# Python Training and Predictive Modelling (NLP)

Digital Accelerator October 2019





# Agenda

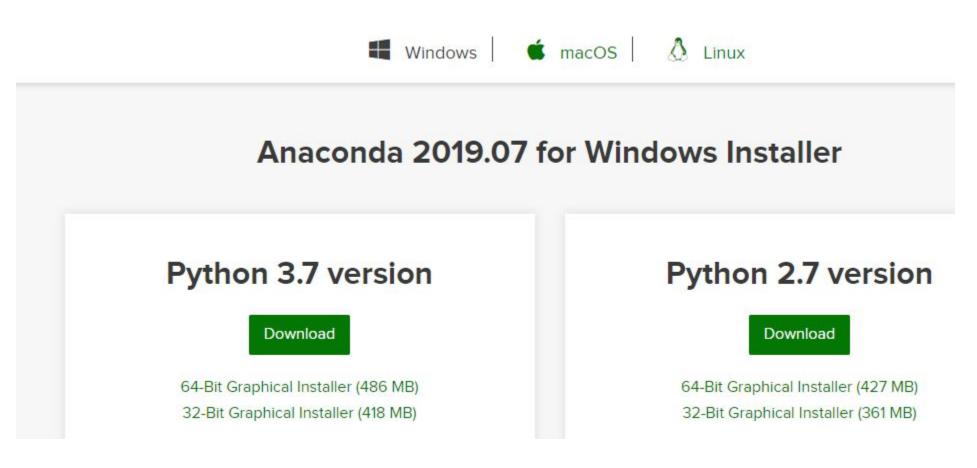
1.	An Introduction to Python programming	00
2.	Popular Use Cases	00
3	Cleaning your data	00
4.	Transforming categorical variables	00
5.	Descriptive Statistics	00
6.	Text Mining	00
7.	Predictive Modelling	00
8.	Data Visualization	
9.	Turning your code into a client presentation	
10.	Equivalent code in R programming	



# Pre-Work: Installing Python 3.7

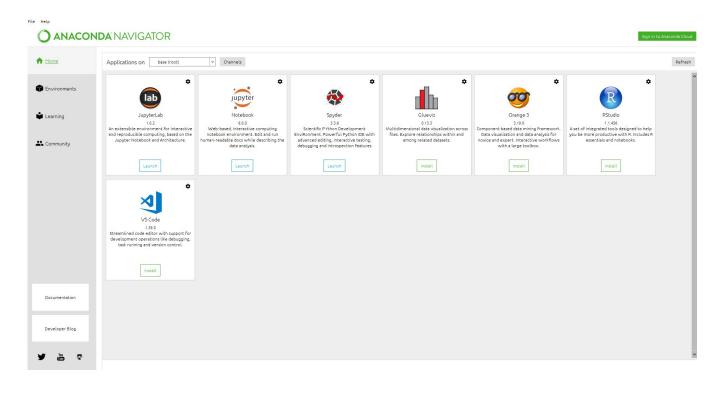
# Download Python 3.7 version

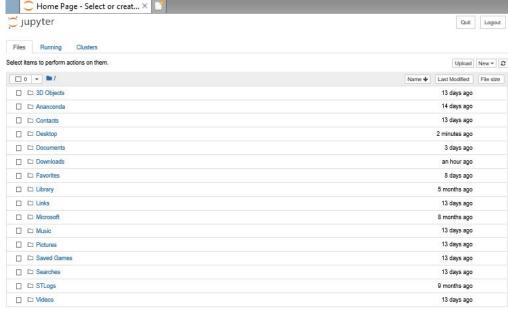
https://www.anaconda.com/distribution/



# Launch Python 3.7 from Windows

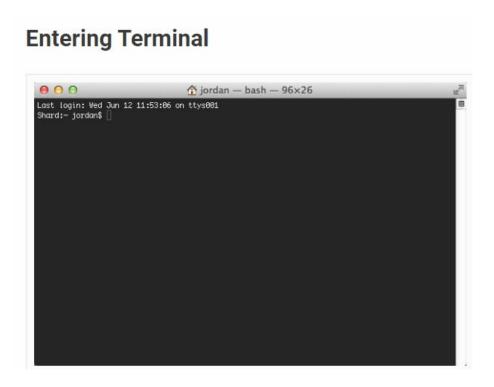
- Create a new folder e.g. Python Training from your Desktop.
- 2. From your Start Menu, type Anaconda Navigator (Anaconda).
- Click Ok on the pop up message.
- 4. Click Launch from Jupyter Notebook.

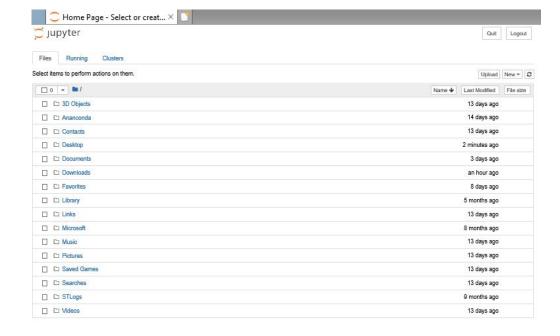




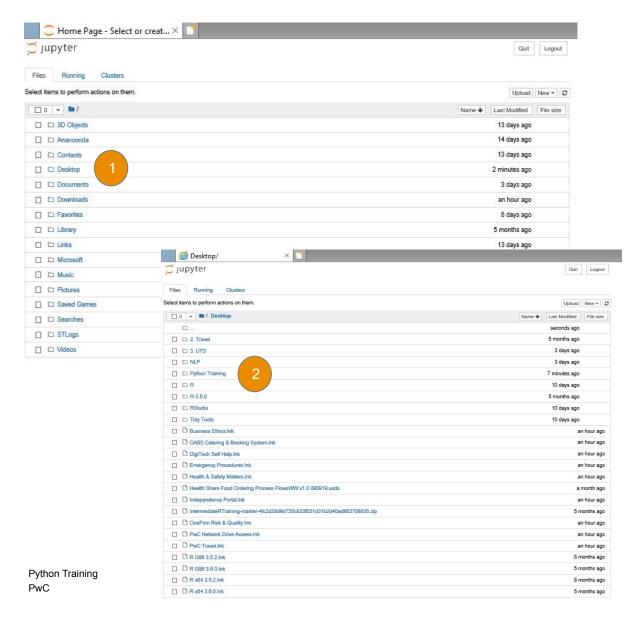
# Launch Python 3.7 from Mac

- 1. Create a **new folder** e.g. Python Training from your Desktop.
- 2. In **Terminal**, type **Jupyter Notebook**.





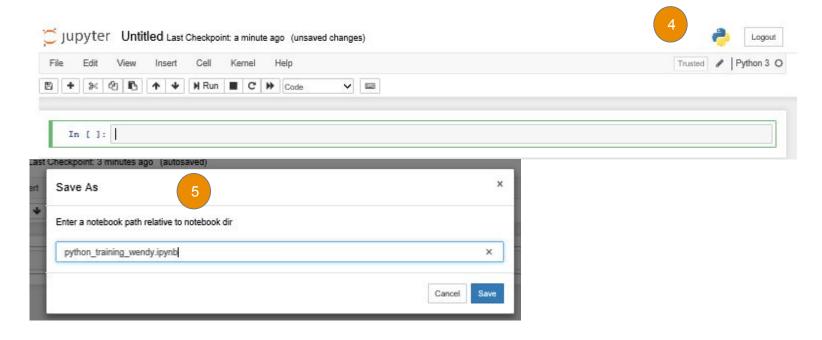
# Jupyter Notebook



- 1. Navigate to **Desktop.**
- 2. Locate the folder **Python Training.**
- 3. On the far-right side, click New.



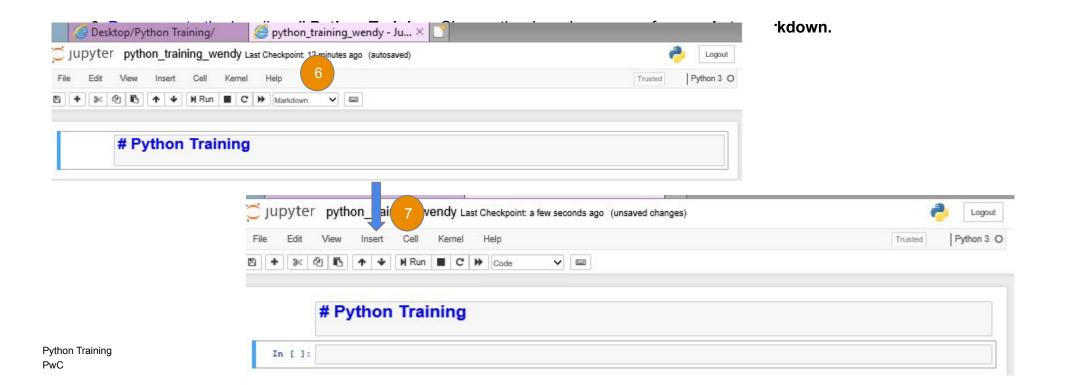
# Jupyter Notebook



- 4. Go to File and save your file.
- 5. Save your file. E.g. python\_training\_name.ipynb

# Python Style Guide for coding

# Header
## Header
### Header
\* Bullet Point



# Python Style Guide for Coding

- Python Coding Style Guide used by Developers <a href="https://www.python.org/dev/peps/pep-0008/">https://www.python.org/dev/peps/pep-0008/</a>
- Indent code
- Add a comment
- Function
- Lists

```
Function annotations should use the normal rules for colons and always have spaces around the -> arrow if present. (See Function Annotations below for more about function annotations.)

Yes:

def munge(input: AnyStr): ...

def munge() -> AnyStr: ...

No:

def munge(input:AnyStr): ...

def munge()->PosInt: ...
```

# An Introduction to Python Programming

# An Introduction to Python Programming



### What is Python?

- Python is an open-source
- Python is free
- Python was created by Guido Van Rossum in 1991
- Object-oriented language can execute code that includes data attributes



### **Benefits of Python**

- Easy to learn coding language
- It's fast
- Kids can learn it
- Readable code that can be understood when working in large project teams
- Easy to write code for production



### Why is Python popular?

- Webscraping
- Data Visualization
- Data Analysing
- Deploying apps for machine learning
- Artificial Intelligence
- Building recommendation engines



### Who uses Python?

- Data Analysts
- Data Scientists
- Machine Learning Practitioners
- Software Engineers
- Roboticists
- Developers
- Researchers
- Consultants
- Programmers



# Popular Use Cases

# Popular Use Cases



Where is Python used today?	Machine Learning Algorithm
Recommendation Engines e.g. Amazon, Netflix, Online shopping	Collaborative filtering
Virtual Assistants e.g.Google Home, Alexa	Deep Learning (Recurrent Neural Networks) and Natural Language Processing
<ul> <li>Commercial machine learning applications e.g. customer segmentation by News Corp's readers in the cloud using AWS</li> </ul>	K-means clustering
Rapid prototyping e.g.Run an experiment which group of customers will be shown a new website by Atlassian	A/B Testing
<ul> <li>Analyzing relationships e.g. Analysing the Sydney trains network to improve Opal card services</li> </ul>	Network Analysis, Graph databases
Prediction problem e.g. Predict which class(segment) of customers Westpac will apply for a credit card	Multi-class Logistic regression
Data Analysis e.g. Cleaning large datasets at PwC and reproducing the code. Reduce data entry error	Libraries Numpy (data manipulation with dataframes) and Scikit-Learn for mathematical calculations
Text Analytics e.g. Allianz Insurance wants to analyze survey feedback	Natural Language Processing



# Cleaning your data

# **Analytic Process**



# 1. Ask An Interesting Question 2. Obtain the Data 3. Understand the Data 4. Prepare the Data 5. Explore the Data 6. Model the Data 7. Evaluate the model for success

### Python Data Types

- Float real numbers
- Int integer numbers
- Str string, text
- Bool True, False

# Lab

# Cleaning your data



### 1. Cleaning your data (i.e. a data frame, spreadsheet) Import Getting Started with pandas data frame import module from module import class, function, variable In [2]: import numpy as np Create a dataframe In [ ]: df = DataFrame(data, index, columns) Select a column In [ ]: df[col] Select row by label In [ ]: df.iloc[label] Delete rows or columns In [ ]: df.drop() View first 5 rows In [ ]: df.head(5) View last 5 rows In [ ]: df.tail(5) Sort columns In [ ]: df.sort() Drop rows where there is any missing data In [ ]: df.dropna() Count the rows for every column In [ ]: df.count()

### Cleaning the data - City of New York complaints

```
In [10]:
                                                                                                                        Slide Type
          ## Data Pre-Processing
          #### We are interested in examining two columns - "Type" and "StatusDescription".
          #### * Input: StatusDescription
          #### * Example: " The Department of Housing Preservation and Development inspected the following conditions. No violat.
          #### * Output: Type
          #### * Example: NON EMERGENCY
          #### Missing values are removed from "StatusDescription" column, and add a column encoding the product as an integer be-
          #### After cleaning up, this is the first five rows of the data we will be working on:
          from io import StringIO
          col = ['Type', 'StatusDescription']
          df = df[col]
          df = df[pd.notnull(df['StatusDescription'])]
          df.columns = ['Type', 'StatusDescription']
          df['TypeID'] = df['Type'].factorize()[0]
          TypeID df = df[['Type', 'TypeID']].drop duplicates().sort values('TypeID')
          Type_to_id = dict(TypeID_df.values)
          id_to_Type = dict(TypeID_df[['TypeID', 'Type']].values)
          df.head()
Out[10]:
                                                   StatusDescription TypeID
                 EMERGENCY The Department of Housing Preservation and Dev..
          1 NON EMERGENCY The Department of Housing Preservation and Dev..
                 EMERGENCY The Department of Housing Preservation and Dev...
                 EMERGENCY The Department of Housing Preservation and De...
          4 NON EMERGENCY The Department of Housing Preservation and De.
```



# Transforming Categorical Variables

# Lab

# City of New York Complaints

```
In [5]:
## Class label encoding - Transform categorical variables for Machine Learning
#### Encode class labels
from sklearn.preprocessing import LabelEncoder

l_encoder = LabelEncoder()
l_encoder.fit(y)
l_encoder.classes_
Out[5]: array(['EMERGENCY', 'HAZARDOUS', 'IMMEDIATE EMERGENCY', 'NON EMERGENCY'],
```

### One-hot encoding:

- 1 = True
- 0 = False

```
In [8]:
                                                                                                                 Slide Type
        # Use Scikit-learn estimators for classification convert labels to integers internally
        # we enumerate the class labels starting at 0:
        import numpy as np
        MajorCategory_mapping = {label:idx for idx, label in
                         enumerate(np.unique(df2['MajorCategory']))}
        MajorCategory_mapping
        {'DOOR/WINDOW':0, 'UNSANITARY CONDITION':1, 'PLUMBING':2, 'FLOORING/STAIRS':2, 'HEAT/HOT WATER':4, 'PAINT/PLASTER':5, 'ELECT'
        Status mapping = {label:idx for idx, label in
                         enumerate(np.unique(df2['Status']))}
        Status_mapping
        {'CLOSE': 0, 'OPEN': 1}
        Type_mapping = {label:idx for idx, label in
                         enumerate(np.unique(df2['Type']))}
        Type_mapping
        {'EMERGENCY':0, 'NON EMERGENCY':1, 'IMMEDIATE EMERGENCY':2, 'HARZARDOUS':3}
Out[8]: ("EMERGENCY": 0, 'NON EMERGENCY": 1, 'IMMEDIATE EMERGENCY": 2, 'HARZARDOUS": 3)
```

Encoding other categorical variables for statistical analysis

dtype=object)



# Descriptive Statistics

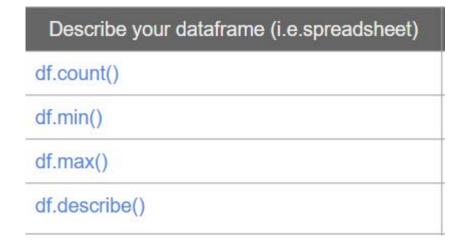
# **Descriptive Statistics**



Describe your dataframe (i.e.spreadsheet)	Definition
df.count()	Counts the row for every column
df.min()	Returns the minimum of every column
df.max()	Returns the maximum of every column
df.describe()	Generate summary statistics for every column
groupby()	Split the dataframe by columns
concat()	Merge the dataframe

# **Descriptive Statistics**





Once all the categorical variables has been transformed into a vector or matrix, we can calculate summary statistics:

- Count
- Unique Count
- Min
- Max
- Mode



# Exploratory Data Analysis - Plot it and Visualise your data





Visualising your data - Imbalanced classes in the data!!!!

 Solution: obtain more data e.g. synthetic dataset

# **Exploratory Data Analysis - Correlations**



```
In [13]:
                                                                                                                 Slide Type Slide
         ## Find the terms that are the most correlated with each of the products:
         from sklearn.feature selection import chi2
         import numpy as np
         N = 2
         for Type, TypeID in sorted(Type_to_id.items()):
           features_chi2 = chi2(features, labels == TypeID)
           indices = np.argsort(features chi2[0])
           feature_names = np.array(tfidf.get_feature_names())[indices]
           unigrams = [v for v in feature names if len(v.split(' ')) == 1]
           bigrams = [v for v in feature_names if len(v.split(' ')) == 2]
           print("# '{}':".format(Type))
           print(" . Most correlated uniquams:\n. {}".format("\n. '.join(uniquams[-N:]))}
           print(" . Most correlated bigrams:\n. ()".format('\n. '.join(bigrams[-N:])))
         # 'EMERGENCY':
           . Most correlated unigrams:
         . heat
         . building
           . Most correlated bigrams:
         . hot water
         . heat hot
         # 'HAZARDOUS':
           . Most correlated unigrams:
         . information
           . Most correlated bigrams:
         . www nyc
         . issued information
         # 'IMMEDIATE EMERGENCY':
           . Most correlated unigrams:
         . building
           . Most correlated bigrams:
         . conditions violations
         . violations issued
         # 'NON EMERGENCY':
           . Most correlated unigrams:
         . heat
         . building
           . Most correlated bigrams:
         . heat hot
         . hot water
```

Once the encoded data is in a vector form, you may perform word correlations to see which words are similar.

- Uni-gram
- Bi-gram
- Tri-gram

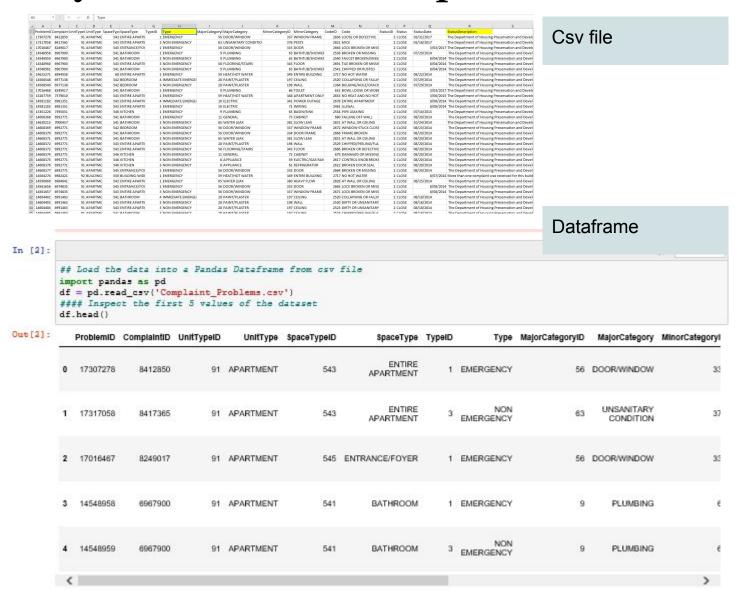
Python Training PwC

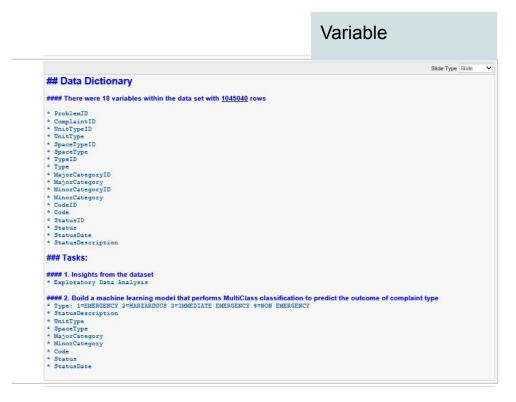


# Text Mining

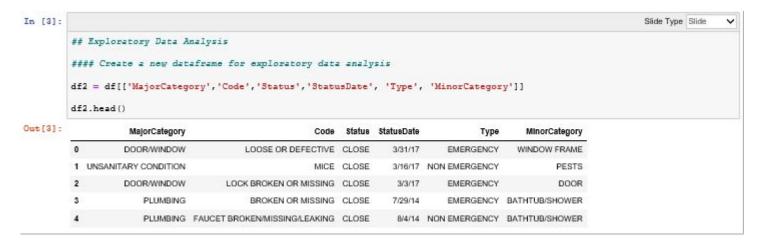
# Lab

# City of New York Complaints





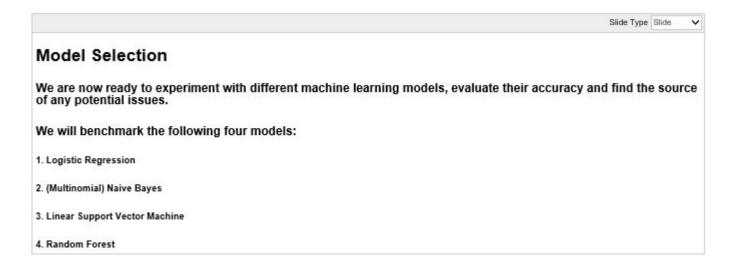
# City of New York Complaints - Transform categorical variables



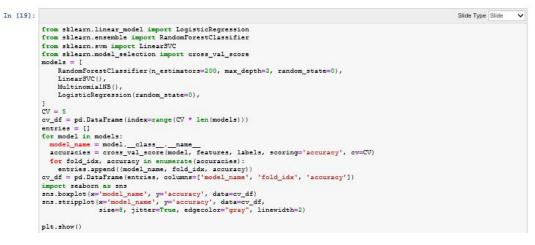


# Lab

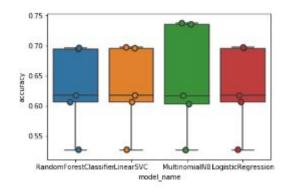
# City of New York Complaints - Model Evaluation



Multi-Class Model Selection



- Logistic Regression
- Random Forest
- Multi-nomial Naive Bayes
- LinearSupportVectorMachine

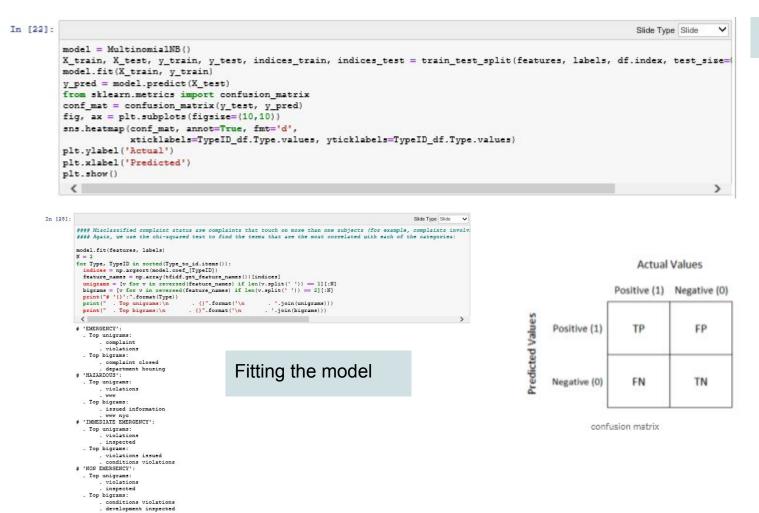


Visualise the ModelLinear Support vector

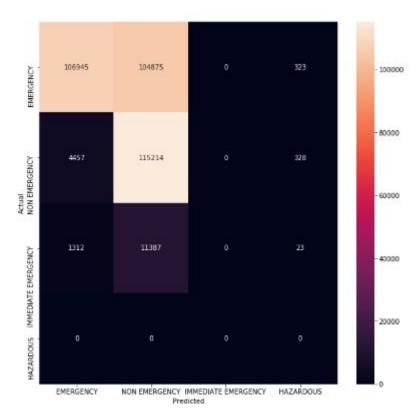
- Multinomial Naive Bayes and
- Linear Support Vector Machine

Performed better than the other classifiers

# City of New York Complaints - Model Evaluation



### Confusion Matrix - produces model evaluation metrics



### **Top Tip - Other Model Evaluation Metrics:**

- Sensitivity
- Specificity (precision)
- F1 score

# City of New York Complaints - Naive Bayes Classifier

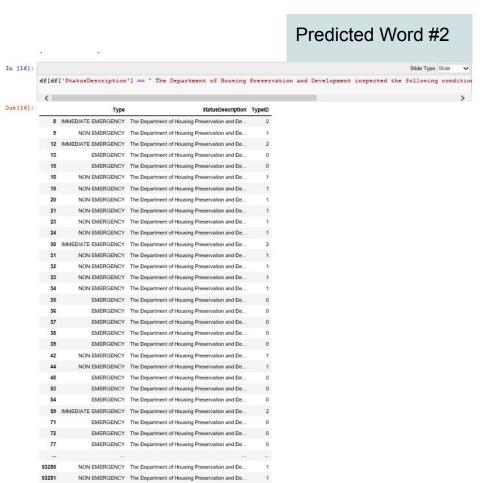
```
In [14]:
                                                                                                                 Slide Type Slide
          # Multi-Class Classifier: Features and Design
          #### To train supervised classifiers, we first transformed the "StatusDesscription" into a vector of numbers. We explore
          #### After having this vector representations of the text we can train supervised classifiers to train unseen "Consumer
          #### After all the above data transformation, now that we have all the features and labels, it is time to train the cla
          ## Naive Bayes Classifier: the one most suitable for word counts is the multinomial variant:
          from sklearn.model_selection import train_test_split
          from sklearn.feature_extraction.text import CountVectorizer
          from sklearn.feature extraction.text import TfidfTransformer
         from sklearn.naive_bayes import MultinomialNB
         X_train, X_test, y_train, y_test = train_test_split(df['StatusDescription'], df['Type'], random_state = 0)
          count vect = CountVectoriser()
         X train_counts = count_vect.fit_transform(X_train)
          tfidf transformer = TfidfTransformer()
         X train tfidf = tfidf transformer.fit transform(X train counts)
          clf = MultinomialNB().fit(X_train_tfidf, y_train)
```

```
In [15]:

## After fitting the training set, let's make some predictions to predict the status of the complaint type:

print(clf.predict(count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following preservation and Development inspected the following count_vect.transform([" The Department of Housing Preservation and Development inspected the following preservation and Development inspecte
```

Sklearn module allows you to make a prediction

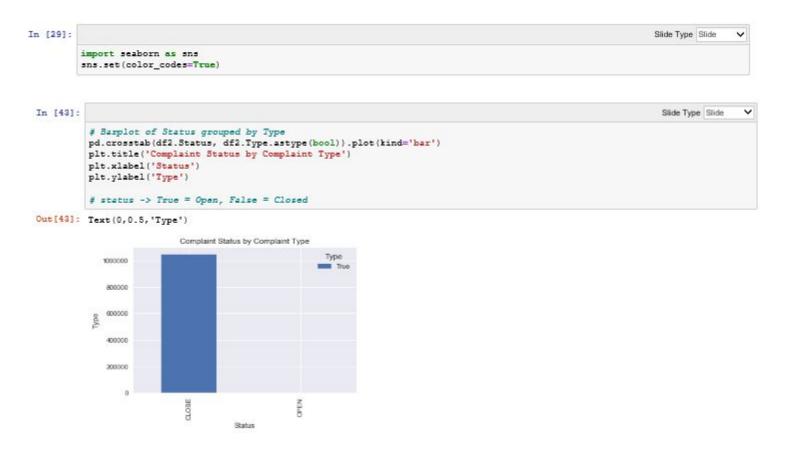




# Data Visualization

# Lab

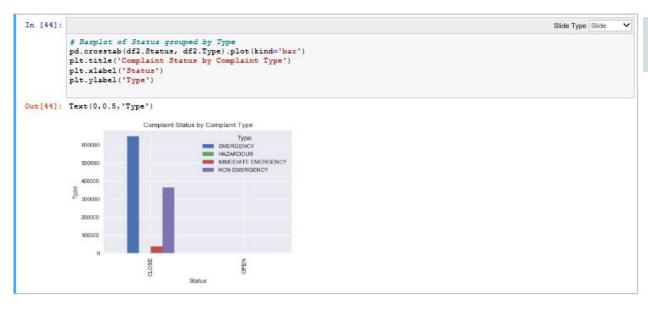
#### City of New York Complaints - Data Visualization



Import module for data visualization **seaborn** 

Bar plot

#### City of New York Complaints - Data Visualization



Bar plot - grouped data

Bar plot - Most of the complaints relate to **hot** water





# Turning your code into a client presentation

# Lab

#### Turn your Jupyter Notebook into slides

• File -> Download as -> Slides (slides.html)

**In Windows** 

- A short tutorial for slide conversion in Mac:
- <a href="https://medium.com/learning-machine-learning/present-your-data-science-projects-with-jupyter-slides-75f20735eb0f">https://medium.com/learning-machine-learning/present-your-data-science-projects-with-jupyter-slides-75f20735eb0f</a>

In Mac



# Equivalent code in R programming

#### Equivalent Code in R Programming



### Lab - Next Time



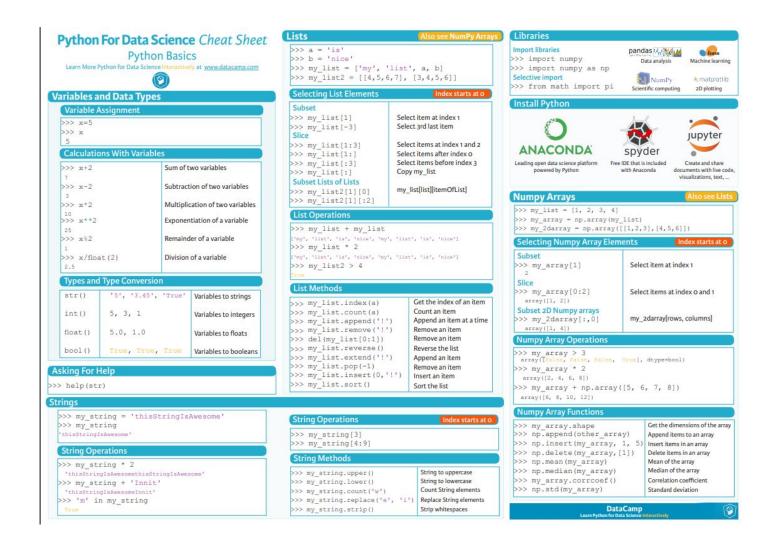
#### Bonus

#### Bonus



Additional Resources for Learning	From Beginners to Advanced Learning
Online courses	Introduction to Python Programming FREE <a href="https://www.udemy.com/course/pythonforbeginnersintro/">https://www.udemy.com/course/pythonforbeginnersintro/</a>
	Advanced course - Python 3 Complete Masterclass - Make Your Job Tasks     Easier! \$21.99 https://www.udemy.com/course/pythontutorial/
	KhanAcademy.com, Codeacademy.com, PwC Vantage, Coursera, LinkedIn Learning and EdX
Face to Face courses	Data Science at General Assembly Sydney
Books	Python for Data Analysis by Wes McKinney
	Python for Machine Learning by Sebastian Raschka and Vahid Mirjalili
Cheat Sheet	Python for Data Science cheat sheet <a href="https://s3.amazonaws.com/assets.datacamp.com/blog_assets/PythonForDataScience.pdf">https://s3.amazonaws.com/assets.datacamp.com/blog_assets/PythonForDataScience.pdf</a>
Kaggle competition	Learn via Kaggle competitions <a href="https://www.kaggle.com/competitions">https://www.kaggle.com/competitions</a>

#### Python Cheat Sheet - Data Camp



#### References

```
In []:

## References:

* https://scikit-learn.org/stable/modules/multiclass.html

* https://towardsdatascience.com/multi-class-text-classification-with-scikit-learn-12f1e60e0a9f

* https://towardsdatascience.com/beginners-guide-to-lda-topic-modelling-with-r-e57a5a8e7a25

* https://medium.com/learning-machine-learning/present-your-data-science-projects-with-jupyter-slides-75f20735eb0f
```

Python Training
PwC

11/11/2019
48

# Thank you

pwc.com

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