### **Importing Libraries**

```
In [56]:
                      import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
                           from sklearn.preprocessing import OrdinalEncoder
OE = OrdinalEncoder()
                           from sklearn.model_selection import train_test_split
from sklearn.metrics import classification_report,accuracy_score,f1_score,recall_score,precision_score
                           from sklearn.linear_model import LogisticRegression from sklearn.svm import SVC from sklearn.neighbors import KNeighborsClassifier from sklearn.tree import DecisionTreeClassifier from sklearn.ensemble import RandomForestClassifier
                           from sklearn.svm import SVC
                    import warnings
warnings.filterwarnings("ignore")
```

### **Reading Data**

```
In [2]: 1 df = pd.read_excel("customer_churn_large_dataset.xlsx")
2 df.head()
                            Name Age Gender Location Subscription_Length_Months Monthly_Bill Total_Usage_GB Churn
Out[2]:
            CustomerID
                     1 Customer_1 63 Male Los Angeles
                                                                                 17
                                                                                          73.36
                                                                                                            236
                    2 Customer_2 62 Female New York
                                                                                          48.76
                                                                                                            172
                                                                            5 85.47
3 97.94
19 58.14
                3 Customer_3 24 Female Los Angeles
                                                                                                            460 0
                    4 Customer_4 36 Female Miami
                                                                                                            297
                5 Customer_5 46 Female Miami
In [3]: 1 df.info()
         <class 'pandas.core.frame.DataFrame'>
RangeIndex: 100000 entries, 0 to 99999
Data columns (total 9 columns):
# Column Non-Null Count Dtype
          0 CustomerID
                                             100000 non-null int64
              Name
Age
Gender
                                              100000 non-null object
100000 non-null int64
                                                                object
object
int64
                                             100000 non-null
              8 Churn 100000
dtypes: float64(1), int64(5), object(3)
memory usage: 6.9+ MB
                                              100000 non-null int64
```

### **Data Encoding**

```
In [4]: 1 # Ecoded 0 for Femal and 1 for Male
2 df["Gender"] = df["Gender"].apply(lambda x: 0 if x == "Female" else 1)
3 df.sample(5)
               CustomerID
                                 Name Age Gender Location Subscription_Length_Months Monthly_Bill Total_Usage_GB Churn
                                                                 14 69.50
1 83.80
                 60107 Customer_60107 45 1 Los Angeles
59600 Customer_59600 59 1 Chicago
         60106
                                                                                                          145 0
                                                                                          83.80
                                                                                                          455
                                                                12 43.36
21 54.65
5 84.61
                  4278 Customer_4278 24 0 New York
                                                                                                          499 0
          3811
                  3812 Customer_3812 30 0 New York
                                                                                                         294 1
         28655 28656 Customer_28656 41 1 Los Angeles
```

```
In [5]: 1 # Encoding categorial variable ie.location
2 df["Location"] = OE.fit_transform(df[["Location"]])
3 loc = OE.categories_
4 loc
Out[5]: [array(['Chicago', 'Houston', 'Los Angeles', 'Miami', 'New York'], dtype=object)]
```

```
In [6]: 1 df.sample(5)
                             CustomerID
                                                                     Name Age Gender Location Subscription_Length_Months Monthly_Bill Total_Usage_GB Churn
                   90732 90733 Customer_90733 51 0 4.0
                                                                                                                                                                                        83.47
                                                                                                                                                                                                                            495

        46166
        46167
        Customer_46167
        23
        1
        4.0
        11
        49.10

        80915
        80916
        Customer_80916
        68
        1
        0.0
        15
        93.31

        37105
        37106
        Customer_37106
        26
        1
        4.0
        8
        44.22

        76639
        76630
        Customer_76630
        33
        0
        4.0
        11
        41.27

                                                                                                                                                                                                                             435
                                                                                                                                                                                                                         179 1
                                                                                                                                                                                                                         436
                                                                                                                                                                                                                                         0
                                                                                                                                                                                                                           74
```

## **Data Segregation**

```
In [9]: 1 Y = df.iloc[:,-1]
2 Y.head()
Out[9]: 0
          Name: Churn, dtype: int64
In [7]: 1 X = df.iloc[:,2:-1]
2 X.head()
Out[7]:
           Age Gender Location Subscription_Length_Months Monthly_Bill Total_Usage_GB
```

0	63	1	2.0	17	73.36	236
1	62	0	4.0	1	48.76	172
2	24	0	2.0	5	85.47	460
3	36	0	3.0	3	97.94	297
4	46	0	3.0	19	58.14	266

## **Data Scaling**

```
In [8]: 1 # Scalling to make the inputs in a specific range and also for making computations faster
2 from sklearn.preprocessing import StandardScaler
3 SS = StandardScaler()
4 X = SS.fit_transform(X)
5 X
```

# ..., [ 1.30711454, 1.00432937, -1.41385369, 0.65111499, 1.5351404 , -0.17931334], [ 0.45634069, -0.99568929, 1.41974758, 1.08423877, -0.78115335, 1.22338955], [-1.11431871, -0.99568929, 0.00294695, 0.93986418, 0.56927655, -0.7771867 ]])

# Data Splitting

```
1 X_train,X_test,Y_train,Y_test = train_test_split(X,Y,test_size=0.3,random_state=1)
```

## **Model Definition**

```
In [11]:
                                      1 Master_Evaluations = []
                                             def Evaluations_store(Y_test, Y_pred):
    f1 = f1_score(Y_test, Y_pred)
    acc = accuracy_score(Y_test, Y_pred)
    rec = recall_score(Y_test, Y_pred)
    pre = precision_score(Y_test, Y_pred)
                                 10
def CalModel(model, Model_Name = None):
12 model.fit(X_train,Y_train)
13 Y_pred = model.predict(X_test)
14 f1, acc, rec, pre = Evaluations_store(Y_test, Y_pred)
15 Master_Evaluations.append([Model_Name, f1, acc, rec, pre])
16 print(classification_report(Y_test,Y_pred))
17
```

```
precision recall f1-score
                                                                                support
                                                                       0.50
0.49
0.49
                  # Hyper Tuning
params = [ ['lbfgs','l2'],['lbfgs','none'],
['liblinear','l1'],['liblinear','l2'],
['newton-cg','l2'],['newton-cg','none'],
['sag','l2'],['sag','none'],
['saga','l1'],['saga','l2'],['saga','none'] ]
In [13]:
                 8 # ['saga','elasticnet'] ---> Need to perform Scalling on the Data
             8 # ('saga', etasticmet'
9
10 all_combinations = []
11
12 for i in params:
13
14 from sklearn.linear
15
16 model = LogisticReg
17
18 model.fit(X_train,)
19
20 Y_pred = model.preu
21
22 from sklearn.metriu
23 acc = accuracy_sco
24
25 print(f"{i} ---> {
26
27 all_combinations.a
                         from sklearn.linear_model import LogisticRegression
                         model = LogisticRegression(solver=i[0] \text{ , penalty}=i[1])
                         Y_pred = model.predict(X_test)
                         from sklearn.metrics import accuracy_score
acc = accuracy_score(Y_test,Y_pred)
                         print(f"{i} ---> {acc} ")
                         all combinations.append(acc)
             1 # Best Hyperparmeter for Logistic Regression
2 print(f"{params[all_combinations.index(max(all_combinations))]} ---> {max(all_combinations)}")
In [14]:
                 5 Master_Evaluations.append([f"Log_reg_{params[all_combinations.index(max(all_combinations))]}", None, max(all_combinations), None, None])
              ['sag', 'none'] ---> 0.50063333333333334
              SVM
               SVC_linear = SVC()
CalModel(SVC_linear, "SVC_linear")
In [57]:
                                   precision
                                                     recall f1-score
                                                                       0.55
0.44
                                                                                   15110
14890
              accuracy
macro avg
weighted avg
                                                                       0.50
0.50
0.50
                                                                                    30000
                                                                                    30000
30000
                                         0.50
0.50
                                                        0.50
0.50
In [58]:
               SVC_sigmoid = SVC(kernel="sigmoid")
CalModel(SVC_sigmoid, "SVC_sigmoid")
                                                                                 support
              accuracy
macro avg
weighted avg
                                                                      0.49
0.49
0.49
              KNN
In [15]: 1 KNN = KNeighborsClassifier()
2 CalModel(KNN, "KNN")
                                  precision
                                                     recall f1-score
                                         0.51
0.50
                                                        0.52
0.50
                                                                      0.51
0.50
                                                                                    15110
14890
              accuracy
macro avg
weighted avg
                                                                      0.51
0.51
0.51
                                                                                   30000
30000
30000
                                                        0.51
0.51
                                         0.51
                   # Hypertuning
KNN_LIST = []
for i in range(1,50):
    KNN = KNeighborsClassifier(n_neighbors=i)
    KNN.fit(X_train,Y_train)
    Y_pred = KNN.predict(X_test)
    print(f"{i} ----> {accuracy_score(Y_test,Y_pred)}")
    KNN_LIST.append(accuracy_score(Y_test,Y_pred))
In [16]:
              ---> 0.5010666666666667
                     ----> 0.5048666666666667
----> 0.5019
                    ---> 0.50203333333333333
              29
                     ---> 0.500966666666667
---> 0.500966666666667
             ---> 0.502366666666666
              46 ---> 0.49873333333333
47 ---> 0.501533333333334
48 ---> 0.4978333333333333
49 ---> 0.5015666666666667
In [17]: 1 # Best Hyperparmeter for KNN
2 print(f"{KNN_LIST.index(max(KNN_LIST))+1} ---> {max(KNN_LIST)}")
                  4 Master_Evaluations.append([f"KNN_{KNN_LIST.index(max(KNN_LIST))+1}", None, max(KNN_LIST), None, None])
              21 ---> 0.5080333333333333
              Decision Tree
In [18]: 1 DTC_GINI = DecisionTreeClassifier()
2 CalModel(DTC_GINI, "DTC_GINI")
```

precision recall f1-score support

0.50 0.50

accuracy macro avg weighted avg 0.50 0.50

0.50 0.50 0.50 15110 14890

30000 30000 30000

```
precision
                                        recall f1-score
                                                              support
          MAX_DEPT
           1 MAX_DEPT_LIST = []
2 for i in range(1,50):
    DTC_1 = DecisionTreeClassifier(max_depth=i,)
    DTC_1.fit(X_train,Y_train)
5    Y_pred = DTC_1.predict(X_test)
6    print(f*'(i) ---> {accuracy_score(Y_test,Y_pred)})*')
7    MAX_DEPT_LIST.append(accuracy_score(Y_test,Y_pred))
In [20]:
           1 ---> 0.5040666666666667
             ---> 0.4959
---> 0.4959
         In [21]: 1 print(f"{MAX_DEPT_LIST.index(max(MAX_DEPT_LIST))+1} ---> {max(MAX_DEPT_LIST)}")
           39 ---> 0.5047333333333334
precision recall f1-score support
                                                                15110
14890
           MIN_SAMPLE_SPLIT
           1 MIN_SAMPLE_SPLIT = []
2 for i in range(2,50):
3    DTC_2 = DecisionTreeClassifier(min_samples_split=i)
4    DTC_2.fit(X_train,Y_train)
5    Y_pred = DTC_2.predict(X_test)
In [23]:
                   print(f"{i} ---> {accuracy_score(Y_test,Y_pred)}")
                   MIN_SAMPLE_SPLIT.append(accuracy_score(Y_test,Y_pred))
          -> 0.5024
--> 0.5023333333333333
          In [24]: 1 print(f"{MIN_SAMPLE_SPLIT.index(max(MIN_SAMPLE_SPLIT))+2} ---> {max(MIN_SAMPLE_SPLIT)}")
          24 ---> 0.50523333333333333
In [25]: 1 DTC_MIN_SAMPLE_SPLIT = DecisionTreeClassifier(min_samples_split=25)
2 CalModel(DTC_MIN_SAMPLE_SPLIT)
                         precision recall f1-score support
                     0 0.51 0.52 0.52 15110
1 0.50 0.49 0.49 14890
                                                      0.51
              accuracy
                           0.51 0.51 0.51
0.51 0.51 0.51
           macro avg
weighted avg
```

1 # HyperTuning
2 DTC\_ENTROPY = DecisionTreeClassifier(criterion="entropy")
3 CalModel(DTC\_ENTROPY, "DTC\_ENTROPY")

In [19]:

# MIN\_SAMPLE\_LEAF 1 MIN\_SAMPLE\_LEAF = [] 2 for i in range(1,50): 3 DTC\_3 = DecisionTreeClassifier(min\_samples\_leaf=i) 5 UTC\_3.fit(X\_train,Y\_train) 5 Y\_pred = DTC\_3.predict(X\_test) $print(f"\{i\} \; ---> \; \{accuracy\_score(Y\_test,Y\_pred)\}")$ ${\tt MIN\_SAMPLE\_LEAF.append(accuracy\_score(Y\_test,Y\_pred))}$ 1 ---> 0.5007 2 ---> 0.5029 3 ---> 0.50363333333333334 --> 0.5014 --> 0.501166666666666 48 ---> 0.5020333333333333349 ---> 0.5019666666666667 In [27]: 1 print(f"{MIN\_SAMPLE\_LEAF.index(max(MIN\_SAMPLE\_LEAF))+2} ---> {max(MIN\_SAMPLE\_LEAF)}") 27 ---> 0.5105333333333333 In [28]: 1 DTC\_MIN\_SAMPLE\_LEAF = DecisionTreeClassifier(min\_samples\_split=25) 2 CalModel(DTC\_MIN\_SAMPLE\_LEAF, 'DTC\_MIN\_SAMPLE\_LEAF') precision recall f1-score support Stratified K-FOLD on Decision Tree from sklearn.model\_selection import StratifiedKFold from sklearn.model\_selection import cross\_val\_score SKFOLD\_LIST = [] for i in range(2,20): skfolds = StratifiedKFold(n\_splits=i) DTC\_SKFOLD = DecisionTreeClassifier() scores = cross\_val\_score(DTC\_SKFOLD,X,Y,cv=skfolds) SKFOLD\_LIST.append(np.mean(scores)) In [30]: 1 print(f"{SKFOLD\_LIST.index(max(SKFOLD\_LIST))+2} ---> {max(SKFOLD\_LIST)}") Master\_Evaluations.append([f"SKFOLD\_DTC{SKFOLD\_LIST.index(max(SKFOLD\_LIST))+2}", None, max(SKFOLD\_LIST), None, None]) RandomForest 1 RFC = RandomForestClassifier() 2 CalModel(RFC, 'RFC') In [31]: recall f1-score support **Criterion** → **entropy** 1 RFC\_Entropy = RandomForestClassifier(criterion="entropy") 2 CalModel(RFC\_Entropy,'RFC\_Entropy') In [32]: 15110 14890 accuracy macro avg weighted avg 0.50 0.50 0.50 30000 30000 30000 0.50 0.50 E\_Max\_depth E\_MAX\_DEPTH = [] for i in range(1,15): model = RandomForestClassifier(max\_depth=i,criterion="entropy") model.fit(X\_train,Y\_train) v red = model.predict(X\_test) E\_MAX\_DEPTH.append(accuracy\_score(Y\_test,Y\_pred)) 9 E\_MAX\_DEPTH\_DF = pd.DataFrame(data=E\_MAX\_DEPTH,index=np.arange(1,15),columns=['Accuracy\_score']) E\_Max\_depth E\_MIN\_SAMPLE\_SPLIT.append(accuracy\_score(Y\_test,Y\_pred)) E\_MIN\_SAMPLE\_SPLIT\_DF = pd.DataFrame(data=E\_MIN\_SAMPLE\_SPLIT,index=np.arange(0,15),columns=['Accuracy\_score']) E\_Min\_sample\_leaf In [35]:

E\_MIN\_SAMPLE\_LEAF.append(accuracy\_score(Y\_test,Y\_pred))

E\_MIN\_SAMPLE\_LEAF\_DF = pd.DataFrame(data=E\_MIN\_SAMPLE\_LEAF,index=np.arange(0,15),columns=['Accuracy\_score'])

```
In [36]:
                   1 plt.figure(figsize=(15,8))
                      plt.subplot(1,3,1)
plt.plot(E_MAX_DEPTH_DF)
plt.xlabel("max_depth (Entropy)")
plt.grid()
print("max_depth",E_MAX_DEPTH_DF[E_MAX_DEPTH_DF.Accuracy_score == E_MAX_DEPTH_DF.Accuracy_score.max()])
print("max_depth",E_MAX_DEPTH_DF[E_MAX_DEPTH_DF.Accuracy_score.max()])
                   0 plt.subplot(1,3,2)
11 plt.plot(E_MIN_SAMPLE_LEAF_DF)
12 plt.xlabel("min_sample_leaf (Entropy)")
13 plt.grid()
14 print("min_sample_leaf",E_MIN_SAMPLE_LEAF_DF[E_MIN_SAMPLE_LEAF_DF.Accuracy_score == E_MIN_SAMPLE_LEAF_DF.Accuracy_score.max()])
15 print("-----")
16
                 16
plt.subplot(1,3,3)
18 plt.plot(E_MIN_SAMPLE_SPLIT)
19 plt.xlabel("min_sample_split (Entropy)")
20 plt.grid()
21 print("min_sample_split",E_MIN_SAMPLE_SPLIT_DF[E_MIN_SAMPLE_SPLIT_DF.Accuracy_score == E_MIN_SAMPLE_SPLIT_DF.Accuracy_score.max()])
                 max_depth Accuracy_score
1 0.5058
                 min_sample_leaf Accuracy_score
11 0.5061
                 min_sample_split
10 0.505233
                                                    Accuracy_score
                   0.506
                                                                                                                                                            0.504
                   0.504
                   0.503
                                                                                       0.503
                                                                                                                                                            0.502
                                                                                        0.502
                                                                                                                                                            0.501
                   0.501
                                                                                       0.501
                   0.500
```

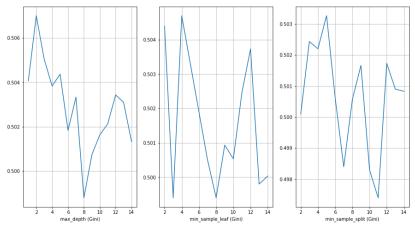
### $\textbf{Criterion} \rightarrow \textbf{GINI}$

#### G\_Max\_depth

### G\_Min\_sample\_leaf

### G\_Min\_sample\_split

## Plotting Graph for all using GINI



# Evaluations

```
In [70]: 1 # Creating a dataframe of all evaluations
2 Evalauations = pd.DataFrame(Master_Evaluations,columns= ["Model", "f1", 'acc', 'pre'])
```

```
In [71]: 1 Evalauations
                            Model f1 acc rec pre
                          Log_reg 0.436242 0.500567 0.389322 0.496021
                Log_reg_['sag', 'none'] NaN 0.500633 NaN NaN
                             KNN 0.499105 0.505700 0.496172 0.502073
                          KNN_21 NaN 0.508033 NaN NaN
                         DTC_GINI 0.497248 0.500667 0.497515 0.496981
                     DTC ENTROPY 0.493779 0.498200 0.493083 0.494477
            6 DTC_MAX_DEPT_LIST 0.574583 0.496433 0.685158 0.494738
                             None 0.494172 0.505267 0.486904 0.501661
            8 DTC_MIN_SAMPLE_LEAF 0.492282 0.504400 0.484083 0.500764
                        SKFOLD_8 NaN 0.503500 NaN NaN
           10
                            RFC 0.488819 0.502433 0.479315 0.498707
           11
                       RFC_Entropy 0.482564 0.499467 0.470248 0.495541
           12
                       SVC_sigmoid 0.487690 0.492967 0.486232 0.489156
                        SVC_linear 0.444469 0.500300 0.402754 0.495825
           13
In [105]: 1 # Melting it to make it flexible to plot
2 Melted_Evalauations = pd.melt(Evalauations, id_vars = "Model")
3 Melted_Evalauations
Out[105]:
                           Log_reg
                                      f1 0.436242
                 Log_reg_['sag', 'none']
                          KNN_21
                        DTC_GINI
                                       f1 0.497248
                     DTC_ENTROPY
                                       f1 0.493779
            6 DTC_MAX_DEPT_LIST
                                       f1 0.574583
                                       f1 0.494172
            8 DTC_MIN_SAMPLE_LEAF
                                       f1 0.492282
                         SKFOLD_8
                            RFC
                                       f1 0.488819
           11
                       RFC_Entropy
                                       f1 0.482564
           12
                       SVC_sigmoid
                                       f1 0.487690
           13
                        SVC_linear
                                       f1 0.444469
           14
                          Log_reg
                                      acc 0.500567
           15
                 Log_reg_['sag', 'none']
                                      acc 0.500633
           16
                            KNN
                                      acc 0.505700
           17
                          KNN_21
                                      acc 0.508033
           18
                         DTC_GINI
                                      acc 0.500667
           19
                     DTC_ENTROPY
                                      acc 0.498200
           20 DTC_MAX_DEPT_LIST
                                      acc 0.496433
           21
                                      acc 0.505267
           22 DTC_MIN_SAMPLE_LEAF
                                      acc 0.504400
                                      acc 0.503500
           23
                         SKFOLD_8
                                      acc 0.502433
           24
                            RFC
           25
                       RFC_Entropy
                                      acc 0.499467
                       SVC_sigmoid
           26
                                      acc 0.492967
           27
                        SVC_linear
                                      acc 0.500300
                                      rec 0.389322
           28
                         Log_reg
           29
                 Log_reg_['sag', 'none']
           30
                            KNN
                                      rec 0.496172
           31
                          KNN_21
           32
                        DTC_GINI
                                      rec 0.497515
           33
                    DTC_ENTROPY
                                      rec 0.493083
                                      rec 0.685158
           34 DTC_MAX_DEPT_LIST
           35
                           None
                                      rec 0.486904
                                      rec 0.484083
           36 DTC_MIN_SAMPLE_LEAF
           37
                        SKFOLD_8
           38
                            RFC
                                      rec 0.479315
                       RFC_Entropy
           39
                                      rec 0.470248
           40
                       SVC_sigmoid
                                      rec 0.486232
           41
                        SVC_linear
                                      rec 0.402754
                                      pre 0.496021
           42
                         Log_reg
           43
                 Log_reg_['sag', 'none']
                                     pre 0.502073
           44
                            KNN
           45
                          KNN_21
           46
                         DTC_GINI
                                      pre 0.496981
           47
                     DTC_ENTROPY
                                      pre 0.494477
           48 DTC_MAX_DEPT_LIST
                                      pre 0.494738
           49
                            None
                                      pre 0.501661
                                      pre 0.500764
           50 DTC_MIN_SAMPLE_LEAF
                                     pre NaN
           51
                        SKFOLD_8
                                     pre 0.498707
           52
                            RFC
                       RFC_Entropy
           53
                                     pre 0.495541
                       SVC_sigmoid
                                      pre 0.489156
           54
           55
                        SVC_linear
                                      pre 0.495825
In [106]: 1 sns.set_style("whitegrid")
sns.set_palette("Set1")
              sns.catplot(x='Model', y='value', hue='variable', data=Melted_Evalauations, kind='bar', height=5)
            plt.ylim(0.3,0.8)
plt.xticks(rotation='vertical')
plt.show()
```