market-segmentation-ml-models

October 11, 2023

```
[]: from google.colab import drive drive.mount('/content/drive')
```

Mounted at /content/drive

```
[]: # Import all required Libraries:
     import pandas as pd
     import matplotlib.pyplot as plt
     import re
     import time
     import warnings
     import numpy as np
     from nltk.corpus import stopwords
     from sklearn.decomposition import TruncatedSVD
     from sklearn.preprocessing import normalize
     from sklearn.feature_extraction.text import CountVectorizer
     from sklearn.manifold import TSNE
     import seaborn as sns
     from sklearn.neighbors import KNeighborsClassifier
     from sklearn.metrics import confusion_matrix
     from sklearn.metrics import accuracy_score, log_loss
     from sklearn.feature_extraction.text import TfidfVectorizer
     from sklearn.linear_model import SGDClassifier
     from imblearn.over_sampling import SMOTE
     from collections import Counter
     from scipy.sparse import hstack
     from sklearn.multiclass import OneVsRestClassifier
     from sklearn.svm import SVC
     from sklearn.model_selection import StratifiedKFold
     from collections import Counter, defaultdict
     from sklearn.calibration import CalibratedClassifierCV
     from sklearn.naive_bayes import MultinomialNB
     from sklearn.naive_bayes import GaussianNB
     from sklearn.model_selection import train_test_split
     from sklearn.model_selection import GridSearchCV
     import math
     from sklearn.metrics import normalized_mutual_info_score
```

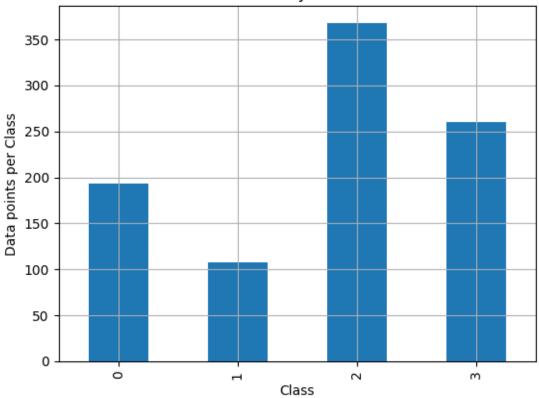
```
from sklearn.ensemble import RandomForestClassifier
    warnings.filterwarnings("ignore")
    import six
    import sys
    sys.modules['sklearn.externals.six'] = six
    from mlxtend.classifier import StackingClassifier
    from sklearn import model_selection
    from sklearn.linear_model import LogisticRegression
[]: df = pd.read_csv("/content/drive/MyDrive/out.csv")
[]: df.head()
[]:
       yummy
              convenient
                          spicy fattening greasy
                                                   fast
                                                         cheap
                                                                tasty expensive
    0
           0
                       1
                                         1
                                                 0
                                                       1
                                                              1
                                                                    0
                              0
    1
           1
                       1
                              0
                                         1
                                                 1
                                                              1
                                                                     1
                                                                               1
    2
                       1
           0
                              1
                                         1
                                                 1
                                                       1
                                                              0
                                                                    1
                                                                               1
           1
                       1
                                         1
                                                              1
           0
                       1
                              0
                                         1
                                                 1
                                                              1
       healthy disgusting Like
                                  Age VisitFrequency Gender
                                                             Cluster
                                                            0
    0
             0
                         0
                              -3
                                   61
                                                    2
                                                                    3
             0
                         0
                               2
                                   51
                                                    2
                                                            0
                                                                    0
    1
                                                    2
    2
                         0
                                   62
                                                            0
                                                                    0
             1
                               1
    3
             0
                         1
                               4
                                   69
                                                    4
                                                            0
                                                                    2
                                                                    2
    4
                         0
                               2
                                   49
                                                    3
[]: df.shape
[]: (1453, 16)
[]: df.columns
[]: Index(['yummy', 'convenient', 'spicy', 'fattening', 'greasy', 'fast', 'cheap',
            'tasty', 'expensive', 'healthy', 'disgusting', 'Like', 'Age',
            'VisitFrequency', 'Gender', 'Cluster'],
          dtype='object')
[]: # columns to keep:
    data= df[['yummy', 'convenient', 'spicy', 'fattening', 'greasy', 'fast', __
      ⇔'cheap',
            'tasty', 'expensive', 'healthy', 'disgusting', 'Age', 'Gender', 
      []: data.head(2)
```

```
[]:
              convenient spicy fattening greasy fast cheap tasty expensive \
       yummy
     0
           0
                        1
                               0
                                          1
                                                  0
                                                        1
                                                               1
                                                                      0
     1
                        1
                               0
                                          1
                                                  1
                                                        1
                                                               1
                                                                      1
            1
       healthy disgusting Age
                                 Gender
     0
              0
                          0
                              61
              0
                                       0
     1
                              51
                                              0
[]: X = data.iloc[:, data.columns != 'label']
     y = data.iloc[:, data.columns == 'label']
    0.1 Train ,Test and Cross-Validation Dataset Construction
[]: # split the data into test and train by maintaining same distribution of output
     ⇔varaible 'y_true' [stratify=y_true]
     X_train, test_df, y_train, y_test = train_test_split(X, y, stratify=y,_
     →test size=0.2)
     # split the train data into train and cross validation by maintaining same_
      ⇔distribution of output varaible 'y_train' [stratify=y_train]
     train_df, cv_df, y_train, y_cv = train_test_split(X_train, y_train,_
      ⇔stratify=y_train, test_size=0.2)
[]: print('Number of data points in train data:', train_df.shape[0])
     print('Number of data points in test data:', test_df.shape[0])
     print('Number of data points in cross validation data:', cv_df.shape[0])
    Number of data points in train data: 929
    Number of data points in test data: 291
    Number of data points in cross validation data: 233
[]: test_df.head(2)
[]:
                 convenient spicy fattening greasy fast
          vummv
     140
               0
                           1
                                  0
                                             1
                                                     0
                                                           1
                                                                  1
                                                                         1
     1349
               1
                           1
                                  0
                                             1
                                                                         1
           expensive healthy disgusting Age
     140
                   0
                            0
                                        0
                                            42
                                                     1
     1349
                   1
                            1
                                        0
                                            31
                                                     1
[]: y_test.head(2)
[]:
           label
     140
               2
     1349
               0
```

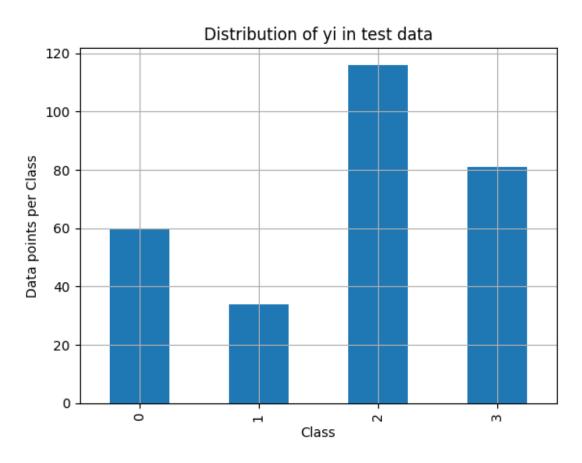
Distribution of y_i's in Train, Test and Cross Validation datasets

```
[]: # it returns a dict, keys as class labels and values as the number of data_
      ⇔points in that class
     train_class_distribution = y_train['label'].value_counts().sort_index()
     test_class_distribution = y_test['label'].value_counts().sort_index()
     cv_class_distribution = y_cv ['label'].value_counts().sort_index()
     my_colors = 'rgbkymc'
     train_class_distribution.plot(kind='bar')
     plt.xlabel('Class')
     plt.ylabel('Data points per Class')
     plt.title('Distribution of yi in train data')
     plt.grid()
     plt.show()
     # ref: argsort https://docs.scipy.org/doc/numpy/reference/generated/numpy.
      →arqsort.html
     # -(train class distribution.values): the minus sign will give us in decreasing
     sorted_yi = np.argsort(-train_class_distribution.values)
     for i in sorted_yi:
         print('Number of data points in class', i+1, ':',train_class_distribution.
      ovalues[i], '(', np.round((train_class_distribution.values[i]/train_df.
      ⇒shape[0]*100), 3), '%)')
     print('-'*80)
     my_colors = 'rgbkymc'
     test_class_distribution.plot(kind='bar')
     plt.xlabel('Class')
     plt.ylabel('Data points per Class')
     plt.title('Distribution of yi in test data')
     plt.grid()
     plt.show()
     # ref: argsort https://docs.scipy.org/doc/numpy/reference/generated/numpy.
      ⇒argsort.html
     # -(train_class_distribution.values): the minus sign will give us in decreasing_
     sorted_yi = np.argsort(-test_class_distribution.values)
     for i in sorted_yi:
         print('Number of data points in class', i+1, ':',test_class_distribution.
      yalues[i], '(', np.round((test_class_distribution.values[i]/test_df.
      ⇒shape[0]*100), 3), '%)')
     print('-'*80)
     my_colors = 'rgbkymc'
```

Distribution of yi in train data



```
Number of data points in class 3:368 ( 39.612 %) Number of data points in class 4:260 ( 27.987 %) Number of data points in class 1:193 ( 20.775 %)
```

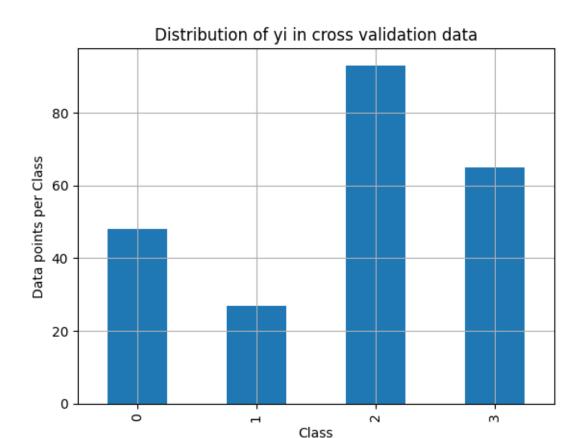


```
Number of data points in class 3 : 116 ( 39.863 %)

Number of data points in class 4 : 81 ( 27.835 %)

Number of data points in class 1 : 60 ( 20.619 %)

Number of data points in class 2 : 34 ( 11.684 %)
```



```
Number of data points in class 3 : 93 ( 39.914 \%) Number of data points in class 4 : 65 ( 27.897 \%) Number of data points in class 1 : 48 ( 20.601 \%) Number of data points in class 2 : 27 ( 11.588 \%)
```

```
from sklearn.preprocessing import StandardScaler

scaler = StandardScaler()
train_df= scaler.fit_transform(train_df)
train_df = pd.DataFrame(train_df)
test_df = scaler.transform(test_df)
test_df = pd.DataFrame(test_df)
cv_df = scaler.transform(cv_df)
cv_df = pd.DataFrame(cv_df)
```

Prediction using a 'Random' Model

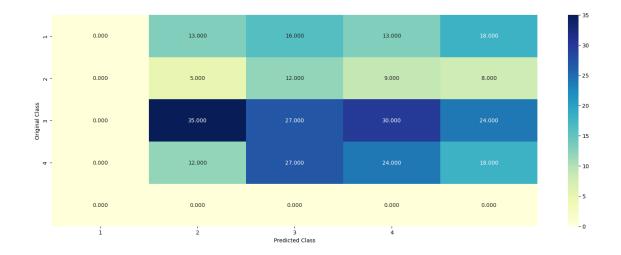
```
[]: # This function plots the confusion matrices given y_i, y_i_hat.
def plot_confusion_matrix(test_y, predict_y):
    C = confusion_matrix(test_y, predict_y)
```

```
# C = 9.9 matrix, each cell (i,j) represents number of points of class i_{\sqcup}
→ are predicted class j
  A = (((C.T)/(C.sum(axis=1))).T)
  #divid each element of the confusion matrix with the sum of elements in
→that column
  \# C = [[1, 2],
  # [3, 4]]
  \# C.T = [[1, 3],
  # [2, 4]]
  # C.sum(axis = 1) axis=0 corresponds to columns and axis=1 corresponds to_{\sqcup}
⇔rows in two diamensional array
  \# C.sum(axix = 1) = [[3, 7]]
  \# ((C.T)/(C.sum(axis=1))) = [[1/3, 3/7]
                               [2/3, 4/7]]
  \# ((C.T)/(C.sum(axis=1))).T = [[1/3, 2/3]
                               [3/7, 4/7]]
  # sum of row elements = 1
  B = (C/C.sum(axis=0))
  #divid each element of the confusion matrix with the sum of elements in
→that row
  \# C = [[1, 2],
       [3, 4]]
  # C.sum(axis = 0) axis=0 corresponds to columns and axis=1 corresponds to
⇔rows in two diamensional array
  \# C.sum(axix = 0) = [[4, 6]]
  \# (C/C.sum(axis=0)) = [[1/4, 2/6],
                         [3/4, 4/6]]
  labels = [1,2,3,4]
  # representing A in heatmap format
  print("-"*20, "Confusion matrix", "-"*20)
  plt.figure(figsize=(20,7))
  sns.heatmap(C, annot=True, cmap="YlGnBu", fmt=".3f", xticklabels=labels, __
→yticklabels=labels)
  plt.xlabel('Predicted Class')
  plt.ylabel('Original Class')
  plt.show()
  print("-"*20, "Precision matrix (Column Sum=1)", "-"*20)
  plt.figure(figsize=(20,7))
  sns.heatmap(B, annot=True, cmap="YlGnBu", fmt=".3f", xticklabels=labels, __
⇔yticklabels=labels)
```

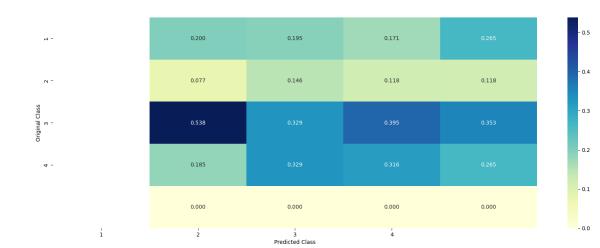
```
plt.xlabel('Predicted Class')
plt.ylabel('Original Class')
plt.show()

# representing B in heatmap format
print("-"*20, "Recall matrix (Row sum=1)", "-"*20)
plt.figure(figsize=(20,7))
sns.heatmap(A, annot=True, cmap="YlGnBu", fmt=".3f", xticklabels=labels,
yticklabels=labels)
plt.xlabel('Predicted Class')
plt.ylabel('Original Class')
plt.show()
```

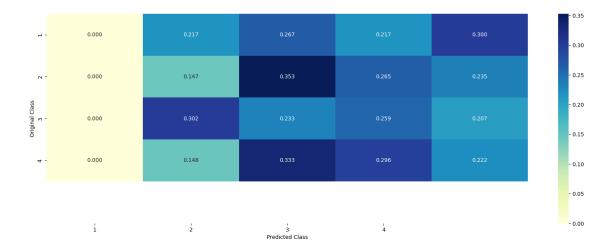
```
[]: # we need to generate 5 numbers and the sum of numbers should be 1
    # one solution is to generate 5 numbers and divide each of the numbers by their \Box
    # ref: https://stackoverflow.com/a/18662466/4084039
    test_data_len = test_df.shape[0]
    cv_data_len = cv_df.shape[0]
    # we create a output array that has exactly same size as the CV data
    cv_predicted_y = np.zeros((cv_data_len,4))
    for i in range(cv_data_len):
        rand_probs = np.random.rand(1,4)
        cv predicted y[i] = ((rand probs/sum(sum(rand probs)))[0])
    print("Log loss on Cross Validation Data using Random⊔
     # Test-Set error.
    #we create a output array that has exactly same as the test data
    test_predicted_y = np.zeros((test_data_len,4))
    for i in range(test data len):
        rand_probs = np.random.rand(1,4)
        test_predicted_y[i] = ((rand_probs/sum(sum(rand_probs)))[0])
    print("Log loss on Test Data using Random⊔
     predicted_y =np.argmax(test_predicted_y, axis=1)
    plot_confusion_matrix(y_test, predicted_y+1)
```



----- Precision matrix (Columm Sum=1) -----



----- Recall matrix (Row sum=1) -----



Machine Learning Models

```
#Misc. functions for ML models

def predict_and_plot_confusion_matrix(train_x, train_y,test_x, test_y, clf):
    clf.fit(train_x, train_y)
    sig_clf = CalibratedClassifierCV(clf, method="sigmoid")
    sig_clf.fit(train_x, train_y)
    pred_y = sig_clf.predict(test_x)

# for calculating log_loss we will provide the array of probabilities_u
    delongs to each class
    print("Log loss:",log_loss(test_y, sig_clf.predict_proba(test_x)))
    # calculating the number of data points that are misclassified
    print("Number of mis-classified points:", np.count_nonzero((pred_y-u))
    dest_y))/test_y.shape[0])
    plot_confusion_matrix(test_y, pred_y)
```

K Nearest Neighbour Classification

Hyper parameter tuning

```
[]: alpha = [5, 11, 15, 21, 31, 41, 51, 99]
     cv_log_error_array = []
     for i in alpha:
         print("for alpha =", i)
         clf = KNeighborsClassifier(n_neighbors=i)
         clf.fit(train_df, y_train)
         sig_clf = CalibratedClassifierCV(clf, method="sigmoid")
         sig_clf.fit(train_df, y_train)
         sig_clf_probs = sig_clf.predict_proba(cv_df)
         cv_log_error_array.append(log_loss(y_cv, sig_clf_probs, labels=clf.
      ⇔classes_, eps=1e-15))
         # to avoid rounding error while multiplying probabilites we use
      → log-probability estimates
         print("Log Loss :",log_loss(y_cv, sig_clf_probs))
     fig, ax = plt.subplots()
     ax.plot(alpha, cv_log_error_array,c='g')
     for i, txt in enumerate(np.round(cv_log_error_array,3)):
         ax.annotate((alpha[i],str(txt)), (alpha[i],cv_log_error_array[i]))
     plt.grid()
     plt.title("Cross Validation Error for each alpha")
     plt.xlabel("Alpha i's")
     plt.ylabel("Error measure")
     plt.show()
     best_alpha = np.argmin(cv_log_error_array)
     clf = KNeighborsClassifier(n_neighbors=alpha[best_alpha])
     clf.fit(train_df, y_train)
     sig_clf = CalibratedClassifierCV(clf, method="sigmoid")
     sig_clf.fit(train_df, y_train)
     predict_y = sig_clf.predict_proba(train_df)
     print('For values of best alpha = ', alpha[best_alpha], "The train log loss is:

¬",log_loss(y_train, predict_y, labels=clf.classes_, eps=1e-15))
```

for alpha = 5

Log Loss: 0.1903307935393392

for alpha = 11

Log Loss: 0.1777915041878316

for alpha = 15

Log Loss: 0.16426317498928972

for alpha = 21

Log Loss: 0.16391829819291193

for alpha = 31

 $Log\ Loss\ :\ 0.1371292146305823$

for alpha = 41

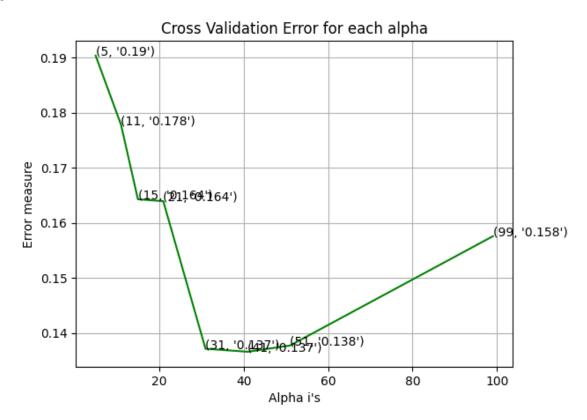
Log Loss: 0.13658723817517318

for alpha = 51

Log Loss : 0.13771713580884173

for alpha = 99

Log Loss : 0.1575477268166864



For values of best alpha = 41 The train log loss is: 0.17882548673489387 For values of best alpha = 41 The cross validation log loss is:

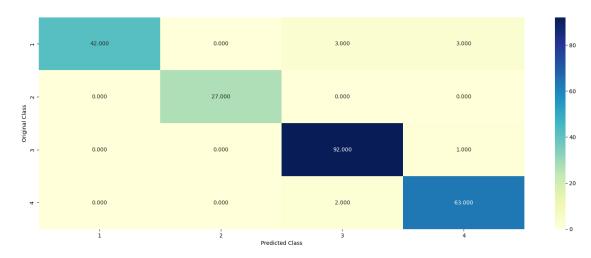
0.13658723817517318

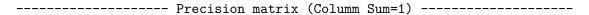
For values of best alpha = 41 The test log loss is: 0.16799609578880664

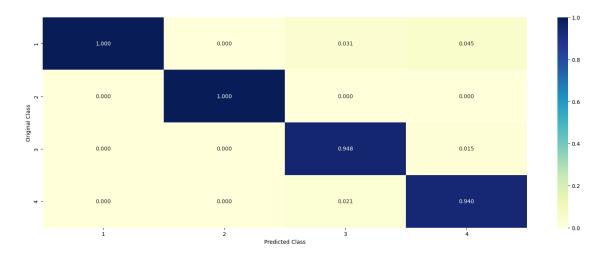
Log loss : 0.13658723817517318

Number of mis-classified points : 163.81115879828326

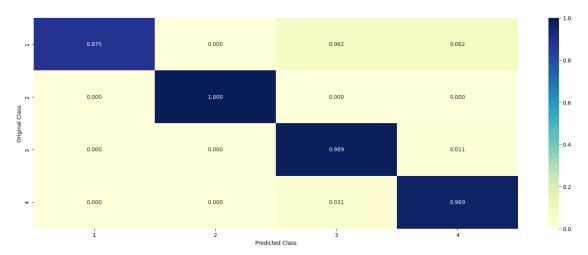
----- Confusion matrix -----











Logistic Regression

With Class balancing

Hyper paramter tuning

```
[]: #Logistic Regression
     #With Class balancing
     #Hyper paramter tuning
     alpha = [10 ** x for x in range(-6, 3)]
     cv_log_error_array = []
     for i in alpha:
         print("for alpha =", i)
         clf = SGDClassifier(class_weight='balanced', alpha=i, penalty='12',u
      ⇒loss='log', random_state=42)
         clf.fit(train_df,y_train)
         sig_clf = CalibratedClassifierCV(clf, method="sigmoid")
         sig_clf.fit(train_df, y_train)
         sig_clf_probs = sig_clf.predict_proba(cv_df)
         cv_log_error_array.append(log_loss(y_cv, sig_clf_probs, labels=clf.
      ⇔classes_, eps=1e-15))
         # to avoid rounding error while multiplying probabilites we use_
      → log-probability estimates
         print("Log Loss :",log_loss(y_cv, sig_clf_probs))
     fig, ax = plt.subplots()
     ax.plot(alpha, cv_log_error_array,c='g')
```

```
for i, txt in enumerate(np.round(cv_log_error_array,3)):
    ax.annotate((alpha[i],str(txt)), (alpha[i],cv_log_error_array[i]))
plt.grid()
plt.title("Cross Validation Error for each alpha")
plt.xlabel("Alpha i's")
plt.ylabel("Error measure")
plt.show()
best_alpha = np.argmin(cv_log_error_array)
clf = SGDClassifier(class_weight='balanced', alpha=alpha[best_alpha],_
 →penalty='12', loss='log', random_state=42)
clf.fit(train_df, y_train)
sig_clf = CalibratedClassifierCV(clf, method="sigmoid")
sig_clf.fit(train_df, y_train)
predict_y = sig_clf.predict_proba(train_df)
print('For values of best alpha = ', alpha[best_alpha], "The train log loss is:

¬",log_loss(y_train, predict_y, labels=clf.classes_, eps=1e-15))

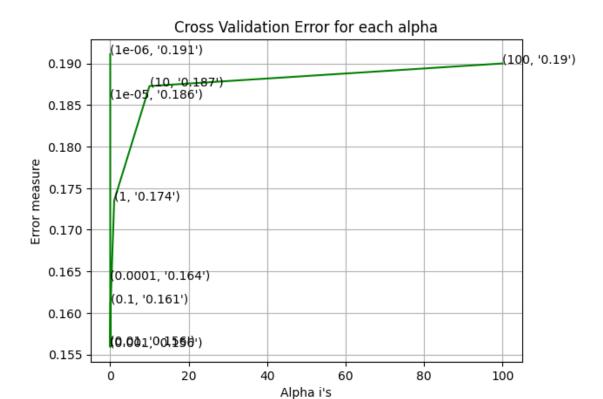
predict_y = sig_clf.predict_proba(cv_df)
print('For values of best alpha = ', alpha[best_alpha], "The cross validation⊔

    dog loss is:",log_loss(y_cv, predict_y, labels=clf.classes_, eps=1e-15))
predict y = sig clf.predict proba(test df)
print('For values of best alpha = ', alpha[best_alpha], "The test log loss is:

¬",log_loss(y_test, predict_y, labels=clf.classes_, eps=1e-15))

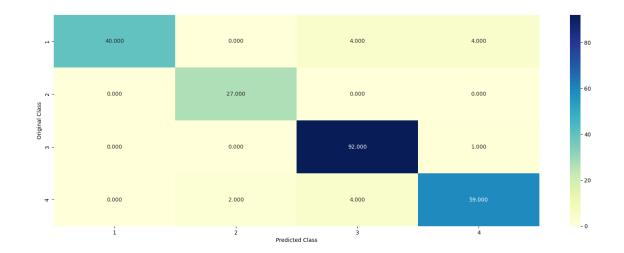
for alpha = 1e-06
Log Loss: 0.19113171780419833
for alpha = 1e-05
Log Loss: 0.18584508186731702
for alpha = 0.0001
Log Loss: 0.16403903917983137
for alpha = 0.001
Log Loss: 0.1559052882112476
for alpha = 0.01
Log Loss: 0.15610417279373368
for alpha = 0.1
Log Loss : 0.161110735323708
for alpha = 1
Log Loss : 0.17351882883436703
for alpha = 10
Log Loss: 0.18729152018312847
for alpha = 100
```

Log Loss: 0.19001110697968235

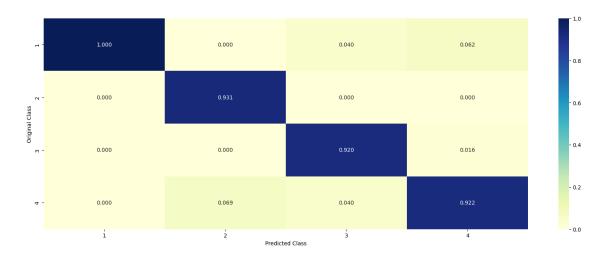


```
For values of best alpha = 0.001 The train log loss is: 0.1727204896809822
For values of best alpha = 0.001 The cross validation log loss is: 0.1559052882112476
For values of best alpha = 0.001 The test log loss is: 0.1661671384860418

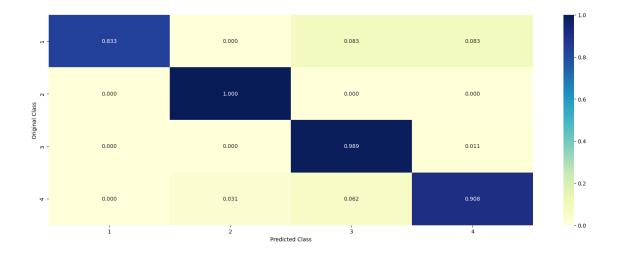
[]: clf = SGDClassifier(class_weight='balanced', alpha=alpha[best_alpha], upenalty='12', loss='log', random_state=42)
predict_and_plot_confusion_matrix(train_df.values, y_train.values, cv_df.
evalues, y_cv.values, clf)
```



----- Precision matrix (Columm Sum=1) -----



----- Recall matrix (Row sum=1) -----



Random Forest Classifier

Hyper paramter tuning

```
[]: import pickle
     pickle.dump(sig_clf, open('/content/drive/MyDrive/final_prediction.pickle',u

¬'wb'))
     pickle.dump(scaler, open('/content/drive/MyDrive/scaler.pickle', 'wb'))
     alpha = [100, 200, 500, 1000, 2000]
     max depth = [5, 10]
     cv_log_error_array = []
     for i in alpha:
         for j in max_depth:
             print("for n_estimators =", i,"and max depth = ", j)
             clf = RandomForestClassifier(n_estimators=i, criterion='gini',__

→max_depth=j, random_state=42, n_jobs=-1)
             clf.fit(train_df,y_train)
             sig_clf = CalibratedClassifierCV(clf, method="sigmoid")
             sig_clf.fit(train_df,y_train)
             sig_clf_probs = sig_clf.predict_proba(cv_df)
             cv_log_error_array.append(log_loss(y_cv, sig_clf_probs, labels=clf.
      ⇔classes_, eps=1e-15))
             print("Log Loss :",log_loss(y_cv, sig_clf_probs))
     '''fiq, ax = plt.subplots()
     features = np.dot(np.array(alpha)[:,None],np.array(max_depth)[None]).ravel()
     ax.plot(features, cv_log_error_array,c='g')
     for i, txt in enumerate(np.round(cv_log_error_array,3)):
```

```
ax.annotate((alpha[int(i/2)], max_depth[int(i%2)], str(txt))), 
 ⇔(features[i], cv_log_error_array[i]))
plt.grid()
plt.title("Cross Validation Error for each alpha")
plt.xlabel("Alpha i's")
plt.ylabel("Error measure")
plt.show()
 111
best_alpha = np.argmin(cv_log_error_array)
clf = RandomForestClassifier(n_estimators=alpha[int(best_alpha/2)],_
  ocriterion='gini', max_depth=max_depth[int(best_alpha%2)], random_state=42, ∟
 \rightarrown_jobs=-1)
clf.fit(train_df,y_train)
sig_clf = CalibratedClassifierCV(clf, method="sigmoid")
sig_clf.fit(train_df,y_train)
predict_y = sig_clf.predict_proba(train_df)
print('For values of best estimator = ', alpha[int(best_alpha/2)], "The train_
  olog loss is:",log_loss(y_train, predict_y, labels=clf.classes_, eps=1e-15))
predict_y = sig_clf.predict_proba(cv_df)
print('For values of best estimator = ', alpha[int(best_alpha/2)], "The cross_
 ovalidation log loss is: ",log_loss(y_cv, predict_y, labels=clf.classes_,⊔
 ⇔eps=1e-15))
predict_y = sig_clf.predict_proba(test_df)
print('For values of best estimator = ', alpha[int(best_alpha/2)], "The test_
  →log loss is:",log_loss(y_test, predict_y, labels=clf.classes_, eps=1e-15))
for n_{estimators} = 100 and max depth =
Log Loss: 0.17485643131115827
for n_{estimators} = 100 and max depth =
Log Loss: 0.17689845098260562
for n_{estimators} = 200 and max depth =
Log Loss: 0.1749253413215618
for n_{estimators} = 200 and max depth =
Log Loss: 0.17412827734558625
for n estimators = 500 and max depth =
Log Loss: 0.1679919273674284
for n estimators = 500 and max depth =
Log Loss: 0.17209225434292702
for n estimators = 1000 and max depth = 5
Log Loss: 0.16512473923084903
for n_{estimators} = 1000 and max depth =
Log Loss: 0.17073808391824918
for n_estimators = 2000 and max depth =
Log Loss: 0.16457364744805636
for n_{estimators} = 2000 and max depth = 10
```

Log Loss : 0.17070997401001095

For values of best estimator = 2000 The train log loss is: 0.15018613000009057

For values of best estimator = 2000 The cross validation log loss is:

0.16457364744805636

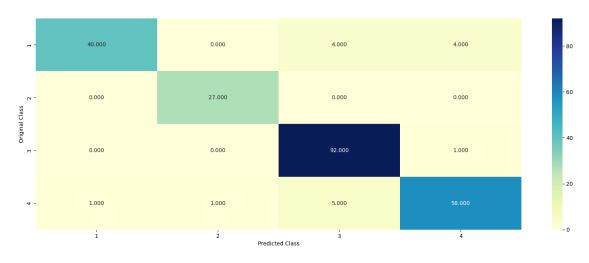
For values of best estimator = 2000 The test log loss is: 0.14752391650359561

Testing model with best hyper parameters

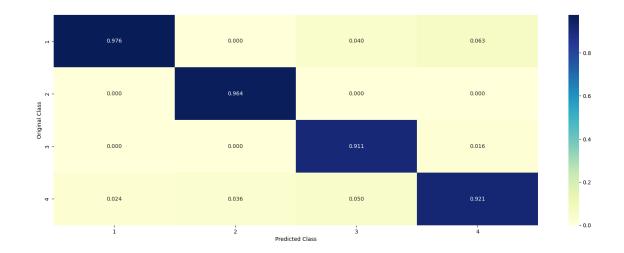
Log loss: 0.16457364744805636

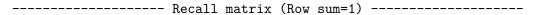
Number of mis-classified points : 163.42060085836908

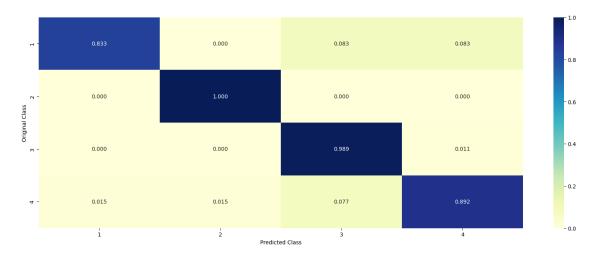
----- Confusion matrix -----



----- Precision matrix (Columm Sum=1) -----







##Conclusions: 1. Among 3 ML Models , Random Forest is the best ML Model for our task. 2. Train and test performance of Model can be furthur improved by using Deep Learning models ,However at the Cost of computational expense.