exploratory_and_tree.R

S. Varatharajan

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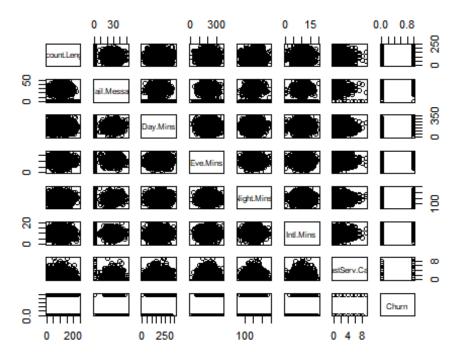
```
library(plyr)
library(corrplot)
## corrplot 0.84 loaded
library(ggplot2)
library(gridExtra)
library(ggthemes)
library(caret)
## Loading required package: lattice
library(MASS)
library(randomForest)
## randomForest 4.6-14
## Type rfNews() to see new features/changes/bug fixes.
##
## Attaching package: 'randomForest'
## The following object is masked from 'package:gridExtra':
##
       combine
##
## The following object is masked from 'package:ggplot2':
##
##
       margin
library(party)
## Loading required package: grid
## Loading required package: mvtnorm
## Loading required package: modeltools
## Loading required package: stats4
##
## Attaching package: 'modeltools'
```

```
## The following object is masked from 'package:plyr':
##
##
       empty
## Loading required package: strucchange
## Loading required package: zoo
##
## Attaching package: 'zoo'
## The following objects are masked from 'package:base':
##
       as.Date, as.Date.numeric
##
## Loading required package: sandwich
library(readxl)
setwd("C:/Users/tsraj/Desktop/Acadgild project")
library(readr)
Churn <- read.csv("C:/Users/tsraj/Desktop/Acadgild project/Churn.csv")</pre>
data<-(Churn)
View(data)
library(caret)
library(randomForest)
library(rpart)
library(rpart.plot)
library(ggplot2)
library(lattice)
library(rattle)
## Rattle: A free graphical interface for data science with R.
## Version 5.2.0 Copyright (c) 2006-2018 Togaware Pty Ltd.
## Type 'rattle()' to shake, rattle, and roll your data.
##
## Attaching package: 'rattle'
## The following object is masked from 'package:randomForest':
##
##
       importance
summary(data)
## Account.Length VMail.Message
                                        Day.Mins
                                                        Eve.Mins
         : 1.0
                    Min.
                           : 0.000
                                     Min. : 0.0
                                                     Min. : 0.0
## Min.
## 1st Qu.: 74.0
                    1st Qu.: 0.000
                                     1st Qu.:143.7
                                                     1st Qu.:166.6
## Median :101.0
                    Median : 0.000
                                     Median :179.4
                                                     Median :201.4
## Mean
          :101.1
                    Mean
                          : 8.099
                                     Mean
                                            :179.8
                                                     Mean
                                                            :201.0
## 3rd Qu.:127.0
                    3rd Qu.:20.000
                                     3rd Qu.:216.4
                                                     3rd Qu.:235.3
                                     Max. :350.8
## Max.
          :243.0
                    Max.
                          :51.000
                                                     Max.
                                                            :363.7
##
```

```
##
      Night.Mins
                       Intl.Mins
                                      CustServ.Calls
                                                           Churn
##
                                                       Min.
   Min.
           : 23.2
                     Min.
                            : 0.00
                                     Min.
                                             :0.000
                                                              :0.0000
                                      1st Qu.:1.000
##
    1st Qu.:167.0
                     1st Qu.: 8.50
                                                       1st Qu.:0.0000
##
    Median :201.2
                     Median :10.30
                                     Median :1.000
                                                       Median :0.0000
##
    Mean
           :200.9
                     Mean
                            :10.24
                                      Mean
                                             :1.563
                                                       Mean
                                                              :0.1449
    3rd Qu.:235.3
                     3rd Qu.:12.10
                                      3rd Qu.:2.000
                                                       3rd Qu.:0.0000
##
##
    Max.
           :395.0
                     Max.
                            :20.00
                                      Max.
                                             :9.000
                                                       Max.
                                                              :1.0000
##
##
      Int.l.Plan
                         VMail.Plan
                                           Day.Calls
                                                            Day.Charge
##
    Min.
           :0.00000
                       Min.
                              :0.0000
                                         Min.
                                                : 0.0
                                                          Min.
                                                                 : 0.00
##
    1st Qu.:0.00000
                       1st Qu.:0.0000
                                         1st Qu.: 87.0
                                                          1st Qu.:24.43
    Median :0.00000
                                         Median :101.0
##
                       Median :0.0000
                                                          Median :30.50
##
           :0.09691
                                                :100.4
                                                          Mean
                                                                 :30.56
    Mean
                       Mean
                              :0.2766
                                         Mean
##
    3rd Qu.:0.00000
                       3rd Qu.:1.0000
                                         3rd Qu.:114.0
                                                          3rd Qu.:36.79
##
           :1.00000
                               :1.0000
                                                :165.0
                                                                 :59.64
    Max.
                       Max.
                                         Max.
                                                          Max.
##
##
      Eve.Calls
                       Eve.Charge
                                       Night.Calls
                                                       Night.Charge
##
                            : 0.00
                                      Min.
                                             : 33.0
   Min.
           :
              0.0
                     Min.
                                                       Min.
                                                              : 1.040
    1st Qu.: 87.0
                                      1st Qu.: 87.0
##
                     1st Qu.:14.16
                                                       1st Qu.: 7.520
##
    Median :100.0
                     Median :17.12
                                      Median :100.0
                                                       Median : 9.050
##
           :100.1
                     Mean
                            :17.08
                                             :100.1
    Mean
                                     Mean
                                                       Mean
                                                              : 9.039
    3rd Qu.:114.0
                                      3rd Qu.:113.0
##
                     3rd Qu.:20.00
                                                       3rd Qu.:10.590
##
           :170.0
                                             :175.0
                                                       Max.
    Max.
                     Max.
                            :30.91
                                      Max.
                                                              :17.770
##
##
      Intl.Calls
                       Intl.Charge
                                           State
                                                         Area.Code
           : 0.000
##
   Min.
                      Min.
                             :0.000
                                       WV
                                              : 106
                                                       Min.
                                                              :408.0
##
    1st Qu.: 3.000
                                                 84
                      1st Qu.:2.300
                                       MN
                                                       1st Qu.:408.0
    Median : 4.000
                      Median :2.780
                                                 83
##
                                       NY
                                                       Median :415.0
##
           : 4.479
                             :2.765
                                                 80
    Mean
                      Mean
                                       ΑL
                                                       Mean
                                                              :437.2
##
    3rd Qu.: 6.000
                      3rd Qu.:3.270
                                       OH
                                                 78
                                                       3rd Qu.:510.0
##
           :20.000
                             :5.400
                                                 78
                                                              :510.0
    Max.
                      Max.
                                       OR
                                                       Max.
##
                                       (Other):2824
##
         Phone
##
    327-1058:
                1
##
    327-1319:
                 1
##
                1
    327-3053:
##
    327-3587:
                1
##
    327-3850:
                1
##
    327-3954:
                1
    (Other) :3327
##
library(C50)
#install.package('devtools') # Only needed if you dont have this installed.
library(devtools)
install github('adam-m-mcelhinney/helpRFunctions')
## Installation failed: Could not resolve host: raw.githubusercontent.com
library(helpRFunctions)
names(data)
```

```
## [1] "Account.Length" "VMail.Message"
                                         "Day.Mins"
                                                          "Eve.Mins"
## [5] "Night.Mins"
                        "Intl.Mins"
                                         "CustServ.Calls"
                                                          "Churn"
## [9] "Int.l.Plan"
                                         "Day.Calls"
                        "VMail.Plan"
                                                          "Day.Charge"
## [13] "Eve.Calls"
                                         "Night.Calls"
                                                          "Night.Charge"
                        "Eve.Charge"
                                         "State"
                                                          "Area.Code"
## [17] "Intl.Calls"
                        "Intl.Charge"
## [21] "Phone"
dim(data)
## [1] 3333
             21
library(caret)
library(zoo)
#data[is.na(data)] <- mean(data, na.rm = TRUE)</pre>
str(data)
## 'data.frame':
                   3333 obs. of 21 variables:
   $ Account.Length: int 128 107 137 84 75 118 121 147 117 141 ...
## $ VMail.Message : int 25 26 0 0 0 0 24 0 0 37 ...
## $ Day.Mins
                    : num 265 162 243 299 167 ...
## $ Eve.Mins
                    : num
                         197.4 195.5 121.2 61.9 148.3 ...
## $ Night.Mins
                    : num 245 254 163 197 187 ...
## $ Intl.Mins
                    : num 10 13.7 12.2 6.6 10.1 6.3 7.5 7.1 8.7 11.2 ...
## $ CustServ.Calls: int 1 1 0 2 3 0 3 0 1 0 ...
## $ Churn
                   : int 0000000000...
                    : int 0001110101...
## $ Int.l.Plan
## $ VMail.Plan
                    : int 1100001001...
## $ Day.Calls
                    : int 110 123 114 71 113 98 88 79 97 84 ...
## $ Day.Charge
                    : num 45.1 27.5 41.4 50.9 28.3 ...
## $ Eve.Calls
                    : int 99 103 110 88 122 101 108 94 80 111 ...
## $ Eve.Charge
                    : num 16.78 16.62 10.3 5.26 12.61 ...
## $ Night.Calls
                    : int 91 103 104 89 121 118 118 96 90 97 ...
## $ Night.Charge
                    : num 11.01 11.45 7.32 8.86 8.41 ...
## $ Intl.Calls
                    : int 3 3 5 7 3 6 7 6 4 5 ...
## $ Intl.Charge
                    : num 2.7 3.7 3.29 1.78 2.73 1.7 2.03 1.92 2.35 3.02 ...
## $ State
                    : Factor w/ 51 levels "AK", "AL", "AR", ...: 17 36 32 36 37 2
20 25 19 50 ...
                    : int 415 415 415 408 415 510 510 415 408 415 ...
## $ Area.Code
                    : Factor w/ 3333 levels "327-1058", "327-1319",...: 1927
## $ Phone
1576 1118 1708 111 2254 1048 81 292 118 ...
summary(data)
##
   Account.Length
                   VMail.Message
                                       Day.Mins
                                                       Eve.Mins
## Min.
         : 1.0
                   Min.
                          : 0.000
                                    Min.
                                         : 0.0
                                                    Min.
                                                          : 0.0
                                                    1st Qu.:166.6
## 1st Qu.: 74.0
                   1st Qu.: 0.000
                                    1st Qu.:143.7
                                                    Median :201.4
## Median :101.0
                   Median : 0.000
                                    Median :179.4
##
   Mean
          :101.1
                   Mean
                          : 8.099
                                    Mean
                                           :179.8
                                                    Mean
                                                           :201.0
##
   3rd Qu.:127.0
                                                    3rd Qu.:235.3
                   3rd Qu.:20.000
                                    3rd Qu.:216.4
## Max. :243.0
                   Max. :51.000
                                    Max. :350.8
                                                    Max. :363.7
```

```
##
##
      Night.Mins
                       Intl.Mins
                                      CustServ.Calls
                                                           Churn
   Min. : 23.2
                     Min. : 0.00
                                             :0.000
                                                       Min.
                                                              :0.0000
##
                                     Min.
##
    1st Qu.:167.0
                     1st Qu.: 8.50
                                      1st Qu.:1.000
                                                       1st Qu.:0.0000
                                                       Median :0.0000
##
    Median :201.2
                     Median :10.30
                                      Median :1.000
##
           :200.9
                            :10.24
                                             :1.563
    Mean
                     Mean
                                      Mean
                                                       Mean
                                                              :0.1449
##
    3rd Qu.:235.3
                     3rd Qu.:12.10
                                      3rd Ou.:2.000
                                                       3rd Ou.:0.0000
##
          :395.0
    Max.
                     Max.
                            :20.00
                                      Max.
                                             :9.000
                                                       Max.
                                                              :1.0000
##
##
      Int.l.Plan
                         VMail.Plan
                                           Day.Calls
                                                            Day.Charge
##
           :0.00000
                              :0.0000
                                                                : 0.00
    Min.
                       Min.
                                         Min. : 0.0
                                                          Min.
    1st Qu.:0.00000
                       1st Qu.:0.0000
                                         1st Qu.: 87.0
                                                          1st Qu.:24.43
##
##
    Median :0.00000
                       Median :0.0000
                                         Median :101.0
                                                          Median :30.50
##
    Mean
           :0.09691
                       Mean
                              :0.2766
                                         Mean
                                               :100.4
                                                          Mean
                                                                 :30.56
##
    3rd Qu.:0.00000
                       3rd Qu.:1.0000
                                         3rd Qu.:114.0
                                                          3rd Qu.:36.79
##
                                                :165.0
    Max.
          :1.00000
                       Max.
                              :1.0000
                                         Max.
                                                          Max.
                                                                 :59.64
##
##
      Eve.Calls
                                       Night.Calls
                       Eve.Charge
                                                       Night.Charge
                                                       Min. : 1.040
##
    Min.
          : 0.0
                     Min.
                            : 0.00
                                      Min. : 33.0
                     1st Qu.:14.16
                                                       1st Qu.: 7.520
##
    1st Qu.: 87.0
                                      1st Qu.: 87.0
##
    Median :100.0
                     Median :17.12
                                      Median :100.0
                                                       Median : 9.050
##
           :100.1
                            :17.08
    Mean
                     Mean
                                      Mean
                                             :100.1
                                                       Mean
                                                              : 9.039
##
    3rd Qu.:114.0
                     3rd Qu.:20.00
                                      3rd Qu.:113.0
                                                       3rd Qu.:10.590
##
    Max.
           :170.0
                     Max.
                            :30.91
                                      Max.
                                             :175.0
                                                       Max.
                                                              :17.770
##
##
      Intl.Calls
                       Intl.Charge
                                           State
                                                         Area.Code
##
           : 0.000
                             :0.000
                                       WV
                                              : 106
    Min.
                      Min.
                                                       Min.
                                                              :408.0
##
    1st Qu.: 3.000
                      1st Qu.:2.300
                                                 84
                                                       1st Qu.:408.0
                                       MN
##
    Median : 4.000
                      Median :2.780
                                       NY
                                                 83
                                                       Median :415.0
##
    Mean
         : 4.479
                      Mean
                             :2.765
                                       ΑL
                                                 80
                                                       Mean
                                                              :437.2
##
    3rd Qu.: 6.000
                      3rd Qu.:3.270
                                                 78
                                                       3rd Qu.:510.0
                                       OH
                                                 78
##
    Max.
           :20.000
                      Max.
                             :5.400
                                       OR
                                                       Max.
                                                              :510.0
##
                                       (Other):2824
##
         Phone
    327-1058:
                1
##
##
    327-1319:
                1
##
    327-3053:
                1
##
    327-3587:
                1
    327-3850:
                1
##
##
    327-3954:
                1
    (Other) :3327
pairs(data[1:8])
```

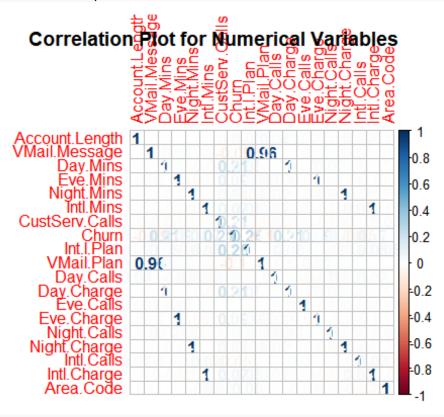


```
# enable multi-core processing
library(doParallel)
## Loading required package: foreach
## Loading required package: iterators
## Loading required package: parallel
#cl <- makeCluster(detectCores())</pre>
dim(data)
## [1] 3333
               21
registerDoParallel()
set.seed(12345)
dataTrain<-data[1:2500,]</pre>
dataTest<-data[2501:3033,]</pre>
head(dataTrain)
     Account.Length VMail.Message Day.Mins Eve.Mins Night.Mins Intl.Mins
##
## 1
                                 25
                                        265.1
                                                             244.7
                 128
                                                 197.4
                                                                         10.0
## 2
                 107
                                 26
                                        161.6
                                                 195.5
                                                             254.4
                                                                         13.7
                                  0
                                                 121.2
                                                                         12.2
## 3
                 137
                                        243.4
                                                             162.6
## 4
                                  0
                                        299.4
                                                  61.9
                                                             196.9
                  84
                                                                          6.6
## 5
                  75
                                  0
                                        166.7
                                                 148.3
                                                             186.9
                                                                         10.1
## 6
                                  0
                                                                          6.3
                 118
                                        223.4
                                                 220.6
                                                             203.9
     CustServ.Calls Churn Int.1.Plan VMail.Plan Day.Calls Day.Charge
##
```

```
## 1
                                                           110
                                                                    45.07
## 2
                   1
                          0
                                      0
                                                  1
                                                          123
                                                                    27.47
## 3
                   0
                          0
                                      0
                                                  0
                                                          114
                                                                    41.38
                          0
                                      1
                                                  0
## 4
                   2
                                                           71
                                                                    50.90
## 5
                   3
                          0
                                      1
                                                  0
                                                          113
                                                                    28.34
## 6
                          0
                                      1
                                                  0
                                                            98
                                                                    37.98
                   0
     Eve.Calls Eve.Charge Night.Calls Night.Charge Intl.Calls Intl.Charge
## 1
             99
                     16.78
                                      91
                                                 11.01
                                                                           2.70
                                                                 3
                                                                 3
## 2
            103
                     16.62
                                     103
                                                 11.45
                                                                           3.70
                     10.30
                                                  7.32
                                                                 5
## 3
            110
                                     104
                                                                           3.29
                                                                 7
## 4
            88
                                      89
                                                  8.86
                      5.26
                                                                           1.78
## 5
            122
                     12.61
                                     121
                                                  8.41
                                                                 3
                                                                           2.73
## 6
            101
                     18.75
                                     118
                                                  9.18
                                                                 6
                                                                           1.70
##
     State Area.Code
                          Phone
## 1
        KS
                  415 382-4657
## 2
        OH
                  415 371-7191
## 3
        NJ
                  415 358-1921
## 4
        OH
                  408 375-9999
## 5
        OK
                  415 330-6626
## 6
        ΑL
                  510 391-8027
head(dataTest)
        Account.Length VMail.Message Day.Mins Eve.Mins Night.Mins Intl.Mins
                                                     241.8
## 2501
                    121
                                     41
                                           215.5
                                                                 147.0
                                                                              9.6
## 2502
                    101
                                      0
                                           124.8
                                                     257.2
                                                                 193.2
                                                                             13.4
## 2503
                    115
                                      0
                                           178.7
                                                     271.0
                                                                 245.9
                                                                             16.4
                    168
                                      0
                                                     179.2
## 2504
                                           183.2
                                                                 292.8
                                                                              9.9
## 2505
                     90
                                      0
                                           167.5
                                                     139.1
                                                                 138.4
                                                                             13.0
## 2506
                     70
                                      0
                                           147.1
                                                     200.0
                                                                 234.9
                                                                             12.5
        CustServ.Calls Churn Int.1.Plan VMail.Plan Day.Calls Day.Charge
##
## 2501
                      1
                             0
                                         0
                                                     1
                                                               95
                                                                        36.64
## 2502
                      0
                             0
                                         0
                                                     0
                                                               66
                                                                        21.22
                       2
                             0
                                         0
                                                     0
## 2503
                                                              114
                                                                        30.38
## 2504
                       2
                             0
                                         0
                                                     0
                                                              131
                                                                        31.14
                      1
                             0
                                         0
                                                     0
                                                               96
## 2505
                                                                        28.48
## 2506
                       3
                             0
                                         0
                                                     0
                                                              105
                                                                        25.01
        Eve.Calls Eve.Charge Night.Calls Night.Charge Intl.Calls Intl.Charge
##
## 2501
                92
                         20.55
                                        108
                                                     6.61
                                                                    3
                                                                              2.59
## 2502
                85
                                        115
                                                     8.69
                                                                    4
                         21.86
                                                                              3.62
                96
                                         94
                                                    11.07
                                                                    5
                                                                              4.43
## 2503
                         23.04
                73
                                        100
                                                                    5
                                                                              2.67
## 2504
                         15.23
                                                    13.18
## 2505
               104
                                         87
                                                                    1
                                                                              3.51
                         11.82
                                                     6.23
## 2506
               135
                         17.00
                                         65
                                                    10.57
                                                                    9
                                                                              3.38
        State Area.Code
##
                             Phone
## 2501
           UT
                     415 337-2348
## 2502
            ΙL
                     415 342-8702
## 2503
            DC
                     408 393-5802
## 2504
            ΙN
                     415 384-2219
```

```
## 2505
           NM
                    415 347-6164
## 2506
           MS
                    510 376-9940
indexNA <- as.vector(sapply(dataTrain[,1:21],function(x)</pre>
{length(which(is.na(x)))!=0}))
dataTrain <- dataTrain[,!indexNA]</pre>
dataTrain<-na.exclude(dataTrain)</pre>
library(tree)
str(Churn)
                    3333 obs. of 21 variables:
## 'data.frame':
    $ Account.Length: int 128 107 137 84 75 118 121 147 117 141 ...
## $ VMail.Message : int
                           25 26 0 0 0 0 24 0 0 37 ...
## $ Day.Mins
                    : num 265 162 243 299 167 ...
## $ Eve.Mins
                    : num
                          197.4 195.5 121.2 61.9 148.3 ...
## $ Night.Mins
                    : num
                         245 254 163 197 187 ...
## $ Intl.Mins
                    : num
                          10 13.7 12.2 6.6 10.1 6.3 7.5 7.1 8.7 11.2 ...
## $ CustServ.Calls: int
                          1102303010...
## $ Churn
                    : int 0000000000...
## $ Int.l.Plan
                    : int 0001110101...
## $ VMail.Plan
                    : int 1100001001...
## $ Day.Calls
                    : int 110 123 114 71 113 98 88 79 97 84 ...
## $ Day.Charge
                    : num 45.1 27.5 41.4 50.9 28.3 ...
## $ Eve.Calls
                    : int 99 103 110 88 122 101 108 94 80 111 ...
## $ Eve.Charge
                    : num 16.78 16.62 10.3 5.26 12.61 ...
## $ Night.Calls
                    : int 91 103 104 89 121 118 118 96 90 97 ...
## $ Night.Charge
                    : num 11.01 11.45 7.32 8.86 8.41 ...
                    : int 3 3 5 7 3 6 7 6 4 5 ...
## $ Intl.Calls
## $ Intl.Charge
                    : num 2.7 3.7 3.29 1.78 2.73 1.7 2.03 1.92 2.35 3.02 ...
## $ State
                    : Factor w/ 51 levels "AK", "AL", "AR", ...: 17 36 32 36 37 2
20 25 19 50 ...
## $ Area.Code
                    : int 415 415 415 408 415 510 510 415 408 415 ...
## $ Phone
                    : Factor w/ 3333 levels "327-1058", "327-1319", ...: 1927
1576 1118 1708 111 2254 1048 81 292 118 ...
sapply(Churn ,function(x) sum(is.na(x)))
## Account.Length
                  VMail.Message
                                       Day.Mins
                                                      Eve.Mins
                                                                   Night.Mins
##
                0
                               0
                                              0
##
        Intl.Mins CustServ.Calls
                                          Churn
                                                    Int.l.Plan
                                                                   VMail.Plan
##
##
        Day.Calls
                                      Eve.Calls
                      Day.Charge
                                                    Eve.Charge
                                                                  Night.Calls
##
##
     Night.Charge
                      Intl.Calls
                                    Intl.Charge
                                                         State
                                                                    Area.Code
##
                0
                               0
                                                             0
                                                                            0
##
            Phone
##
                0
Churn<- Churn[complete.cases(Churn), ]</pre>
numeric.var <- sapply(Churn, is.numeric)</pre>
```

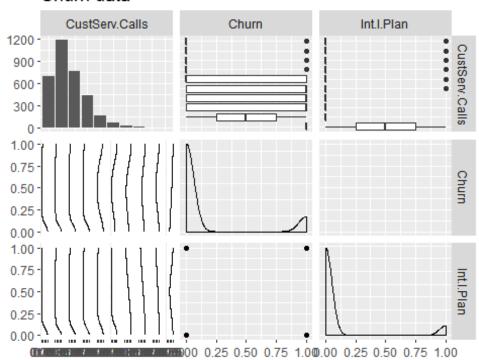
```
corr.matrix <- cor(Churn[,numeric.var])
corrplot(corr.matrix, main="\n\nCorrelation Plot for Numerical Variables",
method="number")</pre>
```



```
dim(Churn)
## [1] 3333
               21
summary(Churn)
    Account.Length
                    VMail.Message
                                          Day.Mins
                                                           Eve.Mins
##
                            : 0.000
##
    Min.
           : 1.0
                     Min.
                                       Min.
                                               : 0.0
                                                        Min.
                                                               : 0.0
    1st Qu.: 74.0
                     1st Qu.: 0.000
                                       1st Qu.:143.7
                                                        1st Qu.:166.6
##
    Median :101.0
                     Median : 0.000
                                       Median :179.4
                                                        Median :201.4
##
##
    Mean
           :101.1
                     Mean
                            : 8.099
                                       Mean
                                               :179.8
                                                        Mean
                                                               :201.0
    3rd Qu.:127.0
                     3rd Qu.:20.000
                                       3rd Qu.:216.4
##
                                                        3rd Qu.:235.3
##
    Max.
           :243.0
                     Max.
                            :51.000
                                       Max.
                                               :350.8
                                                        Max.
                                                               :363.7
##
      Night.Mins
                       Intl.Mins
                                      CustServ.Calls
##
                                                           Churn
                            : 0.00
##
           : 23.2
                                             :0.000
                                                       Min.
                                                              :0.0000
    Min.
                     Min.
                                      Min.
    1st Qu.:167.0
                     1st Qu.: 8.50
                                      1st Qu.:1.000
##
                                                       1st Qu.:0.0000
##
    Median :201.2
                     Median :10.30
                                      Median :1.000
                                                       Median :0.0000
                            :10.24
    Mean
           :200.9
                     Mean
                                             :1.563
                                                              :0.1449
##
                                      Mean
                                                       Mean
##
    3rd Qu.:235.3
                     3rd Qu.:12.10
                                      3rd Qu.:2.000
                                                       3rd Qu.:0.0000
                            :20.00
##
           :395.0
    Max.
                     Max.
                                      Max.
                                             :9.000
                                                       Max.
                                                              :1.0000
##
      Int.l.Plan
##
                         VMail.Plan
                                           Day.Calls
                                                            Day.Charge
```

```
Min. :0.00000
                      Min. :0.0000
                                        Min. : 0.0
                                                        Min. : 0.00
                                                        1st Qu.:24.43
##
   1st Qu.:0.00000
                                        1st Qu.: 87.0
                      1st Qu.:0.0000
                                        Median :101.0
## Median :0.00000
                      Median :0.0000
                                                        Median :30.50
##
   Mean
                      Mean
                                        Mean
                                               :100.4
                                                        Mean
           :0.09691
                             :0.2766
                                                                :30.56
    3rd Qu.:0.00000
                      3rd Qu.:1.0000
                                        3rd Qu.:114.0
##
                                                        3rd Qu.:36.79
##
                              :1.0000
                                               :165.0
   Max.
           :1.00000
                      Max.
                                        Max.
                                                        Max.
                                                                :59.64
##
##
      Eve.Calls
                      Eve.Charge
                                      Night.Calls
                                                      Night.Charge
##
                           : 0.00
                                     Min. : 33.0
                                                     Min.
                                                           : 1.040
   Min.
          : 0.0
                    Min.
                                                     1st Qu.: 7.520
##
    1st Qu.: 87.0
                    1st Qu.:14.16
                                     1st Qu.: 87.0
##
   Median :100.0
                    Median :17.12
                                     Median :100.0
                                                     Median : 9.050
##
                           :17.08
   Mean
           :100.1
                    Mean
                                     Mean
                                            :100.1
                                                     Mean
                                                            : 9.039
##
    3rd Qu.:114.0
                    3rd Qu.:20.00
                                     3rd Qu.:113.0
                                                     3rd Qu.:10.590
                                     Max.
##
    Max.
           :170.0
                    Max.
                           :30.91
                                            :175.0
                                                     Max.
                                                            :17.770
##
                      Intl.Charge
##
      Intl.Calls
                                          State
                                                       Area.Code
## Min.
          : 0.000
                     Min.
                            :0.000
                                      WV
                                             : 106
                                                     Min.
                                                            :408.0
##
    1st Qu.: 3.000
                     1st Qu.:2.300
                                      MN
                                                84
                                                     1st Qu.:408.0
##
   Median : 4.000
                     Median :2.780
                                                83
                                      NY
                                                     Median :415.0
                            :2.765
                                                            :437.2
##
   Mean
           : 4.479
                     Mean
                                      ΑL
                                                80
                                                     Mean
                                                78
##
    3rd Qu.: 6.000
                     3rd Qu.:3.270
                                      OH
                                                     3rd Qu.:510.0
##
           :20.000
                     Max.
                            :5.400
                                                78
                                                     Max.
   Max.
                                      OR
                                             :
                                                            :510.0
##
                                      (Other):2824
##
         Phone
##
    327-1058:
                1
##
    327-1319:
                1
##
                1
    327-3053:
##
  327-3587:
                1
##
   327-3850:
                1
##
   327-3954:
                1
##
    (Other) :3327
head(Churn)
     Account.Length VMail.Message Day.Mins Eve.Mins Night.Mins Intl.Mins
##
                                      265.1
## 1
                128
                                25
                                               197.4
                                                          244.7
                                                                      10.0
## 2
                107
                                26
                                      161.6
                                               195.5
                                                          254.4
                                                                      13.7
## 3
                137
                                 0
                                      243.4
                                               121.2
                                                          162.6
                                                                      12.2
## 4
                 84
                                 0
                                      299.4
                                                61.9
                                                          196.9
                                                                       6.6
## 5
                 75
                                 0
                                      166.7
                                               148.3
                                                          186.9
                                                                      10.1
                                 0
## 6
                118
                                      223.4
                                               220.6
                                                          203.9
                                                                       6.3
     CustServ.Calls Churn Int.l.Plan VMail.Plan Day.Calls Day.Charge
##
## 1
                        0
                                    0
                  1
                                               1
                                                       110
                                                                45.07
## 2
                  1
                        0
                                    0
                                               1
                                                       123
                                                                 27.47
                        0
                                    0
                                               0
## 3
                  0
                                                       114
                                                                41.38
## 4
                  2
                        0
                                    1
                                               0
                                                        71
                                                                 50.90
                        0
                                    1
                                               0
## 5
                  3
                                                       113
                                                                 28.34
## 6
                  0
                        0
                                    1
                                               0
                                                        98
     Eve.Calls Eve.Charge Night.Calls Night.Charge Intl.Calls Intl.Charge
                                              11.01
            99
                    16.78 91
                                                             3
```

```
## 2
           103
                     16.62
                                   103
                                               11.45
                                                              3
                                                                        3.70
                                                              5
## 3
           110
                    10.30
                                   104
                                                7.32
                                                                        3.29
            88
                     5.26
                                    89
                                                8.86
                                                              7
                                                                        1.78
## 4
                                                              3
## 5
           122
                    12.61
                                   121
                                                8.41
                                                                        2.73
           101
                    18.75
                                   118
                                                9.18
                                                              6
                                                                        1.70
## 6
     State Area.Code
                         Phone
##
## 1
        KS
                 415 382-4657
## 2
        OH
                 415 371-7191
## 3
        NJ
                 415 358-1921
                 408 375-9999
## 4
        OH
## 5
        OK
                 415 330-6626
## 6
        ΑL
                 510 391-8027
Churn$Account.Length<-as.factor(Churn$Account.Length)</pre>
Churn$VMail.Message<-as.factor(Churn$VMail.Message)</pre>
Churn$CustServ.Calls<-as.factor(Churn$CustServ.Calls)</pre>
library(GGally)
library(ISLR)
require(GGally)
data(tips, package="reshape")
pm = ggpairs(data=Churn,
             columns=7:9,
             upper = list(continuous = "density"),
             lower = list(combo = "facetdensity"),
             title="Churn data",
             colour = "Red")
## Warning in warn if args exist(list(...)): Extra arguments: "colour" are
## being ignored. If these are meant to be aesthetics, submit them using the
## 'mapping' variable within ggpairs with ggplot2::aes or
ggplot2::aes_string.
print(pm)
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
```

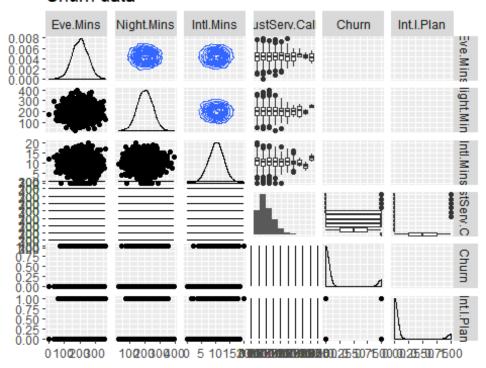


```
pm = ggpairs(data=Churn,
             columns=4:9,
             upper = list(continuous = "density"),
             lower = list(combo = "facetdensity"),
             title="Churn data",
             colour = "Green")
## Warning in warn_if_args_exist(list(...)): Extra arguments: "colour" are
## being ignored. If these are meant to be aesthetics, submit them using the
## 'mapping' variable within ggpairs with ggplot2::aes or
ggplot2::aes_string.
print(pm)
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat_density2d()`:
```

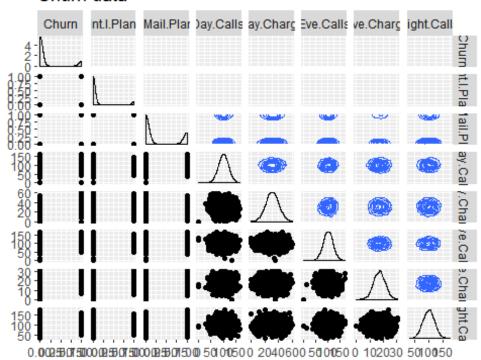
```
## bandwidths must be strictly positive

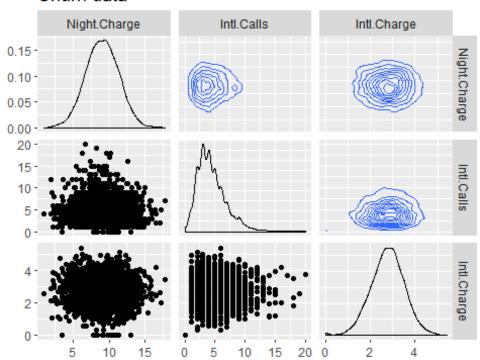
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive

## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
```



```
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat_density2d()`:
## bandwidths must be strictly positive
## Warning: Computation failed in `stat density2d()`:
## bandwidths must be strictly positive
```





```
GGally::ggpairs(Churn[,8:16],ggplot2::aes(color='Red'),diag =
list(continuous=wrap("barDiag",
color="blue")),upper=list(continuous=wrap("cor", size=2)))

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

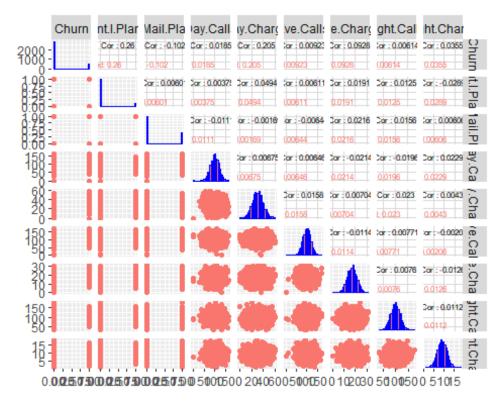
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

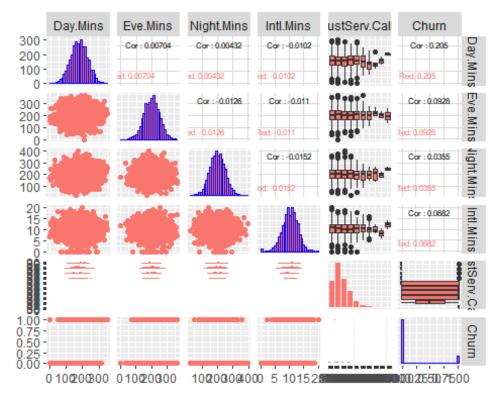
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
```



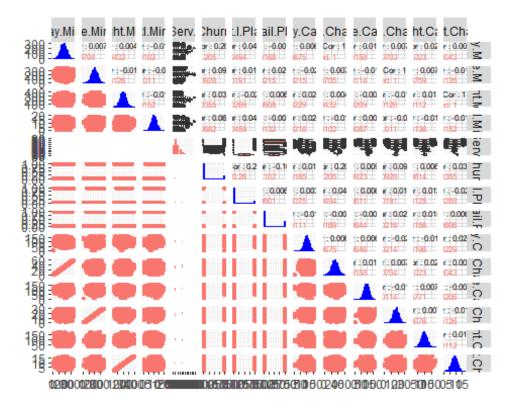
```
GGally::ggpairs(Churn[,3:8],ggplot2::aes(color='Red'),diag =
list(continuous=wrap("barDiag",
color="blue")),upper=list(continuous=wrap("cor", size=2)))

## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
```

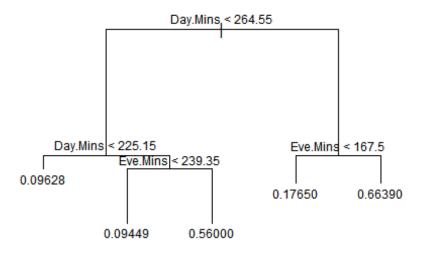


```
GGally::ggpairs(Churn[,3:16],ggplot2::aes(color='Red'),diag =
list(continuous=wrap("barDiag",
color="blue")),upper=list(continuous=wrap("cor", size=2)))
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
                using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
## `stat_bin()`
                using `bins = 30`. Pick better value with `binwidth`.
                using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
## `stat_bin()`
               using `bins = 30`. Pick better value with `binwidth`.
               using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
               using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
## `stat bin()`
                using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
                using `bins = 30`. Pick better value with `binwidth`.
  `stat_bin()`
               using `bins = 30`. Pick better value with `binwidth`.
               using `bins = 30`. Pick better value with `binwidth`.
  `stat_bin()`
               using `bins = 30`. Pick better value with `binwidth`.
  `stat bin()`
## `stat bin()`
                using `bins = 30`. Pick better value with `binwidth`.
               using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
               using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()`
  `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
               using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
## `stat_bin()`
               using `bins = 30`. Pick better value with `binwidth`.
               using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()`
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat bin()` using `bins = 30`. Pick better value with `binwidth`.
```

```
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
```



```
table(Churn$Churn)
##
##
      0
           1
## 2850
         483
library(doParallel)
registerDoParallel()
set.seed(12345)
training<-Churn[1:2500,]</pre>
testing<-Churn[2501:3033,]
# creating decision tree model
library(tree)
modelRegtree<-
tree(Churn~Day.Mins+Eve.Mins+Intl.Mins+Day.Charge+Eve.Calls+Eve.Charge+Intl.C
alls+Intl.Charge,data=training)
plot(modelRegtree)
text(modelRegtree,pretty = 0, cex=0.75)
```



```
pred<-predict(modelRegtree, newdata = testing)</pre>
head(pred, nrow = 5)
                    2502
                               2503
                                          2504
                                                      2505
##
         2501
                                                                 2506
## 0.09627792 0.09627792 0.09627792 0.09627792 0.09627792
head(pred, n = 5)
         2501
                    2502
                               2503
                                          2504
                                                     2505
## 0.09627792 0.09627792 0.09627792 0.09627792
ME<-sum(testing$Churn-pred)/nrow(testing)</pre>
ME
## [1] 0.02800086
RSS<-sum(testing$Churn-pred)^2
RSS
## [1] 222.7394
RMSE<-sqrt(RSS/nrow(testing))</pre>
RMSE
## [1] 0.64645
MAPE<-sum(abs(testing$Churn -pred)/testing$Churn)*100
MAPE
```