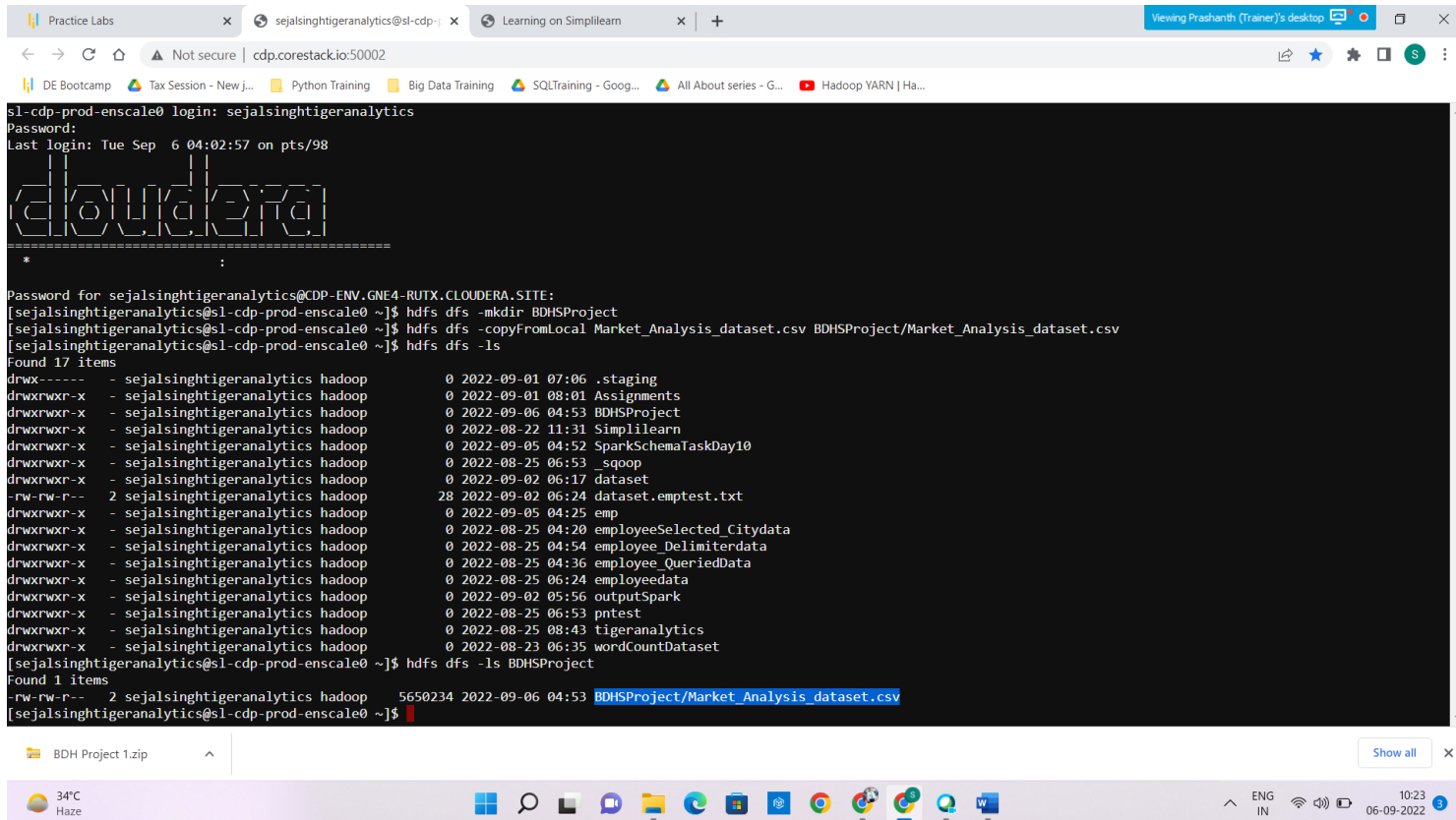


BDHS PROJECT

Load data and create a Spark data frame

```
hdfs dfs -mkdir BDHSProject
```

```
hdfs dfs -copyFromLocal Market_Analysis_dataset.csv  
BDHSProject/Market_Analysis_dataset.csv
```



1. Load data and create a Spark data frame

```
bankDF =  
spark.read.option('header',True).option("inferSchema","true").option("delimiter",";")  
.csv('BDHSProject/Market_Analysis_dataset.csv')  
  
bankDF.show()  
  
bankDF.createOrReplaceTempView("bankT")
```

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```
>>> bankDF = spark.read.option('header',True).option("inferSchema","true").option("delimiter",";").csv('BDHProject/Market_Analysis_dataset.csv')
>>> bankDF.show()
```

	age	job	marital	education	default	balance	housing	loan	contact	day	month	duration	campaign	pdays	previous	outcome
58	management	married	tertiary	no	2143	yes	no	unknown	5	may	261	1	-1	0	unknown	
44	technician	single	secondary	no	29	yes	no	unknown	5	may	151	1	-1	0	unknown	
33	entrepreneur	married	secondary	no	2	yes	yes	unknown	5	may	76	1	-1	0	unknown	
47	blue-collar	married	unknown	no	1506	yes	no	unknown	5	may	92	1	-1	0	unknown	
33	unknown	single	unknown	no	1	no	no	unknown	5	may	198	1	-1	0	unknown	
35	management	married	tertiary	no	231	yes	no	unknown	5	may	139	1	-1	0	unknown	
28	management	single	tertiary	no	447	yes	yes	unknown	5	may	217	1	-1	0	unknown	
42	entrepreneur	divorced	tertiary	yes	2	yes	no	unknown	5	may	380	1	-1	0	unknown	
58	retired	married	primary	no	121	yes	no	unknown	5	may	50	1	-1	0	unknown	
43	technician	single	secondary	no	593	yes	no	unknown	5	may	55	1	-1	0	unknown	
41	admin.	divorced	secondary	no	270	yes	no	unknown	5	may	222	1	-1	0	unknown	
29	admin.	single	secondary	no	390	yes	no	unknown	5	may	137	1	-1	0	unknown	
53	technician	married	secondary	no	6	yes	no	unknown	5	may	517	1	-1	0	unknown	
33	services	married	secondary	no	162	yes	no	unknown	5	may	174	1	-1	0	unknown	
33	services	married	secondary	no	0	yes	no	unknown	5	may	54	1	-1	0	unknown	
28	blue-collar	married	secondary	no	723	yes	yes	unknown	5	may	262	1	-1	0	unknown	
25	services	married	secondary	no	50	yes	no	unknown	5	may	342	1	-1	0	unknown	
44	admin.	married	secondary	no	-372	yes	no	unknown	5	may	172	1	-1	0	unknown	
52	entrepreneur	married	secondary	no	113	yes	yes	unknown	5	may	127	1	-1	0	unknown	
46	management	single	secondary	no	-246	yes	no	unknown	5	may	255	2	-1	0	unknown	
36	technician	single	secondary	no	265	yes	yes	unknown	5	may	348	1	-1	0	unknown	
57	technician	married	secondary	no	839	no	yes	unknown	5	may	225	1	-1	0	unknown	
60	admin.	married	secondary	no	39	yes	yes	unknown	5	may	208	1	-1	0	unknown	
59	blue-collar	married	secondary	no	0	yes	no	unknown	5	may	226	1	-1	0	unknown	
57	technician	divorced	secondary	no	63	yes	no	unknown	5	may	242	1	-1	0	unknown	
25	blue-collar	married	secondary	no	-7	yes	no	unknown	5	may	365	1	-1	0	unknown	
53	technician	married	secondary	no	-3	no	no	unknown	5	may	1666	1	-1	0	unknown	

BDH Project 1.zip Show all

34°C Haze 10:47 06-09-2022

2. Give marketing success rate (No. of people subscribed / total no. of entries)

```
total_cust = spark.sql("select * from bankT where education in ('secondary')").show()
```

```
no of ppl subscribed = spark.sql("select count(*) from bankT where y in ('yes')").show()
```

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33	entrepreneur	married	secondary	no	2	yes	yes	unknown	5	may	76	1	-1	0	unknown	no
43	technician	single	secondary	no	593	yes	no	unknown	5	may	55	1	-1	0	unknown	no
41	admin.	divorced	secondary	no	270	yes	no	unknown	5	may	222	1	-1	0	unknown	no
29	admin.	single	secondary	no	390	yes	no	unknown	5	may	137	1	-1	0	unknown	no
53	technician	married	secondary	no	6	yes	no	unknown	5	may	517	1	-1	0	unknown	no
57	services	married	secondary	no	162	yes	no	unknown	5	may	174	1	-1	0	unknown	no
33	services	married	secondary	no	0	yes	no	unknown	5	may	54	1	-1	0	unknown	no
28	blue-collar	married	secondary	no	723	yes	yes	unknown	5	may	262	1	-1	0	unknown	no
25	services	married	secondary	no	50	yes	no	unknown	5	may	342	1	-1	0	unknown	no
44	admin.	married	secondary	no	-372	yes	no	unknown	5	may	172	1	-1	0	unknown	no
52	entrepreneur	married	secondary	no	113	yes	yes	unknown	5	may	127	1	-1	0	unknown	no
46	management	single	secondary	no	-246	yes	no	unknown	5	may	255	2	-1	0	unknown	no
36	technician	single	secondary	no	265	yes	yes	unknown	5	may	348	1	-1	0	unknown	no
57	technician	married	secondary	no	839	no	yes	unknown	5	may	225	1	-1	0	unknown	no
60	admin.	married	secondary	no	39	yes	yes	unknown	5	may	208	1	-1	0	unknown	no
59	blue-collar	married	secondary	no	0	yes	no	unknown	5	may	226	1	-1	0	unknown	no
57	technician	divorced	secondary	no	63	yes	no	unknown	5	may	242	1	-1	0	unknown	no
25	blue-collar	married	secondary	no	-7	yes	no	unknown	5	may	365	1	-1	0	unknown	no
53	technician	married	secondary	no	-3	no	no	unknown	5	may	1666	1	-1	0	unknown	no

only showing top 20 rows

```
>>> total_cust = spark.sql("select count(*) from bankT").show()
+-----+
|count(1)|
+-----+
| 45211 |
+-----+

>>> no_of_ppl_subscribed = spark.sql("select count(*) from bankT where y in ('yes')").show()
+-----+
|count(1)|
+-----+
| 5289 |
+-----+

>>>
```

BDH Project 1.zip Show all

34°C Mostly sunny 12:25 06-09-2022

Chat

from sejalshingtigeranalytics@sl-cdp- to Prashanth (Trainer) (privately):

882 967 835 73f4ca3p

from Prashanth (Trainer) to All Participants:

sc.textFile

Send to: Prashanth (Trainer)

Send

```
sucess_rate = (5289/45211)*100
```

```
print(success_rate)
```

- Give marketing failure rate

```
failure_rate = 100-sucess_rate
```

```
print(failure_rate)
```

The screenshot shows a Jupyter Notebook interface with a terminal window. The terminal displays the following code and output:

```
>>> no_of_ppl_subscribed = spark.sql("select count(*) from bankT where y in ('yes')").show()
+-----+
|count(1)|
+-----+
|    5289|
+-----+

>>> success_rate = no_of_ppl_subscribed / total_cust
Traceback (most recent call last):
  File "<stdin>", line 1, in <module>
TypeError: unsupported operand type(s) for /: 'NoneType' and 'NoneType'
>>> success_rate = no_of_ppl_subscribed/total_cust
Traceback (most recent call last):
  File "<stdin>", line 1, in <module>
TypeError: unsupported operand type(s) for /: 'NoneType' and 'NoneType'
>>> no_of_ppl_subscribed/total_cust
Traceback (most recent call last):
  File "<stdin>", line 1, in <module>
TypeError: unsupported operand type(s) for /: 'NoneType' and 'NoneType'
>>> 45211/5289
8.548118737001323
>>> success_rate = 45211/5289
>>> print(sucess_rate)
8.548118737001323
>>> success_rate = (45211/5289)*100
>>> print(success_rate)
854.8118737001323
>>> success_rate = (5289/45211)*100
>>> print(success_rate)
11.698480458295547
>>> failure_rate = 100-success_rate
>>> print(failure_rate)
88.30151954170445
>>>
```

A chat window is open on the right side of the screen, titled "Chat". It contains the following text:

no_of_ppl_subscribed / total_cust
from sejal.singh@tigeranalytics.com to Prashanth (Trainer) (privately):
its giving : unsupported operand type(s) for /: 'NoneType' and 'NoneType'

Send to: Prashanth (Trainer) [dropdown]
[input field]
[Send button]

3. Give the maximum, mean, and minimum age of the average targeted customer

```
spark.sql("select min(age) as MIN_Age from bankT").show()
```

```
spark.sql("select max(age) as MAX_Age from bankT").show()
```

```
spark.sql("select avg(age) as AVG_Age from bankT").show()
```

```

TypeError: unsupported operand type(s) for /: 'NoneType' and 'NoneType'
>>> 45211/5289
8.548118737001323
>>> sucess_rate = 45211/5289
>>> print(sucess_rate)
8.548118737001323
>>> sucess_rate = (45211/5289)*100
>>> print(sucess_rate)
854.8118737001323
>>> sucess_rate = (5289/45211)*100
>>> print(sucess_rate)
11.698480458295547
>>> failure_rate = 100-sucess_rate
>>> print(failure_rate)
88.30151954170445
>>> spark.sql("select min(age) as MIN_Age from bankT").show()
+-----+
|MIN_Age|
+-----+
|      18|
+-----+

>>> spark.sql("select max(age) as MAX_Age from bankT").show()
+-----+
|MAX_Age|
+-----+
|      95|
+-----+

>>> spark.sql("select avg(age) as AVG_Age from bankT").show()
+-----+
|AVG_Age|
+-----+
|40.93621021432837|
+-----+

>>>

```

4. Check the quality of customers by checking average balance, median balance of customers

```
spark.sql("select avg(balance) as AVG_bal,percentile_approx(balance,0.5) as median from bankT").show()
```

```

22/09/06 07:27:47 WARN metastore.ObjectStore: datanucleus.autoStartMechanismMode is set to unsupported value null . Setting it to value: ignore
22/09/06 07:27:48 WARN util.DriverDataSource: Registered driver with driverClassName=org.apache.derby.jdbc.EmbeddedDriver was not found, trying to load it manually
22/09/06 07:27:48 WARN util.DriverDataSource: Registered driver with driverClassName=org.apache.derby.jdbc.EmbeddedDriver was not found, trying to load it manually
22/09/06 07:27:49 WARN DataNucleus.MetaData: Metadata has jdbc-type of null yet this is not valid. Ignored
22/09/06 07:27:49 WARN DataNucleus.MetaData: Metadata has jdbc-type of null yet this is not valid. Ignored
22/09/06 07:27:49 WARN DataNucleus.MetaData: Metadata has jdbc-type of null yet this is not valid. Ignored
22/09/06 07:27:49 WARN DataNucleus.MetaData: Metadata has jdbc-type of null yet this is not valid. Ignored
22/09/06 07:27:49 WARN DataNucleus.MetaData: Metadata has jdbc-type of null yet this is not valid. Ignored
22/09/06 07:27:49 WARN DataNucleus.MetaData: Metadata has jdbc-type of null yet this is not valid. Ignored
22/09/06 07:27:50 WARN metastore.ObjectStore: Version information not found in metastore. metastore.schema.version is not enabled so recording version
22/09/06 07:27:50 WARN metastore.ObjectStore: setMetaStoreSchemaVersion called but recording version is disabled: version = 3.1.3000.7.2.15.1-1, comment = Set by MetaStore sejalasinghtigeranalytics@10.0.1.154
Traceback (most recent call last):
  File "<stdin>", line 1, in <module>
  File "/opt/cloudera/parcels/CDH-7.2.15-1.cdh7.2.15.p1.26792553/lib/spark3/python/pyspark/sql/session.py", line 723, in sql
    return DataFrame(self._jsparkSession.sql(sqlQuery), self._wrapped)
  File "/opt/cloudera/parcels/CDH-7.2.15-1.cdh7.2.15.p1.26792553/lib/spark3/python/lib/py4j-0.10.9.3-src.zip/py4j/java_gateway.py", line 1322, in __call__
  File "/opt/cloudera/parcels/CDH-7.2.15-1.cdh7.2.15.p1.26792553/lib/spark3/python/pyspark/sql/utils.py", line 117, in deco
    raise converted from None
pyspark.sql.utils.AnalysisException: Undefined function: 'percentile_cont'. This function is neither a registered temporary function nor a permanent function registered in the database 'default'; line 1 pos 7
>>> spark.sql("select percentile_approx(balance,0.5) as median from bankT").show()
+-----+
|median|
+-----+
|      448|
+-----+

>>> spark.sql("select avg(balance) as AVG_bal,percentile_approx(balance,0.5) as median from bankT").show()
+-----+
|AVG_bal|median|
+-----+
|1362.2720576850766| 448|
+-----+

>>>

```

5. Check if age matters in marketing subscription for deposit.

```
spark.sql("select age, count(*) as no of subscriptions from bankT where y in ('yes') group by age order by no_of_subscriptions desc").show()
```

ANALYSIS : Max subscriptions are by people in the age of 32 (i.e. people in their 30s).

As age deviates from 30s, subscription decreases

The screenshot shows a Jupyter Notebook interface with two Spark SQL queries and their results. The first query calculates the average balance and median for bankT. The second query shows the number of subscriptions by age, with age 32 having the highest count (221). A chat window is open on the right.

```
>>> spark.sql("select avg(balance) as AVG_bal, percentile_approx(balance, 0.5) as median from bankT").show()
+-----+-----+
| AVG_bal | median |
+-----+-----+
| 1362.2720576850766 | 448 |
+-----+-----+

>>> spark.sql("select age, count(*) as no_of_subscriptions from bankT where y in ('yes') group by age order by no_of_subscriptions desc").show()
+-----+-----+
| age | no_of_subscriptions |
+-----+-----+
| 32 | 221 |
| 30 | 217 |
| 33 | 210 |
| 35 | 209 |
| 31 | 206 |
| 34 | 198 |
| 36 | 195 |
| 29 | 171 |
| 37 | 170 |
| 28 | 162 |
| 38 | 144 |
| 39 | 143 |
| 27 | 141 |
| 26 | 134 |
| 41 | 120 |
| 46 | 118 |
| 40 | 116 |
| 47 | 113 |
| 25 | 113 |
| 42 | 111 |
+-----+-----+
only showing top 20 rows

>>>
```

Chat window content:

no giving unsupported operand type(s) for /: 'NoneType' and 'NoneType'
from Prashanth (Trainer) to All Participants:
<https://sparkbyexamples.com/pyspark-tutorial/>

Send to: Prashanth (Trainer) [Send]

6. Check if marital status mattered for a subscription to deposit

```
spark.sql("select marital, count(*) as no_of_subscriptions from bankT where y in ('yes') group by marital order by no_of_subscriptions desc").show()
```

ANALYSIS : Married people have most subscriptions to deposit

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```
>>> spark.sql("select age, count(*) as no_of_subscriptions from bankT where y in ('yes') group by age order by no_of_subscriptions desc").show()
+-----+-----+
|age|no_of_subscriptions|
+-----+-----+
|32|221|
|30|217|
|33|210|
|35|209|
|31|206|
|34|198|
|36|195|
|29|171|
|37|170|
|28|162|
|38|144|
|39|143|
|27|141|
|26|134|
|41|120|
|46|118|
|40|116|
|47|113|
|25|113|
|42|111|
+-----+-----+
only showing top 20 rows

>>> spark.sql("select marital, count(*) as no_of_subscriptions from bankT where y in ('yes') group by marital order by no_of_subscriptions desc").show()
+-----+-----+
|marital|no_of_subscriptions|
+-----+-----+
|married|2755|
|single|1912|
|divorced|622|
+-----+-----+
```

BDH Project 1.zip Show all

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ENG IN 13:09 06-09-2022

7. Check if age and marital status together mattered for a subscription to deposit scheme

ANALYSIS : The analysis shows that most deposits of subscriptions are made by people who are SINGLE in their 30s.

```
spark.sql("select age,marital, count(*) as no_of_subscriptions from bankT where y in ('yes') group by age,marital order by no_of_subscriptions desc").show()
```

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```
>>> spark.sql("select marital, count(*) as no_of_subscriptions from bankT where y in ('yes') group by marital order by no_of_subscriptions desc").show()
+-----+-----+
|marital|no_of_subscriptions|
+-----+-----+
|married|2755|
|single|1912|
|divorced|622|
+-----+-----+

>>> spark.sql("select age,marital, count(*) as no_of_subscriptions from bankT where y in ('yes') group by age,marital order by no_of_subscriptions desc").show()
+-----+-----+-----+
|age|marital|no_of_subscriptions|
+-----+-----+-----+
|30|single|151|
|28|single|138|
|29|single|133|
|32|single|124|
|26|single|121|
|34|married|118|
|31|single|111|
|27|single|110|
|35|married|101|
|36|married|100|
|25|single|99|
|37|married|98|
|33|married|97|
|33|single|97|
|32|married|87|
|39|married|87|
|38|married|86|
|35|single|84|
|47|married|83|
|46|married|80|
+-----+-----+-----+
only showing top 20 rows

>>>
```

BDH Project 1.zip Show all

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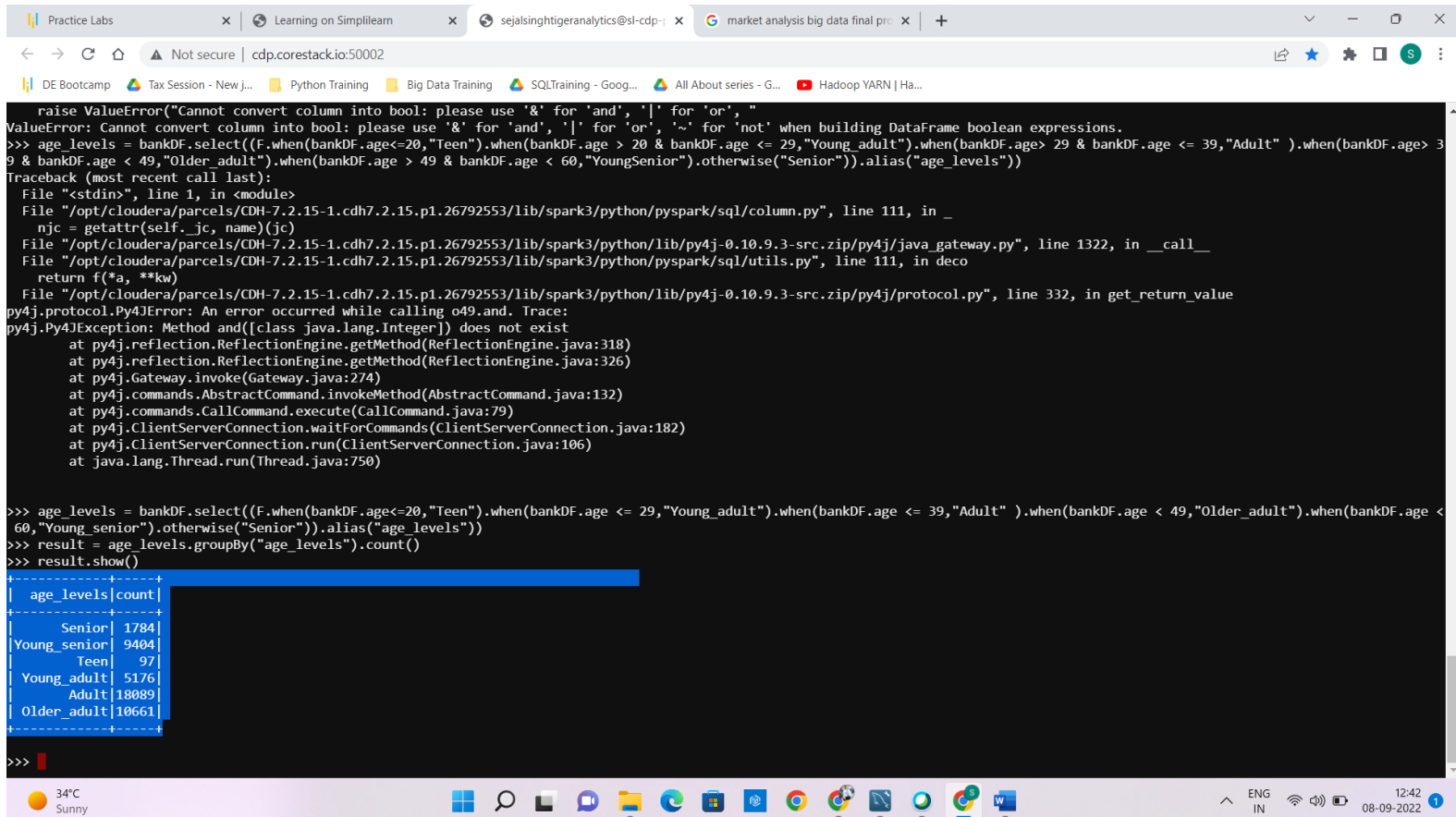
8. Do feature engineering for the bank and find the right age effect on the campaign.

```
from pyspark.sql import functions as F
```

```
age_levels = bankDF.select((F.when(bankDF.age<=20,"Teen").when(bankDF.age <= 29,"Young_adult").when(bankDF.age <= 39,"Adult" ).when(bankDF.age < 49,"Older_adult").when(bankDF.age < 60,"Young_senior").otherwise("Senior")).alias("age_levels"))
```

```
result = age_levels.groupBy("age_levels").count()
```

```
result.show()
```



```
raise ValueError("Cannot convert column into bool: please use '&' for 'and', '|' for 'or', '~' for 'not' when building DataFrame boolean expressions.")
>>> age_levels = bankDF.select((F.when(bankDF.age<=20,"Teen").when(bankDF.age > 20 & bankDF.age <= 29,"Young_adult").when(bankDF.age > 29 & bankDF.age <= 39,"Adult" ).when(bankDF.age > 39 & bankDF.age < 49,"Older_adult").when(bankDF.age > 49 & bankDF.age < 60,"YoungSenior").otherwise("Senior")).alias("age_levels"))
Traceback (most recent call last):
  File "<stdin>", line 1, in <module>
  File "/opt/cloudera/parcels/CDH-7.2.15-1.cdh7.2.15.p1.26792553/lib/spark3/python/pyspark/sql/column.py", line 111, in _njc = getattr(self._jc, name)(jc)
  File "/opt/cloudera/parcels/CDH-7.2.15-1.cdh7.2.15.p1.26792553/lib/spark3/python/lib/py4j-0.10.9.3-src.zip/py4j/java_gateway.py", line 1322, in __call__
  File "/opt/cloudera/parcels/CDH-7.2.15-1.cdh7.2.15.p1.26792553/lib/spark3/python/pyspark/sql/utils.py", line 111, in deco
    return f(*a, **kw)
  File "/opt/cloudera/parcels/CDH-7.2.15-1.cdh7.2.15.p1.26792553/lib/spark3/python/lib/py4j-0.10.9.3-src.zip/py4j/protocol.py", line 332, in get_return_value
py4j.protocol.Py4JError: An error occurred while calling o49.and. Trace:
py4j.Py4JException: Method and([class java.lang.Integer]) does not exist
  at py4j.reflection.ReflectionEngine.getMethod(ReflectionEngine.java:318)
  at py4j.reflection.ReflectionEngine.getMethod(ReflectionEngine.java:326)
  at py4j.Gateway.invoke(Gateway.java:274)
  at py4j.commands.AbstractCommand.invokeMethod(AbstractCommand.java:132)
  at py4j.commands.CallCommand.execute(CallCommand.java:79)
  at py4j.ClientServerConnection.waitForCommands(ClientServerConnection.java:182)
  at py4j.ClientServerConnection.run(ClientServerConnection.java:106)
  at java.lang.Thread.run(Thread.java:750)

>>> age_levels = bankDF.select((F.when(bankDF.age<=20,"Teen").when(bankDF.age <= 29,"Young_adult").when(bankDF.age <= 39,"Adult" ).when(bankDF.age < 49,"Older_adult").when(bankDF.age < 60,"Young_senior").otherwise("Senior")).alias("age_levels"))
>>> result = age_levels.groupBy("age_levels").count()
>>> result.show()
```

age_levels	count
Senior	1784
Young_senior	9404
Teen	97
Young_adult	5176
Adult	18089
Older_adult	10661