Universal Bank Class Problem

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First, we will load all of the packages that will be required for this problem. Specifically, “ISLR”, “caret”, “dplyr”, “FNN”, and “gmodels” will be loaded for this problem.

# Require all the packages that will be used in this problem  
  
require(ISLR)

## Loading required package: ISLR

require(caret)

## Loading required package: caret

## Warning: package 'caret' was built under R version 3.4.4

## Loading required package: lattice

## Warning: package 'lattice' was built under R version 3.4.4

## Loading required package: ggplot2

require(dplyr)

## Loading required package: dplyr

## Warning: package 'dplyr' was built under R version 3.4.4

##   
## Attaching package: 'dplyr'

## The following objects are masked from 'package:stats':  
##   
## filter, lag

## The following objects are masked from 'package:base':  
##   
## intersect, setdiff, setequal, union

require(FNN)

## Loading required package: FNN

## Warning: package 'FNN' was built under R version 3.4.4

require(gmodels)

## Loading required package: gmodels

## Warning: package 'gmodels' was built under R version 3.4.4

Next, we will import the “UniversalBank” data set into the RStudio environment.

# Import data set from BlackBoard into the RStudio environment  
  
Bank <- read.csv("UniversalBank.csv")

A summary of the data set will be displayed to review the data set.

# Investigate the structure of the data set  
  
str(Bank)

## 'data.frame': 5000 obs. of 14 variables:  
## $ ID : int 1 2 3 4 5 6 7 8 9 10 ...  
## $ Age : int 25 45 39 35 35 37 53 50 35 34 ...  
## $ Experience : int 1 19 15 9 8 13 27 24 10 9 ...  
## $ Income : int 49 34 11 100 45 29 72 22 81 180 ...  
## $ ZIP.Code : int 91107 90089 94720 94112 91330 92121 91711 93943 90089 93023 ...  
## $ Family : int 4 3 1 1 4 4 2 1 3 1 ...  
## $ CCAvg : num 1.6 1.5 1 2.7 1 0.4 1.5 0.3 0.6 8.9 ...  
## $ Education : int 1 1 1 2 2 2 2 3 2 3 ...  
## $ Mortgage : int 0 0 0 0 0 155 0 0 104 0 ...  
## $ Personal.Loan : int 0 0 0 0 0 0 0 0 0 1 ...  
## $ Securities.Account: int 1 1 0 0 0 0 0 0 0 0 ...  
## $ CD.Account : int 0 0 0 0 0 0 0 0 0 0 ...  
## $ Online : int 0 0 0 0 0 1 1 0 1 0 ...  
## $ CreditCard : int 0 0 0 0 1 0 0 1 0 0 ...

# Investigate summary statistics for the data set  
  
summary(Bank)

## ID Age Experience Income   
## Min. : 1 Min. :23.00 Min. :-3.0 Min. : 8.00   
## 1st Qu.:1251 1st Qu.:35.00 1st Qu.:10.0 1st Qu.: 39.00   
## Median :2500 Median :45.00 Median :20.0 Median : 64.00   
## Mean :2500 Mean :45.34 Mean :20.1 Mean : 73.77   
## 3rd Qu.:3750 3rd Qu.:55.00 3rd Qu.:30.0 3rd Qu.: 98.00   
## Max. :5000 Max. :67.00 Max. :43.0 Max. :224.00   
## ZIP.Code Family CCAvg Education   
## Min. : 9307 Min. :1.000 Min. : 0.000 Min. :1.000   
## 1st Qu.:91911 1st Qu.:1.000 1st Qu.: 0.700 1st Qu.:1.000   
## Median :93437 Median :2.000 Median : 1.500 Median :2.000   
## Mean :93152 Mean :2.396 Mean : 1.938 Mean :1.881   
## 3rd Qu.:94608 3rd Qu.:3.000 3rd Qu.: 2.500 3rd Qu.:3.000   
## Max. :96651 Max. :4.000 Max. :10.000 Max. :3.000   
## Mortgage Personal.Loan Securities.Account CD.Account   
## Min. : 0.0 Min. :0.000 Min. :0.0000 Min. :0.0000   
## 1st Qu.: 0.0 1st Qu.:0.000 1st Qu.:0.0000 1st Qu.:0.0000   
## Median : 0.0 Median :0.000 Median :0.0000 Median :0.0000   
## Mean : 56.5 Mean :0.096 Mean :0.1044 Mean :0.0604   
## 3rd Qu.:101.0 3rd Qu.:0.000 3rd Qu.:0.0000 3rd Qu.:0.0000   
## Max. :635.0 Max. :1.000 Max. :1.0000 Max. :1.0000   
## Online CreditCard   
## Min. :0.0000 Min. :0.000   
## 1st Qu.:0.0000 1st Qu.:0.000   
## Median :1.0000 Median :0.000   
## Mean :0.5968 Mean :0.294   
## 3rd Qu.:1.0000 3rd Qu.:1.000   
## Max. :1.0000 Max. :1.000

We will remove the “ID” and “ZIP.Code” variables from the data set, as stated in problem statement.

# Create a new data set with "ID" and "ZIP.Code" variables removed  
  
Bank\_1 <- Bank[ ,-c(1,5)]  
  
# Review the structure of the data set  
  
str(Bank\_1)

## 'data.frame': 5000 obs. of 12 variables:  
## $ Age : int 25 45 39 35 35 37 53 50 35 34 ...  
## $ Experience : int 1 19 15 9 8 13 27 24 10 9 ...  
## $ Income : int 49 34 11 100 45 29 72 22 81 180 ...  
## $ Family : int 4 3 1 1 4 4 2 1 3 1 ...  
## $ CCAvg : num 1.6 1.5 1 2.7 1 0.4 1.5 0.3 0.6 8.9 ...  
## $ Education : int 1 1 1 2 2 2 2 3 2 3 ...  
## $ Mortgage : int 0 0 0 0 0 155 0 0 104 0 ...  
## $ Personal.Loan : int 0 0 0 0 0 0 0 0 0 1 ...  
## $ Securities.Account: int 1 1 0 0 0 0 0 0 0 0 ...  
## $ CD.Account : int 0 0 0 0 0 0 0 0 0 0 ...  
## $ Online : int 0 0 0 0 0 1 1 0 1 0 ...  
## $ CreditCard : int 0 0 0 0 1 0 0 1 0 0 ...

For categorical variables with more than two categories, we will need to create dummy variables. For this data set, the “Family” and “Education” variables would require dummy variables.

# Convert "Education" and "Family" variables to categorical character variables  
  
Bank\_1$Education <- as.factor(Bank\_1$Education)  
Bank\_1$Family <- as.factor(Bank\_1$Family)  
  
# Create the dummy model for "Education" and "Family"  
  
dummy\_model1 <- dummyVars(~Family + Education, data = Bank\_1)  
  
# Add the dummy variables to "Bank\_1" and remove the original "Education" and "Family" variables.  
  
dv <- as.data.frame(predict(dummy\_model1, Bank\_1))  
Bank\_1 <- as.data.frame(c(Bank\_1, dv))  
Bank\_1 <- Bank\_1[, -c(4,6)]

Per the problem statement, we will now split the data set into 60% training and 40% test data via the “createDataPartition” function.

# Set the seed for randomized functions  
  
set.seed(100319)  
  
# Split the data into 60% training data and 40% test data  
  
Bank\_1\_Index <- createDataPartition(Bank\_1$Age, p=0.4, list = F)  
  
Bank\_1\_Test <- Bank\_1[Bank\_1\_Index,]  
  
Bank\_1\_Train <- Bank\_1[-Bank\_1\_Index,]

Next, we will have to normalize the training and test data sets via the “preProcess” function.

# Create a copy of the data set for normalization  
  
Bank\_1\_Train\_Norm <- Bank\_1\_Train  
Bank\_1\_Test\_Norm <- Bank\_1\_Test  
  
# Use preProcess function to create a model for centering and scaling the data  
  
Norm\_Values <- preProcess(Bank\_1\_Train[, c(1:5)], method = c("center", "scale"))  
  
# Replace the numeric variables with normalized and centered data  
  
Bank\_1\_Train\_Norm[, c(1:5)] <- predict(Norm\_Values, Bank\_1\_Train[, c(1:5)])  
Bank\_1\_Test\_Norm[, c(1:5)] <- predict(Norm\_Values, Bank\_1\_Test[, c(1:5)])

Now, the KNN function can be utilized.

# Create the KNN model with K = 1 and only training and test data  
  
knn\_model2 <- knn(train = Bank\_1\_Train\_Norm[, -6], test = Bank\_1\_Test\_Norm[, -6],   
 cl = Bank\_1\_Train\_Norm[, 6], k = 1, prob = TRUE)

head(Bank\_1)

## Age Experience Income CCAvg Mortgage Personal.Loan Securities.Account  
## 1 25 1 49 1.6 0 0 1  
## 2 45 19 34 1.5 0 0 1  
## 3 39 15 11 1.0 0 0 0  
## 4 35 9 100 2.7 0 0 0  
## 5 35 8 45 1.0 0 0 0  
## 6 37 13 29 0.4 155 0 0  
## CD.Account Online CreditCard Family.1 Family.2 Family.3 Family.4  
## 1 0 0 0 0 0 0 1  
## 2 0 0 0 0 0 1 0  
## 3 0 0 0 1 0 0 0  
## 4 0 0 0 1 0 0 0  
## 5 0 0 1 0 0 0 1  
## 6 0 1 0 0 0 0 1  
## Education.1 Education.2 Education.3  
## 1 1 0 0  
## 2 1 0 0  
## 3 1 0 0  
## 4 0 1 0  
## 5 0 1 0  
## 6 0 1 0

# Create the customer profile for the customer called out in question #1  
  
customer <- data.frame("Age" = 40,  
 "Experience" = 10,  
 "Income" = 84,  
 "CCAvg" = 2,  
 "Mortgage" = 0,  
 "Securities.Account" = 0,  
 "CD.Account" = 0,  
 "Online" = 1,  
 "CreditCard" = 1,  
 "Family.1" = 0,  
 "Family.2" = 1,  
 "Family.3" = 0,  
 "Family.4" = 0,  
 "Education.1" = 0,  
 "Education.2" = 1,  
 "Education.3" = 0)  
  
# Perform the same preProcessing steps on the customer profile as the model was created on  
  
customer[, c(1:5)] <- predict(Norm\_Values, customer[, c(1:5)])  
  
# Run the KNN model on the customer profile  
  
knn\_model\_customer <- knn(train = Bank\_1\_Train\_Norm[, -6], test = customer,   
 cl = Bank\_1\_Train\_Norm[, 6], k = 1, prob = TRUE)  
  
# Return the value predicted by the model  
  
as.data.frame(knn\_model\_customer)

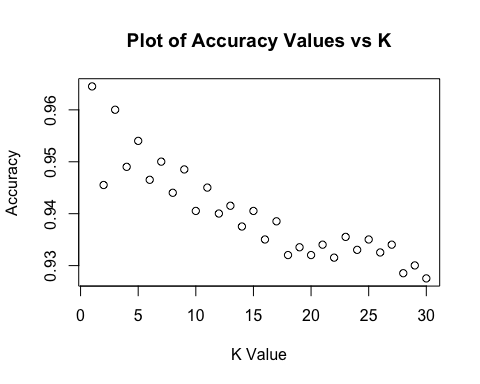
## knn\_model\_customer  
## 1 0

1. According to the KNN model prediction, the customer in question would not accept the personal loan.

# ICreate a data frame with two columns - k, and accuracy  
  
accuracy.df <- data.frame(k = seq(1, 30, 1), accuracy = rep(0, 30))  
  
# Perform predictions on the values at different K values with KNN  
  
for(i in 1:30) {  
 knn.pred <- knn(train = Bank\_1\_Train\_Norm[, -6], test = Bank\_1\_Test\_Norm[, -6],   
 cl = Bank\_1\_Train\_Norm[, 6], k = i)  
 accuracy.df[i, 2] <- confusionMatrix(as.factor(knn.pred), as.factor(Bank\_1\_Test\_Norm[, 6]))$overall[1]   
}  
  
# Display the results in a data frame  
  
accuracy.df

## k accuracy  
## 1 1 0.9645177  
## 2 2 0.9455272  
## 3 3 0.9600200  
## 4 4 0.9490255  
## 5 5 0.9540230  
## 6 6 0.9465267  
## 7 7 0.9500250  
## 8 8 0.9440280  
## 9 9 0.9485257  
## 10 10 0.9405297  
## 11 11 0.9450275  
## 12 12 0.9400300  
## 13 13 0.9415292  
## 14 14 0.9375312  
## 15 15 0.9405297  
## 16 16 0.9350325  
## 17 17 0.9385307  
## 18 18 0.9320340  
## 19 19 0.9335332  
## 20 20 0.9320340  
## 21 21 0.9340330  
## 22 22 0.9315342  
## 23 23 0.9355322  
## 24 24 0.9330335  
## 25 25 0.9350325  
## 26 26 0.9325337  
## 27 27 0.9340330  
## 28 28 0.9285357  
## 29 29 0.9300350  
## 30 30 0.9275362

# Rough plot of the accuracies to see the trend in data  
  
plot(x = accuracy.df$k,y = accuracy.df$accuracy, main = "Plot of Accuracy Values vs K", xlab = "K Value", ylab = "Accuracy")



1. The choice of K that balances between overfitting and ignoring predictor information appears to be K = 20.

# Create the KNN model with K = 20 and only training and test data  
  
knn\_model2 <- knn(train = Bank\_1\_Train\_Norm[, -6], test = Bank\_1\_Test\_Norm[, -6],   
 cl = Bank\_1\_Train\_Norm[, 6], k = 20, prob = TRUE)  
  
# Confusion Matrix  
  
predicted <- as.factor(knn\_model2)  
actual <- as.factor(Bank\_1\_Test\_Norm[, 6])  
  
confusionMatrix(predicted, actual, positive = "1")

## Confusion Matrix and Statistics  
##   
## Reference  
## Prediction 0 1  
## 0 1800 136  
## 1 0 65  
##   
## Accuracy : 0.932   
## 95% CI : (0.9201, 0.9427)  
## No Information Rate : 0.8996   
## P-Value [Acc > NIR] : 2.177e-07   
##   
## Kappa : 0.4623   
## Mcnemar's Test P-Value : < 2.2e-16   
##   
## Sensitivity : 0.32338   
## Specificity : 1.00000   
## Pos Pred Value : 1.00000   
## Neg Pred Value : 0.92975   
## Prevalence : 0.10045   
## Detection Rate : 0.03248   
## Detection Prevalence : 0.03248   
## Balanced Accuracy : 0.66169   
##   
## 'Positive' Class : 1   
##

1. Confusion matrix of the KNN model using K = 20.

# Run the KNN model on the customer profile with the K = 20 value  
  
knn\_model\_customer2 <- knn(train = Bank\_1\_Train\_Norm[, -6], test = customer,   
 cl = Bank\_1\_Train\_Norm[, 6], k = 20, prob = TRUE)  
  
# Return the value predicted by the model  
  
as.data.frame(knn\_model\_customer2)

## knn\_model\_customer2  
## 1 0

1. The customer is this case is still predicted to not accept the personal loan.

Per the problem statement, we will now split the data set into 60% training and 40% test data via the “createDataPartition” function.

# Set the seed for randomized functions  
  
set.seed(100619)  
  
# Split the data into 50% training data, 30% validation data, and 20% test data  
  
Bank\_2\_Index <- createDataPartition(Bank\_1$Age, p=0.2, list = F)  
  
Bank\_2\_Test <- Bank\_1[Bank\_2\_Index,]  
  
Bank\_2\_Remaining <- Bank\_1[-Bank\_2\_Index,]   
  
Bank\_2\_Index <- createDataPartition(Bank\_2\_Remaining$Age, p=0.625, list = F)  
  
Bank\_2\_Train <- Bank\_2\_Remaining[Bank\_2\_Index,]  
  
Bank\_2\_Validation <- Bank\_2\_Train[-Bank\_2\_Index,]

The newly divided data will now need to be normalized, as we did before.

# Create a copy of the data sets for normalization  
  
Bank\_2\_Train\_Norm <- Bank\_2\_Train  
Bank\_2\_Test\_Norm <- Bank\_2\_Test  
Bank\_2\_Validation\_Norm <- Bank\_2\_Validation  
  
# Use preProcess function to create a model for centering and scaling the data  
  
Norm\_Values <- preProcess(Bank\_2\_Train[, c(1:5)], method = c("center", "scale"))  
  
# Replace the numeric variables with normalized and centered data  
  
Bank\_2\_Train\_Norm[, c(1:5)] <- predict(Norm\_Values, Bank\_2\_Train[, c(1:5)])  
Bank\_2\_Test\_Norm[, c(1:5)] <- predict(Norm\_Values, Bank\_2\_Test[, c(1:5)])  
Bank\_2\_Validation\_Norm[, c(1:5)] <- predict(Norm\_Values, Bank\_2\_Validation[, c(1:5)])

We will now re-run the KNN model with the newly divided data sets.

1. The confusion matricies for the test data should have lower accuracy results, because it holds data that has not been seen by the model when training it. Therefore, the confusion matrix for training data should be more accurate, because it has already seen the data that it is predicting. Depending on exactly what metric we want to compare, there could be comparisons made about precision, recall, accuracy, specificity, etc.

The first confusion matrix is for the “test” data:

# Create the KNN model with K = 20  
  
knn\_model\_test <- knn(train = Bank\_2\_Train\_Norm[, -6], test = Bank\_2\_Test\_Norm[, -6],   
 cl = Bank\_2\_Train\_Norm[, 6], k = 20, prob = TRUE)  
  
# Confusion Matrix  
  
predicted\_test <- as.factor(knn\_model\_test)  
actual\_test <- as.factor(Bank\_2\_Test\_Norm[, 6])  
  
confusionMatrix(predicted\_test, actual\_test, positive = "1")

## Confusion Matrix and Statistics  
##   
## Reference  
## Prediction 0 1  
## 0 896 70  
## 1 0 35  
##   
## Accuracy : 0.9301   
## 95% CI : (0.9125, 0.9451)  
## No Information Rate : 0.8951   
## P-Value [Acc > NIR] : 8.976e-05   
##   
## Kappa : 0.4723   
## Mcnemar's Test P-Value : < 2.2e-16   
##   
## Sensitivity : 0.33333   
## Specificity : 1.00000   
## Pos Pred Value : 1.00000   
## Neg Pred Value : 0.92754   
## Prevalence : 0.10490   
## Detection Rate : 0.03497   
## Detection Prevalence : 0.03497   
## Balanced Accuracy : 0.66667   
##   
## 'Positive' Class : 1   
##

The second confusion matrix is for the “validation” data:

# Create the KNN model with K = 20  
  
knn\_model\_validation <- knn(train = Bank\_2\_Train\_Norm[, -6], test = Bank\_2\_Validation\_Norm[, -6],   
 cl = Bank\_2\_Train\_Norm[, 6], k = 20, prob = TRUE)  
  
# Confusion Matrix  
  
predicted\_validation <- as.factor(knn\_model\_validation)  
actual\_validation <- as.factor(Bank\_2\_Validation\_Norm[, 6])  
  
confusionMatrix(predicted\_validation, actual\_validation, positive = "1")

## Confusion Matrix and Statistics  
##   
## Reference  
## Prediction 0 1  
## 0 852 50  
## 1 0 31  
##   
## Accuracy : 0.9464   
## 95% CI : (0.93, 0.96)  
## No Information Rate : 0.9132   
## P-Value [Acc > NIR] : 8.104e-05   
##   
## Kappa : 0.531   
## Mcnemar's Test P-Value : 4.219e-12   
##   
## Sensitivity : 0.38272   
## Specificity : 1.00000   
## Pos Pred Value : 1.00000   
## Neg Pred Value : 0.94457   
## Prevalence : 0.08682   
## Detection Rate : 0.03323   
## Detection Prevalence : 0.03323   
## Balanced Accuracy : 0.69136   
##   
## 'Positive' Class : 1   
##

The third confusion matrix is for the “train” data:

# Create the KNN model with K = 20  
  
knn\_model\_train <- knn(train = Bank\_2\_Train\_Norm[, -6], test = Bank\_2\_Train\_Norm[, -6],   
 cl = Bank\_2\_Train\_Norm[, 6], k = 20, prob = TRUE)  
  
# Confusion Matrix  
  
predicted\_train <- as.factor(knn\_model\_train)  
actual\_train <- as.factor(Bank\_2\_Train\_Norm[, 6])  
  
confusionMatrix(predicted\_train, actual\_train, positive = "1")

## Confusion Matrix and Statistics  
##   
## Reference  
## Prediction 0 1  
## 0 2253 142  
## 1 1 105  
##   
## Accuracy : 0.9428   
## 95% CI : (0.933, 0.9516)  
## No Information Rate : 0.9012   
## P-Value [Acc > NIR] : 4.271e-14   
##   
## Kappa : 0.5694   
## Mcnemar's Test P-Value : < 2.2e-16   
##   
## Sensitivity : 0.42510   
## Specificity : 0.99956   
## Pos Pred Value : 0.99057   
## Neg Pred Value : 0.94071   
## Prevalence : 0.09876   
## Detection Rate : 0.04198   
## Detection Prevalence : 0.04238   
## Balanced Accuracy : 0.71233   
##   
## 'Positive' Class : 1   
##