




# **Data Mining: Concepts and Techniques**

# Introduction

- Why Data Mining? 
- What Is Data Mining?
- A Multi-Dimensional View of Data Mining
- What Kind of Data Can Be Mined?
- What Kinds of Patterns Can Be Mined?
- What Technology Are Used?
- What Kind of Applications Are Targeted?
- Major Issues in Data Mining
- A Brief History of Data Mining and Data Mining Society
- Summary


# Why Data Mining?



- The Explosive Growth of Data: from terabytes to petabytes
  - Data collection and data availability
    - Automated data collection tools, database systems, Web, computerized society
  - Major sources of abundant data
    - Business: Web, e-commerce, transactions, stocks, ...
    - Science: Remote sensing, bioinformatics, scientific simulation, ...
    - Society and everyone: news, digital cameras, YouTube
- We are drowning in data, but starving for knowledge!
- “Necessity is the mother of invention”—Data mining—Automated analysis of massive data sets

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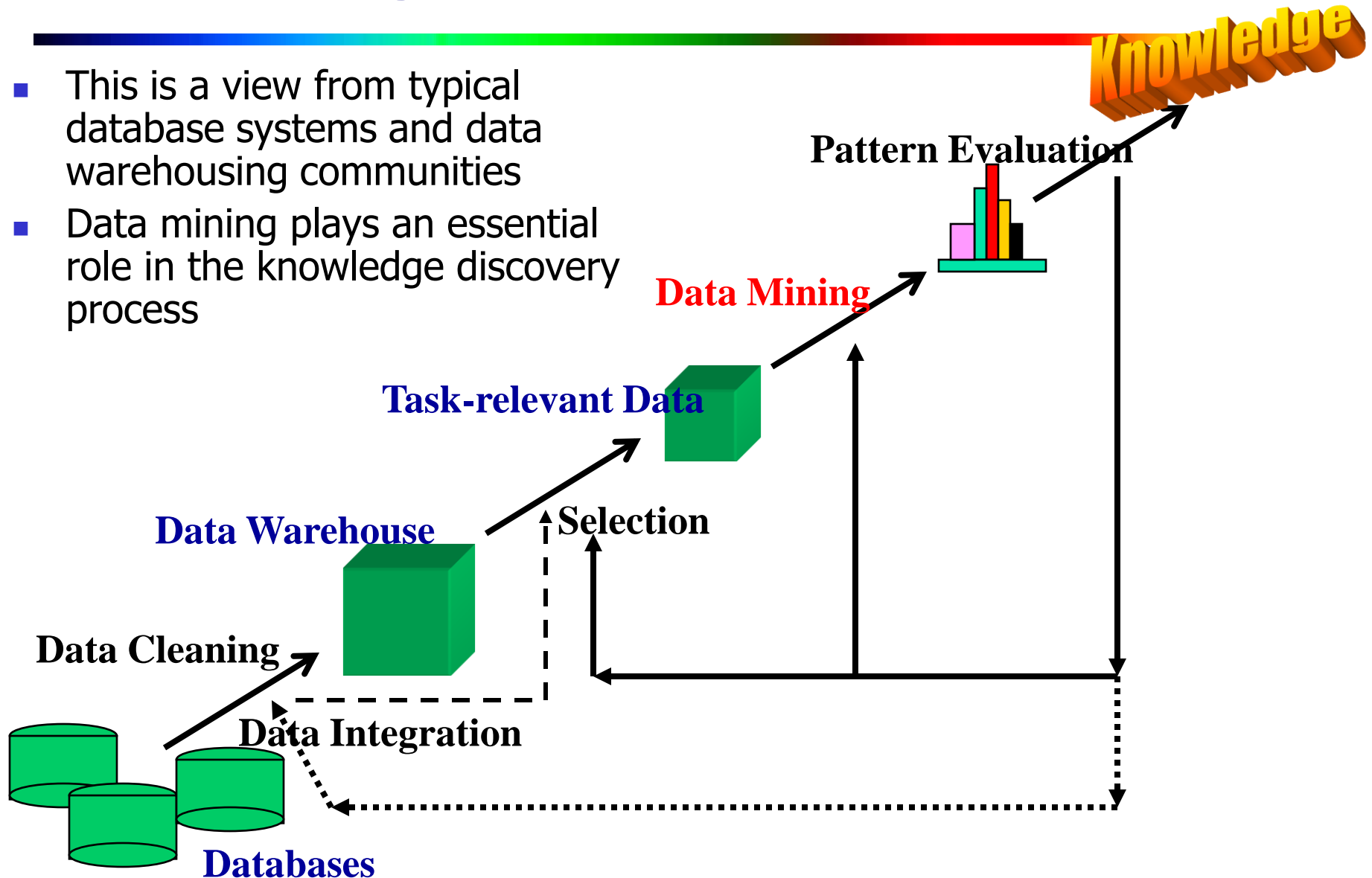
# What Is Data Mining?



- Data mining (knowledge discovery from data)
  - Extraction of interesting (non-trivial, implicit, previously unknown and potentially useful) patterns or knowledge from huge amount of data


# Knowledge Discovery (KDD) Process

- This is a view from typical database systems and data warehousing communities
- Data mining plays an essential role in the knowledge discovery process



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# Multi-Dimensional View of Data Mining

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## ■ Data to be mined

- Database data (extended-relational, object-oriented, heterogeneous, legacy), data warehouse, transactional data, stream, spatiotemporal, time-series, sequence, text and web, multi-media, graphs & social and information networks

## ■ Knowledge to be mined (or: Data mining functions)

- association, classification, clustering, trend/deviation, outlier analysis, etc.
- Multiple/integrated functions and mining at multiple levels

## ■ Techniques utilized

- Data-intensive, data warehouse (OLAP), machine learning, statistics, pattern recognition, visualization, high-performance, etc.


## ■ Applications adapted

- Retail, telecommunication, banking, fraud analysis, bio-data mining, stock market analysis, text mining, Web mining, etc.



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# Data Mining: On What Kinds of Data?



- Database-oriented data sets and applications
  - Relational database, data warehouse, transactional database
- Advanced data sets and advanced applications
  - Data streams and sensor data
  - Time-series data, sequence data (incl. bio-sequences)
  - graphs, social networks and multi-linked data
  - Heterogeneous databases
  - Spatial data
  - Multimedia database
  - Text databases
  - The World-Wide Web

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# Data Mining Function: (1) Generalization

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- Information integration and data warehouse construction
  - Data cleaning, transformation, integration, and multidimensional data model
- Data cube technology
  - Scalable methods for computing (i.e., materializing) multidimensional aggregates
  - OLAP (online analytical processing)
- Multidimensional concept description: Characterization and discrimination
  - Generalize, summarize, and contrast data characteristics, e.g., dry vs. wet region

# Data Mining Function: (2) Association and Correlation Analysis

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- Frequent patterns (or frequent itemsets)
  - What items are frequently purchased together in your Walmart?
- Association, correlation vs. causality
  - A typical association rule
    - Diaper  $\rightarrow$  Beer [0.5%, 75%] (support, confidence)
  - Are strongly associated items also strongly correlated?
- How to mine such patterns and rules efficiently in large datasets?
- How to use such patterns for classification, clustering, and other applications?

# Data Mining Function: (3) Classification

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- Classification and label prediction
  - Construct models (functions) based on some training examples
  - Describe and distinguish classes or concepts for future prediction
    - E.g., classify countries based on (climate), or classify cars based on (gas mileage)
  - Predict some unknown class labels
- Typical methods
  - Decision trees, naïve Bayesian classification, support vector machines, neural networks, rule-based classification, pattern-based classification, logistic regression, ...
- Typical applications:
  - Credit card fraud detection, direct marketing, classifying diseases, web-pages, ...

# Data Mining Function: (4) Cluster Analysis

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- Unsupervised learning (i.e., Class label is unknown)
- Group data to form new categories (i.e., clusters), e.g., cluster houses to find distribution patterns
- Principle: Maximizing intra-class similarity & minimizing interclass similarity
- Many methods and applications

# Data Mining Function: (5) Outlier Analysis

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- Outlier analysis
  - Outlier: A data object that does not comply with the general behavior of the data
  - Noise or exception?
  - Methods: by product of clustering or regression analysis, ...
  - Useful in fraud detection, rare events analysis



# Time and Ordering: Sequential Pattern, Trend and Evolution Analysis

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- Sequence, trend and evolution analysis
  - Trend, time-series, and deviation analysis: e.g., regression and value prediction
  - Sequential pattern mining
    - e.g., first buy digital camera, then buy large SD memory cards
  - Motifs and biological sequence analysis
    - Approximate and consecutive motifs
  - Similarity-based analysis
- Mining data streams
  - Ordered, time-varying, potentially infinite, data streams

# Structure and Network Analysis

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- Graph mining
  - Finding frequent subgraphs (e.g., chemical compounds), trees (XML), substructures (web fragments)
- Information network analysis
  - Social networks: actors (objects, nodes) and relationships (edges)
    - e.g., author networks in CS, terrorist networks
  - Multiple heterogeneous networks
    - A person could be multiple information networks: friends, family, classmates, ...
  - Links carry a lot of semantic information: Link mining
- Web mining
  - Web is a big information network: from PageRank to Google
  - Analysis of Web information networks
    - Web community discovery, opinion mining, usage mining, ...

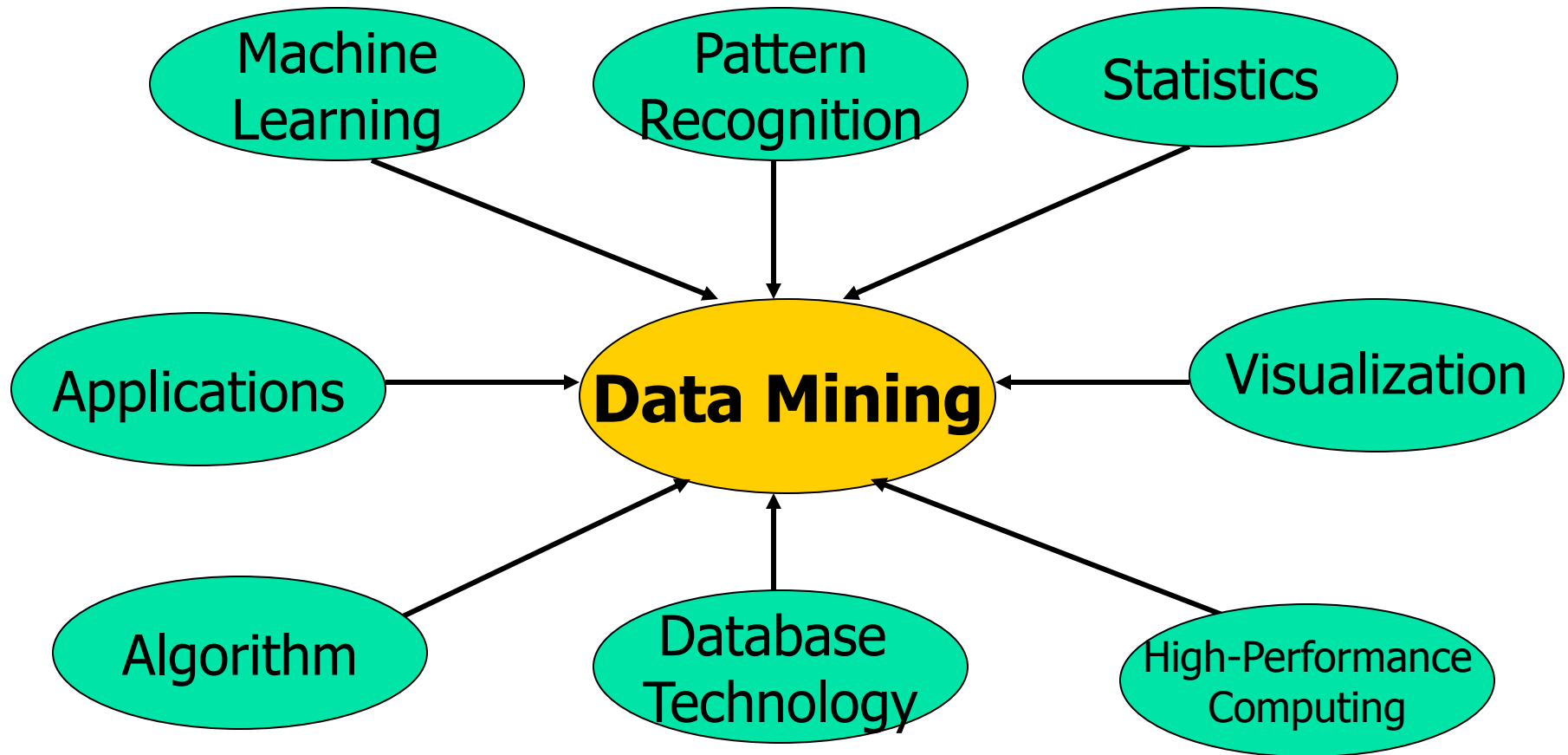
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# Data Mining: Confluence of Multiple Disciplines

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# Why Confluence of Multiple Disciplines?

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- Tremendous amount of data
  - Algorithms must be highly scalable to handle such as tera-bytes of data
- High-dimensionality of data
  - Micro-array may have tens of thousands of dimensions
- High complexity of data
  - Data streams and sensor data
  - Time-series data, temporal data, sequence data
  - Structure data, graphs, social networks and multi-linked data
  - Heterogeneous databases
  - Spatial, multimedia, text and Web data
- New and sophisticated applications

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# Applications of Data Mining



- Web page analysis: from web page classification, clustering to PageRank algorithms
- Collaborative analysis & recommender systems
- Basket data analysis to targeted marketing
- Biological and medical data analysis: classification, cluster analysis (microarray data analysis), biological sequence analysis, biological network analysis

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# Major Issues in Data Mining (1)

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- Mining Methodology
  - Mining various and new kinds of knowledge
  - Mining knowledge in multi-dimensional space
  - Data mining: An interdisciplinary effort
  - Boosting the power of discovery in a networked environment
  - Handling noise, uncertainty, and incompleteness of data
  - Pattern evaluation and pattern- or constraint-guided mining
- User Interaction
  - Interactive mining
  - Incorporation of background knowledge
  - Presentation and visualization of data mining results

# Major Issues in Data Mining (2)

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- Efficiency and Scalability
  - Efficiency and scalability of data mining algorithms
  - Parallel, distributed, stream, and incremental mining methods
- Diversity of data types
  - Handling complex types of data
  - Mining dynamic, networked, and global data repositories
- Data mining and society
  - Social impacts of data mining

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# 1.7 Data Mining Task Primitives

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- How to construct a data mining query?
  - The primitives allow the user to interactively communicate with the data mining system during discovery to direct the mining process, or examine the findings

# 1.7 Data Mining Task Primitives



- The primitives specify:
  - (1) The set of task-relevant data – which portion of the database to be used
    - Database or data warehouse name
    - Database tables or data warehouse cubes
    - Condition for data selection
    - Relevant attributes or dimensions
    - Data grouping criteria

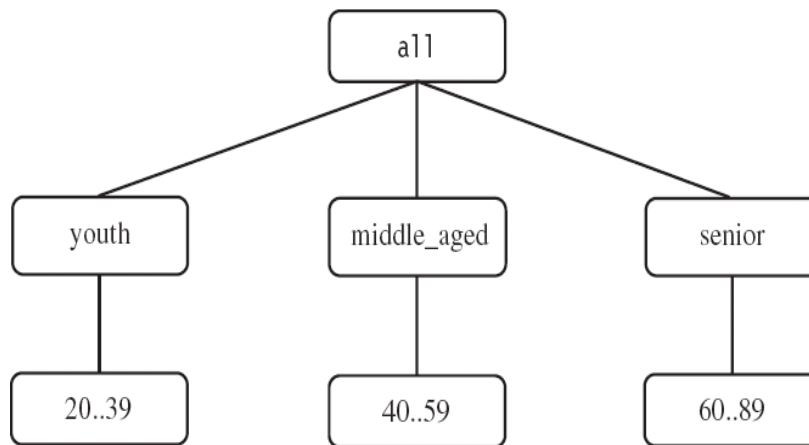
# 1.7 Data Mining Task Primitives



- The primitives specify:
  - (2) The kind of knowledge to be mined – what DB functions to be performed
    - Characterization
    - Discrimination
    - Association
    - Classification/prediction
    - Clustering
    - Outlier analysis
    - Other data mining tasks

# 1.7 Data Mining Task Primitives

(3) The background knowledge to be used – what domain knowledge, concept hierarchies, etc.



(4) Interestingness measures and thresholds – support, confidence, etc.

(5) Visualization methods – what form to display the result, e.g. rules, tables, charts, graphs, ...

# 1.7 Data Mining Task Primitives



- DMQL – Data Mining Query Language
  - Designed to incorporate these primitives
  - Allow user to interact with DM systems
  - Providing a **standardized language** like SQL



# A Brief History of Data Mining Society

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- 1989 IJCAI Workshop on Knowledge Discovery in Databases
  - Knowledge Discovery in Databases (G. Piatetsky-Shapiro and W. Frawley, 1991)
- 1991-1994 Workshops on Knowledge Discovery in Databases
  - Advances in Knowledge Discovery and Data Mining (U. Fayyad, G. Piatetsky-Shapiro, P. Smyth, and R. Uthurusamy, 1996)
- 1995-1998 International Conferences on Knowledge Discovery in Databases and Data Mining (KDD'95-98)
  - Journal of Data Mining and Knowledge Discovery (1997)
- ACM SIGKDD conferences since 1998 and SIGKDD Explorations
- More conferences on data mining
  - PAKDD (1997), PKDD (1997), SIAM-Data Mining (2001), (IEEE) ICDM (2001), etc.
- ACM Transactions on KDD starting in 2007

# Conferences and Journals on Data Mining

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- KDD Conferences
  - ACM SIGKDD Int. Conf. on Knowledge Discovery in Databases and Data Mining (**KDD**)
  - SIAM Data Mining Conf. (**SDM**)
  - (IEEE) Int. Conf. on Data Mining (**ICDM**)
  - European Conf. on Machine Learning and Principles and practices of Knowledge Discovery and Data Mining (**ECML-PKDD**)
  - Pacific-Asia Conf. on Knowledge Discovery and Data Mining (**PAKDD**)
  - Int. Conf. on Web Search and Data Mining (**WSDM**)
- Other related conferences
  - DB conferences: ACM SIGMOD, VLDB, ICDE, EDBT, ICDT, ...
  - Web and IR conferences: WWW, SIGIR, WSDM
  - ML conferences: ICML, NIPS
  - PR conferences: CVPR,
- Journals
  - Data Mining and Knowledge Discovery (DAMI or DMKD)
  - IEEE Trans. On Knowledge and Data Eng. (TKDE)
  - KDD Explorations
  - ACM Trans. on KDD

# Where to Find References? DBLP, CiteSeer, Google

- Data mining and KDD (SIGKDD: CDROM)
  - Conferences: ACM-SIGKDD, IEEE-ICDM, SIAM-DM, PKDD, PAKDD, etc.
  - Journal: Data Mining and Knowledge Discovery, KDD Explorations, ACM TKDD
- Database systems (SIGMOD: ACM SIGMOD Anthology—CD ROM)
  - Conferences: ACM-SIGMOD, ACM-PODS, VLDB, IEEE-ICDE, EDBT, ICDT, DASFAA
  - Journals: IEEE-TKDE, ACM-TODS/TOIS, JIIS, J. ACM, VLDB J., Info. Sys., etc.
- AI & Machine Learning
  - Conferences: Machine learning (ML), AAAI, IJCAI, COLT (Learning Theory), CVPR, NIPS, etc.
  - Journals: Machine Learning, Artificial Intelligence, Knowledge and Information Systems, IEEE-PAMI, etc.
- Web and IR
  - Conferences: SIGIR, WWW, CIKM, etc.
  - Journals: WWW: Internet and Web Information Systems,
- Statistics
  - Conferences: Joint Stat. Meeting, etc.
  - Journals: Annals of statistics, etc.
- Visualization
  - Conference proceedings: CHI, ACM-SIGGraph, etc.
  - Journals: IEEE Trans. visualization and computer graphics, etc.