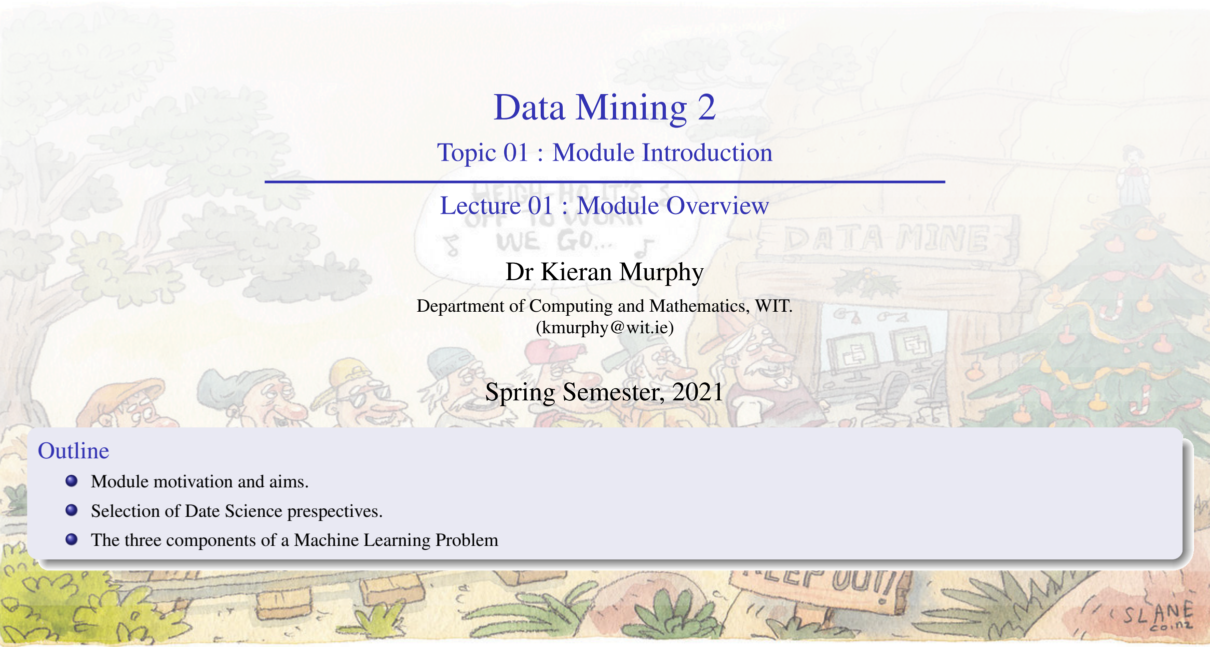

Data Mining 2

Topic 01 : Module Introduction

Lecture 01 : Module Overview

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Spring Semester, 2021

Outline

- Module motivation and aims.
- Selection of Date Science prespectives.
- The three components of a Machine Learning Problem

Outline

1. What? Why? and How? 2

2. Three Components of a Machine Learning Problem 3

What is Data Mining ?

We are drowning in data but starving for knowledge!

Necessity is the mother of invention ⇒ Data Mining ≈ Automated analysis of massive data sets.

Definition 1 (Data Mining)

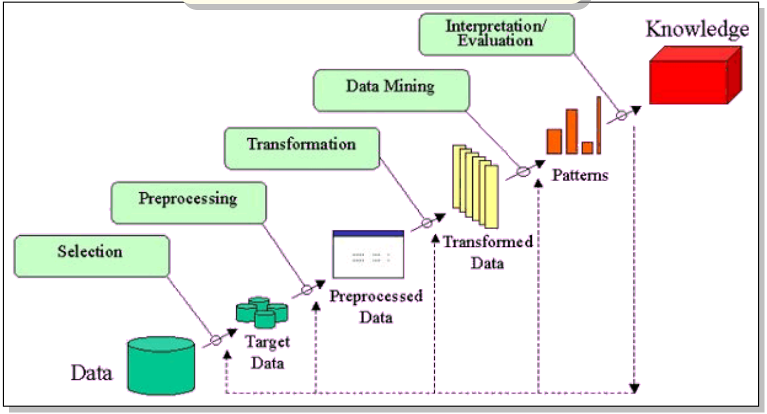
The non-trivial extraction of implicit, previously unknown and potentially useful knowledge from data in large data repositories

non trivial	— obvious knowledge is not useful (we already know it)
implicit	— hidden difficult to observe knowledge
previous unknown	— if known then, why go to this effort?
potentially useful	— actionable easy to understand

Data Mining vs Knowledge Discovery in Data (KDD)

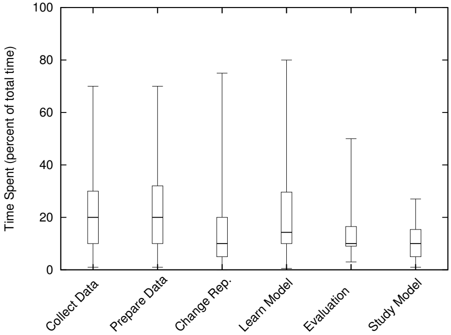
- Data mining and KDD are often used interchangeably.
- Actually data mining is only a part of the KDD process.

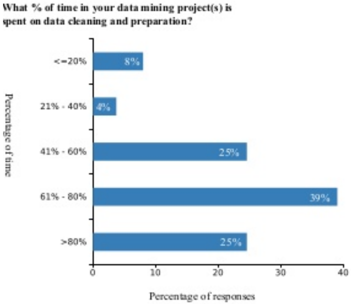
Knowledge Discovery in Data (KDD) Process



See A Comparative Study of Data Mining Process Models (KDD, CRISP-DM and SEMMA)

Data Mining (Model Building) is less than half of Data Mining





Source: KDNuggets Poll 2003

- Boxplots: median is 20% on collecting data, 20% on preparing data, and 10% on changing data representation — all before starting on model.
- Bar chart — data cleaning and preparation consumes at least 80% of project time for 25% of the participants, and 61% to 80% for another 39%.

See Study on the Importance of and Time Spent on Different Modeling Steps, 2012

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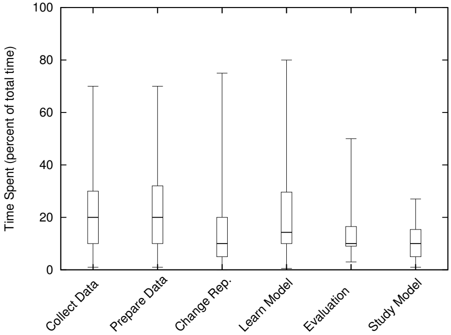

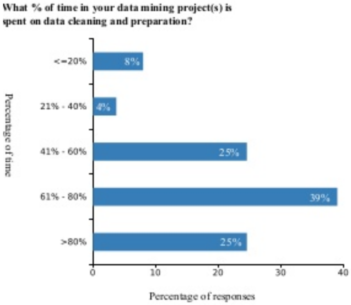

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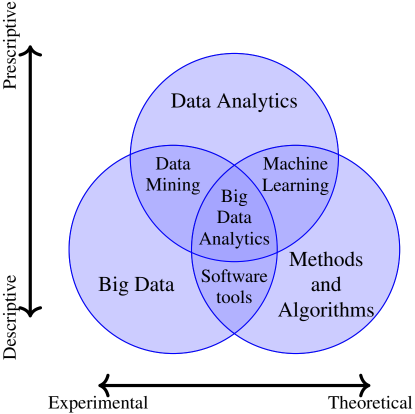
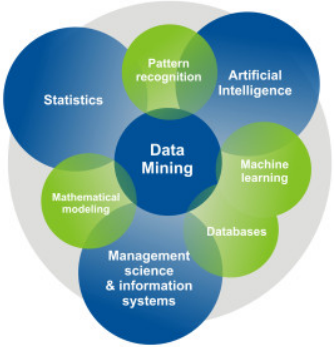
Related Disciplines — Data Mining vs Data Analytics vs Data Science[†]

- Data Mining is about finding the patterns in a data set, and using these patterns to make predictions.
- Data Science is a field of study which includes everything from Big Data Analytics, Data Mining, Predictive Modelling, Data Visualisation, Mathematics, and Statistics.

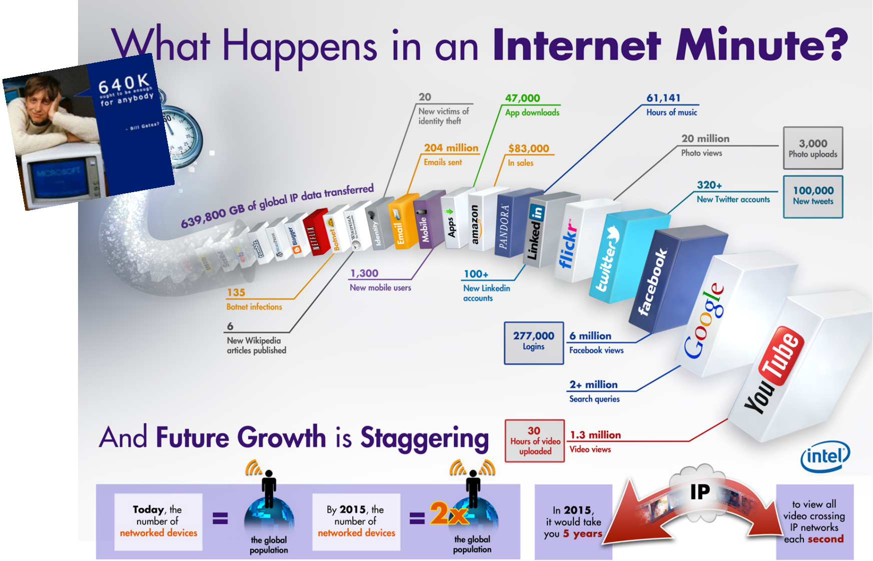




[*] AKA have we titled this module correctly? Probably not, and it should be called Data Analytics or Data Science

How Much Data?

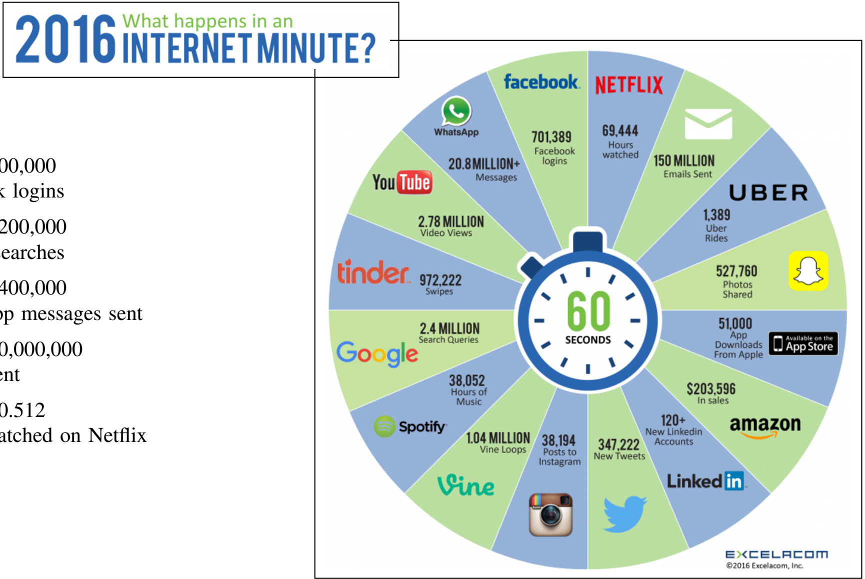
How Much Data?



How Much Data?

By Month

- 30,754,000,000 Facebook logins
- 105,235,200,000 Google searches
- 912,038,400,000 WhatsApp messages sent
- 6,577,200,000,000 emails sent
- 3.044.980.512 Hours watched on Netflix



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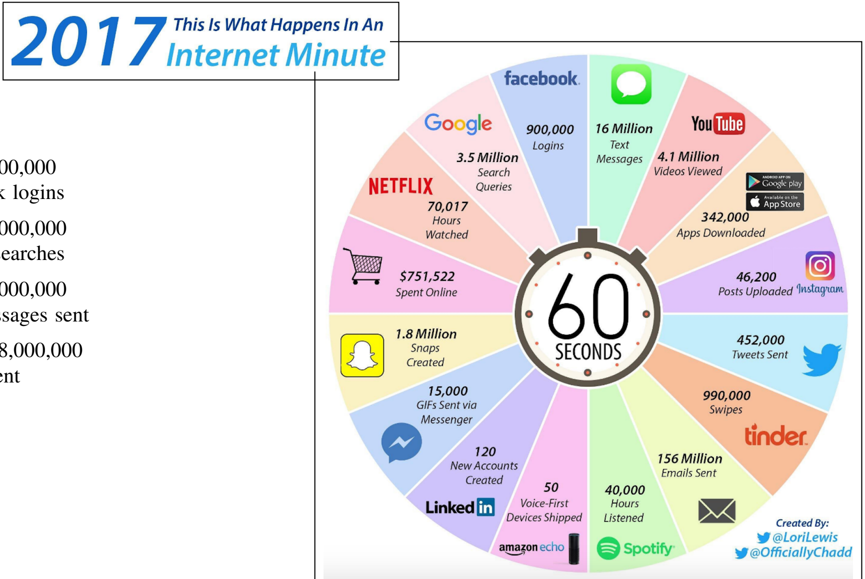
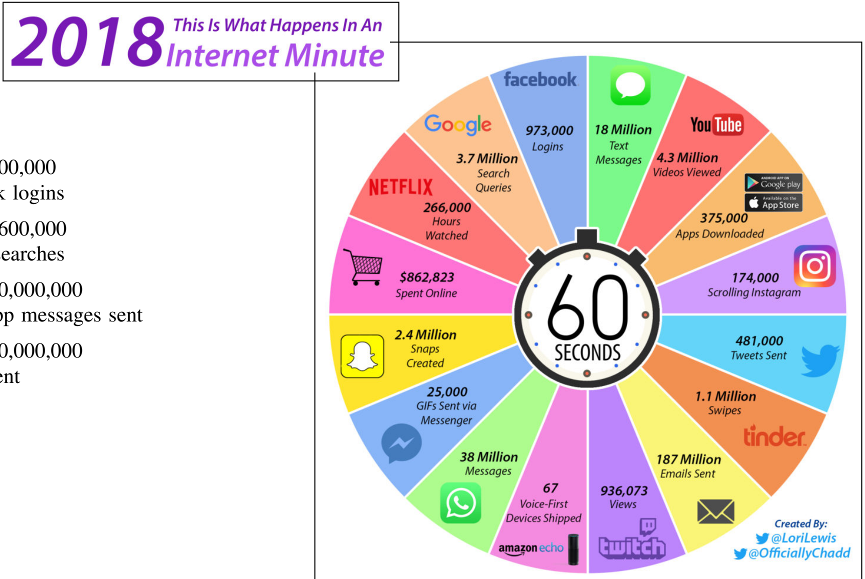


By Month

- 39,463,200,000 Facebook logins
- 153,468,000,000 Google searches
- 701,568,000,000 Text messages sent
- 6,840,288,000,000 emails sent

How Much Data?



By Month

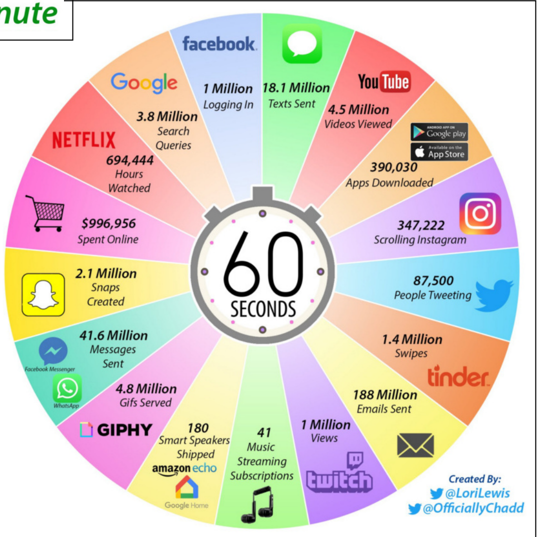
- 42,033,600,000 Facebook logins
- 162,237,600,000 Google searches
- 1,641,600,000,000 WhatsApp messages sent
- 8,078,400,000,000 emails sent

How Much Data?

2019 This Is What Happens In An Internet Minute

By Month

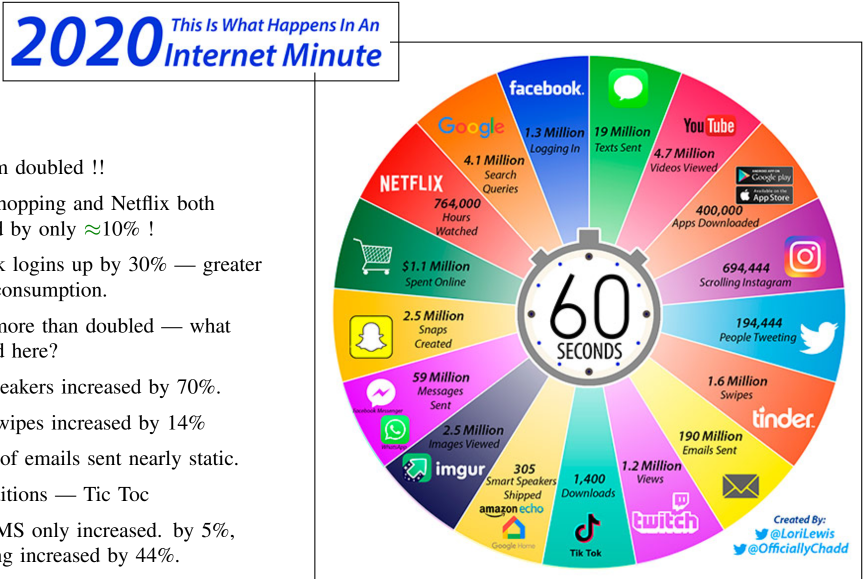
- Facebook logins and google searches increased, but only marginally.
- Netflix viewing increased by factor of 2.6 in 2019, in comparison to growth factor of 3.8 times in 2018.
- Tinder swipes increased by 27%, twitch by 20%.
- Small increases for emails (3%).
- Big winners are GIPHY, smart speakers and music streaming subscriptions.
- Big loser is snapchat, due to its redesign issues.



How Much Data?

By Month

- Instagram doubled !!
- Online shopping and Netflix both increased by only ≈10% !
- Facebook logins up by 30% — greater "news" consumption.
- Twitter more than doubled — what happened here?
- Smart speakers increased by 70%.
- Tinder swipes increased by 14%
- Number of emails sent nearly static.
- New additions — Tic Toc
- While SMS only increased. by 5%, messaging increased by 44%.



Assessment Structure — 100% Continuous Assessment

Covering skills

- Data Wrangling + Feature Engineering (pandas and friends)
- NLP, Text processing (regex)
- Model fitting and optimisation (skilearn, tensorflow, . . .)

Breakdown

20% Student engagement

- Moodle quizzes based on analysing datasets.

80% Demonstration of skills/understanding

- Date parsing using regular expressions.
- Reconciling primary key lists from similar but incompatible database systems.
- Using tensorflow to do something.

Week 14/15 end of semester individual review interview (zoom)

Outline

1. What? Why? and How? 2

2. Three Components of a Machine Learning Problem 3

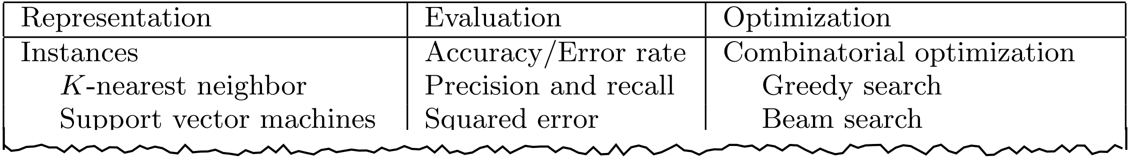
Three Components of a Machine Learning Problem

It is easy to get lost among the multitude of choices one needs to make when given data mining problem. A good decomposition is the following:

Representation	Evaluation	Optimization
Instances	Accuracy/Error rate	Combinatorial optimization
K-nearest neighbor	Precision and recall	Greedy search
Support vector machines	Squared error	Beam search
Hyperplanes	Likelihood	Branch-and-bound
Naive Bayes	Posterior probability	Continuous optimization
Logistic regression	Information gain	Unconstrained
Decision trees	K-L divergence	Gradient descent
Sets of rules	Cost/Utility	Conjugate gradient
Propositional rules	Margin	Quasi-Newton methods
Logic programs		Constrained
Neural networks		Linear programming
Graphical models		Quadratic programming
Bayesian networks		
Conditional random fields		

[†] A Few Useful Things to Know about Machine Learning, Domingos, 2012.

3 Components — Representation



Representation	Evaluation	Optimization
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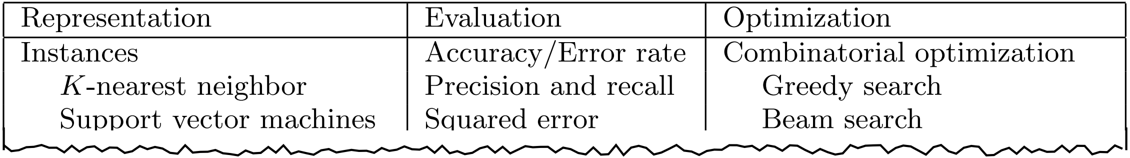
Representation refers to formulating the problem as a machine learning problem — typically a classification problem, a regression problem or a clustering problem.

- How do we represent the input?
- What features to use?
- How do we learn additional features?
- With each type of problem, we have multiple subtypes.
  For example which classifier? a decision tree, a neural network, a support vector machine, a hyperplane that separates the two classes etc.

3 Components — Evaluation



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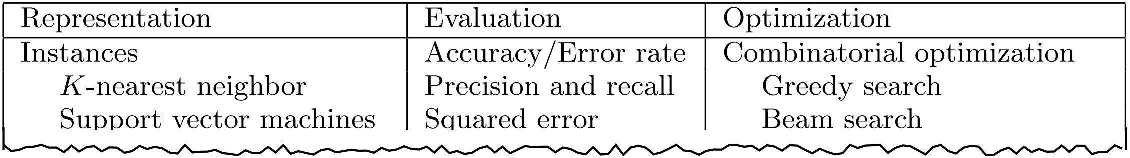
Evaluation refers to an objective function or a scoring function, to distinguish good models from a bad model.

- For a classification problem, we need this function to know if a given classifier is good or bad. A typical function can be based on the number of errors made by the classifier on a test set, using precision and recall.
- For a regression problem, it could be the squared error, or likelihood. Do we include regularisation? etc

3 Components — Optimisation



Representation	Evaluation	Optimization
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Optimisation is concerned with searching among the models in the language for the highest scoring model.

- How do we search among all the alternatives?
- Can we use some greedy approaches, branch and bound approaches, gradient descent, linear programming or quadratic programming methods.