ALL IN ONE CHEAT-SHEET FOR MACHINE LEARNING

Created By: Deep Patel

1. Introduction to Machine Learning

What is Machine Learning?

Machine learning is a branch of artificial intelligence (AI) and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy.

"A computer program is said to learn from experience E with respect to some class of tasks T and performance measure P, if its performance at tasks in T, as measured by P, improves with experience E."

Need for Machine Learning:

The need for machine learning is increasing day by day. The reason behind the need for machine learning is that it is capable of doing tasks that are too complex for a person to implement directly. As a human, we have some limitations as we cannot access the huge amount of data manually, so for this, we need some computer systems and here comes the machine learning to make things easy for us.

We can train machine learning algorithms by providing them the huge amount of data and let them explore the data, construct the models, and predict the required output automatically. The performance of the machine learning algorithm depends on the amount of data, and it can be determined by the cost function. With the help of machine learning, we can save both time and money.

The importance of machine learning can be easily understood by its uses cases, Currently, machine learning is used in self-driving cars, cyber fraud detection, face recognition, and friend suggestion by Facebook, etc. Various top companies such as Netflix and Amazon have build machine learning models that are using a vast amount of data to analyse the user interest and recommend product accordingly.

What are the challenges of Machine Learning?

seven major challenges faced by machine learning professionals. Let's have a look.

1. Poor Quality of Data

Data plays a significant role in the machine learning process. One of the significant issues that machine learning professionals face is the absence of good quality data. Unclean and noisy data can make the whole process extremely exhausting. We don't want our algorithm to make inaccurate or faulty predictions. Hence the quality of data is essential to enhance the output. Therefore, we need to ensure that the process of data pre-processing which includes removing outliers, filtering missing values, and removing unwanted features, is done with the utmost level of perfection.

2. Underfitting of Training Data

This process occurs when data is unable to establish an accurate relationship between input and output variables. It simply means trying to fit in undersized jeans. It signifies the data is too simple to establish a precise relationship. To overcome this issue:

- Maximize the training time
- Enhance the complexity of the model
- Add more features to the data
- Reduce regular parameters
- Increasing the training time of model

3. Overfitting of Training Data

Overfitting refers to a machine learning model trained with a massive amount of data that negatively affect its performance. It is like trying to fit in Oversized jeans. Unfortunately, this is one of the significant issues faced by machine learning professionals. This means that the algorithm is trained with noisy and biased data, which will affect its overall performance. Let's understand this with the help of an example. Let's consider a model trained to differentiate between a cat, a rabbit, a dog, and a tiger. The training data contains 1000 cats, 1000 dogs, 1000 tigers, and 4000 Rabbits. Then there is a considerable probability that it will identify the cat as a rabbit. In this example, we had a vast amount of data, but it was biased; hence the prediction was negatively affected.

We can tackle this issue by:

- Analysing the data with the utmost level of perfection
- Use data augmentation technique
- Remove outliers in the training set
- Select a model with lesser features

To know more, you can visit here.

4. Machine Learning is a Complex Process

The machine learning industry is young and is continuously changing. Rapid hit and trial experiments are being carried on. The process is transforming, and hence there are high chances of error which makes the learning complex. It includes analyzing the data, removing data bias, training data, applying complex mathematical calculations, and a lot more. Hence it is a really complicated process which is another big challenge for Machine learning professionals.

5. Lack of Training Data

The most important task you need to do in the machine learning process is to train the data to achieve an accurate output. Less amount training data will produce inaccurate or too biased predictions. Let us understand this with the help of an example. Consider a machine learning algorithm similar to training a child. One day you decided to explain to a child how to distinguish between an apple and a watermelon.

You will take an apple and a watermelon and show him the difference between both based on their colour, shape, and taste. In this way, soon, he will attain perfection in differentiating between the two. But on the other hand, a machine-learning algorithm needs a lot of data to distinguish. For complex problems, it may even require millions of data to be trained. Therefore, we need to ensure that Machine learning algorithms are trained with sufficient amounts of data.

6. Slow Implementation

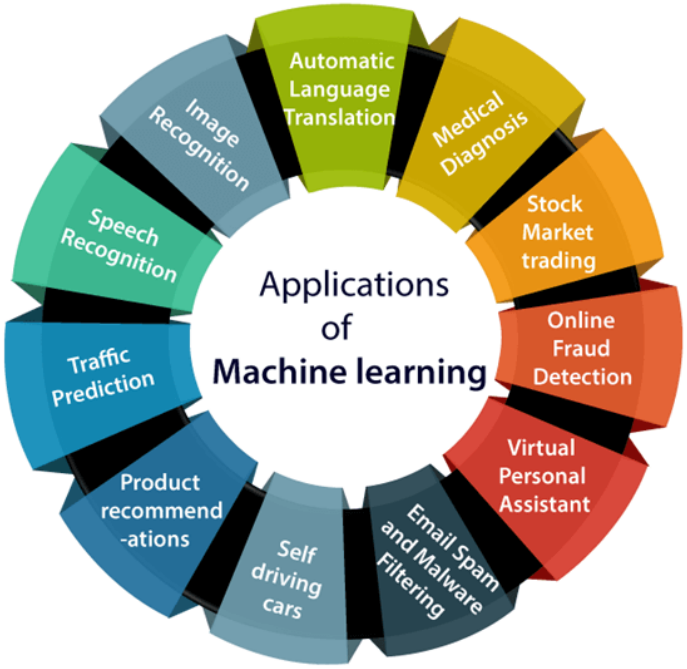
This is one of the common issues faced by machine learning professionals. The machine learning models are highly efficient in providing accurate results, but it takes a tremendous amount of time. Slow programs, data overload, and excessive requirements usually take a lot of time to provide accurate results. Further, it requires constant monitoring and maintenance to deliver the best output.

7. Imperfections in the Algorithm When Data Grows

So you have found quality data, trained it amazingly, and the predictions are really concise and accurate. Yay, you have learned how to create a machine learning algorithm!! But wait, there is a twist; the model may become useless in the future as data grows. The best model of the present may become inaccurate in the coming Future and require further rearrangement. So you need regular monitoring and maintenance to keep the algorithm working. This is one of the most exhausting issues faced by machine learning professionals.

Applications of Machine learning

Machine learning is a buzzword for today's technology, and it is growing very rapidly day by day. We are using machine learning in our daily life even without knowing it such as Google Maps, Google assistant, Alexa, etc. Below are some most trending real-world applications of Machine Learning:



1. Image Recognition:

Image recognition is one of the most common applications of machine learning. It is used to identify objects, persons, places, digital images, etc. The popular use case of image recognition and face detection is, **Automatic friend tagging suggestion**:

Facebook provides us a feature of auto friend tagging suggestion. Whenever we upload a photo with our Facebook friends, then we automatically get a tagging suggestion with name, and the technology behind this is machine learning's **face detection** and **recognition algorithm**.

It is based on the Facebook project named "**Deep Face**," which is responsible for face recognition and person identification in the picture.

2. Speech Recognition

While using Google, we get an option of "**Search by voice**," it comes under speech recognition, and it's a popular application of machine learning.

Speech recognition is a process of converting voice instructions into text, and it is also known as "**Speech to text**", or "**Computer speech recognition**." At present, machine learning algorithms are widely used by various applications of speech recognition. **Google assistant**, **Siri**, **Cortana**, and **Alexa** are using speech recognition technology to follow the voice instructions.

3. Traffic prediction:

If we want to visit a new place, we take help of Google Maps, which shows us the correct path with the shortest route and predicts the traffic conditions.

It predicts the traffic conditions such as whether traffic is cleared, slow-moving, or heavily congested with the help of two ways:

- **Real Time location** of the vehicle form Google Map app and sensors
- **Average time has taken** on past days at the same time.

Everyone who is using Google Map is helping this app to make it better. It takes information from the user and sends back to its database to improve the performance.

4. Product recommendations:

Machine learning is widely used by various e-commerce and entertainment companies such as **Amazon**, **Netflix**, etc., for product recommendation to the user. Whenever we search for some product on Amazon, then we started getting an advertisement for the same product while internet surfing on the same browser and this is because of machine learning.

Google understands the user interest using various machine learning algorithms and suggests the product as per customer interest.

As similar, when we use Netflix, we find some recommendations for entertainment series, movies, etc., and this is also done with the help of machine learning.

5. Self-driving cars:

One of the most exciting applications of machine learning is self-driving cars. Machine learning plays a significant role in self-driving cars. Tesla, the most popular car manufacturing company is working on self-driving car. It is using unsupervised learning method to train the car models to detect people and objects while driving.

6. Email Spam and Malware Filtering:

Whenever we receive a new email, it is filtered automatically as important, normal, and spam. We always receive an important mail in our inbox with the important symbol and spam emails in our spam box, and the technology behind this is Machine learning. Below are some spam filters used by Gmail:

- Content Filter
- Header filter
- General blacklists filter
- Rules-based filters
- Permission filters

Some machine learning algorithms such as **Multi-Layer Perceptron**, **Decision tree**, and **Naïve Bayes classifier** are used for email spam filtering and malware detection.

7. Virtual Personal Assistant:

We have various virtual personal assistants such as **Google assistant**, **Alexa**, **Cortana**, **Siri**. As the name suggests, they help us in finding the information using our voice instruction. These assistants can help us in various ways just by our voice instructions such as Play music, call someone, Open an email, Scheduling an appointment, etc.

These virtual assistants use machine learning algorithms as an important part.

These assistant record our voice instructions, send it over the server on a cloud, and decode it using ML algorithms and act accordingly.

8. Online Fraud Detection:

Machine learning is making our online transaction safe and secure by detecting fraud transaction. Whenever we perform some online transaction, there may be various ways that a fraudulent transaction can take place such as **fake accounts**, **fake ids**, and **steal money** in the middle of a transaction. So to detect this, **Feed Forward Neural network** helps us by checking whether it is a genuine transaction or a fraud transaction.

For each genuine transaction, the output is converted into some hash values, and these values become the input for the next round. For each genuine transaction, there is a specific pattern which gets change for the fraud transaction hence, it detects it and makes our online transactions more secure.

9. Stock Market trading:

Machine learning is widely used in stock market trading. In the stock market, there is always a risk of up and downs in shares, so for this machine learning's **long short term memory neural network** is used for the prediction of stock market trends.

10. Medical Diagnosis:

In medical science, machine learning is used for diseases diagnoses. With this, medical technology is growing very fast and able to build 3D models that can predict the exact position of lesions in the brain.

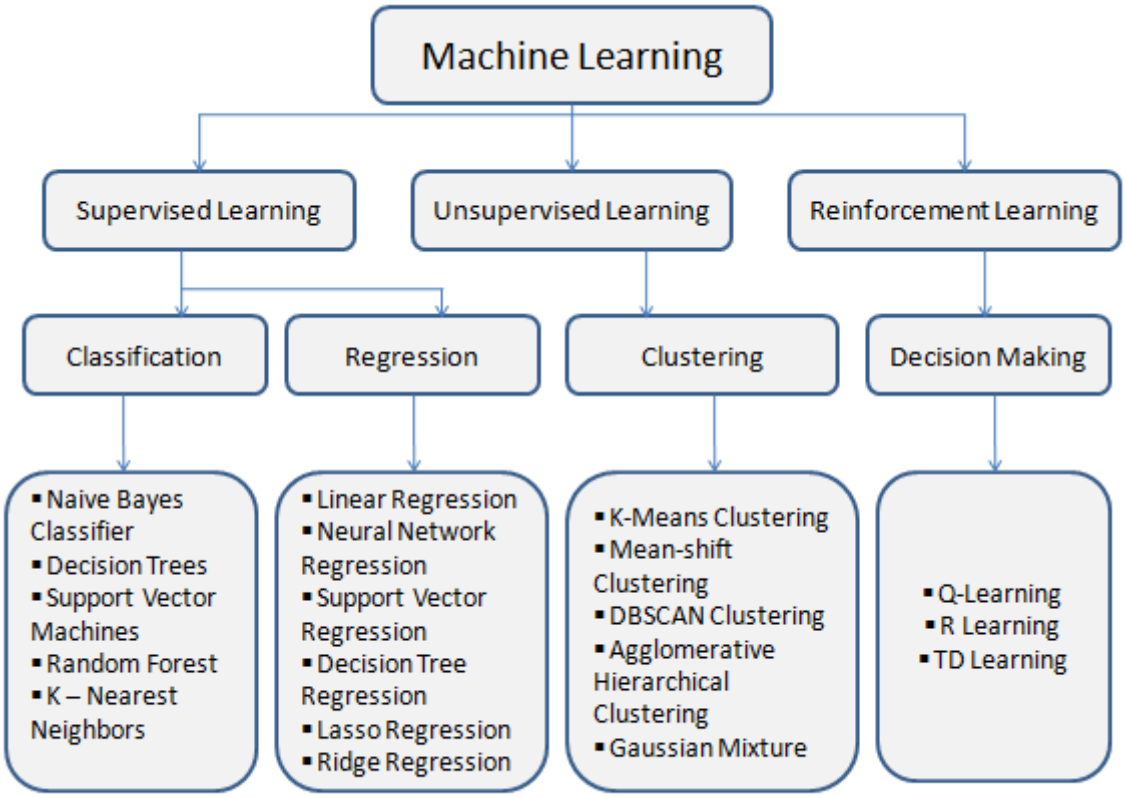
It helps in finding brain tumors and other brain-related diseases easily.

11. Automatic Language Translation:

Nowadays, if we visit a new place and we are not aware of the language then it is not a problem at all, as for this also machine learning helps us by converting the text into our known languages. Google's GNMT (Google Neural Machine Translation) provide this feature, which is a Neural Machine Learning that translates the text into our familiar language, and it called as automatic translation.

The technology behind the automatic translation is a sequence to sequence learning algorithm, which is used with image recognition and translates the text from one language to another language.

What are the types of Machine Learning?



(1) Supervised Machine Learning

Supervised learning is the types of machine learning in which machines are trained using well "labelled" training data, and on basis of that data, machines predict the output. The labelled data means some input data is already tagged with the correct output.

In supervised learning, the training data provided to the machines work as the supervisor that teaches the machines to predict the output correctly. It applies the same concept as a student learns in the supervision of the teacher.

Supervised learning is a process of providing input data as well as correct output data to the machine learning model. The aim of a supervised learning algorithm is to find a mapping function to map the input variable(x) with the output variable(y).

In the real-world, supervised learning can be used for Risk Assessment, Image classification, Fraud Detection, spam filtering, etc.

(2) unsupervised learning

As the name suggests, unsupervised learning is a machine learning technique in which models are not supervised using training dataset. Instead, models itself find the hidden

patterns and insights from the given data. It can be compared to learning which takes place in the human brain while learning new things. It can be defined as:

"Unsupervised learning is a type of machine learning in which models are trained using unlabelled dataset and are allowed to act on that data without any supervision."

Unsupervised learning cannot be directly applied to a regression or classification problem because unlike supervised learning, we have the input data but no corresponding output data. The goal of unsupervised learning is to find the underlying structure of dataset, group that data according to similarities, and represent that dataset in a compressed format.

Example: Suppose the unsupervised learning algorithm is given an input dataset containing images of different types of cats and dogs. The algorithm is never trained upon the given dataset, which means it does not have any idea about the features of the dataset. The task of the unsupervised learning algorithm is to identify the image features on their own. Unsupervised learning algorithm will perform this task by clustering the image dataset into the groups according to similarities between images.

(3) Reinforcement Learning

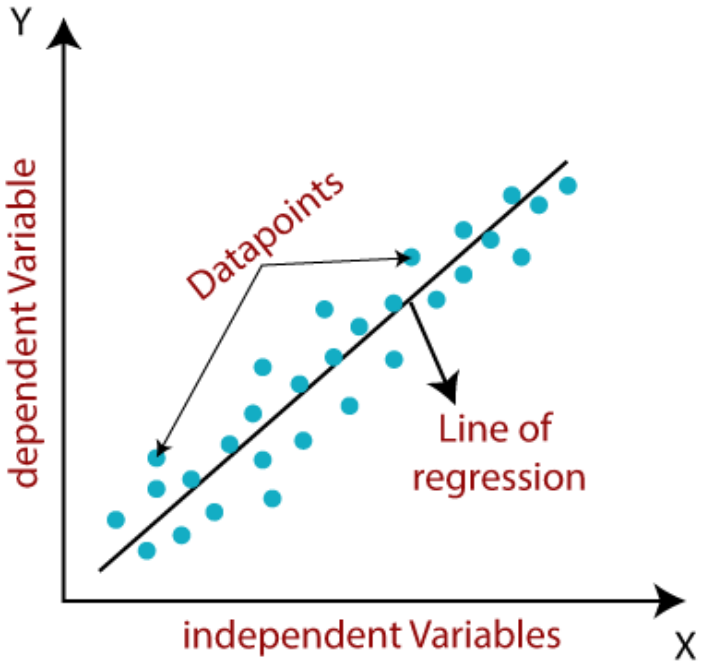
- Reinforcement Learning is a feedback-based Machine learning technique in which an agent learns to behave in an environment by performing the actions and seeing the results of actions. For each good action, the agent gets positive feedback, and for each bad action, the agent gets negative feedback or penalty.
- In Reinforcement Learning, the agent learns automatically using feedbacks without any labelled data, unlike supervised learning.
- Since there is no labelled data, so the agent is bound to learn by its experience only.
- RL solves a specific type of problem where decision making is sequential, and the goal is long-term, such as **game-playing, robotics**, etc.
- The agent interacts with the environment and explores it by itself. The primary goal of an agent in reinforcement learning is to improve the performance by getting the maximum positive rewards.
- The agent learns with the process of hit and trial, and based on the experience, it learns to perform the task in a better way. Hence, we can say that *"Reinforcement learning is a type of machine learning method where an intelligent agent (computer program) interacts with the environment and learns to act within that."* How a Robotic dog learns the movement of his arms is an example of Reinforcement learning.

2. Supervised Learning

Linear Regression:

Linear regression is one of the easiest and most popular Machine Learning algorithms. It is a statistical method that is used for predictive analysis. Linear regression makes predictions for continuous/real or numeric variables such as **sales, salary, age, product price,** etc.

Simple linear regression is a regression technique in which the independent variable has a linear relationship with the dependent variable. The straight line in the diagram is the best fit line. The main goal of the simple linear regression is to consider the given data points and plot the best fit line to fit the model in the best way possible.



Mathematically, we can represent a linear regression as:

$$y= a_0+a_1x+ \varepsilon$$

Here,

Y= Dependent Variable (Target Variable)
X= Independent Variable (predictor Variable)
a0= intercept of the line (Gives an additional degree of freedom)

a1 = Linear regression coefficient (scale factor to each input value).
ε = random error

Types of Linear Regression

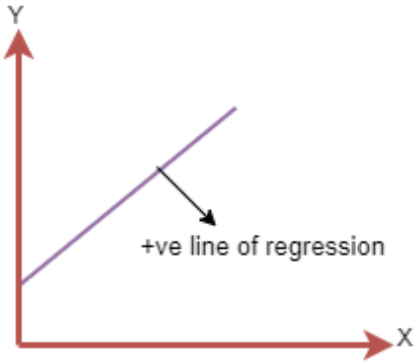
Linear regression can be further divided into two types of the algorithm:

- **Simple Linear Regression:**
  If a single independent variable is used to predict the value of a numerical dependent variable, then such a Linear Regression algorithm is called Simple Linear Regression.
- **Multiple Linear regression:**
  If more than one independent variable is used to predict the value of a numerical dependent variable, then such a Linear Regression algorithm is called Multiple Linear Regression.

Linear Regression Line

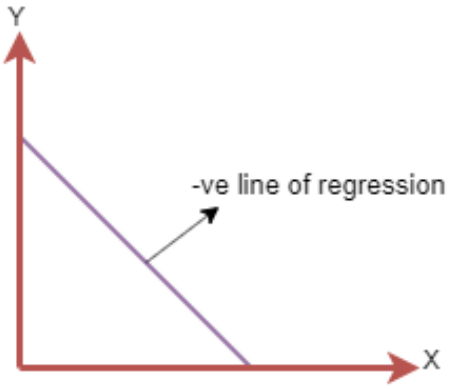
A linear line showing the relationship between the dependent and independent variables is called a **regression line**. A regression line can show two types of relationship:

- **Positive Linear Relationship:**
  If the dependent variable increases on the Y-axis and independent variable increases on X-axis, then such a relationship is called as a Positive linear relationship.



The line equation will be: $Y= a_0+a_1x$

- **Negative Linear Relationship:**
  If the dependent variable decreases on the Y-axis and independent variable increases on the X-axis, then such a relationship is called a negative linear relationship.



The line of equation will be: $Y= -a_0+a_1x$

Cost function :

- The different values for weights or coefficient of lines (a0, a1) gives the different line of regression, and the cost function is used to estimate the values of the coefficient for the best fit line.
- Cost function optimizes the regression coefficients or weights. It measures how a linear regression model is performing.

Gradient Descent :

- Gradient descent is used to minimize the MSE by calculating the gradient of the cost function.
- A regression model uses gradient descent to update the coefficients of the line by reducing the cost function.
- It is done by a random selection of values of coefficient and then iteratively update the values to reach the minimum cost function.

Advantages And Disadvantages

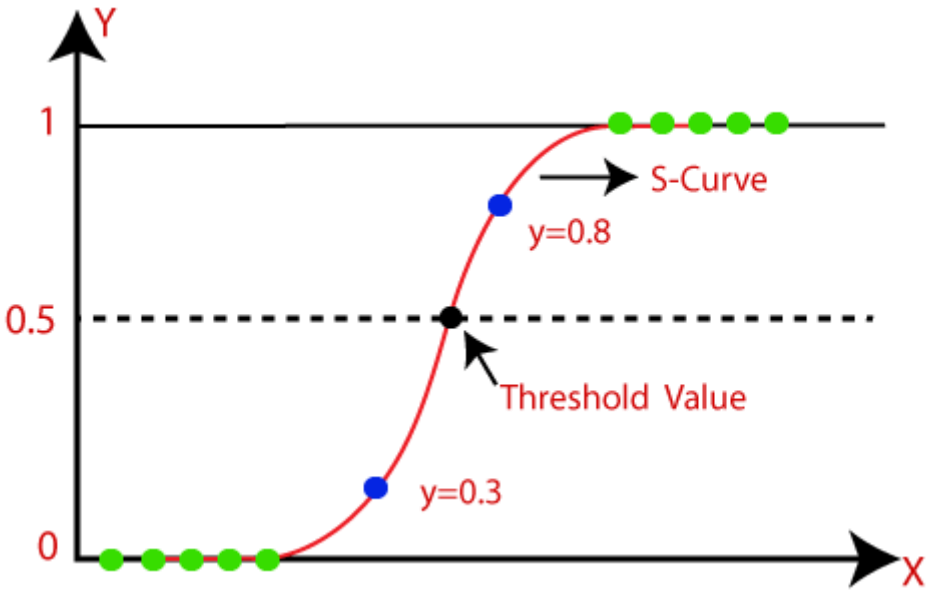
Advantages	Disadvantages
Linear regression performs exceptionally well for linearly separable data	The assumption of linearity between dependent and independent variables
Easier to implement, interpret and efficient to train	It is often quite prone to noise and overfitting
It handles overfitting pretty well using dimensionally reduction techniques, regularization, and cross-validation	Linear regression is quite sensitive to outliers
One more advantage is the extrapolation beyond a specific data set	It is prone to multicollinearity

Linear Regression Use Cases

- Sales Forecasting
- Risk Analysis
- Housing Applications To Predict the prices and other factors
- Finance Applications To Predict Stock prices, investment evaluation, etc.

Logistic Regression

- Logistic regression is one of the most popular Machine Learning algorithms, which comes under the Supervised Learning technique. It is used for predicting the categorical dependent variable using a given set of independent variables.
- Logistic regression predicts the output of a categorical dependent variable. Therefore the outcome must be a categorical or discrete value. It can be either Yes or No, 0 or 1, true or False, etc. but instead of giving the exact value as 0 and 1, **it gives the probabilistic values which lie between 0 and 1**.
- Logistic Regression is much similar to the Linear Regression except that how they are used. Linear Regression is used for solving Regression problems, whereas **Logistic regression is used for solving the classification problems**.
- In Logistic regression, instead of fitting a regression line, we fit an "S" shaped logistic function, which predicts two maximum values (0 or 1).
- The curve from the logistic function indicates the probability of something such as whether the cells are cancerous or not, a mouse is obese or not based on its weight, etc.
- Logistic Regression is a significant machine learning algorithm because it has the ability to provide probabilities and classify new data using continuous and discrete datasets.
- Logistic Regression can be used to classify the observations using different types of data and can easily determine the most effective variables used for the classification. The below image is showing the logistic function:



Logistic Function (Sigmoid Function):

- The sigmoid function is a mathematical function used to map the predicted values to probabilities.
- It maps any real value into another value within a range of 0 and 1.
- The value of the logistic regression must be between 0 and 1, which cannot go beyond this limit, so it forms a curve like the "S" form. The S-form curve is called the Sigmoid function or the logistic function.
- In logistic regression, we use the concept of the threshold value, which defines the probability of either 0 or 1. Such as values above the threshold value tends to 1, and a value below the threshold values tends to 0. And The Sigmoid function is $p = 1 / 1 + e^{-y}$

Logistic Regression Equation:

The Logistic regression equation can be obtained from the Linear Regression equation. The mathematical steps to get Logistic Regression equations are given below:

- We know the equation of the straight line can be written as:

$$y= b_0 + b_1x_1 + b_2x_2 + b_3x_3 + \cdots + b_nx_n$$

- In Logistic Regression y can be between 0 & 1 only, so for this let's divide the above equation by (1-y):

$$\frac{y}{1-y}\text{; 0 for y= 0, and infinity for y=1}$$

- But we need range between -[infinity] to +[infinity], then take logarithm of the equation it will become:

$$log\left[\frac{y}{1-y}\right] = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + \cdots + b_nx_n$$

The above equation is the final equation for Logistic Regression.

Type of Logistic Regression:

On the basis of the categories, Logistic Regression can be classified into three types:

- **Binomial:** In binomial Logistic regression, there can be only two possible types of the dependent variables, such as 0 or 1, Pass or Fail, etc.
- **Multinomial:** In+ multinomial Logistic regression, there can be 3 or more possible unordered types of the dependent variable, such as "cat", "dogs", or "sheep".
- **Ordinal:** In ordinal Logistic regression, there can be 3 or more possible ordered types of dependent variables, such as "low", "Medium", or "High".

Applications of Logistic Regression

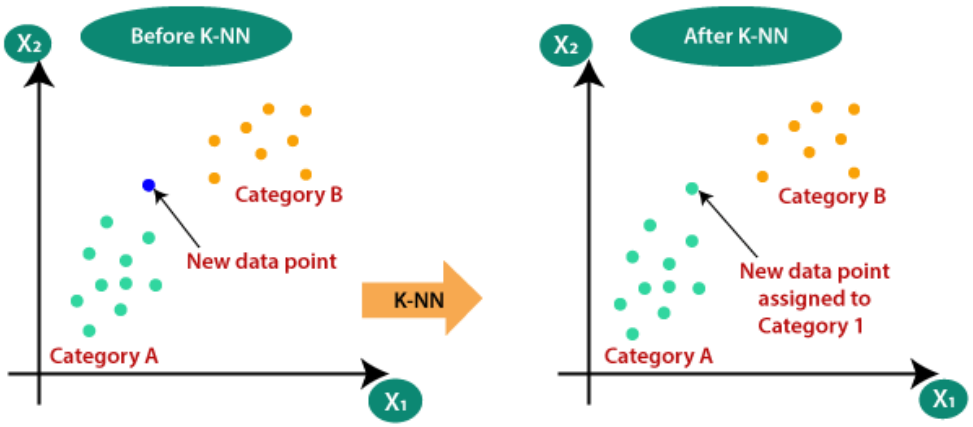
- Using the logistic regression algorithm, banks can predict whether a customer would default on loans or not
- To predict the weather conditions of a certain place (sunny, windy, rainy, humid, etc.)
- Ecommerce companies can identify buyers if they are likely to purchase a certain product
- Companies can predict whether they will gain or lose money in the next quarter, year, or month based on their current performance
- To classify objects based on their features and attributes

K Nearest Neighbours :

- K-Nearest Neighbour is one of the simplest Machine Learning algorithms based on Supervised Learning technique.
- K-NN algorithm assumes the similarity between the new case/data and available cases and put the new case into the category that is most similar to the available categories.
- K-NN algorithm stores all the available data and classifies a new data point based on the similarity. This means when new data appears then it can be easily classified into a well suite category by using K- NN algorithm.
- K-NN algorithm can be used for Regression as well as for Classification but mostly it is used for the Classification problems.
- K-NN is a **non-parametric algorithm**, which means it does not make any assumption on underlying data.
- It is also called a **lazy learner algorithm** because it does not learn from the training set immediately instead it stores the dataset and at the time of classification, it performs an action on the dataset.
- KNN algorithm at the training phase just stores the dataset and when it gets new data, then it classifies that data into a category that is much similar to the new data.
- **Example:** Suppose, we have an image of a creature that looks similar to cat and dog, but we want to know either it is a cat or dog. So for this identification, we can use the KNN algorithm, as it works on a similarity measure. Our KNN model will find the similar features of the new data set to the cats and dogs images and based on the most similar features it will put it in either cat or dog category

Why do we need a K-NN Algorithm?

Suppose there are two categories, i.e., Category A and Category B, and we have a new data point x1, so this data point will lie in which of these categories. To solve this type of problem, we need a K-NN algorithm. With the help of K-NN, we can easily identify the category or class of a particular dataset. Consider the below diagram:

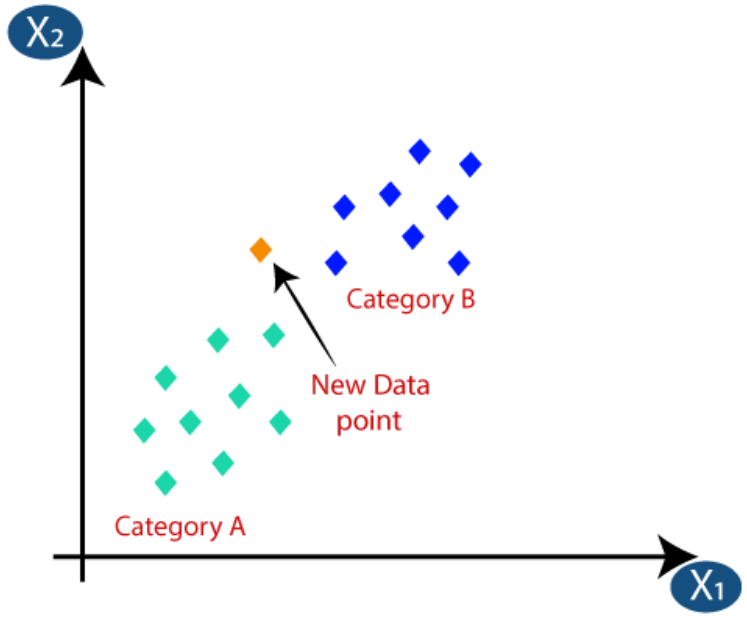


How does K-NN work?

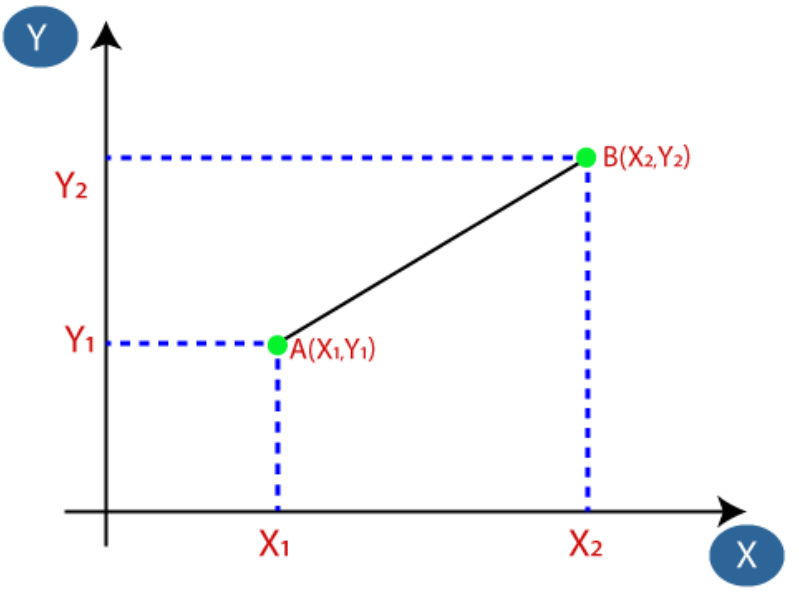
The K-NN working can be explained on the basis of the below algorithm:

- **Step-1:** Select the number K of the neighbours
- **Step-2:** Calculate the Euclidean distance of **K number of neighbours**
- **Step-3:** Take the K nearest neighbours as per the calculated Euclidean distance.
- **Step-4:** Among these k neighbours, count the number of the data points in each category.
- **Step-5:** Assign the new data points to that category for which the number of the neighbour is maximum.
- **Step-6:** Our model is ready.

Suppose we have a new data point and we need to put it in the required category. Consider the below image:

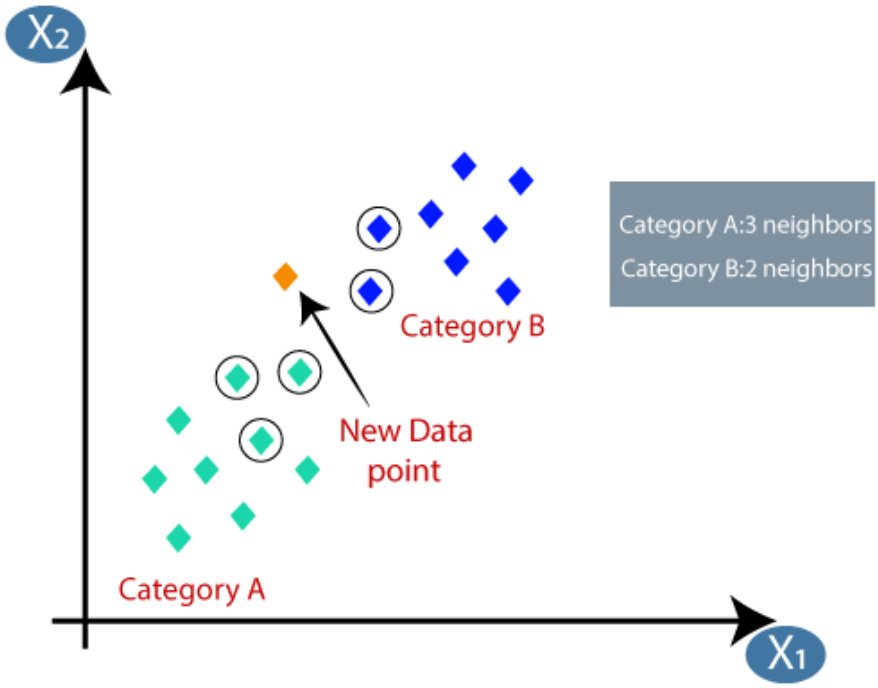


- Firstly, we will choose the number of neighbors, so we will choose the k=5.
- Next, we will calculate the **Euclidean distance** between the data points. The Euclidean distance is the distance between two points, which we have already studied in geometry. It can be calculated as:



Euclidean Distance between A_1 and B_2 = $\sqrt{(X_2-X_1)^2+(Y_2-Y_1)^2}$

- By calculating the Euclidean distance we got the nearest neighbors, as three nearest neighbors in category A and two nearest neighbors in category B. Consider the below image:



- As we can see the 3 nearest neighbors are from category A, hence this new data point must belong to category A.

How to select the value of K in the K-NN Algorithm?

Below are some points to remember while selecting the value of K in the K-NN algorithm:

- There is no particular way to determine the best value for "K", so we need to try some values to find the best out of them. The most preferred value for K is 5.
- A very low value for K such as K=1 or K=2, can be noisy and lead to the effects of outliers in the model.
- Large values for K are good, but it may find some difficulties.

Advantages of KNN Algorithm:

- It is simple to implement.
- It is robust to the noisy training data
- It can be more effective if the training data is large.

Disadvantages of KNN Algorithm:

- Always needs to determine the value of K which may be complex some time.
- The computation cost is high because of calculating the distance between the data points for all the training samples.

Applications of KNN

KNN is widely used in almost all industries, such as healthcare, financial services, eCommerce, political campaigns, The following are some of the areas in which KNN can be applied successfully

Banking System

KNN can be used in banking system to predict weather an individual is fit for loan approval? Does that individual have the characteristics similar to the defaulters one?

Calculating Credit Ratings

KNN algorithms can be used to find an individual's credit rating by comparing with the persons having similar traits.

Politics

With the help of KNN algorithms, we can classify a potential voter into various classes like "Will Vote", "Will not Vote", "Will Vote to Party 'Congress', "Will Vote to Party 'BJP'.

Other areas in which KNN algorithm can be used are Speech Recognition, Handwriting Detection, Image Recognition and Video Recognition.

1. Instance-based learning:

(sometimes called memory-based learning) is a family of learning algorithms that, instead of performing explicit generalization, compares new problem instances with instances seen in training, which have been stored in memory.

Ex- k-nearest neighbour, decision tree

2. Model-based learning:

Machine learning models that are parameterized with a certain number of parameters that do not change as the size of training data changes.

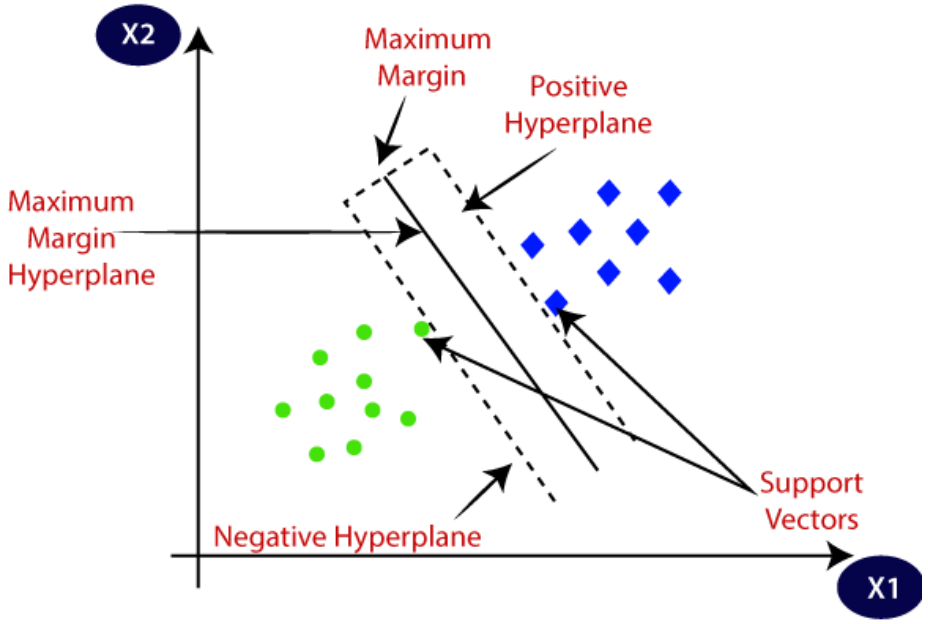
If you don’t assume any distribution with a fixed number of parameters over your data, for example, in k-nearest neighbour, or in a decision tree, where the number of parameters grows with the size of the training data, then you are not model-based, or nonparametric.

Support Vector Machine (SVM)

Support Vector Machine or SVM is one of the most popular Supervised Learning algorithms, which is used for Classification as well as Regression problems. However, primarily, it is used for Classification problems in Machine Learning.

The goal of the SVM algorithm is to create the best line or decision boundary that can segregate n-dimensional space into classes so that we can easily put the new data point in the correct category in the future. This best decision boundary is called a hyperplane.

SVM chooses the extreme points/vectors that help in creating the hyperplane. These extreme cases are called as support vectors, and hence algorithm is termed as Support Vector Machine. Consider the below diagram in which there are two different categories that are classified using a decision boundary or hyperplane:



Types of SVM

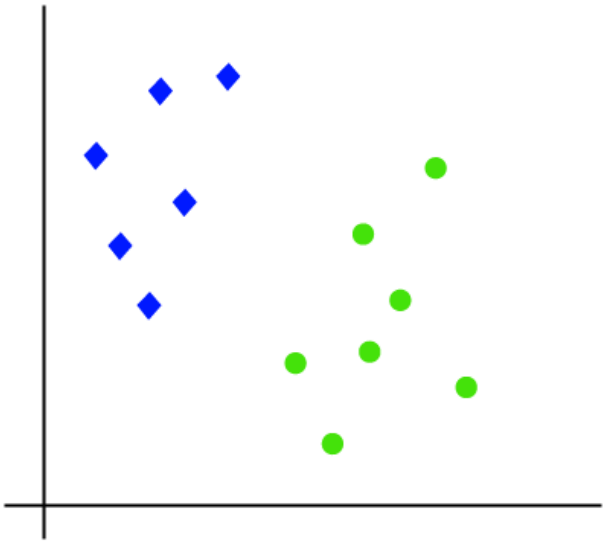
SVM can be of two types:

- **Linear SVM:** Linear SVM is used for linearly separable data, which means if a dataset can be classified into two classes by using a single straight line, then such data is termed as linearly separable data, and classifier is used called as Linear SVM classifier.
- **Non-linear SVM:** Non-Linear SVM is used for non-linearly separated data, which means if a dataset cannot be classified by using a straight line, then such data is termed as non-linear data and classifier used is called as Non-linear SVM classifier.

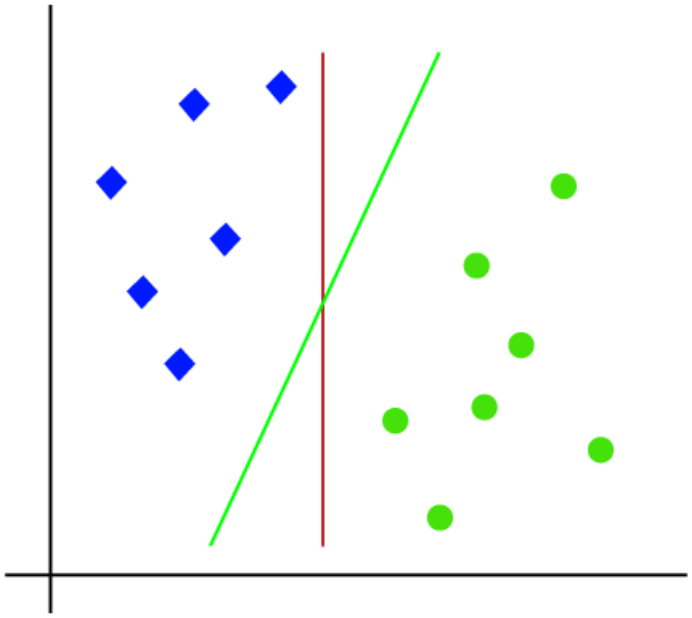
How does SVM works?

Linear SVM:

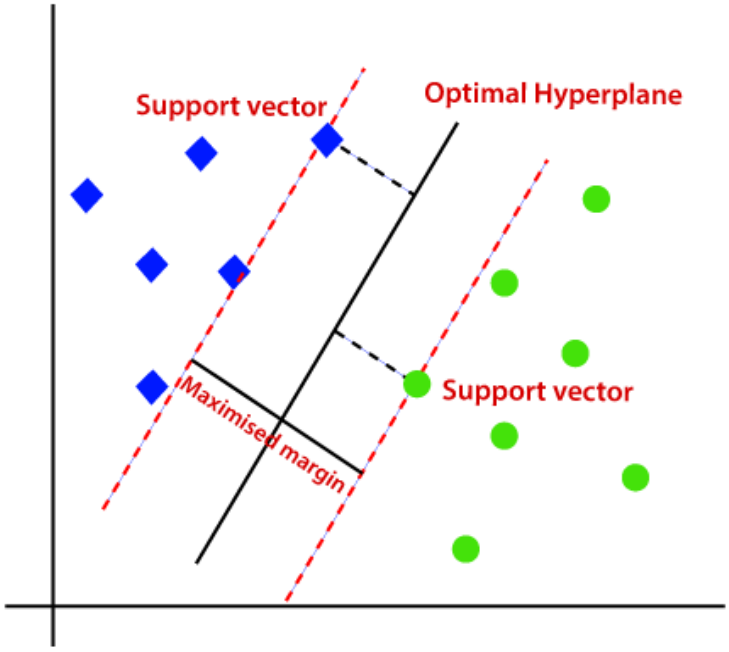
The working of the SVM algorithm can be understood by using an example. Suppose we have a dataset that has two tags (green and blue), and the dataset has two features x1 and x2. We want a classifier that can classify the pair(x1, x2) of coordinates in either green or blue. Consider the below image:



So as it is 2-d space so by just using a straight line, we can easily separate these two classes. But there can be multiple lines that can separate these classes. Consider the below image:

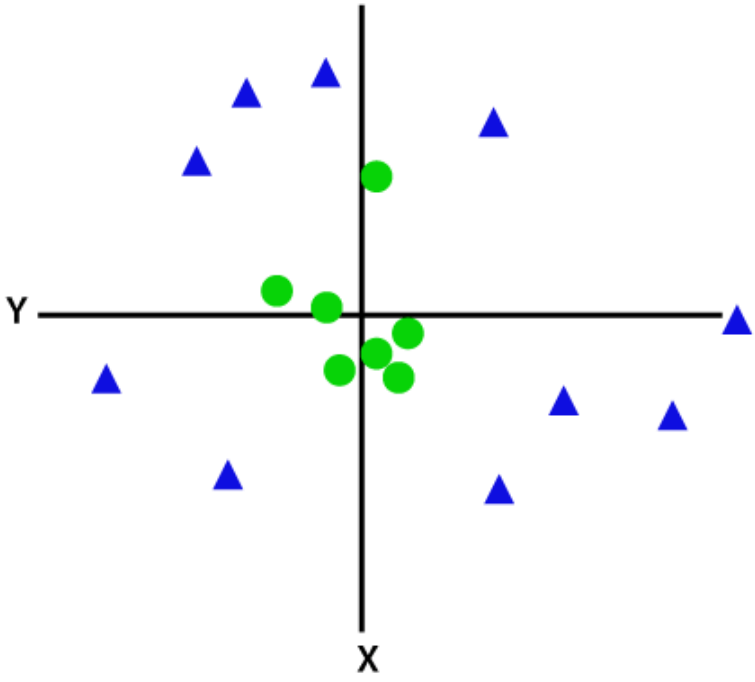


Hence, the SVM algorithm helps to find the best line or decision boundary; this best boundary or region is called as a **hyperplane**. SVM algorithm finds the closest point of the lines from both the classes. These points are called support vectors. The distance between the vectors and the hyperplane is called as **margin**. And the goal of SVM is to maximize this margin. The **hyperplane** with maximum margin is called the **optimal hyperplane**.



Non-Linear SVM:

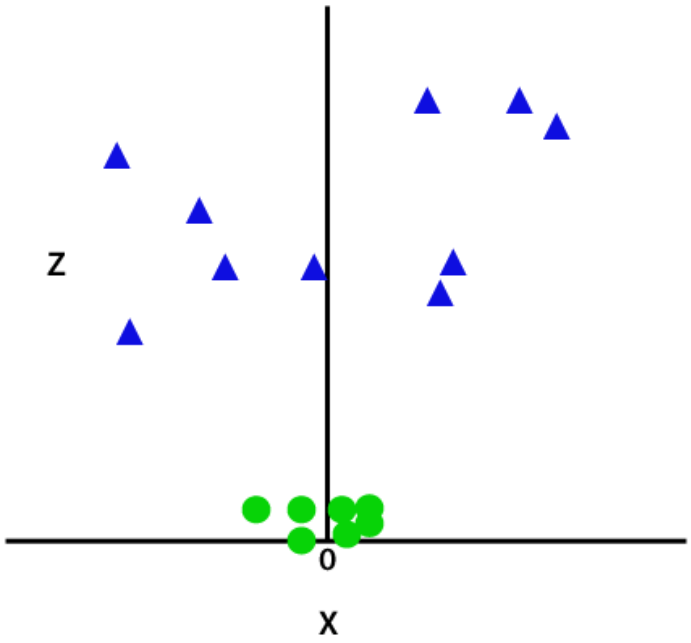
If data is linearly arranged, then we can separate it by using a straight line, but for non-linear data, we cannot draw a single straight line. Consider the below image:



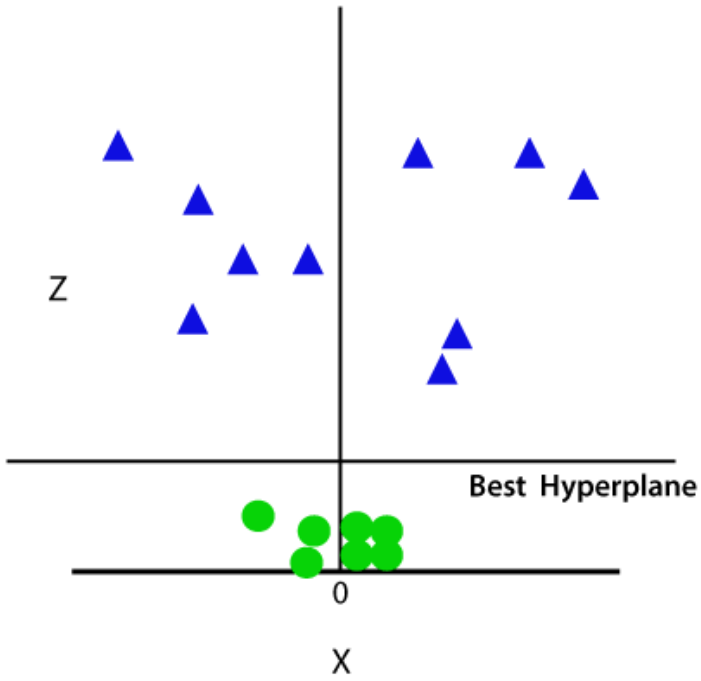
So to separate these data points, we need to add one more dimension. For linear data, we have used two dimensions x and y, so for non-linear data, we will add a third dimension z. It can be calculated as:

$$z=x^2 +y^2$$

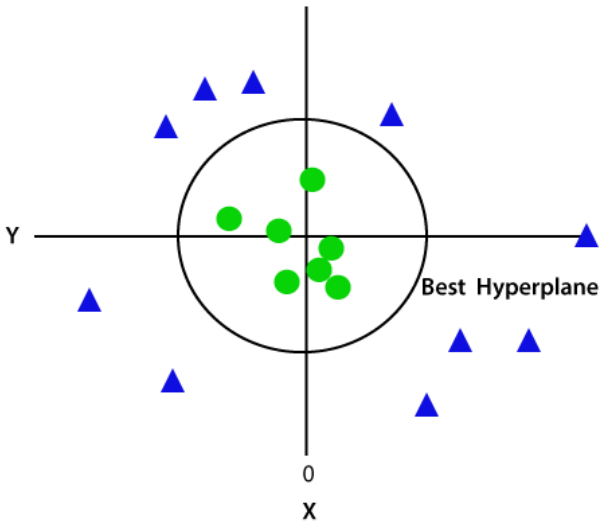
By adding the third dimension, the sample space will become as below image:



So now, SVM will divide the datasets into classes in the following way. Consider the below image:



Since we are in 3-d Space, hence it is looking like a plane parallel to the x-axis. If we convert it in 2d space with z=1, then it will become as:



Hence we get a circumference of radius 1 in case of non-linear data.

Pros and Cons associated with SVM

- **Pros:**
  - It works really well with a clear margin of separation
  - It is effective in high dimensional spaces.
  - It is effective in cases where the number of dimensions is greater than the number of samples.
  - It uses a subset of training points in the decision function (called support vectors), so it is also memory efficient.
- **Cons:**
  - It doesn't perform well when we have large data set because the required training time is higher
  - It also doesn't perform very well, when the data set has more noise i.e. target classes are overlapping
  - SVM doesn't directly provide probability estimates, these are calculated using an expensive five-fold cross-validation. It is included in the related SVC method of Python scikit-learn library.

Support Vector Machine Use Cases

- Face Detection
- Text and Hyper Text Categorization
- Classification of Images
- Bioinformatics
- Protein Fold and Remote Homology Detection
- Handwriting Recognition
- Generalized Predictive Control

Define Bias and variance.

- Bias: Assumptions made by a model to make a function easier to learn.
- Variance: If you train your data on training data and obtain a very low error, upon changing the data and then training the same previous model you experience a high error, this is variance.

Discuss about underfitting and overfitting briefly.

Underfitting:

A statistical model or a machine learning algorithm is said to have underfitting when it cannot capture the underlying trend of the data. (It's just like trying to fit undersized pants!) Underfitting destroys the accuracy of our machine learning model. Its occurrence simply means that our model or the algorithm does not fit the data well enough. It usually happens when we have fewer data to build an accurate model and also when we try to build a linear model with fewer non-linear data. In such cases, the rules of the machine learning model are too easy and flexible to be applied on such minimal data and therefore the model will probably make a lot of wrong predictions. Underfitting can be avoided by using more data and also reducing the features by feature selection.

In a nutshell, Underfitting – High bias and low variance

Techniques to reduce underfitting:

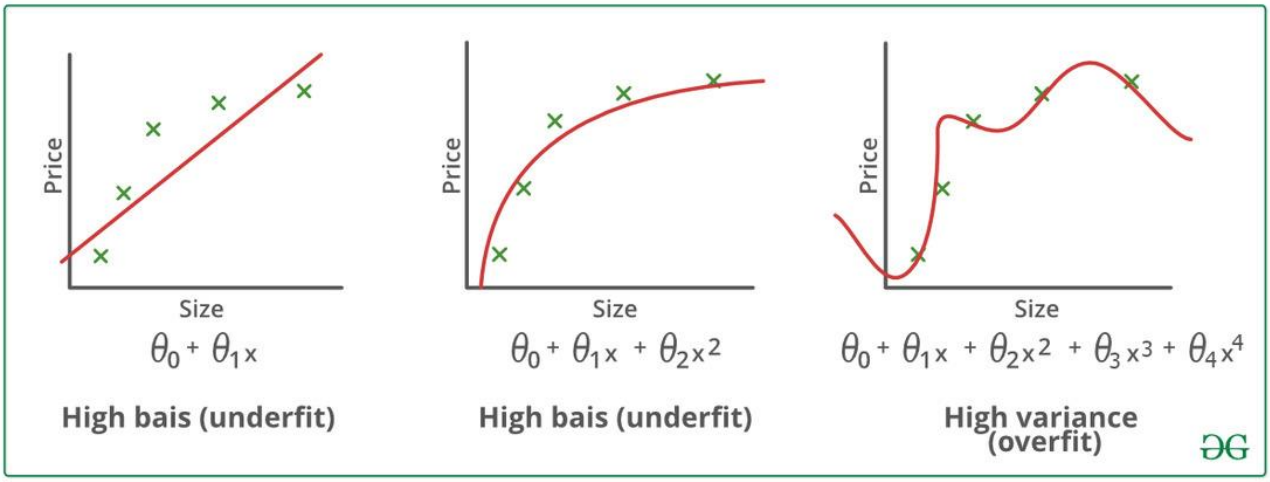
1. Increase model complexity
2. Increase the number of features, performing feature engineering
3. Remove noise from the data.
4. Increase the number of epochs or increase the duration of training to get better results.

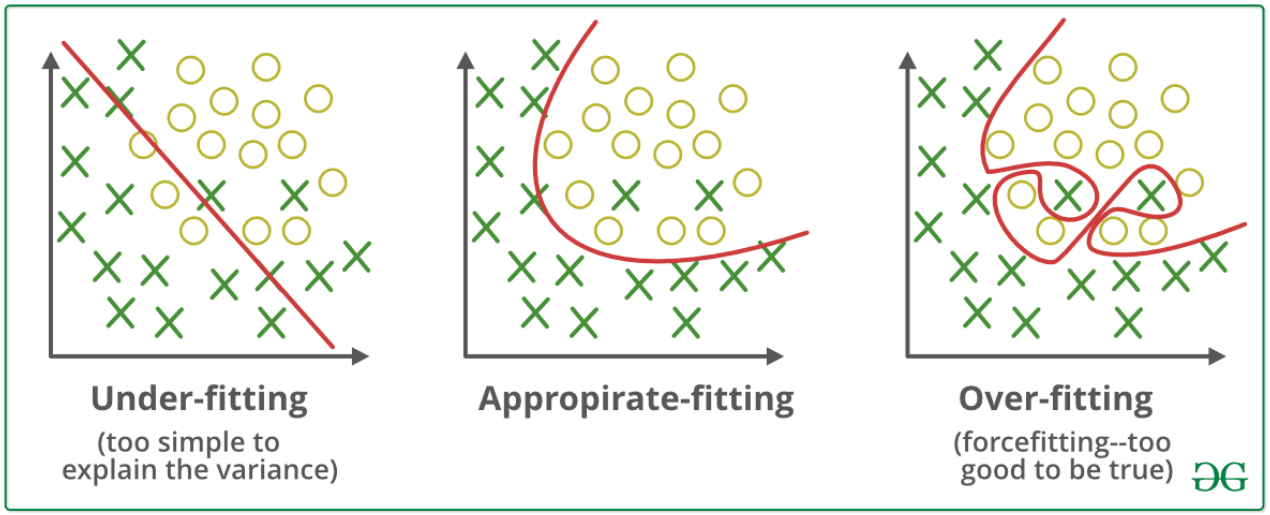
Overfitting:

A statistical model is said to be overfitted when we train it with a lot of data (just like fitting ourselves in oversized pants!). When a model gets trained with so much data, it starts learning from the noise and inaccurate data entries in our data set. Then the model does not categorize the data correctly, because of too many details and noise. The causes of overfitting are the non-parametric and non-linear methods because these types of machine learning algorithms have more freedom in building the model based on the dataset and therefore they can really build unrealistic models. A solution to avoid overfitting is using a linear algorithm if we have linear data or using the parameters like the maximal depth if we are using decision trees.

In a nutshell, Overfitting – High variance and low bias

Examples:





Techniques to reduce overfitting:

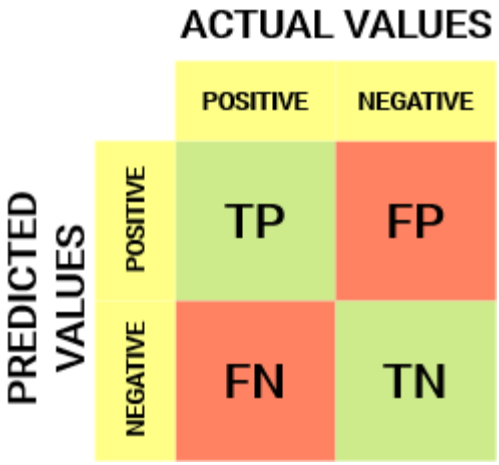
1. Increase training data.
2. Reduce model complexity.
3. Early stopping during the training phase (have an eye over the loss over the training period as soon as loss begins to increase stop training).
4. Ridge Regularization and Lasso Regularization
5. Use dropout for neural networks to tackle overfitting.

4. Model Evaluations

What is a Confusion Matrix?

A Confusion matrix is an N x N matrix used for evaluating the performance of a classification model, where N is the number of target classes. The matrix compares the actual target values with those predicted by the machine learning model. This gives us a holistic view of how well our classification model is performing and what kinds of errors it is making.

For a binary classification problem, we would have a 2 x 2 matrix as shown below with 4 values:



Let's decipher the matrix:

- The target variable has two values: **Positive** or **Negative**
- The **columns** represent the **actual values** of the target variable
- The **rows** represent the **predicted values** of the target variable

But wait – what's TP, FP, FN and TN here? That's the crucial part of a confusion matrix. Let's understand each term below.

Understanding True Positive, True Negative, False Positive and False Negative in a Confusion Matrix

True Positive (TP)

- The predicted value matches the actual value
- The actual value was positive and the model predicted a positive value

True Negative (TN)

- The predicted value matches the actual value
- The actual value was negative and the model predicted a negative value

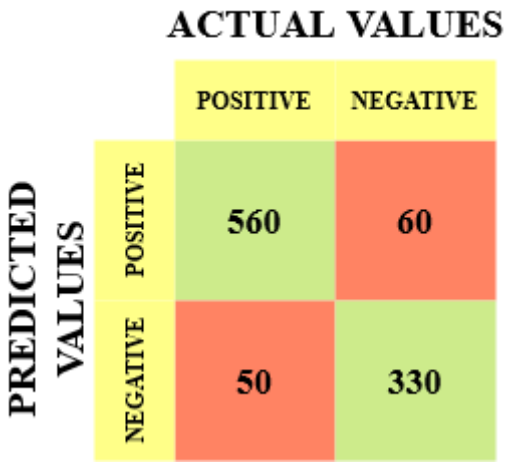
False Positive (FP) – Type 1 error

- The predicted value was falsely predicted
- The actual value was negative but the model predicted a positive value
- Also known as the **Type 1 error**

False Negative (FN) – Type 2 error

- The predicted value was falsely predicted
- The actual value was positive but the model predicted a negative value
- Also known as the **Type 2 error**

Let me give you an example to better understand this. Suppose we had a classification dataset with 1000 data points. We fit a classifier on it and get the below confusion matrix:



The different values of the Confusion matrix would be as follows:

- True Positive (TP) = 560; meaning 560 positive class data points were correctly classified by the model
- True Negative (TN) = 330; meaning 330 negative class data points were correctly classified by the model
- False Positive (FP) = 60; meaning 60 negative class data points were incorrectly classified as belonging to the positive class by the model
- False Negative (FN) = 50; meaning 50 positive class data points were incorrectly classified as belonging to the negative class by the model

This turned out to be a pretty decent classifier for our dataset considering the relatively larger number of true positive and true negative values.

Why Do We Need a Confusion Matrix?

Before we answer this question, let's think about a hypothetical classification problem.

Let's say you want to predict how many people are infected with a contagious virus in times before they show the symptoms, and isolate them from the healthy population . The two values for our target variable would be: Sick and Not Sick.

Now, you must be wondering – why do we need a confusion matrix when we have our all-weather friend – Accuracy? Well, let's see where accuracy falters.

Our dataset is an example of an **imbalanced dataset**. There are 947 data points for the negative class and 3 data points for the positive class. This is how we'll calculate the accuracy:

$$Accuracy = \frac{TP + TN}{TP + FP + TN + FN}$$

Let's see how our model performed:

ID	Actual Sick?	Predicted Sick?	Outcome
1	1	1	TP
2	0	0	TN
3	0	0	TN
4	1	1	TP
5	0	0	TN
6	0	0	TN
7	1	0	FP
8	0	1	FN
9	0	0	TN
10	1	0	FP
:	:	:	:
1000	0	0	FN

The total outcome values are:

TP = 30, TN = 930, FP = 30, FN = 10

So, the accuracy for our model turns out to be:

$$Accuracy = \frac{30 + 930}{30 + 30 + 930 + 10} = 0.96$$

96% Accuracy.

Precision vs. Recall

Precision tells us how many of the correctly predicted cases actually turned out to be positive. Here's how to calculate Precision:

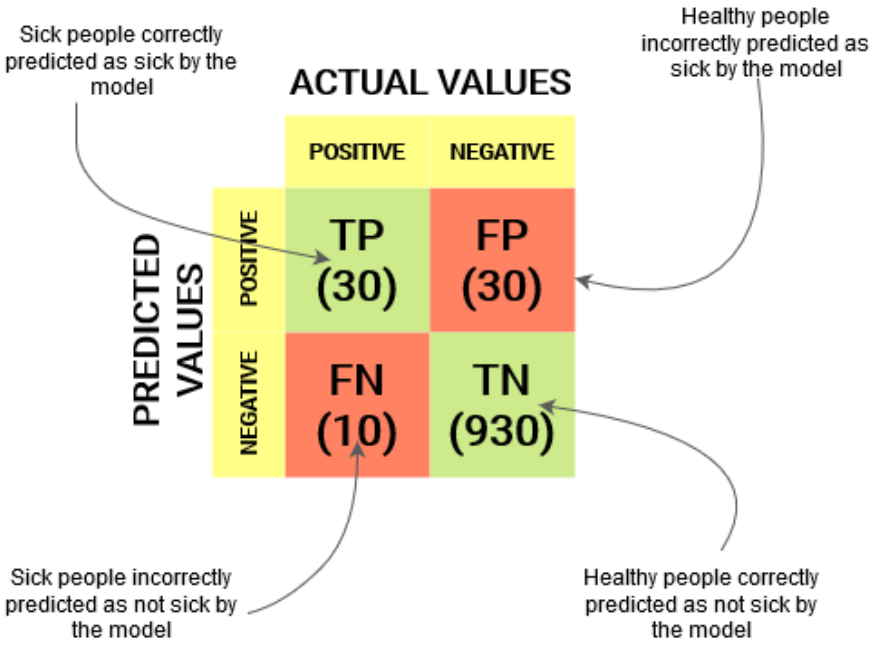
$$Precision = \frac{TP}{TP + FP}$$

This would determine whether our model is reliable or not.

Recall tells us how many of the actual positive cases we were able to predict correctly with our model.

And here's how we can calculate Recall:

$$Recall = \frac{TP}{TP + FN}$$



We can easily calculate Precision and Recall for our model by plugging in the values into the above questions:

$$Precision = \frac{30}{30 + 30} = 0.5$$

$$Recall = \frac{30}{30 + 10} = 0.75$$

50% percent of the correctly predicted cases turned out to be positive cases. Whereas 75% of the positives were successfully predicted by our model. Awesome!

Precision is a useful metric in cases where False Positive is a higher concern than False Negatives.

Precision is important in music or video recommendation systems, e-commerce websites, etc. Wrong results could lead to customer churn and be harmful to the business.

Recall is a useful metric in cases where False Negative trumps False Positive.

Recall is important in medical cases where it doesn't matter whether we raise a false alarm but the actual positive cases should not go undetected!

In our example, Recall would be a better metric because we don't want to accidentally discharge an infected person and let them mix with the healthy population thereby spreading the contagious virus. Now you can understand why accuracy was a bad metric for our model.

But there will be cases where there is no clear distinction between whether Precision is more important or Recall. What should we do in those cases? We combine them!

F1-Score

In practice, when we try to increase the precision of our model, the recall goes down, and vice-versa. The F1-score captures both the trends in a single value

$$\text{F1-Score} = \frac{2*\text{Precision}*\text{Recall}}{\text{Precision} + \text{Recall}}$$

F1-score is a harmonic mean of Precision and Recall, and so it gives a combined idea about these two metrics. It is maximum when Precision is equal to Recall.

But there is a catch here. The interpretability of the F1-score is poor. This means that we don't know what our classifier is maximizing – precision or recall? So, we use it in combination with other evaluation metrics which gives us a complete picture of the result.

ROC Curve: The ROC is a graph displaying a classifier's performance for all possible thresholds. The graph is plotted between the true positive rate (on the Y-axis) and the false Positive rate (on the x-axis).

What is Cross Validation?

Cross-validation is a technique for validating the model efficiency by training it on the subset of input data and testing on previously unseen subset of the input data. **We can also say that it is a technique to check how a statistical model generalizes to an independent dataset.**

K-Fold Cross-Validation

K-fold cross-validation approach divides the input dataset into K groups of samples of equal sizes. These samples are called folds. For each learning set, the prediction function uses k-1 folds, and the rest of the folds are used for the test set. This approach is a very popular CV approach because it is easy to understand, and the output is less biased than other methods.

What is ROC curves?

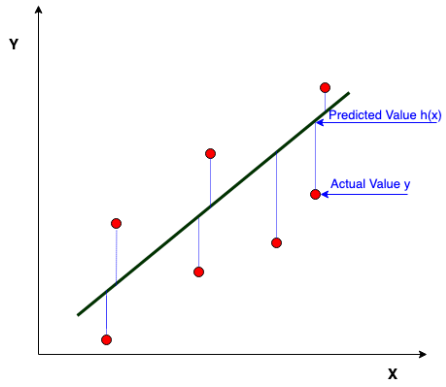
The ROC is a graph displaying a classifier's performance for all possible thresholds. The graph is plotted between the true positive rate (on the Y-axis) and the false Positive rate (on the x-axis).

What is Root Mean Square Error (RMSE)?

- Root Mean square is the standard deviation of the residuals. Now let's understand what Standard deviation and residuals are.
- Standard deviation: Standard deviation is a measure of how spread out numbers are. Its formula is the square root of the Variance. Variance is defined as the average of the squared differences from the Mean. In the below formula of standard deviation 'xi'= numbers, 'μ'= Mean of the numbers and 'N' = Total number of values

$$\sigma = \sqrt{\frac{1}{N}\sum_{i-1}^{N}(x_i - \mu)^2}$$

- Residuals: Residuals are a measure of how far from the regression line data points are. Residuals are nothing but prediction error, we can find it by subtracting the predicted value from actual value.



- So in order to get RMSE we will use Standard deviation formula but instead of square root of variance we will calculate the square root of average of squared residuals.

$$RMSE = \sqrt{\frac{1}{N}\sum_{i=1}^{N}(\hat{y}_i - y_i)^2}$$

- Standard deviation is used to measure the spread of data around the mean, while RMSE is used to measure distance between predicted and actual values.
- RMSE is a measure of how spread out these residuals are. In other words, it tells you how concentrated the data is around the line of best fit.
- Since the errors are squared before they are averaged, the RMSE gives a relatively high weight to large errors. This means the RMSE is most useful when large errors are particularly undesirable. Note that, as per competition rules submissions are evaluated on the logarithm of the predicted value and the logarithm of the observed sales price. Taking logs means that errors in predicting expensive houses and cheap houses will affect the result equally.
- What does RMSE indicate?:
  - It indicates the absolute fit of the model to the data.
  - Provides average model prediction error in units of the variable of interest.
  - They are negatively-oriented scores, which means lower values are better.

What is Regularization?

Regularization is one of the most important concepts of machine learning. It is a technique to prevent the model from overfitting by adding extra information to it.

Sometimes the machine learning model performs well with the training data but does not perform well with the test data. It means the model is not able to predict the output when deals with unseen data by introducing noise in the output, and hence the model is called overfitted. This problem can be deal with the help of a regularization technique.

This technique can be used in such a way that it will allow to maintain all variables or features in the model by reducing the magnitude of the variables. Hence, it maintains accuracy as well as a generalization of the model.

It mainly regularizes or reduces the coefficient of features toward zero. In simple words, "*In regularization technique, we reduce the magnitude of the features by keeping the same number of features.*"

3. Neural Networks and Deep Learning

Define Perceptron in machine learning.

Perceptron is Machine Learning algorithm for supervised learning of various binary classification tasks. Further, Perceptron is also understood as an Artificial Neuron or neural network unit that helps to detect certain input data computations in business intelligence.

Perceptron model is also treated as one of the best and simplest types of Artificial Neural networks. However, it is a supervised learning algorithm of binary classifiers. Hence, we can consider it as a single-layer neural network with four main parameters, i.e., input values, weights and Bias, net sum, and an activation function.

Elements of a Neural Network :-

Input Layer :- This layer accepts input features. It provides information from the outside world to the network, no computation is performed at this layer, nodes here just pass on the information(features) to the hidden layer.

Hidden Layer :- Nodes of this layer are not exposed to the outer world, they are the part of the abstraction provided by any neural network. Hidden layer performs all sort of computation on the features entered through the input layer and transfer the result to the output layer.

Output Layer :- This layer bring up the information learned by the network to the outer world.

What is an activation function and why to use them?

Definition of activation function:- Activation function decides, whether a neuron should be activated or not by calculating weighted sum and further adding bias with it. The purpose of the activation function is to introduce non-linearity into the output of a neuron.

Explanation:-

We know, neural network has neurons that work in correspondence of weight, bias and their respective activation function. In a neural network, we would update the weights and biases of the neurons on the basis of the error at the output. This process is known as back-propagation. Activation functions make the back-propagation possible since the gradients are supplied along with the error to update the weights and biases.

Why do we need Non-linear activation functions: -

A neural network without an activation function is essentially just a linear regression model? The activation function does the non-linear transformation to the input making it capable to learn and perform more complex tasks.

What is Cost Function?

A cost function is an important parameter that determines how well a machine learning model performs for a given dataset. It calculates the difference between the expected value and predicted value and represents it as a single real number.

In machine learning, once we train our model, then we want to see how well our model is performing. Although there are various accuracy functions that tell you how your model is performing, but will not give insights to improve them. So, we need a function that can find when the model is most accurate by finding the spot between the undertrained and over trained model.

In simple, "*Cost function is a measure of how wrong the model is in estimating the relationship between X(input) and Y(output) Parameter*." A cost function is sometimes also referred to as Loss function, and it can be estimated by iteratively running the model to compare estimated predictions against the known values of Y.

Gradient Descent: Minimizing the cost function

"*Gradient Descent is an optimization algorithm which is used for optimizing the cost function or error in the model."* It enables the models to take the gradient or direction to reduce the errors by reaching to least possible error. Here direction refers to how model parameters should be corrected to further reduce the cost function. The error in your model can be different at different points, and you have to find the quickest way to minimize it, to prevent resource wastage.

Gradient descent is an iterative process where the model gradually converges towards a minimum value, and if the model iterates further than this point, it produces little or zero changes in the loss. This point is known as convergence, and at this point, the error is least, and the cost function is optimized.

What is Convolutional Neural Network?

A convolutional neural network is a feed-forward neural network that is generally used to analyse visual images by processing data with grid-like topology. It's also known as a ConvNet. A convolutional neural network is used to detect and classify objects in an image.

Define epoch, batch size and Iterations.

- batch size = the number of training examples in one forward/backward pass. The higher the batch size, the more memory space you'll need.
- number of iterations = number of passes, each pass using [batch size] number of examples. To be clear, one pass = one forward pass + one backward pass (we do not count the forward pass and backward pass as two different passes).
- one epoch = one forward pass and one backward pass of all the training examples.

5. Unsupervised Learning

K-Means Clustering

K-Means Clustering is an Unsupervised Learning algorithm, which groups the unlabeled dataset into different clusters. Here K defines the number of pre-defined clusters that need to be created in the process, as if K=2, there will be two clusters, and for K=3, there will be three clusters, and so on.

"It is an iterative algorithm that divides the unlabeled dataset into k different clusters in such a way that each dataset belongs only one group that has similar properties."

It allows us to cluster the data into different groups and a convenient way to discover the categories of groups in the unlabeled dataset on its own without the need for any training.

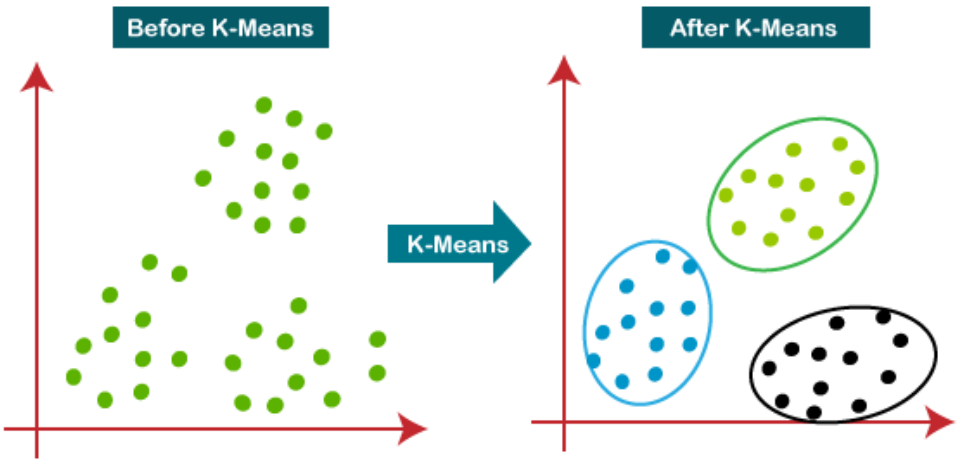
It is a centroid-based algorithm, where each cluster is associated with a centroid. The main aim of this algorithm is to minimize the sum of distances between the data point and their corresponding clusters.

The algorithm takes the unlabeled dataset as input, divides the dataset into k-number of clusters, and repeats the process until it does not find the best clusters. The value of k should be predetermined in this algorithm.

The k-means clustering algorithm mainly performs two tasks:

- Determines the best value for K center points or centroids by an iterative process.
- Assigns each data point to its closest k-center. Those data points which are near to the particular k-center, create a cluster.

The below diagram explains the working of the K-means Clustering Algorithm:



How does the K-Means Algorithm Work?

The working of the K-Means algorithm is explained in the below steps:

Step-1: Select the number K to decide the number of clusters.

Step-2: Select random K points or centroids. (It can be other from the input dataset).

Step-3: Assign each data point to their closest centroid, which will form the predefined K clusters.

Step-4: Calculate the variance and place a new centroid of each cluster.

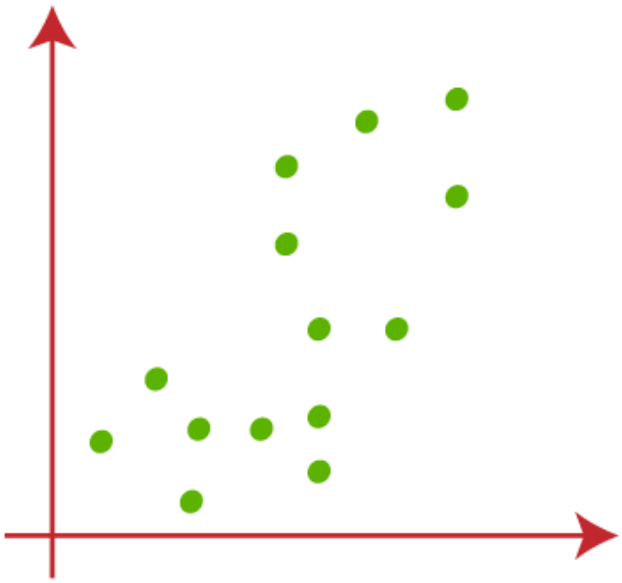
Step-5: Repeat the third steps, which means reassign each datapoint to the new closest centroid of each cluster.

Step-6: If any reassignment occurs, then go to step-4 else go to FINISH.

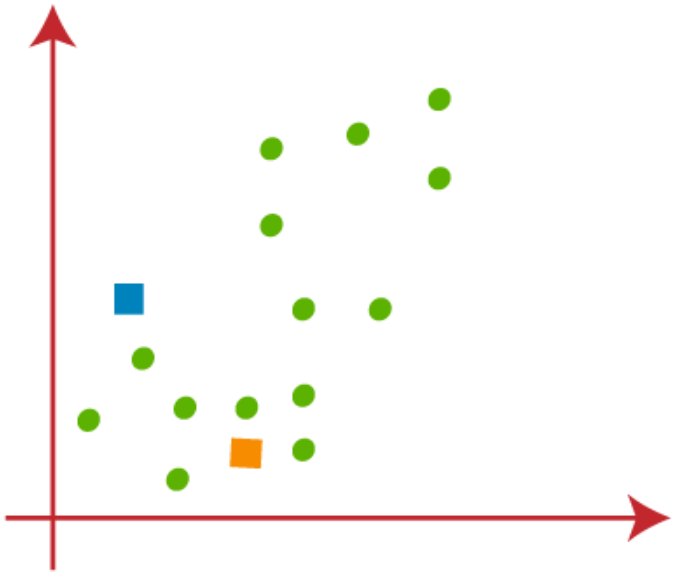
Step-7: The model is ready.

Let's understand the above steps by considering the visual plots:

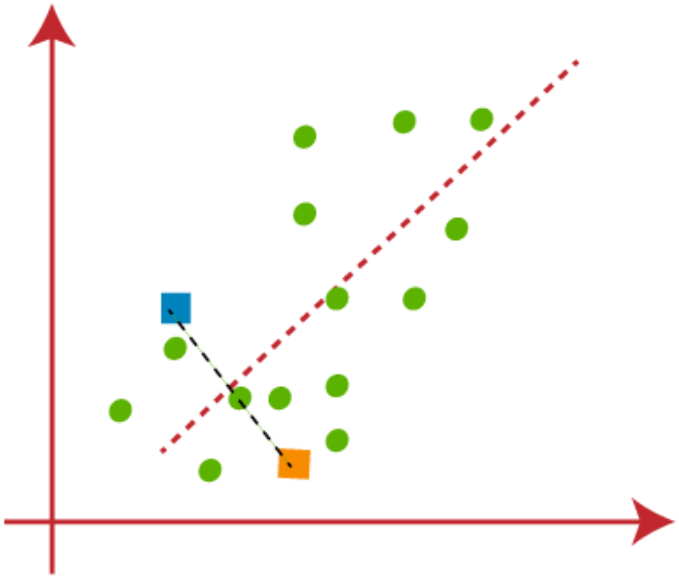
Suppose we have two variables M1 and M2. The x-y axis scatter plot of these two variables is given below:



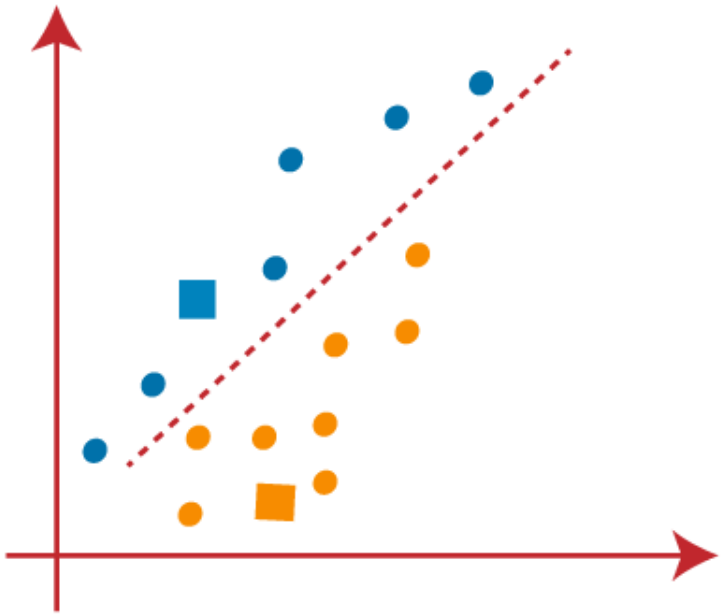
- Let's take number k of clusters, i.e., K=2, to identify the dataset and to put them into different clusters. It means here we will try to group these datasets into two different clusters.
- We need to choose some random k points or centroid to form the cluster. These points can be either the points from the dataset or any other point. So, here we are selecting the below two points as k points, which are not the part of our dataset. Consider the below image:



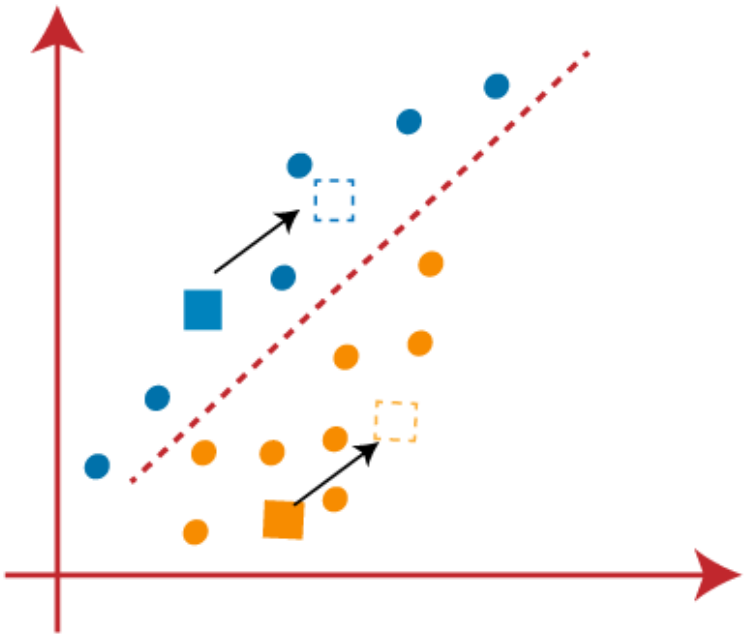
- Now we will assign each data point of the scatter plot to its closest K-point or centroid. We will compute it by applying some mathematics that we have studied to calculate the distance between two points. So, we will draw a median between both the centroids. Consider the below image:



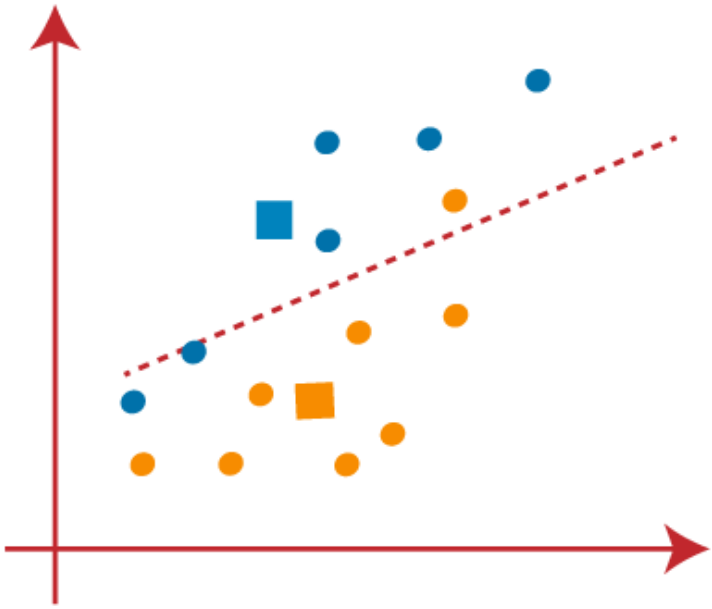
From the above image, it is clear that points left side of the line is near to the K1 or blue centroid, and points to the right of the line are close to the yellow centroid. Let's color them as blue and yellow for clear visualization.



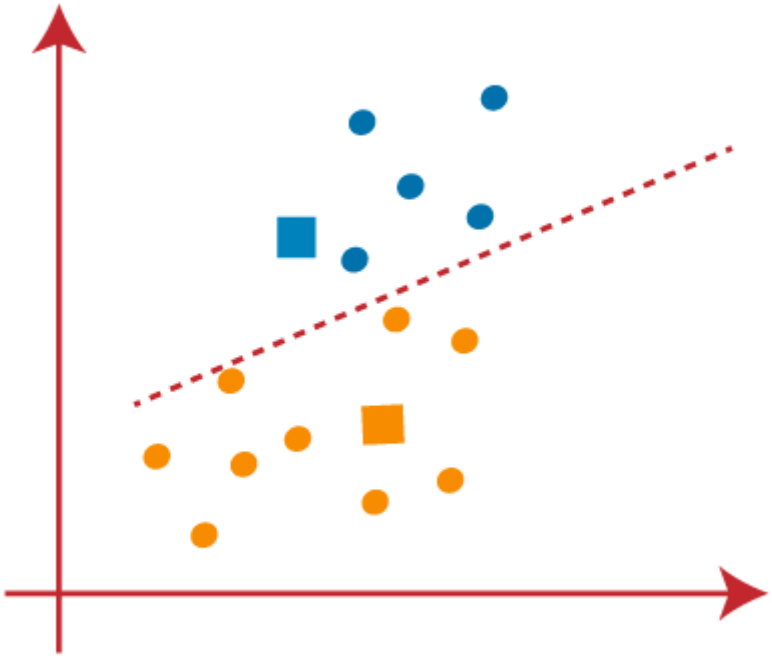
- As we need to find the closest cluster, so we will repeat the process by choosing **a new centroid**. To choose the new centroids, we will compute the center of gravity of these centroids, and will find new centroids as below:



- Next, we will reassign each datapoint to the new centroid. For this, we will repeat the same process of finding a median line. The median will be like below image:



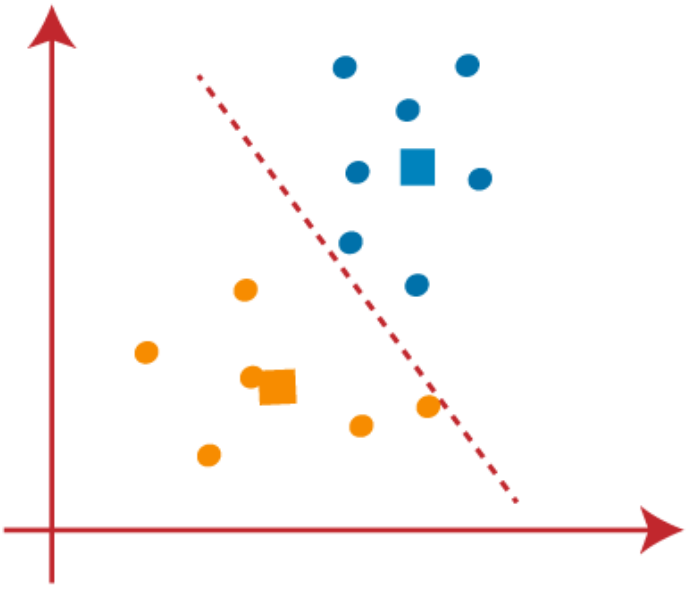
From the above image, we can see, one yellow point is on the left side of the line, and two blue points are right to the line. So, these three points will be assigned to new centroids.



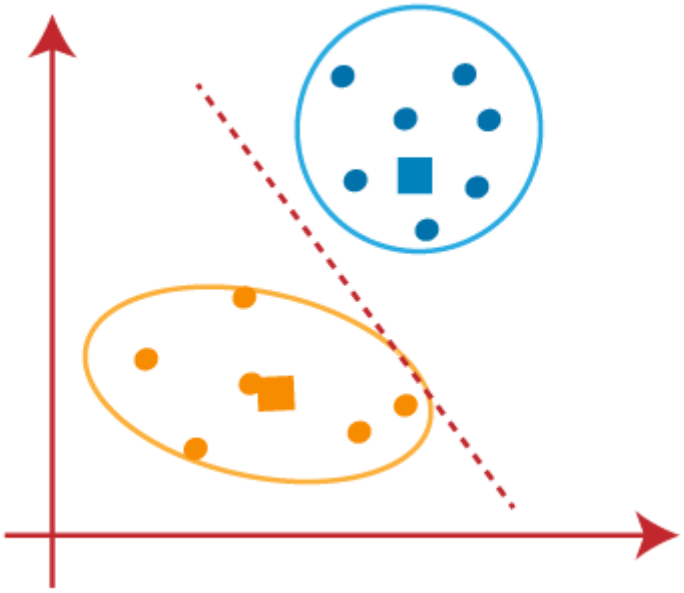
As reassignment has taken place, so we will again go to the step-4, which is finding new centroids or K-points.

- We will repeat the process by finding the center of gravity of centroids, so the new centroids will be as shown in the below image:

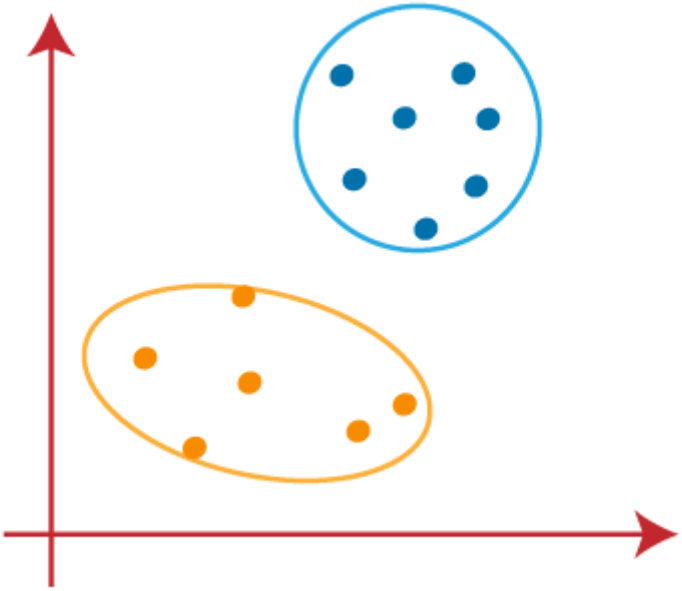
- As we got the new centroids so again will draw the median line and reassign the data points. So, the image will be:



- We can see in the above image; there are no dissimilar data points on either side of the line, which means our model is formed. Consider the below image:



As our model is ready, so we can now remove the assumed centroids, and the two final clusters will be as shown in the below image:



Advantages and Disadvantages

Advantages

The below are some of the features of K-Means clustering algorithms:

- It is simple to grasp and put into practice.
- K-means would be faster than Hierarchical clustering if we had a high number of variables.
- An instance's cluster can be changed when centroids are re-computation.
- When compared to Hierarchical clustering, K-means produces tighter clusters.

Disadvantages:

Some of the drawbacks of K-Means clustering techniques are as follows:

- The number of clusters, i.e., the value of k, is difficult to estimate.
- A major effect on output is exerted by initial inputs such as the number of clusters in a network (value of k).
- The sequence in which the data is entered has a considerable impact on the final output.
- It's quite sensitive to rescaling. If we rescale our data using normalization or standards, the outcome will be drastically different. ultimate result
- It is not advisable to do clustering tasks if the clusters have a sophisticated geometric shape.

K-Means Clustering Algorithm Applications

The performance of K-means clustering is sufficient to achieve the given goals. When it comes to the following scenarios, it is useful:

- To get relevant insights from the data we're dealing with.
- Distinct models will be created for different subgroups in a cluster-then-predict approach.
- Market segmentation
- Document Clustering
- Image segmentation
- Image compression
- Customer segmentation
- Analyzing the trend on dynamic data

Hierarchical Clustering

Hierarchical clustering is another unsupervised machine learning algorithm, which is used to group the unlabelled datasets into a cluster and also known as **hierarchical cluster analysis** or HCA.

In this algorithm, we develop the hierarchy of clusters in the form of a tree, and this tree-shaped structure is known as the **dendrogram**.

Sometimes the results of K-means clustering and hierarchical clustering may look similar, but they both differ depending on how they work. As there is no requirement to predetermine the number of clusters as we did in the K-Means algorithm.

The hierarchical clustering technique has two approaches:

1. **Agglomerative:** Agglomerative is a **bottom-up** approach, in which the algorithm starts with taking all data points as single clusters and merging them until one cluster is left.
2. **Divisive:** Divisive algorithm is the reverse of the agglomerative algorithm as it is a **top-down approach.**

Why hierarchical clustering?

So, as we have seen in the K-means clustering that there are some challenges with this algorithm, which are a predetermined number of clusters, and it always tries to create the clusters of the same size. To solve these two challenges, we can opt for the hierarchical clustering algorithm because, in this algorithm, we don't need to have knowledge about the predefined number of clusters.

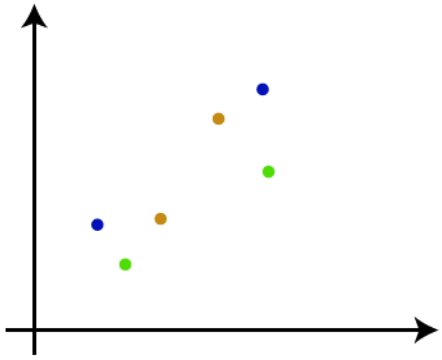
Agglomerative Hierarchical clustering

The agglomerative hierarchical clustering algorithm is a popular example of HCA. To group the datasets into clusters, it follows the **bottom-up approach**. It means, this algorithm considers each dataset as a single cluster at the beginning, and then start combining the closest pair of clusters together. It does this until all the clusters are merged into a single cluster that contains all the datasets.This hierarchy of clusters is represented in the form of the dendrogram.

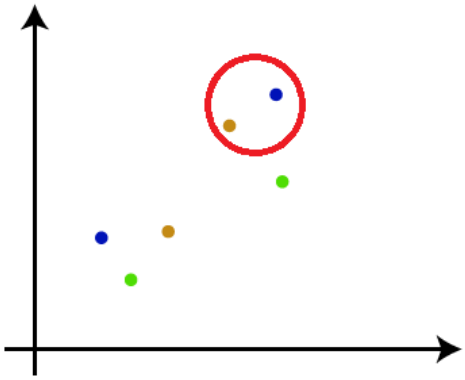
How the Agglomerative Hierarchical clustering Work?

The working of the AHC algorithm can be explained using the below steps:

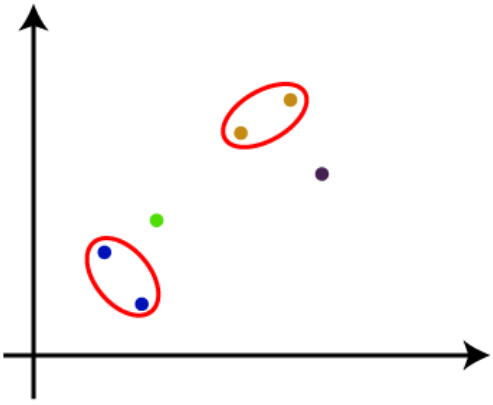
- **Step-1:** Create each data point as a single cluster. Let's say there are N data points, so the number of clusters will also be N.



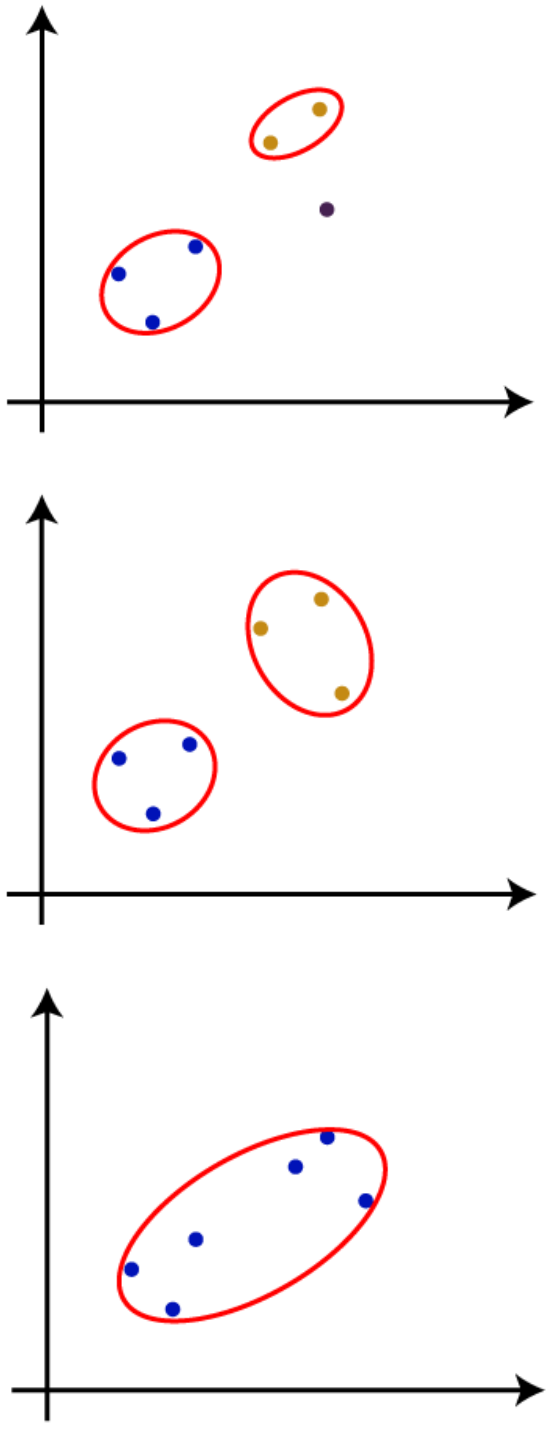
- **Step-2:** Take two closest data points or clusters and merge them to form one cluster. So, there will now be N-1 clusters.



- **Step-3**: Again, take the two closest clusters and merge them together to form one cluster. There will be N-2 clusters.



- **Step-4:** Repeat Step 3 until only one cluster left. So, we will get the following clusters. Consider the below images:

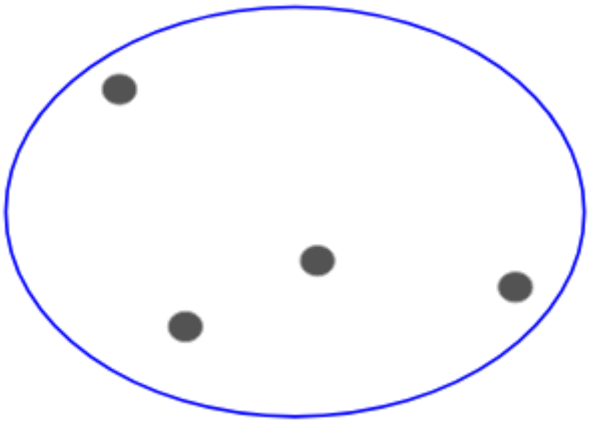


- **Step-5:** Once all the clusters are combined into one big cluster, develop the dendrogram to divide the clusters as per the problem.

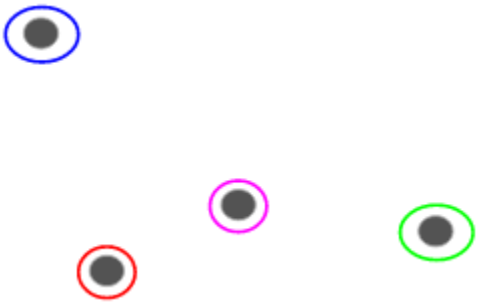
Divisive Hierarchical Clustering

Divisive hierarchical clustering works in the opposite way. Instead of starting with n clusters (in case of n observations), we start with a single cluster and assign all the points to that cluster.

So, it doesn't matter if we have 10 or 1000 data points. All these points will belong to the same cluster at the beginning:



Now, at each iteration, we split the farthest point in the cluster and repeat this process until each cluster only contains a single point:



We are splitting (or dividing) the clusters at each step, hence the name divisive hierarchical clustering.

Linkage Method	Pros	Cons
MIN	This approach can separate non-elliptical shapes as long as the gap between two clusters is not small.	MIN approach cannot separate clusters properly if there is noise between clusters.
MAX	MAX approach does well in separating clusters if there is noise between clusters.	Max approach is biased towards globular clusters and Max approach tends to break large clusters.
Group Average	The group Average approach does well in separating clusters if there is noise between clusters.	The group Average approach is biased towards globular clusters.
Ward's Method	Ward's method approach also does well in separating clusters if there is noise between clusters.	Ward's method approach is also biased towards globular clusters.

3. **What the difference between agglomerative and divisive hierarchical clustering?**

3.3.2 Agglomerative and Divisive

Agglomerative Hierarchical Clustering

- Bottom-up strategy
- Each cluster starts with only one object
- Clusters are merged into larger and larger clusters until:
  - → All the objects are in a single cluster
  - → Certain termination conditions are satisfied

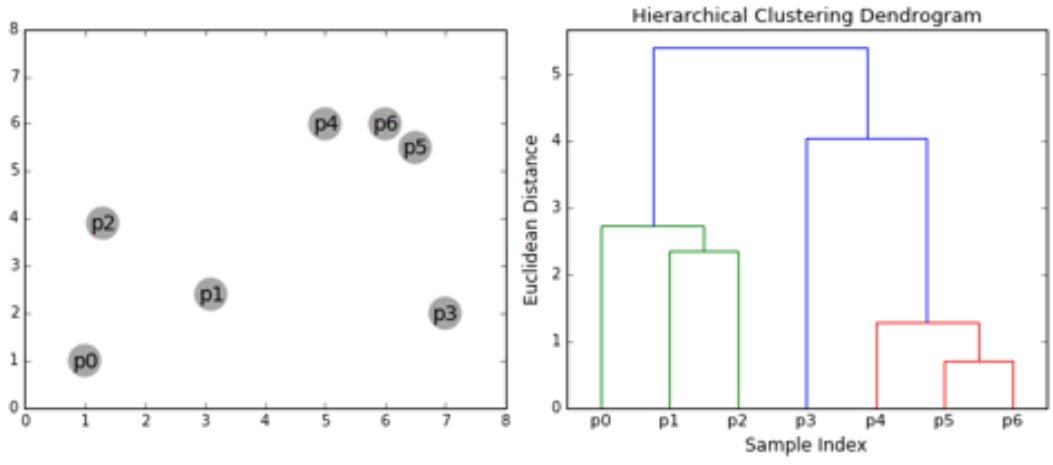
Divisive Hierarchical Clustering

- Top-down strategy
- Start with all objects in one cluster
- Clusters are subdivided into smaller and smaller clusters until:
  - → Each object forms a cluster on its own
  - → Certain termination conditions are satisfied

4. **What is a Dendrogram?**

A Dendrogram is a type of tree diagram showing hierarchical relationships between different sets of data.

As already said a Dendrogram contains the memory of hierarchical clustering algorithm, so just by looking at the Dendrgram you can tell how the cluster is formed.



Dendogram 1

7. What's a proximity matrix?

In hierarchical clustering, we have a concept called a **proximity matrix**. This stores the distances between each point. Let's take an example to understand this matrix as well as the steps to perform hierarchical clustering.

For Example:

Suppose a teacher wants to divide her students into different groups. She has the marks scored by each student in an assignment and based on these marks, she wants to segment them into groups. There's no fixed target here as to how many groups to have. Since the teacher does not know what type of students should be assigned to which group, it cannot be solved as a supervised learning problem. So, we will try to apply hierarchical clustering here and segment the students into different groups.

Let's take a sample of 5 students:

Student_ID	Marks
1	10
2	7
3	28
4	20
5	35

Creating a Proximity Matrix

First, we will create a proximity matrix which will tell us the distance between each of these points. Since we are calculating the distance of each point from each of the other points, we will get a square matrix of shape n X n (where n is the number of observations).

Let's make the 5 x 5 proximity matrix for our example:

ID	1	2	3	4	5
1	0	3	18	10	25
2	3	0	21	13	28
3	18	21	0	8	7
4	10	13	8	0	15
5	25	28	7	15	0

The diagonal elements of this matrix will always be 0 as the distance of a point with itself is always 0. We will use the Euclidean distance formula to calculate the rest of the distances. So, let's say we want to calculate the distance between point 1 and 2:

$$\sqrt{(10-7)^2} = \sqrt{9} = 3$$

Similarly, we can calculate all the distances and fill the proximity matrix.

8. What's the time complexity of the basic agglomerative hierarchical clustering algorithm.

Time complexity: Since we've to perform n iterations and in each iteration, we need to update the similarity matrix and restore the matrix, the time complexity is also very high. The time complexity is the order of the cube of n.

Time complexity = $O(n^3)$ where n is the number of data points.

Space complexity: The space required for the Hierarchical clustering Technique is very high when the number of data points are high as we need to store the similarity matrix in the RAM. The space complexity is the order of the square of n.

Space complexity = $O(n^2)$ where n is the number of data points.

Limitations of Hierarchical clustering Technique:

1. There is no mathematical objective for Hierarchical clustering.
2. All the approaches to calculate the similarity between clusters has its own disadvantages.
3. High space and time complexity for Hierarchical clustering. Hence this clustering algorithm cannot be used when we have huge data.

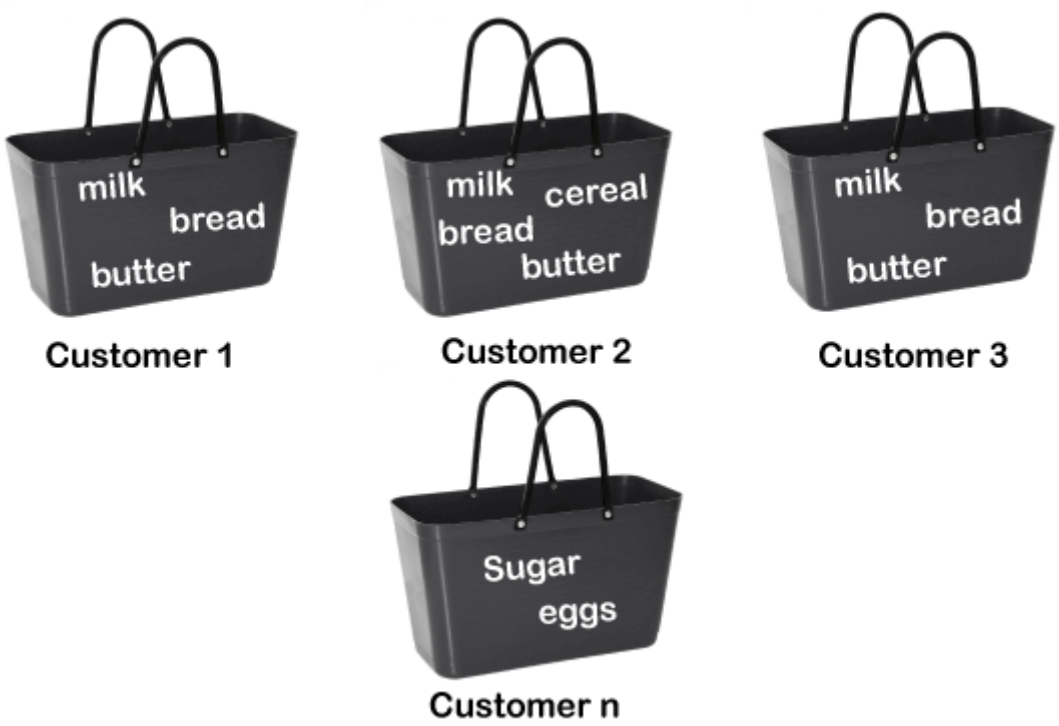
Association Rule Learning

Association rule learning is a type of unsupervised learning technique that checks for the dependency of one data item on another data item and maps accordingly so that it can be more profitable. It tries to find some interesting relations or associations among the variables of dataset. It is based on different rules to discover the interesting relations between variables in the database.

The association rule learning is one of the very important concepts of machine learning

, and it is employed in **Market Basket analysis, Web usage mining, continuous production, etc.** Here market basket analysis is a technique used by the various big retailer to discover the associations between items. We can understand it by taking an example of a supermarket, as in a supermarket, all products that are purchased together are put together.

For example, if a customer buys bread, he most likely can also buy butter, eggs, or milk, so these products are stored within a shelf or mostly nearby. Consider the below diagram:



Association rule learning can be divided into three types of algorithms:

1. **Apriori**
2. **Eclat**
3. **F-P Growth Algorithm**

We will understand these algorithms in later chapters.

How does Association Rule Learning work?

Association rule learning works on the concept of If and Else Statement, such as if A then B.

Here the If element is called **antecedent**, and then statement is called as **Consequent**. These types of relationships where we can find out some association or relation between two items is known *as single cardinality*. It is all about creating rules, and if the number of items increases, then cardinality also increases accordingly. So, to measure the associations between thousands of data items, there are several metrics. These metrics are given below:

- **Support**
- **Confidence**
- **Lift**

Let's understand each of them:

Support

Support is the frequency of A or how frequently an item appears in the dataset. It is defined as the fraction of the transaction T that contains the itemset X. If there are X datasets, then for transactions T, it can be written as:

$$\text{Supp(X)} = \frac{Freq(X)}{T}$$

Confidence

Confidence indicates how often the rule has been found to be true. Or how often the items X and Y occur together in the dataset when the occurrence of X is already given. It is the ratio of the transaction that contains X and Y to the number of records that contain X.

$$\text{Confidence} = \frac{Freq(X,Y)}{Freq(X)}$$

Lift

It is the strength of any rule, which can be defined as below formula:

$$\text{Lift} = \frac{Supp(X,Y)}{Supp(X) \times Supp(Y)}$$

It is the ratio of the observed support measure and expected support if X and Y are independent of each other. It has three possible values:

- If **Lift= 1**: The probability of occurrence of antecedent and consequent is independent of each other.
- **Lift>1**: It determines the degree to which the two itemsets are dependent to each other.
- **Lift<1**: It tells us that one item is a substitute for other items, which means one item has a negative effect on another.

Types of Association Rule Learning

Association rule learning can be divided into three algorithms:

Apriori Algorithm

This algorithm uses frequent datasets to generate association rules. It is designed to work on the databases that contain transactions. This algorithm uses a breadth-first search and Hash Tree to calculate the itemset efficiently.

It is mainly used for market basket analysis and helps to understand the products that can be bought together. It can also be used in the healthcare field to find drug reactions for patients.

Eclat Algorithm

Eclat algorithm stands for **Equivalence Class Transformation**. This algorithm uses a depth-first search technique to find frequent itemsets in a transaction database. It performs faster execution than Apriori Algorithm.

F-P Growth Algorithm

The F-P growth algorithm stands for **Frequent Pattern**, and it is the improved version of the Apriori Algorithm. It represents the database in the form of a tree structure that is known as a frequent pattern or tree. The purpose of this frequent tree is to extract the most frequent patterns.

Applications of Association Rule Learning

It has various applications in machine learning and data mining. Below are some popular applications of association rule learning:

- **Market Basket Analysis:** It is one of the popular examples and applications of association rule mining. This technique is commonly used by big retailers to determine the association between items.
- **Medical Diagnosis:** With the help of association rules, patients can be cured easily, as it helps in identifying the probability of illness for a particular disease.
- **Protein Sequence:** The association rules help in determining the synthesis of artificial Proteins.
- It is also used for the **Catalog Design** and **Loss-leader Analysis** and many more other applications.

2. What are the limitations of apriori algorithm? How to increase the efficiency of algorithm?

Limitations of apriori algorithm: Apriori algorithm suffers from some weakness in spite of being clear and simple. The main limitation is costly wasting of time to hold a vast number of candidate sets with much frequent itemsets, low minimum support or large itemsets.

Many methods are available for improving the efficiency of the algorithm.

- Hash-Based Technique: This method uses a hash-based structure called a hash table for generating the k-itemsets and their corresponding count. It uses a hash function for generating the table.
- Transaction Reduction: This method reduces the number of transactions scanned in iterations. The transactions which do not contain frequent items are marked or removed.
- Partitioning: This method requires only two database scans to mine the frequent itemsets. It says that for any itemset to be potentially frequent in the database, it should be frequent in at least one of the partitions of the database.
- Sampling: This method picks a random sample S from Database D and then searches for frequent itemset in S. It may be possible to lose a global frequent itemset. This can be reduced by lowering the min_sup.
- Dynamic Itemset Counting: This technique can add new candidate itemsets at any marked start point of the database during the scanning of the database.

What are the applications of Apriori Algorithm?

Apriori Algorithm has picked up a pace in recent years and is used in different industries for data mining and handling.

Some fields where Apriori is used:

1. Medical

Hospitals are generally trashed with data every day and need to retrieve a lot of past data for existing patience. Apriori algorithm help hospitals to manage the database of patients without jinxing it with other patients.

2. Education

The educational institute can use the apriori algorithm to store and monitor students' data like age, gender, traits, characteristics, parent's details, etc.

3. Forestry

On the same line as education and medical industry, forestry can also use apriori algorithm to store, analyze and manage details of every flora and fauna of the given territory.

4. New Tech Firms

Tech firms use the apriori algorithm to maintain the record of various items of products that are purchased by various customers for recommender systems.

5. Mobile Commerce

Big data can help mobile e-commerce companies to deliver an easy, convenient and personalized shopping experience. With the apriori algorithm, the real-time product recommendation accuracy increases, which creates an excellent customer experience and increases sales for the company.

Dimensionality Reduction (PCA, SVD)

Principal Component Analysis is an unsupervised learning algorithm that is used for the dimensionality reduction in machine learning. It is a statistical process that converts the observations of correlated features into a set of linearly uncorrelated features. These new transformed features are called the **Principal Components**. It is a technique to draw strong patterns from the given dataset by reducing the variances.

PCA generally tries to find the lower-dimensional surface to project the high-dimensional data.

PCA works by considering the variance of each attribute because the high attribute shows the good split between the classes, and hence it reduces the dimensionality. Some real-world applications of PCA are **image processing, movie recommendation system, optimizing the power allocation in various communication channels.** It is a feature extraction technique, so it contains the important variables and drops the least important variable.

Some common terms used in PCA algorithm:

- **Dimensionality:** It is the number of features or variables present in the given dataset. More easily, it is the number of columns present in the dataset.
- **Correlation:** It signifies that how strongly two variables are related to each other. Such as if one changes, the other variable also gets changed. The correlation value ranges from -1 to +1. Here, -1 occurs if variables are inversely proportional to each other, and +1 indicates that variables are directly proportional to each other.
- **Orthogonal:** It defines that variables are not correlated to each other, and hence the correlation between the pair of variables is zero.
- **Eigenvectors:** If there is a square matrix M, and a non-zero vector v is given. Then v will be eigenvector if Av is the scalar multiple of v.
- **Covariance Matrix:** A matrix containing the covariance between the pair of variables is called the Covariance Matrix.

What is SVD?

The Singular Value Decomposition (SVD) of a matrix is a factorization of that matrix into three matrices. It has some interesting algebraic properties and conveys important geometrical and theoretical insights about linear transformations. It also has some important applications in data science. In this article, I will try to explain the mathematical intuition behind SVD and its geometrical meaning.

What is difference between Machine Learning and Deep Learning?

Parameter	Machine Learning	Deep Learning
Data Dependency	Although machine learning depends on the huge amount of data, it can work with a smaller amount of data.	Deep Learning algorithms highly depend on a large amount of data, so we need to feed a large amount of data for good performance.
Execution time	Machine learning algorithm takes less time to train the model than deep learning, but it takes a long-time duration to test the model.	Deep Learning takes a long execution time to train the model, but less time to test the model.
Hardware Dependencies	Since machine learning models do not need much amount of data, so they can work on low-end machines.	The deep learning model needs a huge amount of data to work efficiently, so they need GPU's and hence the high-end machine.
Feature Engineering	Machine learning models need a step of feature extraction by the expert, and then it proceeds further.	Deep learning is the enhanced version of machine learning, so it does not need to develop the feature extractor for each problem; instead, it tries to learn high-level features from the data on its own.
Problem-solving approach	To solve a given problem, the traditional ML model breaks the problem in sub-parts, and after solving each part, produces the final result.	The problem-solving approach of a deep learning model is different from the traditional ML model, as it takes input for a given problem, and produce the end result. Hence it follows the end-to-end approach.
Interpretation solving approach	The interpretation of the result for a ML model breaks the problem in sub-parts, and after solving each part, produces the final result.	The interpretation of the result for a given problem is model is different from the traditional ML model, as it takes input for a given problem, and produce the end result. Hence it follows the end-to-end approach.
Interpretation of result	The interpretation of the result for a given problem is easy. As when we work with machine learning, we can interpret the result easily, it means why this result occur, what was the process.	The interpretation of the result for a given problem is very difficult. As when we work with the deep learning model, we may get a better result for a given problem than the machine learning model, but we cannot find why this particular outcome occurred, and the reasoning.
Type of data	Machine learning models mostly require data in a structured form.	Deep Learning models can work with structured and unstructured data both as they rely on the layers of the

What is difference between Supervised, unsupervised and Reinforcement ML?

Criteria	Supervised ML	Unsupervised ML	Reinforcement ML
Definition	Learns by using labelled data	Trained using unlabelled data without any guidance.	Works on interacting with the environment
Type of data	Labelled data	Unlabelled data	No – predefined data
Type of problems	Regression and classification	Association and Clustering	Exploitation or Exploration
Supervision	Extra supervision	No supervision	No supervision
Algorithms	Linear Regression, Logistic Regression, SVM, KNN etc.	K – Means, C – Means, Apriori	Q – Learning, SARSA
Aim	Calculate outcomes	Discover underlying patterns	Learn a series of action
Application	Risk Evaluation, Forecast Sales	Recommendation System, Anomaly Detection	Self Driving Cars, Gaming, Healthcare

What is difference between Supervised and unsupervised in ML?

Supervised Learning	Unsupervised Learning
Supervised learning algorithms are trained using labeled data.	Unsupervised learning algorithms are trained using unlabeled data.
Supervised learning model takes direct feedback to check if it is predicting correct output or not.	Unsupervised learning model does not take any feedback.
Supervised learning model predicts the output.	Unsupervised learning model finds the hidden patterns in data.
In supervised learning, input data is provided to the model along with the output.	In unsupervised learning, only input data is provided to the model.
The goal of supervised learning is to train the model so that it can predict the output when it is given new data.	The goal of unsupervised learning is to find the hidden patterns and useful insights from the unknown dataset.
Supervised learning needs supervision to train the model.	Unsupervised learning does not need any supervision to train the model.
Supervised learning can be categorized in **Classification** and **Regression** problems.	Unsupervised Learning can be classified in **Clustering** and **Associations** problems.
Supervised learning can be used for those cases where we know the input as well as corresponding outputs.	Unsupervised learning can be used for those cases where we have only input data and no corresponding output data.
Supervised learning model produces an accurate result.	Unsupervised learning model may give less accurate result as compared to supervised learning.
Supervised learning is not close to true Artificial intelligence as in this, we first train the model for each data, and then only it can predict the correct output.	Unsupervised learning is more close to the true Artificial Intelligence as it learns similarly as a child learns daily routine things by his experiences.
It includes various algorithms such as Linear Regression, Logistic Regression, Support Vector Machine, Multi-class Classification, Decision tree, Bayesian Logic, etc.	It includes various algorithms such as Clustering, KNN, and Apriori algorithm.

What is difference between Regression and classification algorithm in ML?

Regression Algorithm	Classification Algorithm
In Regression, the output variable must be of continuous nature or real value.	In Classification, the output variable must be a discrete value.
The task of the regression algorithm is to map the input value (x) with the continuous output variable(y).	The task of the classification algorithm is to map the input value(x) with the discrete output variable(y).
Regression Algorithms are used with continuous data.	Classification Algorithms are used with discrete data.
In Regression, we try to find the best fit line, which can predict the output more accurately.	In Classification, we try to find the decision boundary, which can divide the dataset into different classes.
Regression algorithms can be used to solve the regression problems such as Weather Prediction, House price prediction, etc.	Classification Algorithms can be used to solve classification problems such as Identification of spam emails, Speech Recognition, Identification of cancer cells, etc.
The regression Algorithm can be further divided into Linear and Non-linear Regression.	The Classification algorithms can be divided into Binary Classifier and Multi-class Classifier.

What is difference between Linear and Logistic Regression in ML?

Linear Regression	Logistic Regression
Linear regression is used to predict the continuous dependent variable using a given set of independent variables.	Logistic Regression is used to predict the categorical dependent variable using a given set of independent variables.
Linear Regression is used for solving Regression problem.	Logistic regression is used for solving Classification problems.
In Linear regression, we predict the value of continuous variables.	In logistic Regression, we predict the values of categorical variables.
In linear regression, we find the best fit line, by which we can easily predict the output.	In Logistic Regression, we find the S-curve by which we can classify the samples.
Least square estimation method is used for estimation of accuracy.	Maximum likelihood estimation method is used for estimation of accuracy.
The output for Linear Regression must be a continuous value, such as price, age, etc.	The output of Logistic Regression must be a Categorical value such as 0 or 1, Yes or No, etc.
In Linear regression, it is required that relationship between dependent variable and independent variable must be linear.	In Logistic regression, it is not required to have the linear relationship between the dependent and independent variable.
In linear regression, there may be collinearity between the independent variables.	In logistic regression, there should not be collinearity between the independent variable.