

~~Big~~

Cluster Analysis

It is a collection of data objects, similar within the same group, dissimilar objects in other groups.

Cluster analysis (Clustering)

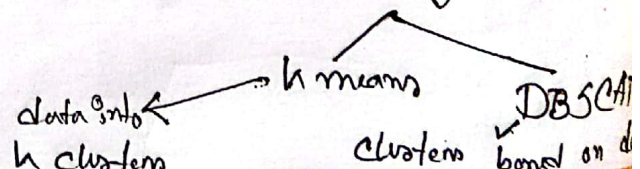
The process of identifying these similarities and grouping similar data objects into clusters based on their characteristics.

Clustering is a form of unsupervised learning because there are no predefined classes for the data points.

Typical Application

Insight: understanding data distribution.

Preprocessing: preparing data for other algorithms.



Clustering as preprocessing Tool.

Summarization: Groups similar data ~~together~~ together, making it easier to work with large datasets.

- helps regression, PCA, Classification by revealing patterns within groups.

Compression: Image processing \rightarrow vector quantization.
to reduce img size

k-nearest neighbors: ~~Also~~ helps clusters helps quickly finding.
k-nearest neighbors by focusing nearby clusters.

Clustering can help identify outliers.

A Good Clustering

A good clustering method creates clusters with high intra-cluster similarity and low inter-cluster similarity. The quality of clustering depends on the similarity measure used, the implementation of algorithm and its ability to discover hidden patterns in the data revealing relationships.

Measure Quality of Clustering

Quality of Clustering assessed using dissimilarity and similarity measure.

↳ measured through distance function.
denoted (d, J)

* Distance function depends on the
Interval-Scaled \rightarrow temp, Boolean \rightarrow yes/no, Categorical
 \rightarrow Colors, ordinal data \rightarrow ranking;

* Weights depends on Application

III The Quality of clustering is typically evaluated using quality function. that measure how well clustering achieves the desired grouping.

$$\text{Euclidean distance} = d(g_1, g_2) = \sqrt{\sum_{i=1}^n (x_i - y_i)^2}$$

$$\text{Manhattan distance} = d(g_1, g_2) = \sum_{i=1}^n |x_i - y_i|$$

$$\text{Minkowski} \quad " \quad = \quad d(g_1, g_2) = \sqrt[m]{\sum_{i=1}^n (x_i - y_i)^m}$$

Major Clustering Approach

Partitioning Approach: Creating various partitions of the data and evaluating them using criterion methods \rightarrow k means, k-medoids.

Hierarchical approach: Its creating tree like structure by either merging clusters or dividing them.
methods - Dinne, Agnes

Density based on connectivity fraction.
methods - DBSCAN

Grid based on multiple lvl granularity \rightarrow Em, Som
model hypothesizes fits it to the data.

Link based on use relationship or links between objects. \rightarrow Linkclust.

Panchi Jemong Algo

$$E = \sum_{i=1}^N \sum_{p \in C_i} (p - c_i)^2$$

Revenue \rightarrow Cash Churn \rightarrow represents by center of Churn

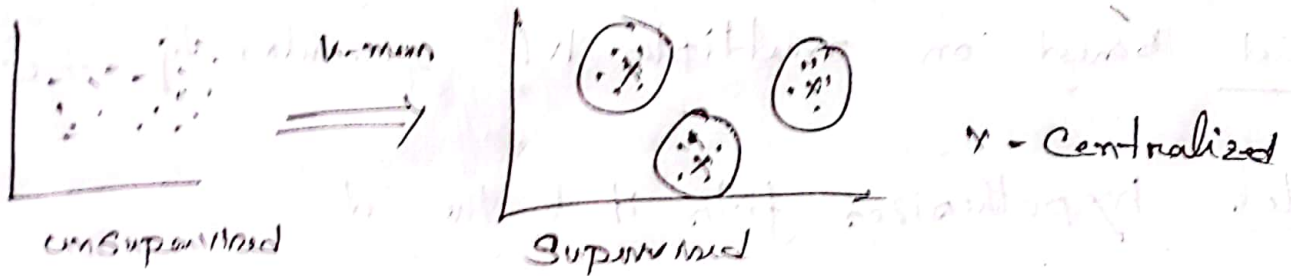
N-modoids \rightarrow Each " " " are of the objects
in the cluster

R-means (unsupervised)

↳ center of Cluster.

$K \rightarrow$ no. of pre-defined Clusters

$V = 2$ 2(7) 2 Clusteren.



7. Elbow and Silhouette method used for.

χ value detection

K means Example

$A_1(2,10)$ $A_2(2,5)$ $A_3(8,4)$ $B_1=5,8$ $B_2=7,5$ $B_3=6,4$

$C_1=1,2$ $C_2=4,9$

A_i B_i C_i Center

[using Euclidean distance]

Euclidean distance $d(P_1, P_2) = \sqrt{(x_2 - x_1)^2 + (y_2 - y_1)^2}$

$\sqrt{(2-2)^2 + (10-10)^2} = 0$ same

Data	x_1	y_1	Center	C_i	Cluster	New Cluster
A_1	2	10	3.61	8.06	1	$A_1 = 1, 2, 5, 10$
A_2	2	5	4.24	3.16	1	$A_1 = 1, 2, 5, 10$
A_3	8	4	5	7.28	2	A_1 only
B_1	5	8	3.61	7.21	2	$x_3 = 2, y_3 = 7$
B_2	7	5	3.61	6.71	2	$B_2 = 2, 5, 7$
B_3	6	4	4.12	5.39	2	$8+5+7+4+6 = 30$
C_1	1	2	8.06	7.21	3	$= 6$
C_2	4	9	2.24	7.62	2	$B_1 = (6, 6)$
			1.41			$C_1 = (1, 5, 3, 5)$

new center.

$$A_1 = (2, 10)$$

$$B_1 = (6, 6)$$

$$C_1 = (1.5, 8.5)$$

- same way - le cluster ફરી same અસર

- નો અસરકારક ફરી એ વધુ change અસરકારક Iteration

અસરકારક નાવ Center નો અસર

Step 2

$(2, 10)$ $(6, 6)$ $(1.5, 8.5)$ $(6, 6)$ $(4, 5)$ $(6, 4)$ $(11, 2)$ $(1, 2)$
 A_1 A_2 A_3 B_1 B_2 B_3 C_1 C_2

\rightarrow 8 5 8 3 7 7 8 2

\rightarrow 5 4 2 2 1 2 6 3

\rightarrow 6 1 6 5 5 4 1 6

Center

$$A_1 = 2, 10$$

$$B_1 = 6, 6$$

$$C_1 = 1.5, 8.5$$

સમાજ એ વધુ સમાજ ફરી

1 3 2 2 2 2 3 ①

new Center

$$A_2 = 1 \text{ (for } A_1 \text{ and } A_2) = \frac{2+4}{2} = 3, \frac{10+9}{2} = 9.5 \Rightarrow (3, 9.5)$$

$$B_2 = (6.5, 5.25)$$

$$C_2 = (5, 8.5)$$

② થી, 50

change 20 (still)

અસરકારક ફરી

$$D_3 = \begin{bmatrix} 1.2 & 4.61 & 7.43 & 2.5 & 6. & 6 & 7 \\ 6 & 4 & 4 & 3 & 1 & 3 & 4 \\ 6 & 1 & 6 & 5 & 5 & 4 & 1 & 6 \\ 1 & 3 & 2 & 2 & 2 & 3 & 1 \end{bmatrix}$$

mil
at next, transfer

new candidates

$$A_1 = 3.67, 3$$

$$B_1 = (7, 4, 3)$$

$$C_1 = (1.5, 3.5)$$

$$D_4 = \begin{array}{c|cccccccc} & A_1 & A_2 & A_3 & B_1 & B_2 & B_3 & C_1 & C_2 \\ \hline 1 & 1 & 4 & 6 & 1 & 5 & 3 & 7 & 0 \\ 7 & 7 & 5 & 1 & 4 & 0 & 1 & 6 & 3 \\ 6 & 6 & 1 & 6 & 5 & 5 & 4 & 1 & 6 \\ \hline 1 & 1 & 3 & 2 & 1 & 2 & 2 & 3 & 1 \end{array}$$

निम्न दो (2) अंशों

का साथ ही

$$① \rightarrow A_1, C_2, B_1$$

$$② \rightarrow A_3, B_2, B_3$$

$$③ \rightarrow A_2, C_1$$

Am

* modeoids Clustering

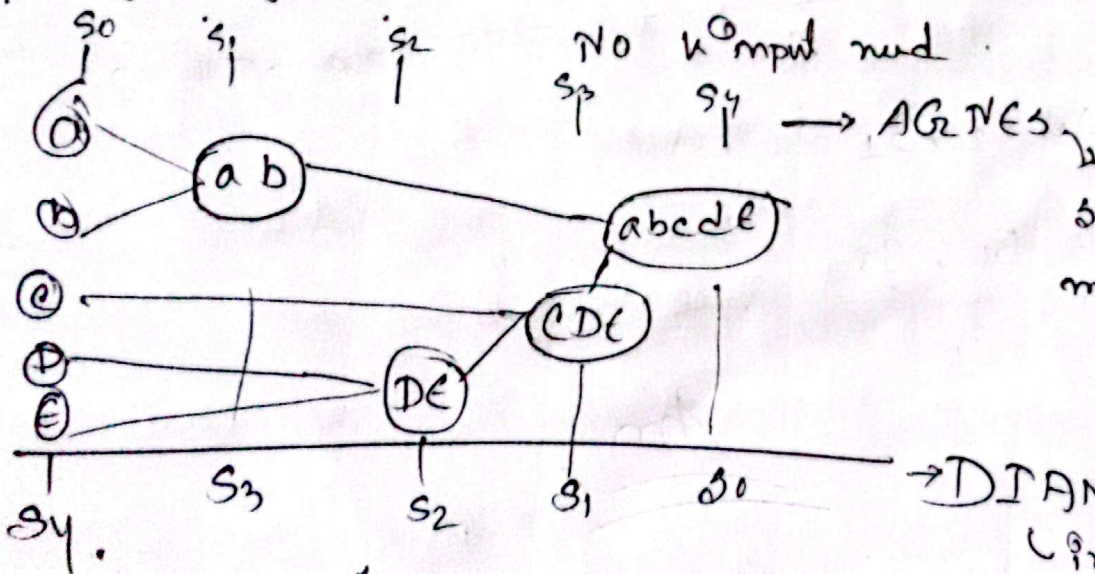
Its identifier representative object in cluster

PAM - (partitioning around modeoids) starts with initial modeoids and iteratively replace one with a non-modeoid if it reduces the total distance.

CLARA → improved efficiency in large dataset
PAM samples

Hierarchical Clustering

Its builds a hierarchy of clusters by either iteratively merging smaller clusters into large one or splitting larger clusters into smaller ones.



single link approach
merge closest nodes

Dendrogram

Inverse of AGNES
Iteratively splits all data

(area with most data with)

Density Clustering

It's focusing on grouping data points based on local density. it's handle noise, one scan, discover clusters.

Any methods

DBSCAN - can identify noise or outliers.

Option - Extends DBSCAN

Density based spatial clustering Application noise.

DBSCAN Parameters:

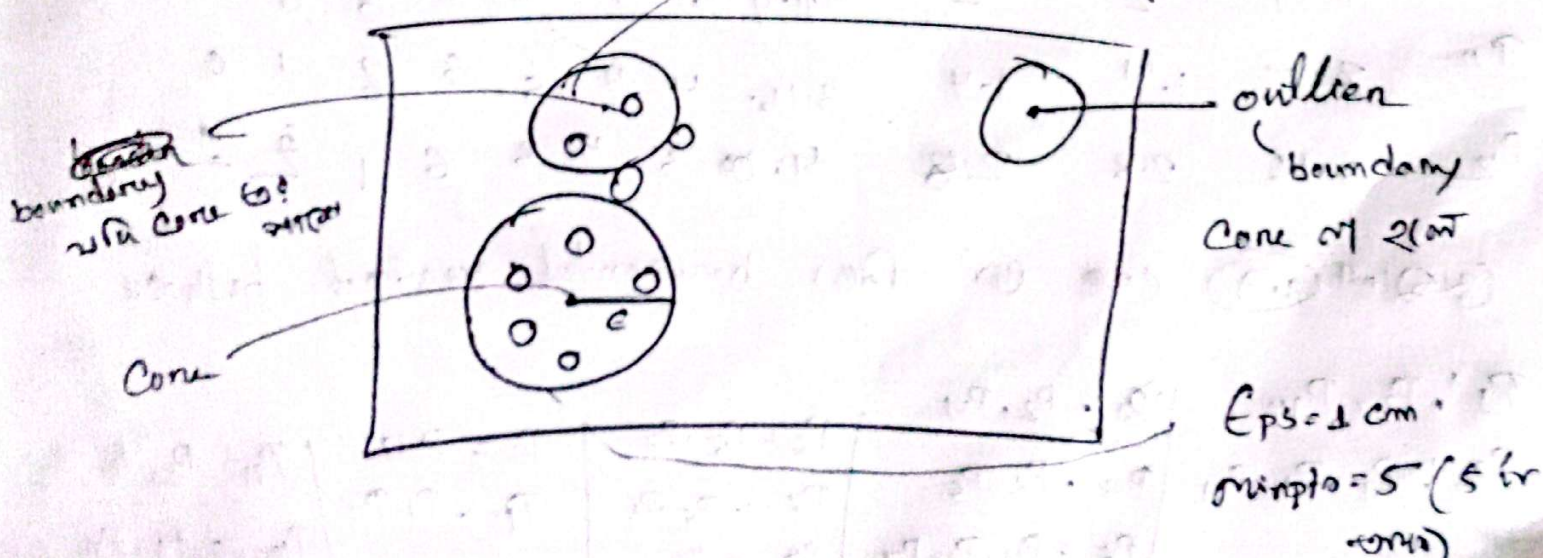
Eps (ϵ) = minimum ~~per~~ distance around a point to look for other points.

- find
near circle
with 5 or
more

Minpts = Minimum no of points required within Eps distance for a point to be considered.

(minimum 3 or circle force)

2 or more 6 or more



DBSCAN Math

$E = 1.9$, $\text{minpts} = 4$.

$P_1 = (8, 7)$ $P_2 = (5, 5)$ $P_3 = (7, 3)$ $P_4 = (7, 2)$ $P_5 = (3, 3)$ $P_{11} = (3, 5)$
 $P_6 = (4, 6)$ $(P_4) = 6, 4$ $P_6 = (6, 2)$ $P_8 = (8, 4)$ $P_{10} = (2, 4)$ $P_{12} = (2, 3)$

use equation: $(\sqrt{(x_2 - x_1)^2 + (y_2 - y_1)^2})$

	P_1	P_2	P_3	P_4	P_5	P_6	P_7	P_8	P_9	P_{10}	P_{11}	P_{12}
P_1	0											
P_2	1.41	0										
P_3	2.83	1.41	0									
P_4	4.24	2.83	1.41	0								
P_5	5.66	4.24	2.83	1.41	0							
P_6	5.83	4.47	3.6	2	1	0						
P_7	6.40	5	3.1	1.4	1	1	0					
P_8	5.83	4.47	2.8	2	1	2	2	0				
P_9	4.00	3.16	3.1	3.9	4	3	1	3	0			
P_{10}	1.41	2	2	4.14	5	5	6	6	3	6		
P_{11}	2.00	1.4	1.4	3.16	4	4	5	5	2	1	0	
P_{12}	3.16	2.8	2.8	5.10	5	4	5	6	1	2	1	0

horizontal, vertical both ok.

P_1, P_2, P_{10} $P_3 = P_2, P_4$ $P_6 = P_5, P_7$ $P_9 = P_{12}$ $P_{11} = P_2, P_{10}, P_{12}$
 P_2, P_1, P_3, P_{11} $P_4 = P_3, P_5$ $P_7 = P_5, P_6$ $P_{10} = P_{11}, P_{11}$ $P_{12} = P_9, P_{11}$

points

status

P₁

border

P₁, P₂, P₁₀ (3) ^{h₁}

Noise

P₂

P₂, P₁, P₃, P₁₁ (4) same

Core

P₃

border

Noise

P₄

border

Noise

P₅

Core

P₆

border

Noise

P₇

border

Noise

P₈

border

"

P₉

P₁₀

border

"

P₁₁

Core (4 br area)

P₁₂

border

Noise

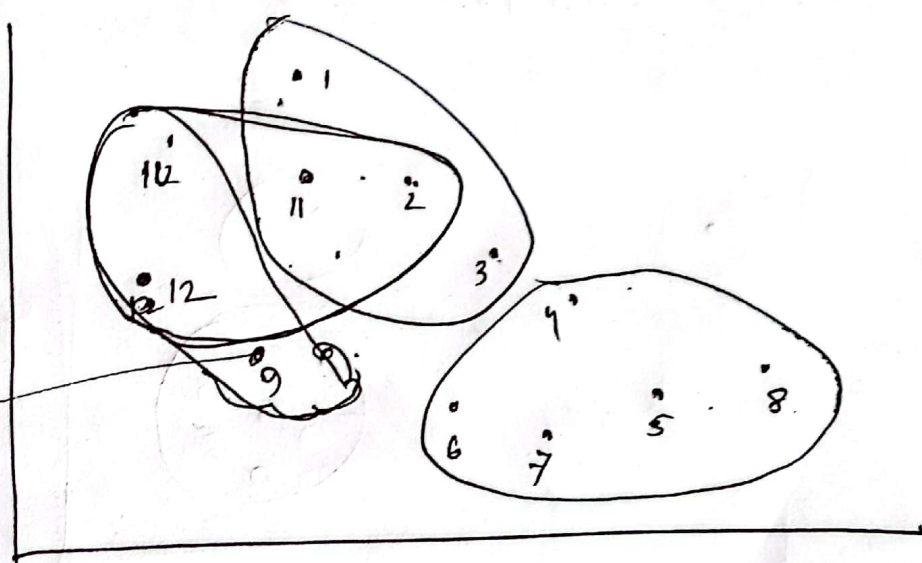
2111 mirrored for data and then noise and core

① Missing Noise core
data core area
are noise to border
2111

P₉ to P₁₂ core
2111 core
P₁₀ of

as of 2111

only noise



Clustering Application

Biology - Classify organisms into hierarchical categories

Information retrieval - Group documents by topic for improved search and eng.

Land use : Identify areas with land use patterns

Marketing : Segment customers based on behavior

Earthquake studies : Loc of earthquake plate bound. areas where most are happen

Climate studies : find patterns of weather and understand climate change

