0
	Marital_Status	0
	Product_Category_1	0
	Product_Category_2	173638
	Product_Category_3	383247
	Purchase	0
	dtype: int64	

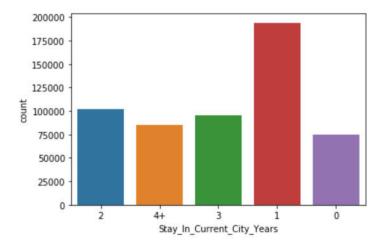
```
In [9]: sns.countplot(df['Age'], hue=df['Gender'])
```

Out[9]: <matplotlib.axes.\_subplots.AxesSubplot at 0x1f9c10e1c08>



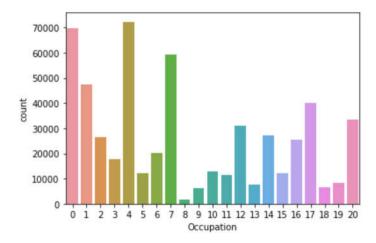
```
In [10]: sns.countplot(df['Stay_In_Current_City_Years'])
```

Out[10]: <matplotlib.axes.\_subplots.AxesSubplot at 0x1f9c16b47c8>



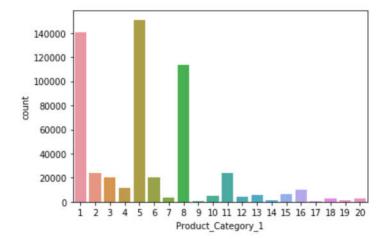
In [11]: sns.countplot(df['Occupation'])

Out[11]: <matplotlib.axes.\_subplots.AxesSubplot at 0x1f9c1488ec8>



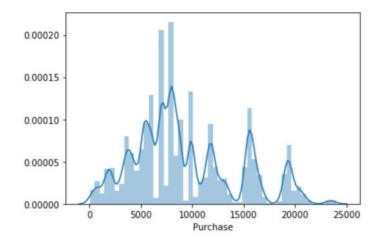
```
In [12]: sns.countplot(df['Product_Category_1'])
```

Out[12]: <matplotlib.axes. subplots.AxesSubplot at 0x1f9c1d63288>



```
In [13]: sns.distplot(df['Purchase'])
```

Out[13]: <matplotlib.axes. subplots.AxesSubplot at 0x1f9c13d6288>



We have labeled data - can use supervised learning We want to predict how much \$\$\$ people spend - regression task

When we think about sales - consider demographic (age/gender/income/home), store (location/size/ads/product stock)

## Prepare data

```
In [15]: X = df.drop(['Purchase', 'Product_Category_2', 'Product_Category_3'], axis=1)
```

```
In [16]: for cat in ['Age', 'City_Category', 'Stay_In_Current_City_Years']:
             tmp = pd.get dummies(X[cat], prefix=cat, drop first=True)
             X.drop(cat, axis=1, inplace=True)
             X = pd.concat([X, tmp], axis=1)
In [17]: | X['Gender'] = pd.get_dummies(X['Gender'], drop_first=True)
In [18]: from sklearn.preprocessing import LabelEncoder
         for c in ['Product ID']:
             enc = LabelEncoder()
             X[c] = enc.fit transform(X[c])
In [19]: X["Occupation"] = X["Occupation"].astype('category')
In [20]: X.head()
Out[20]:
            User_ID Product_ID Gender Occupation Marital_Status Product_Category_1 Age_18-25 Age_26-35 Age_
         0 1000001
                        672
                                        10
                                                                                     0
         1 1000001
                       2376
                                0
                                        10
                                                    0
                                                                            0
                                                                                     0
                                                                    1
         2 1000001
                        852
                                        10
                                                    0
                                                                   12
         3 1000001
                        828
                                Λ
                                        10
                                                    0
                                                                   12
                                                                            0
                                                                                     0
          4 1000002
                       2734
                                        16
                                                    0
                                                                                     0
In [21]: X.info()
         <class 'pandas.core.frame.DataFrame'>
         RangeIndex: 550068 entries, 0 to 550067
         Data columns (total 18 columns):
          #
            Column
                                            Non-Null Count Dtype
         ___
                                             -----
            User ID
          0
                                             550068 non-null int64
          1
            Product ID
                                            550068 non-null int32
          2
            Gender
                                            550068 non-null uint8
                                            550068 non-null category
          3 Occupation
                                            550068 non-null int64
            Marital_Status
          4
                                           550068 non-null int64
          5
             Product_Category_1
          6
             Age_18-25
                                            550068 non-null uint8
                                            550068 non-null uint8
          7
             Age 26-35
          8 Age_36-45
                                           550068 non-null uint8
          9 Age 46-50
                                           550068 non-null uint8
          10 Age 51-55
                                           550068 non-null uint8
          11 Age 55+
                                           550068 non-null uint8
                                           550068 non-null uint8
          12 City_Category_B
                                           550068 non-null uint8
          13 City Category C
          14 Stay_In_Current_City_Years_1 550068 non-null uint8
          15 Stay_In_Current_City_Years_2 550068 non-null uint8
          16 Stay_In_Current_City_Years_3 550068 non-null uint8
          17 Stay_In_Current_City_Years_4+ 550068 non-null uint8
         dtypes: category(1), int32(1), int64(3), uint8(13)
         memory usage: 22.0 MB
In [22]: y = df["Purchase"]
In [23]: | X = X.drop(["User ID"], axis=1)
```

## **Regression Model Comparison**

```
In [26]: import sklearn
         import xgboost as xgb
         from sklearn.model_selection import train_test_split
         from sklearn.linear model import LinearRegression
         from sklearn.tree import DecisionTreeRegressor
         from sklearn.ensemble import RandomForestRegressor
         from sklearn.ensemble import GradientBoostingRegressor
         from sklearn.svm import SVC
         \textbf{from sklearn.neighbors import} \ \texttt{KNeighborsRegressor}
         from sklearn.linear model import Ridge
         from sklearn.linear_model import Lasso
         from sklearn.preprocessing import PolynomialFeatures
         from sklearn import svm
In [27]: from sklearn import metrics
         def get_metrics(reg, y_test, y_pred):
             res = []
             res.append(str(reg.__class__.__name__))
             mae = metrics.mean_absolute_error(y_test, y_pred)
             res.append(mae)
             mse = metrics.mean_squared_error(y_test, y_pred)
             res.append(mse)
             rmse = np.sqrt(metrics.mean squared error(y test, y pred))
             res.append(rmse)
             r2 = metrics.r2 score(y test, y pred)
             res.append(r2)
             return res
         def show metrics(res):
            print(res[0])
             print(' MAE : ', res[1])
             print(' MSE : ', res[2])
             print(' RMSE: ', res[3])
             print(' R^2 : ', res[4])
In [28]: | X_train, X_test, y_train, y_test = train_test_split(Xs, y, test_size = 1/3, random_
         state = 0)
In [29]: | # Start with plolynomial regression
         pf = PolynomialFeatures(degree=2)
         X poly train = pf.fit transform(X train)
         X poly test = pf.fit transform(X test)
In [30]: lr = LinearRegression()
         lr.fit(X poly train, y train)
```

Out[30]: LinearRegression(copy\_X=True, fit\_intercept=True, n\_jobs=None, normalize=False)

```
In [31]: y_pred = lr.predict(X_poly_test)
         print(y_pred)
         [13555. 5193. 8640. ... 7041. 7711. 12155.]
In [32]: results = []
         m = get_metrics(lr, y_test, y_pred)
         m[0] = 'PolynomialRegression'
         show metrics(m)
         results.append(m)
         PolynomialRegression
         MAE: 3309.958206985318
         MSE: 19261757.748472918
         RMSE: 4388.821908949248
          R^2: 0.23849121551232466
In [33]: regressors = [
            Ridge(alpha=.5),
            Lasso(alpha=0.1),
            LinearRegression(),
             DecisionTreeRegressor(),
             RandomForestRegressor(),
             GradientBoostingRegressor(),
             xgb.XGBRegressor(objective ='reg:squarederror', colsample bytree = 0.3, learnin
         g_rate = 0.1,
                              max_depth = 5, alpha = 10, n_estimators = 10),
             # svm.SVC(kernel='rbf', gamma=0.7, C=1.0),
             KNeighborsRegressor(n_neighbors=3)
         ### Commented out regressors are processing over 100 minutes
```

```
______
=====
Running Ridge (alpha=0.5, copy X=True, fit intercept=True, max iter=None,
    normalize=False, random state=None, solver='auto', tol=0.001)
Ridae
MAE: 3593.7867622984763
MSE: 21952039.018481284
RMSE: 4685.300312518002
R^2: 0.1321316170475142
______
=====
Running Lasso(alpha=0.1, copy X=True, fit intercept=True, max iter=1000,
    normalize=False, positive=False, precompute=False, random state=None,
    selection='cyclic', tol=0.0001, warm start=False)
Lasso
MAE: 3593.7848869242807
MSE: 21952043.356074445
RMSE: 4685.300775411803
R^2: 0.1321314455618513
______
=====
______
Running LinearRegression(copy X=True, fit intercept=True, n jobs=None, normalize
=False)
LinearRegression
MAE: 3593.786431714285
MSE: 21952039.006256834
RMSE: 4685.300311213448
R^2: 0.13213161753080482
______
______
Running DecisionTreeRegressor(ccp alpha=0.0, criterion='mse', max depth=None,
                max features=None, max leaf nodes=None,
                min impurity decrease=0.0, min impurity split=None,
                min_samples_leaf=1, min_samples_split=2,
                min weight fraction leaf=0.0, presort='deprecated',
                random state=None, splitter='best')
DecisionTreeRegressor
MAE: 2630.8304546378868
MSE: 13872403.005075026
RMSE: 3724.5674923506253
R^2: 0.45155801000791973
=====
Running RandomForestRegressor(bootstrap=True, ccp alpha=0.0, criterion='mse',
                max depth=None, max features='auto', max leaf nodes=None,
                max samples=None, min impurity decrease=0.0,
                min impurity split=None, min samples leaf=1,
                min samples split=2, min weight fraction leaf=0.0,
                n estimators=100, n_jobs=None, oob_score=False,
                random state=None, verbose=0, warm start=False)
RandomForestRegressor
```

MAE: 2104.1033457206127

## **Try ANN**

```
In [35]: from sklearn.pipeline import Pipeline
    from sklearn.preprocessing import MinMaxScaler
    from keras.optimizers import Adam
    from keras.models import Sequential
    from keras.layers import Dense
    from keras.wrappers.scikit_learn import KerasRegressor

Using TensorFlow backend.

In [36]: model = Sequential()
    model.add(Dense(17, input_dim=17, kernel_initializer='normal', activation='relu'))
    model.add(Dense(27, activation='relu'))
    model.add(Dense(11, activation='relu'))
    model.add(Dense(3, activation='relu'))
    model.add(Dense(1, activation='relu'))
    optimizer = Adam(1r=0.35)
    model.compile(loss='mse', optimizer=optimizer, metrics=['mse', 'mae'])
```

In [37]: model.fit(X\_train, y\_train, epochs=300, batch\_size=5000, verbose=1)

```
Epoch 1/300
21 - mse: 26250192.0000 - mae: 3795.1655
Epoch 2/300
54 - mse: 18074556.0000 - mae: 3146.5696
Epoch 3/300
37 - mse: 17228208.0000 - mae: 3051.3696
Epoch 4/300
17 - mse: 16850510.0000 - mae: 3011.1182
Epoch 5/300
68 - mse: 17581074.0000 - mae: 3091.6904
Epoch 6/300
16 - mse: 16342516.0000 - mae: 2964.5261
Epoch 7/300
80 - mse: 15924482.0000 - mae: 2927.9519
Epoch 8/300
47 - mse: 15766799.0000 - mae: 2912.5049
Epoch 9/300
77 - mse: 16444965.0000 - mae: 2979.8274
Epoch 10/300
82 - mse: 16069736.0000 - mae: 2937.9956
Epoch 11/300
08 - mse: 15010027.0000 - mae: 2852.6082
Epoch 12/300
33 - mse: 12847771.0000 - mae: 2656.2136
Epoch 13/300
25 - mse: 12201563.0000 - mae: 2587.5259
Epoch 14/300
72 - mse: 11538222.0000 - mae: 2544.5303
Epoch 15/300
88 - mse: 11169929.0000 - mae: 2525.0774
Epoch 16/300
42 - mse: 10341836.0000 - mae: 2428.5405
Epoch 17/300
00 - mse: 10086132.0000 - mae: 2391.1746
Epoch 18/300
89 - mse: 10143938.0000 - mae: 2388.6416
Epoch 19/300
99 - mse: 10246182.0000 - mae: 2402.2083
Epoch 20/300
366712/366712 [============= ] - 0s 1us/step - loss: 9908738.943
6 - mse: 9908739.0000 - mae: 2369.1973
Epoch 21/300
1 - mse: 9922186.0000 - mae: 2365.0410
Epoch 22/300
```

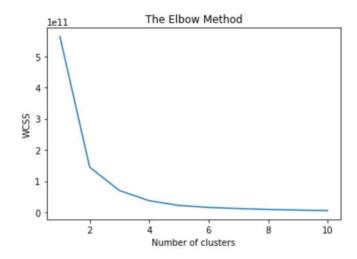
```
Out[37]: <keras.callbacks.callbacks.History at 0x1fa184128c8>
In [38]: m = get metrics(model, y test, model.predict(X test))
          m[0] = 'ANN'
          show metrics(m)
          results.append(m)
          ANN
           MAE : 2280.8142783018657
           MSE : 9094922.777238183
           RMSE: 3015.778966906922
           R^2: 0.640434498266234
In [39]: res = pd.DataFrame(np.array(results))
          res.columns = ['Name', 'MAE', 'MSE', 'RMSE', 'R^2']
In [40]: sns.barplot(data=res, y='Name', x='R^2')
Out[40]: <matplotlib.axes. subplots.AxesSubplot at 0x1fa24883208>
                 PolynomialRegression
                            Ridge
                            Lasso
                    LinearRegression
                DecisionTreeRegressor
               RandomForestRegressor
             GradientBoostingRegressor
                      XGBRegressor
                 KNeighborsRegressor
                             ANN
                                    -0.2
                                              0.0
                                                       0.2
                                                                0.4
                                                                        0.6
                                                      R^2
In [41]: df_r = pd.DataFrame(results)
           df r.head()
Out[41]:
                              0
                                                     2
                                         1
              PolynomialRegression 3309.958207 1.926176e+07 4388.821909 0.238491
                           Ridge 3593.786762 2.195204e+07 4685.300313 0.132132
           2
                          Lasso 3593.784887 2.195204e+07 4685.300775 0.132131
           3
                  LinearRegression 3593.786432 2.195204e+07 4685.300311 0.132132
           4 DecisionTreeRegressor 2630.830455 1.387240e+07 3724.567492 0.451558
```

# **Clustering Algorithm Comparison**

### K-Means

```
In [42]: from sklearn.cluster import KMeans
    wcss = []
    for i in range(1, 11):
        print("Running KMeans with %s clusters" % (i))
        kmeans = KMeans(n_clusters = i, init = 'k-means++', random_state = 42)
        kmeans.fit(X)
        wcss.append(kmeans.inertia_)
    plt.plot(range(1, 11), wcss)
    plt.title('The Elbow Method')
    plt.xlabel('Number of clusters')
    plt.ylabel('WCSS') # sum of squares of the distances of each data point in all clusters to their centroids
    plt.show()
```

```
Running KMeans with 1 clusters Running KMeans with 2 clusters Running KMeans with 3 clusters Running KMeans with 4 clusters Running KMeans with 5 clusters Running KMeans with 6 clusters Running KMeans with 7 clusters Running KMeans with 8 clusters Running KMeans with 9 clusters Running KMeans with 10 clusters
```



### **PCA**

```
In [43]: from sklearn.decomposition import PCA
    pca = PCA(n_components = 3)
    X_pca = pca.fit_transform(X)
    explained_variance = pca.explained_variance_ratio_
```

In [44]: print(explained\_variance) # % of variance explained by each of the selected compone
 nts

[9.99941231e-01 4.15276886e-05 1.50365374e-05]

```
In [45]: print(pca.components_)
         [[ 9.99999957e-01 6.78015193e-06 4.78419549e-05 5.64613034e-06
            2.90559777e-04 -5.80060188e-06 -7.43338167e-06 4.90866276e-06
            2.69169851e-06 2.62798511e-06 2.23825144e-06 -2.70419324e-06
            3.99272802e-06 -2.55125162e-07  1.24345339e-06  1.95922614e-07
           -1.46872062e-06]
          [-4.57358766e-05 \quad 7.79265580e-03 \quad 9.99906755e-01 \quad 1.83354708e-03
           -7.73317533e-03 -5.71348649e-03 -1.68022493e-03 3.58707265e-03
            8.55606948e-04 1.20291330e-03 1.30603065e-03 -8.90990100e-04
            2.46657997e-03 -1.58035596e-04 -7.60300602e-04 1.51493781e-03
            7.71763687e-041
          [-2.90943163e-04 -5.05095526e-03 7.73703507e-03 2.48351949e-03
            9.99938267e-01 -3.49261764e-03 -2.25884654e-03 1.17554421e-03
            1.80871965e-03 1.67135689e-03 1.67204132e-03 -7.35715933e-04
           -1.03593996e-03 7.69793887e-04 -7.45522006e-04 -1.04656767e-03
            6.59269406e-04]]
```

## **Feature Selection**

```
In [47]: regressors = [
         LinearRegression(),
         RandomForestRegressor(),
         KNeighborsRegressor(n_neighbors=3)
      X train, X test, y train, y test = train test split(Xvt, y, test size = 1/3, random
      _{\text{state}} = 0)
      for r in regressors:
        print('Running %s' % (r))
         r.fit(X train, y train)
         m = get_metrics(r, y_test, r.predict(X_test))
         show metrics (m)
        ======== ' )
         print('')
      ______
      Running LinearRegression(copy X=True, fit intercept=True, n jobs=None, normalize
      =False)
      LinearRegression
      MAE: 3593.7864317142844
      MSE: 21952039.006256834
      RMSE: 4685.300311213448
      R^2: 0.13213161753080482
      ______
      ______
      =====
      Running RandomForestRegressor(bootstrap=True, ccp alpha=0.0, criterion='mse',
                     max depth=None, max features='auto', max leaf nodes=None,
                     max samples=None, min impurity decrease=0.0,
                     min impurity split=None, min samples leaf=1,
                     min samples split=2, min weight fraction leaf=0.0,
                     n estimators=100, n jobs=None, oob score=False,
                     random_state=None, verbose=0, warm_start=False)
      RandomForestRegressor
       MAE: 2103.764583410758
      MSE: 8209169.894973392
      RMSE: 2865.1648983912587
      R^2: 0.6754525173659389
      ______
      ______
      Running KNeighborsRegressor(algorithm='auto', leaf size=30, metric='minkowski',
                    metric params=None, n jobs=None, n neighbors=3, p=2,
                    weights='uniform')
      KNeighborsRegressor
      MAE : 2253.43161572751
      MSE: 9501839.293711567
      RMSE: 3082.505359883672
      R^2: 0.6243471553614997
      ______
```

## RFE

```
In [48]: from sklearn.feature_selection import RFE
       regressors = [
         LinearRegression(),
          # RandomForestRegressor(),
          DecisionTreeRegressor(),
          GradientBoostingRegressor()
       X train, X test, y train, y test = train test split(Xvt, y, test size = 1/3, random
       state = 0)
       for r in regressors:
         print('----
       ======== ' )
         print('Running %s' % (r))
         rfe = RFE(r, 3)
         ref = rfe.fit(X train, y train)
         print("Regressor: " + str(r.__class__.__name__))
          print("Support")
          print(rfe.support_)
          print("Ranking")
          print(rfe.ranking_)
         ======== ' )
         print('')
```

```
______
======
Running LinearRegression(copy X=True, fit intercept=True, n jobs=None, normalize
Regressor: LinearRegression
Support
[False True False 
      True False False False]
Ranking
[15  1  14  9  1  7  6  4  5  2  3  8  1  13  10  12  11]
______
______
Running DecisionTreeRegressor(ccp alpha=0.0, criterion='mse', max depth=None,
                                                                                   max features=None, max leaf nodes=None,
                                                                                   min impurity decrease=0.0, min impurity split=None,
                                                                                   min samples leaf=1, min samples split=2,
                                                                                   min weight fraction leaf=0.0, presort='deprecated',
                                                                                    random state=None, splitter='best')
Regressor: DecisionTreeRegressor
Support
[ True False True False 
  False False False False]
Ranking
[ 1 7 1 4 1 11 5 9 13 14 15 3 12 2 8 6 10]
______
______
Running GradientBoostingRegressor(alpha=0.9, ccp alpha=0.0, criterion='friedman
mse',
                                                                                                   init=None, learning rate=0.1, loss='ls', max depth=3,
                                                                                                  max features=None, max leaf nodes=None,
                                                                                                   min impurity decrease=0.0, min impurity split=None,
                                                                                                   min_samples_leaf=1, min_samples_split=2,
                                                                                                   min weight_fraction_leaf=0.0, n_estimators=100,
                                                                                                   n_iter_no_change=None, presort='deprecated',
                                                                                                   random state=None, subsample=1.0, tol=0.0001,
                                                                                                   validation fraction=0.1, verbose=0, warm start=False)
Regressor: GradientBoostingRegressor
Support
 [ True False False
       True False False False]
Ranking
[ 1 7 2 14 1 8 9 6 13 3 5 4 1 10 11 12 15]
______
=====
```