

```
In [2]: # QUESTION
#Problem Statement:
#You are the Data Scientist at a telecom company "Neo" whose customers are churning out to
#its competitors. You have to analyse the data of your company and find insights and stop your
#customers from churning out to other telecom companies.
# .....
# Tasks to be done:
A) Data Manipulation:
a. Extract the 5th column & store it in 'customer_5'
b. Extract the 15th column & store it in 'customer_15'
c. Extract all the male senior citizens whose Payment Method is Electronic check &
store the result in 'senior_male_electronic'
d. Extract all those customers whose tenure is greater than 70 months or their
Monthly charges is more than 100$ & store the result in 'customer_total_tenure'
e. Extract all the customers whose Contract is of two years, payment method is Mailed
check & the value of Churn is 'Yes' & store the result in 'two_mail_yes'
f. Extract 333 random records from the customer_churndataframe & store the result in
'customer_333'
g. Get the count of different levels from the 'Churn' column

File "<ipython-input-2-f41482e7624f>", line 8
  A) Data Manipulation:
  ^
SyntaxError: unmatched ')'
```

```
In [3]: # ANSWER BELLOW
```

```
In [11]: import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
import warnings
warnings.filterwarnings('ignore')
sns.set(style="darkgrid")
%matplotlib inline
```

```
In [12]: customer = pd.read_csv("customer_churn.csv")
```

```
In [13]: customer
```

Out[13]:

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceP
0	7590-VHVEG	Female	0	Yes	No	1	No	No phone service	DSL	No	...	
1	5575-GNVDE	Male	0	No	No	34	Yes	No	DSL	Yes	...	
2	3668-QPYBK	Male	0	No	No	2	Yes	No	DSL	Yes	...	
3	7795-CFOCW	Male	0	No	No	45	No	No phone service	DSL	Yes	...	
4	9237-HQITU	Female	0	No	No	2	Yes	No	Fiber optic	No	...	
...	
7038	6840-RESVB	Male	0	Yes	Yes	24	Yes	Yes	DSL	Yes	...	
7039	2234-XADUH	Female	0	Yes	Yes	72	Yes	Yes	Fiber optic	No	...	
7040	4801-JAZZL	Female	0	Yes	Yes	11	No	No phone service	DSL	Yes	...	
7041	8361-LTMKD	Male	1	Yes	No	4	Yes	Yes	Fiber optic	No	...	
7042	3186-AJIEK	Male	0	No	No	66	Yes	No	Fiber optic	Yes	...	

7043 rows × 21 columns

```
In [7]: customer.head(5)
```

Out[7]:

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceProte
--	------------	--------	---------------	---------	------------	--------	--------------	---------------	-----------------	----------------	-----	-------------

0	7590-VHVEG	Female	0	Yes	No	1	No	No phone service	DSL	No	...
1	5575-GNVDE	Male	0	No	No	34	Yes	No	DSL	Yes	...
2	3668-QPYBK	Male	0	No	No	2	Yes	No	DSL	Yes	...
3	7795-CFOCW	Male	0	No	No	45	No	No phone service	DSL	Yes	...
4	9237-HQITU	Female	0	No	No	2	Yes	No	Fiber optic	No	...

5 rows × 21 columns

```
In [14]: customer.iloc[:,5]
```

```
Out[14]:
```

0	1
1	34
2	2
3	45
4	2
	..
7038	24
7039	72
7040	11
7041	4
7042	66

Name: tenure, Length: 7043, dtype: int64

```
In [15]: customer.iloc[:,15]
```

```
Out[15]: 0      Month-to-month
          1      One year
          2      Month-to-month
          3      One year
          4      Month-to-month
          ...
       7038      One year
       7039      One year
       7040      Month-to-month
       7041      Month-to-month
       7042      Two year
Name: Contract, Length: 7043, dtype: object
```

```
In [18]: seniorcitizen=customer[(customer["gender"]=="Male")&(customer["SeniorCitizen"]==1)&(customer["PaymentMethod"]=="E
```

```
In [19]: seniorcitizen
```

Out [19]:	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceP	
	20	8779-QRDMV	Male		1	No	No	1	No	No phone service	DSL	No	...
	55	1658-BYGOY	Male		1	No	No	18	Yes	Yes	Fiber optic	No	...
	57	5067-XJQFU	Male		1	Yes	Yes	66	Yes	Yes	Fiber optic	No	...
	78	0191-ZHSKZ	Male		1	No	No	30	Yes	No	DSL	Yes	...
	91	2424-WVHPL	Male		1	No	No	1	Yes	No	Fiber optic	No	...

	6837	6229-LSCKB	Male		1	No	No	6	Yes	No	Fiber optic	No	...
	6894	1400-MMYXY	Male		1	Yes	No	3	Yes	Yes	Fiber optic	No	...
	6914	7142-HVGBG	Male		1	Yes	No	43	Yes	Yes	Fiber optic	No	...
	6967	8739-WWKDU	Male		1	No	No	25	Yes	Yes	Fiber optic	No	...

298 rows × 21 columns

298 rows × 21 columns

298 rows × 21 columns

```
In [ ]: ## F) Extract 333 random records from the customer_churn dataframe & store the result in 'customer_333'
```

```
In [50]: customer_333=customer.sample(n=333)
```

```
In [82]: customer_333
```

```
Out[82]:
```

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceP
4808	8144-DGHXP	Female	0	No	No	54	Yes	No	DSL	Yes	...	
1039	9948-YPTDG	Male	0	Yes	No	38	Yes	No	Fiber optic	Yes	...	
2783	4760-THGOT	Female	0	Yes	No	43	Yes	Yes	Fiber optic	Yes	...	
6208	0909-SELIE	Male	0	Yes	No	61	Yes	Yes	DSL	Yes	...	
2658	7473-ZBDSN	Female	0	Yes	Yes	14	Yes	No	No	No internet service	...	N
...	
218	2040-LDIWQ	Male	0	Yes	Yes	65	Yes	Yes	DSL	No	...	
3032	5696-EXCYS	Male	0	No	No	17	Yes	No	No	No internet service	...	N
5678	4797-AXPKK	Female	0	No	Yes	1	Yes	No	DSL	Yes	...	
5690	0336-KXKFK	Male	0	No	No	72	No	No phone service	DSL	Yes	...	
3479	8229-TNIQA	Female	0	No	No	4	Yes	No	DSL	No	...	

333 rows × 21 columns

```
In [ ]: #g) Get the count of different levels from the 'churn' column
```

```
In [83]: customer['Churn'].value_counts()
```

```
Out[83]: No      5174
Yes       1869
Name: Churn, dtype: int64
```

```
In [4]: # QUESTION
# plot for the 'InternetService' column:
i. Set x-axis label to 'Categories of Internet Service'
ii. Set y-axis label to 'Count of Categories'
iii. Set the title of plot to be 'Distribution of Internet Service'
iv. Set the color of the bars to be 'orange'
b. Build a histogram for the 'tenure' column:
i. Set the number of bins to be 30
ii. Set the color of the bins to be 'green'
iii. Assign the title 'Distribution of tenure'
c. Build a scatter-plot between 'MonthlyCharges' & 'tenure'. Map 'MonthlyCharges' to
the y-axis & 'tenure' to the 'x-axis':
i. Assign the points a color of 'brown'
ii. Set the x-axis label to 'Tenure of customer'
iii. Set the y-axis label to 'Monthly Charges of customer'
iv. Set the title to 'Tenure vs Monthly Charges'
d. Build a box-plot between 'tenure' & 'Contract'. Map 'tenure' on the y-axis &
'Contract' on the x-axis
```

```
File "<ipython-input-4-4bf9dc5dc80a>", line 2
    i. Set x-axis label to 'Categories of Internet Service'
    ^
SyntaxError: invalid syntax
```

```
In [53]: #i)set x-axis label to 'Categories of internet Service'
```

```
In [84]: import matplotlib.pyplot as plt
```

```
In [85]: customer['InternetService'].value_counts()
```

```
Out[85]: Fiber optic    3096  
DSL                2421  
No                 1526  
Name: InternetService, dtype: int64
```

```
In [86]: x=customer['InternetService'].value_counts()
```

```
In [87]: x
```

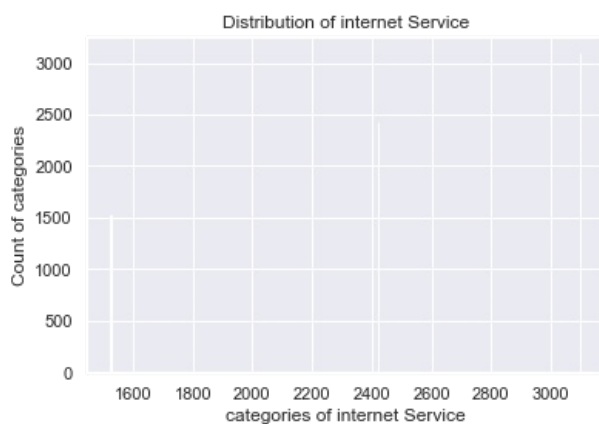
```
Out[87]: Fiber optic    3096  
DSL                2421  
No                 1526  
Name: InternetService, dtype: int64
```

```
In [77]: y=customer['InternetService'].value_counts().tolist()
```

```
In [78]: y
```

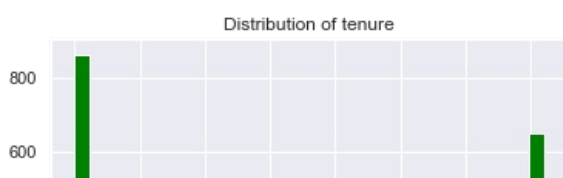
```
Out[78]: [3096, 2421, 1526]
```

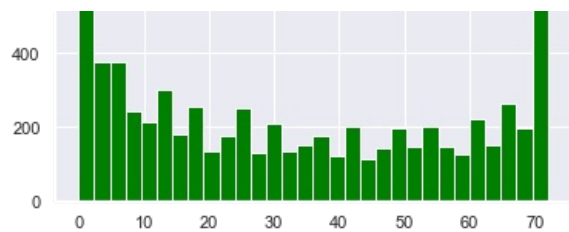
```
In [98]: import numpy as np  
import matplotlib.pyplot as plt  
  
plt.bar(x,y,color='red')  
plt.xlabel("categories of internet Service")  
plt.ylabel("Count of categories")  
plt.title("Distribution of internet Service")  
plt.show()
```



```
In [ ]: # b)Build a histogram for the 'tenure' column:  
## i)set num of bins to be 30  
## ii)set the color of bins to be 'green'  
## iii)Assign the title 'Distribution of tenure'
```

```
In [94]: plt.hist(customer['tenure'],bins=30,color='green')  
plt.title("Distribution of tenure")  
plt.show()
```





```
In [ ]: ### Built a scatter-plot between 'MonthlyCharges' & 'tenure'. Map 'MonthlyCharges' to the y-axis & 'tenure' to the x-axis
##### i)Assign the points a color of 'brown'
##### ii)Set the x-axis label to tenure of customer
##### iii)Set the y-axis label to 'Monthly Charges of customer'
##### iv)Set the title to the 'Tenure vs Monthly Charges'
```

```
In [ ]: import pandas as pd
```

```
In [99]: data=pd.read_csv("customer_churn.csv")
```

```
In [100]: data
```

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceProtection
0	7590-VHVEG	Female	0	Yes	No	1	No	No phone service	DSL	No	...	
1	5575-GNVDE	Male	0	No	No	34	Yes	No	DSL	Yes	...	
2	3668-QPYBK	Male	0	No	No	2	Yes	No	DSL	Yes	...	
3	7795-CFOCW	Male	0	No	No	45	No	No phone service	DSL	Yes	...	
4	9237-HQITU	Female	0	No	No	2	Yes	No	Fiber optic	No	...	
...	
7038	6840-RESVB	Male	0	Yes	Yes	24	Yes	Yes	DSL	Yes	...	
7039	2234-XADUH	Female	0	Yes	Yes	72	Yes	Yes	Fiber optic	No	...	
7040	4801-JZAZL	Female	0	Yes	Yes	11	No	No phone service	DSL	Yes	...	
7041	8361-LTMKD	Male	1	Yes	No	4	Yes	Yes	Fiber optic	No	...	
7042	3186-AJIEK	Male	0	No	No	66	Yes	No	Fiber optic	Yes	...	

7043 rows × 21 columns

```
In [101]: data.head(2)
```

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceProtection
0	7590-VHVEG	Female	0	Yes	No	1	No	No phone service	DSL	No	...	
1	5575-GNVDE	Male	0	No	No	34	Yes	No	DSL	Yes	...	

2 rows × 21 columns

```
In [102]: import matplotlib.pyplot as plt
```

```
In [105]: plt.scatter(x=data['tenure'].head(20),y=data['MonthlyCharges'].head(20),color='brown')
plt.xlabel('tenure of customer')
plt.ylabel('Monthly Charges of customer')
plt.title('Tenure vs Monthly Charges')
plt.show()
```

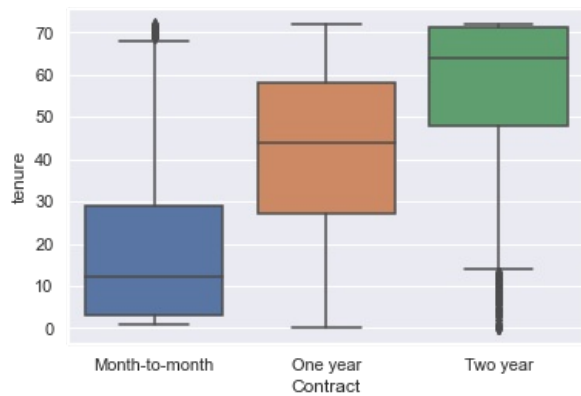
Tenure vs Monthly Charges



In [106... `## d)built a boxplot between tenure & contract. Map 'tenure' on y-axis and 'Contract' on the x-axis`

In [108... `import seaborn as sns`

In [109... `sns.boxplot(x=data['Contract'],y=data['tenure'])`
`plt.show()`



In [110... `import seaborn as sns`
`import matplotlib.pyplot as plt`

In [111... `data.boxplot(by=['Contract'],column="tenure",figsize=(7,5),color='olive')`
`plt.xlabel("Contract")`
`plt.ylabel("Tenure")`
`plt.title("Tenure vs Contract")`
`plt.show()`



In []: `# QUESETION`
`# C) Linear Regression:`
`# a. Build a simple linear model where dependent variable is 'MonthlyCharges' and independent variable is 'tenure'`

```
#i. Divide the dataset into train and test sets in 70:30 ratio.
#ii. Build the model on train set and predict the values on test set
#iii. After predicting the values, find the root mean square error
#iv. Find out the error in prediction & store the result in 'error'
#v. Find the root mean square error
```

```
In [ ]: # i)Divide the dataset into train and test sets is 70:30 ratio
```

```
In [112]: from sklearn.model_selection import train_test_split
from sklearn.linear_model import LinearRegression
```

```
In [113]: data.head(2)
```

```
Out[113]:
```

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceProte
0	7590-VHVEG	Female	0	Yes	No	1	No	No phone service	DSL	No	...	
1	5575-GNVDE	Male	0	No	No	34	Yes	No	DSL	Yes	...	

2 rows × 21 columns

```
In [114]: x=pd.DataFrame(data['tenure']) #independent variable
```

```
In [116]: y=data['MonthlyCharges'] # dependent variable
```

```
In [117]: x_train,x_test,y_train,y_test=train_test_split(x,y,test_size=0.3,random_state=0)
print(data.shape)
print(x_train.shape)
print(x_test.shape)
print(y_train.shape)
print(y_test.shape)
```

```
(7043, 21)
(4930, 1)
(2113, 1)
(4930,)
(2113,)
```

```
In [118]: import numpy as np
import pandas as pd
```

```
In [119]: data=pd.read_csv("customer_churn.csv")
```

```
In [120]: data
```

```
Out[120]:
```

	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	...	DeviceP
0	7590-VHVEG	Female	0	Yes	No	1	No	No phone service	DSL	No	...	
1	5575-GNVDE	Male	0	No	No	34	Yes	No	DSL	Yes	...	
2	3668-QPYBK	Male	0	No	No	2	Yes	No	DSL	Yes	...	
3	7795-CFOCW	Male	0	No	No	45	No	No phone service	DSL	Yes	...	
4	9237-HQITU	Female	0	No	No	2	Yes	No	Fiber optic	No	...	
...	
7038	6840-RESVB	Male	0	Yes	Yes	24	Yes	Yes	DSL	Yes	...	
7039	2234-XADUH	Female	0	Yes	Yes	72	Yes	Yes	Fiber optic	No	...	
7040	4801-JZAZL	Female	0	Yes	Yes	11	No	No phone service	DSL	Yes	...	
7041	8361-LTMKD	Male	1	Yes	No	4	Yes	Yes	Fiber optic	No	...	


```
In [134... y=data['Churn']
```

```
In [139... y_pred
```

```
Out[139... array([60.95089608, 72.98096699, 59.1903979 , ..., 75.62171426,
       70.63363608, 65.6455579 ])
```

```
In [140... y_test.values
```

```
Out[140... array([ 58.2 , 116.6 ,  71.95, ..., 109.95,  24.55,  81.6 ])
```

```
In [145... from sklearn.metrics import confusion_matrix,accuracy_score
```

```
In [146... (1815+0)/(1815+651+0+0)
```

```
Out[146... 0.7360097323600974
```

```
In [148... x=pd.DataFrame(data.loc[:,['tenure','MonthlyCharges']])
```

```
In [151... y=data['Churn']
```

```
In [153... y
```

```
Out[153... 0      No
1      No
2      Yes
3      No
4      Yes
...
7038   No
7039   No
7040   No
7041   Yes
7042   No
Name: Churn, Length: 7043, dtype: object
```

```
In [154... mlr=LogisticRegression()
```

```
In [155... mlr
```

```
Out[155... LogisticRegression()
```

```
In [159... y_pred
```

```
Out[159... array([60.95089608, 72.98096699, 59.1903979 , ..., 75.62171426,
       70.63363608, 65.6455579 ])
```

```
In [160... y_test.values
```

```
Out[160... array([ 58.2 , 116.6 ,  71.95, ..., 109.95,  24.55,  81.6 ])
```

```
In [162... (934+156)/(934+156+212+107)
```

Out[162... 0.7735982966643009

```
In [164... # QUESTION  
# D) Logistic Regression:  
# a. Build a simple logistic regression model where dependent variable is 'Churn' & independent variable is 'Month'  
# i. Divide the dataset in 65:35 ratio  
# ii. Build the model on train set and predict the values on test set  
# iii. Build the confusion matrix and get the accuracy score
```

In []:

In []:

In []:

In []:

```
In [ ]: # QUESTION  
# b. Build a multiple logistic regression model where dependent variable is 'Churn' & independent variables are 'Month' & 'Tenure'  
# i. Divide the dataset in 80:20 ratio  
# ii. Build the model on train set and predict the values on test set  
# iii. Build the confusion matrix and get the accuracy score
```

```
In [165... x=pd.DataFrame(data.loc[:,['tenure']])  
y=data['Churn']
```

```
In [166... x_train,x_test,y_train,y_test=train_test_split(x,y,train_size=0.8,random_state=0)
```

```
In [167... from sklearn.tree import DecisionTreeClassifier
```

```
In [168... # Create Decision Tree classifier object  
clf = DecisionTreeClassifier()  
  
# Train Decision Tree Classifier  
clf = clf.fit(x_train,y_train)  
  
#Predict the response for test dataset  
y_pred = clf.predict(x_test)
```

```
In [169... y_pred
```

Out[169... array(['No', 'No', 'No', ..., 'No', 'No', 'Yes'], dtype=object)

```
In [170... y_test
```

```
Out[170... 2200    No  
4627    No  
3225    No  
2828    No  
3768    No  
...  
2631    Yes  
5333    Yes  
6972    Yes  
4598    No  
3065    No  
Name: Churn, Length: 1409, dtype: object
```

```
In [172... #Import scikit-learn metrics module for accuracy calculation  
from sklearn.metrics import confusion_matrix,accuracy_score  
from sklearn import metrics
```

```
In [173... # Model Accuracy : how often is the classifier correct?
```

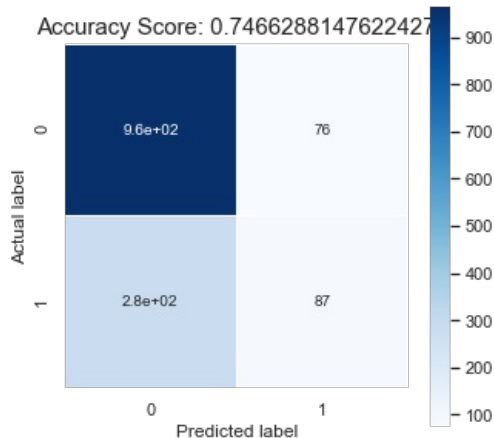
```
# Model Accuracy, how often is the classifier correct?  
print("Accuracy:", metrics.accuracy_score(y_test, y_pred))
```

Accuracy: 0.7466288147622427

In [177]:

```
cm = confusion_matrix(y_test, y_pred)  
plt.figure(figsize=(5,5))  
sns.heatmap(data=cm,linewidths=.5, annot=True,square = True, cmap = 'Blues')  
plt.ylabel('Actual label')  
plt.xlabel('Predicted label')  
all_sample_title = 'Accuracy Score: {0}'.format(clf.score(x_test, y_test))  
plt.title(all_sample_title, size = 15)
```

Out[177]: Text(0.5, 1.0, 'Accuracy Score: 0.7466288147622427')



In [178]:

```
!pip install graphviz
```

Collecting graphviz

Downloading graphviz-0.20-py3-none-any.whl (46 kB)

|██████████| 46 kB 313 kB/s eta 0:00:01

Installing collected packages: graphviz

Successfully installed graphviz-0.20

In [179]:

```
!pip install pydotplus
```

Collecting pydotplus

Downloading pydotplus-2.0.2.tar.gz (278 kB)

|██████████| 278 kB 503 kB/s eta 0:00:01

Requirement already satisfied: pyparsing>=2.0.1 in /opt/anaconda3/lib/python3.8/site-packages (from pydotplus) (2.4.7)

Building wheels for collected packages: pydotplus

Building wheel for pydotplus (setup.py) ... done

Created wheel for pydotplus: filename=pydotplus-2.0.2-py3-none-any.whl size=24566 sha256=12e67bb213ac49306445a675f4026cbb2e3ddd3192bc720bba2ab611a8332b75

Stored in directory: /Users/surajjamadar/Library/Caches/pip/wheels/fe/cd/78/a7e873cc049759194f8271f780640cf96b35e5a48bef0e2f36

Successfully built pydotplus

Installing collected packages: pydotplus

Successfully installed pydotplus-2.0.2

In []:

In []:

In []:

In []:

In []:

In []:

In [9]:

QUESTION

E) Decision Tree:

- a. Build a decision tree model where dependent variable is 'Churn' & independent variable is 'tenure'
- i. Divide the dataset in 80:20 ratio
- ii. Build the model on train set and predict the values on test set
- iii. Build the confusion matrix and calculate the accuracy

File "<ipython-input-9-f3425134eba2>", line 2

E) Decision Tree:

^

SyntaxError: unmatched ')'

In []:

In []:

In []:

In []:

In []:

In []:

In []:

QUESTION

F) Random Forest:

- a. Build a Random Forest model where dependent variable is 'Churn' & independent variables are 'tenure' and 'MonthlyCharges'
- i. Divide the dataset in 70:30 ratio
- ii. Build the model on train set and predict the values on test set
- iii. Build the confusion matrix and calculate the accuracy