```
Importing libraries
In [1]:
         import pandas as pd
         import numpy as np
         import Regression
         from sqlalchemy import create engine
         import matplotlib.pyplot as plt
         import seaborn as sns
         import sys
         import copy
         import math
         from scipy.stats import chi2
         import warnings
         from pandas.core.common import SettingWithCopyWarning
         warnings.simplefilter(action="ignore", category=SettingWithCopyWarning)
         df = pd.read excel('Telco-Customer-Churn.xlsx')
In [2]:
         df.head()
            CustomerID Gender SeniorCitizen Partner Dependents Tenure PhoneService
                                                                                     MultipleLines
                                                                                                  Internet
Out [2]:
                 0002-
         0
                        Female
                                         No
                                                            Yes
                                                                     9
                                                                                 Yes
                                                                                               No
                                                Yes
                ORFBO
                 0003-
         1
                                                                     9
                          Male
                                         No
                                                 No
                                                             No
                                                                                 Yes
                                                                                              Yes
                MKNFE
                 0004-
         2
                          Male
                                         No
                                                 No
                                                             No
                                                                     4
                                                                                 Yes
                                                                                               No
                                                                                                       Fil
                 TLHLJ
             0011-IGKFF
         3
                          Male
                                        Yes
                                                Yes
                                                             No
                                                                     13
                                                                                 Yes
                                                                                               No
                                                                                                       Fil
                 0013-
```

5 rows × 21 columns

**EXCHZ** 

Female

<class 'pandas.core.frame.DataFrame'>

```
In [3]: df.info()
```

Yes

No

3

Yes

No

Fil

Yes

RangeIndex: 7043 entries, 0 to 7042 Data columns (total 21 columns): Column Non-Null Count Dtype --- ----------0 CustomerID 7043 non-null object 1 Gender 7043 non-null object 2 SeniorCitizen 7043 non-null object 7043 non-null object 3 Partner 4 Dependents 7043 non-null object 5 Tenure 7043 non-null int64 7043 non-null object PhoneService 6 7043 non-null object 7 MultipleLines 8 InternetService 7043 non-null object 9 OnlineSecurity 7043 non-null object 10 OnlineBackup 7043 non-null object 11 DeviceProtection 7043 non-null object

```
13 StreamingTV
                                7043 non-null object
         14 StreamingMovies 7043 non-null object
         15 Contract 7043 non-null object
16 PaperlessBilling 7043 non-null object
         17 PaymentMethod 7043 non-null object
                                7043 non-null float64
         18 MonthlyCharges
                                7032 non-null
         19 TotalCharges
                                                float64
         20 Churn
                                7043 non-null object
        dtypes: float64(2), int64(1), object(18)
        memory usage: 1.1+ MB
In [4]:
        df.iloc[0].T
                               0002-ORFBO
        CustomerID
Out[4]:
        Gender
                                   Female
        SeniorCitizen
                                       No
        Partner
                                      Yes
        Dependents
                                      Yes
        Tenure
                                        9
        PhoneService
                                      Yes
        MultipleLines
                                       No
        InternetService
                                      DSL
        OnlineSecurity
                                      No
        OnlineBackup
                                      Yes
        DeviceProtection
                                      No
        TechSupport
                                      Yes
        StreamingTV
                                      Yes
        StreamingMovies
                                       No
        Contract
                                 One year
        PaperlessBilling
                                      Yes
        PaymentMethod
                             Mailed check
        MonthlyCharges
                                     65.6
        TotalCharges
                                    593.3
        Churn
                                       No
        Name: 0, dtype: object
In [5]: df.isna().sum()
                              0
        CustomerID
Out[5]:
        Gender
                              0
        SeniorCitizen
        Partner
                              0
        Dependents
                              0
        Tenure
        PhoneService
                              0
        MultipleLines
        InternetService
        OnlineSecurity
        OnlineBackup
        DeviceProtection
        TechSupport
                              0
        StreamingTV
                              0
        StreamingMovies
        Contract
        PaperlessBilling
                              0
        PaymentMethod
                              0
                             0
        MonthlyCharges
                             11
        TotalCharges
        Churn
                              0
        dtype: int64
In [6]: df = df.dropna().reset index()
         df.isna().sum()
        index
                             0
Out[6]:
```

7043 non-null object

12 TechSupport

```
CustomerID
Gender
SeniorCitizen
                   0
Partner
Dependents
                   0
                   0
Tenure
PhoneService
                   0
MultipleLines
                   0
InternetService
                   0
OnlineSecurity
OnlineBackup
                   0
DeviceProtection
                   0
TechSupport
                   0
StreamingTV
StreamingMovies
                   0
Contract
                   0
PaperlessBilling
PaymentMethod
                   0
MonthlyCharges
                   0
                   0
TotalCharges
dtype: int64
```

## In [7]: df.describe()

max 7042.000000

```
index
                                   Tenure MonthlyCharges TotalCharges
Out [7]:
          count 7032.000000
                             7032.000000
                                               7032.000000
                                                            7032.000000
                3522.306314
                                32.421786
                                                 64.798208
                                                             2283.300441
          mean
                 2034.073173
                                24.545260
                                                 30.085974
                                                             2266.771362
            std
           min
                    0.000000
                                 1.000000
                                                 18.250000
                                                               18.800000
          25%
                 1759.750000
                                 9.000000
                                                 35.587500
                                                              401.450000
          50% 3524.500000
                                29.000000
                                                 70.350000
                                                             1397.475000
          75% 5283.250000
                                55.000000
                                                 89.862500
                                                             3794.737500
```

72.000000

118.750000

8684.800000

### Question 1

```
In [10]: def plot_categorical_predictors(data, target):
    # Group data by categorical predictors and calculate odds of churn for each category
```

```
for predictor in data.columns:
        if predictor in cat cols:
            target mean = data.groupby(predictor)[target].mean()
            odds = target mean / (1 - target mean)
            odds = odds.sort values(ascending=False)
            # Plot bar chart and add reference line
            sns.catplot(x=predictor, y=target, data=data, kind='bar', order=odds.index)
            plt.axhline(data[target].mean(), color='gray', linestyle='dashed')
           plt.title('Odds of Churn for each category of ' + predictor)
           plt.show()
            # Print odds of churn for each category and comment on its impact on the tar
           print('Odds of Churn for each category of ' + predictor + ':')
            for category, odd in odds.iteritems():
                if odd > data[target].mean():
                    print(category + ': ' + str(odd) + ' (Higher than average)')
                else:
                    print(category + ': ' + str(odd) + ' (Lower than average)')
# Call plot categorical predictors function
plot categorical predictors(df, target)
```

# 0.25 -0.20 -E 0.15 -0.10 -0.05 -

Odds of Churn for each category of Gender

Odds of Churn for each category of Gender: Female: 0.3691037735849057 (Higher than average) Male: 0.3550973654066437 (Higher than average)

Gender

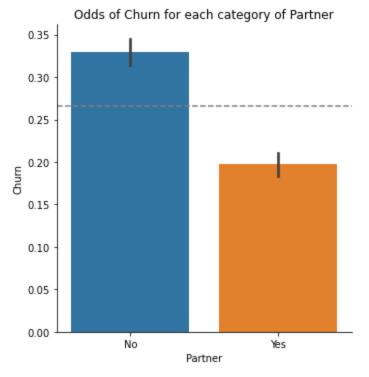
Male

Female

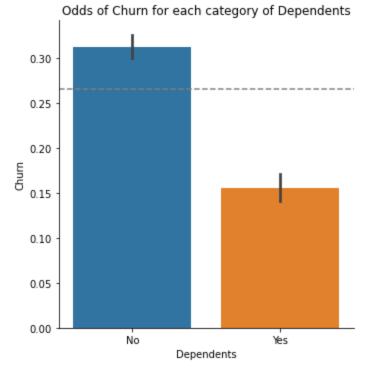
0.00

# Odds of Churn for each category of SeniorCitizen 0.4 0.3 0.1 No SeniorCitizen

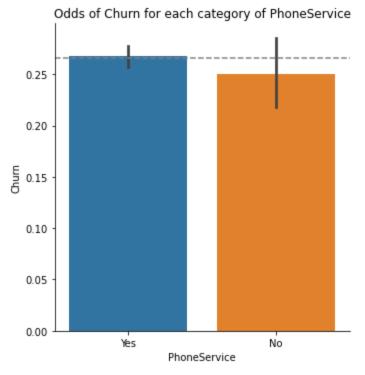
Odds of Churn for each category of SeniorCitizen: Yes: 0.7147147147147146 (Higher than average) No: 0.3097620635979542 (Higher than average)



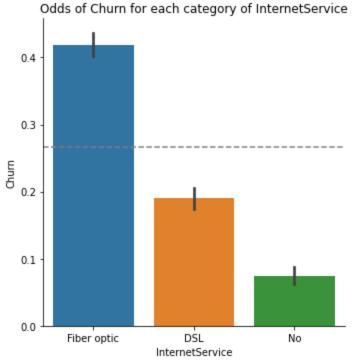
Odds of Churn for each category of Partner: No: 0.49200492004920054 (Higher than average) Yes: 0.24559471365638766 (Lower than average)



Odds of Churn for each category of Dependents: No: 0.45516224188790555 (Higher than average) Yes: 0.18386914833615342 (Lower than average)

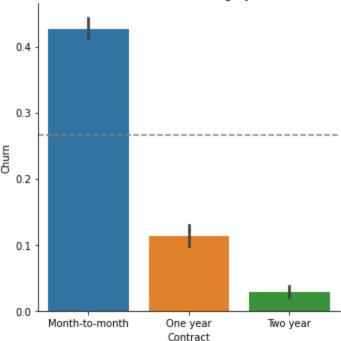


# Odds of Churn for each category of MultipleLines 0.30 0.25 0.20 0.10 Ves No No phone service



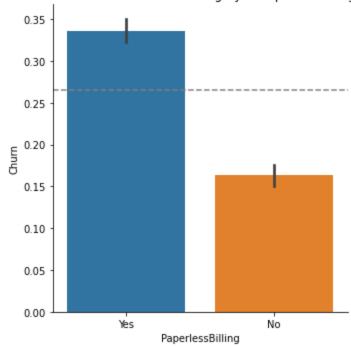
Odds of Churn for each category of InternetService: Fiber optic: 0.7209560867148416 (Higher than average) DSL: 0.23454266734798163 (Lower than average) No: 0.08031272210376687 (Lower than average)

### Odds of Churn for each category of Contract



Odds of Churn for each category of Contract:
Month-to-month: 0.7454954954954955 (Higher than average)
One year: 0.12710566615620214 (Lower than average)
Two year: 0.029321930360415395 (Lower than average)

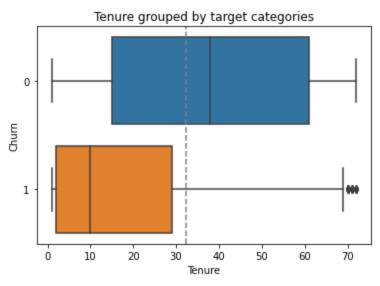
### Odds of Churn for each category of PaperlessBilling



Odds of Churn for each category of PaperlessBilling: Yes: 0.5057803468208092 (Higher than average)
No: 0.19582463465553238 (Lower than average)

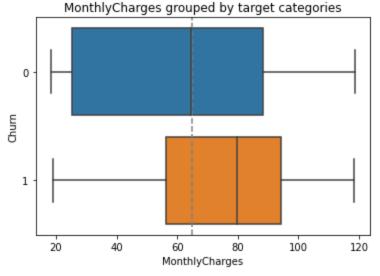
```
In [11]: def plot_interval_predictors(data, target):
    # Plot horizontal boxplot for each interval predictor
    for predictor in data.columns:
        if predictor in int_cols:
            sns.boxplot(x=predictor, y=target, data=data, orient='h')
            plt.axvline(data[predictor].mean(), color='gray', linestyle='dashed')
            plt.title(predictor + ' grouped by target categories')
            plt.show()

# Print mean of interval predictor and comment on its impact on the target v
            print(predictor + ' mean: ' + str(data[predictor].mean()))
```



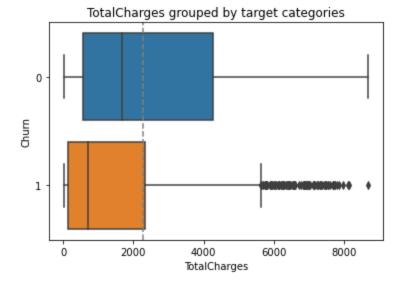
Tenure mean: 32.421786120591584

May affect the target variable as it has lower values for one target category and higher values for the other



MonthlyCharges mean: 64.7982081911263

May affect the target variable as it has higher values for one target category and lower values for the other



TotalCharges mean: 2283.3004408418633 May affect the target variable as it has lower values for one target category and higher values for the other

### Question 2

a) Please provide a summary report of the Backward Selection. The report should include (1) the step number, (2) the predictor removed, (3) the number of non-aliased parameters in the current model, (4) the log-likelihood value of the current model, (5) the Deviance Chi-squares statistic between the current and the previous models, (6) the corresponding Deviance Degree of Freedom, and (7) the corresponding Chi-square significance.

```
In [12]:
                                                 # Only necessary variables
         train data = df[[target] + pred vars]
         train data = train data.dropna().reset index(drop=True)
                                                                                # Remove missing va
         train data.shape
         (7032, 13)
Out[12]:
In [13]:
         def create term var(col) :
             if col in cat cols :
                  # Reorder the categories in ascending order of frequencies of the target field
                 u = trainData[col].astype('category')
                 u freq = u.value counts(ascending = True)
                 pm = u.cat.reorder categories(list(u freq.index))
                 term var = pd.get dummies(pm)
             else :
                  term var = trainData[[col]]
             return term var
         def update step summary (preds, y train, llk 0, df 0):
             # Find the predictor
             step detail = []
             for i in preds :
                 step preds = preds.copy()
                 step preds.remove(i)
                 X = trainData[[i]].copy()
                 for step cat in step preds :
                      X = X.join(create term var(step cat), rsuffix=" "+step cat)
                 X.insert(0, 'Intercept', 1.0)
                 X.drop(columns = [i], inplace = True)
                 outList = Regression.BinaryLogisticRegression(X, y train)
                 11k 1 = outList[3]
```

```
df 1 = len(outList[4])
                 deviance chisq = 2 * (11k 0 - 11k 1)
                 deviance df = df 0 - df 1
                 deviance sig = chi2.sf(deviance chisq, deviance df)
                 step detail.append([i, df 1, llk 1, deviance chisq, deviance df, deviance sig, o
             step detail df = pd.DataFrame(step detail, columns=columns+['output'])
             max index = step detail df['Chi-Square Significance'].idxmax()
             if any(step detail df['Chi-Square Significance'].isna()):
                 max index = step detail df.index[step detail df['Chi-Square Significance'].isna(
             max row = step detail df.iloc[max index].tolist()
             return max row
         def backward selection() :
             preds = pred vars.copy()
             y train = trainData[target]
             X train = trainData[[target]].copy()
             for cat in pred vars :
                 X train = X train.join(create term var(cat),rsuffix=" "+cat)
             X train.insert(0, 'Intercept', 1.0)
             X train.drop(columns = [target], inplace = True)
             step summary = []
             outList = Regression.BinaryLogisticRegression(X train, y train)
             11k 0 = outList[3]
             df 0 = len(outList[4])
             step summary.append([' ALL ', df 0, llk 0, np.nan, np.nan, np.nan])
             chi sig = 100
             threshold = 0.01
             out latest pr = 0
             while chi sig > threshold or math.isnan(chi sig):
                 if len(preds) == 0:
                     break
                 else :
                     row = update step summary(preds, y train, llk 0, df 0)
                     11k 0 = row[2]
                     df 0 = row[1]
                     chi sig = row[-2]
                      if chi sig > threshold or math.isnan(chi sig):
                          step summary.append(row[:-1])
                          X train = X train.join(create term var(row[0]),rsuffix=" "+row[0])
                          out latest pr = row[-1]
                     preds.remove(row[0])
             return step summary, out latest pr
In [14]: trainData = train data.copy()
```

Out[14]:

	Step	Predictor	Non-Aliased Parameters	Log- Likelihood	Deviance Chi- Squares	Degrees of Freedom	Chi-Square Significance
0	0	_ALL_	15	-2967.432712	NaN	NaN	NaN
1	1	PhoneService	15	-2967.432712	0.000000	0.0	NaN
2	2	Gender	14	-2967.452521	0.039619	1.0	0.842227
3	3	Partner	13	-2967.474361	0.043678	1.0	0.834453
4	4	MonthlyCharges	12	-2967.598075	0.247429	1.0	0.618891
5	5	Dependents	11	-2969.968198	4.740246	1.0	0.029465

b) Please show a table of the complete set of parameters of your final model (including the aliased parameters). Besides the parameter estimates, please also include the standard errors, and the 95% asymptotic confidence intervals. Conventionally, aliased parameters have missing or zero standard errors and confidence intervals.

```
In [15]: out_pr[0]
```

Out[15]:

	Estimate	Standard Error	Lower 95% CI	Upper 95% CI
Intercept	0.755166	0.073488	0.611132	0.899200
Yes	0.320558	0.081422	0.160973	0.480144
No	0.000000	0.000000	0.000000	0.000000
No phone service	0.749469	0.128838	0.496952	1.001987
Yes_MultipleLines	0.293112	0.078420	0.139411	0.446812
No_MultipleLines	0.000000	0.000000	0.000000	0.000000
No_InternetService	-1.637993	0.131830	-1.896375	-1.379610
DSL	-1.006367	0.093156	-1.188950	-0.823784
Fiber optic	0.000000	0.000000	0.000000	0.000000
One year	-0.767214	0.104622	-0.972269	-0.562159
Two year	-1.619149	0.172940	-1.958105	-1.280194
Month-to-month	0.000000	0.000000	0.000000	0.000000
No_PaperlessBilling	-0.412285	0.072909	-0.555184	-0.269387
Yes_PaperlessBilling	0.000000	0.000000	0.000000	0.000000
Tenure	-0.063022	0.005877	-0.074541	-0.051503
TotalCharges	0.000313	0.000063	0.000190	0.000437

c) What is the predicted probability of Churn for a customer with the following profile? Contract One year is Month-to-month, Dependents is No, Gender is Male, InternetService is Fiber optic, MultipleLines is No phone service, PaperlessBilling is Yes, Partner is No, PhoneService is No, SeniorCitizen is Yes, MonthlyCharges is 70, Tenure is 29, and TotalCharges is 1400.

```
In [16]: profile = [1,1,0,1,0,0,0,1,0,1,0,1,29,1400]
    estimates = out_pr[0]["Estimate"].values
    pred_logit = sum([x*y for x,y in zip(estimates,profile)])
```

```
pred_odds = np.exp(pred_logit)/(1+np.exp(pred_logit))
print("The predicted probability of Churn for a customer with the given profile : ",pred
The predicted probability of Churn for a customer with the given profile : 0.6073319944
090094
```

### Question 3

You will assess the goodness-of-fit of your final model in Question 2.

a) What is the McFadden's R-squared, the Cox-Snell's R-squared, the Nagelkerke's Rsquared, and the Tjur's Coefficient of Discrimination?

McFadden's R-squared: a measure of the proportion of variance explained by the model compared to a null model. It is calculated as 1 minus the ratio of the log likelihood of the model to the log likelihood of the null model.

Cox-Snell's R-squared: a measure of the proportion of variance explained by the model compared to a hypothetical perfect model. It is calculated as the difference between the log likelihood of the model and the log likelihood of the perfect model, divided by the log likelihood of the perfect model.

Nagelkerke's R-squared: a modified version of McFadden's R-squared that is scaled to range between 0 and 1. It is calculated as McFadden's R-squared divided by the maximum possible value of McFadden's R-squared.

Tjur's coefficient of discrimination: a measure of the difference in predicted probabilities between cases and non-cases. It is calculated as the difference between the mean predicted probability for cases and the mean predicted probability for non-cases.

```
In [17]: # Intercept only model
         n sample = trainData.shape[0]
         y train = trainData[target]
         y = y train.values
         # Build a model with only the Intercept term
         X train = train data[[target]]
         X train.insert(0, 'Intercept', 1.0)
         X train = X train.drop(columns = target)
         result = Regression.BinaryLogisticRegression (X train, y train)
         outCoefficient = result[0]
         outCovb = result[1]
         outCorb = result[2]
         llk null = result[3]
         nonAliasParam = result[4]
         outIterationTable = result[5]
         y pred intercept only = result[6]
         llk model = report df.iloc[-1]['Log-Likelihood']
```

```
In [18]: # McFadden's R-squared
R_MF = 1.0 - (llk_model / llk_null)

# Cox-Snell's R-squared
R_CS = (2.0 / n_sample) * (llk_null - llk_model)
R_CS = 1.0 - np.exp(R_CS)

# Nagelkerke's R-squared
```

```
upbound = (2.0 / n_sample) * llk_null
upbound = 1.0 - np.exp(upbound)

R_N = R_CS / upbound

# Tjur's coefficient of discrimination
predprob_event = out_pr[6][1]

S1 = np.mean(predprob_event[y == 1])
S0 = np.mean(predprob_event[y == 0])

R_TJ = S1 - S0
```

```
In [19]: result = [R_MF, R_CS, R_N, R_TJ]
    test_names = ["McFadden's R-squared", "Cox-Snell's R-squared", "Nagelkerke's R-squared",

# Create a dictionary with the values
    data_dict = {"Goodness of Fit Test": test_names, "Result": result}

# Create a dataframe from the dictionary
    gof_result = pd.DataFrame(data_dict)

gof_result
```

```
        Out [19]:
        Goodness of Fit Test
        Result

        0
        McFadden's R-squared
        0.270579

        1
        Cox-Snell's R-squared
        0.269000

        2
        Nagelkerke's R-squared
        0.392186

        3
        Tjur's coefficient of discrimination
        0.290764
```

b) What is the Area Under Curve value?

c) What is the Root Average Squared Error value?

```
In [22]: print("Root Average Squared value : ", model_metrics['RASE'])
Root Average Squared value : 0.3708047029352164
```

## Question 4

Finally, you will recommend a probability threshold for classification.

a) Please generate the Kolmogorov-Smirnov Chart. What is the Kolmogorov-Smirnov statistic and the corresponding probability threshold for Churn? What is the misclassification rate if we use this probability threshold?

```
predProbEvent = out_pr[6][1])
curve_coord.head()
```

23]:		Threshold	Sensitivity	OneMinusSpecificity	Precision	Recall	F1 Score
	0	0.000873	1.0	1.000000	0.265785	1.0	0.419953
	1	0.000878	1.0	0.999806	0.265823	1.0	0.420000
	2	0.000886	1.0	0.999613	0.265861	1.0	0.420047
	3	0.000889	1.0	0.999419	0.265898	1.0	0.420094
	4	0.000893	1.0	0.999225	0.265936	1.0	0.420142

Out [

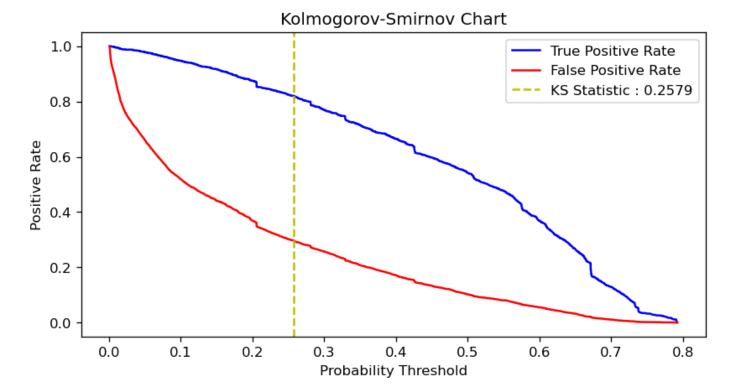
The Kolmogorov Smirnov (KS) statistic is the largest difference between the True Positive and False Positive series.

```
In [24]: curve_coord['ks_diff'] = curve_coord['Sensitivity'] - curve_coord['OneMinusSpecificity']
    ks_stat = curve_coord['ks_diff'].max()
    ks_prob_thresh = curve_coord.loc[curve_coord['ks_diff'] == ks_stat, 'Threshold'].iloc[0]

In [25]: # Plot true positive and false positive rates as a line chart
    plt.figure(figsize = (8,4), dpi = 120)

    plt.plot(curve_coord['Threshold'], curve_coord['Sensitivity'], label='True Positive Rate
    plt.plot(curve_coord['Threshold'], curve_coord['OneMinusSpecificity'], label='False Posi
    plt.axvline(x = ks_prob_thresh, color = 'y', linestyle='--', label = 'KS Statistic : '+s

    plt.xlabel('Probability Threshold')
    plt.ylabel('Positive Rate')
    plt.title('Kolmogorov-Smirnov Chart')
    plt.legend()
    plt.show()
```



Kolmogorov-Smirnov statistic is 0.5244664390313967 and the corresponding probability thr eshold for Churn is 0.2579355595500369

Misclassification rate when the probability threshold is 0.2579355595500369 is 0.26493174061433444

b) Please generate the properly labeled Precision-Recall chart with a No-Skill line. According to the F1 Score, what is the probability threshold for Churn? What is the misclassification rate if we use this probability threshold?

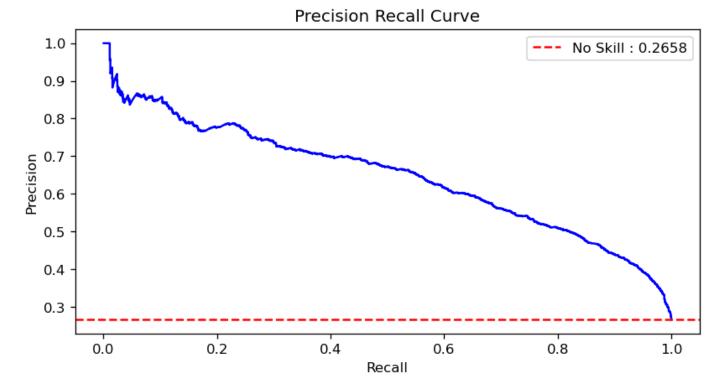
```
In [28]: plt.figure(figsize = (8,4), dpi = 120)

# Create the plot
plt.plot(curve_coord['Recall'], curve_coord['Precision'], color='b')

# Add the no skill line
no_skill = y_train.value_counts()[1]/y_train.count()

plt.axhline(y = no_skill, color = 'red', linestyle='--', label='No Skill : '+str(round(n

# Add axis labels and legend
plt.xlabel('Recall')
plt.ylabel('Precision')
plt.title('Precision Recall Curve')
plt.legend()
plt.show()
```



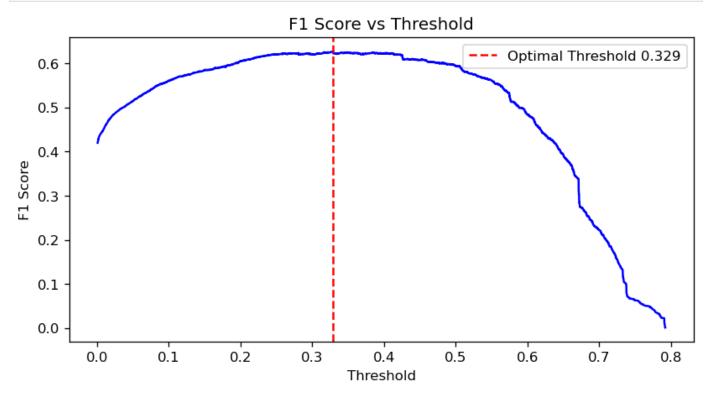
```
In [29]: # Plot the F1 Score (vertical axis) versus the Threshold (horizontal axis) to determine
f1_thresh = curve_coord.loc[curve_coord['F1 Score'] == curve_coord['F1 Score'].max(), 'T

plt.figure(figsize = (8,4), dpi = 120)

plt.plot(curve_coord['Threshold'], curve_coord['F1 Score'], color='b')

plt.axvline(x = f1_thresh, color = 'r', linestyle='--', label = 'Optimal Threshold '+str
```

```
plt.xlabel('Threshold')
plt.ylabel('F1 Score')
plt.title('F1 Score vs Threshold')
plt.legend()
plt.show()
```



```
In [30]: print("According to the F1 Score {0}, the probability threshold for Churn is : {1}".form
```

According to the F1 Score 0.6274157303370785, the probability threshold for Churn is: 0.32902080792001165

Misclassification rate when the probability threshold is 0.32902080792001165 is 0.23577929465301478