

Configuration Manual

MSc Research Project Artificial Intelligence for Business

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Configuration Manual

Tooba Khan 23153768

1 System Configuration

The project has been done on IS-6300UCPU Windows 10 Pro operating system with 8GB ram with extended 7.8 usable GB, and x64-based processor having a base clock speed of 2.50 GHz.

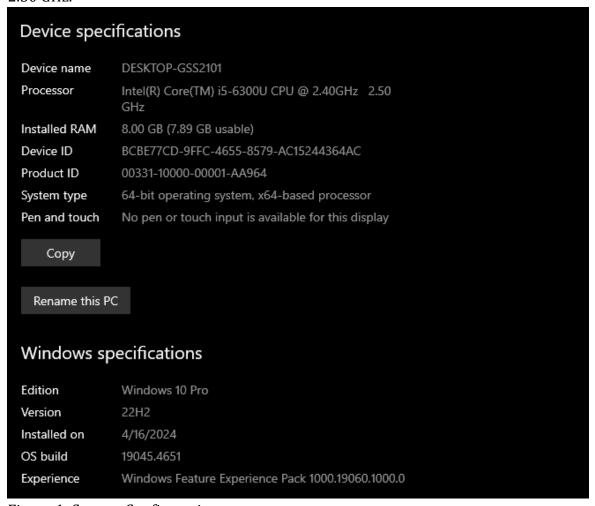


Figure 1: System Configuration

2 Software Requirement

For the project execution Google Colab environment has been used.

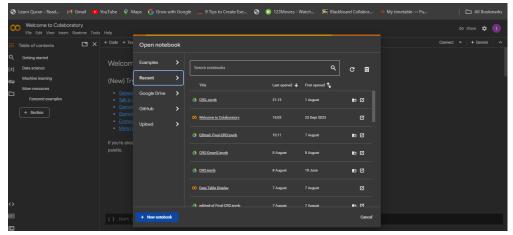


Figure 2: Google Colab Environment

3 Python Libraries

The project uses following python libraries:

- numpy
- matplotlib
- pandas
- sklearn
- seaborn
- uuid
- CatBoost

4 Dataset

- Publicly published data was taken from open source site, Kaggle.com. Dataset consist of four source files including; product, customer, transaction and clickstream data of E-commerce store.
- Dataset contained website record from Aug 2016 to July 2022 of clothing brand, in Indonesia.

5 Data Preprocessing

- To perform analysis, all for datasets were combined on the basis of shared identifier among datasets
- In this step of analysis data cleaning has been performed using mean strategy to fill critical column and mode for categorical columns.
- Perhaps, some of redundant columns from data has been dropped, (blank columns; 'unnamed 3' and 'unnamed 4')

Fig1. EDA on all clickstream dataset

Fig2. EDA on all customer dataset

Fig3. EDA on all product dataset

Fig4. EDA on all transaction dataset

6 Data Analysis

- In this step, all data files were merged for ML models implementation.
- Missing values further dealt with mean and mode strategy, data type has been ensured to be Integer.

```
↑ ↓ ⊖ 目 ‡ Ы Ⅲ :
# Convert event_time to datetime
       click_stream['event_time'] = pd.to_datetime(click_stream['event_time'])
        # Create session duration feature
       click_stream['session_start'] = click_stream.groupby('session_uuid')['event_time'].transform('min')
        click_stream['session_end'] = click_stream.groupby('session_uuid')['event_time'].transform('max')
       click_stream['session_duration'] = (click_stream['session_end'] - click_stream['session_start']).dt.t
        # Drop Unnamed columns
       product.drop(columns=['Unnamed: 3', 'Unnamed: 4'], inplace=True, errors='ignore')
        # Handle missing values in transactions data
        transactions['product_id'].fillna(transactions['product_id'].mode()[0], inplace=True)
       transactions['quantity'].fillna(transactions['quantity'].mode()[0], inplace=True)
       transactions['item_price'].fillna(transactions['item_price'].mean(), inplace=True)
       # Convert necessary columns to appropriate data types before merging
       customer['customer_id'] = customer['customer_id'].astype(int)
       product['customer_id'] = product['customer_id'].astype(int)
        transactions['customer_id'] = transactions['customer_id'].astype(int)
       click_stream['session_duration'] = click_stream['session_duration'].astype(int)
       # Merge datasets
       merged_df1 = transactions.merge(customer, on='customer_id', how='left').merge(product, on='customer_i
        merged_df = click_stream.merge(merged_df1, on='session_id', how='left')
```

Fig5. Integration of datasets on the bases of common identifiers across all source files



Fig6. Handling duplication of session_id

 UUID lib imported to handle duplication of session id in data. The objective of employing UUID was to ensure to consider that multiple events can be taken in one session.

```
[ ] # Calculate session duration
    merged_df['session_duration'] = (merged_df['session_end'] - merged_df['session_start']).dt.total_se
    # Define bounce rate: Sessions with very short duration (e.g., <10 seconds) are considered bounces
    merged_df['bounce_rate'] = np.where(merged_df['session_duration'] < 10, 1, 0)</pre>
    # Convert bounce_rate to integer
    merged_df['bounce_rate'] = merged_df['bounce_rate'].astype(int)
    print(merged_df.describe())
    # # Create unique user feature: Count unique sessions per customer
    # merged_df['unique_user'] = merged_df.groupby('customer_id')['session_id'].transform('nunique')
    # print(merged_df.shape)
    merged_df.head()
    print(merged_df.columns)
    print(merged_df.describe())
    print(merged_df.head())
count 999131.000000 999131.000000 9.991310e+05 1.048575e+06
                           1.469885 2.498139e+05 2.107622e-04
            29806.857979
            17099.367168
                              1.572581 1.117010e+05 1.451613e-02
    min
             1163.000000
                              1.000000 1.523200e+04 0.000000e+00
    25%
            14902.000000
                              1.000000 1.686720e+05 0.000000e+00
    50%
            28701.000000
                              1.000000 2.333680e+05 0.000000e+00
    75%
            44774.000000
                              1.000000 3.137930e+05 0.000000e+00
            59999.000000
                             41.000000 1.089753e+06 1.000000e+00
    max
                                 session_id event_name
    0 fb0abf9e-fd1a-44dd-b5c0-2834d5a4b81c Homepage
       fb0abf9e-fd1a-44dd-b5c0-2834d5a4b81c
       7d440441-e67a-4d36-b324-80ffd636d166
                                             Homepage
       7d440441-e67a-4d36-b324-80ffd636d166 Addtocart
    4 7d440441-e67a-4d36-b324-80ffd636d166
                                              Booking
```

Fig. 7 New feature engineering

```
# Encode categorical variables
le = LabelEncoder()
click_stream['event_name_encoded'] = le.fit_transform(click_stream['event_name'])
click_stream['traffic_source_encoded'] = le.fit_transform(click_stream['traffic_source'])
customer['gender_encoded'] = le.fit_transform(customer['gender'])
product['masterCategory_encoded'] = le.fit_transform(product['masterCategory'])
product['season_encoded'] = le.fit_transform(product['season'])
transactions['payment_method_encoded'] = le.fit_transform(transactions['payment_method'])
transactions['promo_code_encoded'] = le.fit_transform(transactions['promo_code'])
transactions['purchase'] = le.fit_transform(transactions['payment_status'])
```

Fig8. Encoding of variables for ML models

```
T V © 티 및 티 비 :
# Count the occurrences of each payment status
purchase_counts = transactions['payment_status'].value_counts()
print("\nCount of Each Payment Status:")
print(purchase_counts)
# Assuming 'success' and 'failed' are the unique values in 'payment_status' column
success_count = purchase_counts.get('success', 1)
failed_count = purchase_counts.get('failed', 0)
# Select relevant features for the model and drop irrelevant ones
features_to_drop = ['booking_id', 'session_id', 'event_name', 'event_time', 'event_id', 'traffic_sour
merged_df.drop(columns=features_to_drop, inplace=True, errors='ignore')
# Ensure that only numeric columns are present in the feature set
X = merged_df.select_dtypes(include=[np.number])
y = merged_df.get('purchase', pd.Series([0] * len(merged_df))) # Creating dummy if 'purchase' is not
# Fill missing values before splitting
imputer = SimpleImputer(strategy='mean')
X_imputed = imputer.fit_transform(X)
```

Fig9. Setting merged_df (features and target variable) for models

 Features to drop: showing the drop command for features those has already been encoded with LableEncoder to be used in merged_df

7 Model Training and Testing

```
[ ] from sklearn.model_selection import train_test_split
     # Split data into training and testing sets
    X_train, X_test, y_train, y_test = train_test_split(X_imputed, y, test_size=0.2, random_state=42)
    print("Data preprocessing complete. Shapes of train and test sets:")
    print("X_train:", X_train.shape, "y_train:", y_train.shape)
    print("X_test:", X_test.shape, "y_test:", y_test.shape)
Data preprocessing complete. Shapes of train and test sets:
    X_train: (565334, 10) y_train: (565334,)
    X_test: (141334, 10) y_test: (141334,)
[ ] from sklearn.metrics import classification_report, accuracy_score
    from sklearn.linear_model import LogisticRegression
    # Check the distribution of the target variable in the training set
    print("Training target distribution:\n", y_train.value_counts())
    # Baseline Model: Logistic Regression
    baseline_model = LogisticRegression(max_iter=1000)
    baseline_model.fit(X_train, y_train)
    y_pred_baseline = baseline_model.predict(X_test)
    y_pred_proba_baseline = baseline_model.predict_proba(X_test)[:, 1]
    # Evaluation
    print("Baseline Model - Logistic Regression")
    print("Accuracy:", accuracy_score(y_test, y_pred_baseline))
    print("Classification Report:\n", classification_report(y_test, y_pred_baseline))
    # Printing the predicted probabilities for better understanding
    print("Predicted Probabilities (first 10 samples):\n", y_pred_proba_baseline[:10])
```

Fig. 10 Split model for training and implementation of Baseline model

```
Training target distribution:
purchase
   540866
     24468
Name: count, dtype: int64
Baseline Model - Logistic Regression
Accuracy: 0.9565214315026815
Classification Report:
              precision
                            recall f1-score
                                              support
           а
                   0.00
                            0.00
                                      0.00
                                                6145
                   0.96
                            1.00
                                      0.98
                                               135189
    accuracy
                                      0.96
                                              141334
   macro avg
                   0.48
                            0.50
                                      0.49
                                               141334
                                      0.94
weighted avg
                   0.91
                                              141334
                            0.96
Predicted Probabilities (first 10 samples):
 [0.96952535 0.86095765 0.98995171 0.97362724 0.97066748 0.97239443
 0.94337264 0.97646479 0.97790974 0.82443363]
/usr/local/lib/python3.10/dist-packages/sklearn/metrics/_classification.py:1471: UndefinedMetricWarnin
  _warn_prf(average, modifier, msg_start, len(result))
/usr/local/lib/python3.10/dist-packages/sklearn/metrics/_classification.py:1471: UndefinedMetricWarnin
  _warn_prf(average, modifier, msg_start, len(result))
/usr/local/lib/python3.10/dist-packages/sklearn/metrics/_classification.py:1471: UndefinedMetricWarnin
  _warn_prf(average, modifier, msg_start, len(result))
```

Fig11. Results from Baseline model

Advanced models, RF and GB

```
from sklearn.ensemble import RandomForestClassifier, GradientBoostingClassifier
    from sklearn.metrics import classification_report, accuracy_score
    # Random Forest Classifier
    rf_model = RandomForestClassifier(n_estimators=100, random_state=42)
    rf_model.fit(X_train, y_train)
    y_pred_rf = rf_model.predict(X_test)
    print("Random Forest Classifier")
    print("Accuracy:", accuracy_score(y_test, y_pred_rf))
    print("Classification Report:\n", classification_report(y_test, y_pred_rf))

→ Random Forest Classifier

    Accuracy: 1.0
    Classification Report:
                               recall f1-score support
                   precision
               0
                      1.00
                                1.00
                                          1.00
                                                    6145
                                                  135189
               1
                      1.00
                                1.00
                                          1.00
        accuracy
                                          1.00
                                                  141334
                       1.00
                                 1.00
                                          1.00
                                                   141334
       macro avg
    weighted avg
                      1.00
                                 1.00
                                          1.00
                                                  141334
```

Fig.12 Implementation and results of advance model -RF

```
] from sklearn.ensemble import RandomForestClassifier, GradientBoostingClassifier
   # Gradient Boosting Classifier
   gb_model = GradientBoostingClassifier(n_estimators=100, random_state=42)
   gb_model.fit(X_train, y_train)
   y_pred_gb = gb_model.predict(X_test)
   print("Gradient Boosting Classifier")
   print("Accuracy:", accuracy_score(y_test, y_pred_gb))
   print("Classification Report:\n", classification_report(y_test, y_pred_gb))
Gradient Boosting Classifier
   Accuracy: 1.0
   Classification Report:
                 precision recall f1-score support
                          1.00
             0
                                    1.00
                    1.00
                                                6145
                    1.00
                             1.00
                                       1.00
                                              135189
                                      1.00
                                             141334
       accuracy
      macro avg
                  1.00 1.00 1.00 141334
   weighted avg
                    1.00
                              1.00
                                      1.00 141334
```

Fig.13 Implementation of advance model -GB

8 Application of Techniques for Imbalanced class

```
[ ] from imblearn.over_sampling import SMOTE
    # Handle imbalanced dataset using SMOTE
     smote = SMOTE(random_state=42)
    X_train_balanced, y_train_balanced = smote.fit_resample(X_train, y_train)
    # Check the distribution after applying SMOTE
    print("Balanced training target distribution:\n", y_train_balanced.value_counts())
    # Baseline Model: Logistic Regression with Class Weights
    baseline_model = LogisticRegression(max_iter=1000, class_weight='balanced')
    baseline_model.fit(X_train_balanced, y_train_balanced)
    y_pred_baseline = baseline_model.predict(X_test)
    y_pred_proba_baseline = baseline_model.predict_proba(X_test)[:, 1]
    print("Baseline Model - Logistic Regression with SMOTE and Class Weights")
    print("Accuracy:", accuracy_score(y_test, y_pred_baseline))
    print("Classification Report:\n", classification_report(y_test, y_pred_baseline))
F Balanced training target distribution:
     purchase
       540866
         540866
    Name: count, dtype: int64
    Baseline Model - Logistic Regression with SMOTE and Class Weights
    Accuracy: 0.6192777392559469
    Classification Report:
                             recall f1-score support
                  precision
                      0.04
                                0.36
                                         0.08
                                                   6145
               0
               1
                       0.96
                                 0.63
                                         0.76
                                                 135189
                                          0.62
                                                  141334
        accuracv
                       0.50
                                 0.49
       macro avg
                                          0.42
                                                  141334
                                          0.73
                                                  141334
    weighted avg
```

Fig.14 Implementation of SMOTE to handle imbalanced class.

```
[ ] # Hyperparameter tuning for Logistic Regression
    from sklearn.model_selection import GridSearchCV, cross_val_score
    param_grid_lr = {
        'C': [0.1, 1, 10],
        'solver': ['lbfgs', 'liblinear']
    grid_search_lr = GridSearchCV(estimator=LogisticRegression(max_iter=1000, class_weight='balanced'),
    grid_search_lr.fit(X_train_balanced, y_train_balanced)
    # Best model from grid search
    best_lr_model = grid_search_lr.best_estimator_
    # Predictions and Evaluation
    y_pred_lr = best_lr_model.predict(X_test)
    print("Logistic Regression (After Hyperparameter Tuning)")
    print("Accuracy:", accuracy_score(y_test, y_pred_lr))
    print("Classification Report:\n", classification_report(y_test, y_pred_lr))
Fitting 5 folds for each of 6 candidates, totalling 30 fits
    Logistic Regression (After Hyperparameter Tuning)
    Accuracy: 0.9999787736850297
    Classification Report:
                  precision
                               recall f1-score support
               0
                      1.00
                               1.00
                                         1.00
                                                   6145
                      1.00
                             1.00
                                         1.00
                                                 135189
               1
                                          1.00
                                                 141334
       accuracy
                      1.00
                               1.00
                                          1.00
       macro avg
                                                  141334
    weighted avg
                      1.00
                               1.00
                                         1.00
                                                 141334
```

Fig15. Implementation of Hyperparameter tuning for improved performance

```
from sklearn.model_selection import RandomizedSearchCV, cross_val_score
   from sklearn.ensemble import RandomForestClassifier, GradientBoostingClassifier
   from xgboost import XGBClassifier
   from scipy.stats import uniform, randint
   # Handle imbalanced dataset using SMOTE
   smote = SMOTE(random_state=42)
   X_train_balanced, y_train_balanced = smote.fit_resample(X_train, y_train)
   # Hyperparameter tuning for Random Forest
   param dist rf = {
       'n_estimators': randint(100, 200),
       'max_features': ['auto', 'sqrt', 'log2'],
'max_depth': randint(10, 30),
       'min_samples_split': randint(2, 10),
       'min_samples_leaf': randint(1, 4)
   random_search_rf = RandomizedSearchCV(estimator=RandomForestClassifier(random_state=42, class_weight=
   random_search_rf.fit(X_train_balanced, y_train_balanced)
   # Best model from random search
  best_rf_model = random_search_rf.best_estimator_
   # Predictions and Evaluation
  y_pred_rf = best_rf_model.predict(X_test)
   print("Random Forest Classifier (After Hyperparameter Tuning)")
   print("Accuracy:", accuracy_score(y_test, y_pred_rf))
   print("Classification Report:\n", classification_report(y_test, y_pred_rf))
   # Cross-Validation Score
   cv_scores = cross_val_score(best_rf_model, X_train_balanced, y_train_balanced, cv=5)
   print("Cross-Validation Scores:", cv_scores)
   print("Mean Cross-Validation Score:", cv_scores.mean())
```

Fig.16 Advanced model with hyperparameter tuning

9 Application of Downsampling

Fig.17 Implementation of Downsampling

```
[ ] # Baseline Model: Logistic Regression after downsampling
    from sklearn.metrics import classification_report, accuracy_score
    from sklearn.linear_model import LogisticRegressionCV
    baseline_model = LogisticRegressionCV(max_iter=100)
    baseline_model.fit(X_train, y_train)
    y_pred_baseline = baseline_model.predict(X_test)
    y_pred_proba_baseline = baseline_model.predict_proba(X_test)[:, 1]
    print("Baseline Model - Logistic Regression with Downsampling")
    print("Accuracy:", accuracy_score(y_test, y_pred_baseline))
    print("Classification Report:\n", classification_report(y_test, y_pred_baseline))

→ Baseline Model - Logistic Regression with Downsampling

    Accuracy: 0.6650588578851441
    Classification Report:
                  precision
                              recall f1-score support
                     0.66 0.69
0.68 0.64
                                         0.67
                                                   49606
                                         0.66
                                                   49701
        accuracy
                                           0.67
                                                   99307
    macro avg 0.67 0.67 0.66
weighted avg 0.67 0.67 0.66
                                                   99307
                                                   99307
```

Fig 18. Results of Baseline model with downsampling

```
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from sklearn.ensemble import RandomForestClassifier, GradientBoostingClassifier
    from xgboost import XGBClassifier
    from sklearn.metrics import classification_report
    # Random Forest Classifier
    rf_model = RandomForestClassifier(n_estimators=10, random_state=42)
    rf_model.fit(X_train, y_train)
    y_pred_rf = rf_model.predict(X_test)
    print("Random Forest Classifier with Downsampling")
    print("Accuracy:", accuracy_score(y_test, y_pred_rf))
    print("Classification Report:\n", classification_report(y_test, y_pred_rf))
    # Gradient Boosting Classifier
    gb_model = GradientBoostingClassifier(n_estimators=10, random_state=42)
    gb_model.fit(X_train, y_train)
    y_pred_gb = gb_model.predict(X_test)
    print("Gradient Boosting Classifier with Downsampling")
    print("Accuracy:", accuracy_score(y_test, y_pred_gb))
    print("Classification Report:\n", classification_report(y_test, y_pred_gb))
    # XGBoost Classifier
    xgb_model = XGBClassifier(n_estimators=10, random_state=42)
    xgb_model.fit(X_train, y_train)
    y_pred_xgb = xgb_model.predict(X_test)
    print("XGBoost Classifier with Downsampling")
    print("Accuracy:", accuracy_score(y_test, y_pred_xgb))
    print("Classification Report:\n", classification_report(y_test, y_pred_xgb))
Random Forest Classifier with Downsampling
    Accuracy: 0.7126083760459988
    Classification Report:
                               recall f1-score support
                   precision
```

Fig.19 Advanced models with Downsampling

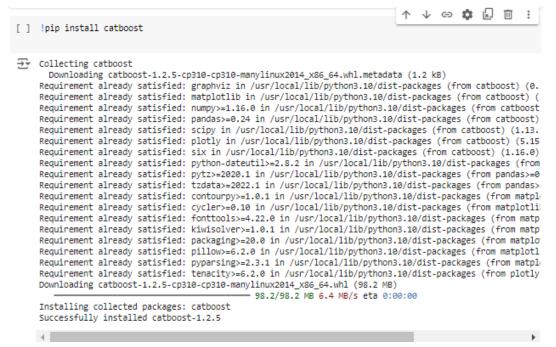


Fig.20 Installation of CatBoost Lib

```
# Catboost Classifier
from catboost import CatBoostClassifier
cbt_model = CatBoostClassifier()
cbt_model.fit(X_train, y_train)
y_pred_cbt = cbt_model.predict(X_test)
print("CatBoost Classifier with Downsampling")
print("Accuracy:", accuracy_score(y_test, y_pred_xgb))
print("Classification Report:\n", classification_report(y_test, y_pred_xgb))

Learning rate set to 0.132655
0: learn: 0.6663884 total: 197ms remaining: 3m 16s
1: learn: 0.6465901 total: 353ms remaining: 2m 56s
```

Fig.21 CatBoosting classifier results with Downsampling.