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ASSIGNMENT – 5

Artificial Intelligence & Machine Learning in collaboration with Google (Applied Data Science)

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Market Basket Magic: Extracting Insights for Retail Success

TASK

Understand the data

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
```

UNDERSTANDING THE DATA

```
df = pd.read_csv('/content/Mall_Customers.csv')
df.head()
```

	CustomerID	Gender	Age	Annual Income (k$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40

```
[3] df.shape
```

```
(200, 5)
```

```
[4] df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 200 entries, 0 to 199
Data columns (total 5 columns):
 #   Column                  Non-Null Count  Dtype
---  ------                  --------------  -----
 0   CustomerID              200 non-null    int64
 1   Gender                  200 non-null    object
 2   Age                     200 non-null    int64
 3   Annual Income (k$)      200 non-null    int64
 4   Spending Score (1-100)  200 non-null    int64
dtypes: int64(4), object(1)
memory usage: 7.9+ KB
```

```
[5] df.isnull().sum()

CustomerID                0
Gender                    0
Age                       0
Annual Income (k$)        0
Spending Score (1-100)    0
dtype: int64
```

```
[6] df.describe()
```

	CustomerID	Age	Annual Income (k$)	Spending Score (1-100)
count	200.000000	200.000000	200.000000	200.000000
mean	100.500000	38.850000	60.560000	50.200000
std	57.879185	13.969007	26.264721	25.823522
min	1.000000	18.000000	15.000000	1.000000
25%	50.750000	28.750000	41.500000	34.750000
50%	100.500000	36.000000	61.500000	50.000000
75%	150.250000	49.000000	78.000000	73.000000
max	200.000000	70.000000	137.000000	99.000000

Data Preprocessing

DATA PREPROCESSING

```
[8] from sklearn import cluster
    new_df = df.iloc[:,-2:]
    new_df.head()
```

	Annual Income (k$)	Spending Score (1-100)
0	15	39
1	15	81
2	16	6
3	16	77
4	17	40

```
[9] error=[]
    for i in range(1,11):
      kmeans = cluster.KMeans(n_clusters=i,init = 'k-means++',random_state=4)
      kmeans.fit(new_df)
      error.append(kmeans.inertia_)
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change from 10 to 'autc
  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change from 10 to 'autc
  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change from 10 to 'autc
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/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change from 10 to 'autc
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  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change from 10 to 'autc
  warnings.warn(
```
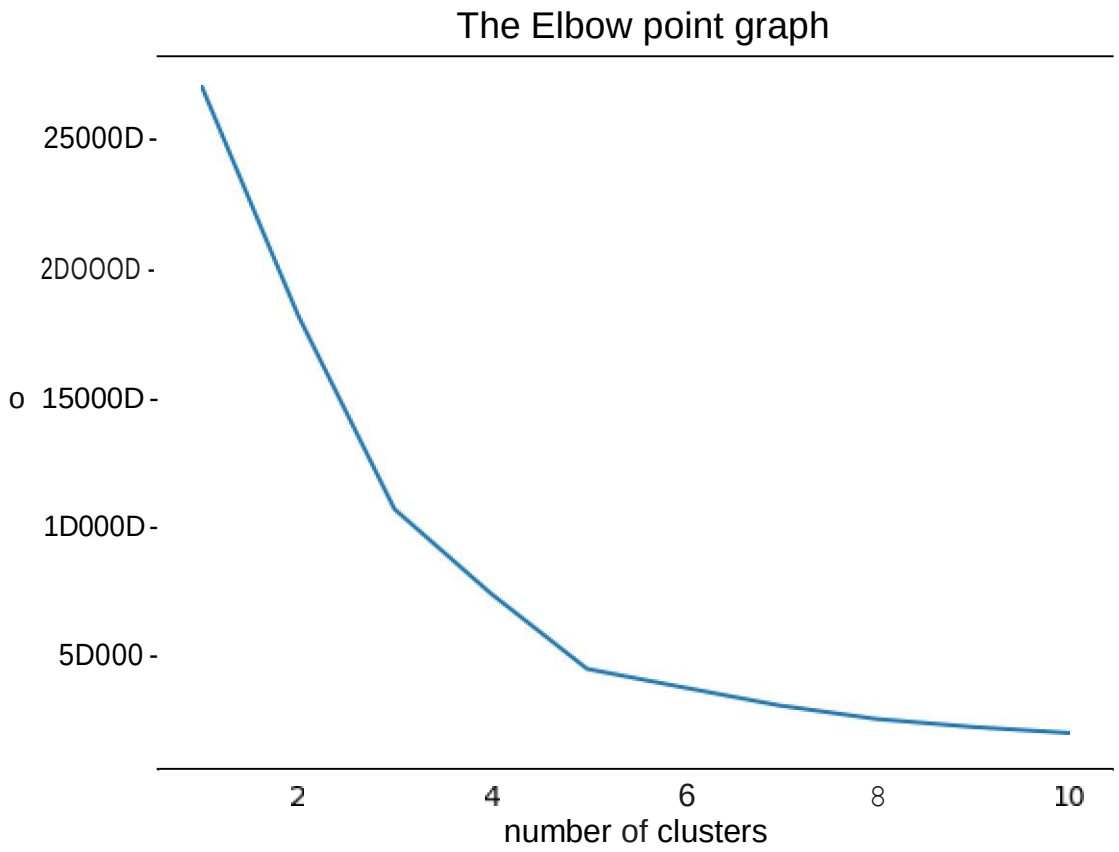

```
plt.plot(range(1,11),error)
plt.title('The Elbow point graph')
plt.xlabel('number of clusters')
plt.ylabel('error')
plt.show()
```


The Elbow point graph
25000D -
2DOOOD -
o 15000D -
1D000D -
5D000 -
2
4
6
8
10
number of clusters

Machine Learning approach with clustering algorithm

Machine Learning approach with K-Means Clustering Algorithm

```
km_model = cluster.KMeans(n_clusters=5,init = 'k-means++',random_state=0)
km_model.fit(new_df)
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870: FutureWarning: The default value of `n_init` will change from 10 to 'auto
  warnings.warn(
```

KMeans(n_clusters=5, random_state=0)

```
pred = km_model.predict(new_df)
pred
```

```
array([4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3,
       4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 1,
       4, 3, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
       1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
       1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
       1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 2, 0, 2, 1, 2, 0, 2,
       1, 2, 0, 2, 0, 2, 0, 2, 0, 2, 1, 2, 0, 2, 0, 2, 0, 2, 0, 2,
       0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2,
       0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2,
       0, 2], dtype=int32)
```

```
[13] # Testing the model with random observation

     km_model.predict([[60,50]])
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/base.py:439: UserWarning: X does not have valid feature names, but KMeans was fitted with feature
  warnings.warn(
array([1], dtype=int32)
```

```
array([1], dtype=int32)
```

```
km_model.predict([[15,1]])
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/base.py:439: UserWarning: X does not have valid feature names, but KMeans was fitted with feature names
  warnings.warn(
```

```
array([4], dtype=int32)
```

```
km_model.predict([[41,34]])
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/base.py:439: UserWarning: X does not have valid feature names, but KMeans was fitted with feature names
  warnings.warn(
```

```
array([4], dtype=int32)
```

```
km_model.predict([[137,99]])
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/base.py:439: UserWarning: X does not have valid feature names, but KMeans was fitted with feature names
  warnings.warn(
```

```
array([2], dtype=int32)
```

```
km_model.predict([[78,73]])
```

```
/usr/local/lib/python3.10/dist-packages/sklearn/base.py:439: UserWarning: X does not have valid feature names, but KMeans was fitted with feature names
  warnings.warn(
```

```
array([2], dtype=int32)
```