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MACHINE LEARNING WITH DATA ANALYSIS FOR BIG MART SALES

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ABSTRACT

Machine Learning is a category of algorithms that allows software applications to become more accurate in predicting outcomes without being explicitly programmed. The basic premise of machine learning is to build models and employ algorithms that can receive input data and use statistical analysis to predict an output while updating outputs as new data becomes available. These models can be applied in different areas and trained to match the expectations of management so that accurate steps can be taken to achieve the organization's target. In this paper, the case of Big Mart, a one-stop-shopping-center, has been discussed to predict the sales of different types of items and for understanding the effects of different factors on the items' sales. Taking various aspects of a dataset collected for Big art, and the methodology followed for building a predictive model, results with high levels of accuracy are generated, and these observations can be employed to take decisions to improve sales.

Big Mart is online one stop marketplace where you can buy or sell or advertise your merchandise at low cost. The goal is to make Big Mart the shopping paradise for buyers and the marketing solutions for the sellers. The ultimate goal is to prosper with customers. The project "BIGMART SALES DATASET" aims to build a predictive model and find out the sales of each product at a particular store.

1.1 INTRODUCTION

With the rapid development of global malls and stores chains and the increase in the number of electronic payment customers, the competition among the rival organizations is becoming more serious day by day. Each organization is trying to attract more customers using personalized and short-time offers which makes the prediction of future volume of sales of every item an important asset in the planning and inventory management of every organization, transport service, etc. Due to the cheap availability of computing and storage, it has become possible to use sophisticated machine learning algorithms for this purpose. In this paper, we are providing forecast for the sales data of big mart in a number of big mart stores across various location types which is based on the historical data of sales volume. According to the characteristics of the data, we can use the method of multiple linear regression analysis and random forest to forecast the sales volume.

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1.1.1 INTRODUCTION TO MACHINE LEARNING

Machine learning (**ML**)

Machine learning is the scientific study rather than defining the field in cognitive terms. This follows Alan Turing's proposal in his paper Computing Machinery and I of algorithms and statistical models that computer systems use to perform a specific task without using explicit instructions, relying on patterns and inference instead. It is seen as a subset of artificial intelligence. Machine learning algorithms build a mathematical model based on sample data, known as "training data", in order to make predictions or decisions without being explicitly programmed to perform the task. Machine learning algorithms are used in a wide variety of applications, such as email filtering and computer vision, where it is difficult or infeasible to develop a conventional algorithm for effectively performing the task.

Machine learning is closely related to computational statistics, which focuses on making predictions using computers. The study of mathematical optimization delivers methods, theory and application domains to the field of machine learning. Data mining is a field of study within machine learning, and focuses on exploratory data analysis through unsupervised learning. In its application across business problems, machine learning is also referred to as predictive analytics.

The name machine learning was coined in 1959 by Arthur Samuel. Tom M. Mitchell provided a widely quoted, more formal definition of the algorithms studied in the machine learning field: "A computer program is said to learn from experience E with respect to some class of tasks T and performance measure P if its performance at tasks in T, as measured by P, improves with experience E. This definition of the tasks in which machine learning is concerned offers a fundamentally operational definitionntelligence, in which the question Can machines think?" is replaced with the question "Can machines do what we (as thinking entities) can do In Turing's proposal the various characteristics that could be possessed by a thinking machine and the various implications in constructing one are exposed.

How does Machine Learning Work?

A Machine Learning system learns from historical data, builds the prediction models, and whenever it receives new data, predicts the output for it. The accuracy of predicted output depends upon the amount of data, as the huge amount of data helps to build a better model which predicts the output more accurately.

Machine learning tasks are classified into several broad categories. In supervised learning, the algorithm builds a mathematical model from a set of data that contains both the inputs and the desired outputs. For example, if the task were determining whether an image contained a certain object, the training data for a supervised learning algorithm would include images with and without that object (the input), and each image would have a label (the output) designating whether it contained the object. In special cases, the input may be only partially available, or restricted to special feedback Semi-supervised learning algorithms develop mathematical models from incomplete training data, where a portion of the sample input doesn't have labels.

Classification algorithms and regression algorithms are types of supervised learning. Classification algorithms are used when the outputs are restricted to a limited set of values. For a classification algorithm that filters emails, the input would be an incoming email, and the output would be the name of the folder in which to file the email. For an algorithm that identifies spam emails, the output would be the prediction of either "spam" or "not spam", represented by the Boolean values true and false. Regression algorithms are named for their continuous outputs, meaning they may have any value within a range. Examples of a continuous value are the temperature, length, or price of an object.

In unsupervised learning, the algorithm builds a mathematical model from a set of data that contains only inputs and no desired output labels. Unsupervised learning algorithms are used to find structure in the data, like grouping or clustering of data points. Unsupervised learning can discover patterns in the data, and can group the inputs into categories, as in feature learning. Dimensionality reduction is the process of reducing the number of features, or inputs, in a set of data.

Active learning algorithms access the desired outputs (training labels) for a limited set of inputs based on a budget and optimize the choice of inputs for which it will acquire training labels. When used interactively, these can be presented to a human user for labeling. Reinforcement learning algorithms are given feedback in the form of positive or negative reinforcement in a dynamic environment and are used in autonomous vehicles or in learning to play a game against a human opponent Other specialized algorithms in machine learning include topic modeling, where the computer program is given a set of natural language documents and finds other documents that cover similar topics. Machine learning algorithms can be used to find the unobservable probability density function in density estimation problems.

Meta learning algorithms learn their own inductive bias based on previous experience. In developmental robotics, robot learning algorithms generate their own sequences of learning experiences, also known as a curriculum, to cumulatively acquire new skills through self-guided exploration and social interaction with humans. These robots use guidance mechanisms such as active learning, maturation, motor synergies, and imitation.

Relation to data mining

Machine learning and data mining often employ the same methods and overlap significantly, but while machine learning focuses on prediction, based on known properties learned from the training data, data mining focuses on the discovery of (previously) unknown properties in the data (this is the analysis step of knowledge discovery in databases). Data mining uses many machine learning methods, but with different goals; on the other hand, machine learning also employs data mining methods as unsupervised learning or as a preprocessing step to improve learner accuracy. Much of the confusion between these two research communities (which do often have separate conferences and separate journals, ECML PKDD being a major exception) comes from the basic assumptions they work with: in machine learning, performance is usually evaluated with respect to the ability to reproduce known knowledge, while in knowledge discovery and data mining (KDD) the key task is the discovery of previously unknown knowledge. Evaluated with respect to known knowledge, an uninformed (unsupervised) method will easily be outperformed by other supervised methods, while in a typical KDD task supervised methods cannot be used due to the unavailability of training data.

Relation to statistics

Machine learning and statistics are closely related fields in terms of methods, but distinct in their principal goal: statistics draws population inferences from a sample, while machine learning finds generalizable predictive patterns. According to Michael I. Jordan, the ideas of machine learning, from methodological principles to theoretical tools, have had a long pre-history in statistics. He also suggested the term data science as a placeholder to call the overall field.

Leo-Breiman distinguished two statistical modeling paradigms: data model and algorithmic model, wherein "algorithmic model" means more or less the machine learning algorithms like Random forest.

Some statisticians have adopted methods from machine learning, leading to a combined field that they call statistical learning.

Types of learning algorithms

The types of machine learning algorithms differ in their approach, the type of data they input and output, and the type of task or problem that they are intended to solve.

Supervised learning
Unsupervised learning
Reinforcement learning

Linear Regression in Machine Learning

Linear regression is one of the easiest and most popular Machine Learning algorithms. It is a statistical method that is used for predictive analysis. Linear regression makes predictions for continuous/real or numeric variables such as sales, salary, age, product price, etc. Linear regression algorithm shows a linear relationship between a dependent (y) and one or more independent (y) variables, hence called as linear regression. Since linear regression shows the linear relationship, which means it finds how the value of the dependent variable is changing according to the value of the independent variable. The linear regression model provides a sloped straight line representing the relationship between the variables.

Simple Linear Regression:

If a single independent variable is used to predict the value of a numerical dependent variable, then such a Linear Regression algorithm is called Simple Linear Regression.

Multiple Linear regression:

If more than one independent variable is used to predict the value of a numerical dependent variable, then such a Linear Regression algorithm is called Multiple Linear Regression.

What is the Classification Algorithm?

The Classification algorithm is a Supervised Learning technique that is used to identify the category of new observations on the basis of training data. In Classification, a program learns from the given dataset or observations and then classifies new observation into a number of classes or groups. Such as, Yes or No, 0 or 1, Spam or Not Spam, cat or dog, etc. Classes can be called as targets/labels or categories. Unlike regression, the output variable of Classification is a category, not a value, such as "Green or Blue", "fruit or animal", etc. Since the Classification algorithm is a Supervised learning technique, hence it takes labeled input data, which means it contains input with the corresponding output

Types of ML Classification Algorithms:

Classification Algorithms can be further divided into the mainly two categories:

Linear Models
Logistic Regression
Support Vector Machines
Non-linear Models
K-Nearest Neighbours
Kernel SVM
Naïve Bayes
Decision Tree Classification
Random Forest Classification

Logistic Regression in Machine Learning

- Logistic regression is one of the most popular Machine Learning algorithms, which comes under the Supervised Learning technique. It is used for predicting the categorical dependent variable using a given set of independent variables.
- Logistic regression predicts the output of a categorical dependent variable. Therefore the outcome must be a categorical or discrete value. It can be either Yes or No, 0 or 1, true or False, etc. but instead of giving the exact value as 0 and 1, it gives the probabilistic values which lie between 0 and 1.
- Logistic Regression is much similar to the Linear Regression except that how they are used. Linear Regression is used for solving Regression problems, whereas Logistic regression is used for solving the classification problems.
- In Logistic regression, instead of fitting a regression line, we fit an "S" shaped logistic function, which predicts two maximum values (0 or 1).
- The curve from the logistic function indicates the likelihood of something such as whether the cells are cancerous or not, a mouse is obese or not based on its weight, etc.
- Logistic Regression is a significant machine learning algorithm because it has the ability to provide probabilities and classify new data using continuous and discrete datasets.
- Logistic Regression can be used to classify the observations using different types of data and can easily determine the most effective variables used for the classification. The below image is showing the logistic function:

Assumptions for Logistic Regression:

The dependent variable must be categorical in nature.

The independent variable should not have multi-collinearity.

Binomial: In binomial Logistic regression, there can be only two possible types of the dependent variables, such as 0 or 1, Pass or Fail, etc.

Multinomial: In multinomial Logistic regression, there can be 3 or more possible unordered types of the dependent variable, such as "cat", "dogs", or "sheep"

Ordinal: In ordinal Logistic regression, there can be 3 or more possible ordered types of dependent variables, such as "low", "Medium", or "High".

K-Nearest Neighbor (KNN) Algorithm for Machine Learning

K-Nearest Neighbor is one of the simplest Machine Learning algorithms based on Supervised Learning technique. K-NN algorithm assumes the similarity between the new case/data and available cases and put the new case into the category that is most similar to the available categories. K-NN algorithm stores all the available data and classifies a new data point based on the similarity. This means when new data appears then it can be easily classified into a well suite category by using K- NN algorithm.

K-NN algorithm can be used for Regression as well as for Classification but mostly it is used for the Classification problems.

K-NN is a non-parametric algorithm, which means it does not make any assumption on underlying data. It is also called a lazy learner algorithm because it does not learn from the training set immediately instead it stores the dataset and at the time of classification, it performs an action on the dataset. KNN algorithm at the training phase just stores the dataset and when it gets new data, then it classifies that data into a category that is much similar to the new data.

Example: Suppose, we have an image of a creature that looks similar to cat and dog, but we want to know either it is a cat or dog. So for this identification, we can use the KNN algorithm, as it works on a similarity measure. Our KNN model will find the similar features of the new data set to the cats and dogs images and based on the most similar features it will put it in either cat or dog category.

Support Vector Machine Algorithm

Support Vector Machine or SVM is one of the most popular Supervised Learning algorithms, which is used for Classification as well as Regression problems. However, primarily, it is used for Classification problems in Machine Learning.

The goal of the SVM algorithm is to create the best line or decision boundary that can segregate n-dimensional space into classes so that we can easily put the new data point in the correct category in the future. This best decision boundary is called a hyper plane.

SVM chooses the extreme points/vectors that help in creating the hyper plane. These extreme cases are called as support vectors, and hence algorithm is termed as Support Vector Machine. Consider the below diagram in which there are two different categories that are classified using a decision boundary or hyper plane:

Naïve Bayes Classifier Algorithm

Naïve Bayes algorithm is a supervised learning algorithm, which is based on Bayes theorem and used for solving classification problems.

It is mainly used in text classification that includes a high-dimensional training dataset.

Naïve Bayes Classifier is one of the simple and most effective Classification algorithms which helps in building the fast machine learning models that can make quick predictions.

It is a probabilistic classifier, which means it predicts on the basis of the probability of an object.

Some popular examples of Naïve Bayes Algorithm are spam filtration, Sentimental analysis, and classifying articles.

Decision Tree Classification Algorithm

Decision Tree is a Supervised learning technique that can be used for both classification and Regression problems, but mostly it is preferred for solving Classification problems. It is a tree-structured classifier, where internal nodes represent the features of a dataset, branches represent the decision rules and each leaf node represents the outcome.

In a Decision tree, there are two nodes, which are the Decision Node and Leaf Node. Decision nodes are used to make any decision and have multiple branches, whereas Leaf nodes are the output of those decisions and do not contain any further branches.

The decisions or the test are performed on the basis of features of the given dataset.

It is a graphical representation for getting all the possible solutions to a problem/decision based on given conditions.

It is called a decision tree because, similar to a tree, it starts with the root node, which expands on further branches and constructs a tree-like structure.

In order to build a tree, we use the CART algorithm, which stands for Classification and Regression Tree algorithm. A decision tree simply asks a question, and based on the answer (Yes/No), it further split the tree into sub trees.

Random Forest Algorithm

Random Forest is a popular machine learning algorithm that belongs to the supervised learning technique. It can be used for both Classification and Regression problems in ML. It is based on the concept of ensemble learning, which is a process of combining multiple classifiers to solve a complex problem and to improve the performance of the model.

As the name suggests, "Random Forest is a classifier that contains a number of decision trees on various subsets of the given dataset and takes the average to improve the predictive accuracy of that dataset." Instead of relying on one decision tree, the random forest takes the prediction from each tree and based on the majority votes of predictions, and it predicts the final output.

1.2 SYSTEM SPECIFICATION:

HARDWARE REQUIREMENTS:

- **System** : Pentium IV 2.4 GHz.
- **Hard Disk** : 40 GB.
- **Floppy Drive** : 1.44 Mb.
- **Monitor**: 14’ Colour Monitor.
- **Mouse** : Optical Mouse.
- **Ram** : 512 Mb.

SOFTWARE REQUIREMENTS:

- **Operating system** : Windows 7 Ultimate.
- **Coding Language** : Python.
- **Front-End** : Python.
- **Designing** **:**Html,css,javascript.
- **Data Base** : MySQL.

EXISTING SYSTEM

With the rapid development of global malls and stores chains and the increase in the number of electronic payment customers, the competition among the rival organizations is becoming more serious day by day. Each organization is trying to attract more customers using personalized and short-time offers which makes the prediction of future volume of sales of every item an important asset in the planning and inventory management of every organization, transport service, etc. Due to the cheap availability of computing and storage, it has become possible to use sophisticated machine learning algorithms for this purpose.

PROPOSED SYSTEM

The data scientists at Big Mart have collected 2013 sales data for 1559 products across 10 stores in different cities. Also, certain attributes of each product and store have been defined. The aim is to build a predictive model and find out the sales of each product at a particular store. Using this model, Big Mart will try to understand the properties of products and stores which play a key role in increasing sales.

Advantages:

- This is an easily scalable model to provide detailed information and accurate predictions for sales volume for different types of products as there is a lot of data out there.
- It is the percentage of display space in a store given to that particular item. Looking at the average visibility of items given in each store type and outlet.

1.3 SYSTEM STUDY

FEASIBILITY STUDY

The feasibility of the project is analyzed in this phase and business proposal is put forth with a very general plan for the project and some cost estimates. During system analysis the feasibility study of the proposed system is to be carried out. This is to ensure that the proposed system is not a burden to the company. For feasibility analysis, some understanding of the major requirements for the system is essential.

Three key considerations involved in the feasibility analysis are,

- ♦ **ECONOMICAL FEASIBILITY**
- ♦ **TECHNICAL FEASIBILITY**
- ♦ **SOCIAL FEASIBILITY**

ECONOMICAL FEASIBILITY

This study is carried out to check the economic impact that the system will have on the organization. The amount of fund that the company can pour into the research and development of the system is limited. The expenditures must be justified. Thus the developed system as well within the budget and this was achieved because most of the technologies used are freely available. Only the customized products had to be purchased.

TECHNICAL FEASIBILITY

This study is carried out to check the technical feasibility, that is, the technical requirements of the system. Any system developed must not have a high demand on the available technical resources. This will lead to high demands on the available technical resources. This will lead to high demands being placed on the client. The developed system must have a modest requirement, as only minimal or null changes are required for implementing this system.

SOCIAL FEASIBILITY

The aspect of study is to check the level of acceptance of the system by the user. This includes the process of training the user to use the system efficiently. The user must not feel threatened by the system, instead must accept it as a necessity. The level of acceptance by the users solely depends on the methods that are employed to educate the user about the system and to make him familiar with it. His level of confidence must be raised so that he is also able to make some constructive criticism, which is welcomed, as he is the final user of the system.

1.4 INPUT AND OUTPUT DESIGN

INPUT DESIGN

The input design is the link between the information system and the user. It comprises the developing specification and procedures for data preparation and those steps are necessary to put transaction data in to a usable form for processing can be achieved by inspecting the computer to read data from a written or printed document or it can occur by having people keying the data directly into the system. The design of input focuses on controlling the amount of input required, controlling the errors, avoiding delay, avoiding extra steps and keeping the process simple. The input is designed in such a way so that it provides security and ease of use with retaining the privacy. Input Design considered the following things:

- ➢ What data should be given as input?
- ➢ How the data should be arranged or coded?
- ➢ The dialog to guide the operating personnel in providing input.
- ➢ Methods for preparing input validations and steps to follow when error occur.

OBJECTIVES

1.Input Design is the process of converting a user-oriented description of the input into a computer-based system. This design is important to avoid errors in the data input process and show the correct direction to the management for getting correct information from the computerized system.

2.It is achieved by creating user-friendly screens for the data entry to handle large volume of data. The goal of designing input is to make data entry easier and to be free from errors. The data entry screen is designed in such a way that all the data manipulates can be performed. It also provides record viewing facilities.

3.When the data is entered it will check for its validity. Data can be entered with the help of screens. Appropriate messages are provided as when needed so that the user will not be in maize of instant. Thus the objective of input design is to create an input layout that is easy to follow

OUTPUT DESIGN

A quality output is one, which meets the requirements of the end user and presents the information clearly. In any system results of processing are communicated to the users and to other system through outputs. In output design it is determined how the information is to be displaced for immediate need and also the hard copy output. It is the most important and direct source information to the user. Efficient and intelligent output design improves the system's relationship to help user decision-making.

1. Designing computer output should proceed in an organized, well thought out manner; the

right output must be developed while ensuring that each output element is designed so that people will find the system can use easily and effectively. When analysis design computer output, they should Identify the specific output that is needed to meet the requirements.

2.Select methods for presenting information.

3.Create document, report, or other formats that contain information produced by the system.

The output form of an information system should accomplish one or more of the following objectives.

- Convey information about past activities, current status or projections of the
- Future.
- Signal important events, opportunities, problems, or warnings.
- Trigger an action.
- Confirm an action.

2.SYSTEM DESIGN

Problem Statement

“To find out what role certain properties of an item play and how they affect their sales by understanding Big Mart sales.” In order to help Big Mart achieve this goal, a predictive model can be built to find out for every store, the key factors that can increase their sales and what changes could be made to the product or store’s characteristics.

2.1 METHODOLOGY

The steps followed in this work, right from the dataset preparation to obtaining results are represented in Fig.1.

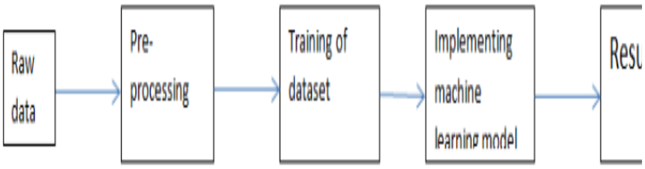


Fig 1: Steps followed for obtaining results

Dataset and its Preprocessing

Big Mart’s data scientists collected sales data of their 10 stores situated at different locations with each store having 1559 different products as per 2013 data collection. Using all the observations it is inferred what role certain properties of an item play and how they affect their sales. The dataset looks like shown in Fig.2 on using head() function on the dataset variable.

2.2 DATA FLOW DIAGRAMS

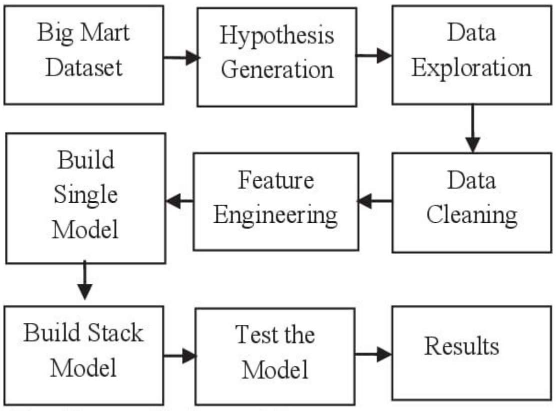
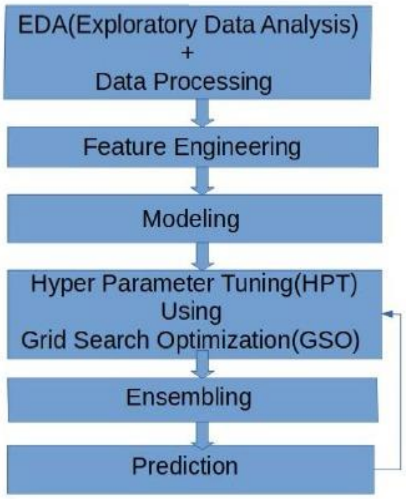
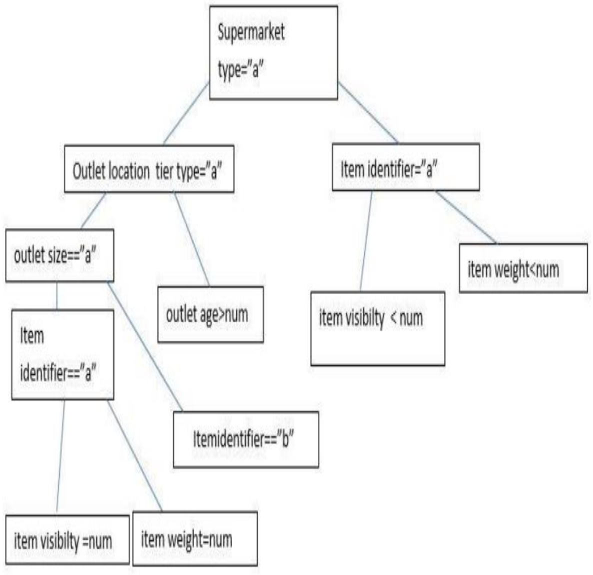


Fig. 1. Flow Diagram of the Proposed System

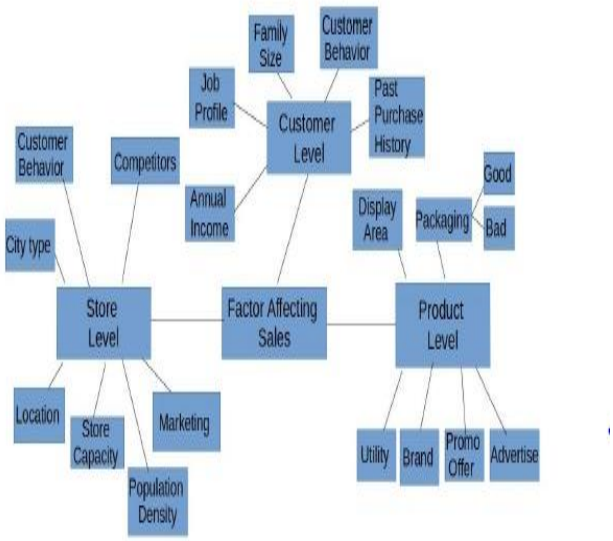

EDA(Exploratory Data Analysis)
+
Data Processing
Feature Engineering
Modeling
Hyper Parameter Tuning(HPT)
Using
Grid Search Optimization(GSO)
Ensembling
Prediction

2.3 FLOW CHART



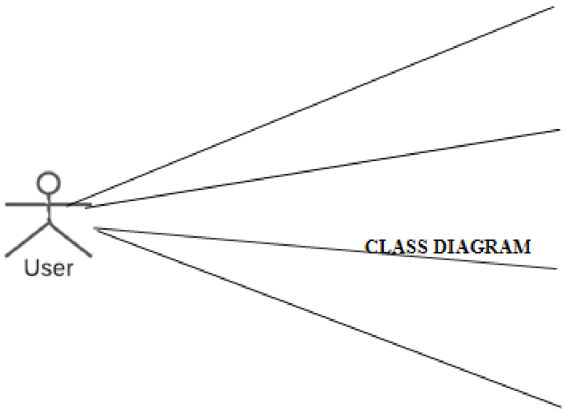
Flowchart for division of dataset on various factors

2.4 E-R DIAGRAM

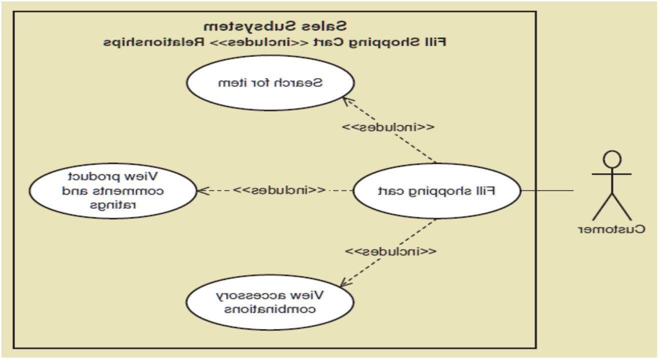


2.5 UML DIAGRAMS

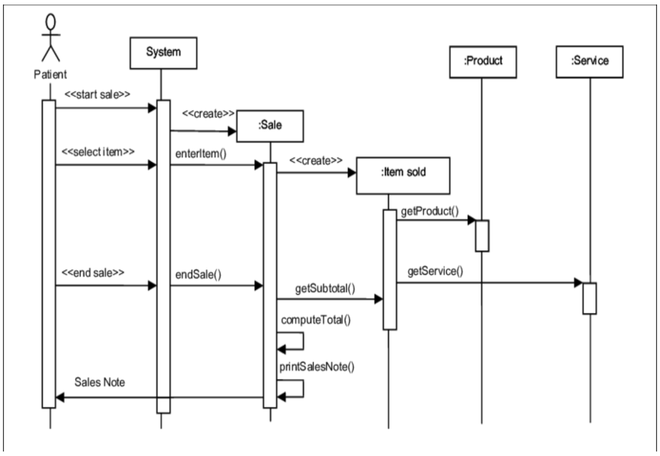
Use case Diagram



CLASS DIAGRAM



SEQUENCE DIAGRAM



3.IMPLEMENTATION

3.1 INTRODUCTION TO THE DEEP LEARNING

Deep learning

Deep learning is a class of machine learning algorithms that uses multiple layers to progressively extract higher level features from the raw input. For example, in image processing, lower layers may identify edges, while higher layers may identify the concepts relevant to a human such as digits or letters or faces.

Deep learning (also known as deep structured learning or differential programming) is part of a broader family of machine learning methods based on artificial neural networks with representation learning. Learning can be supervised, semi-supervised or unsupervised.

Deep learning architectures such as deep neural networks, deep belief networks, recurrent neural networks and convolutional neural networks have been applied to fields including computer vision, speech recognition, natural language processing, audio recognition, social network filtering, machine translation, bioinformatics, drug design, medical image analysis, material inspection and board game programs, where they have produced results comparable to and in some cases surpassing human expert performance.

Artificial neural networks (ANNs) were inspired by information processing and distributed communication nodes in biological systems. ANNs have various differences from biological brains. Specifically, neural networks tend to be static and symbolic, while the biological brain of most living organisms is dynamic (plastic) and analog.

Deep learning is a subset of machine learning in artificial intelligence (AI) that has networks capable of learning unsupervised from data that is unstructured or unlabeled. Also known as deep neural learning or deep neural network.

CNN is a feed forward neural network that is generally used for Image recognition and object classification. ... A Recurrent Neural Network looks something like this: In RNN, the previous states is fed as input to the current state of the network. RNN can be used in NLP, Time Series Prediction, Machine Translation, etc.

Convolutional Neural Network (cnn)

Convolutional Neural Network is one of the main categories to do image classification and image recognition in neural networks. Scene labeling, objects detections, and face recognition, etc., are some of the areas where convolutional neural networks are widely used.

CNN takes an image as input, which is classified and process under a certain category such as dog, cat, lion, tiger, etc. The computer sees an image as an array of pixels and depends on the resolution of the image. Based on image resolution, it will see as h * w * d, where h= height w= width and d= dimension. For example, An RGB image is 6 * 6 * 3 array of the matrix, and the grayscale image is 4 * 4 * 1 array of the matrix.

In CNN, each input image will pass through a sequence of convolution layers along with pooling, fully connected layers, filters (Also known as kernels). After that, we will apply the Soft-max function to classify an object with probabilistic values 0 and 1.

Convolution Layer

Convolution layer is the first layer to extract features from an input image. By learning image features using a small square of input data, the convolutional layer preserves the relationship between pixels. It is a mathematical operation which takes two inputs such as image matrix and a kernel or filter.

Strides

Stride is the number of pixels which are shift over the input matrix. When the stride is equaled to 1, then we move the filters to 1 pixel at a time and similarly, if the stride is equaled to 2, then we move the filters to 2 pixels at a time. The following figure shows that the convolution would work with a stride of 2.

Padding

Padding plays a crucial role in building the convolutional neural network. If the image will get shrink and if we will take a neural network with 100's of layers on it, it will give us a small image after filtered in the end.

Pooling Layer

Pooling layer plays an important role in pre-processing of an image. Pooling layer reduces the number of parameters when the images are too large. Pooling is "downscaling" of the image obtained from the previous layers. It can be compared to shrinking an image to reduce its pixel density. Spatial pooling is also called downsampling or subsampling, which reduces the dimensionality of each map but retains the important information.

Fully Connected Layer

The fully connected layer is a layer in which the input from the other layers will be flattened into a vector and sent. It will transform the output into the desired number of classes by the network.

Recurrent Neural Network (RNN)

A recurrent neural network (RNN) is a kind of artificial neural network mainly used in speech recognition and natural language processing (NLP). RNN is used in deep learning and in the development of models that imitate the activity of neurons in the human brain.

Recurrent Networks are designed to recognize patterns in sequences of data, such as text, genomes, handwriting, the spoken word, and numerical time series data emanating from sensors, stock markets, and government agencies.

A recurrent neural network looks similar to a traditional neural network except that a memory-state is added to the neurons. The computation is to include a simple memory.

The recurrent neural network is a type of deep learning-oriented algorithm, which follows a sequential approach. In neural networks, we always assume that each input and output is dependent on all other layers. These types of neural networks are called recurrent because they sequentially perform mathematical computations.

3.2 INTRODUCTION TO PYTHON

Python:

Python is an interpreted, high-level, general-purpose programming language. Created by Guido van Rossum and first released in 1991, Python's design philosophy emphasizes code readability with its notable use of significant whitespace. Its language constructs and object-oriented approach aim to help programmers write clear, logical code for small and large-scale projects.

Python is dynamically typed and garbage-collected. It supports multiple programming paradigms, including structured (particularly, procedural,) object-oriented, and functional programming. Python is often described as a "batteries included" language due to its comprehensive standard library.

Python was conceived in the late 1980s as a successor to the ABC language. Python 2.0, released in 2000, introduced features like list comprehensions and a garbage collection system capable of collecting reference cycles. Python 3.0, released in 2008, was a major revision of the language that is not completely backward-compatible, and much Python 2 code does not run unmodified on Python 3.

The Python 2 language, i.e. Python 2.7.x, was officially discontinued on 1 January 2020 (first planned for 2015) after which security patches and other improvements will not be released for it. With Python 2's end-of-life, only Python 3.5.xand later are supported.

Python interpreters are available for many operating systems. A global community of programmers develops and maintains CPython, an open sourcereference implementation. A non-profit organization, the Python Software Foundation, manages and directs resources for Python and CPython development.

with the next section in this tutorial.

Python installation procedure:

Windows Based

It is highly unlikely that your Windows system shipped with Python already installed. Windows systems typically do not. Fortunately, installing does not involve much more than downloading the Python installer from the python.org website and running it. Let’s take a look at how to install Python 3 on Windows:

Step 1: Download the Python 3 Installer

1. Open a browser window and navigate to the Download page for Windows at python.org.
2. Underneath the heading at the top that says **Python Releases for Windows**, click on the link for the **Latest Python 3 Release - Python 3.x.x**. (As of this writing, the latest is Python 3.6.5.)
3. Scroll to the bottom and select either **Windows x86-64 executable installer** for 64-bit or **Windows x86 executable installer** for 32-bit. (See below.)

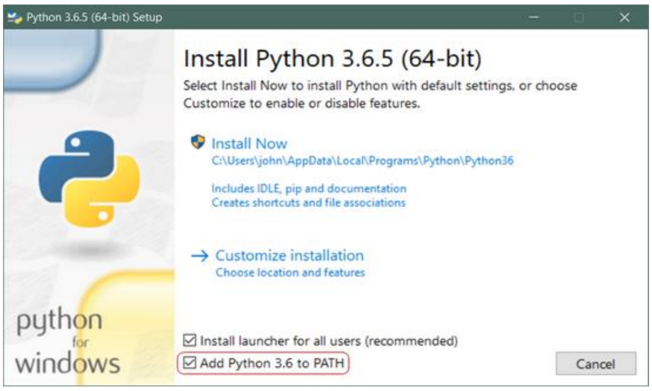
Sidebar: 32-bit or 64-bit Python?
For Windows, you can choose either the 32-bit or 64-bit installer. Here’s what the difference between the two comes down to:

- If your system has a 32-bit processor, then you should choose the 32-bit installer.
- On a 64-bit system, either installer will actually work for most purposes. The 32-bit version will generally use less memory, but the 64-bit version performs better for applications with intensive computation.
- If you’re unsure which version to pick, go with the 64-bit version.

Note: Remember that if you get this choice “wrong” and would like to switch to another version of Python, you can just uninstall Python and then re-install it by downloading another installer from python.org.

Step 2: Run the Installer

Once you have chosen and downloaded an installer, simply run it by double-clicking on the downloaded file. A dialog should appear that looks something like this:



Python 3.6.5 (64-bit) Setup

Install Python 3.6.5 (64-bit)

Select Install Now to install Python with default settings, or choose Customize to enable or disable features.

Install Now
C:\Users\john\AppData\Local\Programs\Python\Python36

Includes IDLE, pip and documentation
Creates shortcuts and file associations

→ Customize installation
Choose location and features

☑ Install launcher for all users (recommended)
☑ Add Python 3.6 to PATH

Important: You want to be sure to check the box that says **Add Python 3.x to PATH** as shown to ensure that the interpreter will be placed in your execution path.
Then just click **Install Now**. That should be all there is to it. A few minutes later you should have a working Python 3 installation on your system.

Packages need for python based programming:

- **Numpy**

NumPy is a Python package which stands for 'Numerical Python'. It is the core library for scientific computing, which contains a powerful n-dimensional array object, provide tools for integrating C, C++ etc. It is also useful in linear algebra, random number capability etc.

- **Pandas**

Pandas is a high-level data manipulation tool developed by Wes McKinney. It is built on the Numpy package and its key data structure is called the DataFrame. DataFrames allow you to store and manipulate tabular data in rows of observations and columns of variables.

- **Keras**

Keras is a high-level neural networks API, written in Python and capable of running on top of TensorFlow, CNTK, or Theano. Use Keras if you need a deep learning library that: Allows for easy and fast prototyping (through user friendliness, modularity, and extensibility).

- **Sklearn**

Scikit-learn is a free machine learning library for Python. It features various algorithms like support vector machine, random forests, and k-neighbours, and it also supports Python numerical and scientific libraries like NumPy and SciPy.

- **Scipy**

SciPy is an open-source Python library which is used to solve scientific and mathematical problems. It is built on the NumPy extension and allows the user to manipulate and visualize data with a wide range of high-level commands.

- **Tensorflow**

TensorFlow is a Python library for fast numerical computing created and released by Google. It is a foundation library that can be used to create Deep Learning models directly or by using wrapper libraries that simplify the process built on top of TensorFlow.

- **Django**

Django is a high-level Python Web framework that encourages rapid development and clean, pragmatic design. Built by experienced developers, it takes care of much of the hassle of Web development, so you can focus on writing your app without needing to reinvent the wheel. It's free and open source.

- **Pyodbc**

pyodbc is an open source Python module that makes accessing ODBC databases simple. It implements the DB API 2.0 specification but is packed with even more Pythonic convenience. Precompiled binary wheels are provided for most Python versions on Windows and macOS. On other operating systems this will build from source.

- **Matplotlib**

Matplotlib is an amazing visualization library in Python for 2D plots of arrays. Matplotlib is a multi-platform data visualization library built on NumPy arrays and designed to work with the broader SciPy stack. It was introduced by John Hunter in the year 2002.

- **Opencv**

OpenCV-Python is a library of Python bindings designed to solve computer vision problems. Python is a general purpose programming language started by Guido van Rossum that became very popular very quickly, mainly because of its simplicity and code readability.

- **Nltk**

Natural Language Processing with Python NLTK is one of the leading platforms for working with human language data and Python, the module NLTK is used for natural language processing. NLTK is literally an acronym for Natural Language Toolkit. In this article you will learn how to tokenize data (by words and sentences).

- **SQLAIchemy**

SQLAlchemy is a library that facilitates the communication between Python programs and databases. Most of the times, this library is used as an Object Relational Mapper (ORM) tool that translates Python classes to tables on relational databases and automatically converts function calls to SQL statements.

- **Urllib**

urllib is a Python module that can be used for opening URLs. It defines functions and classes to help in URL actions. With Python you can also access and retrieve data from the internet like XML, HTML, JSON, etc. You can also use Python to work with this data directly.

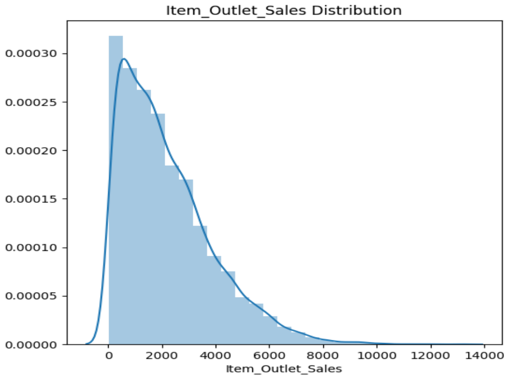
Predictive Modeling:

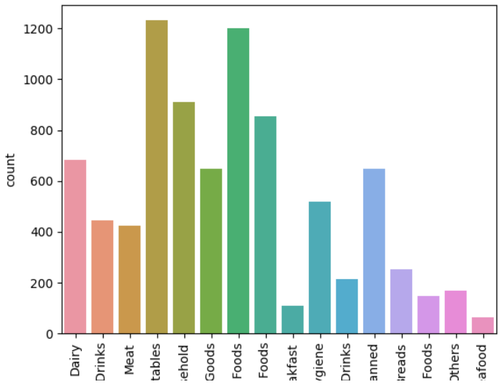
In order to find a decent model to predict sales we performed an extensive search of various machine learning models available in R, in particular of those accessible through the caret wrapper. In the end, however, models from the h2o package yielded the best results for the task. In particular, deep learning neural networks h2o.deeplearning and gradient boosting regression trees h2o.gbm performed particularly well. An ensemble of various such models, constructed in h2oEnsemble.R forms the basis of our submission. Here, we used only the 12 most important predictors to avoid over-fitting. To include some features we may have missed with this rather small sub set of predictors we supplemented the ensemble with a deep learning neural net using 23 predictors.

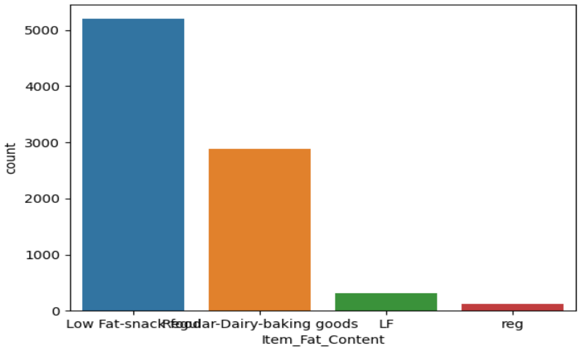
Following algorithms are used:

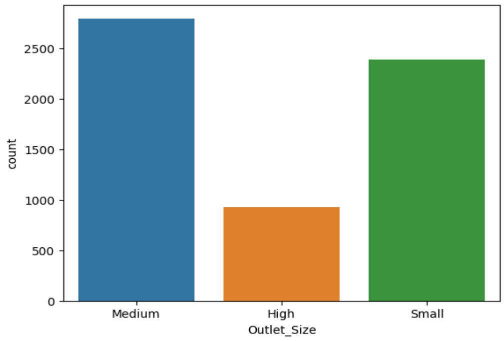
1. Linear Regression Model
2. Ridge Regression Model
3. Decision Tree Model
4. Random Forest Model

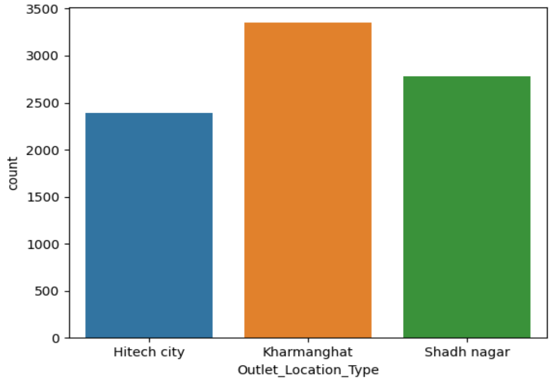
5.SCREENSHOTS

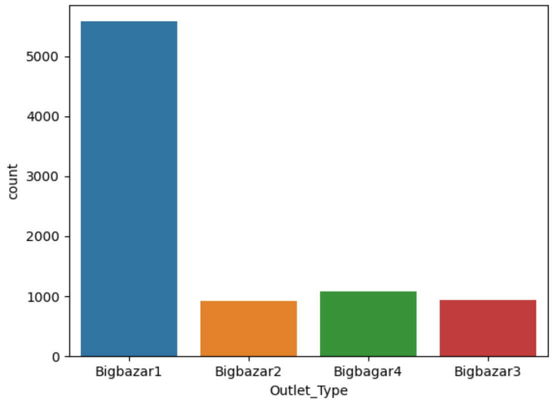












6.SYSTEM TESTING

The purpose of testing is to discover errors. Testing is the process of trying to discover every conceivable fault or weakness in a work product. It provides a way to check the functionality of components, sub assemblies, assemblies and/or a finished product It is the process of exercising software with the intent of ensuring that the Software system meets its requirements and user expectations and does not fail in an unacceptable manner. There are various types of test. Each test type addresses a specific testing requirement.

TYPES OF TESTS

Unit testing

Unit testing involves the design of test cases that validate that the internal program logic is functioning properly, and that program inputs produce valid outputs. All decision branches and internal code flow should be validated. It is the testing of individual software units of the application .it is done after the completion of an individual unit before integration. This is a structural testing, that relies on knowledge of its construction and is invasive. Unit tests perform basic tests at component level and test a specific business process, application, and/or system configuration. Unit tests ensure that each unique path of a business process performs accurately to the documented specifications and contains clearly defined inputs and expected results.

Integration testing

Integration tests are designed to test integrated software components to determine if they actually run as one program. Testing is event driven and is more concerned with the basic outcome of screens or fields. Integration tests demonstrate that although the components were individually satisfaction, as shown by successfully unit testing, the combination of components is correct and consistent. Integration testing is specifically aimed at exposing the problems that arise from the combination of components.

Functional test

Functional tests provide systematic demonstrations that functions tested are available as specified by the business and technical requirements, system documentation, and user manuals.

Functional testing is centered on the following items:

Valid Input : identified classes of valid input must be accepted.

Invalid Input : identified classes of invalid input must be rejected.

Functions : identified functions must be exercised.

Output : identified classes of application outputs must be exercised.

Systems/Procedures : interfacing systems or procedures must be invoked.

Organization and preparation of functional tests is focused on requirements, key functions, or special test cases. In addition, systematic coverage pertaining to identify Business process flows; data fields, predefined processes, and successive processes must be considered for testing. Before functional testing is complete, additional tests are identified and the effective value of current tests is determined.

System Test

System testing ensures that the entire integrated software system meets requirements. It tests a configuration to ensure known and predictable results. An example of system testing is the configuration oriented system integration test. System testing is based on process descriptions and flows, emphasizing pre-driven process links and integration points.

White Box Testing

White Box Testing is a testing in which in which the software tester has knowledge of the inner workings, structure and language of the software, or at least its purpose. It is purpose. It is used to test areas that cannot be reached from a black box level.

Black Box Testing

Black Box Testing is testing the software without any knowledge of the inner workings, structure or language of the module being tested. Black box tests, as most other kinds of tests, must be written from a definitive source document, such as specification or requirements document, such as specification or requirements document. It is a testing in which the software under test is treated, as a black box .you cannot "see" into it. The test provides inputs and responds to outputs without considering how the software works.

Unit Testing

Unit testing is usually conducted as part of a combined code and unit test phase of the software lifecycle, although it is not uncommon for coding and unit testing to be conducted as two distinct phases.

Test strategy and approach

Field testing will be performed manually and functional tests will be written in detail.

Test objectives

- All field entries must work properly.
- Pages must be activated from the identified link.
- The entry screen, messages and responses must not be delayed.

Features to be tested

- Verify that the entries are of the correct format
- No duplicate entries should be allowed
- All links should take the user to the correct page.

Integration Testing

Software integration testing is the incremental integration testing of two or more integrated software components on a single platform to produce failures caused by interface defects.

The task of the integration test is to check that components or software applications, e.g. components in a software system or – one step up – software applications at the company level – interact without error.

Test Results: All the test cases mentioned above passed successfully. No defects encountered.

Acceptance Testing

User Acceptance Testing is a critical phase of any project and requires significant participation by the end user. It also ensures that the system meets the functional requirements.

Test Results: All the test cases mentioned above passed successfully. No defects encountered.

7.CONCLUSION

In this paper, basics of machine learning and the associated data processing and modeling algorithms have been described, followed by their application for the task of sales prediction in Big Mart shopping centers at different locations. On implementation, the prediction results show the correlation among different attributes considered and how a particular location of medium size recorded the highest sales, suggesting that other shopping locations should follow similar patterns for improved sales.

Multiple instances parameters and various factors can be used to make this sales prediction more innovative and successful. Accuracy, which plays a key role in prediction-based systems, can be significantly increased as the number of parameters used are increased. Also, a look into how the sub-models work can lead to increase in productivity of system. The project can be further collaborated in a web-based application or in any device supported with an in-built intelligence by virtue of Internet of Things (IoT), to be more feasible for use. Various stakeholders concerned with sales information can also provide more inputs to help in hypothesis generation and more instances can be taken into consideration such that more precise results that are closer to real world situations are generated. When combined with effective data mining methods and properties, the traditional means could be seen to make a higher and positive effect on the overall development of corporation's tasks on the whole. One of the main highlights is more expressive regression outputs, which are more understandable bounded with some of accuracy. Moreover, the flexibility of the proposed approach can be increased with variants at a very appropriate stage of regression model-building. There is a further need of experiments for proper measurements of both accuracy and resource efficiency to assess and optimize correctly.

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