

Configuration Manual

MSc Research Project Data Analytics

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Programme:	Data Analytics
Year:	2024
Module:	MSc Research Project
Supervisor:	Dr Giovani Estrada
Submission Due Date:	16/09/2024
Project Title:	Configuration Manual
Word Count:	824
Page Count:	14

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Configuration Manual

Pattamaporn Sanluang X21122466

1 Introduction

This configuration manual details the steps in implementing this research to address the customer churn in the telecommunications sector by utilizing machine learning models along with Explainable AI (XAI) methods to enhance transparency and interpretability. The approach incorporates data from a telecommunications dataset and applies various XAI methods, including SHAP, LIME, and Feature Importance to identify and interpret the key factors influencing customer churn.

2 Environmental Setup

This section details the technical environment required to implement the research. It covers the hardware and software specifications, along with the setup of necessary tools and libraries used throughout the project.

2.1 Hardware Specifications

The research was conducted on a local machine equipped with an AMD Ryzen 7 5800H processor, 16GB of RAM, running Windows 11 Home Single Language (64-bit) as shown in figure 1 below.

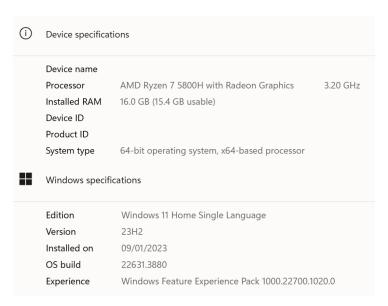


Figure 1: Hardware Specification

2.2 Software Specifications

This research used Anaconda as the virtual environment manager and Jupyter Notebook as the interactive platform for executing the Python programming language, manipulating data, and documenting the process.

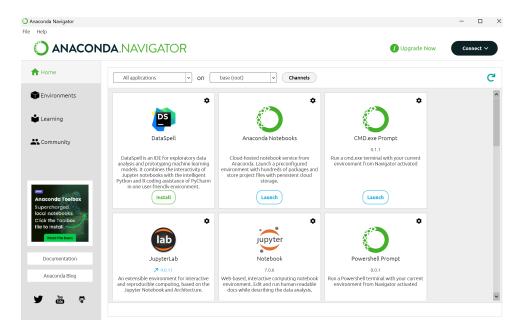


Figure 2: Anaconda Navigator

2.3 Python Library Packages

```
import pandas as pd
import numpy as np
from numpy import random
import matplotlib.pyplot as plt
import seaborn as sns
import statsmodels.api as sm
from scipy import stats
import scipy.stats as stats
# Preprocessing & Modelling
from sklearn.preprocessing import StandardScaler, OneHotEncoder, LabelEncoder
from imblearn.over_sampling import SMOTE
from sklearn.model_selection import train_test_split
from sklearn.impute import SimpleImputer
from sklearn.ensemble import RandomForestClassifier, GradientBoostingClassifier
from sklearn.linear_model import LogisticRegression
from xgboost import XGBClassifier
import xgboost as xgb
# XAI Methods
import shap
import lime
import lime.lime_tabular
from sklearn.metrics import roc_auc_score, f1_score, accuracy_score, roc_curve from sklearn.metrics import confusion_matrix, classification_report, auc
```

Figure 3: Python Libraries

Python programming language and libraries were utilised for implementing the baseline machine learning models and XAI techniques. The libraries used include Pandas for data

manipulation, Scikit-learn for machine learning, SHAP and LIME for interpretability, SMOTE for handling imbalanced datasets, Matplotlib for visualizations along with modeling and evaluation metrics.

3 Data Acquisition

Table 1 below details 21 features and its description in Telco dataset used in this research. It was acquired from open-sourced, Kaggle 1

Feature	Description			
customerID	A unique ID that identifies each customer			
gender	The customer's gender			
SeniorCitizen	The customer is 65 or older			
Partner	The customer is married			
Dependents	The customer lives with any dependents			
tenure	The total amount of months that the customer has been			
	with the company			
PhoneService	Customer subscribes to home phone service			
MultipleLines	Customer subscribes to multiple telephone lines			
InternetService	Customer subscribes to Internet service			
OnlineSecurity	Customer subscribes to additional online security service			
OnlineBackup	Customer subscribes to additional online backup service			
DeviceProtection	Customer subscribes to an additional device protection			
	plan for their Internet equipment			
TechSupport	Customer subscribes to additional technical support plan			
StreamingTV	Customer uses their Internet service to stream television			
	from a third party provider			
StreamingMovies	Customer uses their Internet service to stream movies from			
	a third party provider			
Contract	Customer's current contract type: Month-to-Month, One			
	Year, Two Year			
PaperlessBilling	Customer has chosen paperless billing			
PaymentMethod	How the customer pays their bill: Bank Withdrawal, Credit			
	Card, Mailed Check			
MonthlyCharges	Customer's current total monthly charges of their services			
TotalCharges	Total charges			
Churn	Customer's churn status, whether they left or remained			
	with the company			

Table 1: Dataset Features and Descriptions

4 Data Preprocessing

This section shows the steps taken to prepare the data for modeling. This includes data preparation, Exploratory Data Analysis and data transformation. The preprocessing

¹https://www.kaggle.com/datasets/yeanzc/telco-customer-churn-ibm-dataset.

ensures that the data is in the best possible state for accurate and reliable model training.

4.1 Data Preparation

	e_path = r = pd.read_c		s\Asus OLED\De _path)	esk top (ke	search\leico	_cnurn.	LSV				□ ↑	→ ±	₽
df.	head()												
,	customerID	gender	SeniorCitizen	Partner	Dependents	tenure	PhoneService	MultipleLines	InternetService	OnlineSecurity	 DeviceProtection	TechSup	ort
0	7590- VHVEG	Female	0	Yes	No	1	No	No phone service	DSL	No	 No		No
1	5575- GNVDE	Male	0	No	No	34	Yes	No	DSL	Yes	 Yes		No
2	3668- QPYBK	Male	0	No	No	2	Yes	No	DSL	Yes	 No		No
3	7795- CFOCW	Male	0	No	No	45	No	No phone service	DSL	Yes	 Yes		Yes
4	9237- HQITU	Female	0	No	No	2	Yes	No	Fiber optic	No	 No		No

Figure 4: Imported Telco dataset

Telco dataset called Telco_Churn.csv was imported then loaded into df dataframe using Pandas function read_csv. The dataframe was checked by printing out to see if it loaded successfully.



Figure 5: Data cleaning process

The data cleaning process undertaken in figure 5 show the steps to prepare the dataset for analysis. Initially, the customerID column is dropped as it does not provide any relevant important for the modeling process. Following this, the dataset was checks and removed any duplicate rows to keep only unique data entries. Lastly, missing values were identified in the TotalCharges column and they were dropped accordingly.

4.2 Exploratory Data Analysis

Figure 6 shows features with low unique counts were converted into categorical columns and then grouped into similar list to facilitate easier visualization and better understand the distribution of these features.

```
# Columns suitable for conversion to categorical
categorical_cols = [
    'gender', 'SeniorCitizen', 'Partner', 'Dependents', 'PhoneService',
    'MultipleLines', 'InternetService', 'OnlineSecurity', 'OnlineBackup',
    'DeviceProtection', 'TechSupport', 'StreamingTV', 'StreamingMovies',
    'Contract', 'PaperlessBilling', 'PaymentMethod', 'Churn'
]
# Convert each column to categorical
for col in categorical_cols:
    df[col] = df[col].astype('category')
```

Figure 6: Categorical features

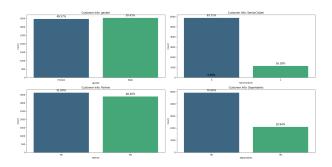


Figure 7: Distribution of Customer Info: gender, SeniorCitizen, Partner, Dependents

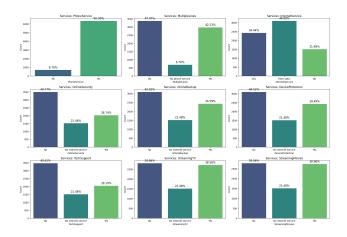


Figure 8: Distribution of services subscribed by customers

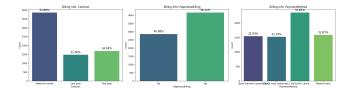


Figure 9: Distribution of Billing Info: Contract type, PaperlessBilling, PaymentMethod

```
# Define numeric columns
numeric_cols = ['tenure', 'MonthlyCharges', 'TotalCharges']
```

Figure 10: Define numerical columns

```
X_train_backup = X_train.copy()

# Apply SMOTE to the training set
smote = SMOTE(random_state=42)
X_train_res, y_train_res = smote.fit_resample(X_train, y_train)

# Standardize the numerical features
scaler = StandardScaler()
num_cols = ['tenure', 'MonthlyCharges', 'TotalCharges']
X_train_res[num_cols] = scaler.fit_transform(X_train_res[num_cols])
X_test[num_cols] = scaler.transform(X_test[num_cols])
```

Figure 11: SMOTE and Standardize technique

Numerical columns were defined and visualized using box plots to explore their distribution. The skewness was noticeable. Hence, the StandardScaler from the scikit-learn library was used to standardize the numeric data. Additionally, SMOTE technique) was used to handle class imbalance and the result was demonstrated in the research paper.

4.3 Data Transformation

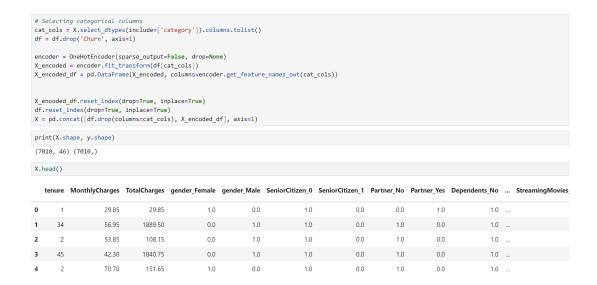


Figure 12: One-Hot Encoding

```
# Stratified train/test split
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.3, random_state=42, stratify=y)

print(X_train.shape, y_train.shape)

(4907, 46) (4907,)

print(X_test.shape, y_test.shape)

(2103, 46) (2103,)
```

Figure 13: Train/Test Split

Figure 12 shows how OneHotEncoder from Scikit-learn library was used to assign a numerical value to categorical features. Then the dataset was randomly split into training and testing sets with train_test_split function at 70/30 ratio.

5 Implementation

5.1 Machine Learning Models & Explainable AI (XAI)

5.1.1 Random Forest

Random Forest was applied as baseline model and in XAI experiment. Code snippets below is process of model training and applying proposed XAI methods to access feature important. Model evaluation metrics was access and shown in classification report.

Figure 14: Random Forest Model

Random Forest: Feature Important feature_importances = clf.feature_importances_ # Get feature names feature_names = X.columns # Pair feature names with their importance scores feature_importances_df = pd.DataFrame(('Feature': feature_names, 'Importance': feature_importances)) # Sort features by importance (descending order) feature_importances_df = feature_importances_df.sort_values(by='Importance', ascending=False).reset_index(drop=True)

Figure 15: Feature Important on Random Forest Model

```
Random Forest: SHAP

explainer_rf = shap.TreeExplainer(clf)
shap_values_rf = explainer_rf.shap_values(X_test)

# Verify the shapes of the SHAP values
print("Shape of SHAP values:", np.array(shap_values_rf).shape)
shap_values = shap_values = shap_values, rf[:, :, 1]

# Verify the shapes
print("Shape of SHAP values (positive class):", shap_values.shape)
print("Shape of data matrix:", X_test.shape)
```

Figure 16: SHAP on Random Forest Model

```
Random Forest: LIME

# Create a LIME explainer
explainer = lime.lime_tabular.LimeTabularExplainer(
    training_datax_train_res.values,
    feature_namesx_columns,
    class_namese_l'No Churn', 'Churn'],
    mode='classification'
)
instance_idx = 0 # Index of the instance in X_test
instance = X_test.iloc[instance_idx].values

# Run LIME
explanation_lime = explainer.explain_instance(instance, clf.predict_proba, num_features=len(X.columns))
explanation_lime = explainer.explain_instance(instance, clf.predict_proba, num_features=len(X.columns))
explanation_lime = show_in_notebook(show_table=True, show_all=False)
```

Figure 17: LIME on Random Forest Model

5.1.2 XGBoost

XGBoost ML algorithm was another model used as baseline model and in XAI-integration experiment. Code snippets below is process of XGBoost model training with its default parameters and applying proposed XAI methods to access feature important.

Figure 18: Baseline XGBoost Model

XGBoost: Feature Important

```
# Get the feature importance
bosster = xgb_clf.get_booster()
importance_dict = bosster.get_score(importance_type='weight')

# Convert to a DataFrame
feature_importance_df_xgb = pd.DataFrame({'Feature': list(importance_dict.keys()), 'Importance': list(importance_dict.values())})
feature_importance_df_xgb = feature_importance_df_xgb.sort_values(by='Importance', ascending=False)

# Plot feature importance
plt.figure(figsize=(l0, 8))
sns.barplot(x='Importance', y='Feature', data=feature_importance_df_xgb)
plt.title('Feature importance')
plt.show()
```

Figure 19: Feature Important on XGBoost Model

XGBoost: SHAP

```
explainer_xgb = shap.TreeExplainer(xgb_clf)
shap_values_xgb = explainer_xgb.shap_values(X_test)
shap.summary_plot(shap_values_xgb, X_test, plot_type="bar")
```

Figure 20: SHAP on XGBoost Model

XGBoost: LIME

Figure 21: LIME on XGBoost Model

5.1.3 Logistic Regression

Lastly, Logistic Regression algorithm Was applied which the same approach as prior models.

Logistic Regression

```
⑥↑↓占♀▮
log_clf = LogisticRegression(random_state=42, max_iter=1000)
log_clf.fit(X_train_res, y_train_res)
y_pred_log = log_clf.predict(X_test)
print("Logistic Regression model")
print(classification_report(y_test, y_pred_log))
print(f"Accuracy: {accuracy_score(y_test, y_pred_log):.4f}")
Logistic Regression model
            precision recall f1-score support
                 0.91
   accuracy
                                     0.76
                                             2103
               0.72 0.77
0.81 0.76
   macro avg
                                     0.73
                                              2103
weighted avg
                                     0.77
```

Figure 22: Logistic Regression Model

Logistic Regression: Feature Important

```
feature_names = X_train_res.columns.tolist()

# Get the coefficients of the features
coefficients = log_clf.coef_[0]

# Create a DataFrame to display feature importances
feature_importance_df = pd.DataFrame({
    'Feature': feature_names,
    'Coefficient': coefficients
})

# Sort the DataFrame by absolute value of coefficients
feature_importance_df['Absolute Coefficient'] = feature_importance_df['Coefficient'].abs()
feature_importance_df = feature_importance_df.sort_values(by='Absolute Coefficient', ascending=False)
print(feature_importance_df)
```

Figure 23: Feature Important on Logistic Regression Model

Logistic Regression: SHAP

```
explainer = shap.Explainer(log_clf, X_train_res)
shap_values = explainer(X_test)
```

Figure 24: SHAP on Logistic Regression Model

Logistic Regression: LIME

```
explainer = lime.lime_tabular.LimeTabularExplainer(
    training_data=X_train_res.values,
    feature_names=X.columns,
    class_names=['No Churn', 'Churn'],
    mode='classification'
)

instance_idx = 0
instance = X_test.iloc[instance_idx].values

explanation_lime = explainer.explain_instance(instance, log_clf.predict_proba, num_features=len(X.columns))
explanation_lime.show_in_notebook(show_table=True, show_all=False)
```

Figure 25: LIME on Logistic Regression Model

5.1.4 Feature Selection

Following the training of these baseline models and XAI application, the next step was to extract and select the top five features from each algorithm. Top ranked features and their importance scores were recorded in a new dataframe for each XAI approach. The top five features were selected as follows: top_5_features_importance, which includes the most important features from the feature importance analysis; top_5_features_shap, which ranks features based on their mean SHAP values; and top_5_features_LIME, which identifies the top features from the LIME analysis. These selected features were then prepared for retraining in experiments.

Random Forest: Select Top 5 Features # Select top 5 features top_5_features_importance = feature_importances_df.head(5) top_5_features_shap = mean_shap_values_df.sort_values(by='Mean |SHAP Value|', ascending=False).head(5) top_5_features_LIME = lime_features_df.head(5)

Figure 26: Selecting top 5 features from each XAI applied on Random Forest model

top_5	_features_importance.head()	<pre>top_5_features_LIME.head()</pre>					
	Feature	Importance		Feature	Importance Value		Feature	Mean SHAP Value
0	TotalCharges	0.097101	0	Contract_Month-to-month <= 0.00	-0.158717	0	Contract_Month-to-month	0.062125
1	tenure	0.088320	1	0.00 < OnlineSecurity_No <= 1.00	0.074065	1	PaymentMethod_Electronic check	0.048206
2	MonthlyCharges	0.079223	2 0.0	00 < PaymentMethod_Electronic check <= 1.00	0.073717	2	OnlineSecurity_No	0.043793
3	Contract_Month-to-month	0.072229	3	0.00 < TechSupport_No <= 1.00	0.069181	3	tenure	0.040466
4 Pa	ymentMethod_Electronic check	0.067569	4	0.00 < PaperlessBilling_Yes <= 1.00	0.049151	4	TechSupport_No	0.037369

Figure 27: Top 5 features from each XAI applied on Random Forest model

XGBoost: Select Top 5 Features	
<pre># Select top 5 features from each XAI top 5_features_importance_xgb = feature_importance_df_xgb.head(5) top_5_features_shap_xgb = mean_shap_values_df_xgb.sort_values(by='Mean SHAP Value ', ascending=False).head(5) top_5_features_LINE_xgb = lime_features_df_xgb.head(5)</pre>	□ ↑ ↓ 盎 ♀ 盲

Figure 28: Selecting top 5 features from each XAI applied on XGBoost model



Figure 29: Top 5 features from each XAI applied on XGBoost model

Logistic Regression: Select Top 5 Features
Select top 5 features from each XAI top_5_features_importance_log = feature_importance_df_log.head(5)
<pre>top_5_features_LIME_log = lime_features_df_log.head(5)</pre>
<pre>top_5_features_shap_log = mean_shap_values_df_log.sort_values(by='Mean SHAP Value ', ascending=False).head(5)</pre>

Figure 30: Selecting top 5 features from each XAI applied on Logistic Regression model



Figure 31: Top 5 features from each XAI applied on Logistic Regression model

6 Experiments

6.1 Experiment 1: Retraining with Random Forest

The code snippets below demonstrate the process of retraining the Random Forest model with features selected by LIME, SHAP, and Feature Importance. To determine if selected features lead to improved model accuracy and interpretability.

Random Forest Retrain: Feature Important

```
# Using top 5 features from feature importance
                                                                                                                                                               □ ↑ ↓ 占 〒 🗎
top_5_features_fi_list = top_5_features_importance['Feature'].tolist()
X_train_fi = X_train_res[top_5_features_fi_list]
X_test_fi = X_test[top_5_features_fi_list]
clf fi = RandomForestClassifier(random state=42)
clf_fi.fit(X_train_fi, y_train_res)
y_pred_fi = clf_fi.predict(X_test_fi)
print(classification_report(y_test, y_pred_fi))
\label{eq:print}  \texttt{print}(\texttt{f}"\texttt{Accuracy}: \ \{\texttt{accuracy\_score}(\texttt{y\_test}, \ \texttt{y\_pred\_fi}):.4\texttt{f}\}")
Random Forest using top 5 features from feature importance
                      0.83 0.82
0.52 0.55
                                            0.53
     accuracy
                   0.68 0.68
0.75 0.75
                                                0.68
                                                            2103
weighted avg
```

Figure 32: Retrain Random Forest with top features from Feature Important

Random Forest Retrain: SHAP

```
# Using top 5 features from SHAP values
top_5_features_shap_list = top_5_features_shap['Feature'].tolist()
X_train_shap = X_train_res[top_5_features_shap_list]
X_test_shap = X_test[top_5_features_shap_list]
clf_shap = RandomForestClassifier(random_state=42)
{\tt clf\_shap.fit}({\tt X\_train\_shap},\ {\tt y\_train\_res})
v pred shap = clf shap.predict(X test shap)
print("\nRandom Forest using top 5 features from SHAP values")
print(classification_report(y_test, y_pred_shap))
print(f"Accuracy: \{accuracy\_score(y\_test, y\_pred\_shap):.4f\}")
Random Forest using top 5 features from SHAP values
                precision recall f1-score
                                             0.55
    accuracy
                       0.68
                                  0.69
                                               0.68
weighted avg
                      0.76
```

Figure 33: Retrain Random Forest with top features from SHAP

Random Forest Retrain: LIME

```
# Using top 5 features from LIME explanation
top_5_features_lime_list = top_5_features_LIME['Feature'].tolist()
X_train_lime = X_train_res[top_5_features_lime_list]
X_test_lime = X_test[top_5_features_lime_list]
clf lime = RandomForestClassifier(random state=42)
clf_lime.fit(X_train_lime, y_train_res)
y_pred_lime = clf_lime.predict(X_test_lime)
print("\nRandom Forest using top 5 features from LIME explanation")
print(classification_report(y_test, y_pred_lime))
print(f"Accuracy: {accuracy_score(y_test, y_pred_lime):.4f}")
Random Forest using top 5 features from LIME explanation precision recall f1-score support
                   0.57 0.57
                                     0.57
    accuracy
                                        0.77
                                                 2103
                   0.71 0.71
0.77 0.77
   macro avg
weighted avg
                                        0.77
                                                  2103
```

Figure 34: Retrain Random Forest with top features from LIME

6.2 Experiment 2: Retraining with XGBoost

XGBoost Retrain: Feature Important

Figure 35: Retrain XGBoost with top features from Feature Important

XGBoost Retrain: SHAP

Figure 36: Retrain XGBoost with top features from SHAP

XGBoost Retrain: LIME

Figure 37: Retrain XGBoost with top features from LIME

6.3 Experiment 3: Retraining with Logistic Regression

Logistic Regression Retrain: Feature Important

Figure 38: Retrain Logistic Regression with top features from Feature Important

Logistic Regression Retrain: SHAP

Figure 39: Retrain Logistic Regression with top features from SHAP

Logistic Regression Retrain: LIME

Figure 40: Retrain Logistic Regression with top features from LIME

References