

Dataset: SuperMarket

Description: The growth of supermarkets in most populated cities are increasing and market competitions are also high. The dataset is one of the historical sales of a supermarket company which has been recorded in 3 different branches for 3 months. Predictive data analytics methods are easy to apply with this dataset.

Attribute information:

Invoice id: Computer generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member card and Normal for without member card.

Gender: Gender type of costume

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: Price of each product in \$

Quantity: Number of products purchased by customer

Tax: 5% tax fee for customer buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10am to 9pm)

Payment: Payment used by customer for purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their overall shopping experience (On a scale of 1 to 10)

Preprocessing:

convert catogorical to numerical, before converting it'll check if is non numerical

```
[ ]  
def convertCatNum(dataset):  
    le = preprocessing.LabelEncoder()  
    notCol = df._get_numeric_data().columns  
    for col in df.columns:  
        if col not in notCol:  
            dataset[col]=le.fit_transform(dataset[col])  
    return dataset
```

remove null values and replace that with median values

```
[ ] def remNull(dataset):  
  
    imputer = SimpleImputer(missing_values=np.nan,strategy="median")  
    imputer.fit(dataset.iloc[:,[4,5,6,10,13]])  
    dataset.iloc[:,[4,5,6,10,13]]=imputer.transform(dataset.iloc[:,[4,5,6,10,13]])  
    print("Checking null value:\n")  
    print(dataset.isnull().sum())  
    print("\n\n")  
    return dataset
```

normalise and split the dataset into train and test

parameters: dataset, features in array

return: x_train, x_test, y_train, y_test

remember select the feature

```
def splitter(dataset, colsx, colsy):  
    # X=dataset.iloc[:,2:].values  
    # y=dataset.iloc[:,1].values  
    X = dataset[[*colsx]].values  
    y = dataset[[*colsy]].values  
    SD=StandardScaler()  
    X=SD.fit_transform(X)  
    #y=np.column_stack(SD.fit_transform(y))  
    X_train,X_test,y_train,y_test=train_test_split(X,y,test_size=.2,random_state=0)  
    return X_train, X_test, y_train, y_test
```

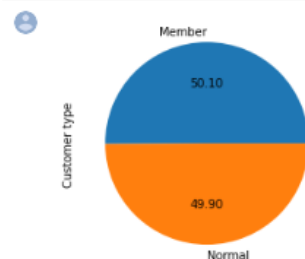
```
[ ] # df = convertCatNum(df.copy(), 'Gender')  
    # df = convertCatNum(df.copy(), 'Branch')  
    # df = convertCatNum(df.copy(), 'City')  
    # df = convertCatNum(df.copy(), 'Customer type')
```

Visualizing:

15. PIE CHART

Using pie chart we are able to visualise the percentage of Customer who are Member and Normal customers

```
ds['Customer type'].value_counts().plot(kind="pie", autopct="%.2f")  
plt.show()
```



Using pie chart we are able to visualise the percentage of Gender who are Male and Female customers

```
#ds['Gender'].value_counts().plot(kind="pie", autopct="%.2f")  
#plt.show()  
plt.pie(ds['Gender'].value_counts())
```

```
([<matplotlib.patches.Wedge at 0x7f93ddf18550>,  
<matplotlib.patches.Wedge at 0x7f93ddf62650>],  
[Text(-0.003455701743252077, 1.099994571861817, ''),  
Text(0.003455701743251942, -1.099994571861817, '')])
```



Using pie chart we are able to visualise the percentage of Product line

```
ds['Product line'].value_counts().plot(kind="pie", autopct="%.3f")  
plt.show()
```



```
[ ]
```

```
ds['City'].value_counts().plot(kind="pie", autopct="%.3f")  
plt.show()
```

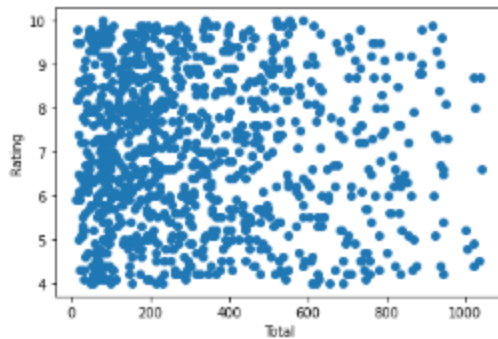


14. Scatter plot

```
[ ] # to check whether there is a correlation between Total cost and Rating
```



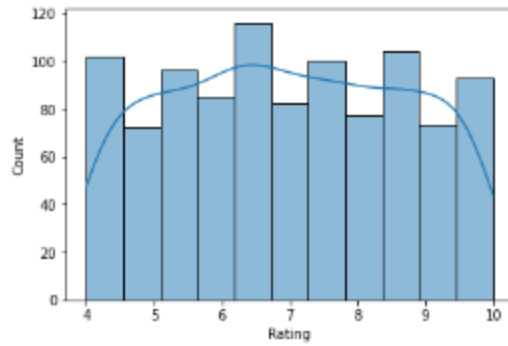
```
#plt.figure(figsize=(10,10))  
plt.scatter(x='Total',y='Rating',data=ds)  
plt.xlabel('Total')  
plt.ylabel('Rating')  
plt.show()
```



7. Histplot

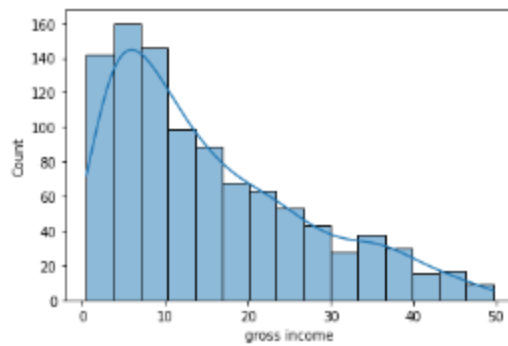
```
[ ] sns.histplot(data = ds['Rating'], kde = True)
```

<matplotlib.axes._subplots.AxesSubplot at 0x7f93e36c2d50>



```
[ ] sns.histplot(data = ds['gross income'], kde = True)
```

<matplotlib.axes._subplots.AxesSubplot at 0x7f93e3da0ad0>



To visualize the number of customers who use credit card, cash, ewallet

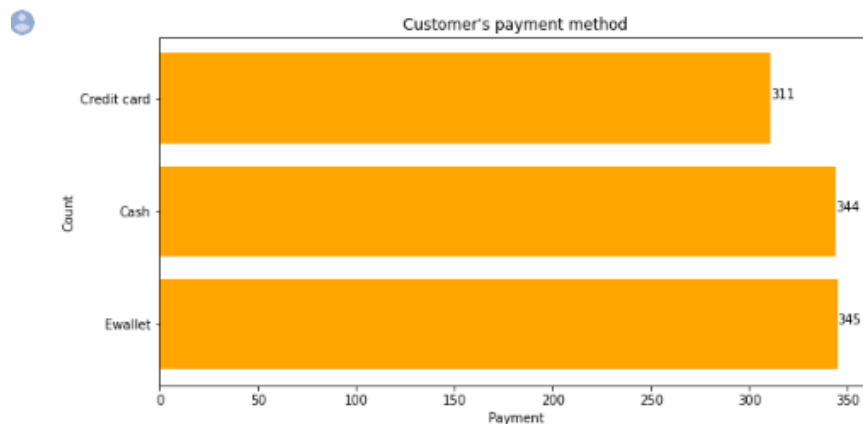
```
▶ Payment = list(ds['Payment'].value_counts().keys())
values = list(ds['Payment'].value_counts())

fig = plt.figure(figsize = (10, 5))

plt.barh(Payment, values, color = 'orange')

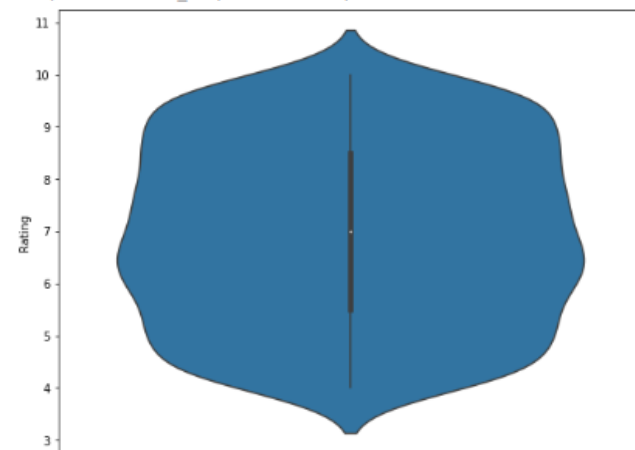
for index, value in enumerate(values):
    plt.text(value, index, str(value))

plt.xlabel("Payment")
plt.ylabel("Count")
plt.title("Customer's payment method")
plt.show()
```



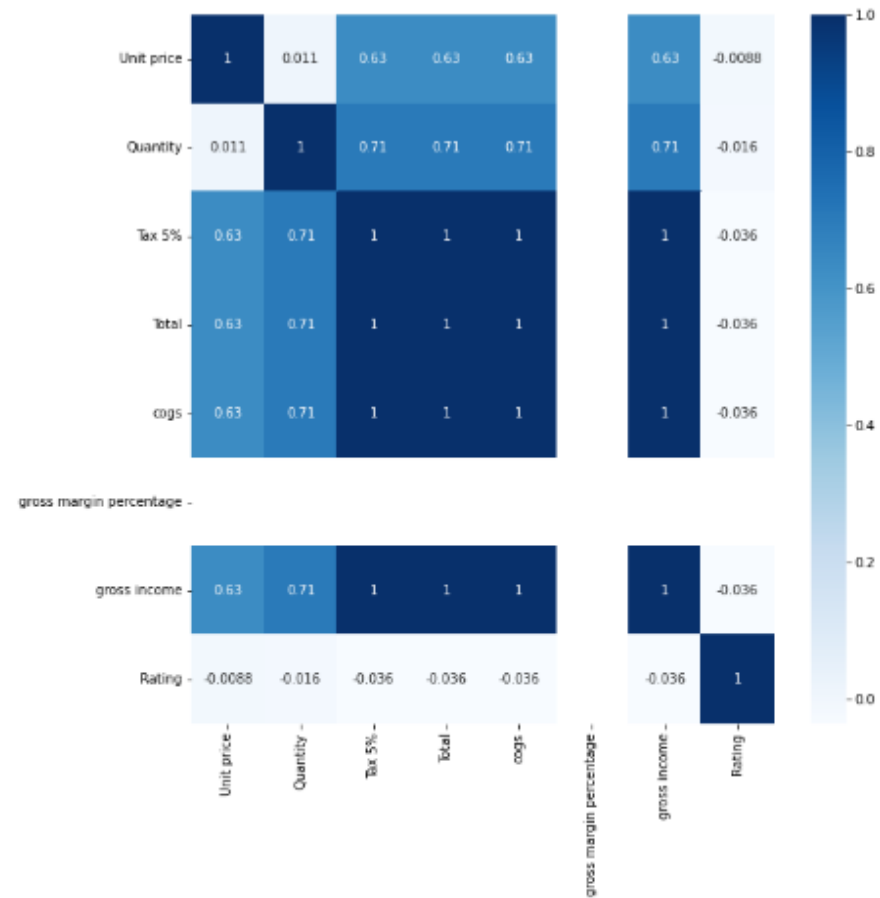
```
fig, ax = plt.subplots(figsize =(9, 7))
sns.violinplot( ax = ax, y = ds["Rating"] )
```

<matplotlib.axes._subplots.AxesSubplot at 0x7f93e3d148d0>



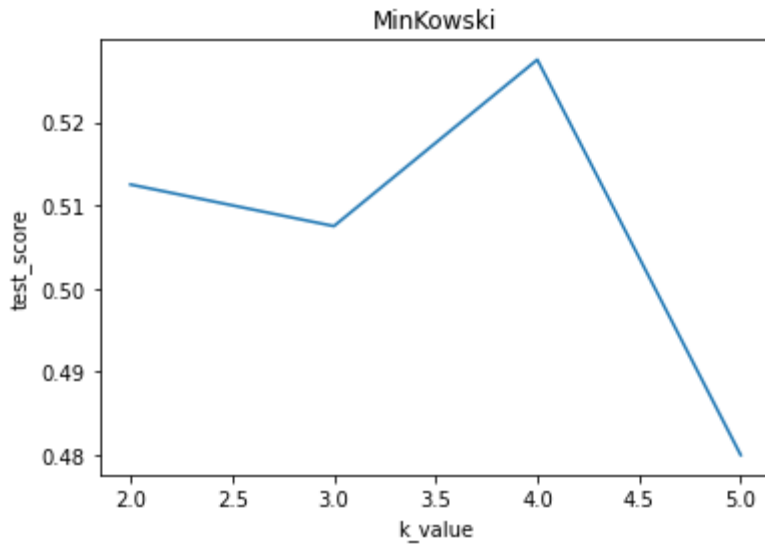
from the above visualisation we can conclude that the more number of customer rate around 6 to 7

<matplotlib.axes._subplots.AxesSubplot at 0x7f93ddce3c58>



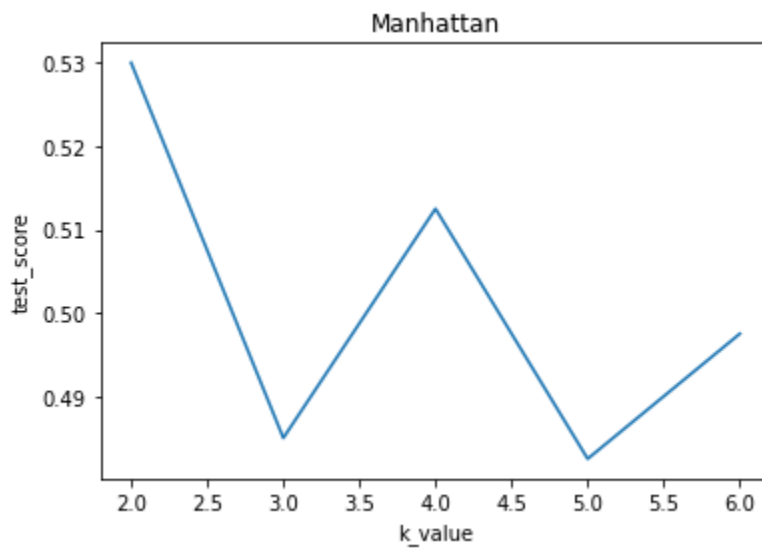
from the above visualisation we can say that there is a correlation between Tax and total, cogs, gross income

Algorithm used: **K Nearest Neighbor**
Distance Formula used: **MinKowski**



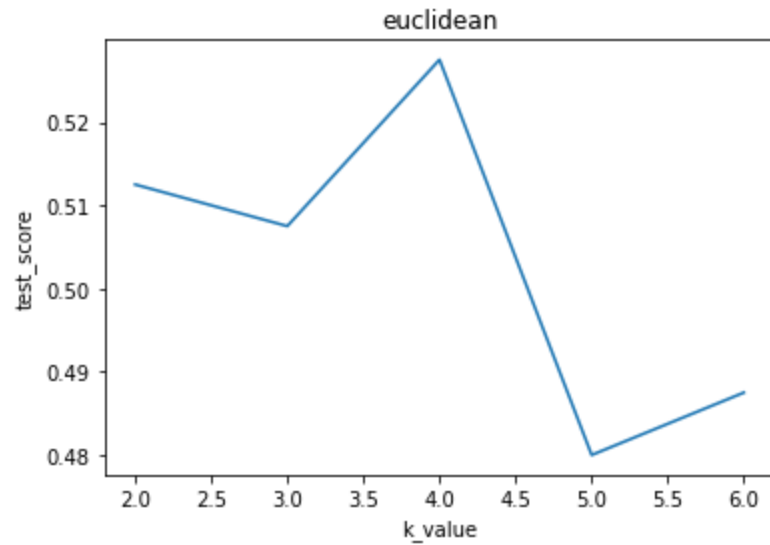
Inference: Accuracy was increasing with increase in K value till K=4. Accuracy was highest when K=4.

Distance Formula used: **Manhattan**



Inference: Accuracy was decreasing with increase in K value. Accuracy was highest when K=2.

Distance Formula used: **Euclidean**



Inference: Accuracy was decreasing with increase in K value. Accuracy was highest when K=4.

```
confusionMatrix(6, 'minkowski')
```

	precision	recall	f1-score	support
0.0	0.53	0.55	0.54	217
1.0	0.44	0.41	0.42	183
accuracy			0.49	400
macro avg	0.48	0.48	0.48	400
weighted avg	0.49	0.49	0.49	400
[[120 97]				
[108 75]]				

Accuracy score:

0.4875

```
/usr/local/lib/python3.7/dist-packages/sklearn/neighbors/_classification.  
    return self._fit(X, y)
```



```
[60] confusionMatrix(5, 'minkowski')
```

	precision	recall	f1-score	support
0.0	0.53	0.41	0.46	217
1.0	0.45	0.57	0.50	183
accuracy			0.48	400
macro avg	0.49	0.49	0.48	400
weighted avg	0.49	0.48	0.48	400


```
[[ 88 129]
 [ 79 104]]
```

Accuracy score:

0.48

```
/usr/local/lib/python3.7/dist-packages/sklearn/neighbors/_classificat
return self._fit(X, y)
```

The Score of euclidean with k value of 2 is:

	precision	recall	f1-score	support
0.0	0.54	0.68	0.60	217
1.0	0.45	0.32	0.37	183
accuracy			0.51	400
macro avg	0.50	0.50	0.49	400
weighted avg	0.50	0.51	0.50	400


```
[[147  70]
 [125  58]]
```

Accuracy score:

0.5125

..

Plotting of the kMeans



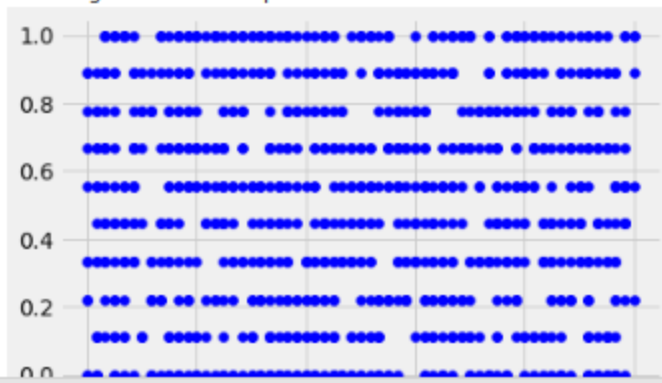
Plotting of scatter plot



Plotting of the kMeans



Plotting of scatter plot



Algorithm used: Naive byes

```
def naiv():  
  
    # instantiate the model  
    gnb = GaussianNB()  
  
    numRows = trans_formed_min_max.shape[0]  
    trainSize = round(numRows * 0.6)  
    # divide train and test dataset  
    train = trans_formed_min_max.iloc[:trainSize, :]  
    test = trans_formed_min_max.iloc[trainSize : , :]  
  
    x_cols = ["City", "Branch", "Gender", "Product line", "Unit price", "Quantity", "Tax 5%", "Total", "Payment", 'cogs', 'gross income', 'Rating']  
    y_col = ["Customer type"]  
    # fit the model  
    gnb.fit(train[x_cols], train[y_col])  
    y_pred = gnb.predict(test[x_cols])  
  
    print(y_pred)  
  
    print('\n\nModel accuracy score: {0:0.4f}\n\n'.format(accuracy_score(test[y_col], y_pred)))
```

Loading...

[70] naiv()

```
[1. 1. 0. 1. 1. 1. 1. 1. 1. 1. 1. 0. 1. 1. 0. 1. 1. 1. 0. 1. 1. 0. 0.  
 1. 1. 1. 0. 1. 1. 0. 1. 1. 1. 1. 0. 1. 1. 1. 1. 1. 0. 1. 0. 1. 1. 1.  
 1. 1. 1. 0. 0. 1. 1. 1. 0. 1. 1. 1. 1. 1. 0. 0. 1. 1. 1. 1. 1. 1. 1.  
 1. 0. 0. 1. 0. 1. 0. 1. 1. 1. 1. 1. 1. 1. 0. 0. 1. 1. 0. 1. 0. 0. 0.  
 1. 1. 0. 0. 0. 1. 0. 0. 0. 0. 1. 1. 1. 1. 1. 1. 0. 1. 0. 1. 1. 1. 1.  
 1. 0. 1. 1. 1. 1. 1. 0. 1. 0. 1. 1. 1. 0. 1. 0. 0. 0. 0. 1. 1. 1. 1.  
 0. 1. 0. 1. 0. 0. 1. 1. 1. 1. 1. 0. 1. 0. 1. 1. 0. 0. 0. 1. 1. 0. 0. 1.  
 0. 1. 1. 0. 1. 1. 1. 1. 0. 1. 1. 0. 1. 1. 1. 0. 1. 0. 1. 0. 1. 1. 1.  
 0. 0. 1. 1. 1. 1. 0. 1. 1. 1. 1. 1. 0. 1. 0. 1. 1. 0. 1. 0. 0. 1. 1. 1.  
 1. 1. 0. 1. 1. 1. 1. 1. 0. 1. 0. 1. 0. 0. 1. 1. 1. 1. 1. 1. 1. 0. 1.  
 1. 1. 1. 1. 1. 1. 1. 1. 0. 0. 1. 1. 1. 0. 0. 1. 1. 1. 1. 1. 0. 0.  
 1. 1. 0. 1. 1. 1. 1. 1. 0. 0. 1. 1. 1. 1. 0. 1. 1. 1. 0. 1. 1. 1. 0.  
 1. 0. 0. 0. 0. 1. 0. 0. 1. 1. 0. 1. 0. 1. 1. 1. 1. 1. 0. 0. 1. 0. 1. 1.  
 0. 1. 1. 1. 1. 1. 1. 1. 0. 1. 1. 0. 1. 1. 1. 0. 0. 1. 0. 0. 0. 1. 0. 1.  
 0. 0. 1. 1. 1. 0. 1. 1. 1. 0. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 0.  
 1. 1. 1. 1. 1. 1. 1. 1. 0. 0. 1. 0. 1. 1. 1. 1. 1. 1. 1. 1. 0. 0.  
 0. 1. 1. 0. 0. 0. 1. 0. 1. 1. 1. 1. 0. 1. 1. 0.]
```

Model accuracy score: 0.4825

```
/usr/local/lib/python3.7/dist-packages/sklearn/utils/validation.py:993:  
  y = column_or_1d(y, warn=True)
```

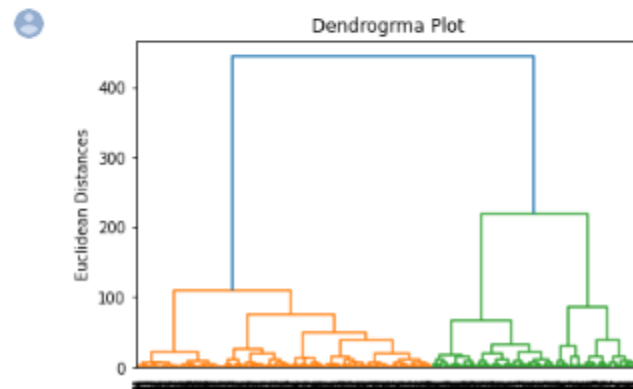
Hierarchical Clustering

```
[ ] x = df.iloc[:, [6, 11]].values
x
```

```
array([[ 7.    , 26.1415],
       [ 5.    ,  3.82  ],
       [ 7.    , 16.2155],
       ...,
       [ 1.    ,  1.592  ],
       [ 1.    ,  3.291  ],
       [ 7.    , 30.919  ]])
```

```
▶ dendro = shc.dendrogram(shc.linkage(x, method="ward"))
mtp.title("Dendrogrma Plot")
mtp.ylabel("Euclidean Distances")

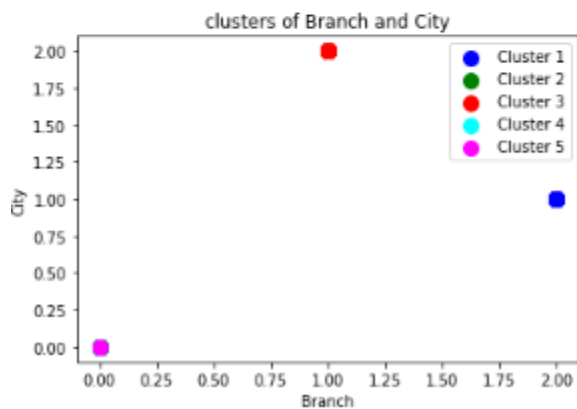
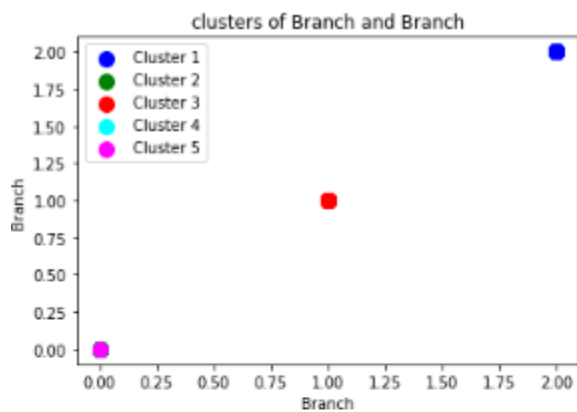
mtp.show()
```

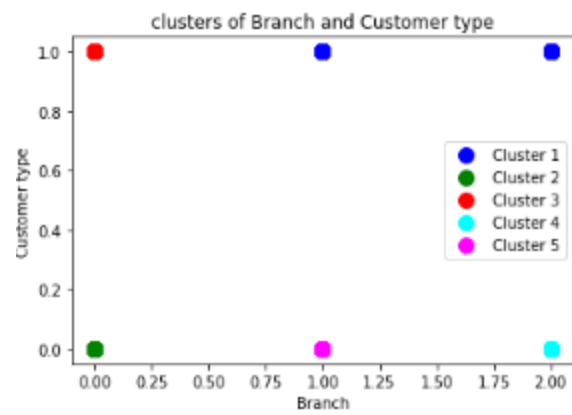


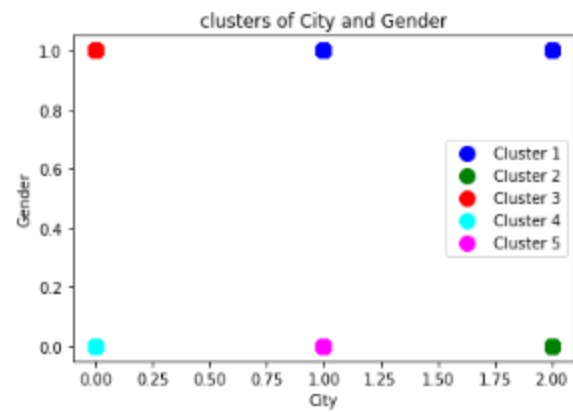
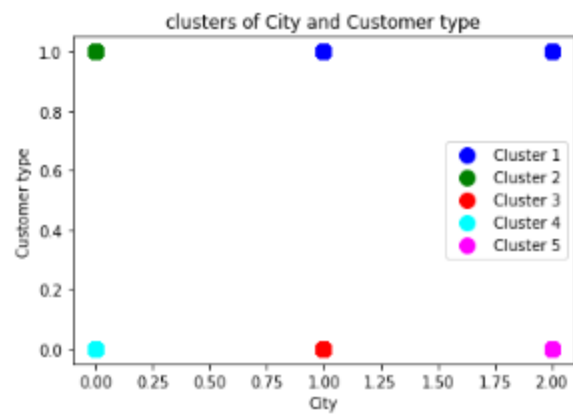
training the hierarchical model on dataset

```
[ ] from sklearn.cluster import AgglomerativeClustering
```

```
▶ #visulaizing the clusters
def clusters(col1, col2):
    x = df.iloc[:, [col1, col2]].values
    hc= AgglomerativeClustering(n_clusters=5, affinity='euclidean', linkage='ward')
    y_pred= hc.fit_predict(x)
    #y_pred
    mtp.scatter(x[y_pred == 0, 0], x[y_pred == 0, 1], s = 100, c = 'blue', label = 'Cluster 1')
    mtp.scatter(x[y_pred == 1, 0], x[y_pred == 1, 1], s = 100, c = 'green', label = 'Cluster 2')
    mtp.scatter(x[y_pred== 2, 0], x[y_pred == 2, 1], s = 100, c = 'red', label = 'Cluster 3')
    mtp.scatter(x[y_pred == 3, 0], x[y_pred == 3, 1], s = 100, c = 'cyan', label = 'Cluster 4')
    mtp.scatter(x[y_pred == 4, 0], x[y_pred == 4, 1], s = 100, c = 'magenta', label = 'Cluster 5')
    mtp.title('clusters of '+df.columns[col1]+' and '+df.columns[col2])
    mtp.xlabel(df.columns[col1])
    mtp.ylabel(df.columns[col2])
    mtp.legend()
    mtp.show()
```







Decision Tree

```
def decision(ds, y_val):

    y = ds[y_val].values
    ds.drop(y_val, axis=1, inplace=True)
    #print(ds.head())
    x = ds.iloc[:].values

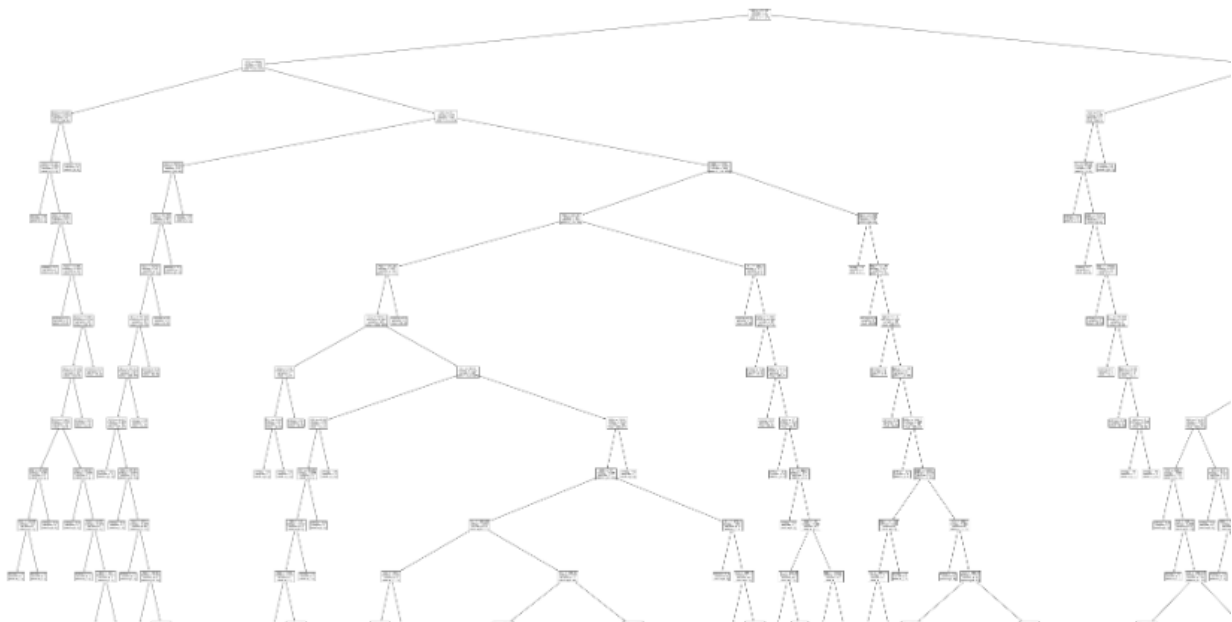
    # Splitting the dataset into training and test set.

    x_train, x_test, y_train, y_test= train_test_split(x, y, test_size= 0.25, random_state=0)
    classifier = DecisionTreeClassifier(criterion='entropy', random_state=0)
    classifier.fit(x_train, y_train)
    # pre-pruning
    param_grid = {
        "max_depth": [3,5,10,15,20,None],
        "min_samples_split": [2,5,7,10],
        "min_samples_leaf": [1,2,5]
    }
    grid_cv = GridSearchCV(classifier, param_grid, scoring="roc_auc", n_jobs=-1, cv=3).fit(x_train, y_train)
    y_pred = classifier.predict(x_test)
    print("\nAccuracy score:\t"+str(accuracy_score(y_test,y_pred)*100))
    print('Model accuracy score with criterion entropy index: {0:0.4f}'. format(accuracy_score(y_test, y_pred)))
    print("\n\n")
    plt.figure(figsize=(12,8))

    f = plt.figure()
    f.set_figwidth(100)
    f.set_figheight(100)
    tree.plot_tree(classifier.fit(x_train, y_train))
```

```
decision(preProcess(df.copy()), 'Gender')
```

<Figure size 864x576 with 0 Axes>



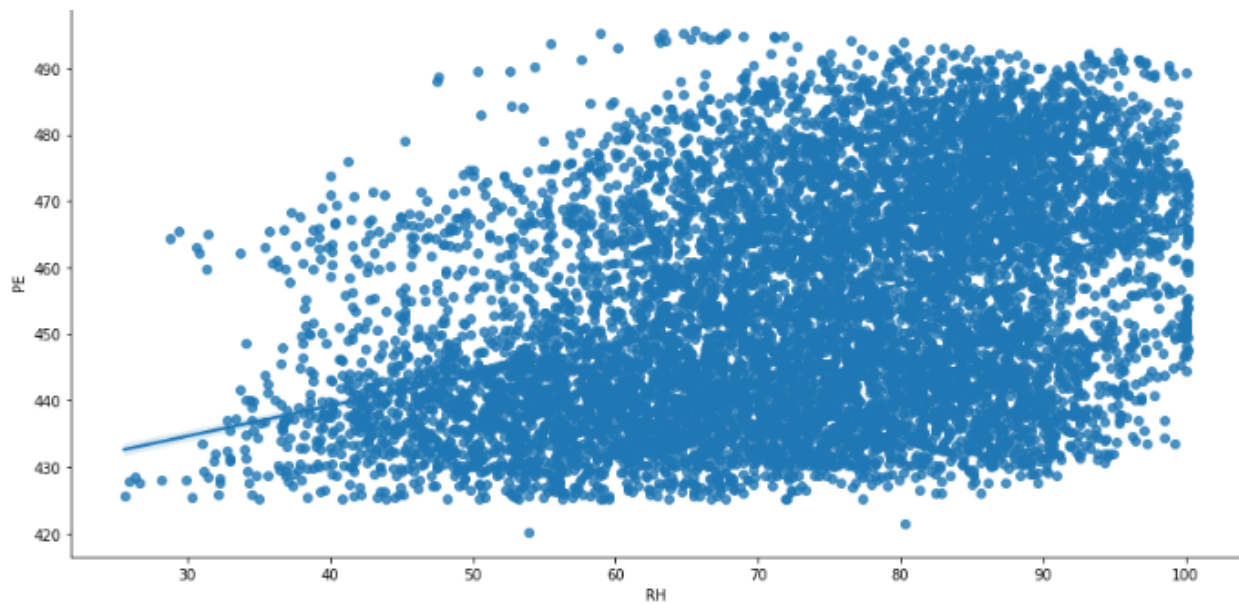
Linear Regression:

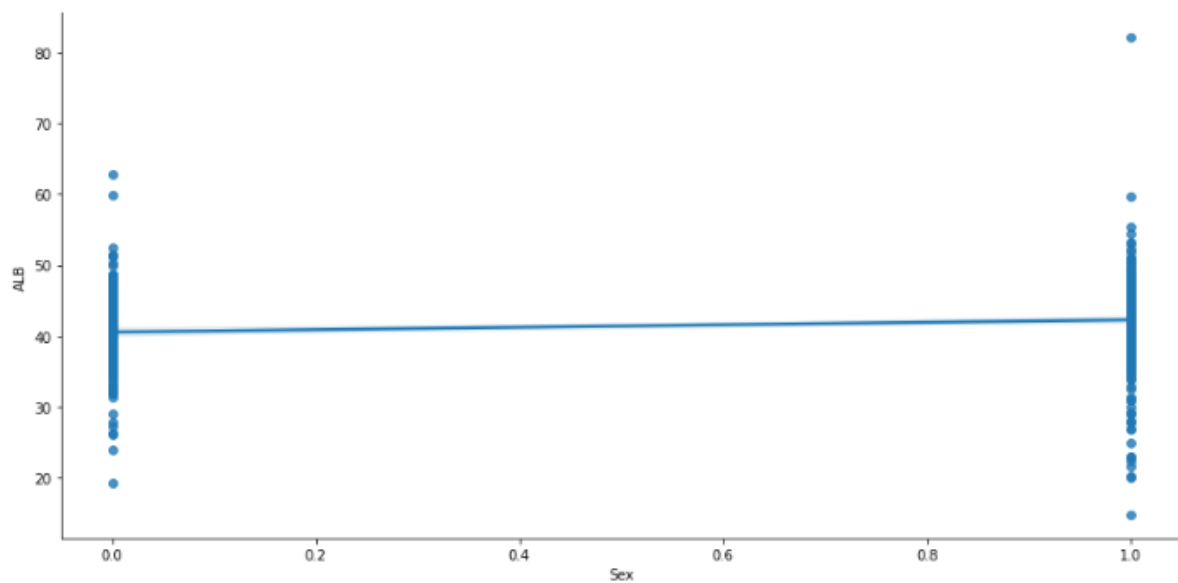
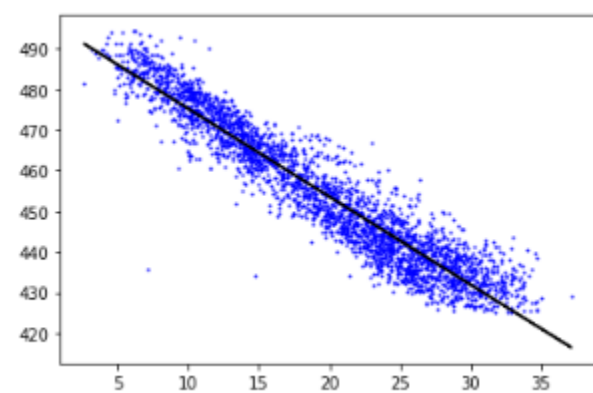
```
#model.fit(x, y)
lin(df.copy(), 'V')
```

```
[69.42840455 53.12830849 51.96908514 ... 42.06936609 41.33498564
 63.49589119]
```

Mean Squared error: 37.33487054761878

```
[47.32344468 68.90498626 52.49994471 ... 51.44804726 48.93305719
 69.3166825 ]
[ 0.729788 0.17532246 0.11125979 -0.41543592]
42.97785919016527
37.33487054761878
0.704092463762724
0.7051895503285368
```





SVM:

```
def plot_svc_decision_function(model, ax= None, plot_support=True):

    if ax is None:
        ax = plt.gca()
        xlim = ax.get_xlim()
        ylim = ax.get_ylim()

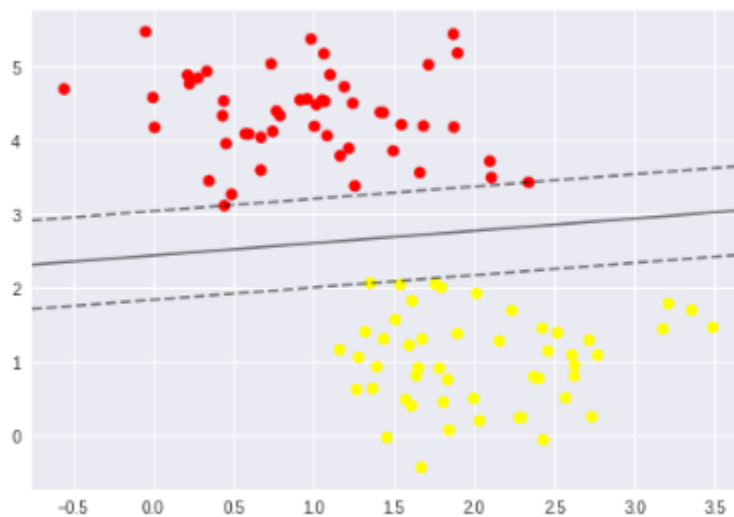
        x = np.linspace(xlim[0], xlim[1], 30)
        y = np.linspace(ylim[0], ylim[1], 30)
        Y, X = np.meshgrid(y, x)
        xy = np.vstack([X.ravel(), Y.ravel()]).T
        P = model.decision_function(xy).reshape(X.shape)

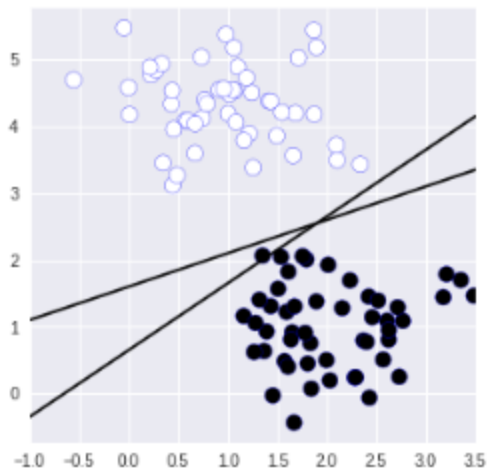
        ax.contour(X, Y, P, colors="k", levels = [-1, 0, 1], alpha = .5, linestyle=['--', '--', '--'])

    if plot_support:
        ax.scatter(model.support_vectors_[0],
                  model.support_vectors_[1],
                  s=300, linewidth=1, facecolors='none');

        ax.set_xlim(xlim)
        ax.set_ylim(ylim)

plt.scatter(x[:,0], x[:,1], c=y, s=50, cmap='autumn')
```





```
def plot_svc_decision_function_(model, ax= None, plot_support=True):

    if ax is None:
        ax = plt.gca()
    xlim = ax.get_xlim()
    ylim = ax.get_ylim()

    x = np.linspace(xlim[0], xlim[1], 30)
    y = np.linspace(ylim[0], ylim[1], 30)
    Y, X = np.meshgrid(y, x)
    xy = np.vstack([X.ravel(), Y.ravel()]).T
    P = model.decision_function(xy).reshape(X.shape)

    ax.contour(X, Y, P, colors="k", levels = [-1, 0, 1], alpha = .5, linestyle=['--', '-', '--'])

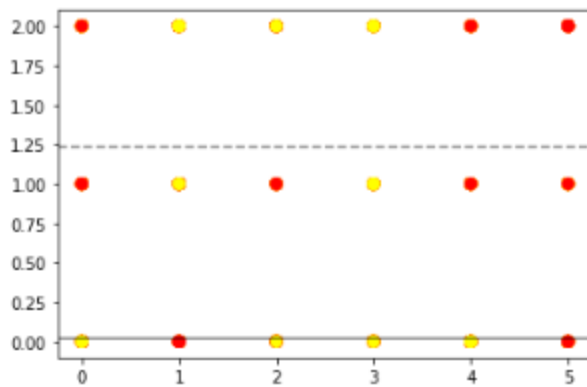
    if plot_support:
        ax.scatter(model.support_vectors_[0],
                   model.support_vectors_[1],
                   s=300, linewidth=1, facecolors='none');

    ax.set_xlim(xlim)
    ax.set_ylim(ylim)
```



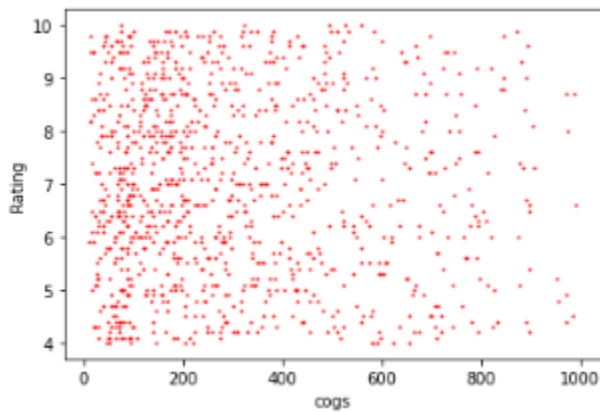
```
x = df[['Product line', 'Branch']].values
y = df[['Gender']].values
plt.scatter(x[:,0], x[:,1], c=y, s=50, cmap='autumn')
plot_svc_decision_function(clf)
print(x)
```

```
[[3 0]
 [0 2]
 [4 0]
 ...
 [2 0]
 [4 0]
 [1 0]]
```

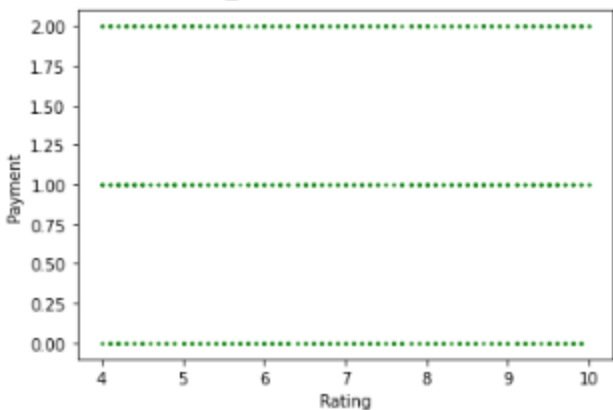


MLP

```
<matplotlib.axes._subplots.AxesSubplot at 0x7f65641c2c90>
```



<matplotlib.axes._subplots.AxesSubplot at 0x7f656191c790>



```
activationList = ["relu", "identity", "logistic", "tanh"]
for i in range(0,4):
    clf = MLPClassifier(activation = activationList[i]);
    clf.fit(x_train, y_train);
    tempScore = clf.score(x_train, y_train)
    print("Activation function -",activationList[i],"- Accuracy : ",tempScore)
```

```
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron
y = column_or_1d(y, warn=True)
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron
ConvergenceWarning,
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron
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/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron
y = column_or_1d(y, warn=True)
Activation function - relu - Accuracy : 0.6125
Activation function - identity - Accuracy : 0.55125
Activation function - logistic - Accuracy : 0.54625
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron
y = column_or_1d(y, warn=True)
Activation function - tanh - Accuracy : 0.54875
```

Inference: We can see that the Activation function: relu has more Accuracy Score compared to others

```
y_pred = clf.predict(testX_scaled)
print('Accuracy: {:.2f}'.format(accuracy_score(y_test, y_pred))
```

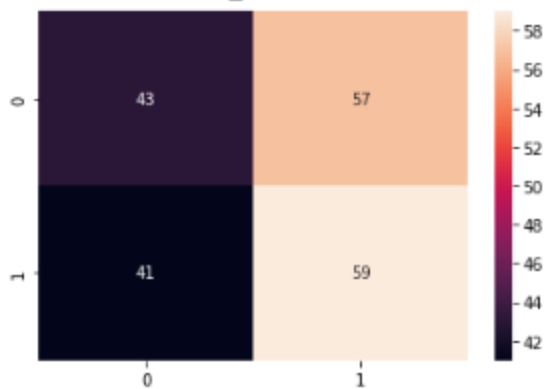
Accuracy: 0.51

```
#Get the confusion matrix
cf_matrix = confusion_matrix(y_test, y_pred)
print(cf_matrix)
```

```
[[43 57]
 [41 59]]
```

```
sns.heatmap(cf_matrix, annot=True)
```

<matplotlib.axes._subplots.AxesSubplot at 0x7f656188dcd0>



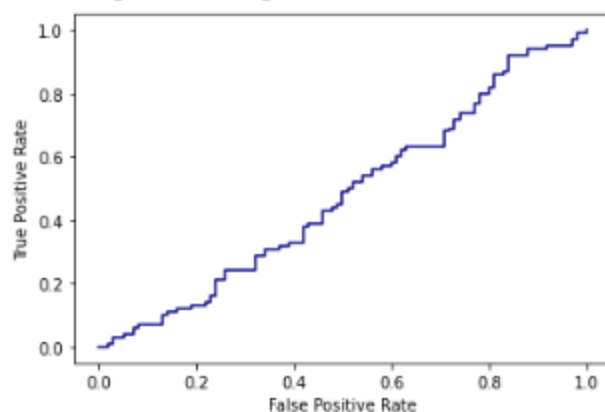
plotting the TP and FP of x_train and y_train



```
mlp = MLPClassifier()  
mlp.fit(x_train,y_train)  
y_pred_proba = mlp.predict_proba(x_test)[::,1]  
fpr, tpr, _ = metrics.roc_curve(y_test, y_pred_proba, pos_label=0)  
plt.plot(fpr,tpr ,color="navy")  
plt.ylabel('True Positive Rate')  
plt.xlabel('False Positive Rate')  
plt.show()
```



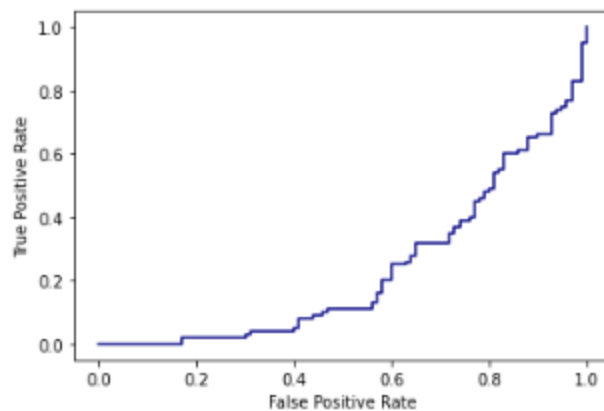
```
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multi  
y = column_or_1d(y, warn=True)  
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ConvergenceWarning,
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/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multi
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/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multi
ConvergenceWarning,
```



```

y_pred = mlp.predict(testX_scaled)
print(classification_report(y_test, y_pred))

```

	precision	recall	f1-score	support
0.0	0.70	0.65	0.67	100
1.0	0.67	0.72	0.70	100
accuracy			0.69	200
macro avg	0.69	0.69	0.68	200
weighted avg	0.69	0.69	0.68	200

```

[ ] activationList = ["relu", "identity", "logistic", "tanh"]
for i in range(0,4):
    clf = MLPClassifier(activation = activationList[i], hidden_layer_sizes=(10,10))
    clf.fit(x_train, y_train)
    tempscore = clf.score(x_train, y_train)
    print("Activation function -",activationList[i],"- Accuracy : ",tempscore)

```

```

/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron.py:577: ConvergenceWarning:
Maximum number of iterations reached. You should probably increase the number of
iterations specified by the max_iter parameter.
y = column_or_1d(y, warn=True)
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y = column_or_1d(y, warn=True)
Activation function - relu - Accuracy : 0.5125
Activation function - identity - Accuracy : 0.53875
Activation function - logistic - Accuracy : 0.51
Activation function - tanh - Accuracy : 0.525
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron.py:577:
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iterations specified by the max_iter parameter.
y = column_or_1d(y, warn=True)

```

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```

```

/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron.py:577:
ConvergenceWarning:
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y = column_or_1d(y, warn=True)
Activation function - relu - Accuracy : 0.52875
Activation function - identity - Accuracy : 0.54625
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron.py:577:
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ConvergenceWarning:
Maximum number of iterations reached. You should probably increase the number of
iterations specified by the max_iter parameter.
y = column_or_1d(y, warn=True)
Activation function - logistic - Accuracy : 0.52
Activation function - tanh - Accuracy : 0.53875
/usr/local/lib/python3.7/dist-packages/sklearn/neural_network/_multilayer_perceptron.py:577:
ConvergenceWarning:
Maximum number of iterations reached. You should probably increase the number of
iterations specified by the max_iter parameter.
y = column_or_1d(y, warn=True)

```

