# **ENTRANCE TEST (No.2)**

# **Customer churn prediction**

#### **Declare libraries**

```
In [171]:
import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
import matplotlib.ticker as ticker
from sklearn.neighbors import KNeighborsClassifier
from sklearn.preprocessing import MinMaxScaler, RobustScaler, StandardScaler
from sklearn.preprocessing import LabelEncoder, OneHotEncoder, OrdinalEncoder
from sklearn import tree
from sklearn.metrics import confusion_matrix
from sklearn.ensemble import RandomForestClassifier
from sklearn.model_selection import train_test_split, GridSearchCV
from sklearn.metrics import accuracy_score, classification_report
from sklearn.linear_model import LinearRegression
from lightgbm import LGBMClassifier
```

#### Import data

```
In [172]: df1 = pd.read_csv("churn-bigml-80.csv")
    df2 = pd.read_csv("churn-bigml-20.csv")

# merge data
    df_train = pd.concat ([df1, df2], axis=0, ignore_index=True)

print("number of samples and number of data attributes Df",df_train.shape)
```

number of samples and number of data attributes Df (3333, 20)

Print out the first 10 lines of data

In [173]: df\_train.head(10)

Out[173]:

	State	Account length		International plan	Voice mail plan	Number vmail messages	Total day minutes	Total day calls	Total day charge	Total eve minutes	Total eve calls	Total eve charge	Total night minutes	To niç ca
0	KS	128	415	No	Yes	25	265.1	110	45.07	197.4	99	16.78	244.7	
1	ОН	107	415	No	Yes	26	161.6	123	27.47	195.5	103	16.62	254.4	1
2	NJ	137	415	No	No	0	243.4	114	41.38	121.2	110	10.30	162.6	1
3	ОН	84	408	Yes	No	0	299.4	71	50.90	61.9	88	5.26	196.9	
4	OK	75	415	Yes	No	0	166.7	113	28.34	148.3	122	12.61	186.9	1
5	AL	118	510	Yes	No	0	223.4	98	37.98	220.6	101	18.75	203.9	1
6	MA	121	510	No	Yes	24	218.2	88	37.09	348.5	108	29.62	212.6	-
7	МО	147	415	Yes	No	0	157.0	79	26.69	103.1	94	8.76	211.8	
8	WV	141	415	Yes	Yes	37	258.6	84	43.96	222.0	111	18.87	326.4	
9	RI	74	415	No	No	0	187.7	127	31.91	163.4	148	13.89	196.0	
4														•

## Overview of the data frame

In [174]: df\_train.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 3333 entries, 0 to 3332

Data columns (total 20 columns):

Data	COLUMNIS (COCAL 20 COLUMNIS).							
#	Column	Non-Null Count	Dtype					
0	State	3333 non-null	object					
1	Account length	3333 non-null	int64					
2	Area code	3333 non-null	int64					
3	International plan	3333 non-null	object					
4	Voice mail plan	3333 non-null	object					
5	Number vmail messages	3333 non-null	int64					
6	Total day minutes	3333 non-null	float64					
7	Total day calls	3333 non-null	int64					
8	Total day charge	3333 non-null	float64					
9	Total eve minutes	3333 non-null	float64					
10	Total eve calls	3333 non-null	int64					
11	Total eve charge	3333 non-null	float64					
12	Total night minutes	3333 non-null	float64					
13	Total night calls	3333 non-null	int64					
14	Total night charge	3333 non-null	float64					
15	Total intl minutes	3333 non-null	float64					
16	Total intl calls	3333 non-null	int64					
17	Total intl charge	3333 non-null	float64					
18	Customer service calls	3333 non-null	int64					
19	Churn	3333 non-null	bool					
dtype	es: bool(1), float64(8),	int64(8), object	t(3)					
	400 4 1/0							

# Check for missing values

memory usage: 498.1+ KB

In [175]: df\_train.dropna(inplace=True)
# detect missing values of the whole table
df\_train.count()

Out[175]: State

3333 Account length 3333 Area code 3333 International plan 3333 Voice mail plan 3333 Number vmail messages 3333 Total day minutes 3333 Total day calls 3333 Total day charge 3333 Total eve minutes 3333 Total eve calls 3333 Total eve charge 3333 Total night minutes 3333 Total night calls 3333 Total night charge 3333 Total intl minutes 3333 Total intl calls 3333 Total intl charge 3333 Customer service calls 3333 Churn 3333 dtype: int64

### Statistics of quantitative values

In [176]: df\_train.describe()

Out[176]:

	Account length	Area code	Number vmail messages	Total day minutes	Total day calls	Total day charge	Total eve minutes	Total eve calls	Т
count	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000	3333
mean	101.064806	437.182418	8.099010	179.775098	100.435644	30.562307	200.980348	100.114311	17
std	39.822106	42.371290	13.688365	54.467389	20.069084	9.259435	50.713844	19.922625	4
min	1.000000	408.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0
25%	74.000000	408.000000	0.000000	143.700000	87.000000	24.430000	166.600000	87.000000	14
50%	101.000000	415.000000	0.000000	179.400000	101.000000	30.500000	201.400000	100.000000	17
75%	127.000000	510.000000	20.000000	216.400000	114.000000	36.790000	235.300000	114.000000	20
max	243.000000	510.000000	51.000000	350.800000	165.000000	59.640000	363.700000	170.000000	30
4									

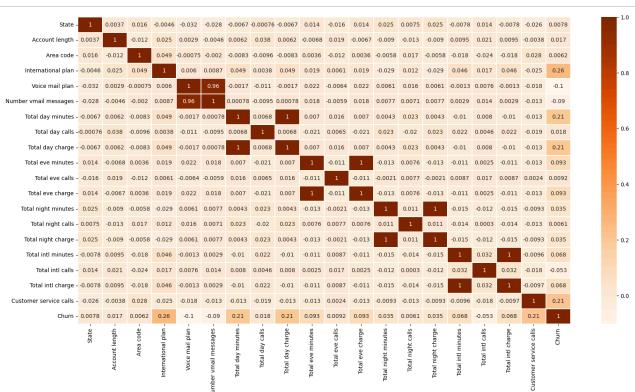
```
In [177]: # Đổi dữ liệu từ dạng định danh (object) về dạng số
lb_make = LabelEncoder()
df_train["State"] = lb_make.fit_transform(df_train["State"])
df_train["International plan"] = lb_make.fit_transform(df_train["International plan"])
df_train["Voice mail plan"] = lb_make.fit_transform(df_train["Voice mail plan"])
df_train["Churn"] = lb_make.fit_transform(df_train["Churn"])
df_train.head(10)
```

#### Out[177]:

	State	Account length		International plan	Voice mail plan	Number vmail messages	Total day minutes	Total day calls	Total day charge	Total eve minutes	Total eve calls	Total eve charge	Total night minutes	To niç ca
0	16	128	415	0	1	25	265.1	110	45.07	197.4	99	16.78	244.7	
1	35	107	415	0	1	26	161.6	123	27.47	195.5	103	16.62	254.4	1
2	31	137	415	0	0	0	243.4	114	41.38	121.2	110	10.30	162.6	1
3	35	84	408	1	0	0	299.4	71	50.90	61.9	88	5.26	196.9	
4	36	75	415	1	0	0	166.7	113	28.34	148.3	122	12.61	186.9	1
5	1	118	510	1	0	0	223.4	98	37.98	220.6	101	18.75	203.9	1
6	19	121	510	0	1	24	218.2	88	37.09	348.5	108	29.62	212.6	1
7	24	147	415	1	0	0	157.0	79	26.69	103.1	94	8.76	211.8	
8	49	141	415	1	1	37	258.6	84	43.96	222.0	111	18.87	326.4	
9	39	74	415	0	0	0	187.7	127	31.91	163.4	148	13.89	196.0	
4														•

#### Statue matrix

```
In [178]: corr = df_train.corr()
   plt.figure(figsize = (20,10))
   sns.heatmap(corr, annot = True, cmap = 'Oranges', linewidths=1.25)
   plt.show()
```



#### **Data distribution charts**

```
In [179]: plt.figure( figsize = (15, 10))
                   for i, col in enumerate (df_train.columns,1):
                          plt.subplot(7,3,i)
                          plt.title(f"Data distribution chart of {col} ")
                          sns.histplot(df_train[col], kde=True)
                          plt.tight_layout()
                          plt.plot()
                                    Data distribution chart of State
                                                                                        Data distribution chart of Account length
                                                                                                                                                   Data distribution chart of Area code
                                                                                                                                      달 2000
                                                                                                       100
                                                                                                               150
                                                                                                      Account lenath
                                                                                                                                                                 Area code
                              Data distribution chart of International plan
                                                                                        Data distribution chart of Voice mail plan
                                                                                                                                            Data distribution chart of Number vmail messages
                                                                               2000
                                                                                                                                       2000
                    2000
                                            International plan
                                                                                                      Voice mail plan
                                                                                                                                                           Number vmail messages
                              Data distribution chart of Total day minutes
                                                                                        Data distribution chart of Total day calls
                                                                                                                                                Data distribution chart of Total day charge
                                                                                                                                       북 <sup>200</sup>
                     th 200
                                                                              Count
Count
                                                                                                                                                            20 30
Total day charge
                                            150 200 250
Total day minutes
                                                                                                      75 100
Total day calls
                              Data distribution chart of Total eve minutes
                                                                                        Data distribution chart of Total eve calls
                                                                                                                                                Data distribution chart of Total eve charge
                                                                                                                                       불 <sup>200</sup>
                                                                              200
Conut
                                        100
                                            150 200 250
Total eve minutes
                                                                                                              100
                                                                                                                    125
                                                                                                                          150
                                                                                                                                175
                                                                                                                                                              Total eve charge
                                                                                                      Total eve calls
                             Data distribution chart of Total night minutes
                                                                                        Data distribution chart of Total night calls
                                                                                                                                                Data distribution chart of Total night charge
                                                                              북 <sup>200</sup>
                                          150
                                                200
                                                     250
                                                            300
                                                                 350
                                                                                             60
                                                                                                         100
                                                                                                               120
                                                                                                                     140
                                                                                                                           160
                                                                                                                                 180
                                                                                                                                                        5.0
                                                                                                                                                                    10.0 12.5
                                                                                                                                                                                 15.0
                                            Total night minutes
                                                                                                     Total night calls
                                                                                                                                                              Total night charge
                              Data distribution chart of Total intl minutes
                                                                                        Data distribution chart of Total intl calls
                                                                                                                                                Data distribution chart of Total intl charge
                                                                                                                                         200
                                                                                                                                                                        0.0
                                2.5
                                            7.5 10.0 12.5 15.0 17.5 20.0
                                                                                                     7.5 10.0 12.5 15.0 17.5 20.0
                                       5.0
                                                                                     0.0
                                                                                          2.5
                                                                                               5.0
                                                                                                                                                               Total intl charge
                            Data distribution chart of Customer service calls
                                                                                            Data distribution chart of Churn
                      1000
                                                                             2000
                                                                                              0.2
                                                                                                               0.6
```

#### **Decision Tree**

Customer service calls

```
In [180]: # Divide the data set into train and test sets
y = df_train['Churn']
X = df_train.drop( columns=['Churn'])

X_train, X_test, y_train, y_test = train_test_split(X, y, test_size = 0.2, random_state = 0)

ro_scaler = RobustScaler()
X_train = ro_scaler.fit_transform(X_train)
X_test = ro_scaler.fit_transform(X_test)
print('Total data train : %i \nTotal data test : %i' % (X_train.shape[0],X_test.shape[1]))

Total data train : 2666
Total data test : 19
```

```
In [181]: X_train
Out[181]: array([[ 0.16
                           , 0.37037037, 0.93137255, ...,
                   0.30927835, 0.
                                         ],
                 [ 0.76
                             , -0.37037037, 0.
                   0.24742268, 0.
                                          ],
                            , 0.03703704, -0.06862745, ..., 0.66666667,
                   1.50515464, 0.
                                          ],
                 [-0.16
                             , -0.16666667, -0.06862745, ..., 0.33333333,
                  -1.06185567, 1.
                                          ],
                                1.31481481, 0.
                 [ 0.32
                                                       , ..., 0.33333333,
                   0.80412371, 1.
                                          ],
                 [-0.88
                               0.44444444, -0.06862745, ..., 0.
                   0.24742268, 0.
                                          ]])
In [182]: y_train
Out[182]: 1460
                  0
          2000
                  0
          666
                  0
          2962
                  0
          2773
                  0
          835
                  0
          3264
                  0
          1653
                  0
          2607
                  0
          2732
          Name: Churn, Length: 2666, dtype: int64
In [183]: X_test
Out[183]: array([[-9.43396226e-01, -1.14814815e+00, 0.00000000e+00, ...,
                   3.3333333e-01, 3.15789474e-01, 0.00000000e+00],
                 [-1.13207547e-01, 1.00000000e+00, 0.00000000e+00, ...,
                   3.3333333e-01, -9.05263158e-01, 2.00000000e+00],
                 [-6.79245283e-01, 9.25925926e-02, -7.00000000e+00, ...,
                   1.00000000e+00, 1.56842105e+00, -1.00000000e+00],
                 [ 4.52830189e-01, -9.62962963e-01, 9.50000000e+01, ...,
                   0.00000000e+00, 1.15789474e-01, 1.00000000e+00],
                 [-6.79245283e-01, -8.88888889e-01, 9.50000000e+01, ...,
                  -3.3333333e-01, 8.21052632e-01, -1.00000000e+00],
                 [-8.30188679e-01, -1.11111111e+00, 0.00000000e+00, ...,
                   3.3333333e-01, -5.68421053e-01, -1.00000000e+00]])
In [184]: |y_test
Out[184]: 405
                  0
          118
                  0
          710
                  0
          499
                  0
          2594
                  0
          2255
                  0
          242
                  0
          1916
                  0
                  0
          2160
          1482
          Name: Churn, Length: 667, dtype: int64
```

#### Declare the ID3 decision tree model

```
In [185]: # Declare the model
   model =tree.DecisionTreeClassifier(criterion ="entropy", random_state = 700, max_depth = 10, mil
In [186]: # Model training
   model = model.fit(X_train, y_train)
In [187]: # Test the model
   y_pred = model.predict(X_test)
   print("The model predicted label value :\n ", y_pred)
   print('Actual label value of the model : \n', y_test)
   The model predicted label value :
    Actual label value of the model :
   405
      0
   118
      0
   710
      0
   499
      0
   2594
      0
     . .
   2255
      0
      0
   242
   1916
      0
   2160
      0
   1482
      0
   Name: Churn, Length: 667, dtype: int64
In [188]: # Calculate the accuracy of the model
   print('model accuracy is :', accuracy_score(y_test, y_pred)*100, '%')
```

localhost:8889/notebooks/Data Analyst Intern.ipynb

model accuracy is: 93.85307346326837 %

```
# Confusion Matrix and Classification Report
In [189]:
          print('Confusion Matrix: \n', confusion_matrix(y_test, y_pred))
          print('Classification Report: \n ', classification_report(y_test, y_pred))
          Confusion Matrix:
           [[559 15]
           [ 26 67]]
          Classification Report:
                           precision
                                        recall f1-score
                                                            support
                      0
                              0.96
                                        0.97
                                                  0.96
                                                              574
                      1
                              0.82
                                        0.72
                                                  0.77
                                                              93
              accuracy
                                                  0.94
                                                             667
                              0.89
                                        0.85
                                                  0.87
                                                             667
             macro avg
          weighted avg
                              0.94
                                        0.94
                                                  0.94
                                                             667
```

#### **LGBM Classisfier**

```
In [190]: # Declare the model
model = LGBMClassifier(random_state = 700, max_depth = 10, num_leaves = 31)

In [191]: # model execution
model.fit(X_train, y_train)

[LightGBM] [Warning] Accuracy may be bad since you didn't explicitly set num_leaves OR 2^max_d epth > num_leaves. (num_leaves=31).
[LightGBM] [Warning] Accuracy may be bad since you didn't explicitly set num_leaves OR 2^max_d epth > num_leaves. (num_leaves=31).
[LightGBM] [Info] Number of positive: 390, number of negative: 2276
[LightGBM] [Info] Auto-choosing col-wise multi-threading, the overhead of testing was 0.000378 seconds.
```

You can set `force\_col\_wise=true` to remove the overhead.

[LightGBM] [Info] Total Bins 2436

[LightGBM] [Info] Number of data points in the train set: 2666, number of used features: 19

[LightGBM] [Info] [binary:BoostFromScore]: pavg=0.146287 -> initscore=-1.764028

[LightGBM] [Info] Start training from score -1.764028

### Out[191]:

```
LGBMClassifier

LGBMClassifier(max_depth=10, random_state=700)
```

```
In [192]:
   # Test the model
   y lgbm pred = model.predict(X test)
   print("The model predicted label value :\n ", y_lgbm_pred)
   print('Actual label value of the model : \n', y_test)
   [LightGBM] [Warning] Accuracy may be bad since you didn't explicitly set num_leaves OR 2^max_d
   epth > num leaves. (num leaves=31).
   The model predicted label value :
   0]
   Actual label value of the model :
   405
      0
   118
     0
   710
     0
   499
     0
   2594
     0
   2255
     0
   242
     0
   1916
     0
   2160
     0
   1482
     0
   Name: Churn, Length: 667, dtype: int64
In [193]: # Calculate the accuracy of the model
   print('model accuracy is :', accuracy_score(y_test, y_lgbm_pred)*100, '%')
```

```
localhost:8889/notebooks/Data Analyst Intern.ipynb
```

model accuracy is : 95.2023988005997 %

```
In [194]:
          # Confusion Matrix and Classification Report
          print('Confusion Matrix: \n', confusion_matrix(y_test, y_lgbm_pred))
          print('Classification Report: \n ', classification_report(y_test, y_lgbm_pred))
          Confusion Matrix:
           [[565
                  91
           [ 23 70]]
          Classification Report:
                          precision
                                      recall f1-score
                                                         support
                     0
                             0.96
                                      0.98
                                                0.97
                                                           574
                     1
                             0.89
                                       0.75
                                                0.81
                                                            93
                                                0.95
                                                           667
              accuracy
                            0.92
                                                0.89
             macro avg
                                      0.87
                                                           667
          weighted avg
                            0.95
                                      0.95
                                                0.95
                                                           667
          Random Forest
In [195]: dt = RandomForestClassifier(max_depth = 3, max_features = 4)
In [196]: dt.fit(X_train, y_train)
Out[196]:
                        RandomForestClassifier
                                                           (https://scikit-
          RandomForestClassifier(max_depth=3, max_features=4)
In [197]: y_pred = dt.predict(X_test)
In [198]: print(" Train score : ", dt.score(X train, y train), " Test Score : ", dt.score(X test, y test)
           Train score: 0.8859714928732183 Test Score: 0.904047976011994
In [199]: # Calculate the accuracy of the model
          print('model accuracy is :', accuracy_score(y_test, y_pred)*100, '%')
          model accuracy is : 90.4047976011994 %
In [200]: | print('Confusion Matrix: \n', confusion matrix(y test, y pred))
          print('Classification Report: \n ', classification_report(y_test, y_pred))
          Confusion Matrix:
           [[574 0]
           [ 64 29]]
          Classification Report:
                          precision
                                      recall f1-score
                                                         support
                     0
                             0.90
                                      1.00
                                                0.95
                                                           574
                     1
                             1.00
                                      0.31
                                                0.48
                                                            93
                                                0.90
              accuracy
                                                           667
                                                0.71
             macro avg
                            0.95
                                      0.66
                                                           667
          weighted avg
                            0.91
                                      0.90
                                                0.88
                                                           667
```

```
In [201]: # Find the best parameters of the model
          pram_grid = {"max_depth" :[2,3,4], 'max_features' : [3,4,5]}
          clf = RandomForestClassifier()
          grid = GridSearchCV(estimator = clf, param_grid = pram_grid, cv = 5)
          grid result = grid.fit(X train, y train)
          print(grid result)
          print("Best: %f using %s" %(grid_result.best_score_ , grid_result.best_params_))
          GridSearchCV(cv=5, estimator=RandomForestClassifier(),
                       param_grid={'max_depth': [2, 3, 4], 'max_features': [3, 4, 5]})
          Best: 0.898349 using {'max_depth': 4, 'max_features': 5}
          Run the model with parameters max_depth= 4, max_features=5
In [202]: | dt = RandomForestClassifier(max_depth = 4, max_features = 5)
In [203]: |dt.fit(X_train, y_train)
Out[203]:
                        RandomForestClassifier
                                                           (https://scikit-
          RandomForestClassifier(max_depth=4, max_features=5)
In [204]: y pred = dt.predict(X test)
          print(" Train score : ", dt.score(X_train, y_train), " Test Score : ", dt.score(X_test, y_test)
           Train score: 0.9309827456864216 Test Score: 0.9250374812593704
In [205]: # Calculate the accuracy of the model
          print('model accuracy is :', accuracy_score(y_test, y_pred)*100, '%')
          model accuracy is : 92.50374812593704 %
In [206]: print('Confusion Matrix: \n', confusion_matrix(y_test, y_pred))
          print('Classification Report: \n ', classification_report(y_test, y_pred))
          Confusion Matrix:
           [[570 4]
           [ 46 47]]
          Classification Report:
                                       recall f1-score
                          precision
                                                         support
                     0
                             0.93
                                       0.99
                                                 0.96
                                                            574
                     1
                             0.92
                                       0.51
                                                0.65
                                                            93
                                                 0.93
                                                           667
              accuracy
                             0.92
                                       0.75
                                                 0.81
                                                           667
             macro avg
          weighted avg
                             0.92
                                       0.93
                                                0.92
                                                           667
```

## K-nearest neighbors

```
In [207]:
           scores = []
           for i in range(1,30):
               knn = KNeighborsClassifier(n_neighbors = i)
               knn.fit(X_train, y_train)
               y_pred = knn.predict(X_test)
               scores.append(accuracy_score(y_test, y_pred))
In [208]: print(" Max Score :", max(scores), " at K = ", scores.index(max(scores)) +1)
           plt.figure(figsize = (12,6))
           plt.plot(range(1, 30), scores, color ='red', linestyle = 'dashed', marker ='o',
                   markerfacecolor = 'blue', markersize = 10)
           plt.title(' Accuracy according to K value')
           plt.xlabel('K Value')
           plt.ylabel('Average accuracy')
            Max Score: 0.9145427286356822 at K = 5
Out[208]: Text(0, 0.5, 'Average accuracy')
                                                    Accuracy according to K value
              0.91
              0.90
            Average accuracy
              0.89
              0.88
              0.87
                                                10
                                                                              20
                                                                                             25
                                                               15
                                                             K Value
In [209]: knn = KNeighborsClassifier(n neighbors = 5)
In [210]: knn.fit(X_train, y_train)
Out[210]:
                KNeighborsClassifier (i)
                                         (https://scikit-
                                        learn.org/1.4/modules/generated/sklearn.neighbors.KNeighborsClassifier.html)
           KNeighborsClassifier()
In [211]: y_pred = knn.predict(X_test)
In [212]: # Calculate the accuracy of the model
           print('model accuracy is :', accuracy_score(y_test, y_pred)*100, '%')
           model accuracy is : 91.45427286356822 %
```

```
In [213]: print('Confusion Matrix: \n', confusion_matrix(y_test, y_pred))
print('Classification Report: \n', classification_report(y_test, y_pred))
```

Confusion Matrix:

[[572 2] [55 38]]

Classification Report:

0_000_000	precision	recall	f1-score	support
0	0.91	1.00	0.95	574
1	0.95	0.41	0.57	93
accuracy			0.91	667
macro avg	0.93	0.70	0.76	667
weighted avg	0.92	0.91	0.90	667