Business Data Mining Semester 2, 2019

Lecture 1 Hello! Rapidminer

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- What is Rapidminer?
- User Interface
- Miscellaneous
 - Exercise1: Use Local Repository
 - Exercise 2: Use Operators
 - Exercise 3: Set Breakpoint
- Conclusion

Development History

- RapidMiner, formerly known as YALE (Yet Another Learning Environment), was developed in 2001 by Ralf Klinkenberg, Ingo Mierswa, and Simon Fischer at the Technical University of Dortmund.
- Starting in 2006, its development was driven by Rapid-I, a company founded by Ingo Mierswa and Ralf Klinkenberg in the same year.
- In 2007, the name of the software was changed from YALE to RapidMiner.
- In 2013, the company rebranded from Rapid-I to RapidMiner.

Best Tool for Data Science & Machine Learning



WHY RAPIDMINER I

INDUSTRIES

ODUCTS

LEARN

RESOURCES

PARTNERS

COMPANY

GET STARTED

Gartner

RapidMiner a Leader in the 2019 Gartner Magic Quadrant for Data Science and Machine Learning Platforms for the sixth year in a row

Read the Report

RapidMiner Exceeds Your Expectations

FORRESTER[®]

RapidMiner a Leader in the 2018 Forrester Wave Multimodel Predictive Analytics & Machine Learning Solutions for the second year in a row

Read the Report

Best Tool for Data Science & Machine Learning

- Rapidminer named as a leader in the Gartner's 2019 Magic Quadrant for Data Science and Machine Learning Platforms for six consecutive years
- Gartner recognizes leaders as having the highest combined scores for ability to execute and completeness of vision.
- Rapidminer signed or expanded relationships with over 10% of the companies currently on the 2017 Fortune 100 Global List, and nearly 40% of Fortune 500 are active users of RapidMiner.

Figure 1. Magic Quadrant for Data Science and Machine Learning Platforms



Studio, Server and Radoop



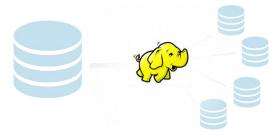
RapidMiner Server is an enterprise-grade environment for powerful predictive analytics, designed with central repository & management, dedicated computation power, and broad extensibility to operationalize analytic results. The three RapidMiner Server tiers encompass Collaboration, Computation and Deployment.

Rapidminer Studio



RapidMiner is the most powerful, easy to use and intuitive graphical user interface for the design of analytic processes. Let the Wisdom of Crowds and recommendations from the RapidMiner community guide your way.

Rapidminer Radoop



RapidMiner Radoop, a core component of the RapidMiner Predictive Analytics Platform, extends predictive analytics to Hadoop and strongly supports Hadoop security implementations, all while delivering a seamlessly experience.

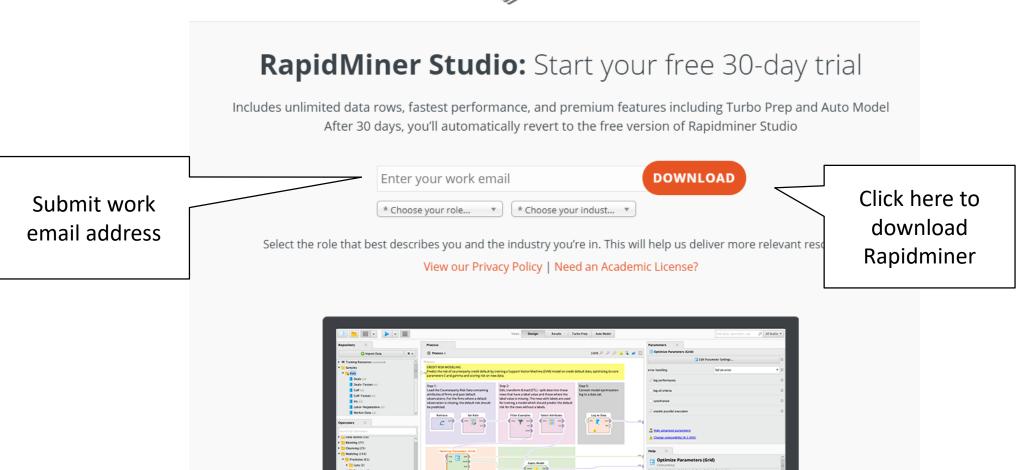
Characteristics

- RapidMiner is very simple and easy to learn data mining.
- With RapidMiner, user can design an analytic process using operators and connections between operators. User can manage operators and connections through user friendly graphical user interface.
- While designing the analytics process, RapidMiner continually check whether the current analytics process is correct by using meta data transformation technology.
- Free for educational purpose, but need to pay for research.

Download Rapidminer Studio

Go to https://rapidminer.com/get-started/





Business Data Mining ©Kim Yang Sok

• To install Rapidminer Studio, refer to the installation site at Rapidminer website(http://docs.rapidminer.com/studio/installation/).

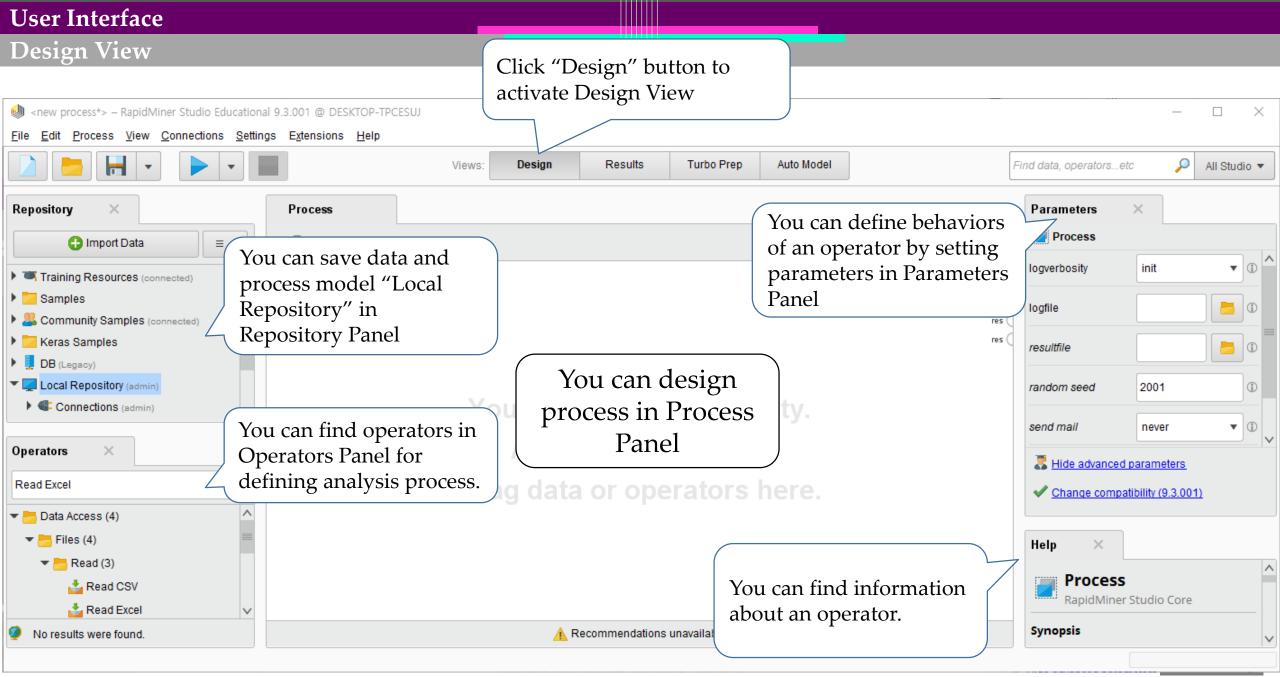
• RapidMiner Studio 9.4 will be used in this class.

User Interface

View

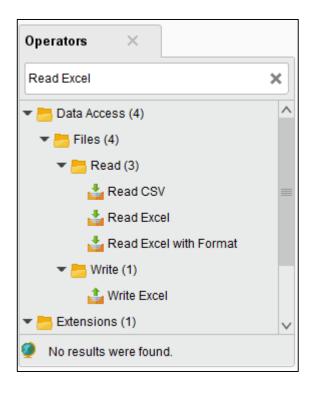
- View is top level user interface and contains other user interface components
- Design and results view are basic views
- Change from one view to another view by using menu or icon in the menu bar.
- Each view consists of various panels.
 - Design: Canvas and tools for building and managing processes.
 - Results: Visualization, in many varied formats, of design process results.

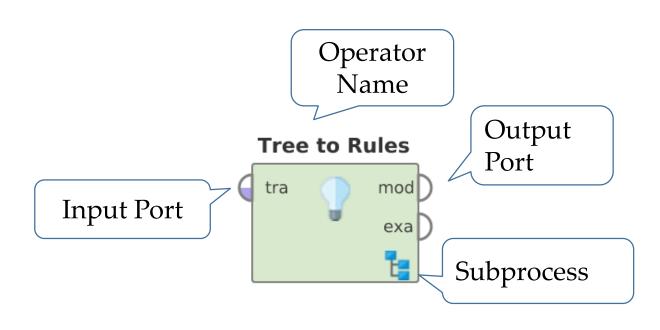
Lecture 1 Hello! Rapidminer



Operator Panel

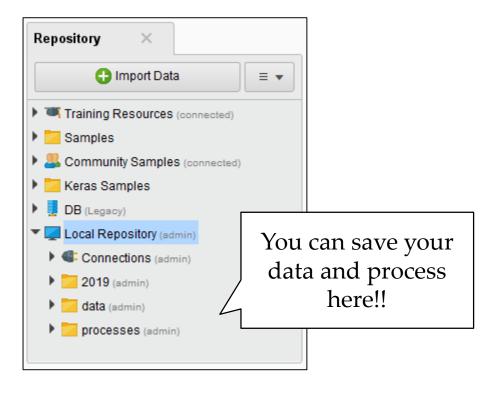
- Operator panel provides operators with in a tree, where related operators are grouped in one node, called package.
- User can find an operator by browsing the tree or by searching with keyword.





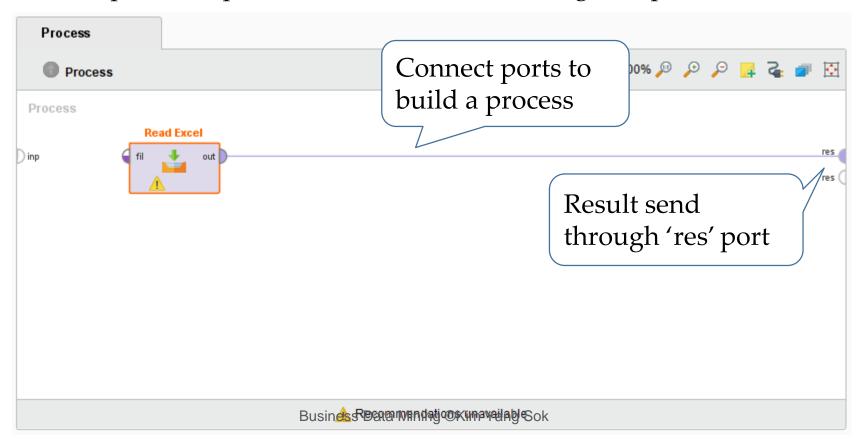
Repository Panel

· Repository panel is used to save data and analysis process



Process Panel

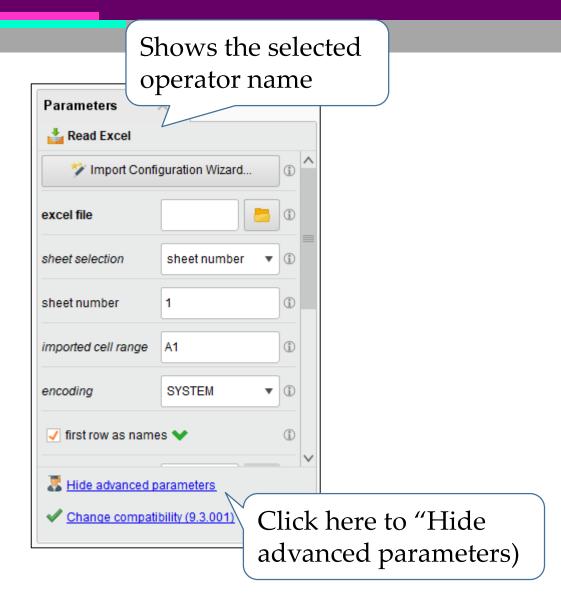
- · Process panel is a work space used to created analysis process.
- Analysis process design consists of two steps:
 - Select and place operators from Operator Panel;
 - Connect two ports of operators and Process Panel (e.g., res port)



User Interface

Parameters Panel

- If you choose an operator, it activates its Parameters Panel that shows parameters that should be set for its appropriate operation.
- There is general parameters and expert parameters.
 - While the former can be used by general users, the latter can be used by the expert who knows algorithms in depth
 - In order to activate the expert parameters, click "Show advanced parameters " link.



Parameters Panel

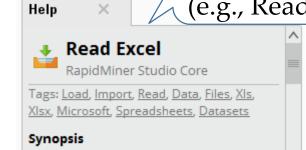
Parameter Types

Types	Explanation	Example (Read Excel)
Check Box	User check an item	first row as name
Text Box	User type in value	sheet number
List	User select one item from the list.	date format
Button	User click this to open new dialog for further processing	Import Configuration Wizard

Help Panel

- Provide explanation on the selected operator.
- If you wish to see more details of the operator, please refer to operator manual (http://docs.rapidminer.com/studio /operators/)

Shows the selected operator name (e.g., Read Excel)



This operator reads an ExampleSet from the specified Excel file.

Jump to Tutorial Process

Description

This operator can be used to load data from Microsoft Excel spreadsheets. This operator is able to read data from Excel 95, 97, 2000, XP, and 2003. The user has to define which of the spreadsheets in the workbook should be used as data table. The table must have a format such that each row is an example and each column represents an attribute. Please note that the first row of the Excel sheet might be used for attribute names which can be indicated by a parameter. The data table can be placed anywhere on the sheet and can contain arbitrary formatting

Structure of Help

Synopsys

Description

Differentiation

Input

Output

Parameters

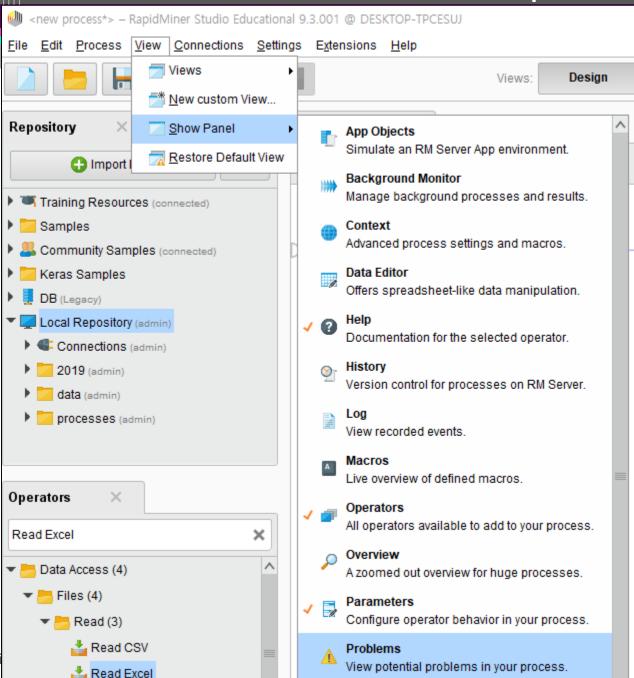
Tutorial Process

User Interface

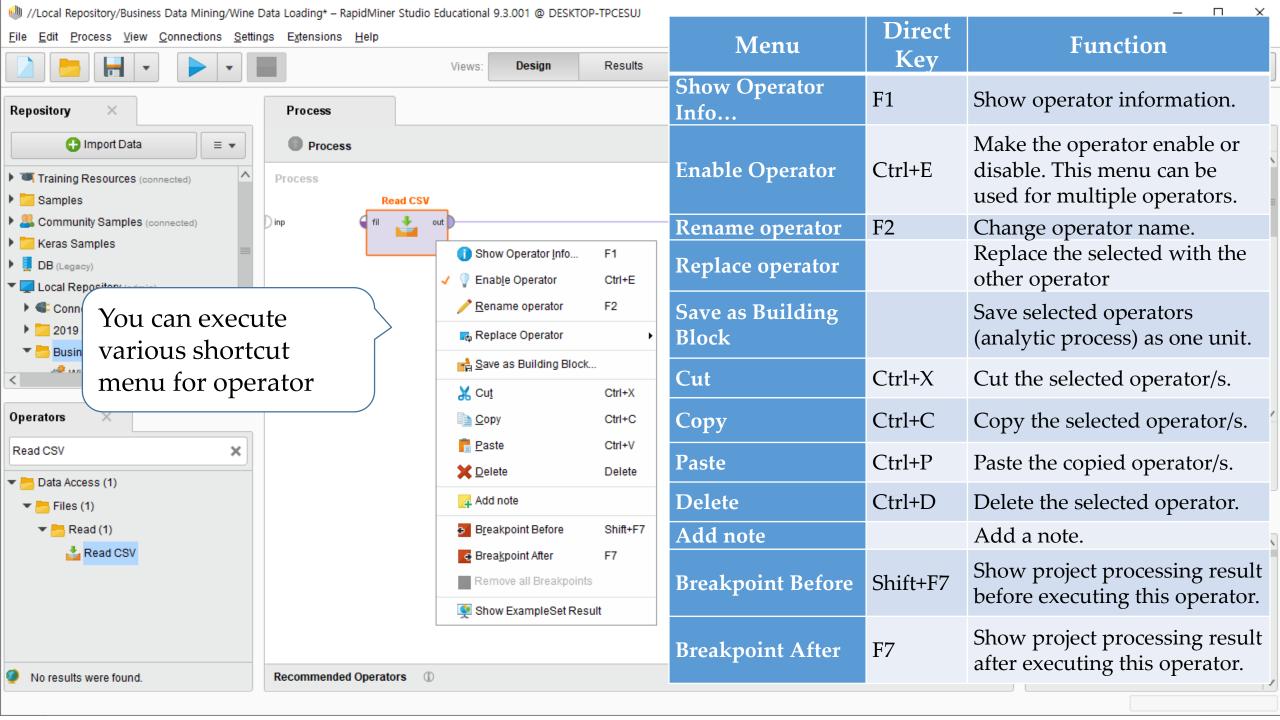
Add Other Panels

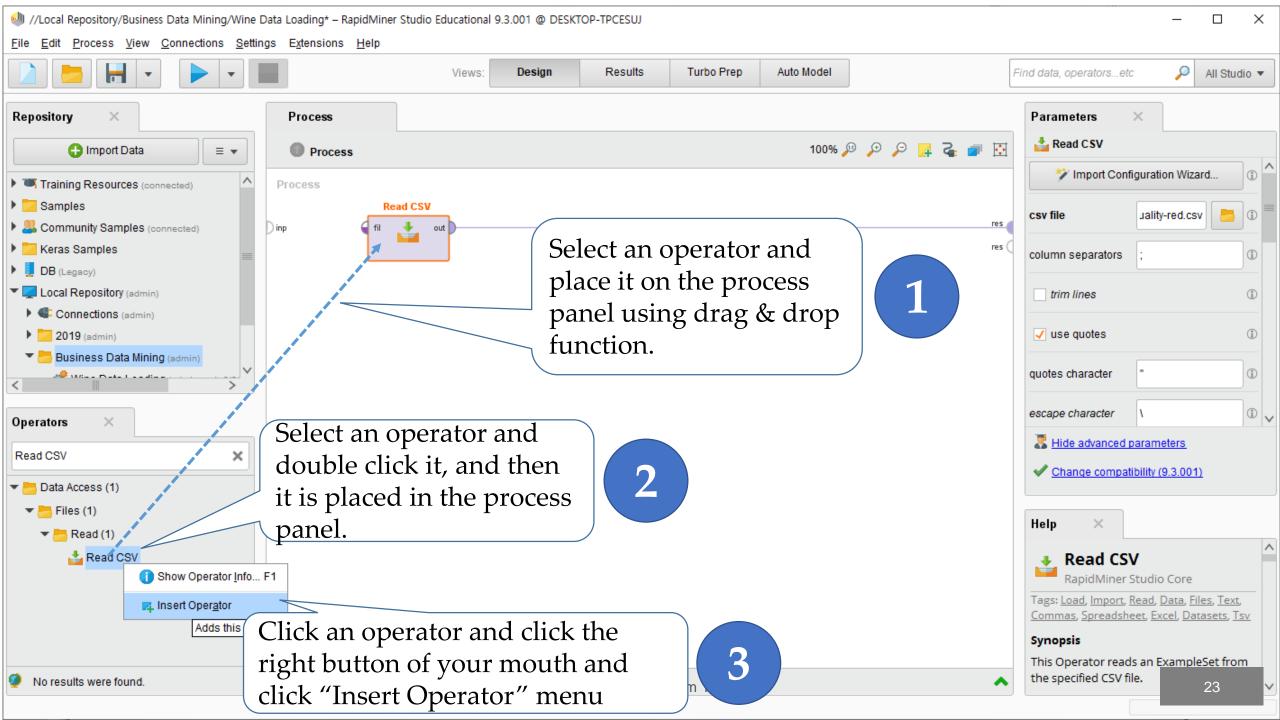
- When RapidMiner is installed, basic panels are activated.
- Add new panels (e.g., Problems) using "View>Show Panel" menu.
- You can change the place of each panels by using drag & drag a panel.

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Miscellaneous





Exercise1: Use Local Repository

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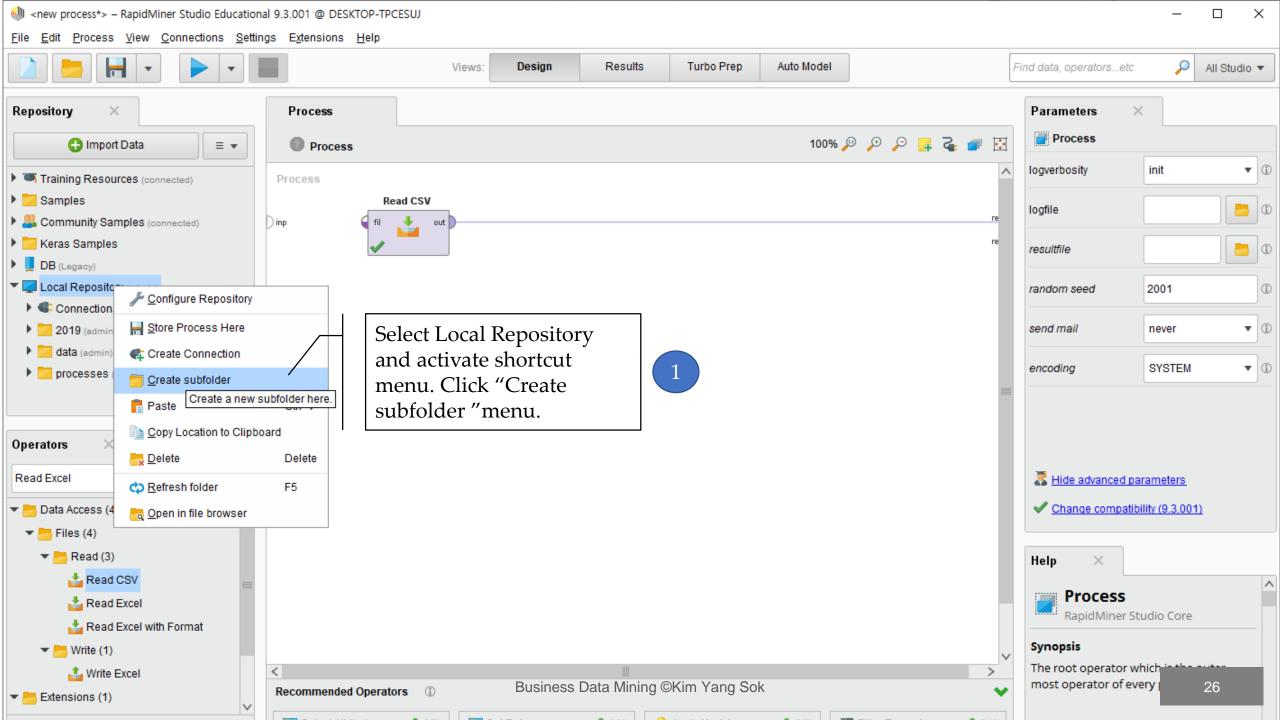
Task & Steps

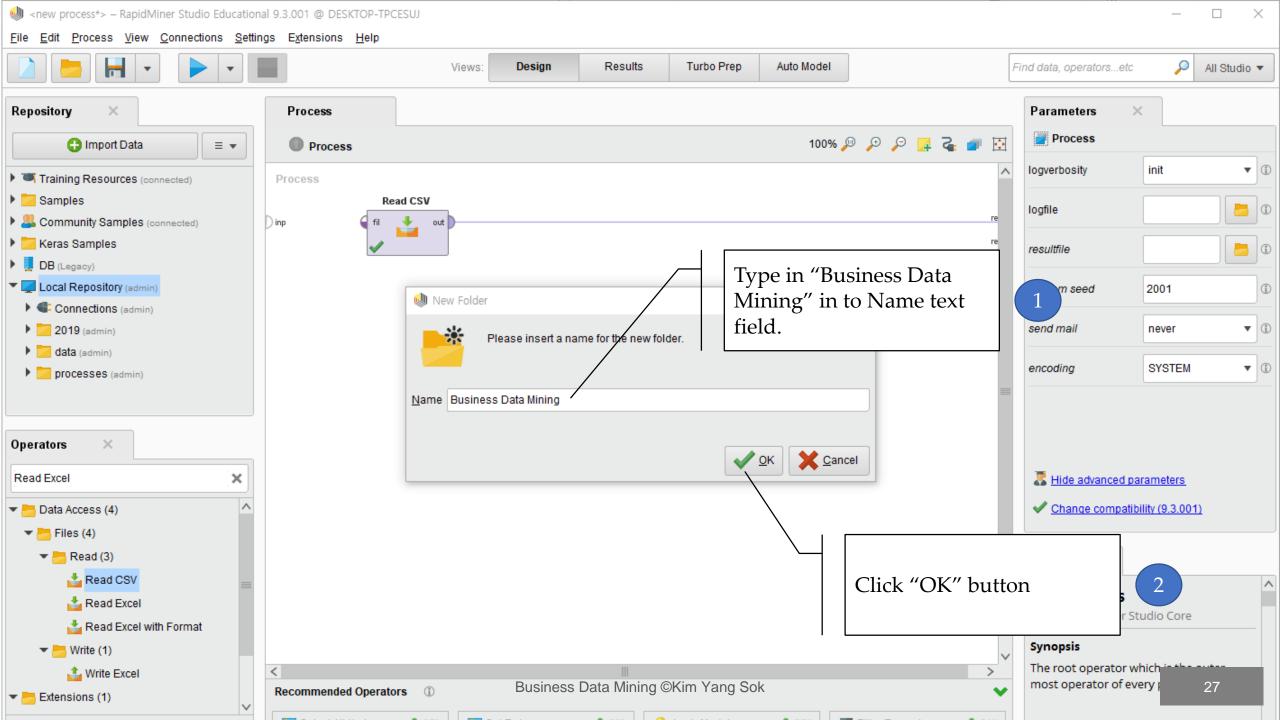
Task

Create a custom repository

Steps

- 1. Select "Local Repository" in the Repository Panel
- 2. Execute "Create subfolder "menu.
- 3. Type "Business Data Mining" into Name text field of "New Folder" dialog





Exercise 2: Use Operators

Exercise 2: Use Operators

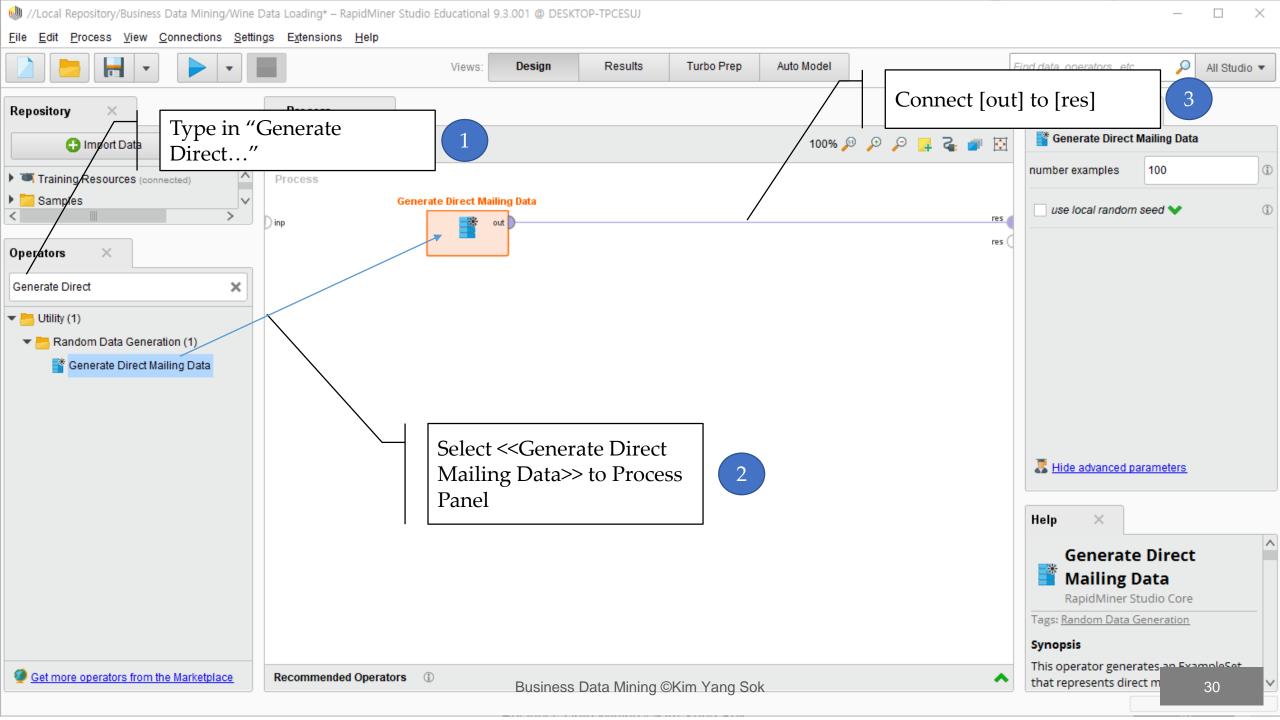
Task & Steps

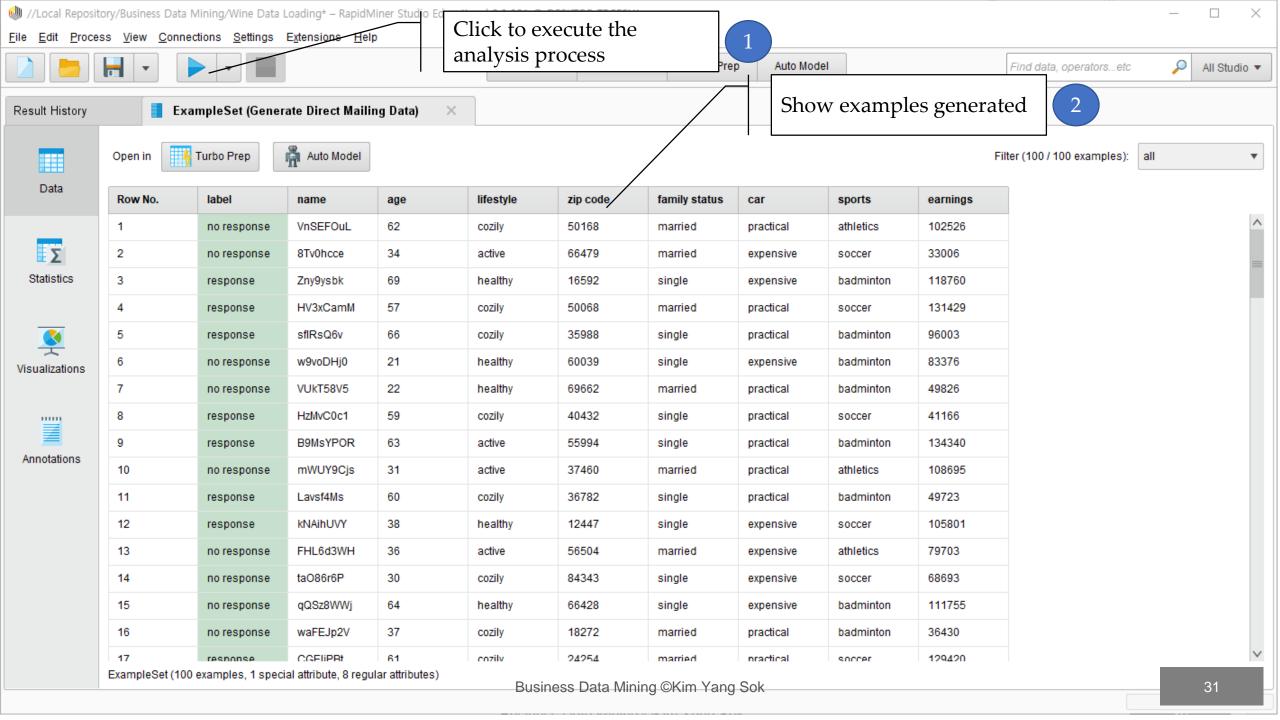
Task

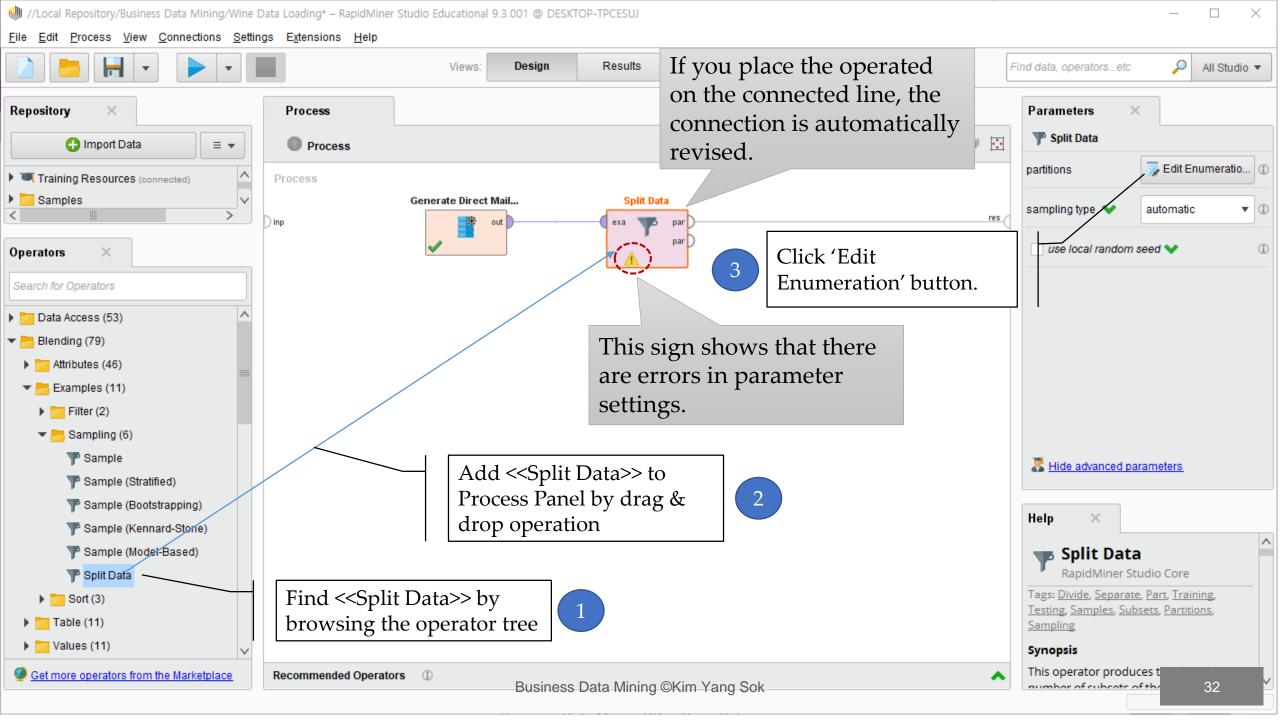
Find operators and add them to Process Panel

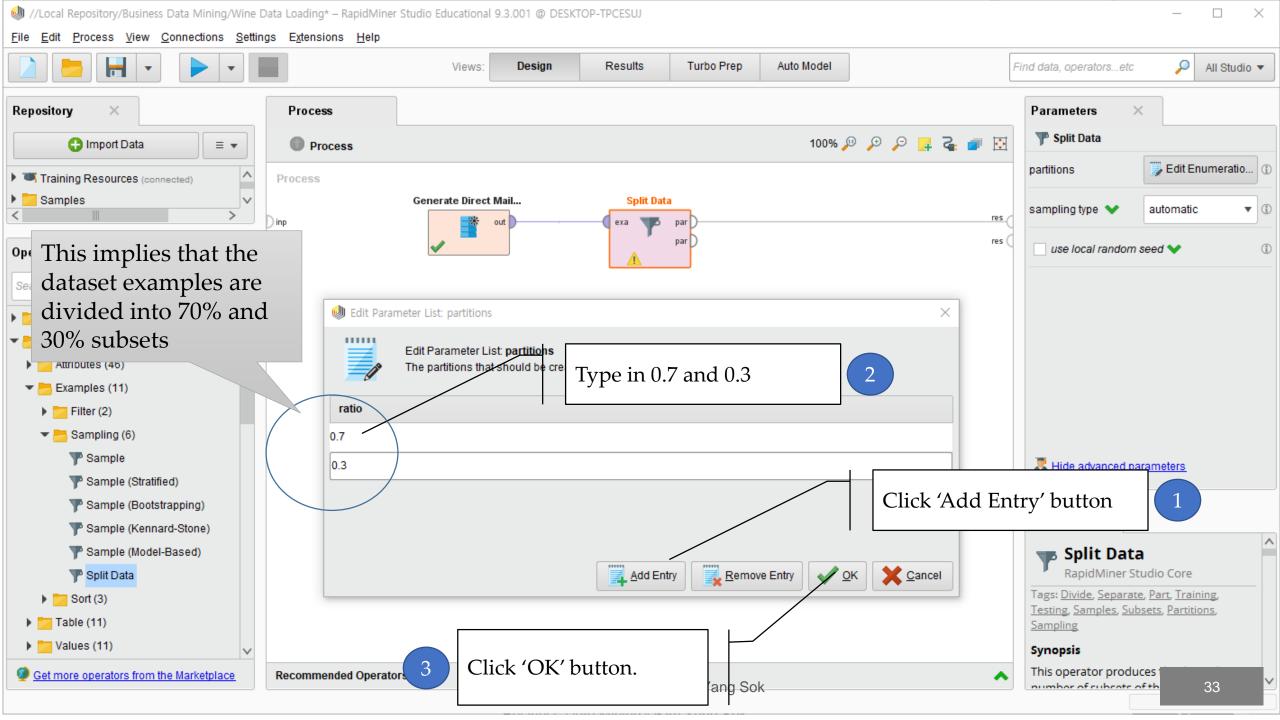
Steps

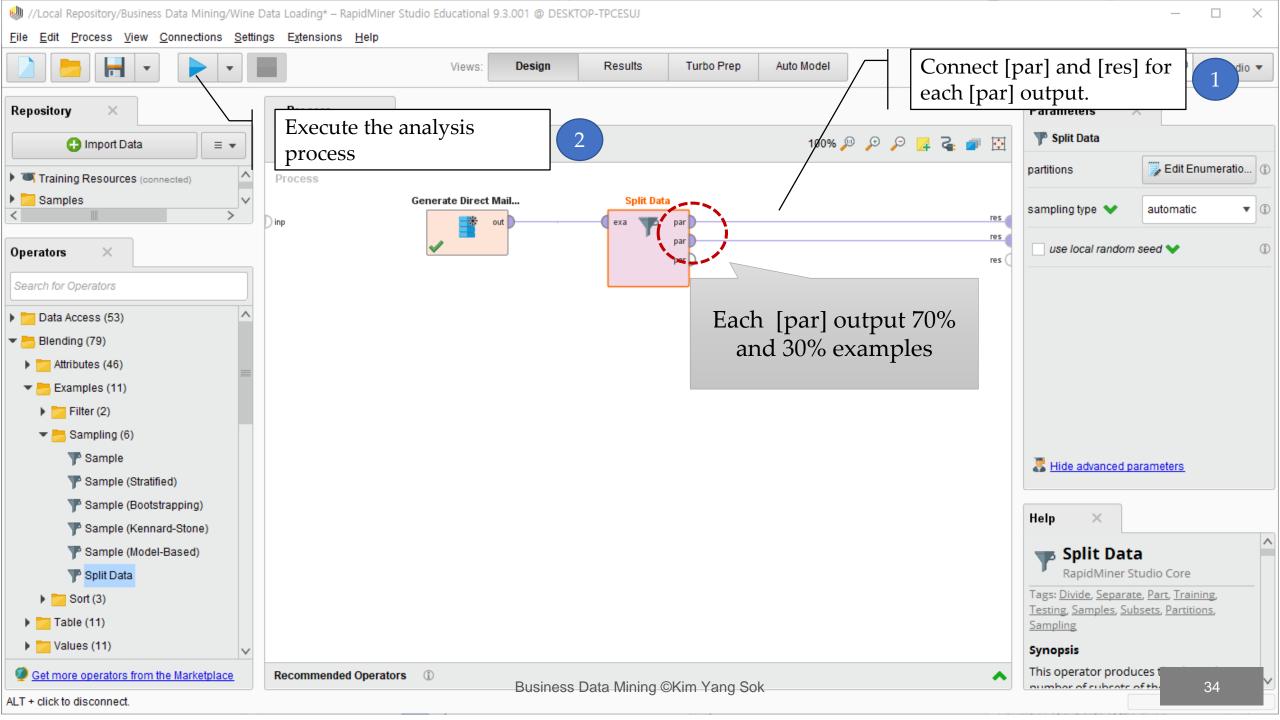
- 1. Find <<Generate Direct Mailing Data>> by 'Search' function
- 2. Add <<Generate Direct Mailing Data>> into Process Panel
- 3. Link [output] of <<Generate Direct Mailing Data>> to [res] of Process Panel
- 4. Execute analysis process
- 5. Find <<Split Data>> by 'Browse' function
- 6. Split data into subsets by using <<Split Data>>
- 7. Link [par]s of <<Split Data>> to [res] of Process Panel
- 8. Execute analysis process

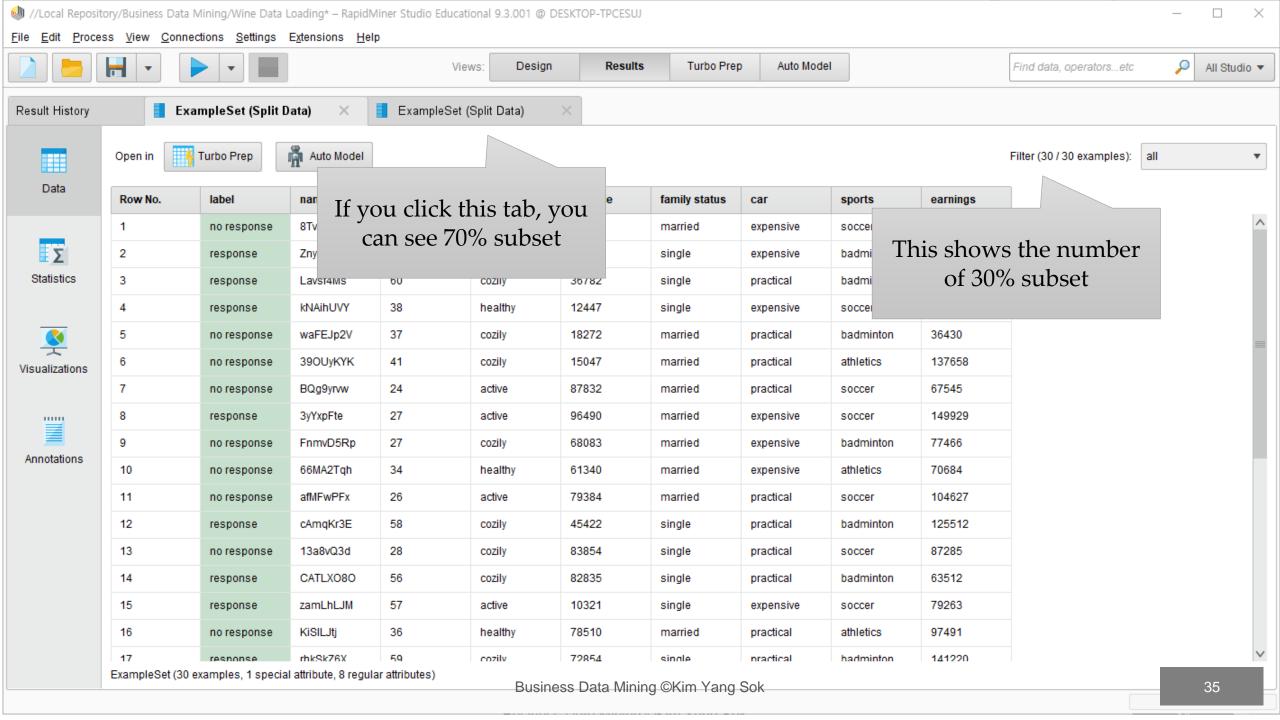












Exercise 3: Set Breakpoint

Exercise 3: Set Breakpoint

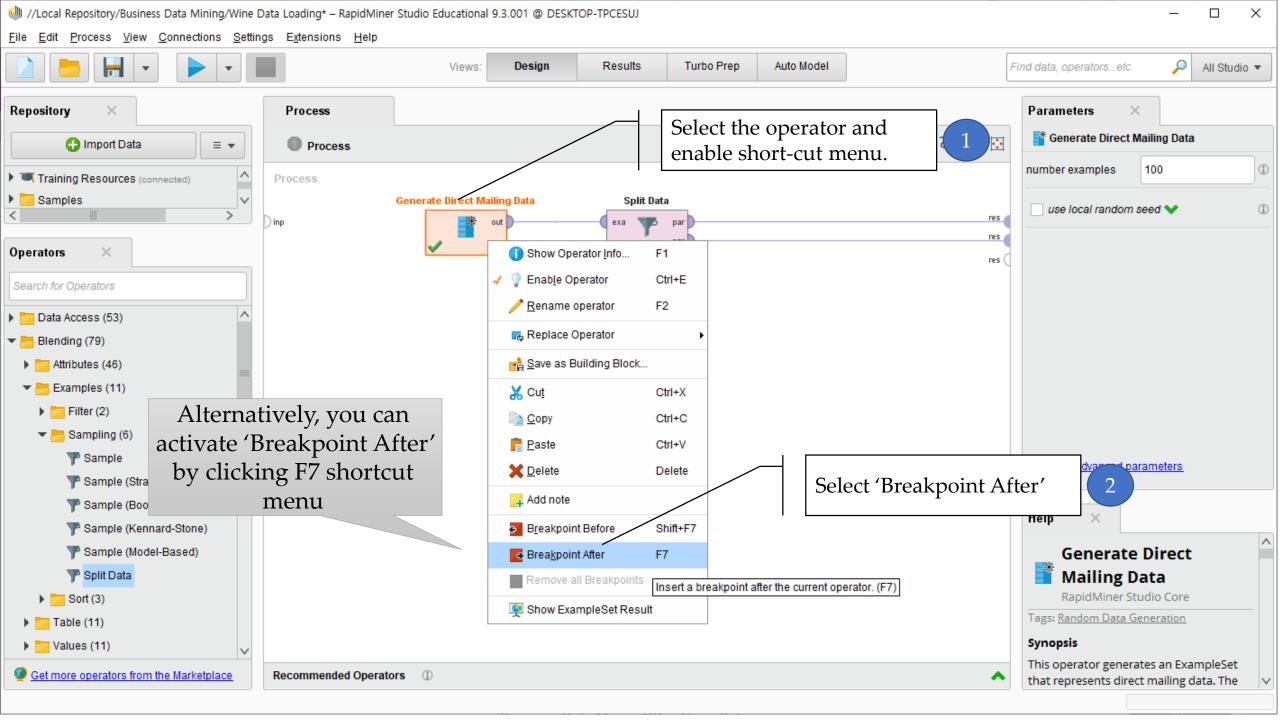
Task & Steps

Task

Set breakpoint on the specific operator

Steps

- 1. Select <<Generate Direct Mailing Data>>
- 2. Click right mouse button to display short-cut menu
- 3. Select 'Breakpoint After'
- 4. Execute analysis process



Conclusion

- This lecture covers basics of Rapidminer
- You will use this software during the class, so it is necessary to install this software and you should be familiar with the user interface of this software.
- In the next lecture, you will learn how to perform data mining. In particular, we will focus on CRISP-DM.



QUESTIONS?