

# Algorithms

Ok-Ran Jeong

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Department of Software  
Gachon University

A decorative graphic on the right side of the slide, consisting of a blue arc filled with various-sized circles in different shades of blue, resembling bubbles or a stylized globe.

# 10. Data Mining

# Contents

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- What is Data Mining?
  - Classification
  - Clustering
  - Association Rule Discovery
- Example of Classification
  - Decision tree induction
  - Hunt's algorithm

# Why Mine Data? Commercial Viewpoint

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- Lots of data is being collected and warehoused
  - Web data, e-commerce
  - purchases at department/grocery stores
  - Bank/Credit Card transactions
- Computers have become cheaper and more powerful
- Competitive Pressure is Strong
  - Provide better, customized services for an *edge* (e.g. in Customer Relationship Management)

# Why Mine Data? Scientific Viewpoint

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- Data collected and stored at enormous speeds
  - remote sensors on a satellite
  - telescopes scanning the skies
  - microarrays generating gene expression data
  - scientific simulations generating terabytes of data
- Traditional techniques infeasible for raw data
- Data mining may help scientists
  - in classifying and segmenting data
  - in Hypothesis Formation

# Mining Large Data Sets - Motivation

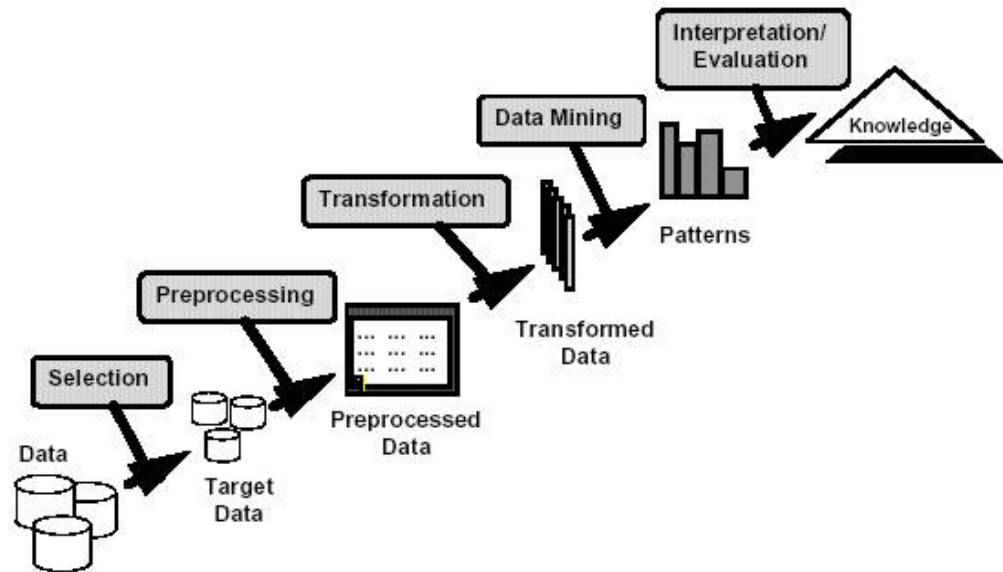
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- There is often information “hidden” in the data that is not readily evident
- Human analysts may take weeks to discover useful information
- Much of the data is never analyzed at all

# What is Data Mining?

## ■ Many Definitions

- Non-trivial extraction of implicit, previously unknown and potentially useful information from data
- Exploration & analysis, by automatic or semi-automatic means, of large quantities of data in order to discover meaningful patterns



# What is (not) Data Mining?

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## ■ What is not Data Mining?

- Look up phone number in phone directory
- Query a Web search engine for information about “Amazon”

## ■ What is Data Mining?

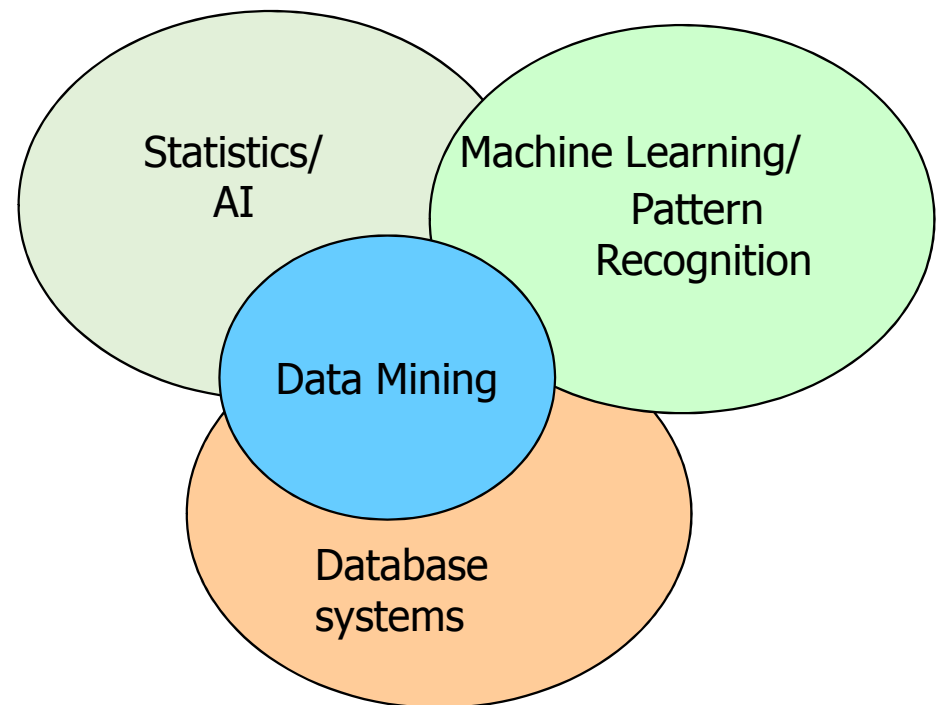
- Certain names are more prevalent in certain US locations (O’Brien, O’Rourke, O’Reilly... in Boston area)
- Group together similar documents returned by search engine according to their context (e.g. Amazon rainforest, Amazon.com,)



# Origins of Data Mining

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- Draws ideas from machine learning/AI, pattern recognition, statistics, and database systems
- Traditional Techniques may be unsuitable due to
  - Enormity of data
  - High dimensionality of data
  - Heterogeneous, distributed nature of data



# Data Mining Tasks

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- Prediction Methods
  - Use some variables to predict unknown or future values of other variables.
- Description Methods
  - Find human-interpretable patterns that describe the data.

# Data Mining Tasks...

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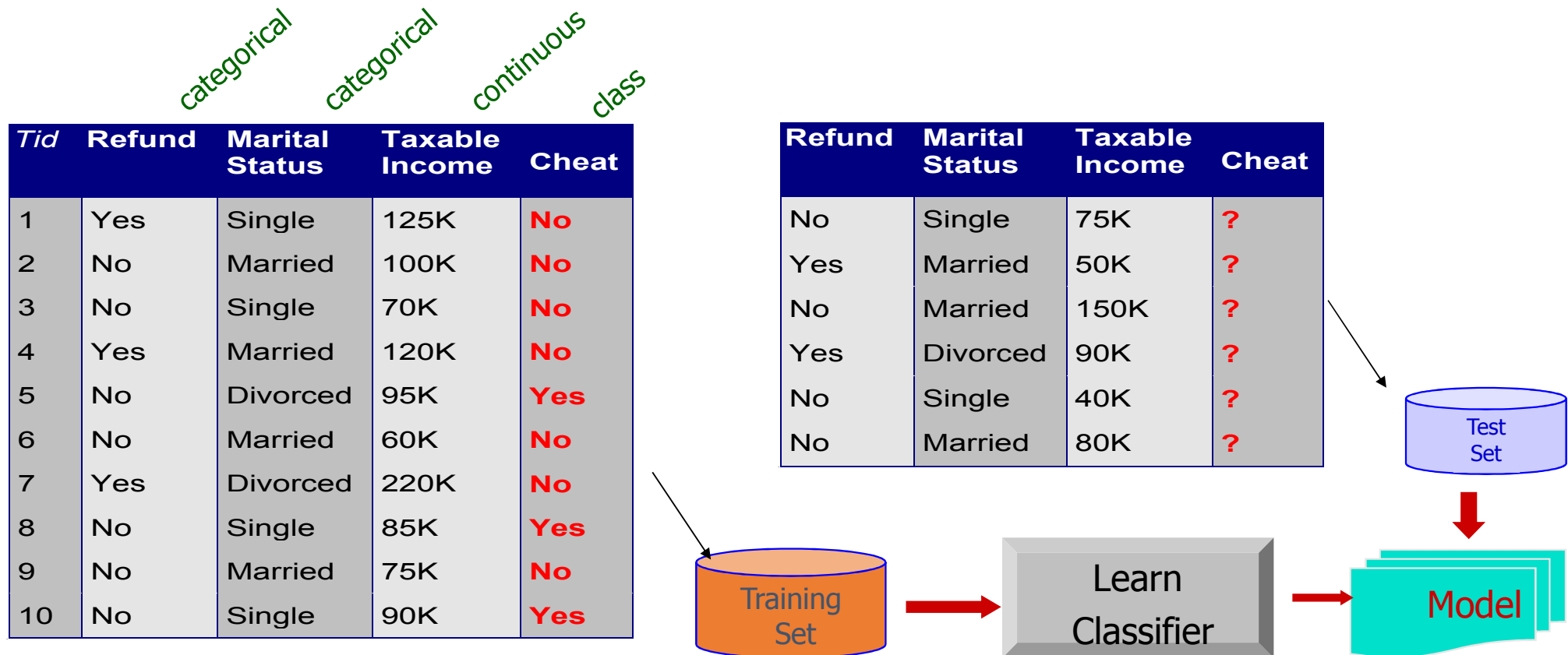
- Classification
- Clustering
- Association Rule Discovery
- Sequential Pattern Discovery
- Deviation Detection

# Classification: Definition

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- Given a collection of records (*training set*)
  - Each record contains a set of *attributes*, one of the attributes is the *class*.
- Find a *model* for class attribute as a function of the values of other attributes.
- Goal: previously unseen records should be assigned a class as accurately as possible.
  - A *test set* is used to determine the accuracy of the model.
  - Usually, the given data set is divided into training and test sets, with training set used to build the model and test set used to validate it.

# Classification Example



# Classification: Application 1

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- Direct Marketing
  - Goal: Reduce cost of mailing by *targeting* a set of consumers likely to buy a new cell-phone product.
  - Approach:
    - Use the data for a similar product introduced before.
    - We know which customers decided to buy and which decided otherwise. This *{buy, don't buy}* decision forms the *class attribute*.
    - Collect various demographic, lifestyle, and company-interaction related information about all such customers.
      - Type of business, where they stay, how much they earn, etc.
    - Use this information as input attributes to learn a classifier model.

# Classification: Application 2

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- Fraud Detection

- Goal: Predict fraudulent cases in credit card transactions.
- Approach:
  - Use credit card transactions and the information on its account-holder as attributes.
    - When does a customer buy, what does he buy, how often he pays on time, etc.
  - Label past transactions as fraud or fair transactions. This forms the class attribute.
  - Learn a model for the class of the transactions.
  - Use this model to detect fraud by observing credit card transactions on an account.

# Classification: Application 3

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- Customer Attrition/Churn:
  - Goal: To predict whether a customer is likely to be lost to a competitor.
  - Approach:
    - Use detailed record of transactions with each of the past and present customers, to find attributes.
      - How often the customer calls, where he calls, what time-of-the day he calls most, his financial status, marital status, etc.
    - Label the customers as loyal or disloyal.
    - Find a model for loyalty.



# Clustering Definition

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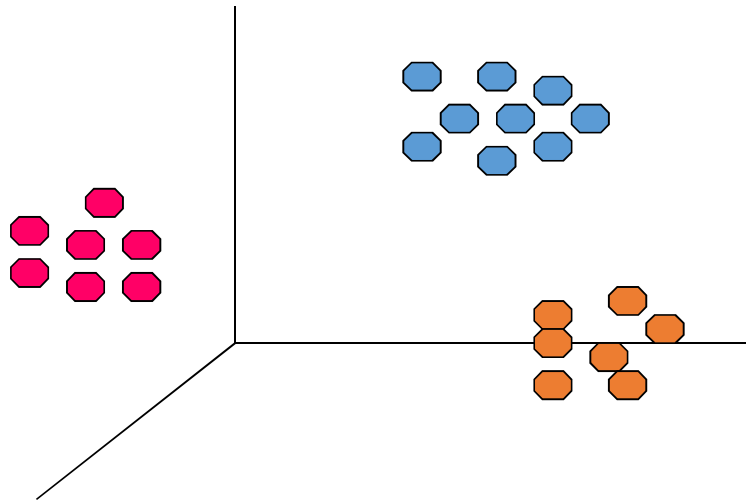
- Given a set of data points, each having a set of attributes, and a similarity measure among them, find clusters such that
  - Data points in one cluster are more similar to one another.
  - Data points in separate clusters are less similar to one another.
- Similarity Measures:
  - Euclidean Distance if attributes are continuous.
  - Other Problem-specific Measures.

# Illustrating Clustering

- Euclidean Distance Based Clustering in 3-D space.

Intracuster distances  
are minimized

Intercluster distances  
are maximized



# Clustering: Application 1

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- Market Segmentation:
  - Goal: subdivide a market into distinct subsets of customers where any subset may conceivably be selected as a market target to be reached with a distinct marketing mix.
  - Approach:
    - Collect different attributes of customers based on their geographical and lifestyle related information.
    - Find clusters of similar customers.
    - Measure the clustering quality by observing buying patterns of customers in same cluster vs. those from different clusters.

# Clustering: Application 2

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- Document Clustering:
  - Goal: To find groups of documents that are similar to each other based on the important terms appearing in them.
  - Approach: To identify frequently occurring terms in each document. Form a similarity measure based on the frequencies of different terms. Use it to cluster.
  - Gain: Information Retrieval can utilize the clusters to relate a new document or search term to clustered documents.

# Illustrating Document Clustering

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- Clustering Points: 3204 Articles of Los Angeles Times.
- Similarity Measure: How many words are common in these documents (after some word filtering).

<i><b>Category</b></i>	<i><b>Total Articles</b></i>	<i><b>Correctly Placed</b></i>
<i><b>Financial</b></i>	555	364
<i><b>Foreign</b></i>	341	260
<i><b>National</b></i>	273	36
<i><b>Metro</b></i>	943	746
<i><b>Sports</b></i>	738	573
<i><b>Entertainment</b></i>	354	278

# Association Rule Discovery: Definition

- Given a set of records each of which contain some number of items from a given collection;
  - Produce dependency rules which will predict occurrence of an item based on occurrences of other items.

<i>TID</i>	<i>Items</i>
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diaper, Milk
4	Beer, Bread, Diaper, Milk
5	Coke, Diaper, Milk

Rules Discovered:

$\{\text{Milk}\} \rightarrow \{\text{Coke}\}$

$\{\text{Diaper, Milk}\} \rightarrow \{\text{Beer}\}$

# Association Rule Discovery: Application 1

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- Marketing and Sales Promotion:
  - Let the rule discovered be  
 $\{Bagels, \dots\} \rightarrow \{coffee\}$
  - Coffee as consequent  $\Rightarrow$  can be used to determine what should be done to boost its sales.
  - Bagels in the antecedent  $\Rightarrow$  Can be used to see which products would be affected if the store discontinues selling bagels.
  - Bagels in antecedent and Coffee in consequent  $\Rightarrow$  can be used to see what products should be sold with Bagels to promote sale of coffee!

# Association Rule Discovery: Application 2

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- Supermarket shelf management.
  - Goal: To identify items that are bought together by sufficiently many customers.
  - Approach: Process the point-of-sale data collected with barcode scanners to find dependencies among items.
  - A classic rule --
    - If a customer buys diaper and milk, then he is very likely to buy beer.
    - So, don't be surprised if you find six-packs stacked next to diapers!



# Association Rule Discovery: Application 3

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- Inventory Management:
  - Goal: A consumer appliance repair company wants to anticipate the nature of repairs on its consumer products and keep the service vehicles equipped with right parts to reduce on number of visits to consumer households.
  - Approach: Process the data on tools and parts required in previous repairs at different consumer locations and discover the co-occurrence patterns.

# Deviation/Anomaly Detection

- Detect significant deviations from normal behavior
- Applications:
  - Credit Card Fraud Detection
  - Network Intrusion Detection



# Examples of Classification Task

- Categorizing news stories as finance, weather, entertainment, sports, etc
- Predicting tumor cells as benign or malignant
- Classifying credit card transactions as legitimate or fraudulent



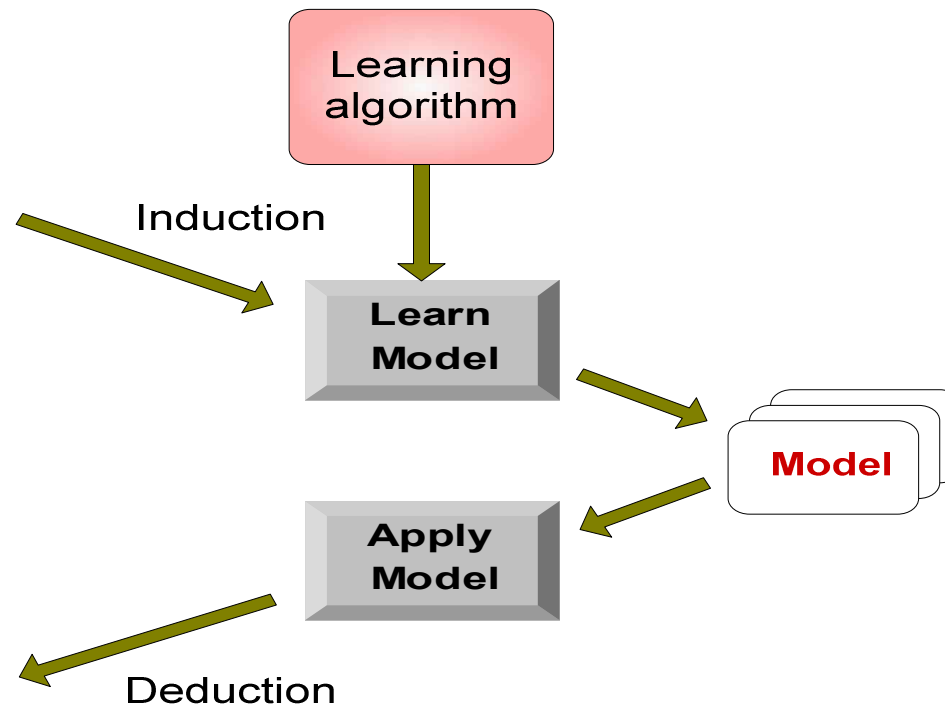
# Illustrating Classification Task

Tid	Attrib1	Attrib2	Attrib3	Class
1	Yes	Large	125K	No
2	No	Medium	100K	No
3	No	Small	70K	No
4	Yes	Medium	120K	No
5	No	Large	95K	Yes
6	No	Medium	60K	No
7	Yes	Large	220K	No
8	No	Small	85K	Yes
9	No	Medium	75K	No
10	No	Small	90K	Yes

Training Set

Tid	Attrib1	Attrib2	Attrib3	Class
11	No	Small	55K	?
12	Yes	Medium	80K	?
13	Yes	Large	110K	?
14	No	Small	95K	?
15	No	Large	67K	?

Test Set



# Classification Techniques

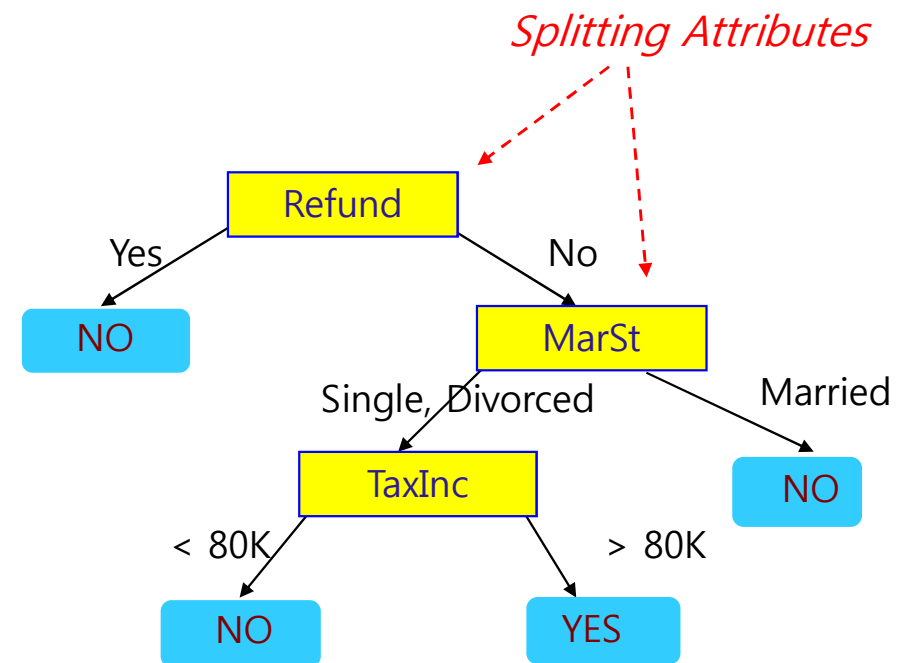
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- Decision Tree based Methods
- Rule-based Methods
- Neural Networks
- Naïve Bayes and Bayesian Belief Networks
- Support Vector Machines

# Example of a Decision Tree

<i>Tid</i>	Refund	Marital Status	Taxable Income	Cheat
1	Yes	Single	125K	No
2	No	Married	100K	No
3	No	Single	70K	No
4	Yes	Married	120K	No
5	No	Divorced	95K	Yes
6	No	Married	60K	No
7	Yes	Divorced	220K	No
8	No	Single	85K	Yes
9	No	Married	75K	No
10	No	Single	90K	Yes

Training Data

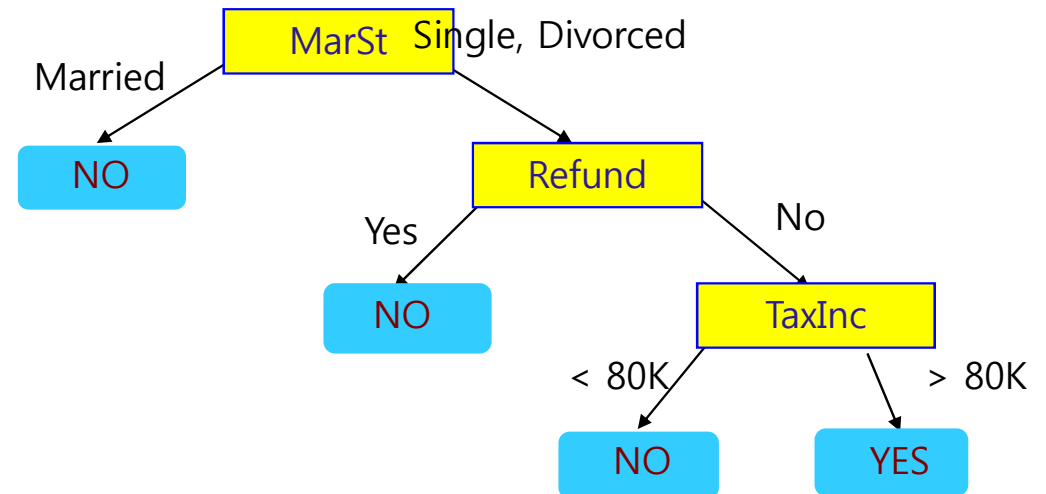


Model: Decision Tree

# Another Example of Decision Tree

<i>Tid</i>	Refund	Marital Status	Taxable Income	Cheat
1	Yes	Single	125K	No
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7	Yes	Divorced	220K	No
8	No	Single	85K	Yes
9	No	Married	75K	No
10	No	Single	90K	Yes

categorical      categorical      continuous      class



There could be more than one tree that fits the same data!

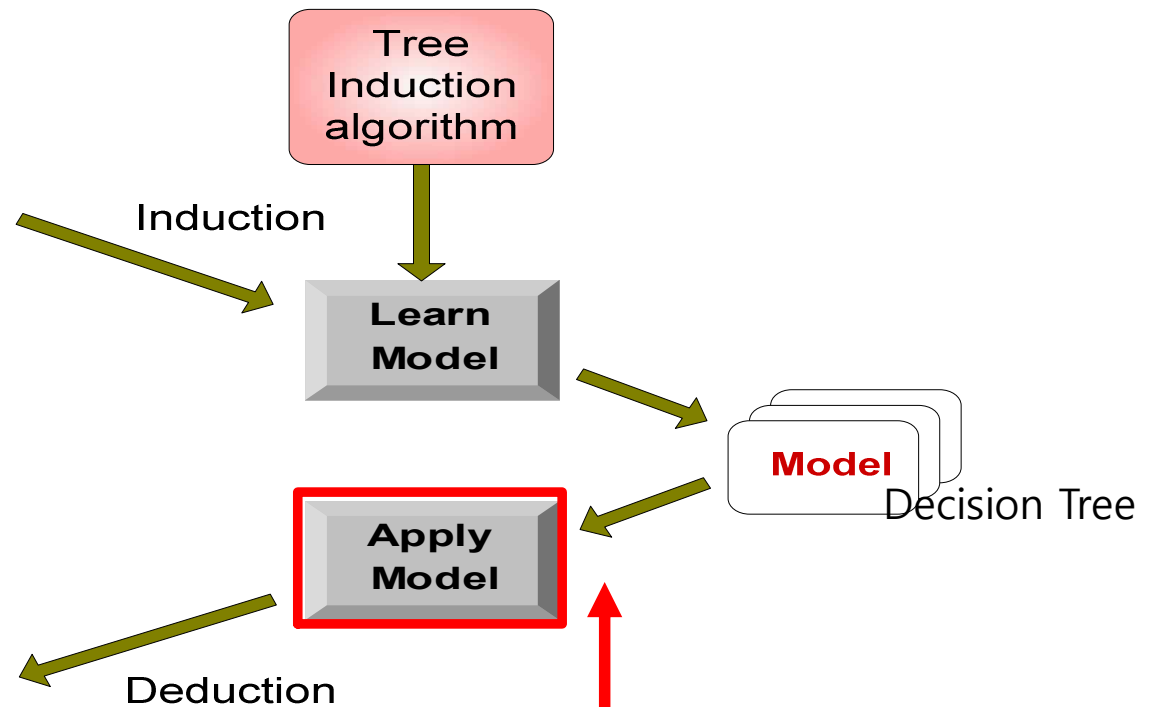
# Decision Tree Classification Task

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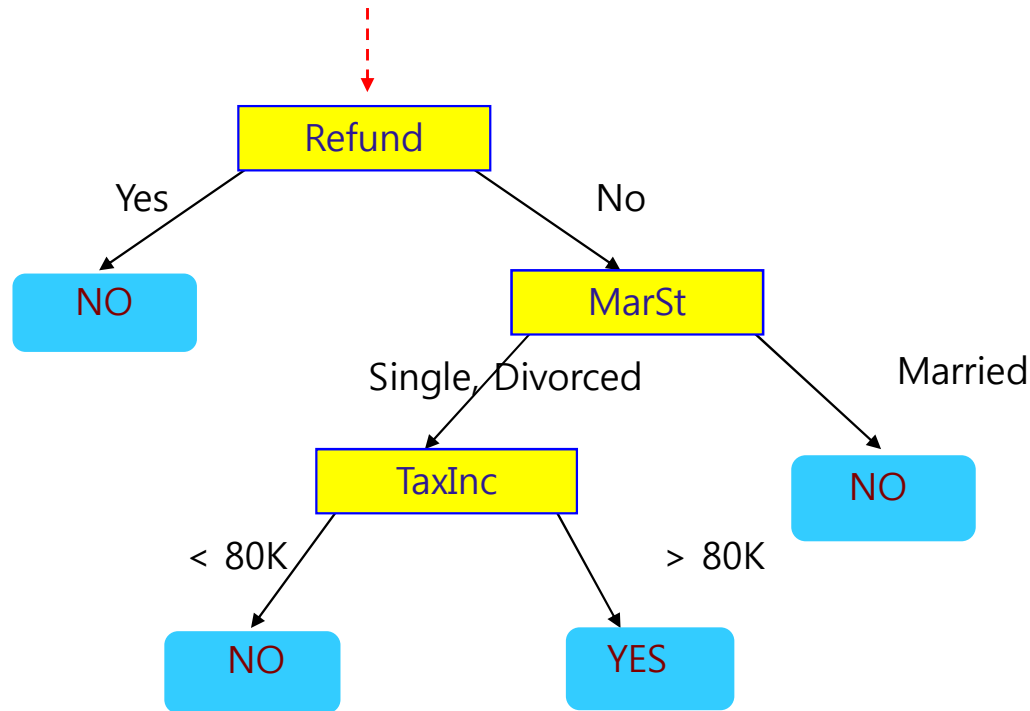
Test Set





# Apply Model to Test Data

Start from the root of tree.



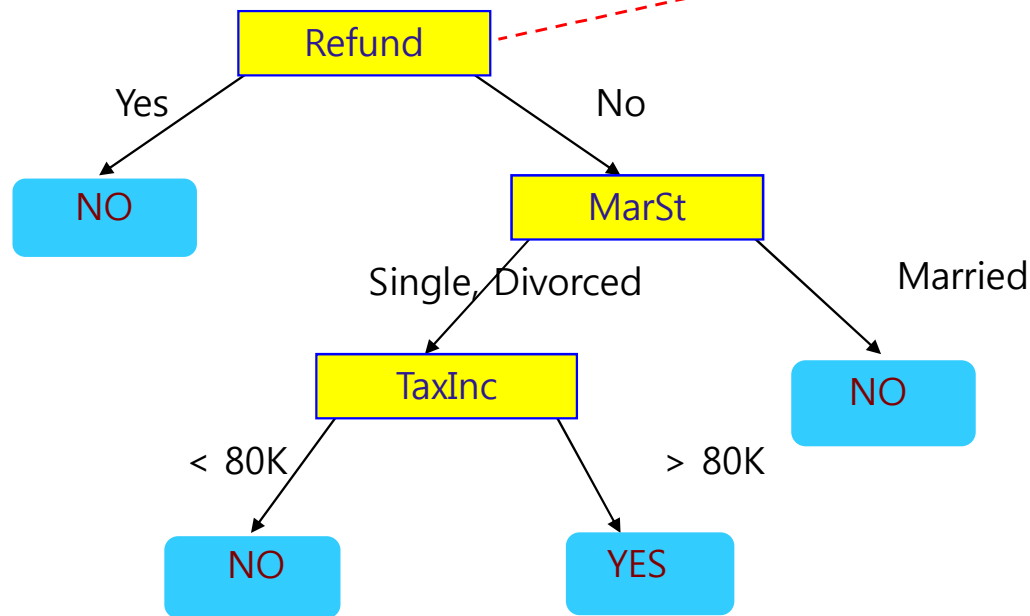
Test Data

Refund	Marital Status	Taxable Income	Cheat
No	Married	80K	?

# Apply Model to Test Data

Test Data

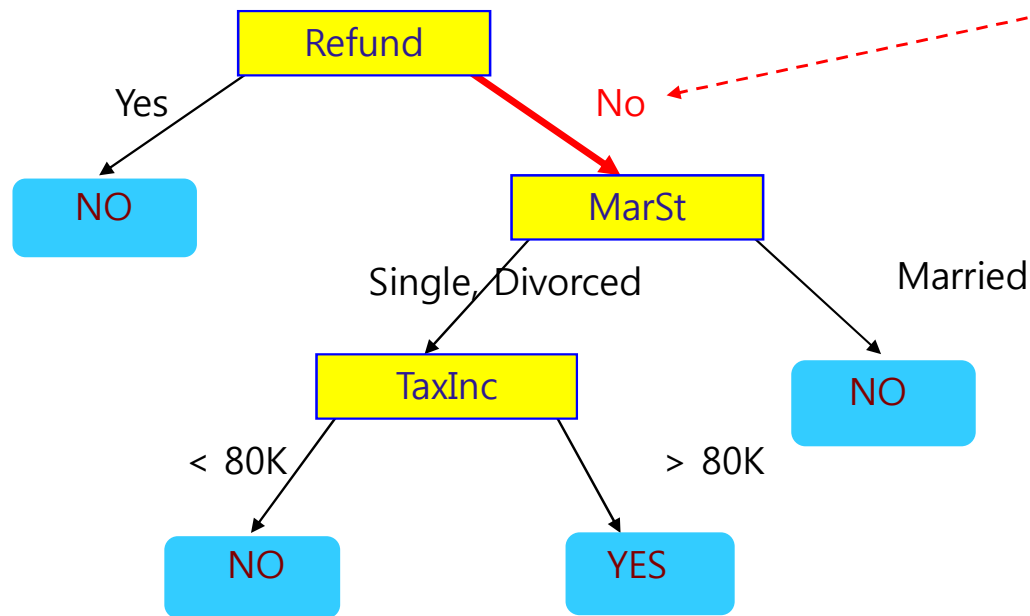
Refund	Marital Status	Taxable Income	Cheat
No	Married	80K	?



# Apply Model to Test Data

Test Data

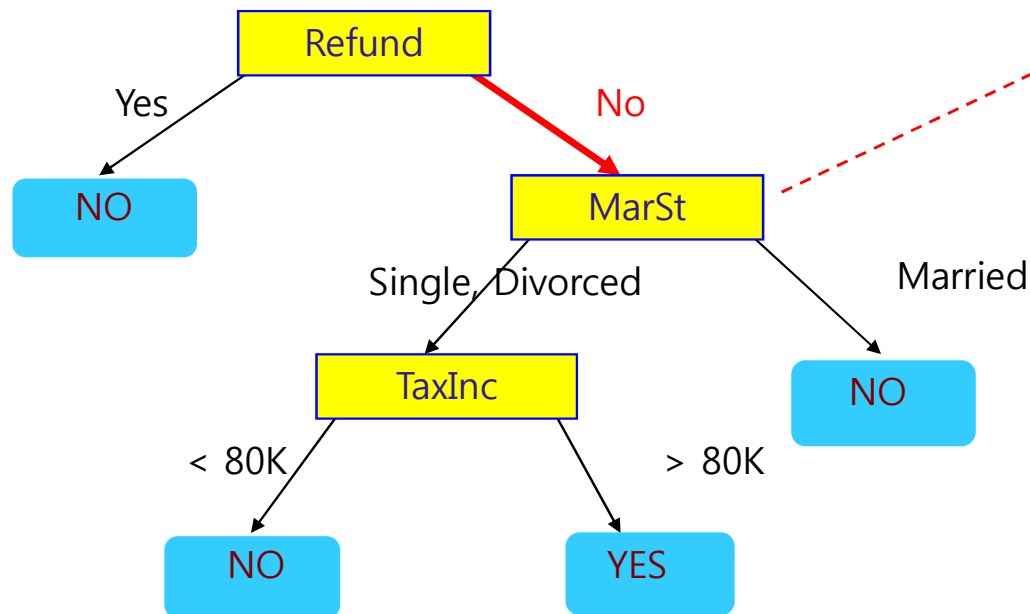
Refund	Marital Status	Taxable Income	Cheat
No	Married	80K	?



# Apply Model to Test Data

Test Data

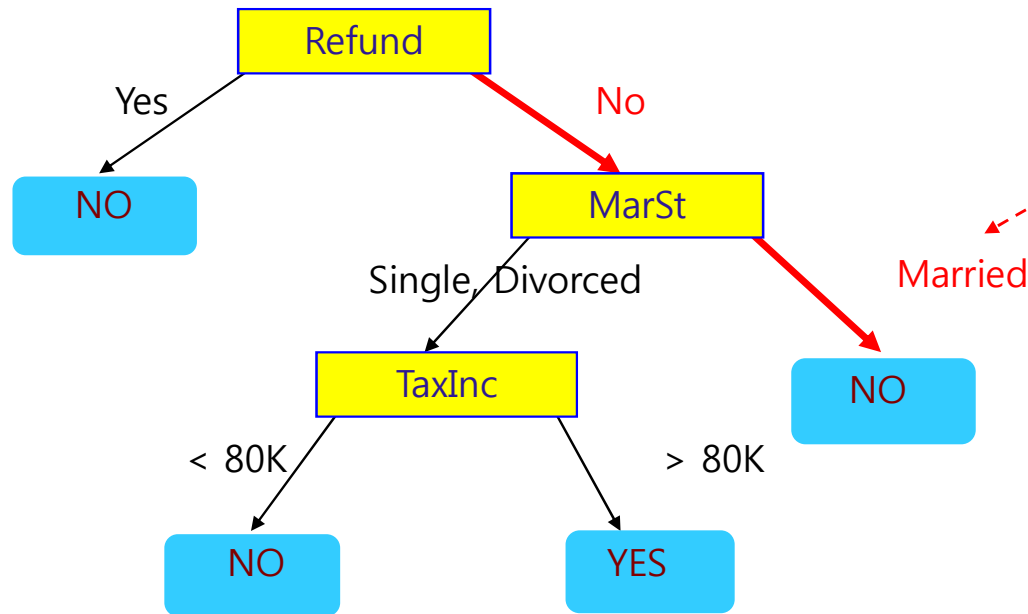
Refund	Marital Status	Taxable Income	Cheat
No	Married	80K	?



# Apply Model to Test Data

Test Data

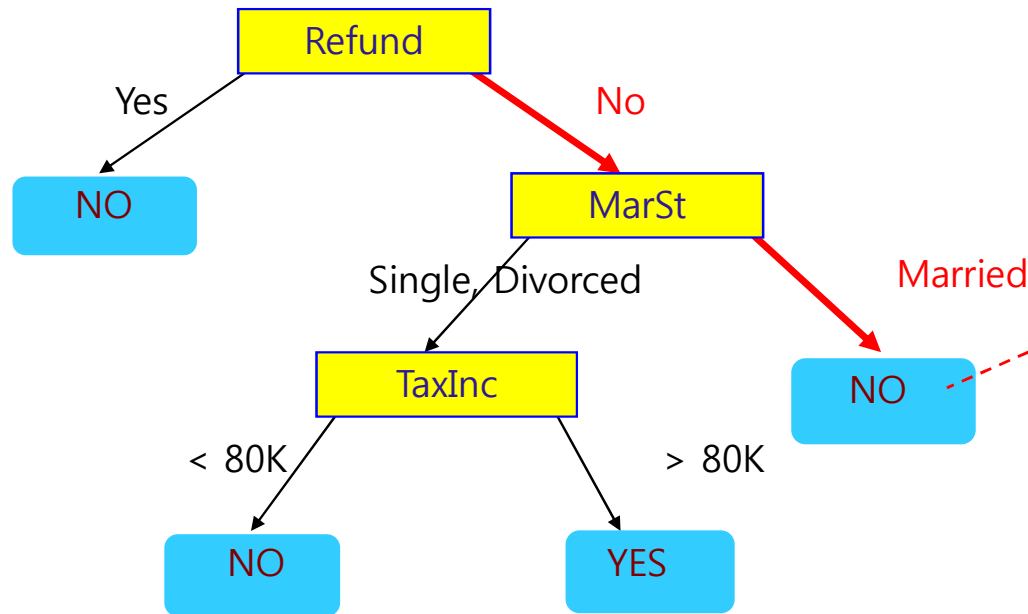
Refund	Marital Status	Taxable Income	Cheat
No	Married	80K	?



# Apply Model to Test Data

Test Data

Refund	Marital Status	Taxable Income	Cheat
No	Married	80K	?



Assign Cheat to "No"

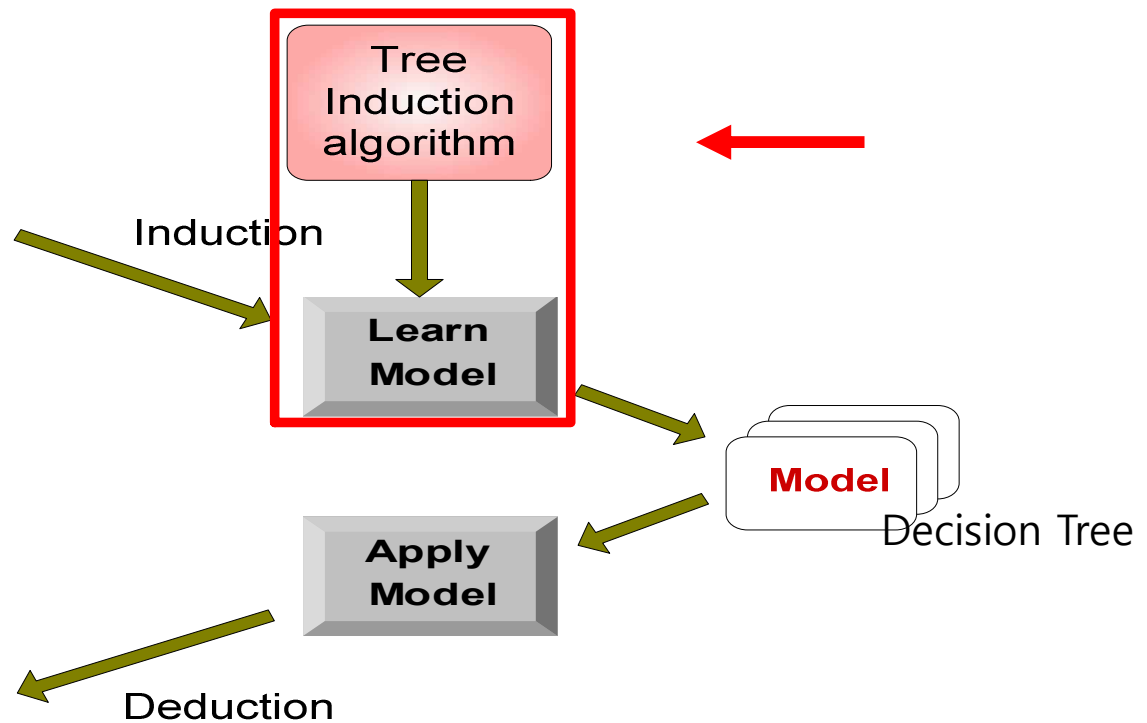
# Decision Tree Classification Task

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Training Set

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Test Set



# Decision Tree Induction

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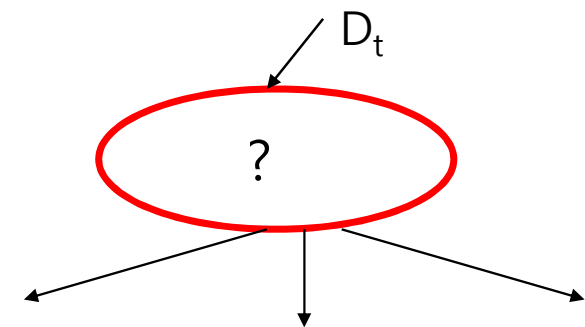
- Many Algorithms:
  - Hunt's Algorithm (one of the earliest)
  - ID3
  - CART
  - C4.5
  - SLIQ
  - SPRINT



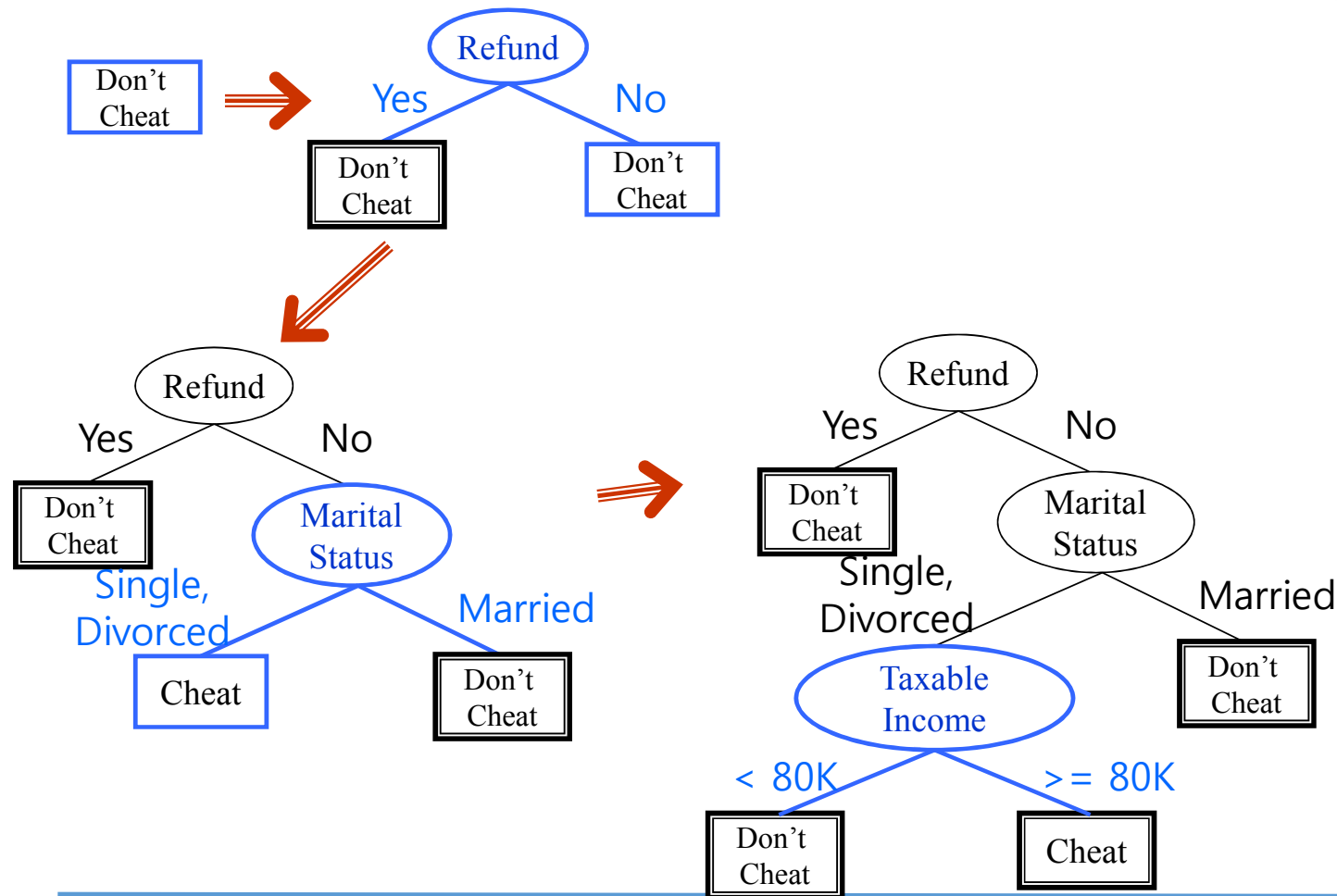
# General Structure of Hunt's Algorithm

- Let  $D_t$  be the set of training records that reach a node  $t$
- General Procedure:
  - If  $D_t$  contains records that belong the same class  $y_t$ , then  $t$  is a leaf node labeled as  $y_t$
  - If  $D_t$  is an empty set, then  $t$  is a leaf node labeled by the default class,  $y_d$
  - If  $D_t$  contains records that belong to more than one class, use an attribute test to split the data into smaller subsets. Recursively apply the procedure to each subset.

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6	No	Married	60K	No
7	Yes	Divorced	220K	No
8	No	Single	85K	Yes
9	No	Married	75K	No
10	No	Single	90K	Yes



# Hunt's Algorithm



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8	No	Single	85K	Yes
9	No	Married	75K	No
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# Decision Tree Based Classification

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- Advantages:
  - Inexpensive to construct
  - Extremely fast at classifying unknown records
  - Easy to interpret for small-sized trees
  - Accuracy is comparable to other classification techniques for many simple data sets

**THANK YOU**

