

# mla

venkat reddy

2024-07-14

```
library(knitr)
flipkart<-read.csv("/Users/venkatreddyaeluka/Desktop/flipkart.csv")
summary(flipkart)
```

```
##      brand          model      base_color      processor
## Length:430      Length:430      Length:430      Length:430
## Class :character Class :character Class :character Class :character
## Mode  :character Mode  :character Mode  :character Mode  :character
##
##
##
## screen_size      ROM          RAM          display_size
## Length:430      Min.   : 8.0    Min.   : 1.000  Min.   :4.70
## Class :character 1st Qu.: 64.0    1st Qu.: 4.000  1st Qu.:6.30
## Mode  :character Median :128.0    Median : 4.000  Median :6.50
##                  Mean  :105.7    Mean  : 5.321  Mean  :6.37
##                  3rd Qu.:128.0    3rd Qu.: 6.000  3rd Qu.:6.50
##                  Max.   :512.0    Max.   :12.000  Max.   :7.60
## num_rear_camera num_front_camera battery_capacity ratings
## Min.   :1.000    Min.   :1.000    Min.   :1800    Min.   :3.000
## 1st Qu.:2.000    1st Qu.:1.000    1st Qu.:4000    1st Qu.:4.300
## Median :3.000    Median :1.000    Median :4500    Median :4.300
## Mean   :2.905    Mean   :1.044    Mean   :4529    Mean   :4.339
## 3rd Qu.:4.000    3rd Qu.:1.000    3rd Qu.:5000    3rd Qu.:4.400
## Max.   :4.000    Max.   :3.000    Max.   :7000    Max.   :4.600
## num_of_ratings  sales_price  discount_percent sales
## Min.   : 4      Min.   : 5742  Min.   :0.010  Min.   : 0.000
## 1st Qu.: 745    1st Qu.:11999 1st Qu.:0.060 1st Qu.: 1.640
## Median : 5198   Median :16990 Median :0.090 Median : 9.655
## Mean   :23568   Mean   :25433 Mean   :0.108 Mean   :29.752
## 3rd Qu.:21089   3rd Qu.:28999 3rd Qu.:0.160 3rd Qu.:29.718
## Max.   :642373  Max.   :157999 Max.   :0.440 Max.   :550.190
```

```
str(flipkart)
```

```
## 'data.frame':    430 obs. of  16 variables:
## $ brand          : chr  "Apple" "Apple" "Apple" "Apple" ...
## $ model           : chr  "iPhone SE" "iPhone 12 Mini" "iPhone SE" "iPhone XR" ...
## $ base_color      : chr  "Black" "Red" "Red" "Others" ...
## $ processor       : chr  "Water" "Ceramic" "Water" "iOS" ...
## $ screen_size     : chr  "Very Small" "Small" "Very Small" "Medium" ...
## $ ROM             : int   64 64 64 64 128 64 128 64 128 128 ...
## $ RAM             : int   2 4 2 3 4 4 4 4 4 4 ...
## $ display_size    : num   4.7 5.4 4.7 6.1 6.1 6.1 6.1 6.1 6.1 6.1 ...
## $ num_rear_camera : int    1 2 1 1 2 2 2 2 2 2 ...
## $ num_front_camera: int    1 1 1 1 1 1 1 1 1 1 ...
## $ battery_capacity: int  1800 2815 1800 2942 2815 2815 2815 2815 2815 2815 ...
## $ ratings         : num   4.5 4.5 4.5 4.6 4.6 4.6 4.6 4.6 4.6 4.6 ...
## $ num_of_ratings  : int  38645 244 38645 5366 745 745 745 745 745 745 ...
## $ sales_price     : int  32999 57149 32999 42999 69149 64149 69149 64149 69149 69149 ...
## $ discount_percent: num   0.17 0.04 0.17 0.1 0.02 0.02 0.02 0.02 0.02 0.02 ...
## $ sales           : num  127.52 1.39 127.52 23.07 5.15 ...
```

```
names(flipkart)
```

```
## [1] "brand"          "model"          "base_color"     "processor"
## [5] "screen_size"    "ROM"            "RAM"            "display_size"
## [9] "num_rear_camera" "num_front_camera" "battery_capacity" "ratings"
## [13] "num_of_ratings" "sales_price"     "discount_percent" "sales"
```

```
#check for missingness of the data
library(DataExplorer)
library(ggplot2)
is.na(flipkart)
```

file:///Users/venkatreddyaeluka/Desktop/mla-ciaaaa.html

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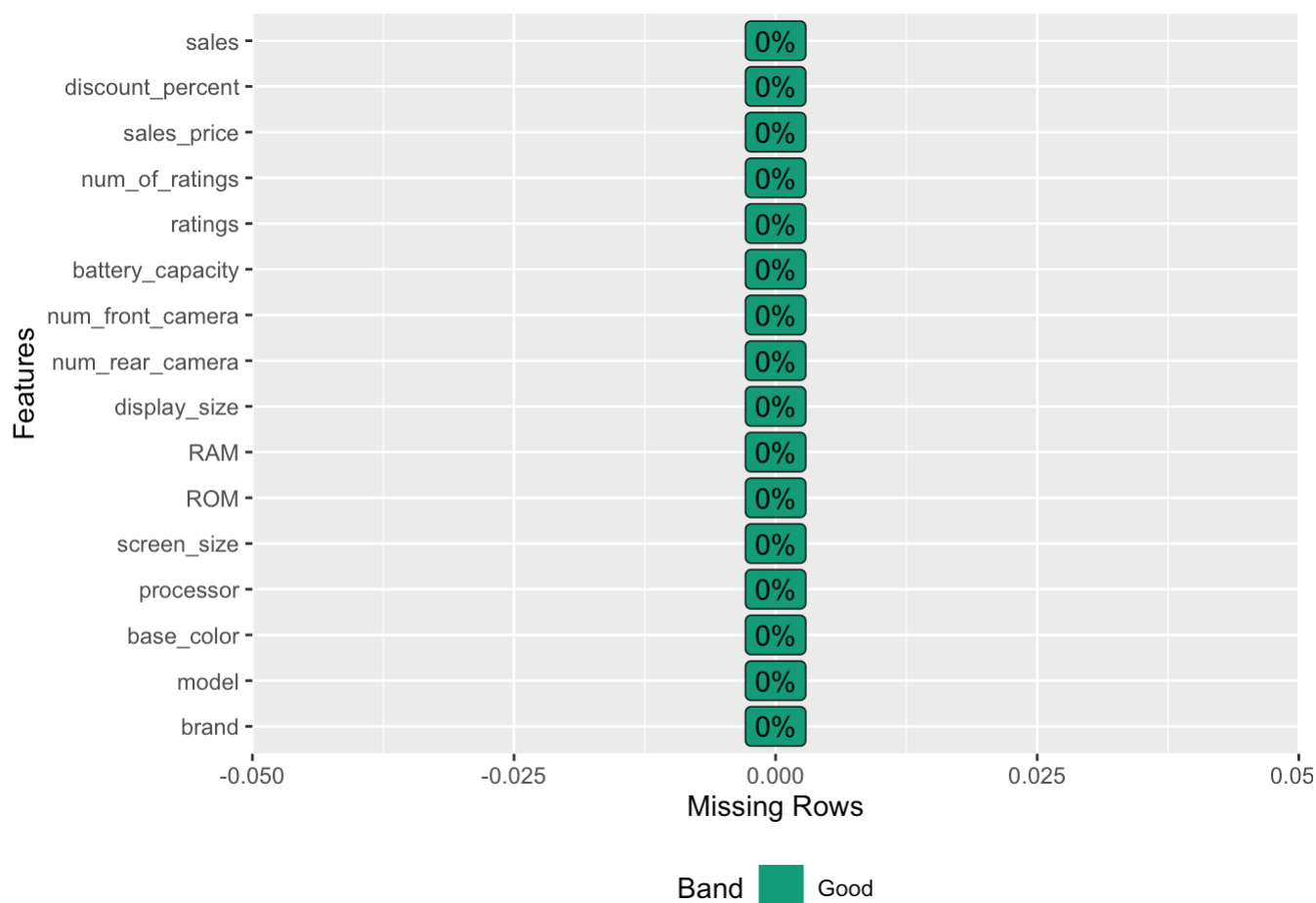
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## [420,]	FALSE	FALSE FALSE
## [421,]	FALSE	FALSE FALSE
## [422,]	FALSE	FALSE FALSE
## [423,]	FALSE	FALSE FALSE
## [424,]	FALSE	FALSE FALSE

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## [425,]      FALSE      FALSE FALSE
## [426,]      FALSE      FALSE FALSE
## [427,]      FALSE      FALSE FALSE
## [428,]      FALSE      FALSE FALSE
## [429,]      FALSE      FALSE FALSE
## [430,]      FALSE      FALSE FALSE
```

```
plot_missing(flipkart)
```



```
#Importing libraries
library(DataExplorer)
library(ggplot2)
library(dplyr)
```

```
##
## Attaching package: 'dplyr'
```

```
## The following objects are masked from 'package:stats':
##
##   filter, lag
```

```
## The following objects are masked from 'package:base':
##
##   intersect, setdiff, setequal, union
```

```
library(corrplot)
```

```
## corrplot 0.92 loaded
```

```
library(ggcorrplot)
library(glmnet)
```

```
## Loading required package: Matrix
```

```
## Loaded glmnet 4.1-8
```

```
library(lmtest)
```

```
## Loading required package: zoo
```

```
##
## Attaching package: 'zoo'
```

```
## The following objects are masked from 'package:base':
##
##   as.Date, as.Date.numeric
```

```
library(tidyverse)
```

```
## — Attaching core tidyverse packages ————— tidyverse 2.0.0 —
## ✓ forcats    1.0.0      ✓ stringr    1.5.1
## ✓ lubridate  1.9.3      ✓ tibble     3.2.1
## ✓ purrr      1.0.2      ✓ tidyr      1.3.1
## ✓ readr      2.1.5
```

```
## — Conflicts ————— tidyverse_conflicts() —
## ✖ tidyr::expand() masks Matrix::expand()
## ✖ dplyr::filter() masks stats::filter()
## ✖ dplyr::lag()    masks stats::lag()
## ✖ tidyr::pack()   masks Matrix::pack()
## ✖ tidyr::unpack() masks Matrix::unpack()
## i Use the conflicted package (<http://conflicted.r-lib.org/>) to force all conflicts to become errors
```

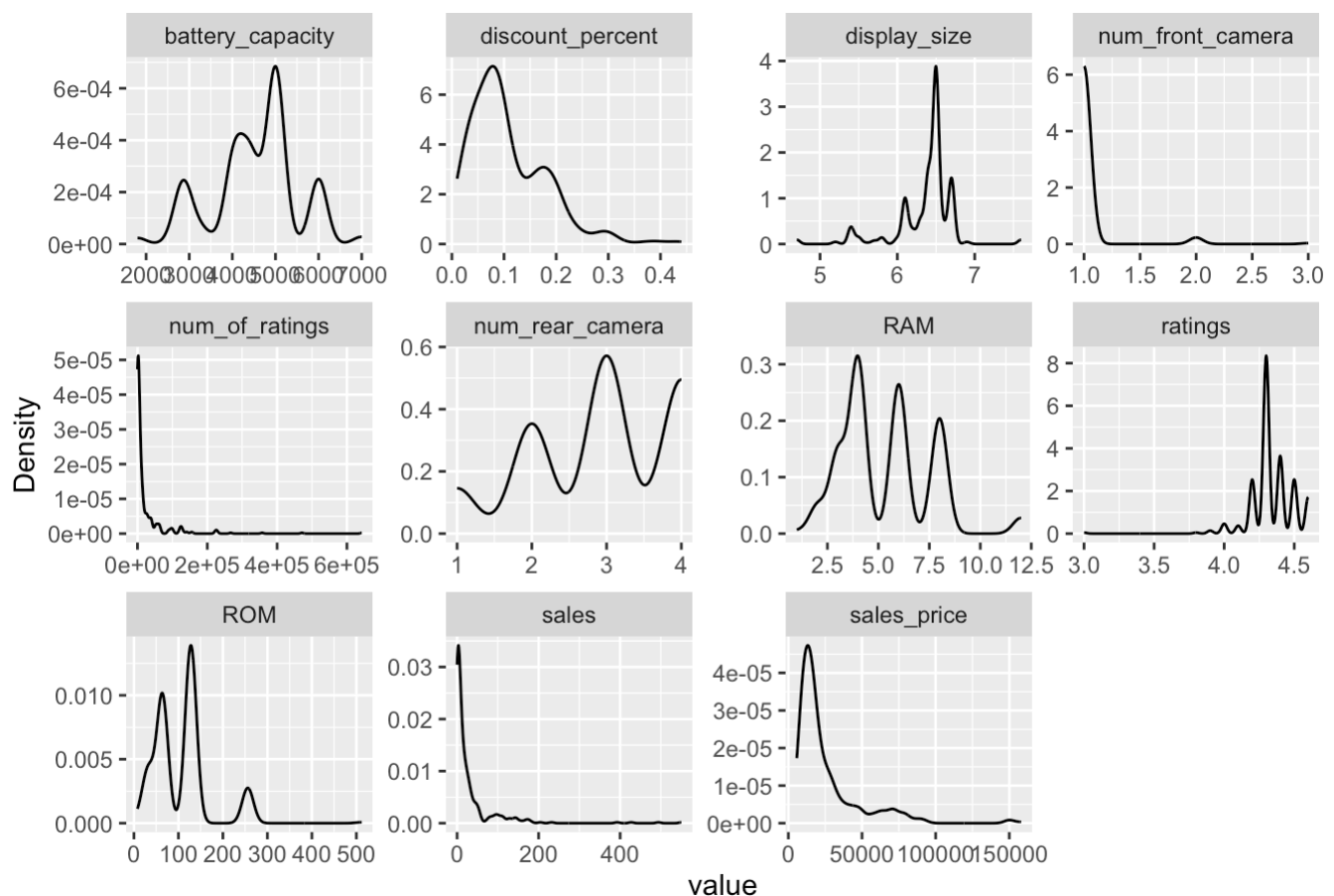
```
library(caret)
```

```
## Loading required package: lattice
##
## Attaching package: 'caret'
##
## The following object is masked from 'package:purrr':
##
##   lift
```

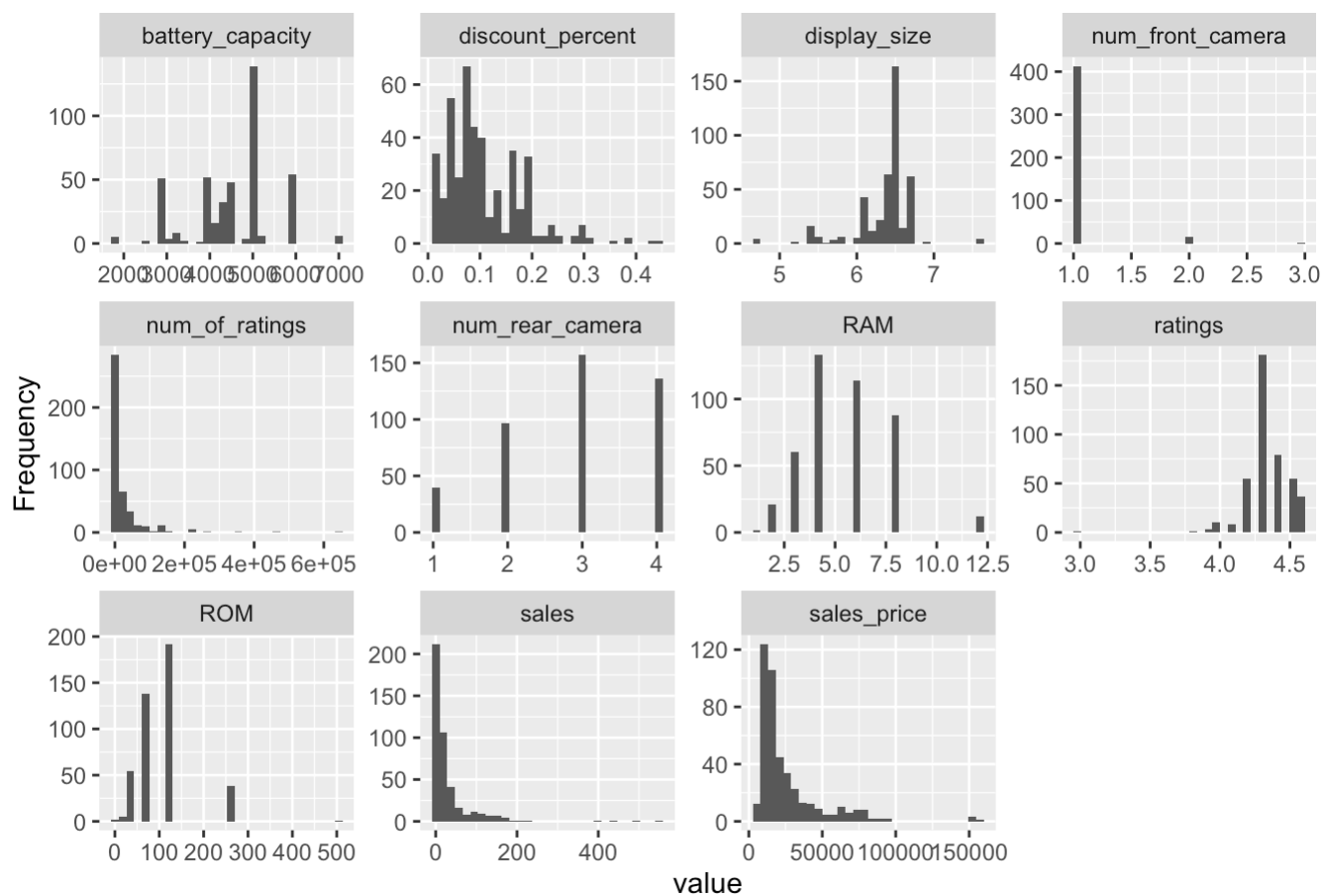
```
library(MASS)
```

```
##
## Attaching package: 'MASS'
##
## The following object is masked from 'package:dplyr':
##
##   select
```

```
#perform basic EDA
plot_density(flipkart)
```

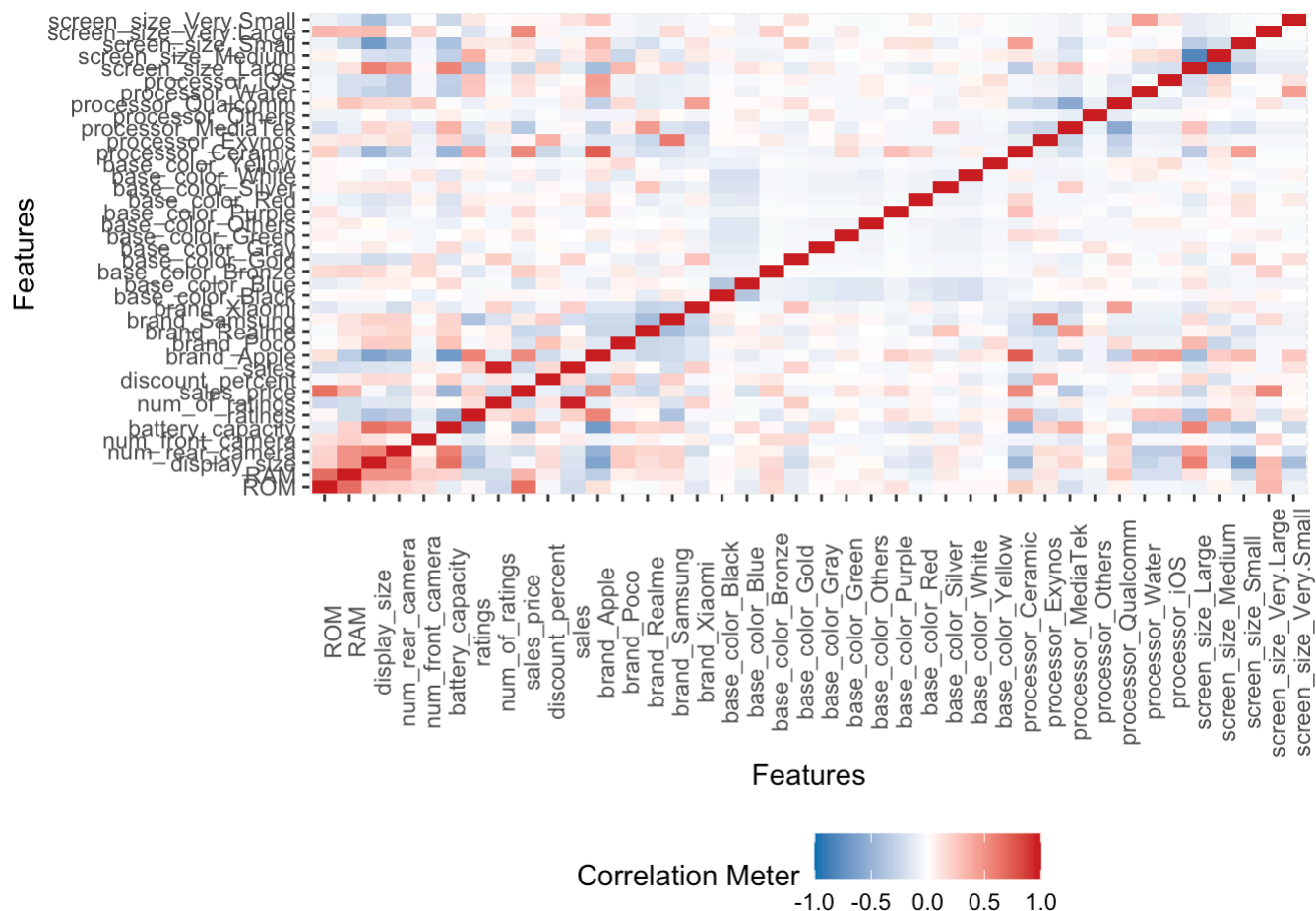


```
plot_histogram(flipkart)
```



```
plot_correlation(flipkart)
```

```
## 1 features with more than 20 categories ignored!  
## model: 119 categories
```



```
head(flipkart)
```

```
##  brand      model base_color processor screen_size ROM RAM display_size
## 1 Apple    iPhone SE      Black   Water   Very Small  64  2      4.7
## 2 Apple  iPhone 12 Mini    Red    Ceramic   Small   64  4      5.4
## 3 Apple    iPhone SE      Red     Water   Very Small  64  2      4.7
## 4 Apple    iPhone XR     Others   iOS      Medium   64  3      6.1
## 5 Apple    iPhone 12      Red     Ceramic   Medium  128  4      6.1
## 6 Apple    iPhone 12      Blue    Ceramic   Medium   64  4      6.1
##  num_rear_camera num_front_camera battery_capacity ratings num_of_ratings
## 1              1              1          1800      4.5          38645
## 2              2              1          2815      4.5           244
## 3              1              1          1800      4.5          38645
## 4              1              1          2942      4.6          5366
## 5              2              1          2815      4.6           745
## 6              2              1          2815      4.6           745
##  sales_price discount_percent sales
## 1      32999          0.17 127.52
## 2      57149          0.04  1.39
## 3      32999          0.17 127.52
## 4      42999          0.10 23.07
## 5      69149          0.02  5.15
## 6      64149          0.02  4.78
```

```
tail(flipkart)
```

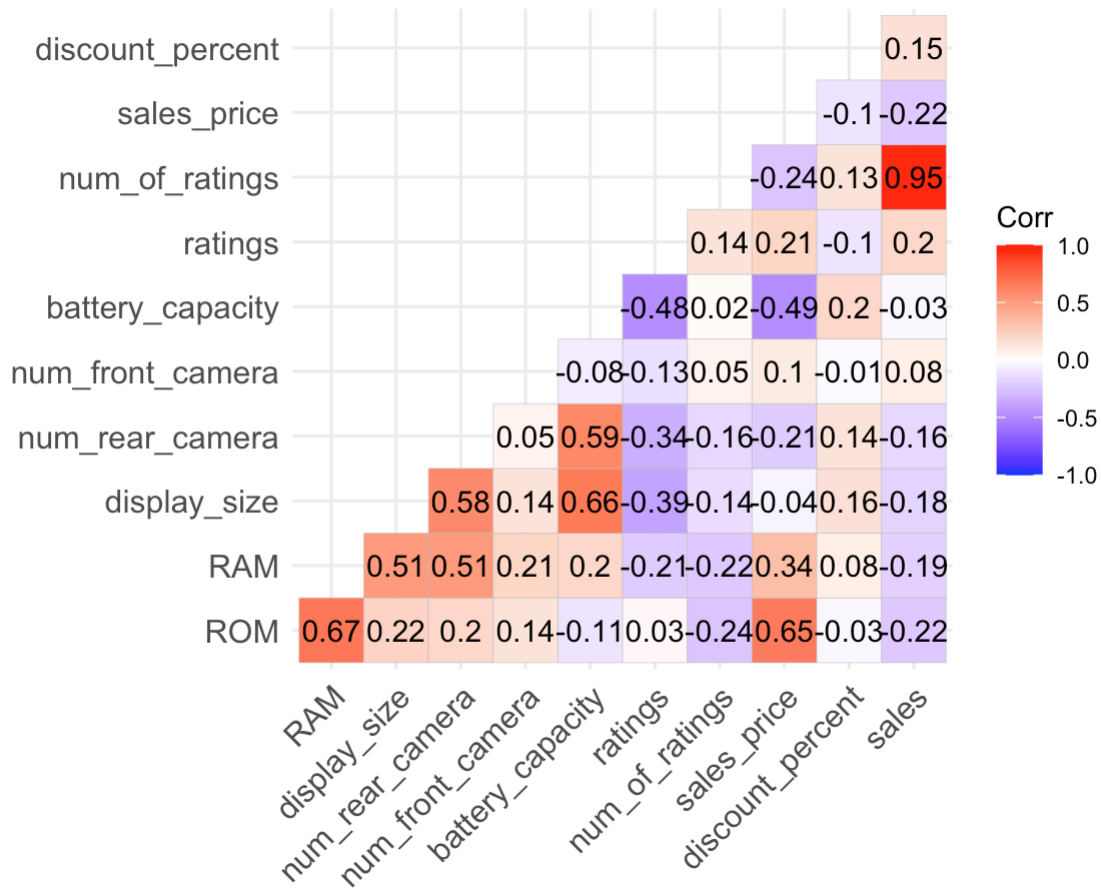
```
##      brand      model base_color processor screen_size ROM RAM display_size
## 425 Xiaomi      Redmi 5      Blue  Qualcomm      Small  16   2       5.7
## 426 Xiaomi      Redmi 6 Pro    Black  Qualcomm      Small  32   3       5.8
## 427 Xiaomi      Redmi 6 Pro    Red    Qualcomm      Small  64   4       5.8
## 428 Xiaomi      Mi 11 Lite    Others  Qualcomm      Large 128   6       6.5
## 429 Xiaomi      Redmi 8A Dual  Blue   Qualcomm      Medium 32   3       6.2
## 430 Xiaomi      Redmi 6 Pro    Blue   Qualcomm      Small  32   3       5.8
##      num_rear_camera num_front_camera battery_capacity ratings num_of_ratings
## 425                1                1          3300      4.3          4267
## 426                2                1          4000      4.3          1870
## 427                2                1          4000      4.3          1783
## 428                3                1          4250      4.2          1554
## 429                2                1          5000      4.2          8161
## 430                2                1          4000      4.3          1870
##      sales_price discount_percent sales
## 425          6890           0.18  2.94
## 426          7999           0.30  1.50
## 427          9699           0.28  1.73
## 428         21999           0.12  3.42
## 429          8299           0.07  6.77
## 430          8190           0.36  1.53
```

```
# Correlation matrix
numeric_vars <- flipkart %>%
  select_if(is.numeric)

correlation_matrix <- cor(numeric_vars, use = "complete.obs")

# Plot the correlation matrix
ggcorrplot::ggcorrplot(correlation_matrix,
                        lab = TRUE,
                        type = "lower",
                        title = "Correlation Matrix")
```

## Correlation Matrix



```
# Load necessary libraries
library(tidyverse)
library(reshape2)
```

```
##
## Attaching package: 'reshape2'
```

```
## The following object is masked from 'package:tidyr':
##
## smiths
```

```
library(ggplot2)

# Load the dataset
flipkart <- read.csv("/Users/venkatreddyaeluka/Desktop/flipkart.csv")

# Remove duplicate values
flipkart <- flipkart %>% distinct()

# Ensure column names are correct
colnames(flipkart)
```

```
## [1] "brand" "model" "base_color" "processor"
## [5] "screen_size" "ROM" "RAM" "display_size"
## [9] "num_rear_camera" "num_front_camera" "battery_capacity" "ratings"
## [13] "num_of_ratings" "sales_price" "discount_percent" "sales"
```



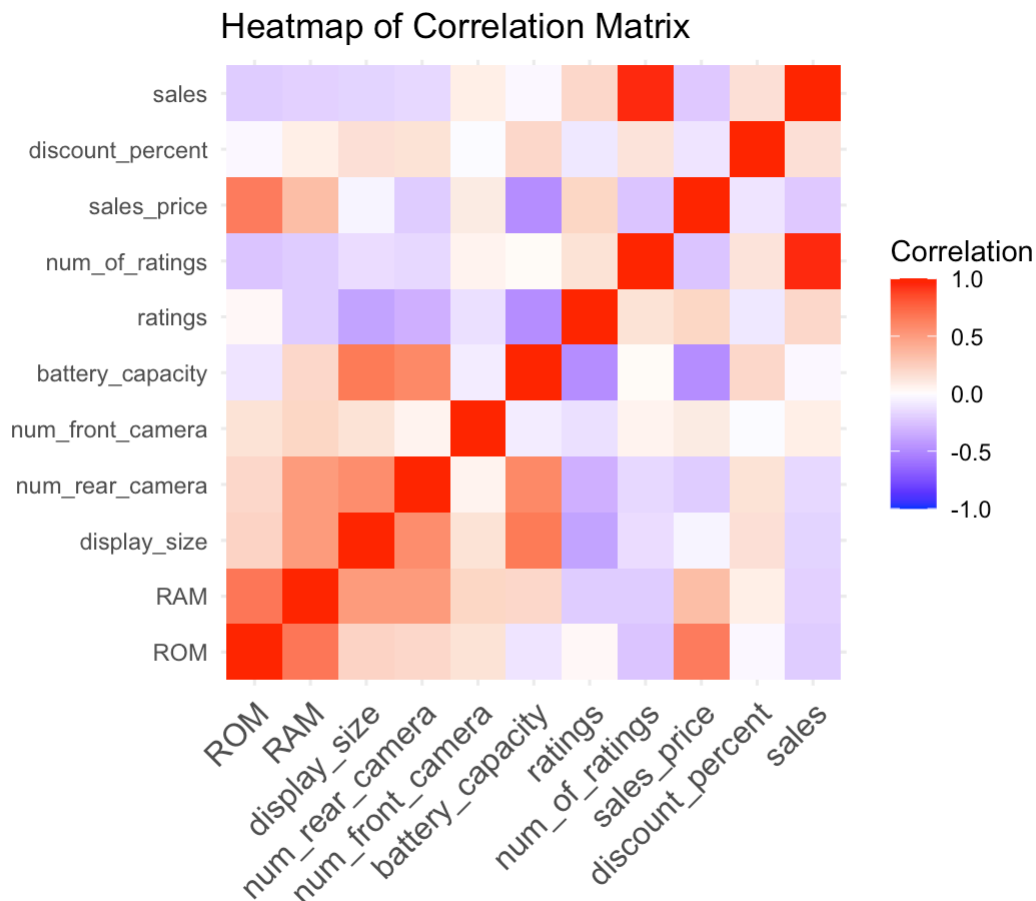
```

# Calculate the correlation matrix
# Make sure to select only numeric columns, and exclude any non-numeric columns like
'sales_price'
cor_matrix <- cor(flipkart %>% select_if(is.numeric))

# Melt the correlation matrix into a long format
melted_cor_matrix <- melt(cor_matrix)

# Create the heatmap
ggplot(data = melted_cor_matrix, aes(x = Var1, y = Var2, fill = value)) +
  geom_tile() +
  scale_fill_gradient2(low = "blue", high = "red", mid = "white",
                      midpoint = 0, limit = c(-1, 1), space = "Lab",
                      name="Correlation") +
  theme_minimal() +
  theme(axis.text.x = element_text(angle = 45, vjust = 1, size = 12, hjust = 1)) +
  coord_fixed() +
  ggtitle("Heatmap of Correlation Matrix") +
  xlab("") +
  ylab("")

```

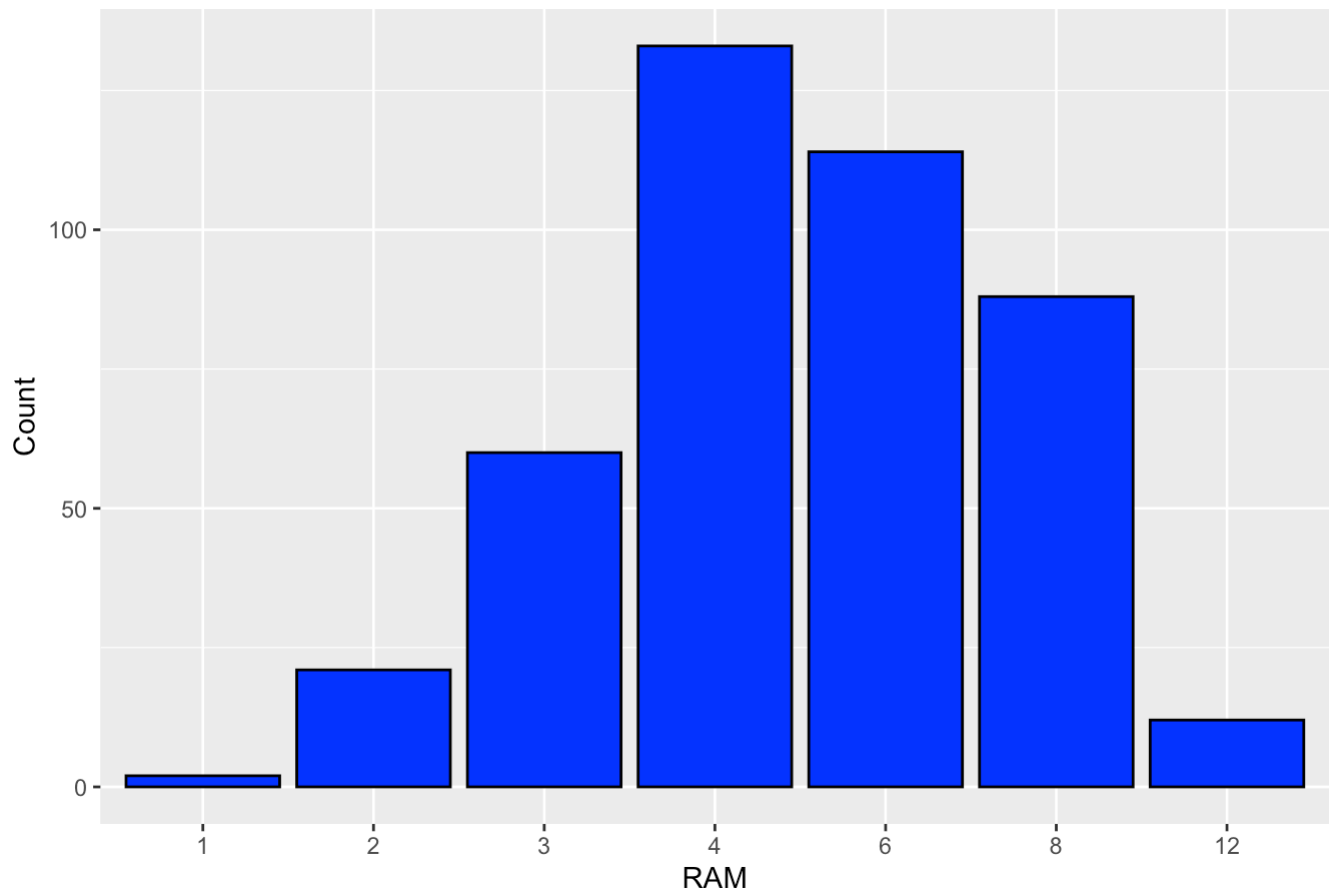


```

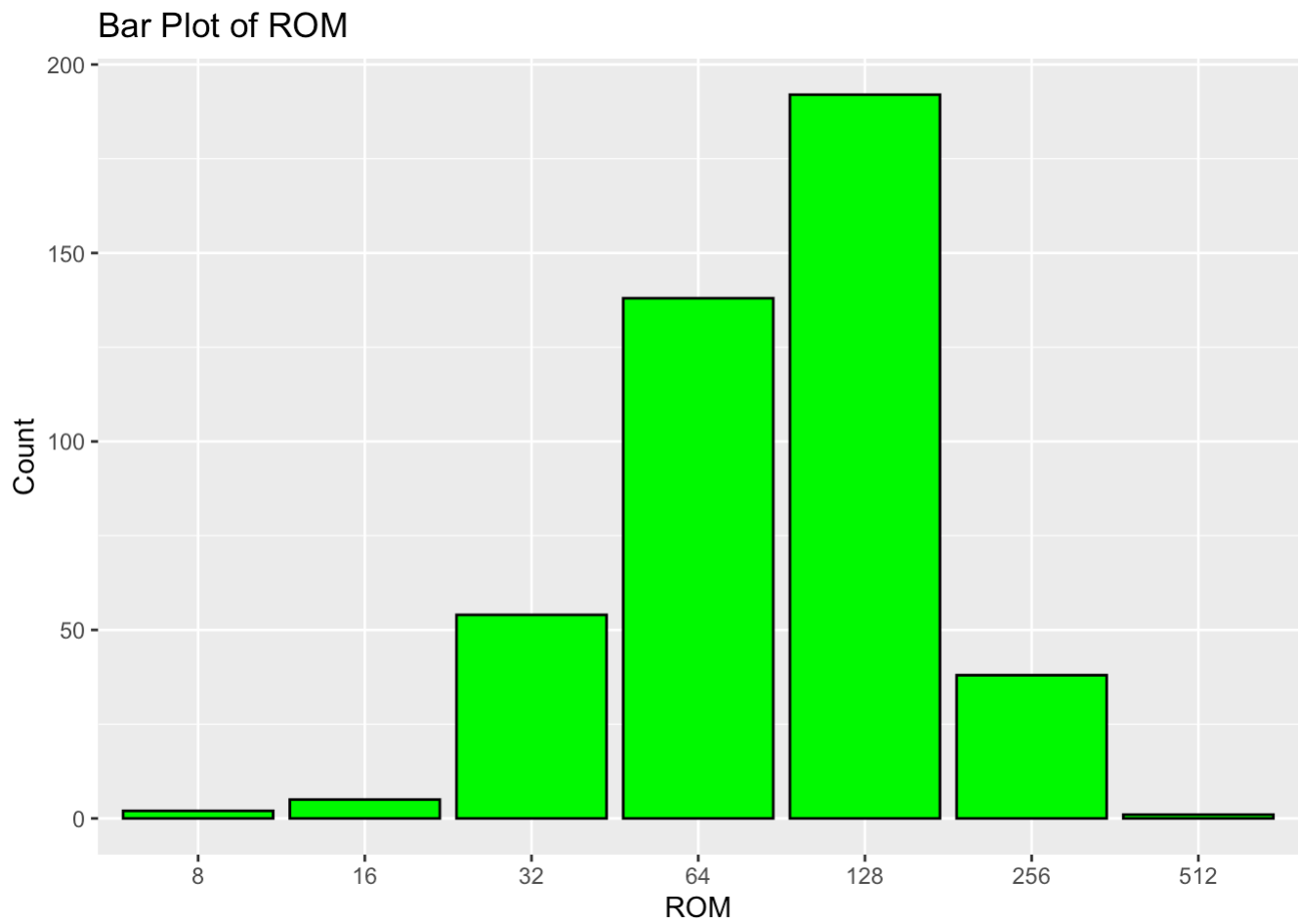
# Bar plot for RAM
ggplot(flipkart, aes(x = as.factor(RAM))) +
  geom_bar(fill = 'blue', color = 'black') +
  ggtitle('Bar Plot of RAM') +
  xlab('RAM') +
  ylab('Count')

```

Bar Plot of RAM

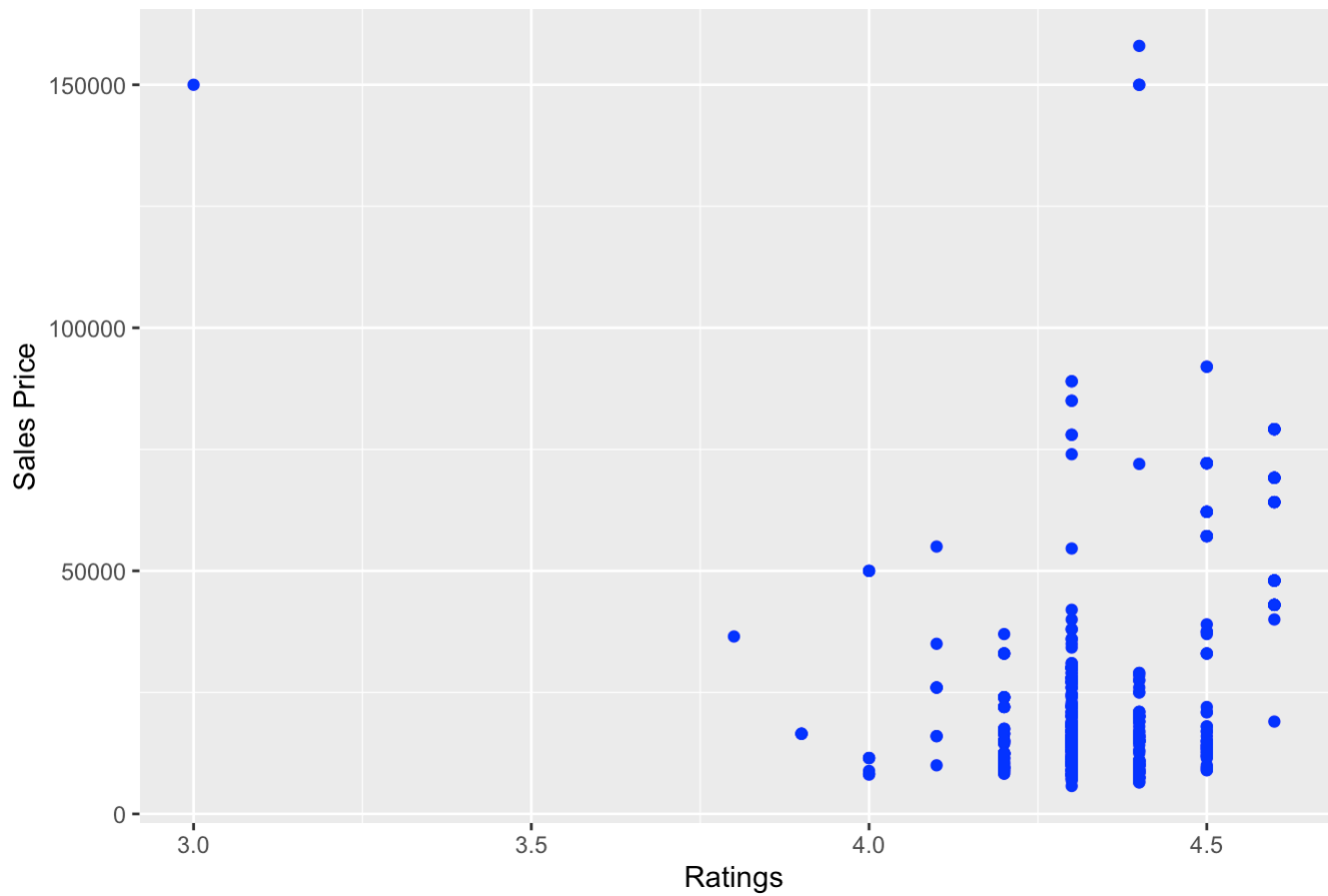


```
# Bar plot for ROM
ggplot(flipkart, aes(x = as.factor(ROM))) +
  geom_bar(fill = 'green', color = 'black') +
  ggtitle('Bar Plot of ROM') +
  xlab('ROM') +
  ylab('Count')
```



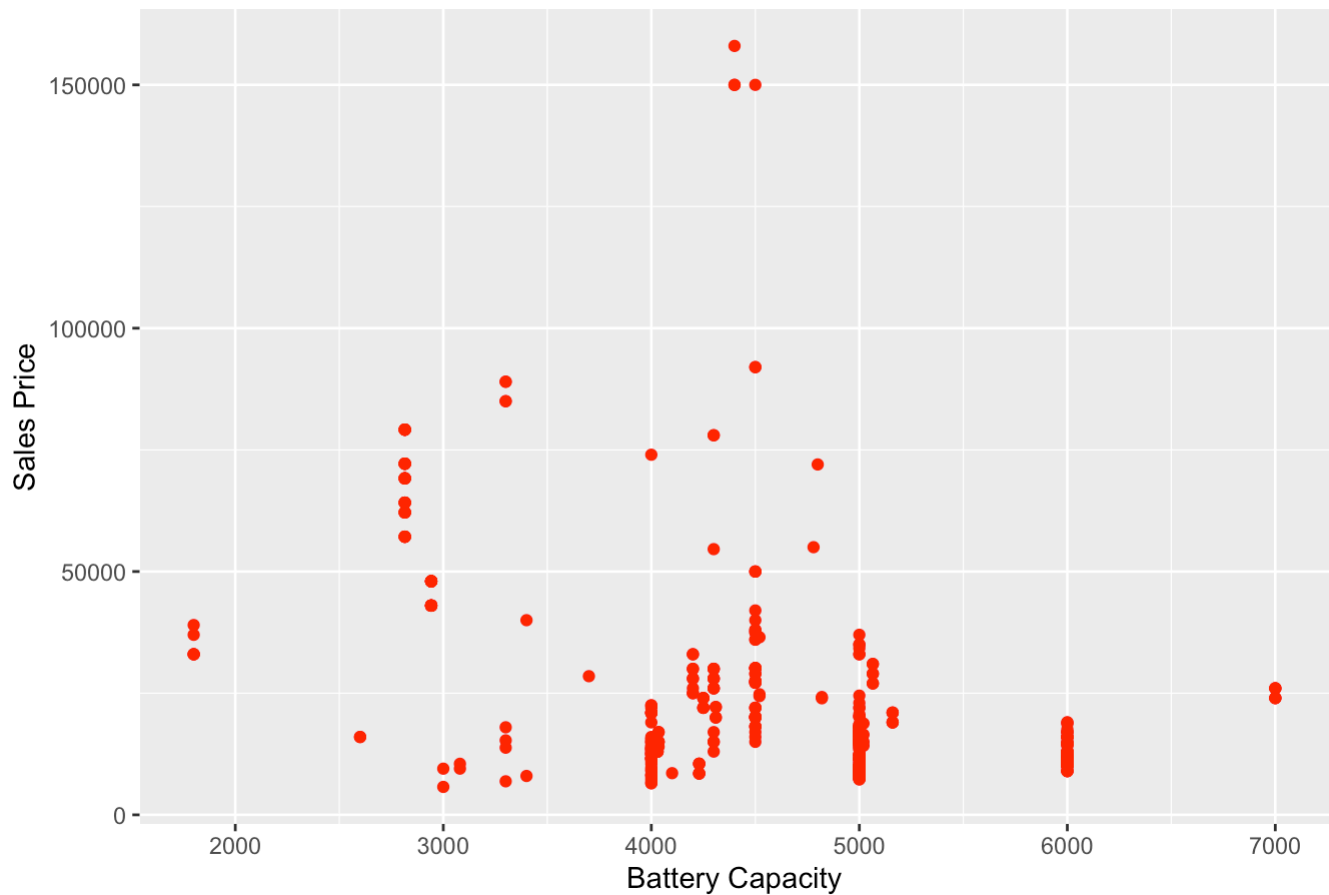
```
# Scatter plot of sales_price vs ratings
ggplot(flipkart, aes(x = ratings, y = sales_price)) +
  geom_point(color = 'blue') +
  ggtitle('Scatter Plot of Sales Price vs Ratings') +
  xlab('Ratings') +
  ylab('Sales Price')
```

## Scatter Plot of Sales Price vs Ratings



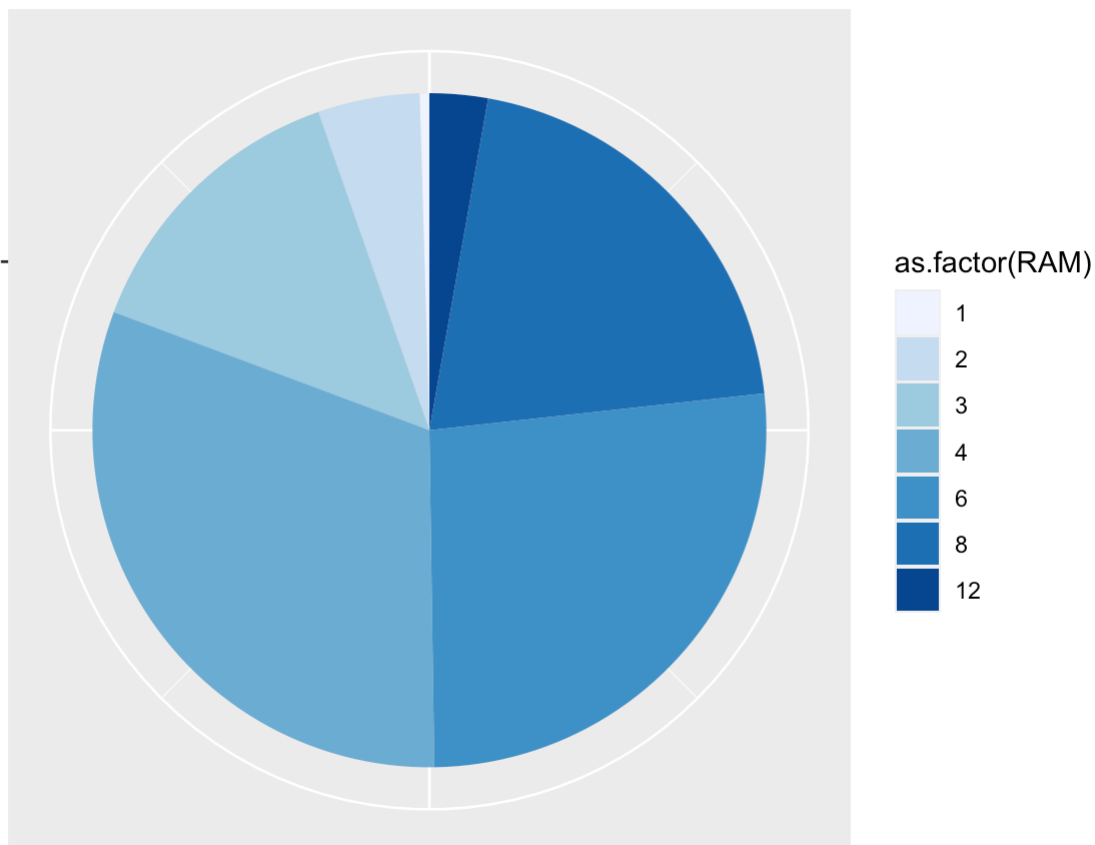
```
# Scatter plot of sales_price vs battery_capacity
ggplot(flipkart, aes(x = battery_capacity, y = sales_price)) +
  geom_point(color = 'red') +
  ggtitle('Scatter Plot of Sales Price vs Battery Capacity') +
  xlab('Battery Capacity') +
  ylab('Sales Price')
```

## Scatter Plot of Sales Price vs Battery Capacity



```
ram_distribution <- flipkart %>%  
  count(RAM) %>%  
  mutate(percentage = n / sum(n) * 100)  
  
ggplot(ram_distribution, aes(x = "", y = percentage, fill = as.factor(RAM))) +  
  geom_bar(width = 1, stat = "identity") +  
  coord_polar(theta = "y") +  
  ggtitle('Pie Chart of RAM') +  
  ylab('') +  
  xlab('') +  
  theme(axis.text.x = element_blank()) +  
  scale_fill_brewer(palette = "Blues")
```

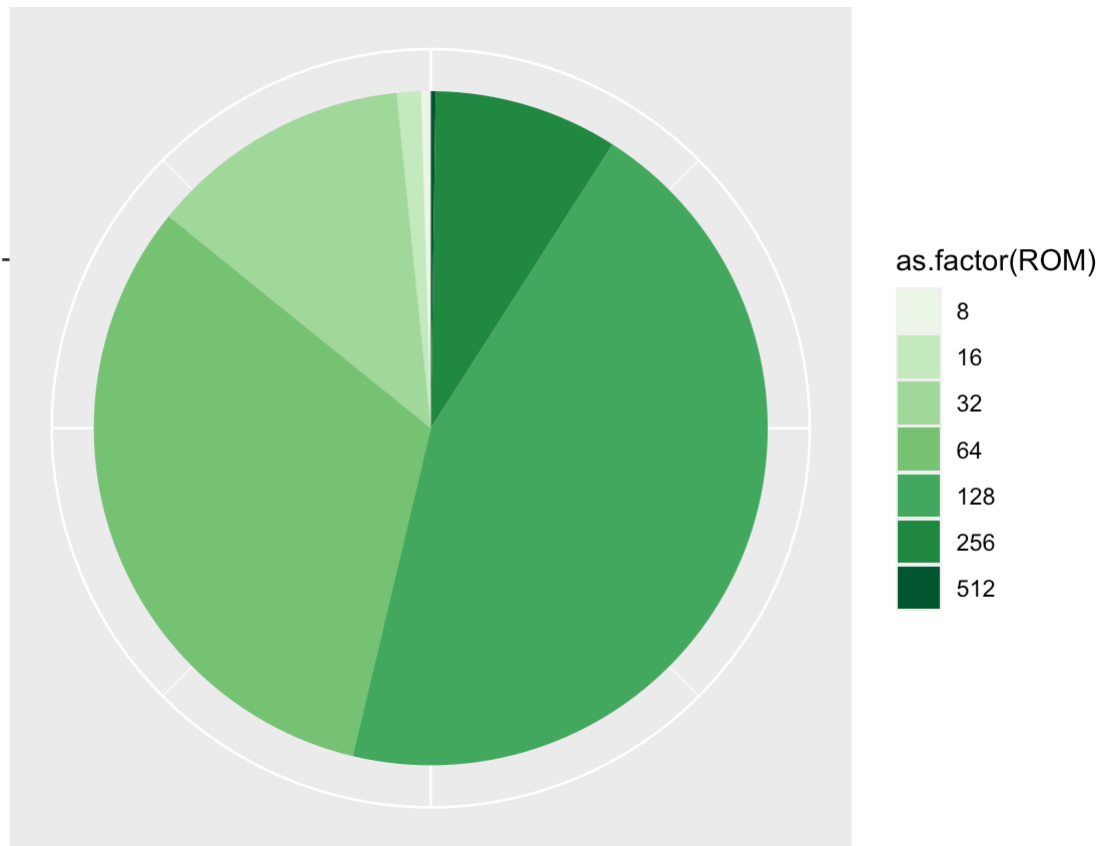
## Pie Chart of RAM



```
# Pie chart for ROM
rom_distribution <- flipkart %>%
  count(ROM) %>%
  mutate(percentage = n / sum(n) * 100)

ggplot(rom_distribution, aes(x = "", y = percentage, fill = as.factor(ROM))) +
  geom_bar(width = 1, stat = "identity") +
  coord_polar(theta = "y") +
  ggtitle('Pie Chart of ROM') +
  ylab('') +
  xlab('') +
  theme(axis.text.x = element_blank()) +
  scale_fill_brewer(palette = "Greens")
```

## Pie Chart of ROM



```
# Split data into training and testing sets
set.seed(123)
train_index <- createDataPartition(flipkart$sales_price, p = 0.8, list = FALSE)
train_data <- flipkart[train_index, ]
test_data <- flipkart[-train_index, ]
```

```
# Simple Linear Regression
simple_model <- lm(sales_price ~ ratings, data = train_data)
summary(simple_model)
```

```
##
## Call:
## lm(formula = sales_price ~ ratings, data = train_data)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -20769 -12769  -7561   3439 159296
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)   -87428     34237  -2.554  0.01109 *
## ratings        26044       7886   3.302  0.00106 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 22880 on 343 degrees of freedom
## Multiple R-squared:  0.03082,    Adjusted R-squared:  0.02799
## F-statistic: 10.91 on 1 and 343 DF,  p-value: 0.001059
```

```
# Predict and calculate R-squared on test data
simple_pred <- predict(simple_model, test_data)
simple_r2 <- cor(test_data$sales_price, simple_pred)^2

# Calculate Mean Squared Error (MSE)
simple_mse <- mean((test_data$sales_price - simple_pred)^2)

# Print R-squared and MSE
print(paste("Simple Linear Regression R-squared:", round(simple_r2, 4)))
```

```
## [1] "Simple Linear Regression R-squared: 0.1685"
```

```
print(paste("Simple Linear Regression MSE:", round(simple_mse, 4)))
```

```
## [1] "Simple Linear Regression MSE: 327537719.1635"
```

```
# Multiple Linear Regression
multiple_model <- lm(sales_price ~ ratings + num_of_ratings + RAM + ROM + display_size + battery_capacity + num_front_camera + num_rear_camera, data = train_data)
summary(multiple_model)
```



```
##
## Call:
## lm(formula = sales_price ~ ratings + num_of_ratings + RAM + ROM +
##      display_size + battery_capacity + num_front_camera + num_rear_camera,
##      data = train_data)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -44070  -7605  -2253   4130   76006
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)  -2.400e+04  3.167e+04  -0.758   0.4492
## ratings      -1.258e+03  5.608e+03  -0.224   0.8226
## num_of_ratings -3.114e-02  1.303e-02  -2.390   0.0174 *
## RAM           7.177e+02  5.769e+02   1.244   0.2144
## ROM           1.998e+02  1.703e+01  11.734 < 2e-16 ***
## display_size  1.608e+04  3.182e+03   5.054 7.12e-07 ***
## battery_capacity -1.125e+01  1.293e+00  -8.701 < 2e-16 ***
## num_front_camera -4.290e+03  3.443e+03  -1.246   0.2136
## num_rear_camera -5.581e+03  1.111e+03  -5.025 8.19e-07 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 13720 on 336 degrees of freedom
## Multiple R-squared:  0.6588, Adjusted R-squared:  0.6507
## F-statistic: 81.11 on 8 and 336 DF,  p-value: < 2.2e-16
```

```
# Predict and calculate R-squared on test data
multiple_pred <- predict(multiple_model, test_data)
multiple_r2 <- cor(test_data$sales_price, multiple_pred)^2

# Calculate Mean Squared Error (MSE)
multiple_mse <- mean((test_data$sales_price - multiple_pred)^2)

# Print R-squared and MSE
print(paste("Multiple Linear Regression R-squared:", round(multiple_r2, 4)))
```

```
## [1] "Multiple Linear Regression R-squared: 0.6503"
```

```
print(paste("Multiple Linear Regression MSE:", round(multiple_mse, 4)))
```

```
## [1] "Multiple Linear Regression MSE: 146311377.5869"
```

```
# Prepare data for Lasso Regression
x_train <- model.matrix(sales_price ~ ratings + num_of_ratings + RAM + ROM + display_
size + battery_capacity + num_front_camera + num_rear_camera - 1, data = train_data)
y_train <- train_data$sales_price
x_test <- model.matrix(sales_price ~ ratings + num_of_ratings + RAM + ROM + display_s
ize + battery_capacity + num_front_camera + num_rear_camera - 1, data = test_data)
y_test <- test_data$sales_price

# Lasso Regression
lasso_model <- cv.glmnet(x_train, y_train, alpha = 1)
lasso_pred <- predict(lasso_model, s = "lambda.min", newx = x_test)
lasso_r2 <- 1 - sum((y_test - lasso_pred)^2) / sum((y_test - mean(y_test))^2)

# Calculate Mean Squared Error (MSE)
lasso_mse <- mean((y_test - lasso_pred)^2)

# Print R-squared and MSE
print(paste("Lasso Regression R-squared:", round(lasso_r2, 4)))
```

```
## [1] "Lasso Regression R-squared: 0.6251"
```

```
print(paste("Lasso Regression MSE:", round(lasso_mse, 4)))
```

```
## [1] "Lasso Regression MSE: 138267939.4104"
```

```
# Prepare data for Ridge Regression
x_train <- model.matrix(sales_price ~ ratings + num_of_ratings + RAM + ROM + display_
size + battery_capacity + num_front_camera + num_rear_camera - 1, data = train_data)
y_train <- train_data$sales_price
x_test <- model.matrix(sales_price ~ ratings + num_of_ratings + RAM + ROM + display_s
ize + battery_capacity + num_front_camera + num_rear_camera - 1, data = test_data)
y_test <- test_data$sales_price

# Ridge Regression
ridge_model <- cv.glmnet(x_train, y_train, alpha = 0)
ridge_pred <- predict(ridge_model, s = "lambda.min", newx = x_test)
ridge_r2 <- 1 - sum((y_test - ridge_pred)^2) / sum((y_test - mean(y_test))^2)

# Calculate Mean Squared Error (MSE)
ridge_mse <- mean((y_test - ridge_pred)^2)

# Print R-squared and MSE
print(paste("Ridge Regression R-squared:", round(ridge_r2, 4)))
```

```
## [1] "Ridge Regression R-squared: 0.6188"
```

```
print(paste("Ridge Regression MSE:", round(ridge_mse, 4)))
```

```
## [1] "Ridge Regression MSE: 140575091.114"
```