

Annexure-I

SEVEN WEEKS SUMMER TRAINING REPORT

ON

**Python, Data Science & Machine Learning**

CipherSchools

A training report

Submitted in partial fulfillment of the requirements for the award of degree of

Bachelor of Technology

(Computer Science And Engineering)

Submitted to

LOVELY PROFESSIONAL UNIVERSITY

PHAGWARA, PUNJAB



**L** OVELY  
**P** ROFESSIONAL  
**U** NIVERSITY

From 04/06/2024 to 25/07/2024

SUBMITTED BY

Name of student: Taruvar

Registration Number: 12222150

## **DECLARATION**

I hereby declare that I have completed my summer training at CipherSchools from June 04, 2024 to July 25, 2024, under the guidance of Abhishek Raj- IIT Dhanbad. I declare that I have learned with full dedication during their 7 weeks of training and my learning outcomes fulfill the requirements of training for the award of degree of B. Tech CSE, Lovely Professional University, Phagwara, Punjab.

Date –7 April, 2025

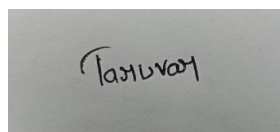
Name of Student:

Taruvar

Registration No.:

12222150

Signature of student:

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'Taruvar' written in a cursive style.

## **INTRODUCTION OF THE COMPANY/WORK**

### **Company's vision & mission:**

CipherSchools is an educational video-streaming company based in India. We are the ultimate destination for Content Creators and Students who crave an exhilarating online learning experience. Our platform is designed to ignite your imagination, unleash your potential, and revolutionise the way you create, share, and learn. Since our inception in 2020, we have left an indelible mark on countless students around the globe, transforming their lives and empowering them to conquer new horizons.

Join us on this thrilling journey and be a part of our incredible success story.

### **Our Vision:**

Envision a world where high-quality online learning is readily accessible to everyone, regardless of their location. At our core, we aspire to transform this vision into a tangible reality by becoming the go-to platform for anyone seeking free online learning experiences.

### **Our Mission:**

We are on a mission to bridge the gap between passionate, unskilled students and seasoned industry experts. By connecting these two groups, we aim to empower students and help them realise their career aspirations.

**Origin and growth of company: Refer: <https://www.linkedin.com/company/cipherschool/>**

### **Various departments and their functions:**

1. Technical department
2. Operations department
3. Marketing department

**Organisation chart of the company:**

- 1. CEO & Founder:** Mr. Anurag Mishra
- 2. Technical Department:** Headed by Nitesh Kumar
- 3. Operations Department:** Headed by Geetika
- 4. Marketing Team:** Headed by Sanskar

**Address of the company:**

Chandigarh Citi Center(CCC), VIP Road, Punjab - 140603

## **ACKNOWLEDGEMENT**

I would like to express my gratitude towards my university as well as CipherSchools for providing me the golden opportunity to do this wonderful summer training regarding Python, Data Science & Machine Learning, which also helped me in doing a lot of homework and learning. As a result, I came to know about so many new things. So, I am thankful to them.

Moreover, I would like to thank my friends who helped me a lot whenever I got stuck in some problem related to my course. I am thankful to have such a good support of them as they always have my back whenever I need.

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

Deepest thanks to our Trainer Abhishek Raj- IIT Dhanbad their guidance, monitoring, constant encouragement and correcting various assignments of ours with attention and care. They have taken pain to go through the project and training sessions and make necessary corrections as when needed and we are very grateful for that.

## Summer Training Certificate by CipherSchools



### Certificate of Completion

This is to certify that

**Taruvar .**

studying at Lpu, has successfully completed training in **Python, Data Science & Machine Learning Integrated** from CipherSchools during the period of **July-2024**

**ANURAG MISHRA**

Founder CipherSchools

Certificate ID : CSW2024-10794

CipherSchools, India

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# **CHAPTER -1**

## **Introduction**

Python, Data Science, and Machine Learning are at the forefront of modern technological advancements, revolutionizing industries and driving innovation across various sectors. Python, a versatile and powerful programming language, has gained immense popularity due to its simplicity, readability, and vast ecosystem of libraries and frameworks. It serves as the primary tool for data scientists and machine learning practitioners, enabling them to efficiently manipulate data, build models, and derive meaningful insights.

Data Science is an interdisciplinary field that involves extracting valuable knowledge and insights from structured and unstructured data. It combines elements of statistics, computer science, and domain expertise to analyze and interpret complex data sets. The ability to process and analyze large volumes of data has become crucial for businesses and organizations seeking to make data-driven decisions, predict trends, and optimize processes.

Machine Learning, a subset of artificial intelligence, focuses on developing algorithms that allow computers to learn from data and make predictions or decisions without being explicitly programmed. It is a powerful tool for automating tasks, identifying patterns, and uncovering hidden relationships within data. Machine learning techniques are widely used in various applications, including recommendation systems, natural language processing, image recognition, and predictive analytics.

Together, Python, Data Science, and Machine Learning form a synergistic trio that is transforming how we understand and interact with the world. Their integration enables the development of intelligent systems capable of handling complex tasks, making them indispensable in today's data-driven era.



- **Overview: Data Science and Its Importance**

Data Science is a multidisciplinary field that involves the extraction, analysis, and interpretation of vast amounts of data to uncover patterns, trends, and insights. It combines techniques from statistics, mathematics, computer science, and domain expertise to transform raw data into actionable knowledge. The primary goal of data science is to enable informed decision-making and drive innovation by leveraging the power of data.

Data Science encompasses several key components, including data collection, data cleaning, exploratory data analysis, statistical modelling, machine learning, and data visualization. Each of these components plays a crucial role in the data science workflow, from gathering and preparing data to building predictive models and communicating findings.

The importance of data science has surged in recent years due to the exponential growth of data generated by various sources such as social media, e-commerce platforms, IoT devices, and digital transactions. This explosion of data, often referred to as "big data," presents both opportunities and challenges for organizations. Data science provides the tools and methodologies to harness this data, enabling companies to gain a competitive edge, optimize operations, and enhance customer experiences.

Key areas where data science is making a significant impact include:

1. **Business Decision-Making:** Data science helps organizations make data-driven decisions by providing insights into customer behaviour, market trends, and operational efficiencies. This leads to more accurate forecasting, targeted marketing, and improved strategic planning.
2. **Healthcare:** In the healthcare sector, data science is used to analyse patient data, improve diagnostics, personalize treatment plans, and predict disease outbreaks. This results in better patient outcomes and more efficient healthcare delivery.
3. **Finance:** Financial institutions use data science for fraud detection, risk management, algorithmic trading, and customer segmentation. These applications enhance security, optimize investments, and improve customer satisfaction.
4. **E-commerce:** Data science enables e-commerce companies to provide personalized recommendations, optimize pricing strategies, and enhance customer experiences through data-driven insights.
5. **Artificial Intelligence and Automation:** Data science is a cornerstone of AI and machine learning, driving the development of intelligent systems that can automate complex tasks, recognize patterns, and adapt to new information.

- **Introduction to Data Science Work flow**

The data science workflow is a structured approach that guides data scientists through the process of transforming raw data into actionable insights. This workflow consists of a series of interconnected steps, each critical to the overall success of a data science project. By following a systematic workflow, data scientists can ensure that their analyses are thorough, reproducible, and capable of addressing complex questions. Here's an overview of the key stages in the data science workflow:

1. **Problem Definition:** The first step in the data science workflow is to clearly define the problem or question that needs to be addressed. This involves understanding the business objectives, setting specific goals, and determining the metrics for success. A well-defined problem lays the foundation for the entire project and helps in aligning the analysis with the desired outcomes.
2. **Data Collection:** Once the problem is defined, the next step is to gather the necessary data. This data can come from various sources such as databases, APIs, surveys, or sensors. The quality and relevance of the data collected are crucial, as they directly impact the accuracy and reliability of the final analysis.
3. **Data Cleaning and Preparation:** Raw data is often messy and incomplete, requiring significant cleaning and preprocessing before it can be analysed. This step involves handling missing values, removing duplicates, correcting errors, and transforming data into a suitable format for analysis. Data preparation is essential to ensure that the data is accurate and ready for analysis.
4. **Exploratory Data Analysis (EDA):** In this stage, data scientists perform an initial exploration of the data to understand its underlying structure, patterns, and relationships. EDA involves summarizing data through statistics, visualizing distributions, identifying trends, and detecting outliers. This step helps in forming hypotheses and guiding the selection of appropriate modelling techniques.
5. **Modelling:** With a clear understanding of the data, the next step is to build predictive or descriptive models. This involves selecting and applying machine learning algorithms, such as regression, classification, clustering, or neural networks, depending on the problem at hand. The goal is to create models that can accurately predict outcomes or identify patterns in the data.
6. **Model Evaluation and Validation:** After building the models, it is essential to evaluate their performance using various metrics such as accuracy, precision, recall, and F1 score. Model validation techniques, such as cross-validation, are used to ensure that the model generalizes well to unseen data. This step is crucial for assessing the model's reliability and effectiveness.

7. **Deployment:** Once a model has been validated, it can be deployed into a production environment where it can generate predictions or insights in real-time. This step involves integrating the model into existing systems, automating processes, and ensuring that the model operates efficiently at scale.
8. **Monitoring and Maintenance:** After deployment, the model's performance must be continuously monitored to ensure it remains accurate and relevant. This involves tracking metrics, updating the model with new data, and retraining it if necessary. Regular maintenance ensures that the model adapts to changing conditions and continues to provide value over time.
9. **Communication and Reporting:** The final step in the workflow is to communicate the results and insights to stakeholders. This involves creating visualizations, reports, and presentations that clearly convey the findings and their implications.

## **CHAPTER-2**

### **Key Skills and Tools in Data Science**

#### **Key Skills**

1. **Programming Skills:**
  - **Python:** The most popular programming language in data science due to its simplicity, extensive libraries, and active community. It's widely used for data manipulation, analysis, and machine learning.
  - **R:** Another programming language commonly used for statistical analysis and data visualization. R is particularly strong in academic and research settings.
  - **SQL:** Essential for querying and managing databases. SQL is used to extract, manipulate, and analyse data stored in relational databases.
2. **Statistical Knowledge:**
  - **Descriptive Statistics:** Understanding basic concepts such as mean, median, variance, and standard deviation is crucial for summarizing and interpreting data.
  - **Inferential Statistics:** Knowledge of hypothesis testing, confidence intervals, and p-values is necessary for making predictions and drawing conclusions from data.
  - **Probability Theory:** A solid grasp of probability helps in understanding distributions, making decisions under uncertainty, and applying statistical models.
3. **Data Wrangling:**
  - **Data Cleaning:** Skills in handling missing data, correcting errors, and transforming data into a suitable format for analysis are vital. This includes knowledge of libraries like Pandas in Python.
  - **Data Transformation:** The ability to normalize, scale, and encode data is important for preparing it for modelling.

#### 4. **Data Visualization:**

- **Matplotlib and Seaborn (Python):** These libraries are used for creating static, animated, and interactive visualizations in Python.
- **ggplot2 (R):** A powerful tool for creating complex visualizations in R.
- **Tableau and Power BI:** Tools for creating interactive dashboards and visualizations that help in communicating insights to stakeholders.

#### 5. **Machine Learning:**

- **Supervised Learning:** Understanding algorithms such as linear regression, decision trees, and support vector machines for making predictions based on labelled data.
- **Unsupervised Learning:** Knowledge of clustering algorithms, principal component analysis (PCA), and association rules for finding patterns in unlabelled data.
- **Deep Learning:** Proficiency in neural networks, particularly with frameworks like TensorFlow and PyTorch, for solving complex tasks such as image and speech recognition.

#### 6. **Big Data Technologies:**

- **Hadoop and Spark:** Tools for processing and analysing large datasets that cannot be handled by traditional data processing tools.
- **NoSQL Databases:** Understanding databases like MongoDB and Cassandra that are designed for handling unstructured or semi-structured data.

#### 7. **Data Engineering:**

- **ETL Processes:** Skills in extracting, transforming, and loading data are crucial for managing and integrating data from various sources.
- **Pipeline Development:** The ability to build data pipelines that automate data collection, cleaning, and processing.

#### 8. **Domain Knowledge:**

- Understanding the specific industry or domain in which you're working is crucial for making sense of the data and ensuring that the models and insights are relevant and actionable.

#### 9. **Communication and Storytelling:**

- **Data Storytelling:** The ability to convey complex technical findings in a clear and compelling way to non-technical stakeholders.
- **Report Writing:** Skills in writing detailed reports that summarize the methodology, analysis, and findings of a data science project.

### **Anaconda Software Overview**

Anaconda is a popular open-source distribution of the Python and R programming languages, specifically designed for scientific computing, data science, machine learning, and large-scale

data processing. It simplifies package management, environment management, and deployment, making it an essential tool for data scientists and developers working with Python and R.

### Key Features and Components

1. **Package Management:** Anaconda comes with Conda, a powerful package management system that allows users to install, update, and manage software packages and dependencies. Conda makes it easy to manage different versions of packages, ensuring compatibility and avoiding conflicts between them.
2. **Environment Management:** Conda also serves as an environment manager, enabling users to create isolated environments with specific versions of Python and packages. This is particularly useful for managing multiple projects with different dependencies, ensuring that changes in one environment don't affect others.
3. **Pre-installed Packages:** Anaconda includes over 1,500 of the most popular Python and R packages for data science and machine learning, such as NumPy, Pandas, Scikit-learn, Matplotlib, TensorFlow, and more. This extensive library of packages means users can start working on their projects immediately without needing to install these tools separately.
4. **Jupyter Notebook:** Anaconda includes Jupyter Notebook, an interactive environment for writing and running code, visualizing data, and sharing results. Jupyter Notebook is widely used in data science for prototyping, data exploration, and creating reproducible research.
5. **Spyder IDE:** Spyder (Scientific Python Development Environment) is another tool included in Anaconda, offering an integrated development environment for Python. It features a powerful editor, interactive console, and tools for debugging, making it suitable for both beginners and advanced users.
6. **Cross-Platform Compatibility:** Anaconda is compatible with Windows, macOS, and Linux, making it a versatile choice for data scientists and developers working across different operating systems.
7. **Community Support and Documentation:** Anaconda has a large and active community, providing extensive documentation, tutorials, and support. The community-driven nature of Anaconda ensures that it stays up-to-date with the latest developments in data science and machine learning.
8. **Anaconda Navigator:** Anaconda Navigator is a graphical user interface (GUI) included with Anaconda, making it easier to manage packages, environments, and applications without needing to use the command line. It provides a simple way to launch tools like Jupyter Notebook, Spyder, and RStudio.
9. **Commercial Support and Enterprise Features:** For organizations, Anaconda offers commercial support and enterprise-grade features such as team collaboration tools, advanced security, and scalability options. These features make Anaconda a robust solution for large-scale data science projects in professional environments.

- **Google Colab Notebook Overview**

Google Colab (short for "Collaboratory") is a free, cloud-based Jupyter notebook environment that allows users to write, execute, and share Python code directly in their web browsers. Developed by Google, Colab is widely used by data scientists, machine learning practitioners, and educators for tasks ranging from exploratory data analysis to training machine learning models.

### **Key Features and Components**

1. **Cloud-Based Environment:** Google Colab runs entirely in the cloud, meaning users don't need to install any software on their local machines. All code execution happens on Google's servers, and notebooks can be accessed from any device with an internet connection.
2. **Integration with Google Drive:** Colab is tightly integrated with Google Drive, allowing users to save and load notebooks directly from their Drive. This makes it easy to manage files, collaborate with others, and back up work.
3. **Free Access to GPUs and TPUs:** One of the standout features of Google Colab is the free access to powerful GPUs (Graphics Processing Units) and TPUs (Tensor Processing Units). These accelerators significantly speed up the training of machine learning models, especially deep learning models that require substantial computational resources.
4. **Pre-installed Libraries:** Colab comes with many popular Python libraries pre-installed, including NumPy, Pandas, Matplotlib, TensorFlow, PyTorch, and Scikit-learn. This saves time and effort, allowing users to focus on coding rather than setting up their environment.
5. **Jupyter Notebook Interface:** Colab uses the familiar Jupyter notebook interface, making it easy for users to write and run code, create rich text annotations, and display outputs like graphs and tables. This interactive environment is ideal for prototyping, experimentation, and documentation.
6. **Collaboration and Sharing:** Colab makes it simple to collaborate on projects. Users can share their notebooks with others via a link, granting them view or edit access. Multiple people can work on the same notebook simultaneously, similar to how Google Docs works, making it great for teamwork.
7. **Support for Multiple Languages:** While Python is the primary language supported, Google Colab also allows users to run code in other languages such as R, JavaScript, and Swift through the use of magic commands or by installing additional packages.
8. **Version Control and Revision History:** Colab keeps track of changes made to notebooks, allowing users to view the revision history, revert to previous versions, and track the evolution of their projects over time.

9. **Integration with Other Google Services:** Colab can be easily integrated with other Google services such as BigQuery for large-scale data analysis, and Google Cloud Storage for handling large datasets, making it a versatile tool in the Google ecosystem.
10. **Extensions and Customization:** Users can customize their Colab environment by installing additional Python packages using pip. They can also use extensions to enhance the functionality of their notebooks, such as adding LaTeX for mathematical typesetting or integrating with GitHub for version control.

- **Advanced Excel Introduction**

Microsoft Excel is one of the most widely used tools in business, finance, data analysis, and many other fields due to its powerful capabilities for data manipulation, analysis, and visualization. While many users are familiar with Excel's basic functions such as simple calculations, data entry, and basic formatting, **Advanced Excel** takes these capabilities to a much higher level.

## **Key Areas of Advanced Excel**

1. **Advanced Formulas and Functions:**

- **Array Formulas:** Allow users to perform complex calculations that involve multiple values and return multiple results, often used with functions like **INDEX**, **MATCH**, and **SUMPRODUCT**.
- **Logical Functions:** Functions such as **IF**, **AND**, **OR**, **IFERROR**, and **IFNA** are used to create conditional statements, perform error handling, and execute more complex decision-making processes.
- **Lookup and Reference Functions:** **VLOOKUP**, **HLOOKUP**, **INDEX**, and **MATCH** are used for searching and retrieving data from tables. **XLOOKUP**, an even more powerful and flexible function, can perform lookups in any direction and handle a wide range of scenarios.
- **Text Functions:** Functions like **TEXT**, **LEFT**, **RIGHT**, **MID**, **CONCATENATE**, **TEXTJOIN**, and **SUBSTITUTE** help manipulate text strings, making it easier to clean and format data.

2. **Data Analysis Tools:**

- **PivotTables and PivotCharts:** These tools summarize large datasets, allowing users to easily analyze trends, patterns, and insights. PivotTables can dynamically group, filter, and calculate data, while PivotCharts provide a visual representation of this summarized data.
- **Data Tables and What-If Analysis:** Excel's **Data Table**, **Goal Seek**, and **Scenario Manager** tools allow users to perform what-if analyses, explore different scenarios, and see how changes in input values affect outcomes.

- **Solver:** An advanced tool for optimization problems, **Solver** helps find the optimal solution by changing multiple variables while adhering to certain constraints.

### 3. **Data Visualization:**

- **Advanced Charting:** Beyond basic charts, Excel allows for the creation of more sophisticated visuals such as combo charts, waterfall charts, box-and-whisker plots, and sparklines. Users can also create dynamic charts that update automatically based on user input or changes in the data.
- **Conditional Formatting:** This feature highlights cells that meet specific criteria, allowing for the visual identification of trends, outliers, or patterns. Advanced conditional formatting techniques can be used to create data bars, color scales, and icon sets.
- **Dashboard Creation:** Advanced Excel users can build interactive dashboards that combine multiple charts, PivotTables, and slicers to provide a comprehensive view of key performance indicators (KPIs) and metrics.

### 4. **Automation with Macros and VBA:**

- **Macros:** Excel macros automate repetitive tasks by recording a series of actions that can be played back later. Users can create simple macros without writing any code by using the Macro Recorder.
- **Visual Basic for Applications (VBA):** For more complex automation, VBA allows users to write custom scripts that can control almost every aspect of Excel. VBA can be used to automate tasks, create custom functions, and build user-defined forms and interfaces.

### 5. **Data Management:**

- **Data Validation:** This feature ensures data integrity by restricting the type of data that can be entered into a cell. Users can create drop-down lists, set specific criteria for data entry, and apply rules to maintain data accuracy.
- **Power Query:** A powerful tool for data extraction, transformation, and loading (ETL), Power Query allows users to import data from various sources, clean and transform the data, and load it into Excel for analysis. It's particularly useful for handling large datasets and performing complex data cleaning tasks.
- **Power Pivot:** Power Pivot enhances Excel's ability to work with large data models, allowing users to create relationships between tables, build more complex calculations using DAX (Data Analysis Expressions), and handle large datasets that exceed Excel's row limit.

### 6. **Collaboration and Data Sharing:**

- **Shared Workbooks and Co-Authoring:** Excel allows multiple users to work on the same workbook simultaneously, making it easier to collaborate on projects.



- **Excel Online:** With Excel Online, users can work on Excel files from anywhere with an internet connection, collaborate in real-time, and share files with others easily.
- **Integration with Power BI:** Excel integrates seamlessly with Power BI, allowing users to publish Excel reports to Power BI, share dashboards, and access advanced analytics and visualization capabilities.

### **Benefits of Advanced Excel Skills**

- **Efficiency:** Advanced Excel skills enable users to work more efficiently by automating repetitive tasks, reducing manual data entry, and speeding up data analysis processes.
- **Data-Driven Decision Making:** With advanced Excel tools, users can perform deeper data analysis, uncover insights, and make informed decisions based on data.
- **Enhanced Reporting:** Advanced Excel features allow for the creation of dynamic, interactive, and visually appealing reports and dashboards, which can be easily shared with stakeholders.
- **Problem Solving:** Advanced Excel users can tackle more complex problems, optimize processes, and develop custom solutions tailored to specific business needs.
- **Career Advancement:** Proficiency in advanced Excel is a highly sought-after skill in many industries, enhancing job prospects and career advancement opportunities.

## **CHAPTER-3**

### **Python Fundamentals: Variables, Data Types, Conditionals, Loops**

#### **1. Variables**

Variables are used to store data that can be referenced and manipulated throughout a program. In Python, variables are created by assigning a value to a name using the = operator

#### **2. Data Types**

Python supports several data types that represent different kinds of data. The most common ones include:

- **Integers (int):** Whole numbers, e.g., 10, -3.
- **Floating-Point Numbers (float):** Numbers with decimal points, e.g., 3.14, -0.001.
- **Strings (str):** Sequences of characters, e.g., "Hello", 'Python'.
- **Booleans (bool):** Represent logical values, True or False.
- **Lists (list):** Ordered collections of items, e.g., [1, 2, 3], ['a', 'b', 'c'].
- **Tuples (tuple):** Ordered collections of items that are immutable, e.g., (1, 2, 3).
- **Dictionaries (dict):** Collections of key-value pairs, e.g., {'name': 'Alice', 'age': 25}.

- **Sets (set):** Unordered collections of unique items, e.g., {1, 2, 3}.

### **3. Conditionals**

Conditionals are used to perform different actions based on different conditions. The if, elif, and else statements allow you to control the flow of your program by executing certain blocks of code only when specific conditions are met.

### **4. Loops**

Loops allow you to execute a block of code repeatedly. Python provides two main types of loops: for loops and while loops.

### **5. Functions**

In Python, a function is defined using the def keyword, followed by the function name, parentheses (), and a colon:. The function body contains the code that the function will execute.

### **6. Lambda Expressions**

Lambda expressions are small, anonymous functions defined using the lambda keyword. They can have any number of parameters but only one expression, which is evaluated and returned

### **7. Error Handling**

Error handling in Python is managed through try, except, else, and finally blocks. This mechanism helps you handle errors gracefully, preventing your program from crashing and providing a way to recover or give informative messages to the user.

- **Data Manipulation and Analysis with NumPy**

#### **1. NumPy Arrays:**

At the core of NumPy is the array object, which is a grid of values, all of the same type, indexed by a tuple of non-negative integers. Arrays in NumPy are more efficient than Python lists, both in terms of performance and memory usage.

#### **2. Indexing and Slicing:**

Indexing and slicing in NumPy arrays are similar to those in Python lists, but with additional features that support multidimensional arrays

#### **3. Array Operations:**

NumPy supports a wide range of operations on arrays, including element-wise operations, matrix operations, and broadcasting

#### **4. Reshaping and Resizing:**

NumPy arrays can be reshaped and resized, allowing you to change their structure without altering the underlying data

#### **5. Statistical Operations:**

NumPy provides many functions for statistical analysis of data, such as mean, median, standard deviation, etc.

#### **6. Handling Missing Data:**

While NumPy doesn't have a specific representation for missing data, NaN (Not a Number) from the `numpy.nan` module is commonly used to represent missing or undefined data.

#### **7. File Input/Output:**

NumPy allows you to save and load arrays to/from files, which is useful for storing data or results for later use

- **Working with Data Using Pandas**

Pandas is a powerful and widely-used Python library for data manipulation and analysis. It provides data structures like Series and DataFrame that are essential for handling structured data, making it a crucial tool for data science and machine learning projects.

#### **Introduction to Pandas Data Structures**

Pandas primarily works with two types of data structures:

**Series:** A one-dimensional labeled array that can hold any data type (e.g., integers, strings, floating-point numbers, etc.). It is similar to a column in an Excel spreadsheet or a database table.

**DataFrame:** A two-dimensional, size-mutable, and potentially heterogeneous tabular data structure with labeled axes (rows and columns). It can be thought of as a collection of Series objects sharing the same index

#### **Data Loading and Exploration**

Pandas provides easy-to-use functions to load data from various formats, such as CSV, Excel, SQL databases, JSON, etc.

#### **Indexing, Selecting, and Filtering Data**

Pandas provides powerful ways to access and manipulate data, including indexing, selecting specific rows/columns, and filtering based on conditions.

### **Data Cleaning and Preprocessing**

Data often requires cleaning before analysis, such as handling missing values, removing duplicates, and changing data types.

### **Data Transformation**

Data transformation includes operations like adding new columns, applying functions to columns, and aggregating data.

## **CHAPTER-4**

### **Data Visualization**

Introduction to matplotlib and Seaborn :

Definition:

- **Matplotlib:** Matplotlib is a comprehensive library for creating static, animated, and interactive visualizations in Python. It provides an object-oriented API for embedding plots into applications using general-purpose GUI toolkits.
- **Seaborn:** Seaborn is a Python data visualization library based on Matplotlib. It provides a high-level interface for drawing attractive and informative statistical graphics.

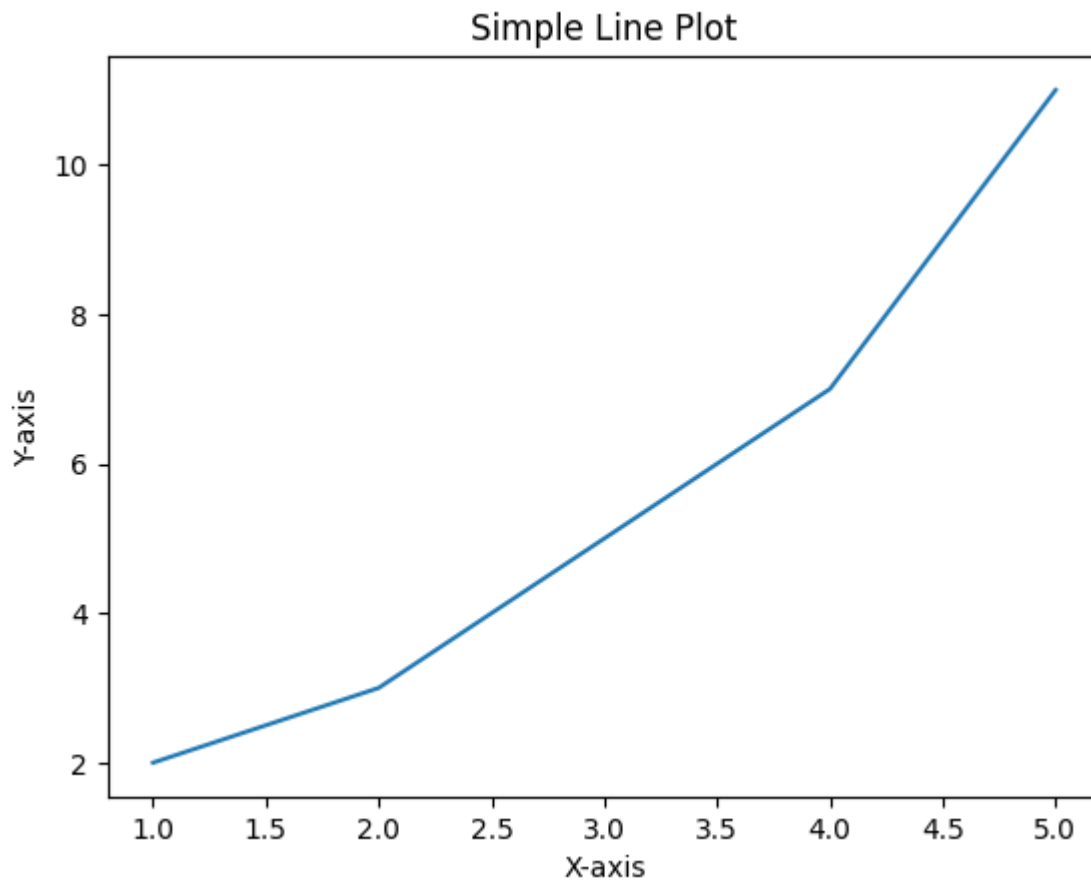
Use Case in Real Life:

- **Data Exploration:** Create various plots to visualize data distributions and relationships between variables during the exploratory data analysis (EDA) phase.
- **Statistical Analysis:** Use visualizations to understand statistical properties of datasets, such as distribution plots, histograms, and pair plots to identify correlations and patterns.
- **Business Reporting:** Generate business reports with visualizations that provide insights into sales performance, customer behavior, and market trends.

Creating a Simple Line Plot with Matplotlib:  
import matplotlib.pyplot as plt

```
# Data  
x = [1, 2, 3, 4, 5]  
y = [2, 3, 5, 7, 11]
```

```
# Creating a line plot
plt.plot(x, y)
plt.xlabel('X-axis')
plt.ylabel('Y-axis')
plt.title('Simple Line Plot')
plt.show()
```



### **Creating Subplots with Matplotlib:**

# Data

```
x = [1, 2, 3, 4, 5]
```

```
y1 = [2, 3, 5, 7, 11]
```

```
y2 = [1, 4, 6, 8, 10]
```

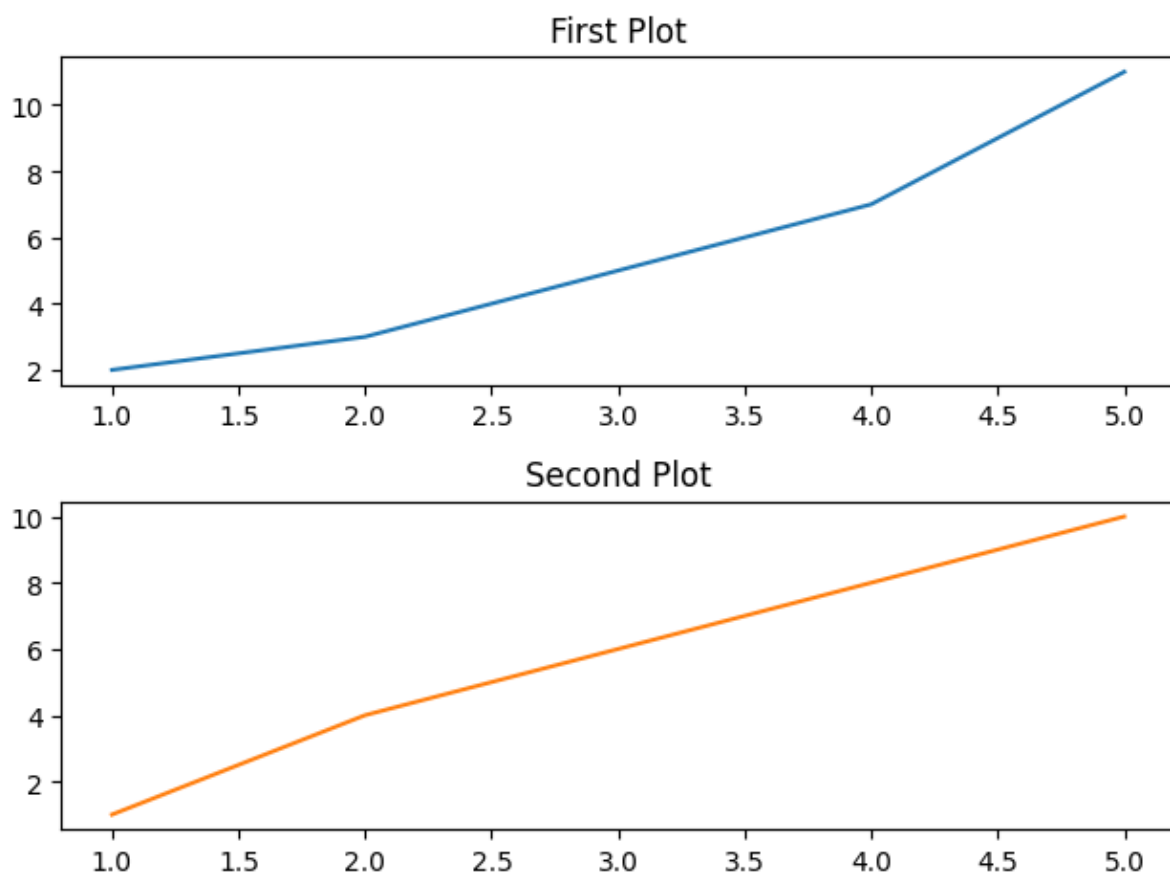
# Creating subplots

```
fig, axs = plt.subplots(2)
axs[0].plot(x, y1)
axs[0].set_title('First Plot')
axs[1].plot(x, y2, 'tab:orange')
axs[1].set_title('Second Plot')
```

```
# Displaying the plot
```

```
plt.tight_layout()
```

```
plt.show()
```



This chapter introduces Matplotlib and Seaborn, two powerful libraries for data visualization in Python. Learn how to create a variety of plots and charts with Matplotlib, and enhance them with Seaborn's attractive and informative statistical

graphics. These tools will help me visualize complex data and uncover underlying patterns.

## **Introduction to Plotly**

Definition:

- Plotly: Plotly is a graphing library that makes interactive, publication-quality graphs online. It supports a wide variety of charts, including line plots, scatter plots, bar

charts, histograms, heatmaps, and more. Plotly is particularly useful for creating interactive visualizations that can be embedded in web applications and shared online.

Key Features of Plotly

1. Interactivity: Plotly charts are interactive by default, allowing users to zoom, pan, and hover over data points to get more information.
2. Wide Range of Chart Types: Plotly supports a variety of chart types, including basic plots, statistical plots, 3D plots, and maps.
3. Customization: Extensive options to customize the appearance and behavior of charts.
4. Integration: Easy integration with web applications and other libraries like Dash for building interactive dashboards.

Installation

To install Plotly, use the following command:

```
pip install plotly
```

## **CHAPTER-5**

### **Data cleaning and Normalization**

Definition:

- **Data Cleaning:** Data cleaning involves identifying and correcting (or removing) errors and inconsistencies in data to improve its quality. Common tasks include handling

missing values, removing duplicates, correcting errors, and ensuring consistency in data formats.

- **Normalization:** Normalization is the process of scaling numerical data to a standard range, typically between 0 and 1, or transforming it to have a mean of 0 and a

standard deviation of 1. This process helps improve the performance of machine learning algorithms and ensures that all features contribute equally to the result.

Use Case in Real Life:

- **Preparing Data for Machine Learning:** Handle missing values and remove duplicates to ensure clean data. Normalize features to improve the performance of machine

learning algorithms.



- **Financial Data Analysis:** Correct errors in transaction data and fill missing values. Normalize financial metrics for comparison across different scales.
- **Customer Data Management:** Ensure consistency in customer records and correct erroneous entries. Normalize customer age and income data for segmentation analysis.

### Loading the Dataset :

```
import pandas as pd
```

```
# Load the dataset
```

```
df = pd.read_csv('sample_data.csv')
```

```
print(df)
```

```
# Check for missing values
```

```
print(df.isnull().sum())
```

```
Name      0
```

```
Age        1
```

```
Salary     2
```

```
Department 0
```

```
dtype: int64
```

```
# Fill missing values with a specific value
```

```
df_filled = df.fillna({
```

```
    'Age': df['Age'].mean(),
```

```
'Salary': df['Salary'].mean()
})
print(df_filled)
```

	Name	Age	Salary	Department
0	Alice	25.000000	50000.0	HR
1	Bob	30.000000	70000.0	Engineering
2	Charlie	35.000000	70000.0	Engineering
3	David	38.285714	60000.0	HR
4	Eve	28.000000	80000.0	HR
5	Frank	40.000000	55000.0	Sales
6	Grace	50.000000	85000.0	Sales
7	Hank	60.000000	90000.0	Sales

#### Advantages:

- Ensures that all features contribute equally to the analysis.
- Helps improve the performance of machine learning algorithms.
- Simplifies the interpretation of coefficients in linear models.

#### Disadvantages:

- Sensitive to outliers, as the range is determined by the minimum and maximum values.
- Not suitable for data with a non-linear distribution, as it can distort the original data distribution.

we focus on data cleaning and normalization techniques. Learn how to detect and correct errors, standardize data formats, and normalize data to ensure consistency. These practices are essential for preparing data for analysis and ensuring accurate results.

## **Project**

### **Project-Mall-Customer-Segmentation**

#### **Industry Standard Documentation**

##### **1. Project Charter:**

- **Project Title:** Customer Segmentation for a Retail Store
- **Project Manager:** Taruvar
- **Start Date:** 13-07-2024
- **End Date:** 17-07-2024
- **Objectives:** To segment customers into distinct groups based on their purchasing behavior.
- **Scope:** Data cleaning, EDA, customer segmentation using K-Means, visualization using Matplotlib and Power BI.
- **Deliverables:** Insights, conclusions, and recommendations.

##### **2. Business Requirements Document (BRD):**

- **Business Problem:** Lack of understanding of different customer profiles leading to untargeted marketing strategies.
- **Business Objectives:** To improve customer satisfaction and sales by understanding customer segments.
- **Functional Requirements:** Data analysis, clustering, and visualization.
- **Non-functional Requirements:** Performance, scalability, and usability.

##### **3. Technical Requirements Document (TRD):**

- **Data Sources:** Mall Customers dataset
- **Technologies:** Python, Jupyter Notebook, Matplotlib, Seaborn, Scikit-learn, Power BI
- **Architecture:** Data preprocessing, EDA, clustering, and visualization
- **Data Flow:** Import data → Clean data → Analyze data → Segment customers → Visualize results

#### 4. Project Plan:

- **Tasks:** Data collection, data cleaning, EDA, clustering, visualization, documentation
- **Risks:** Data quality issues, algorithm performance, visualization limitations

#### 5. Final Report:

### Project Documentation

#### 1. Introduction

##### Objective and Use Case:

The primary objective of this project is to analyze customer data from a retail store and segment customers into distinct groups based on their purchasing behavior. By identifying these segments, the retail store can tailor its marketing strategies to better meet the needs of each customer group, ultimately enhancing customer satisfaction and boosting sales. Understanding different customer segments allows the store to develop targeted marketing campaigns, personalize customer experiences, optimize product offerings, increase customer retention, and enhance sales and revenue.

##### Overview of the Dataset:

The dataset used in this project is the "Mall Customers" dataset, which provides information about customers from a mall. The dataset includes demographic and behavioral attributes, such as CustomerID, Gender, Age, Annual Income (k\$), and Spending Score (1-100). These attributes are used to perform segmentation and derive insights that can inform marketing strategies.

#### 2. Data Collection

Importing the Dataset:

The dataset is imported from a publicly available source on Kaggle. The "Mall Customers" dataset is loaded into the project environment for further analysis.

```
import pandas as pd

# Load the dataset
file_path = 'Mall_Customers.csv'
data = pd.read_csv(file_path)

# Display the first few rows of the dataset
data.head(10)
```

Brief Overview of the Dataset:

The dataset contains 200 entries, each representing a customer with attributes like CustomerID, Gender, Age, Annual Income, and Spending Score. These attributes provide a comprehensive view of the customer demographics and spending behavior.

### **3. Data Cleaning**

Handling Missing Values:

```
count=data.isnull().sum()
count
mean_age=data['Age'].mean()
data["Age"].fillna(mean_age,inplace=True)
# Renaming columns for better readability
data.columns = ["CustomerID", "Gender", "Age", "AnnualIncome", "SpendingScore"]

data.dropna(inplace=True)
```

Missing values are identified and appropriately handled to ensure data integrity. Techniques such as imputation or removal of missing data points are employed based on the extent and nature of the missing values.

Data Transformation:

Data transformation includes converting categorical variables to numerical format, normalizing numerical variables, and creating new features if necessary to enhance the segmentation process.

Handling Outliers:

Outliers are detected and managed to prevent them from skewing the results. This can involve removing extreme values or applying transformations to reduce their impact.

#### **4. Exploratory Data Analysis (EDA)**

Descriptive Statistics:

Descriptive statistics summarize the main features of the dataset, including measures of central tendency and variability for numerical attributes.

Visualizing Distributions and Relationships:

Visualizations, such as histograms, box plots, and scatter plots, are created using Matplotlib to explore the distributions and relationships between different variables.

Insights from Visualizations:

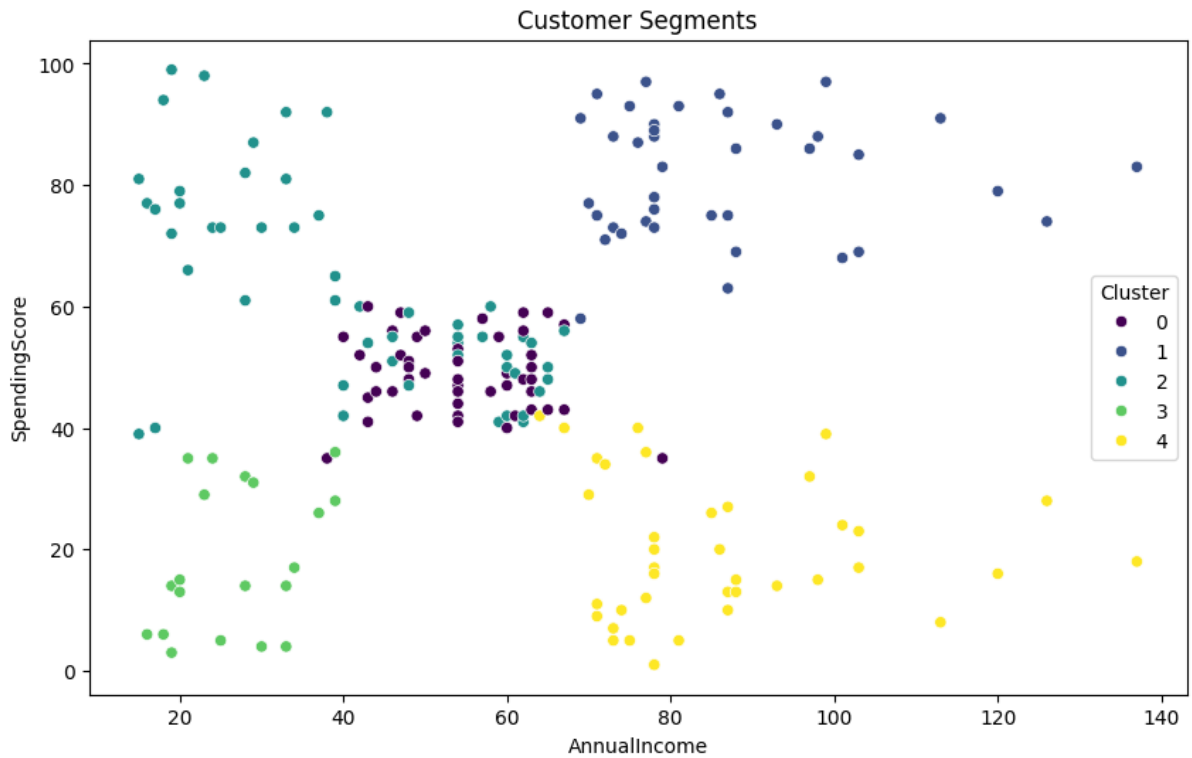
The visualizations help in identifying patterns and trends in the data, which inform the subsequent segmentation analysis.

#### **5. Customer Segmentation**

Feature Selection:

Key features for segmentation are selected based on their relevance and importance in differentiating customer groups. These features include Age, Annual Income, and Spending Score.

Using K-Means Clustering for Segmentation:



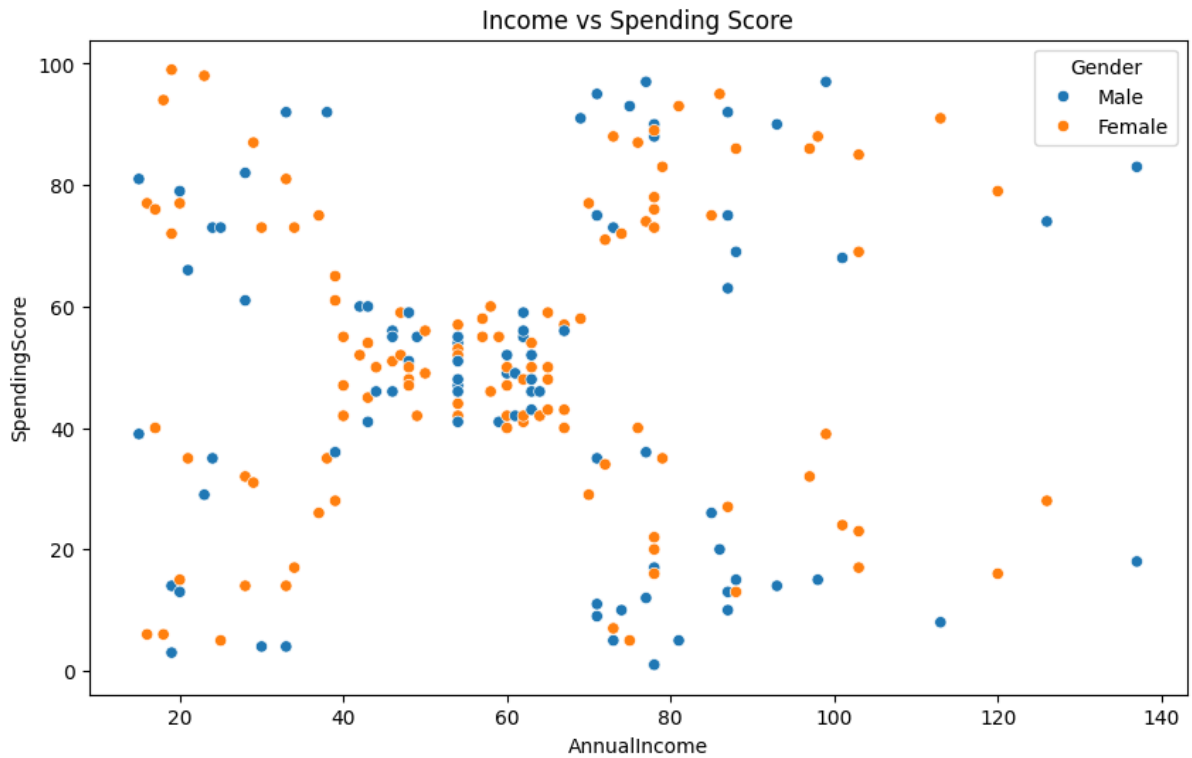
K-Means clustering is applied to segment the customers into distinct groups. The algorithm partitions the data into  $k$  clusters based on feature similarities.

Evaluating Cluster Quality:

The quality of the clusters is evaluated using metrics like the silhouette score and within-cluster sum of squares to ensure meaningful and well-separated clusters.

## **6. Visualization with Matplotlib**

Visualizing Clusters:



Clusters are visualized using scatter plots, where each cluster is represented by a different color. This helps in understanding the distribution and characteristics of each customer segment.

Detailed Analysis Using Various Plots:

Additional plots, such as bar charts and heatmaps, are created to provide deeper insights into the clusters and their attributes.

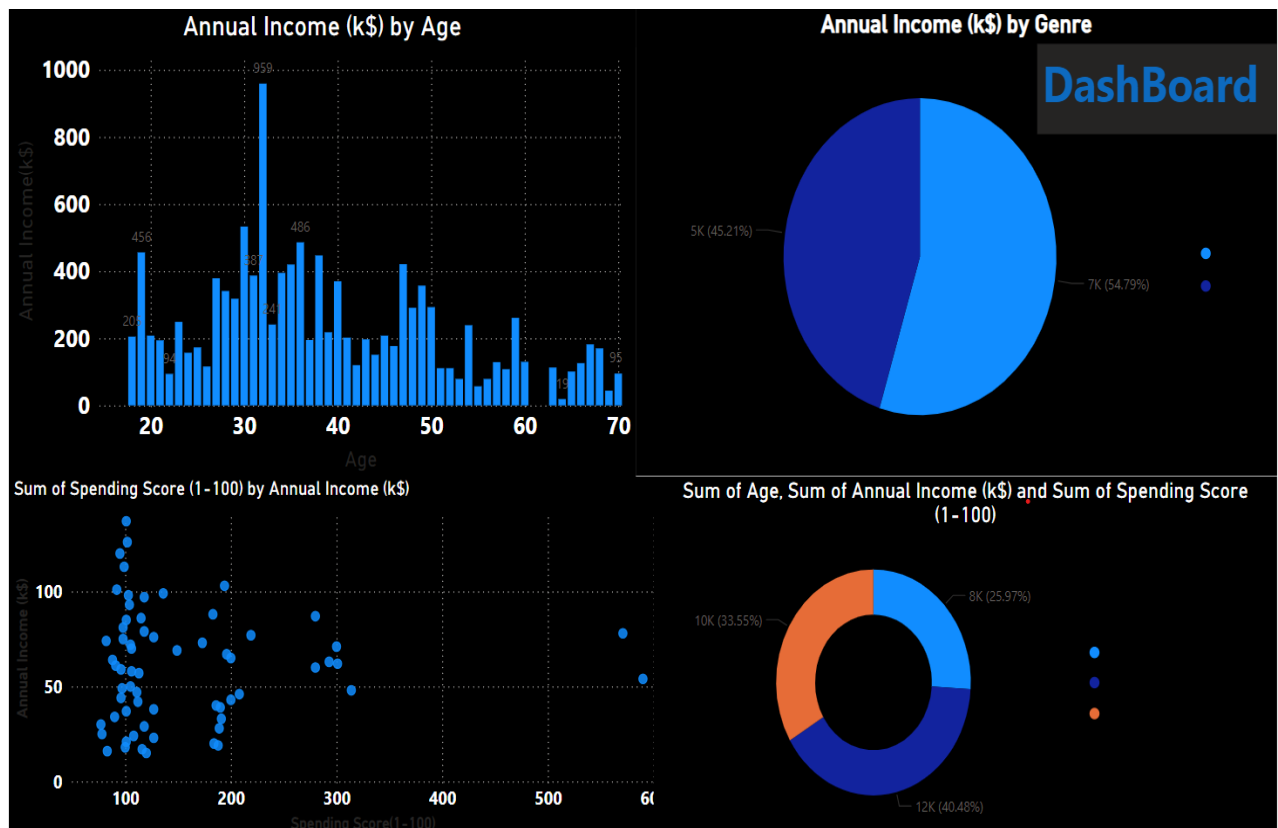
## **7. Visualization with Power BI**

Importing Data to Power BI:

The segmented data is imported into Power BI for advanced visualization.



## Creating Interactive Dashboards:



### Link to dashboard:

<https://app.powerbi.com/view?r=eyJrIjoieWJIMTE1NjEtYTQyZC00MjNmLTlwZjktZjZlOTg1OGM5ZjNiIiwidCI6ImUxNGU3M2ViLTUyNTUtNDM4OC04ZDY3LTNmOWYyZTJkNWE0NiIsImMiOiJEWfQ%3D%3D>

Interactive dashboards are created in Power BI to allow dynamic exploration of the data. Users can filter and drill down into specific segments to gain actionable insights.

### Insights from Power BI Dashboard:

- Age Distribution:** The dashboard reveals that the majority of customers fall within the age range of 30-50 years, indicating a mature customer base that may have higher purchasing power.
- Annual Income vs. Spending Score:** There is a clear segmentation where customers with higher annual incomes tend to have higher spending scores. This insight is crucial for targeting high-income customers with premium products and services.
- Gender Distribution:** The customer base is almost evenly split between male and female customers, suggesting that marketing strategies should be inclusive and cater to both genders equally.

4. **Cluster Analysis:** The K-Means clustering results show distinct groups of customers based on their spending habits and income levels. For instance, one cluster represents younger customers with lower incomes but high spending scores, indicating a potential for future growth in spending as their incomes increase.
5. **Customer Segments:** Five distinct customer segments are identified, each with unique characteristics. Tailored marketing strategies can be developed for each segment to enhance customer engagement and satisfaction

## **8. Conclusion :**

### **Summary of Findings:**

The project successfully segments customers into distinct groups, providing valuable insights into their purchasing behavior. The analysis and segmentation process revealed the following key findings:

#### **1. Customer Demographics:**

- The majority of customers are aged between 30 and 50 years, with a significant representation of both genders, indicating a diverse customer base.
- The age distribution suggests that the store attracts a mature audience, potentially with stable income levels and established shopping habits.

#### **2. Spending Behavior:**

- Customers with higher annual incomes tend to have higher spending scores, highlighting the correlation between income levels and spending capacity.
- The distribution of spending scores indicates varied spending habits, which can be leveraged to create tailored marketing campaigns.

#### **3. Customer Segmentation:**

- The K-Means clustering algorithm identified five distinct customer segments based on their age, annual income, and spending score.
- Segment 1: Young customers (aged 18-30) with moderate income and high spending scores, representing potential for long-term growth.
- Segment 2: Middle-aged customers (aged 30-50) with high income and spending scores, indicating high-value customers.
- Segment 3: Older customers (aged 50+) with moderate income and spending scores, suggesting a need for targeted promotions to boost engagement.

- Segment 4: Customers with low income but high spending scores, highlighting an opportunity for premium product offerings.

- Segment 5: Customers with moderate income and spending scores, representing a stable customer base with consistent purchasing behavior.

#### 4. Visualization Insights:

- The use of Matplotlib for visualizations provided clear insights into the distribution of various attributes and their relationships.

- Power BI dashboards offered interactive and dynamic exploration of the data, allowing stakeholders to filter and drill down into specific segments for deeper analysis.

### **Recommendations and Next Steps:**

#### 1. Targeted Marketing Strategies:

- Develop marketing campaigns tailored to each customer segment to enhance engagement and drive sales.

- For high-value customers (Segment 2), focus on premium products and exclusive promotions.

- For younger customers (Segment 1), create campaigns that build brand loyalty and encourage repeat purchases.

#### 2. Personalized Customer Experiences:

- Leverage customer segmentation insights to offer personalized recommendations and services.

- Implement loyalty programs and personalized discounts to improve customer satisfaction and retention.

#### 3. Product Offering Optimization:

- Adjust inventory and product offerings to align with the preferences of different customer segments.

- Identify cross-selling and up-selling opportunities to maximize revenue from existing customers.

#### 4. Continuous Monitoring and Analysis:

- Regularly monitor customer data to refine segmentation and adapt strategies based on evolving customer behaviors.

- Utilize feedback and performance metrics to continuously improve marketing efforts and customer engagement.

By leveraging customer segmentation, the retail store can implement more effective marketing strategies, improve operational efficiency, and achieve a competitive advantage in the market.



# CERTIFICATE

OF COMPLETION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

## Taruvar

for successfully completing the **Python, Data Science & Machine Learning Integrated** project at CipherSchools in Jun'24 - July'24

A handwritten signature in black ink, appearing to read 'Anurag'.

**ANURAG MISHRA**

Founder CipherSchools

Certificate ID: CSW2024-12398

CipherSchools, India



## **Conclusion**

The summer training course on "Python, Data Science, and Machine Learning Integrated" has provided a comprehensive and insightful experience. Throughout the course, we explored the fundamentals of Python, which is the backbone of data science and machine learning. We delved into various data manipulation and visualization techniques, enabling us to understand and interpret complex datasets effectively.

In addition, the course introduced key machine learning concepts, including supervised and unsupervised learning, model evaluation, and algorithm optimization. The practical sessions, where we implemented machine learning algorithms using Python libraries such as Scikit-learn, TensorFlow, and Pandas, were particularly valuable. These hands-on exercises solidified our understanding and enhanced our ability to apply theoretical knowledge to real-world problems.

This training has not only equipped us with the technical skills required for data science and machine learning but also fostered a problem-solving mindset essential for tackling complex challenges in these fields. As a result, we are now better prepared to embark on projects that involve data-driven decision-making and predictive analytics.

In conclusion, this course has laid a solid foundation for future endeavours in data science and machine learning. The knowledge and skills acquired will be instrumental in pursuing further studies or career opportunities in these rapidly growing and evolving fields.

**Github Project Link**

**<https://github.com/taruvar22/mall-customer>**

## **Reference**

**[www.cipherSchools.com](http://www.cipherSchools.com)**

**<https://www.geeksforgeeks.org>**

**<https://www.w3schools.com>**

**Code was written and helped by trainer Mr. Abhishek Raj, IIT  
Dhanbad**

**And some information from Google and different websites**