```
In [3]:
        conda install nbconvert
       Collecting package metadata (current repodata.json): done
       Solving environment: done
       ## Package Plan ##
         environment location: /home/ubuntu/anaconda3
         added / updated specs:
           - nbconvert
       The following packages will be downloaded:
           package
           conda-4.11.0
                                      py39h06a4308_0
                                                             14.4 MB
                                                Total:
                                                             14.4 MB
       The following packages will be UPDATED:
         conda
                                           4.10.3-py39h06a4308 0 --> 4.11.0-py39h06a4308 0
       Downloading and Extracting Packages
                           | 14.4 MB
                                      conda-4.11.0
       Preparing transaction: done
       Verifying transaction: done
       Executing transaction: done
       Note: you may need to restart the kernel to use updated packages.
```

# Click through Prediction with Decision Tree classifier

```
In [1]:
         import pandas as pd
         import numpy as np
         %matplotlib inline
         %config InlineBackend.figure format = 'svg'
         import warnings
         import gc
         import time
         import itertools
         warnings.filterwarnings('ignore')
         import numpy as np
         import pandas as pd
         import matplotlib.pyplot as plt
         from sklearn.model_selection import train_test_split
         from sklearn.preprocessing import LabelEncoder
         from sklearn.metrics import confusion_matrix, log_loss, roc_auc_score
```

# Get dataset from kaggle

Created wheel for kaggle: filename=kaggle-1.5.12-py3-none-any.whl size=73051 sha256=11dd94afc337c1ddbb943d0b785bf2

Installing collected packages: kaggle Successfully installed kaggle-1.5.12 In [270... !kaggle competitions download -c avazu-ctr-prediction Downloading avazu-ctr-prediction.zip to /home/ubuntu/jupyter/Chaeeun/Others 1.19G/1.19G [01:07<00:00, 24.6MB/s] 100% 1.19G/1.19G [01:07<00:00, 19.0MB/s] load test data In [271... !unzip avazu-ctr-prediction.zip Archive: avazu-ctr-prediction.zip inflating: sampleSubmission.gz inflating: test.gz inflating: train.gz In [272... test file = "test.gz" test = pd.read csv(test file, compression='gzip') In [359... from PIL import Image Image.open("feature description.JPG") id: ad identifier, such as 1000009418151094273, 10000169349117863715 Out[359... · click: 0 for non-click, 1 for click hour: in the format of YYMMDDHH, for example, 14102100 C1: anonymized categorical variable, such as 1005, 1002 banner\_pos: where a banner is located, 1 and 0 site\_id: site identifier, such as 1fbe01fe, fe8cc448, d6137915 site\_domain: hashed site domain, such as 'bb1ef334', 'f3845767 site\_category: hashed site category, such as 28905ebd, 28905ebd app\_id: mobile app identifier · app\_domain · app\_category device\_id: mobile device identifier device\_ip: IP address device\_model: such as iPhone 6, Samsung, hashed by the way · device\_type: such as tablet, smartphone, hashed device\_conn\_type: Wi-Fi or 3G for example, again hashed in the data C14-C21: anonymized categorical variables In [273... test.head() site\_id site\_domain site\_category id C1 banner pos Out[273... hour app\_id app\_domain app\_category ... de **0** 1.000017e+19 14103100 1005 0 235ba823 ecad2386 f6ebf28e f028772b 7801e8d9 07d7df22 f3845767 1 1.000018e+19 14103100 1005 1fbe01fe 28905ebd ecad2386 7801e8d9 07d7df22 ... 2 1.000055e+19 14103100 1005 1fbe01fe f3845767 28905ebd ecad2386 7801e8d9 07d7df22 3 1.000109e+19 14103100 1005 0 85f751fd c4e18dd6 50e219e0 51cedd4e aefc06bd 0f2161f8 4 1.000138e+19 14103100 1005 85f751fd c4e18dd6 50e219e0 9c13b419 2347f47a f95efa07 0 5 rows × 23 columns

Stored in directory: /home/ubuntu/.cache/pip/wheels/ac/b2/c3/fa4706d469b5879105991d1c8be9a3c2ef329ba9fe2ce5085e

3f7047046accb50956f096af21ec434361

Successfully built kaggle

train\_file = "train.gz"
 reader = pd.read\_csv(train\_file, chunksize=10\*\*6, iterator=True)

train = pd.DataFrame()
 start = time.time()

for i, chunk in enumerate(reader):
 chunk = chunk.sample(frac=.65, replace=False, random\_state=516)

size of train dataset is very big, so need to divide into chunks

```
neg_samp = chunk[chunk['click'] == 0].sample(n=len(chunk[chunk['click'] == 1]), random_state=2021)
train = pd.concat([train, neg_samp, chunk[chunk['click'] == 1]], axis=0)
if i % 20 == 0:
    print('Processing Chunk No. {}'.format(i))

print('the program costs %.2f seconds'%(time.time() - start))

del neg_samp
gc.collect()

print('train has {} rows and {} columns'.format(train.shape[0], train.shape[1]))
print('test has {} rows and {} columns'.format(test.shape[0], test.shape[1]))
```

Processing Chunk No. 0 Processing Chunk No. 20 Processing Chunk No. 40 the program costs 213.54 seconds train has 8925858 rows and 24 columns

test has 4577464 rows and 23 columns

0 14102101 1005

In [275...

train.head()

id click C1 banner\_pos site\_id site\_domain site\_category app\_id app\_domain ... devi Out[275... hour 1 e023ba3e **740545** 1.521976e+19 14102104 1005 75f9ddc3 0 f028772b ecad2386 7801e8d9 **491413** 1.237389e+19 0 14102103 1005 1 d9750ee7 98572c79 f028772b ecad2386 7801e8d9 **771247** 1.717520e+19 0 14102104 1005 1 b7e9786d b12b9f85 f028772b ecad2386 7801e8d9 **348689** 1.739074e+19 0 14102102 1005 85f751fd c4e18dd6 50e219e0 795a164e 2347f47a

0 543a539e

c7ca3108

3e814130 ecad2386

7801e8d9

5 rows × 24 columns

**158412** 1.475080e+19

In [276... train.reset\_index(drop=True)

site\_id site\_domain site\_category Out[276... id click hour C1 banner\_pos app\_id app\_domain ... dev 0 1.521976e+19 0 14102104 1005 1 e023ba3e 75f9ddc3 f028772b ecad2386 7801e8d9 1 1.237389e+19 d9750ee7 7801e8d9 0 14102103 1005 98572c79 f028772b ecad2386 2 1.717520e+19 14102104 1005 1 b7e9786d b12b9f85 f028772b ecad2386 7801e8d9 3 1.739074e+19 14102102 1005 85f751fd c4e18dd6 50e219e0 795a164e 2347f47a 4 1.475080e+19 14102101 1005 0 543a539e c7ca3108 3e814130 ecad2386 7801e8d9 1 14103023 1005 85f751fd 2347f47a **8925853** 1.312272e+19 c4e18dd6 50e219e0 9c13b419 0 **8925854** 5.040032e+18 14103023 1005 e151e245 7e091613 f028772b ecad2386 7801e8d9 1 **8925855** 8.002520e+18 1 14103021 1005 4bf5bbe2 6b560cc1 28905ebd ecad2386 7801e8d9 **8925856** 2.634610e+18 14103021 1005 85f751fd 50e219e0 9c13b419 2347f47a ... c4e18dd6 **8925857** 8.702383e+18 1 14103020 1005 6c7e709c 246937e7 3e814130 ecad2386 7801e8d9

8925858 rows × 24 columns

In [277...

train.head()

Out[277		id	click	hour	C1	banner_pos	site_id	site_domain	site_category	app_id	app_domain	•••	devi
	740545	1.521976e+19	0	14102104	1005	1	e023ba3e	75f9ddc3	f028772b	ecad2386	7801e8d9		
	491413	1.237389e+19	0	14102103	1005	1	d9750ee7	98572c79	f028772b	ecad2386	7801e8d9		
	771247	1.717520e+19	0	14102104	1005	1	b7e9786d	b12b9f85	f028772b	ecad2386	7801e8d9		
	348689	1.739074e+19	0	14102102	1005	0	85f751fd	c4e18dd6	50e219e0	795a164e	2347f47a		
	158412	1.475080e+19	0	14102101	1005	0	543a539e	c7ca3108	3e814130	ecad2386	7801e8d9		

5 rows × 24 columns

#### shuffle data

from sklearn.utils import shuffle
train = shuffle(train)

```
In [279...
          train.head()
                                                 C1 banner_pos
                             id click
                                                                  site_id site_domain site_category
                                                                                                     app_id app_domain ...
Out[279...
         28739433 1.775597e+19
                                   1 14102809 1005
                                                                d9750ee7
                                                                            98572c79
                                                                                          f028772b
                                                                                                  ecad2386
                                                                                                              7801e8d9
          7000348 4.609652e+17
                                   1 14102211 1005
                                                              0
                                                                 1fbe01fe
                                                                             f3845767
                                                                                         28905ebd ecad2386
                                                                                                              7801e8d9
         37706442 9.145271e+18
                                   1 14103008 1005
                                                                325dbe14
                                                                                          f028772b ecad2386
                                                              0
                                                                             373cce89
                                                                                                              7801e8d9
         17948515 4.297616e+18
                                   1 14102511 1005
                                                                5b4d2eda
                                                                             16a36ef3
                                                                                          f028772b ecad2386
                                                                                                              7801e8d9
         18755767 1.372269e+19
                                   1 14102515 1005
                                                                6256f5b4
                                                                             28f93029
                                                                                          f028772b ecad2386
                                                                                                              7801e8d9
         5 rows × 24 columns
In [280...
          train.columns
dtype='object')
In [281...
          len(train.columns)
Out[281... 24
In [282...
          test.head()
                            id
                                   hour
                                          C1 banner_pos
                                                            site_id site_domain site_category
                                                                                              app_id app_domain app_category
Out[282...
         1154107 5.292171e+18 14103107 1005
                                                         5b4d2eda
                                                                      16a36ef3
                                                                                   f028772b ecad2386
                                                                                                        7801e8d9
                                                                                                                     07d7df22
         3923939 3.486957e+18 14103118 1005
                                                          17d1b03f
                                                                      f3845767
                                                                                                        7801e8d9
                                                                                                                     07d7df22
                                                                                   f028772b ecad2386
         3778710 9.250585e+17 14103117 1005
                                                          6256f5b4
                                                                      28f93029
                                                                                   f028772b ecad2386
                                                                                                        7801e8d9
                                                                                                                     07d7df22
         1234352 9.869577e+18 14103107 1005
                                                       0
                                                          b99a2c43
                                                                      cc962a1f
                                                                                   f028772b ecad2386
                                                                                                        7801e8d9
                                                                                                                     07d7df22
         3433745 1.767858e+19 14103116 1005
                                                          85f751fd
                                                                      c4e18dd6
                                                                                   50e219e0 92f5800b
                                                                                                        ae637522
                                                                                                                      0f2161f8
         5 rows × 23 columns
In [283...
          train.to_csv("train.csv", index = False)
          test.to_csv("test.csv", index = False)
```

#### Read data in a dictionary

test = shuffle(test)

```
In [303...
           import csv
           def read_ad_click_data(n, offset=0):
               X \text{ dict, } y = [], []
               with open('train.csv', 'r') as csvfile:
                   reader = csv.DictReader(csvfile)
                   for i in range(offset):
                       next(reader)
                   i = 0
                   for row in reader:
                       y.append(int(row['click']))
                       del row['click'], row['id'], row['hour'], row['device_id'], row['device_ip']#remove irrelevant features
                       X_dict.append(dict(row))
                       if i >= n:
               return X_dict, y
In [304...
```

```
In [305... nrint(X dict train[0])#first training sample (bashed values for privacy)
```

print(X\_dict\_train[0])#first training sample (hashed values for privacy)
print(X\_dict\_train[1])#second training sample (hashed values for privacy)

```
{'C1': '1005', 'banner_pos': '1', 'site_id': 'd9750ee7', 'site_domain': '98572c79', 'site_category': 'f028772b', 'app_id': 'ecad2386', 'app_domain': '7801e8d9', 'app_category': '07d7df22', 'device_model': 'd6e0e6ff', 'device_type': '1', 'device_conn_type': '0', 'C14': '23144', 'C15': '320', 'C16': '50', 'C17': '2665', 'C18': '0', 'C19': '34', 'C2
            ____cype': '0
. 100070', 'C21': '221'}
{'C1': '1005', 'bannor
p id': '
            'l', 'device
0': '100070'
            In [306...
             len(X_dict_train)#length of dictionary
Out[306... 100000
In [307...
             len(X dict train[0])#number of attributes(==textbook)
Out[307... 19
In [308...
             len(y_train)
Out[308... 100000
           Encode Data
           DictVectorizer: converts a categorical feature with k possible values into k binary features.
           ex.)
In [52]:
             from sklearn.feature_extraction import DictVectorizer
```

```
#example usage of DictVectorizer for one-hot encoding
sample = [{'ch':'-1', 'a':'0.2','ee':'hello'},{'ch':'0','a':'2'}, {'ee': 'hi'}]
            tmp_encoder = DictVectorizer(sparse = False)
            sample_d = tmp_encoder.fit_transform(sample)
In [53]:
            sample_d\# ch==-1 \mid ch==0 \mid a == 0.2 \mid a == 2 \mid ee==hello \mid ee == hi
Out[53]: array([[1., 0., 1., 0., 1., 0.],
                   [0., 1., 0., 1., 0., 0.],
[0., 0., 0., 0., 0., 1.]])
In [309...
            from sklearn.feature_extraction import DictVectorizer
            dict_one_hot_encoder = DictVectorizer(sparse=False)
            X train = dict one hot encoder.fit transform(X dict train)
In [310...
           len(X_train)
Out[310... 100000
In [311...
            len(X_train[0])
Out[311... 9694
In [312...
           X_train[0]#first training datasample
Out[312... array([0., 0., 0., ..., 0., 0., 0.])
In [313...
           X_dict_test, y_test = read_ad_click_data(n, n)
In [314...
           X_test = dict_one_hot_encoder.transform(X_dict_test)
In [315...
           X_test[0]#first testing datasample
```

Out[315... array([0., 0., 0., ..., 0., 0., 0.])

In [316...

```
len(X_test)

Out[316... 100000

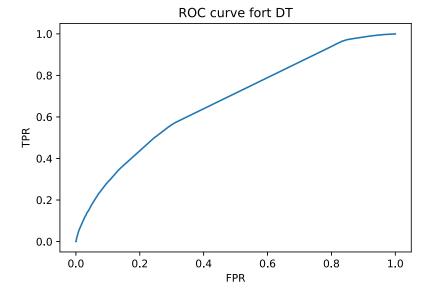
In [317... print(len(X_test[0]))

9694

Difference exists for values of len(X_train[0]), len(X_test[0]) between this code output, and the textbook. It is because of the code for reading training sample is different( -> training dataset in the textbook != training dataset in this code)
```

#### Train a Decision Tree Classifier

```
In [326...
          from sklearn.tree import DecisionTreeClassifier
          parameters = {'max_depth': [2, 3, 10, None]}#try training with max_depth with different values
          decision_tree = DecisionTreeClassifier(criterion='gini', min_samples_split=30)
In [327...
          from sklearn.model_selection import GridSearchCV#Exhaustive search over specified parameter values for an estimator.
          grid search = GridSearchCV(decision tree, parameters, cv=3, scoring='roc auc')
In [328...
          grid_search.fit(X_train, y_train)#train
Out[328... GridSearchCV(cv=3, estimator=DecisionTreeClassifier(min_samples_split=30)
                       param_grid={'max_depth': [2, 3, 10, None]}, scoring='roc_auc')
In [329...
          grid_search.best_estimator_
Out[329... DecisionTreeClassifier(max_depth=10, min_samples_split=30)
         find best parameter
In [330...
          print(grid_search.best_params_)
         {'max_depth': 10}
In [331...
          from pylab import *
          decision_tree_best = grid_search.best_estimator_#get the best classifier
          pos prob = decision tree best.predict proba(X test)[:, 1]#predict
         in the text book: 0.692
In [336...
          from sklearn.metrics import roc_auc_score
          print('The ROC AUC on testing set is: {0:.3f}'.format(roc auc score(y test, pos prob)))
         The ROC AUC on testing set is: 0.676
In [185...
          pos_prob
Out[185... array([0.41407185, 0.17550159, 0.13790859, ..., 0.87188453, 0.61865615,
                 0.76803442])
In [364...
          from sklearn.metrics import roc_curve
          from matplotlib import pyplot as plt
          fpr, tpr, _ = roc_curve(y_test, pos_prob)
          plt.clf()
          plt.plot(fpr, tpr,label="DT")
          plt.plot()
          plt.xlabel('FPR')
          plt.ylabel('TPR')
          plt.title('ROC curve fort DT')
          plt.show()
```

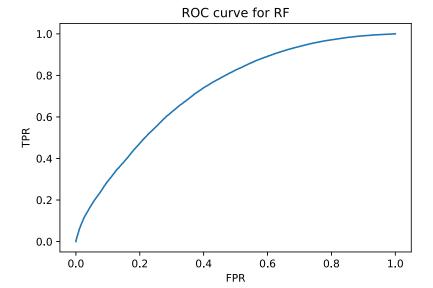


## Random Forest

Hyper parameters of Random Forest:

• max\_features: The number of features to consider at each best splitting point search.

```
• n estimators: The number of trees considered for majority voting
           • min_samples_split: Minimal number of samples required for further split at a node.(ex. 10,30,50,...)
In [346...
          from sklearn.ensemble import RandomForestClassifier
           random_forest = RandomForestClassifier(n_estimators=100, criterion='gini', min_samples_split=30, n_jobs=-1)
          grid_search = GridSearchCV(random_forest, parameters, cv=3, scoring='roc_auc')
In [347...
          grid_search.fit(X_train, y_train)
Out[347... GridSearchCV(cv=3,
                       estimator=RandomForestClassifier(min_samples_split=30, n_jobs=-1),
                       param_grid={'max_depth': [2, 3, 10, None]}, scoring='roc_auc')
In [348...
          print(grid_search.best_params_)
          print(grid_search.best_score_)
          {'max depth': None}
          0.725\overline{8}407193811719
In [349...
          from sklearn.metrics import roc_auc_score
           random_forest_best = grid_search.best_estimator_
          pos_prob_rf = random_forest_best.predict_proba(X_test)[:, 1]
          print(f'The ROC AUC on testing set is: {roc auc score(y test, pos prob rf):.3f}')
          The ROC AUC on testing set is: 0.729
In [363...
          from sklearn.metrics import roc_curve
          from matplotlib import pyplot as plt
          fpr, tpr, _ = roc_curve(y_test, pos_prob_rf)
          plt.clf()
          plt.plot(fpr, tpr)
          plt.xlabel('FPR')
          plt.ylabel('TPR')
          plt.title('ROC curve for RF')
          plt.show()
```



#### Boost

```
    XGBoost
```

AdaBoost

```
    LightGBM

In [188...
           pip install xgboost
          Collecting xgboost
            Downloading xgboost-1.5.2-py3-none-manylinux2014_x86_64.whl (173.6 MB)
                                                         173.6/173.6 MB 9.2 MB/s eta 0:00:00m eta 0:00:01[36m0:00:01
          Requirement already satisfied: scipy in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from xgboost) (1.7.1)
          Requirement already satisfied: numpy in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from xgboost) (1.20.3)
          Installing collected packages: xgboost
          Successfully installed xgboost-1.5.2
          Note: you may need to restart the kernel to use updated packages.
In [352...
           import xgboost as xgb
           model = xgb.XGBClassifier(learning rate=0.1, max depth=10, n estimators=1000)
In [353...
           model.fit(X_train, y_train, verbose = 0)
          [12:11:30] WARNING: ../src/learner.cc:1115: Starting in XGBoost 1.3.0, the default evaluation metric used with the o bjective 'binary:logistic' was changed from 'error' to 'logloss'. Explicitly set eval_metric if you'd like to restor
          e the old behavior.
          KeyboardInterrupt
                                                       Traceback (most recent call last)
          /tmp/ipykernel 18626/1345923981.py in <module>
          ----> 1 model.fit(X_train, y_train, verbose = 0)
          ~/anaconda3/lib/python3.9/site-packages/xgboost/core.py in inner_f(*args, **kwargs)
              504
                           for k, arg in zip(sig.parameters, args):
              505
                               kwargs[k] = arg
          -->
              506
                           return f(**kwargs)
              507
                       return inner_f
          ~/anaconda3/lib/python3.9/site-packages/xgboost/sklearn.py in fit(self, X, y, sample_weight, base_margin, eval_set,
           eval metric, early stopping rounds, verbose, xgb model, sample weight eval set, base margin eval set, feature weigh
          ts, callbacks)
             1248
             1249
                           self._Booster = train(
          -> 1250
             1251
                               params,
             1252
                                train dmatrix,
          ~/anaconda3/lib/python3.9/site-packages/xgboost/training.py in train(params, dtrain, num_boost_round, evals, obj, fe
          val, maximize, early_stopping_rounds, evals_result, verbose_eval, xgb_model, callbacks)
              186
                       Booster: a trained booster model
              187
          --> 188
                       bst = _train_internal(params, dtrain,
              189
                                               num_boost_round=num_boost_round,
              190
                                               evals=evals,
          ~/anaconda3/lib/python3.9/site-packages/xgboost/training.py in _train_internal(params, dtrain, num_boost_round, eval
          s, obj, feval, xgb_model, callbacks, evals_result, maximize, verbose_eval, early_stopping_rounds)
```

```
79
                        if callbacks.before_iteration(bst, i, dtrain, evals):
             80
                            break
        ---> 81
                        bst.update(dtrain, i, obj)
             82
                        if callbacks.after_iteration(bst, i, dtrain, evals):
        ~/anaconda3/lib/python3.9/site-packages/xgboost/core.py in update(self, dtrain, iteration, fobj)
           1678
                        if fobj is None:
           1679
                            _check_call(_LIB.XGBoosterUpdateOneIter(self.handle,
           1680
                                                                      ctypes.c_int(iteration),
           1681
           1682
                                                                      dtrain.handle))
        KeyboardInterrupt:
In [ ]:
         pos_prob_xgb = model.predict_proba(X_test)[:, 1]
         from sklearn.metrics import roc_auc_score
         print(f'The ROC AUC on testing set is: {roc auc score(y test, pos prob xgb):.3f}')
```

#### AdaBoost

Hyper parameters of AdaBoost:

- learning rate: Weight applied to each classifier at each boosting iteration. A higher learning rate increases the contribution of each classifier.
- n\_estimators: The maximum number of estimators at which boosting is terminated. In case of perfect fit, the learning procedure is stopped early.

#### LightGBM

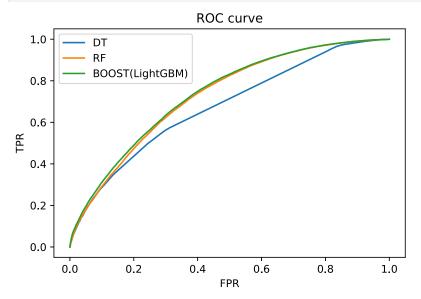
```
In [341...
           pip install lightgbm
          Collecting lightgbm
            Downloading lightgbm-3.3.2-py3-none-manylinux1_x86_64.whl (2.0 MB)
                                                              2.\overline{0}/2.\overline{0} MB 23.0 MB/s eta 0:00:0031m28.5 MB/s eta 0:00:01
          Requirement already satisfied: scikit-learn!=0.22.0 in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from ligh
          tgbm) (0.24.2)
          Requirement already satisfied: numpy in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from lightgbm) (1.20.3) Requirement already satisfied: wheel in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from lightgbm) (0.37.0)
          Requirement already satisfied: scipy in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from lightgbm) (1.7.1)
          Requirement already satisfied: threadpoolctl>=2.0.0 in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from scik
          it-learn!=0.22.0->lightgbm) (2.2.0)
          Requirement already satisfied: joblib>=0.11 in /home/ubuntu/anaconda3/lib/python3.9/site-packages (from scikit-lear
          n!=0.22.0->lightgbm) (1.1.0)
          Installing collected packages: lightgbm
          Successfully installed lightgbm-3.3.2
          Note: you may need to restart the kernel to use updated packages.
In [342...
           from lightgbm import LGBMClassifier
           lgbm = LGBMClassifier(n_estimators=200)
           model = lgbm.fit(X_train, y_train)
 In [ ]:
           pos_prob_lgbm = model.predict_proba(X_test)[:, 1]
           from sklearn.metrics import roc_auc_score
           print(f'The ROC AUC on testing set is: {roc_auc_score(y_test, pos_prob_lgbm):.3f}')
```

## Comparison of ROC for DecisionTree, Random Forest, Boosting

```
from sklearn.metrics import roc_curve
from matplotlib import pyplot as plt

fpr, tpr, _ = roc_curve(y_test, pos_prob)
fpr1, tpr1, _ = roc_curve(y_test, pos_prob_rf)
fpr2, tpr2, _ = roc_curve(y_test, pos_prob_lgbm)
```

```
plt.clf()
plt.plot(fpr, tpr,label="DT")
plt.plot(fpr1, tpr1,label="RF")
plt.plot(fpr2, tpr2,label="B00ST(LightGBM)")
plt.legend()
plt.xlabel('FPR')
plt.ylabel('TPR')
plt.title('ROC curve')
plt.show()
```



```
In [ ]:
```