In [1]:

```
import numpy as np
import pandas as pd
```

In [2]:

```
data=pd.read_csv(r"C:\Users\LENOVO\Downloads\Advertising.csv")
data
```

Out[2]:

	TV	Radio	Newspaper	Sales
0	230.1	37.8	69.2	22.1
1	44.5	39.3	45.1	10.4
2	17.2	45.9	69.3	12.0
3	151.5	41.3	58.5	16.5
4	180.8	10.8	58.4	17.9
...	...	...	...	...
195	38.2	3.7	13.8	7.6
196	94.2	4.9	8.1	14.0
197	177.0	9.3	6.4	14.8
198	283.6	42.0	66.2	25.5
199	232.1	8.6	8.7	18.4

200 rows × 4 columns

In [3]:

```
data.head()
```

Out[3]:

	TV	Radio	Newspaper	Sales
0	230.1	37.8	69.2	22.1
1	44.5	39.3	45.1	10.4
2	17.2	45.9	69.3	12.0
3	151.5	41.3	58.5	16.5
4	180.8	10.8	58.4	17.9

In [4]:

```
data.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 200 entries, 0 to 199
Data columns (total 4 columns):
 #   Column     Non-Null Count  Dtype  
---  ------     --------------  -----  
 0   TV         200 non-null    float64
 1   Radio      200 non-null    float64
 2   Newspaper  200 non-null    float64
 3   Sales      200 non-null    float64
dtypes: float64(4)
memory usage: 6.4 KB
```

In [5]:
```
data.tail()
```

Out[5]:

	TV	Radio	Newspaper	Sales
195	38.2	3.7	13.8	7.6
196	94.2	4.9	8.1	14.0
197	177.0	9.3	6.4	14.8
198	283.6	42.0	66.2	25.5
199	232.1	8.6	8.7	18.4

In [6]:
```
data.describe
```

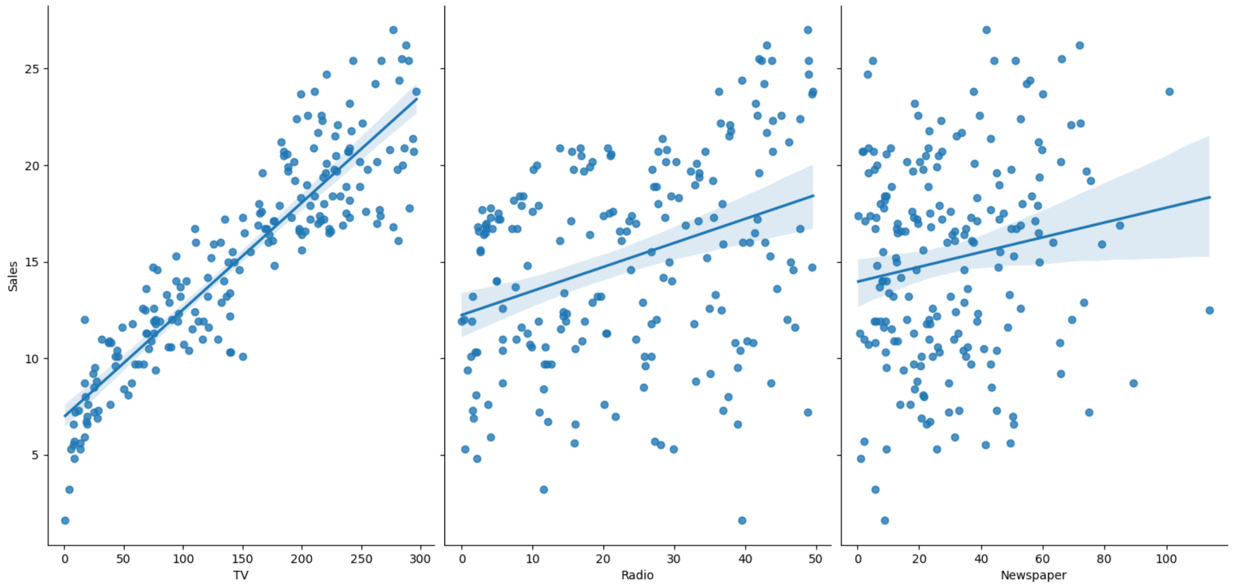
Out[6]:
```
<bound method NDFrame.describe of          TV  Radio  Newspaper  Sales
0    230.1   37.8       69.2   22.1
1     44.5   39.3       45.1   10.4
2     17.2   45.9       69.3   12.0
3    151.5   41.3       58.5   16.5
4    180.8   10.8       58.4   17.9
..     ...    ...        ...    ...
195   38.2    3.7       13.8    7.6
196   94.2    4.9        8.1   14.0
197  177.0    9.3        6.4   14.8
198  283.6   42.0       66.2   25.5
199  232.1    8.6        8.7   18.4

[200 rows x 4 columns]>
```

In [7]:
```
import seaborn as sns
import matplotlib.pyplot as plt
```

In [8]:
```
sns.pairplot(data,x_vars=['TV','Radio','Newspaper'],y_vars='Sales',height=7,aspect=0
```

Out[8]:
```
<seaborn.axisgrid.PairGrid at 0x2077004a790>
```



In [9]:

```
from sklearn.model_selection import train_test_split
from sklearn.linear_model import LinearRegression
```

In [10]:

```
x=data.iloc[:,0:3]
y=data.iloc[:,-1]
```

In [11]:

```
x_train,x_test,y_train,y_test=train_test_split(x,y,test_size=0.20)
a=LinearRegression()
a.fit(x_train,y_train)
```

Out[11]:

```
▾ LinearRegression
LinearRegression()
```

In [12]:

```
print(a.score(x_test,y_test))
```

```
0.9055191377503238
```

In [13]:

```
from sklearn.preprocessing import StandardScaler
from sklearn.linear_model import Lasso,Ridge
```

In [14]:

```
print(a.coef_)
```

```
[0.05484129 0.09973974 0.00215296]
```

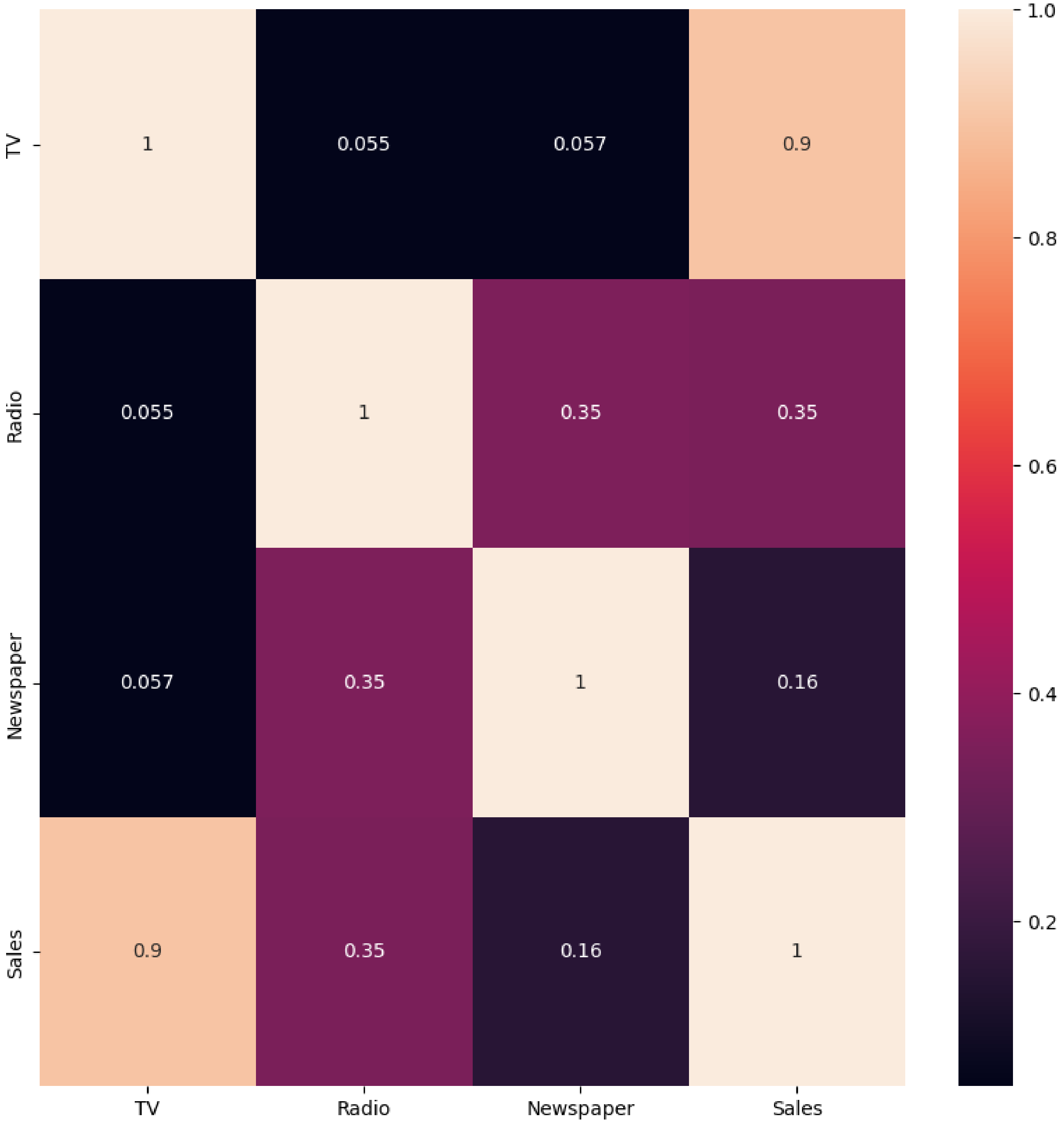
In [15]:

```
features = data.columns[0:2]
target = data.columns[-1]
# x and y values
x = data[features].values
y = data[target].values
#splot
x_train,x_test,y_train,y_test = train_test_split(x,y,test_size=0.3,random_state=17)
print("The Dimension of x_train is {}".format(x_train.shape))
print("The Dimension of x_test is {}".format(x_test.shape))
#scale features
scaler = StandardScaler()
x_train = scaler.fit_transform(x_train)
x_test = scaler.transform(x_test)
```

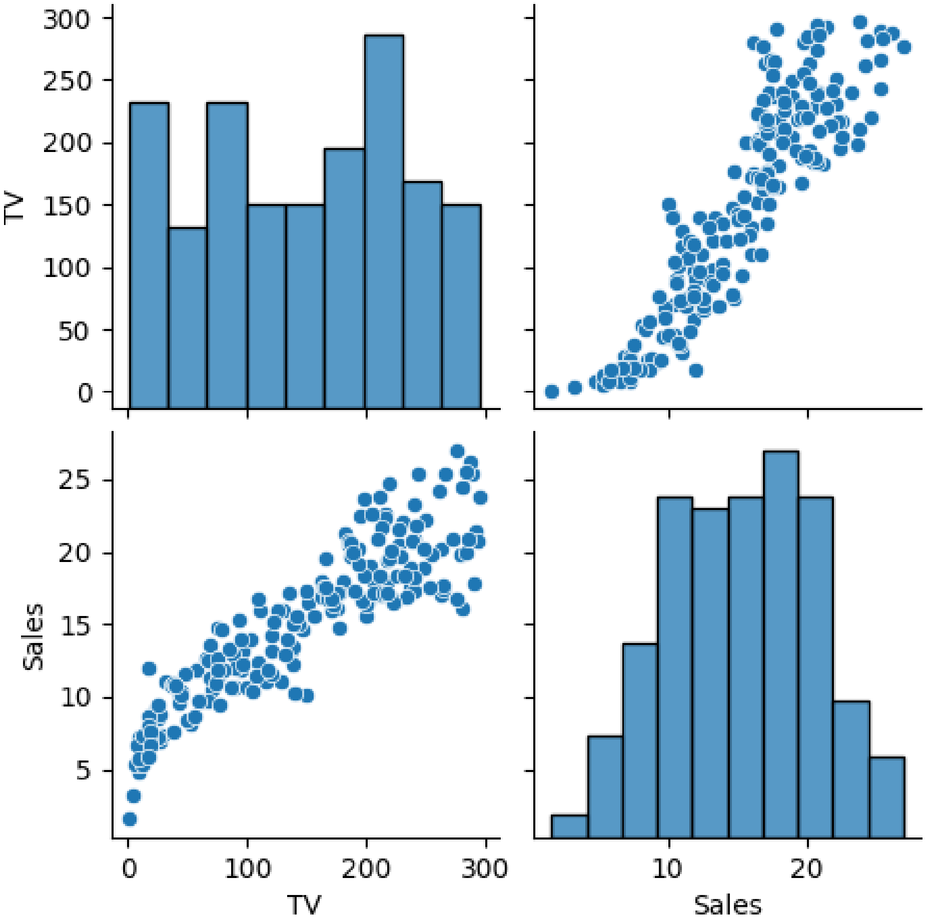
```
The Dimension of x_train is (140, 2)
The Dimension of x_test is (60, 2)
```

```
In [16]: plt.figure(figsize = (10, 10))
         sns.heatmap(data.corr(), annot = True)
```

```
Out[16]: <Axes: >
```



In [17]:
```
data.drop(columns = ["Radio","Newspaper"], inplace = True)
#pairplot
sns.pairplot(data)
data.Sales = np.log(data.Sales)
```



In [18]:
```
features = data.columns[0:2]
target = data.columns[-1]
#X and y values
X = data[features].values
y = data[target].values
#splot
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.3, random_stat
print("The dimension of X_train is {}".format(X_train.shape))
print("The dimension of X_test is {}".format(X_test.shape))
#Scale features
scaler = StandardScaler()
X_train = scaler.fit_transform(X_train)
X_test = scaler.transform(X_test)
```

```
The dimension of X_train is (140, 2)
The dimension of X_test is (60, 2)
```

In [19]:

```
#Model
lr = LinearRegression()
#Fit model
lr.fit(X_train, y_train)
#predict
#prediction = lr.predict(X_test)
#actual
actual = y_test
train_score_lr = lr.score(X_train, y_train)
test_score_lr = lr.score(X_test, y_test)
print("\nLinear Regression Model:\n")
print("The train score for lr model is {}".format(train_score_lr))
print("The test score for lr model is {}".format(test_score_lr))
```

```

Linear Regression Model:

The train score for lr model is 1.0
The test score for lr model is 1.0
```

In [20]:

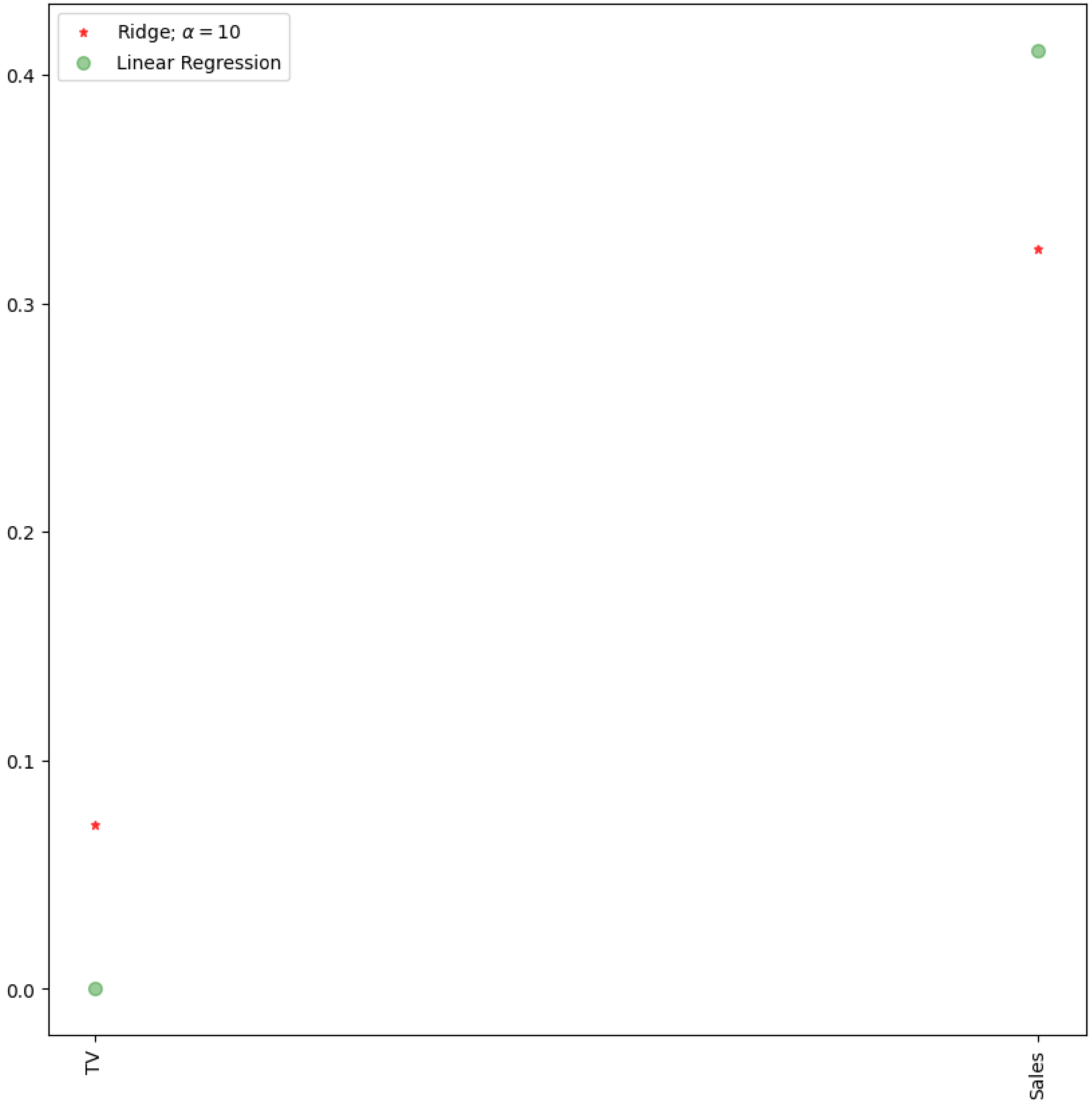
```
#Ridge Regression Model
ridgeReg = Ridge(alpha=10)
ridgeReg.fit(X_train,y_train)
#train and test scorefor ridge regression
train_score_ridge = ridgeReg.score(X_train, y_train)
test_score_ridge = ridgeReg.score(X_test, y_test)
print("\nRidge Model:\n")
print("The train score for ridge model is {}".format(train_score_ridge))
print("The test score for ridge model is {}".format(test_score_ridge))
```

```

Ridge Model:

The train score for ridge model is 0.990287139194161
The test score for ridge model is 0.9844266285141221
```

In [35]:
```
plt.figure(figsize = (10, 10))
#add plot for ridge regression
plt.plot(features,ridgeReg.coef_,alpha=0.7,linestyle='none',marker='*',markersize=5,
plt.plot(features,lr.coef_,alpha=0.4,linestyle='none',marker='o',markersize=7,color=
#rotate axis
plt.xticks(rotation = 90)
plt.legend()
plt.show()
```



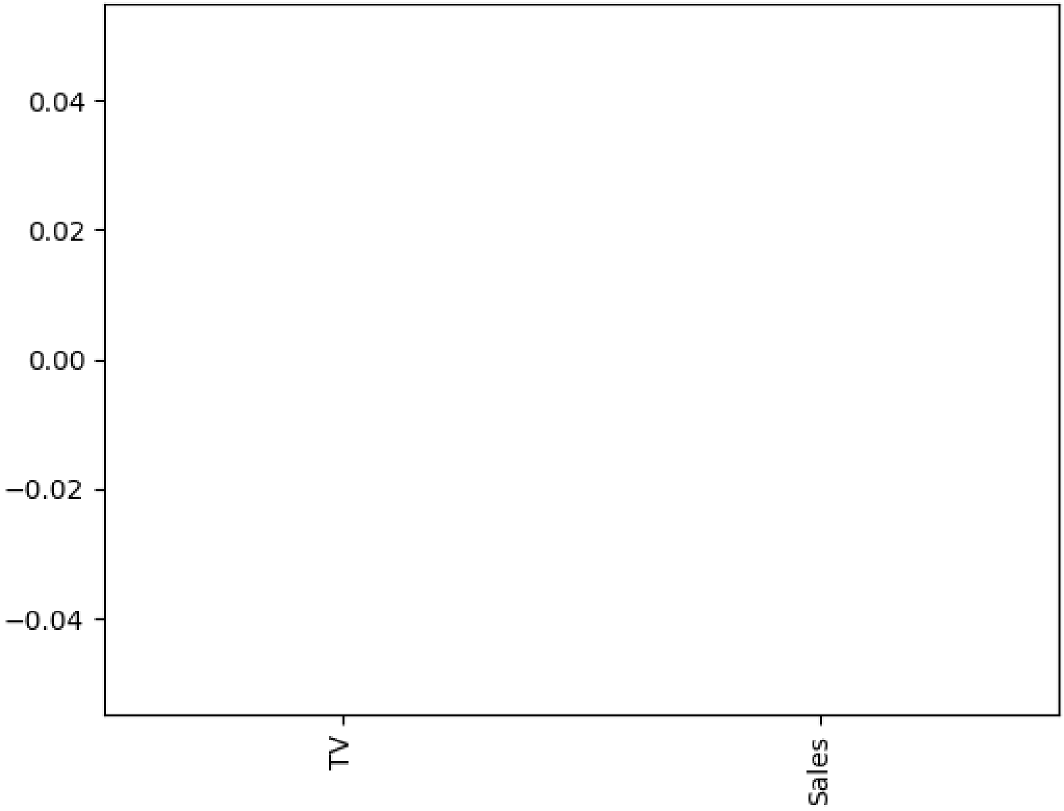
In [32]:
```
#Lasso regression model
print("\nLasso Model: \n")
lasso = Lasso(alpha = 10)
lasso.fit(X_train,y_train)
train_score_ls =lasso.score(X_train,y_train)
test_score_ls =lasso.score(X_test,y_test)
print("The train score for ls model is {}".format(train_score_ls))
print("The test score for ls model is {}".format(test_score_ls))
```

```
Lasso Model: 

The train score for ls model is 0.0
The test score for ls model is -0.0042092253233847465
```

In [22]:
```
pd.Series(lasso.coef_, features).sort_values(ascending = True).plot(kind = "bar")
```

Out[22]:
```
<Axes: >
```



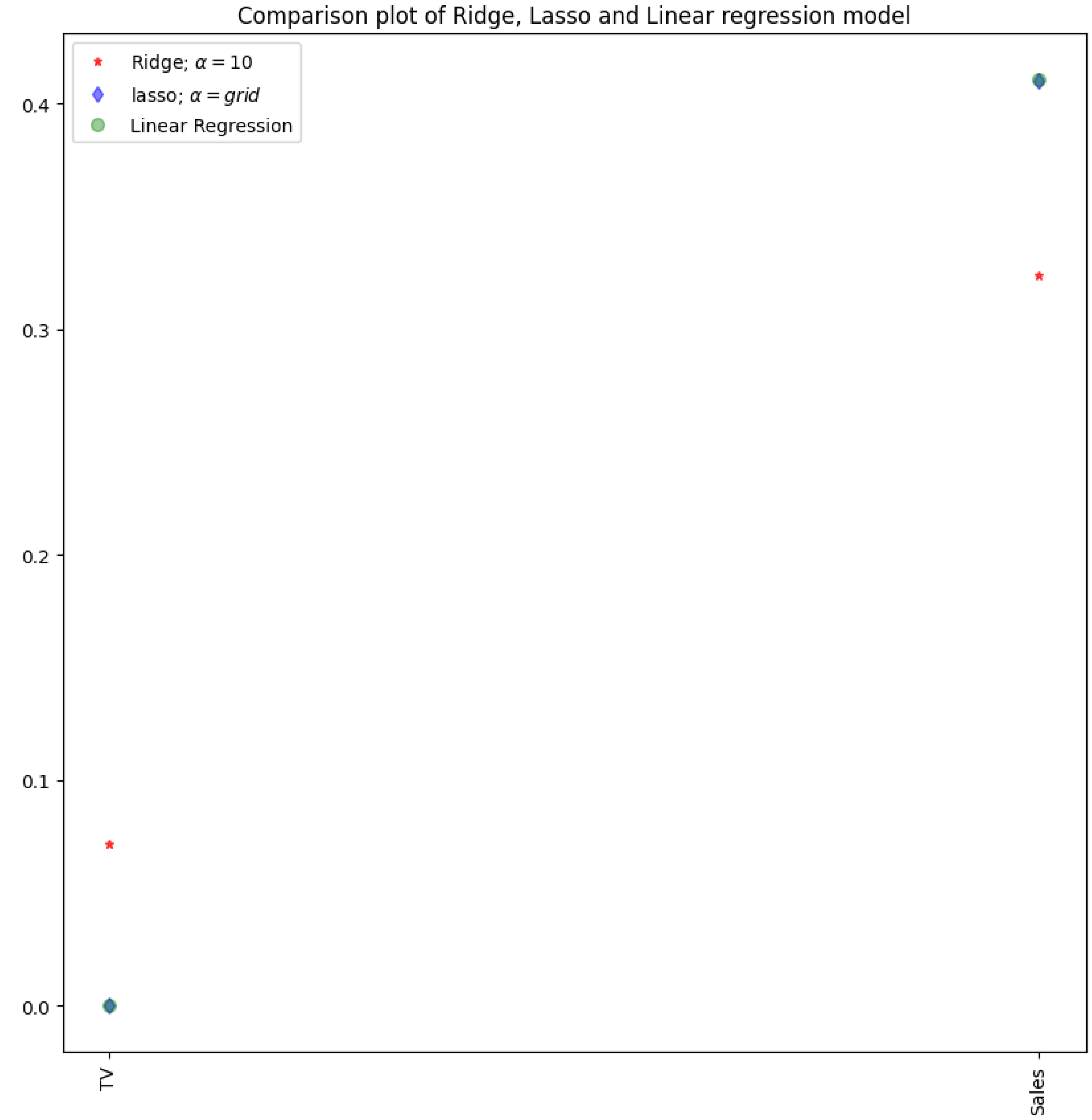
In [23]:

```
#Using the linear CV model
from sklearn.linear_model import LassoCV
#Lasso Cross validation
lasso_cv = LassoCV(alphas = [0.0001, 0.001,0.01, 0.1, 1, 10], random_state=0).fit(X_
#score
print(lasso_cv.score(X_train, y_train))
print(lasso_cv.score(X_test, y_test))
```

```
0.9999999343798134
0.9999999152638072
```

In [31]:

```
plt.figure(figsize = (10, 10))
#add plot for ridge regression
plt.plot(features,ridgeReg.coef_,alpha=0.7,linestyle='none',marker='*',markersize=5,
#add plot for lasso regression
plt.plot(lasso_cv.coef_,alpha=0.5,linestyle='none',marker='d',markersize=6,color='bl
#add plot for linear model
plt.plot(features,lr.coef_,alpha=0.4,linestyle='none',marker='o',markersize=7,color=
#rotate axis
plt.xticks(rotation = 90)
plt.legend()
plt.title("Comparison plot of Ridge, Lasso and Linear regression model")
plt.show()
```



Comparison plot of Ridge, Lasso and Linear regression model

In [36]:

```
from sklearn.linear_model import RidgeCV
#Ridge Cross validation
ridge_cv = RidgeCV(alphas = [0.0001, 0.001,0.01, 0.1, 1, 10]).fit(X_train, y_train)
#score
print("The train score for ridge model is {}".format(ridge_cv.score(X_train, y_train
print("The train score for ridge model is {}".format(ridge_cv.score(X_test, y_test))
```

```
The train score for ridge model is 0.9999999999997627
The train score for ridge model is 0.9999999999962467
```

In [38]:

```
from sklearn.linear_model import ElasticNet
a=ElasticNet()
a.fit(x,y)
print(a.coef_)
print(a.intercept_)
```

```
[0.00414142 0.00404556]
1.9379057734206568
```

In [39]:

```
y_pred_elastic=a.predict(x_train)
mean_squared_error=np.mean((y_pred_elastic-y_train)**2)
print(mean_squared_error)
```

```
0.6708648977649427
```

In [ ]: