ENTRANCE TEST (No.2)

Customer churn prediction

Declare libraries

Import data

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
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
2	NJ	137	415	No	No	0	243.4	114	41.38	121.2	110	10.30	162.6
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
5	AL	118	510	Yes	No	0	223.4	98	37.98	220.6	101	18.75	203.9
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):

#	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
dtyp	es: bool(1), float64(8),	int64(8), objec	t(3)
memo	ry usage: 498.1+ KB		

Check for missing values

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

dtype: int64

Churn

Statistics of quantitative values

3333

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
count	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000	3333.000000
mean	101.064806	437.182418	8.099010	179.775098	100.435644	30.562307	200.980348	100.114311
std	39.822106	42.371290	13.688365	54.467389	20.069084	9.259435	50.713844	19.922625
min	1.000000	408.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000
25%	74.000000	408.000000	0.000000	143.700000	87.000000	24.430000	166.600000	87.000000
50%	101.000000	415.000000	0.000000	179.400000	101.000000	30.500000	201.400000	100.000000
75%	127.000000	510.000000	20.000000	216.400000	114.000000	36.790000	235.300000	114.000000
max	243.000000	510.000000	51.000000	350.800000	165.000000	59.640000	363.700000	170.000000
4								•

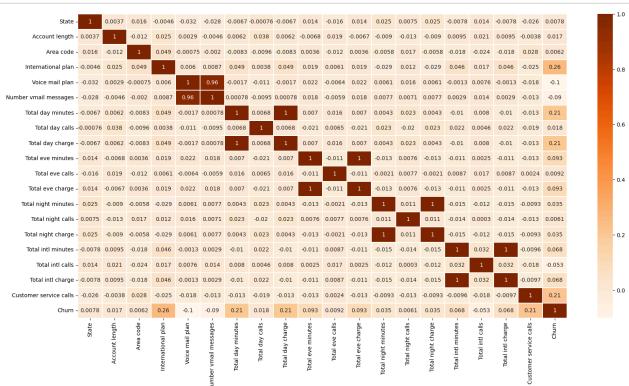
```
In [177]: # Convert data from identifier ("object") to numeric form
    lb_make = LabelEncoder()
    df_train["State"] = lb_make.fit_transform(df_train["State"])
    df_train["International plan"] = lb_make.fit_transform(df_train["International plan"])
    df_train["Voice mail plan"] = lb_make.fit_transform(df_train["Voice 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
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
2	31	137	415	0	0	0	243.4	114	41.38	121.2	110	10.30	162.6
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
5	1	118	510	1	0	0	223.4	98	37.98	220.6	101	18.75	203.9
6	19	121	510	0	1	24	218.2	88	37.09	348.5	108	29.62	212.6
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

```
plt.figure( figsize = (15, 10))
In [179]:
                   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
                                                                                                                                     날 2000
                     200
                                                                                                      100
                                                                                                              150
                                                                                                                                                                  460
                                                                                                     Account length
                                                                                                                                                                Area code
                              Data distribution chart of International plan
                                                                                       Data distribution chart of Voice mail plan
                                                                                                                                           Data distribution chart of Number ymail messages
                                                                                                                                                              20
                            0.0
                                             0.4
                                                                       1.0
                                                                                     0.0
                                                                                                     Voice mail plan
                              Data distribution chart of Total day minutes
                                                                                        Data distribution chart of Total day calls
                                                                                                                                               Data distribution chart of Total day charge
                                                                                           25
                                              150
                                        100
                                                    200
                                                          250
                                                                                                      75 100
Total day calls
                                                                                                              100
                                                                                                                     125
                                            Total day minutes
                                                                                                                                                             Total day charge
                                                                                        Data distribution chart of Total eve calls
                                                                                                                                      북 <sup>200</sup>
                     200
200
                                                                              200
Count
                                                   200 250
                                                                                                                                                             Total eve charge
                              Data distribution chart of Total night minutes
                                                                                        Data distribution chart of Total night calls
                                                                                                                                               Data distribution chart of Total night charge
                    200 Count
                                                                                                                                      북 <sup>200</sup>
                                                                              불 <sup>200</sup>
                                                                                                     ) 100 120
Total night calls
                                                200 250
                                                           300
                                                                                                                     140
                                                                                                                          160
                                                                                                                                180
                                                                                                                                                                   10.0 12.5
                                                                                                                                                                                15.0
                                                                                                                                                             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 Count
                                                                                                                                      돌 200 ·
                                                   7.5 10.0 12.5 15.0 17.5 20.0 Total intl minutes
                                                                                                    7.5 10.0 12.5 15.0 17.5 20.0 Total intl calls
                                       5.0
                            Data distribution chart of Customer service calls
                                                                                            Data distribution chart of Churn
                   1000 ·
                                                                             2000
                                                                                     0.0
                                          Customer service calls
                                                                                                         Churn
```

Decision Tree

```
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.
                                          ],
                          , -0.37037037, 0.
                 [ 0.76
                   0.24742268,
                                0.
                                          ],
                 [-1.
                                0.03703704, -0.06862745, ..., 0.66666667,
                   1.50515464,
                               0.
                                          ],
                              , -0.16666667, -0.06862745, ..., 0.33333333,
                 [-0.16
                  -1.06185567,
                                1.
                                           ],
                                1.31481481,
                 [ 0.32
                                             0.
                                                       , ..., 0.33333333,
                   0.80412371,
                                1.
                                           ],
                 [-0.88
                                0.44444444, -0.06862745, ..., 0.
                                0.
                   0.24742268,
                                          ]])
In [182]: y_train
Out[182]: 1460
                  0
          2000
                  0
          666
                  0
          2962
                  0
          2773
                  0
                  . .
          835
                  0
          3264
                  0
                  0
          1653
          2607
                  0
          2732
                  a
          Name: Churn, Length: 2666, dtype: int64
In [183]: X_test
Out[183]: array([[-9.43396226e-01, -1.14814815e+00, 0.000000000e+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

```
# Declare the model
In [185]:
   model =tree.DecisionTreeClassifier(criterion ="entropy", random_state = 700, max_depth = 10,
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 :
    [0\ 0\ 0\ 0\ 0\ 0\ 1\ 0\ 0\ 0\ 0\ 0\ 0\ 0\ 0\ 1\ 0\ 0\ 0\ 1\ 0\ 0\ 1\ 0\ 0\ 1\ 0\ 0\ 0\ 0\ 1
    Actual label value of the model :
    405
       а
      0
   118
      0
   710
   499
      0
   2594
      0
      . .
   2255
      a
   242
      0
   1916
      0
   2160
      0
   1482
   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 %

```
In [189]:
          # Confusion Matrix and Classification Report
          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:
                                        recall f1-score
                           precision
                                                            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^m
av_depth > num_leaves (num_leaves=31)
```

ax_depth > num_leaves. (num_leaves=31).
[LightGBM] [Warning] Accuracy may be bad since you didn't explicitly set num_leaves OR 2^m

[LightGBM] [Warning] Accuracy may be bad since you didn't explicitly set num_leaves OR 2^m
ax_depth > 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 0.00 0378 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: 1

[LightGBM] [Info] [binary:BoostFromScore]: pavg=0.146287 -> initscore=-1.764028
[LightGBM] [Info] Start training from score -1.764028

Out[191]: LGBMClassifier(max_depth=10, random_state=700)

In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook. On GitHub, the HTML representation is unable to render, please try loading this page with noviewer.org.

```
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^m
    ax_depth > num_leaves. (num_leaves=31).
    The model predicted label value :
     [0\ 0\ 0\ 0\ 0\ 0\ 0\ 1\ 0\ 0\ 0\ 0\ 0\ 0\ 0\ 1\ 0\ 0\ 1\ 0\ 0\ 1\ 0\ 0\ 1\ 0\ 0\ 0\ 0\ 1
    0\; 0\; 0\; 0\; 1\; 0\; 0\; 0\; 0\; 0\; 0\; 0\; 0\; 0\; 0\; 1\; 1\; 0\; 0\; 0\; 1\; 0\; 0\; 0\; 0\; 1\; 0\; 0\; 0\; 0\; 0\; 1\; 1\; 1
    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, '%')
```

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:
                   9]
           [[565
           [ 23 70]]
          Classification Report:
                           precision
                                        recall f1-score
                                                            support
                      0
                              0.96
                                        0.98
                                                   0.97
                                                              574
                              0.89
                                        0.75
                                                   0.81
                                                               93
                      1
               accuracy
                                                   0.95
                                                              667
                              0.92
                                        0.87
                                                   0.89
                                                              667
              macro avg
          weighted avg
                              0.95
                                         0.95
                                                   0.95
                                                              667
```

Random Forest

```
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
                                                     667
    accuracy
                    0.95
                              0.66
                                         0.71
                                                     667
   macro avg
                              0.90
weighted avg
                    0.91
                                         0.88
                                                     667
```

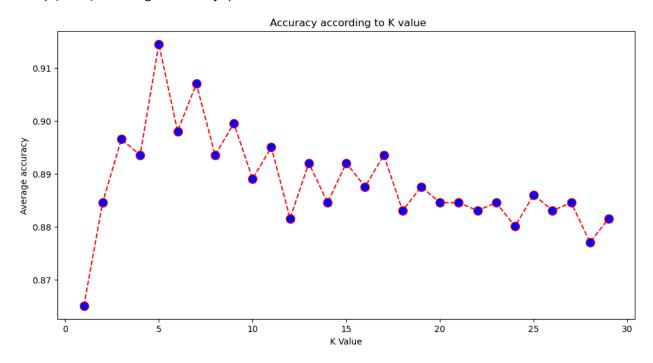
```
In [201]:
          # Find the best parameters of the model
          pram_grid = {"max_depth" :[2,3,4], 'max_features' : [3,4,5]}
          clf = RandomForestClassifier()
          grid = GridSearchCV(estimator = clf, param_grid = pram_grid, cv = 5)
          grid_result = grid.fit(X_train, y_train)
          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(max_depth=4, max_features=5)
          In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook.
          On GitHub, the HTML representation is unable to render, please try loading this page with nbviewer.org.
In [204]: y_pred = dt.predict(X_test)
          print(" Train score : ", dt.score(X_train, y_train), " Test Score : ", dt.score(X_test, y_te
           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
                              0.93
                                        0.99
                                                  0.96
                                                              574
                      0
                      1
                              0.92
                                        0.51
                                                               93
                                                  0.65
                                                   0.93
                                                              667
              accuracy
                              0.92
                                                  0.81
                                        0.75
                                                              667
              macro avg
                              0.92
                                        0.93
                                                  0.92
          weighted avg
                                                              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)
nlt figure(figsize = (12.6))
```

Max Score: 0.9145427286356822 at K = 5

Out[208]: Text(0, 0.5, 'Average accuracy')



```
In [209]: knn = KNeighborsClassifier(n_neighbors = 5)
```

```
In [210]: knn.fit(X_train, y_train)
```

Out[210]: KNeighborsClassifier()

In a Jupyter environment, please rerun this cell to show the HTML representation or trust the notebook. On GitHub, the HTML representation is unable to render, please try loading this page with nbviewer.org.

```
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:

precision	recall	f1-score	support
0.91	1.00	0.95	574
0.95	0.41	0.57	93
		0.91	667
0.93 0.92	0.70 0.91	0.76 0.90	667 667
	0.91 0.95 0.93	0.91 1.00 0.95 0.41 0.93 0.70	0.91 1.00 0.95 0.95 0.41 0.57 0.91 0.93 0.70 0.76