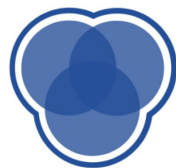


INFO 1998: Introduction to Machine Learning



CDS Education

We explore, learn, and educate big minds.

Hilton



Cornell Data Talks - May 6th 6-7PM EST

Join us to hear about journeys in Data Science with
Hilton Head of Global Advanced Analytics
~ *Steven Longstreet*

<https://tinyurl.com/datatalkscornell>



Lecture 9: Clustering and Unsupervised Learning

INFO 1998: Introduction to Machine Learning

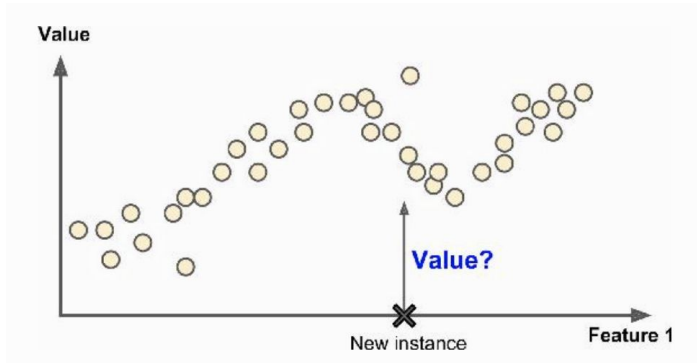


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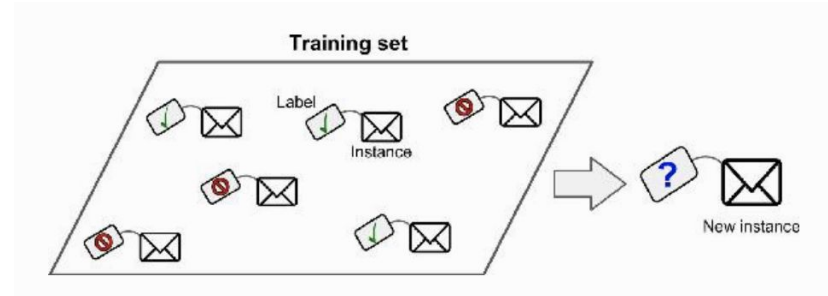
We explore, learn, and educate big minds.

Recap: Supervised Learning

- The training data you feed into your algorithm includes **desired solutions**
- Two types you've seen so far: **regressors and classifiers**
- In both cases, there are definitive “answers” to learn from



Example 1: Regressor
Predicts value



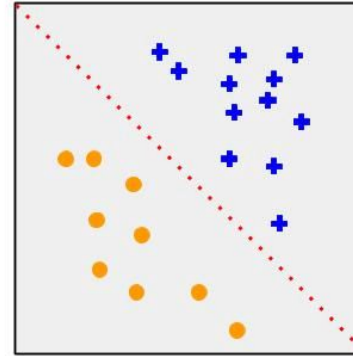
Example 2: Classifier
Predicts label



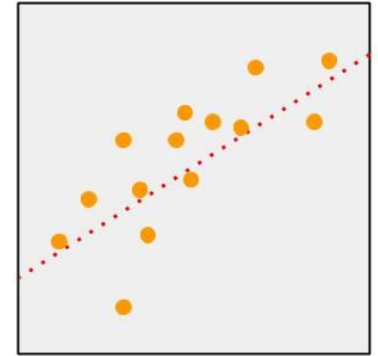
Recap: Supervised Learning

Supervised learning algorithms we have covered so far:

- k-Nearest Neighbors
- Perceptron
- SVM
- Logistic Regression
- Decision Trees and Random Forest
- Linear Regression



Classification



Regression



What are some **limitations** of supervised learning?



Today: Unsupervised Learning

- In unsupervised learning, the training data is **unlabeled**
- Algorithm tries to learn by itself



An Example: Clustering



Unsupervised Learning

Some types of unsupervised learning problems:

1

Clustering

k-Means, Hierarchical Cluster Analysis (HCA), Gaussian Mixture Models (GMMs), etc.

2

Dimensionality Reduction

Principal Component Analysis (PCA), Locally Linear Embedding (LLE)

3

Association Rule Learning

Apriori, Eclat, Market Basket Analysis

...

More



Unsupervised Learning

Some types of unsupervised learning problems:

1

Clustering

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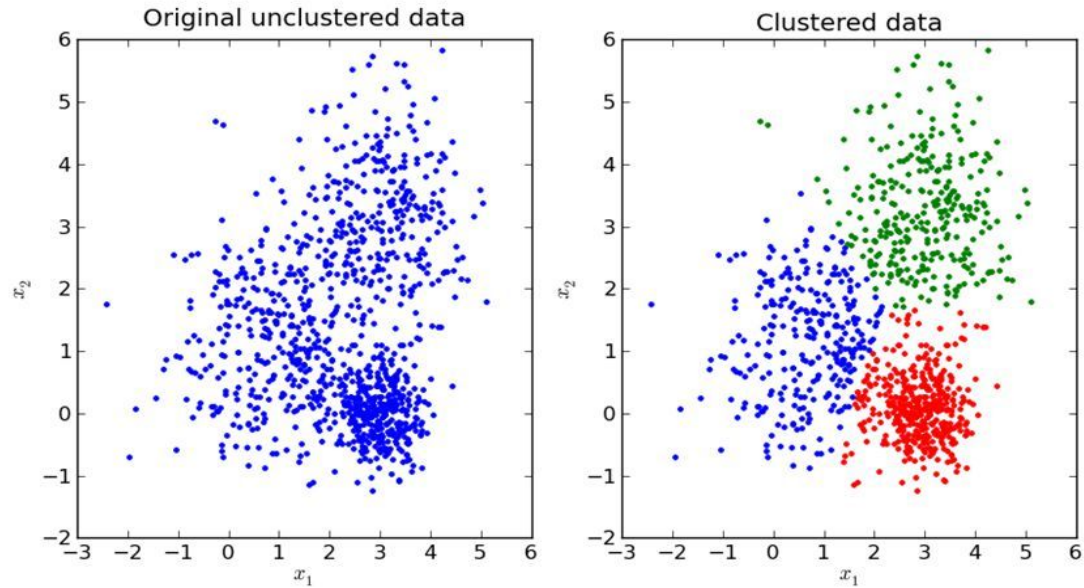
Apriori, Eclat, Market Basket Analysis

...

More



Cluster Analysis



Cluster Analysis

- **Loose definition:** Clusters have objects which are “similar in some way” (and “dissimilar to objects in other clusters)
- Clusters are **latent variables (variables that are unknown)**
- Understanding clusters can:
 - Yield underlying trends in data
 - Supply useful parameters for predictive analysis



Clustering Application

Recommender Systems

Intuition: People who are “similar”, will like the same things



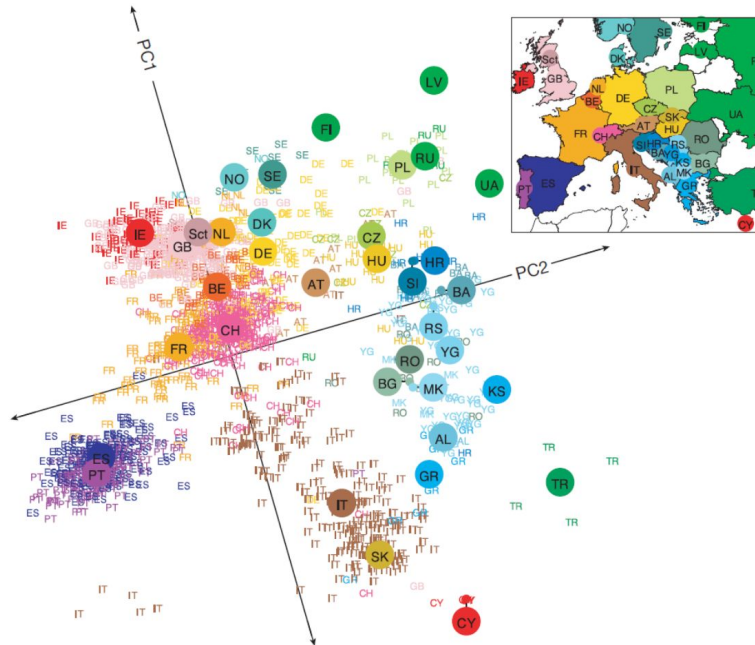
A Bunch of Cool Logos



Clustering Application

Finding Population Structure in Genetic Data

From 1,387
European
samples



Running Example: Recommender Systems

Use 1: Collaborative Filtering

- “People similar to you also liked X”
- Use other’s rating to suggest content

Pros

If cluster behavior is clear,
can yield good insights

Cons

Computationally expensive
Can lead to dominance of certain
groups in predictions



Running Example: Recommend MOVIES

	Amy	Jef	Mike	Chris	Ken
The Piano	—	—	+		+
Pulp Fiction	—	+	+	—	+
Clueless	+		—	+	—
Cliffhanger	—	—	+	—	+
Fargo	—	+	+	—	+



Running Example: Recommender Systems

Use 2: Content filtering

- “Content similar to what YOU are viewing”
- Use user’s watch history to suggest content

Pros

Recommendations made by learner are intuitive

Scalable

Cons

Limited in scope and applicability



Another Example: Cambridge Analytica

- Uses Facebook profiles to build psychological profiles, then use traits for target advertising
- Ex. has personality test measuring openness, conscientiousness, extroversion, agreeableness and neuroticism -> different types of ads



Cambridge
Analytica



How do we actually perform this
“cluster analysis”?



Popular Clustering Algorithms

Hierarchical
Cluster Analysis
(HCA)

k-Means
Clustering

Gaussian
Mixture Models
(GMMs)



Defining 'Similarity'

- How do we calculate proximity of different data points?
- Euclidean distance:

$$E(x, y) = \sqrt{\sum_{i=0}^n (x_i - y_i)^2}$$

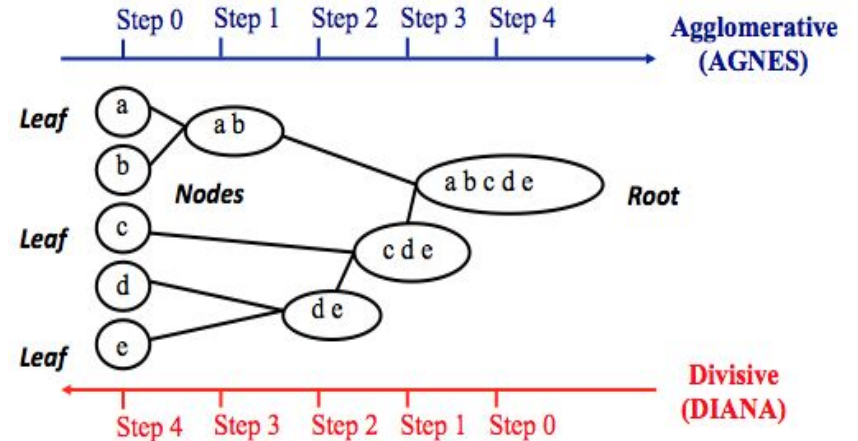
- Other distance measures:
 - Squared euclidean distance, manhattan distance



Algorithm 1: Hierarchical Clustering

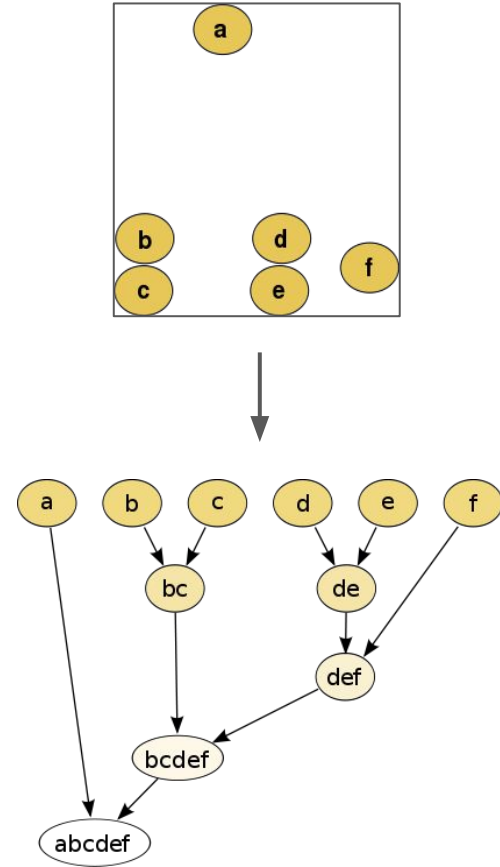
Two types:

- Agglomerative Clustering
 - Creates a tree of **increasingly large** clusters
(*Bottom-up*)
- Divisive Hierarchical Clustering
 - Creates a tree of **increasingly small** clusters
(*Top-down*)



Agglomerative Clustering Algorithm

- Steps:
 - Start with each point in its own cluster
 - Unite adjacent clusters together
 - Repeat
- Creates a tree of **increasingly large** clusters

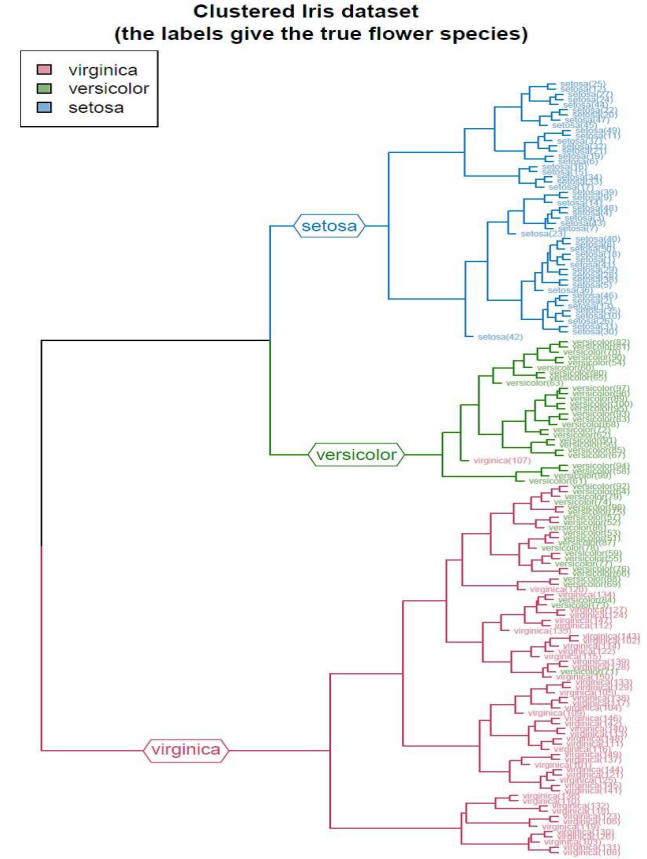


Agglomerative Clustering Algorithm

How do we visualize clustering?

Using **dendrograms**

- Each width represents distance between clusters before joining
- Useful for estimating how many clusters you have



The iris dataset that we all love

Demo 1



Popular Clustering Algorithms

Hierarchical
Cluster Analysis
(HCA)

k-Means
Clustering

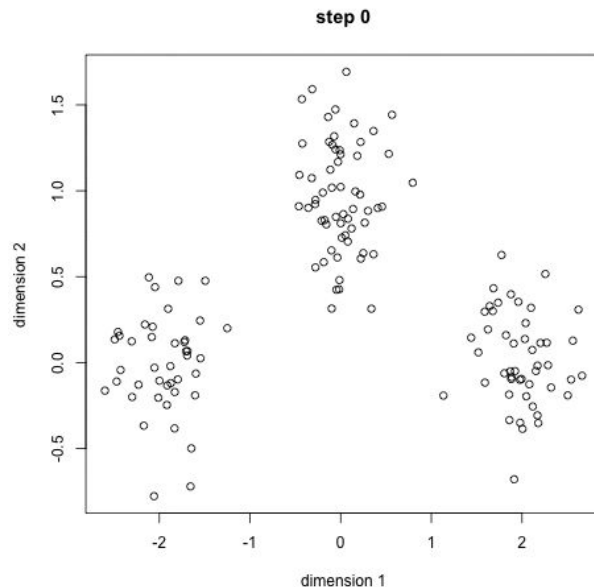
Gaussian
Mixture Models
(GMMs)



Algorithm 2: k-Means Clustering

Input parameter: k

- Starts with k random centroids
- Cluster points by calculating distance for each point from centroids
- Take average of clustered points
- Use as new centroids
- Repeat until convergence



Algorithm 2: k-Means Clustering

- A **greedy** algorithm
- Disadvantages:
 - Initial means are randomly selected which can cause suboptimal partitions
Possible Solution: Try a number of different starting points
 - Depends on the value of k



Demo 2



Popular Clustering Algorithms

Hierarchical
Cluster Analysis
(HCA)

k-Means
Clustering

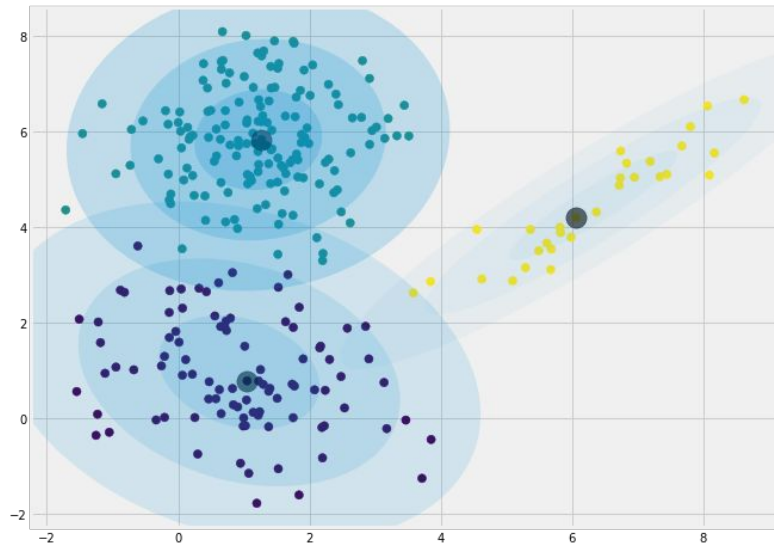
Gaussian
Mixture Models
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Algorithm 3: Gaussian Mixture Models

Input parameter: k

- Starts with k Gaussian distributions
- Train on data to find the appropriate means and covariances for each cluster
- Compute probability of each test point lying inside each distribution and predict the one with the highest probability.



Demo 3



Coming Up

- **Assignment 9 is Optional:**
 - Due at 5:30pm on May 5th (Happy Cinco de Mayo)
- **Last Lecture:** Real-world applications of machine learning (*May 5th*) (*special guest!*)
- **Final Project:** Due on May 4th.



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Final Project Last Minute Tips

- Python error messages
- Talk to TA's for final project
- Feature engineering worth looking into turning categorical into continuous/discrete

