



大数据分析技术

Chap. 11 **Data quality**

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内容提纲

- Chap. 11.1* Data quality
- Chap. 11.2* Major tasks of data preprocessing
- Chap. 11.3* Data cleaning
- Chap. 11.4* Data integration
- Chap. 11.5* Data reduction
- Chap. 11.6* Data transformation
- Chap. 11.7* Anomaly detection
- Chap. 11.8* Anomaly classifier
- Chap. 11.9* Anomaly detection without labels





11.1 Data quality

1

Accuracy

Correct or wrong,
accurate or not

E.g. Wave height and
direction are always
kept in pairs as 0m and
180°

3

Consistency

match the data
between files

E.g. match sequential and
grid data

5

Believability

how trustable the
data are correct?

E.g. port entry and exit

E.g. no current data

E.g. disguised missing data

Completeness

not recorded,
unavailable, ...

2

Timeliness

timely update?

E.g. inconsistent
time gap

4

Interpretability

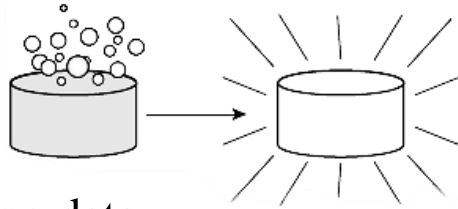
how easily the data can
be understood?

6

E.g. a sudden rush



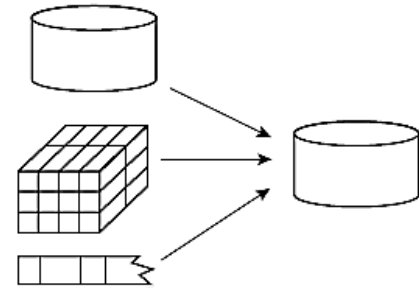
11.2 Major tasks of data preprocessing



- Handle missing data
- Smooth noisy data
- Identify/remove outliers
- resolve inconsistencies

Cleaning

Integration



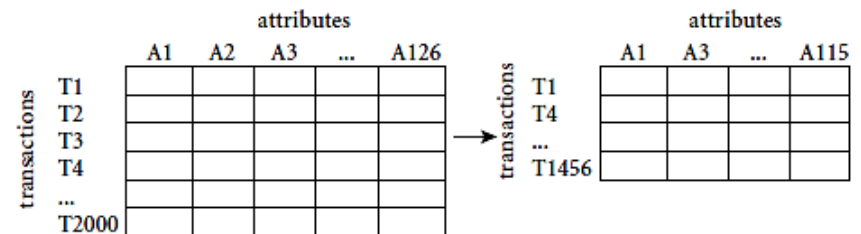
Transformation

- Normalization
- Concept hierarchy generation

$-2, 32, 100, 59, 48 \longrightarrow -0.02, 0.32, 1.00, 0.59, 0.48$

Reduction

- Dimensionality reduction
- Numerosity reduction
- Data compression





11.3 Data cleaning

- **Data in the Real World Is Dirty:** Lots of potentially incorrect data, e.g., instrument faulty, human or computer error, and transmission error

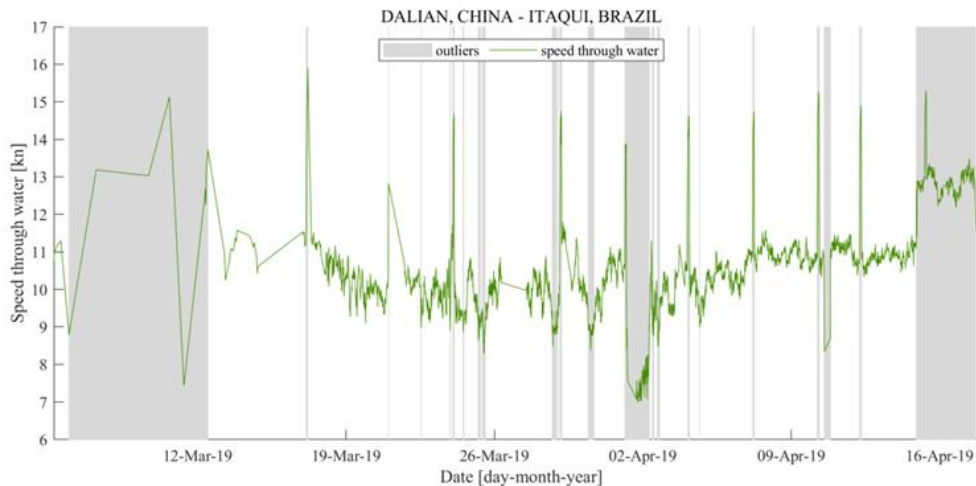


No thanks, adulthood



11.3 Data cleaning

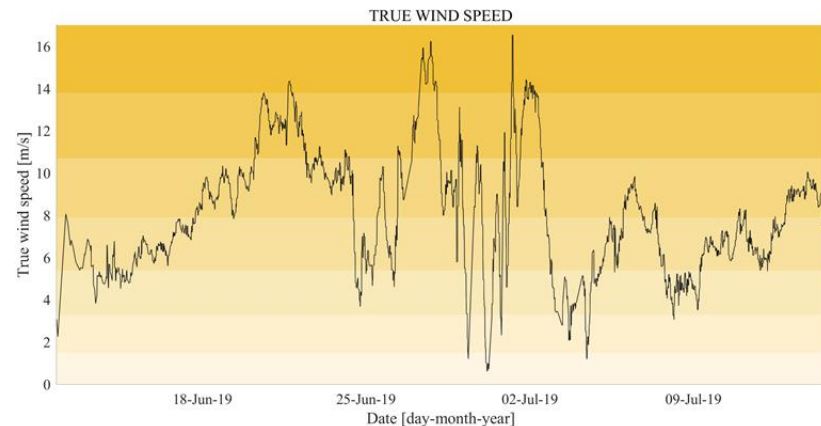
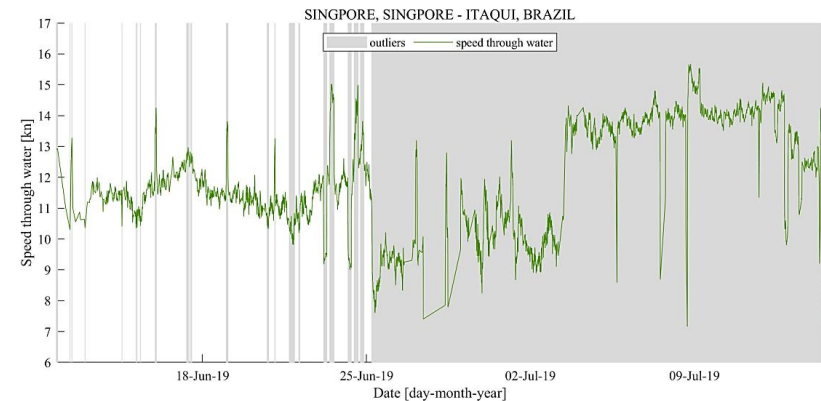
- **Data in the Real World Is Dirty:** Lots of potentially incorrect data, e.g., instrument faulty, human or computer error, and transmission error
 - Incomplete: lacking attribute values, lacking certain attributes of interest
 - e.g., *current* (kn) = “-” (missing data)
 - Noisy: containing noise, errors, or outliers
 - e.g., *Salary* = “-10” (an error)





11.3 Data cleaning

- **Data in the Real World Is Dirty**: Lots of potentially incorrect data, e.g., instrument faulty, human or computer error, and transmission error
 - Incomplete: lacking attribute values, lacking certain attributes of interest
 - e.g., *current (kn)* = “-” (missing data)
 - Noisy: containing noise, errors, or outliers
 - e.g., *Salary* = “-10” (an error)
 - Inconsistent: containing discrepancies
 - *Age* = “42”, *Birthday* = “03/07/2010”
 - discrepancy between duplicate records
 - Intentional (e.g., *disguised missing data*)
 - Jan. 1 as everyone’s birthday?





11.3.1 Incomplete data

- **Data is not always available**
 - E.g., many tuples have no recorded value for several attributes, such as *the current speed and direction*
- **Missing data may be due to**
 - Equipment malfunction
 - Inconsistent with other recorded data and thus deleted
 - Data were not entered due to misunderstanding
 - Certain data may not be considered important at the time of entry
 - Did not register history or changes of the data
- **Missing data may need to be inferred**



11.3.2 How to handle incomplete data

- **Ignore the tuple**: usually done when class label is missing (when doing classification)—not effective when the % of missing values per attribute varies considerably
- **Fill in the missing value manually**: tedious + infeasible?
- **Fill in it automatically with**
 - a global constant : e.g., “unknown”, a new class?!
 - the attribute mean
 - the attribute mean for all samples belonging to the same class: smarter
 - *the most probable value: inference-based such as Bayesian formula or decision tree*



11.3.3 Noisy data

- **Noise**: random error or variance in a measured variable
- **Incorrect attribute values** may be due to
 - Faulty data collection instruments
 - Data entry problems
 - Data transmission problems
 - Technology limitation
 - Inconsistency in naming convention
- **Other data problems**
 - Duplicate records
 - Incomplete data
 - Inconsistent data



11.3.4 How to handle noisy data

- **Binning**

- First sort data and partition into (equal-frequency) bins
- Then one can **smooth by bin means, smooth by bin median, smooth by bin boundaries**, etc.

Sorted data for *price* (in dollars): 4, 8, 15, 21, 21, 24, 25, 28, 34

Partition into (equal-frequency) bins:

Bin 1: 4, 8, 15

Bin 2: 21, 21, 24

Bin 3: 25, 28, 34

Smoothing by bin means:

Bin 1: 9, 9, 9

Bin 2: 22, 22, 22

Bin 3: 29, 29, 29

Smoothing by bin boundaries:

Bin 1: 4, 4, 15

Bin 2: 21, 21, 24

Bin 3: 25, 25, 34



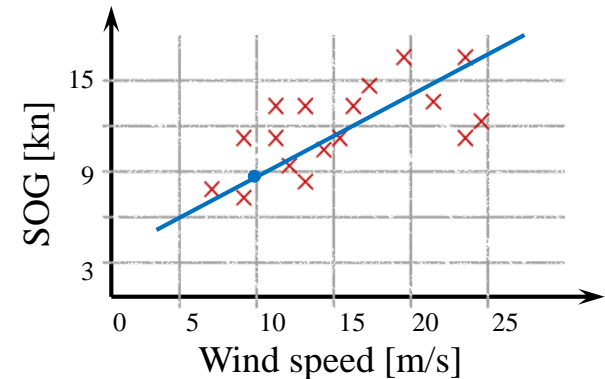
11.3.4 How to handle noisy data

- **Binning**

- First sort data and partition into (equal-frequency) bins
- Then one can **smooth by bin means, smooth by bin median, smooth by bin boundaries**, etc.

- **Regression**

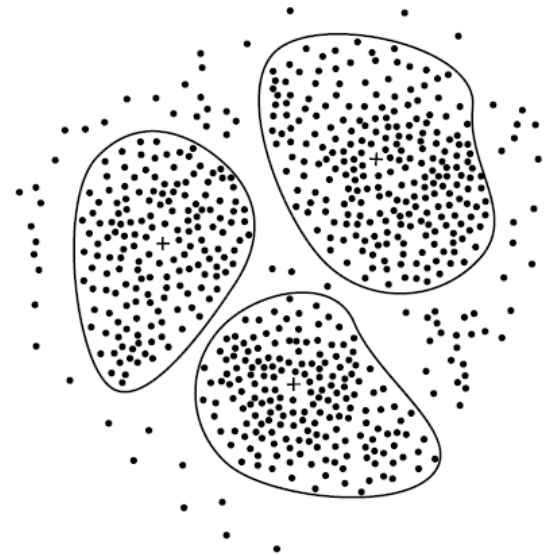
- Smooth by fitting the data into regression functions





11.3.4 How to handle noisy data

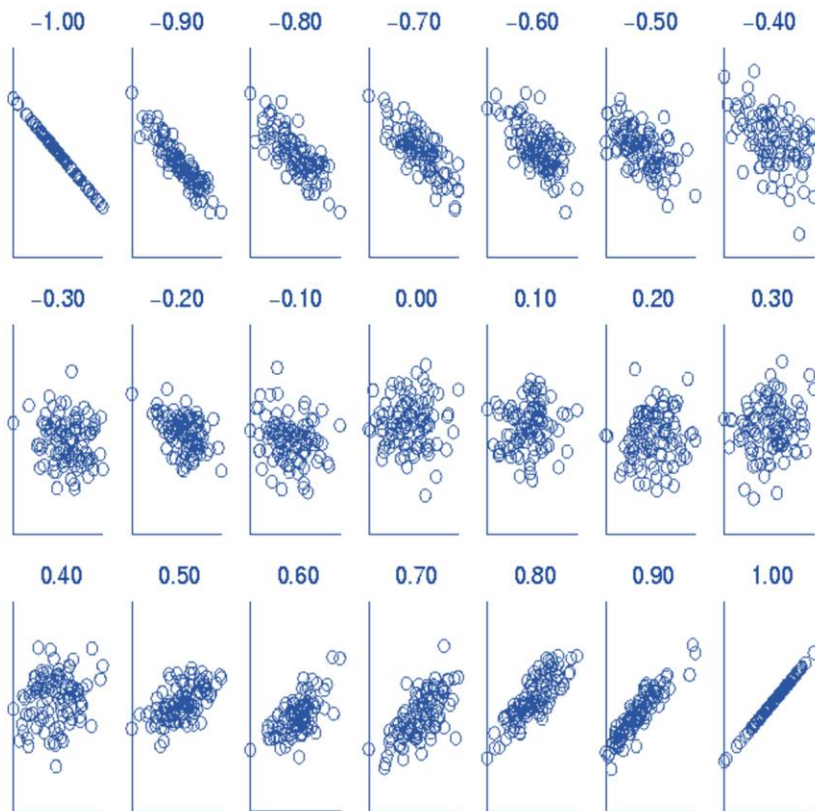
- **Binning**
 - First sort data and partition into (equal-frequency) bins
 - Then one can **smooth by bin means, smooth by bin median, smooth by bin boundaries**, etc.
- **Regression**
 - Smooth by fitting the data into regression functions
- **Clustering**
 - Detect and remove outliers
 - *to be continued...*
- **Semi-supervised**: Combined computer and human inspection
 - Detect suspicious values and check by human (e.g., deal with possible outliers)





11.4 Data integration

- Redundant attributes may be able to be detected by correlation analysis and covariance analysis
- Careful integration of the data from multiple sources may help reduce/avoid redundancies and inconsistencies and improve mining speed and quality



- (Pearson) Correlation coefficient

$$\rho_{xy} = \frac{Cov(x, y)}{\sigma_x \sigma_y}$$

$$Cov(x, y) = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{n}$$



11.5 Data reduction

- **Dimensionality reduction**

- Reducing the number of random variables under consideration, via obtaining a set of principal variables

- **Advantages of dimensionality reduction**

- Avoid the curse of dimensionality
- Help eliminate irrelevant features and reduce noise
- Reduce time and space required in data mining
- Allow easier visualization

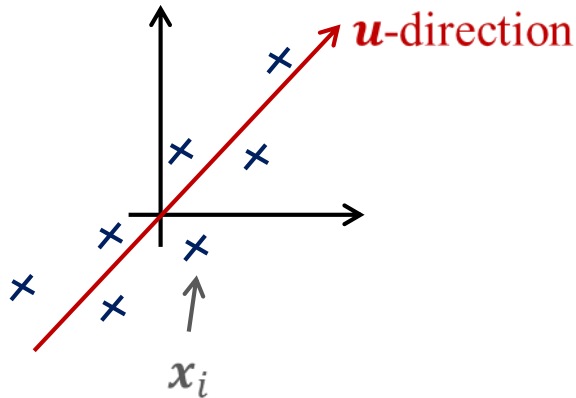
- **Typical dimensionality methods**

- **Principal component analysis**
- Supervised and nonlinear techniques
 - Feature subset selection
 - Feature creation



11.5.1 Principal component analysis

E.g. 2-dim \rightarrow 1-dim



centralization: $\frac{1}{m} \sum_{i=1}^m \mathbf{x}_i = \mathbf{0}$

- Target: the projected versions of \mathbf{x}_i s on \mathbf{u} -direction have a large variance (*to keep discriminable information*)

projection

- Naturally, we set $\|\mathbf{u}\| = 1$, then the ~~distance~~ from \mathbf{x}_i to \mathbf{u} is:

$$\mathbf{x}_i^\top \mathbf{u}$$

- To maximize the variance, we have

$$\max_{\|\mathbf{u}\|=1} \frac{1}{m} \sum_{i=1}^m (\mathbf{x}_i^\top \mathbf{u} - \frac{1}{m} (\sum_{i=1}^m \mathbf{x}_i^\top \mathbf{u}))^2$$

then with the centralization, it equals

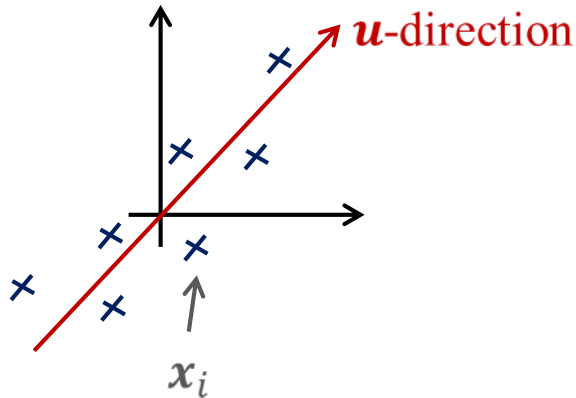
$$\max_{\|\mathbf{u}\|=1} \frac{1}{m} \sum_{i=1}^m (\mathbf{x}_i^\top \mathbf{u})^2$$

- PCA is not linear regression!



11.5.1 Principal component analysis

E.g. 2-dim \rightarrow 1-dim



centralization: $\frac{1}{m} \sum_{i=1}^m \mathbf{x}_i = \mathbf{0}$

$$\max_{\|\mathbf{u}\|=1} \frac{1}{m} \sum_{i=1}^m (\mathbf{x}_i^\top \mathbf{u})^2$$

$$\max_{\|\mathbf{u}\|=1} \sum_{i=1}^m \mathbf{u}^\top \left(\frac{1}{m} \sum_{i=1}^m \mathbf{x}_i \mathbf{x}_i^\top \right) \mathbf{u}$$

- Set $\mathbf{\Sigma} = \frac{1}{m} \sum_{i=1}^m \mathbf{x}_i \mathbf{x}_i^\top$, then we have the model of PCA:

$$\begin{cases} \max_{\mathbf{u}} & \mathbf{u}^\top \mathbf{\Sigma} \mathbf{u} \\ \text{s.t.} & \mathbf{u}^\top \mathbf{u} = 1 \end{cases}$$

- The Lagrange function of the optimization problem is:

$$\mathcal{L}(\mathbf{u}, \lambda) = \mathbf{u}^\top \mathbf{\Sigma} \mathbf{u} - \lambda^\top (\mathbf{u}^\top \mathbf{u} - 1)$$

$$\nabla_{\mathbf{u}} \mathcal{L}(\mathbf{u}, \lambda) = \mathbf{\Sigma} \mathbf{u} - \lambda \mathbf{u} = \mathbf{0}$$

$\Rightarrow \mathbf{u}$ is the eigenvector of $\mathbf{\Sigma}$.

- Let $\mathbf{\Sigma} \mathbf{u} = \lambda \mathbf{u}$ and reformulate the optimization problem:

$$\max_{\mathbf{u}} \mathbf{u}^\top \mathbf{\Sigma} \mathbf{u} \Leftrightarrow \max_{\mathbf{u}} \mathbf{u}^\top \lambda \mathbf{u} \Leftrightarrow \max_{\mathbf{u}} \lambda$$



11.6 Data transformation

- **Min-max normalization**: to $[n_{\min}, n_{\max}]$

$$\tilde{x} = \frac{x - \min}{\max - \min} (n_{\max} - n_{\min}) + n_{\min}$$

Encounter an “out-of-bounds” error

- **Z-score normalization**: (μ : mean, σ : standard deviation)

$$\tilde{x} = \frac{x - \mu}{\sigma}$$

The values of *mean* and *deviation* should be saved for normalizing future data in a uniform manner

- **Normalization by decimal scaling**:

$$\tilde{x} = \frac{x}{10^j}$$

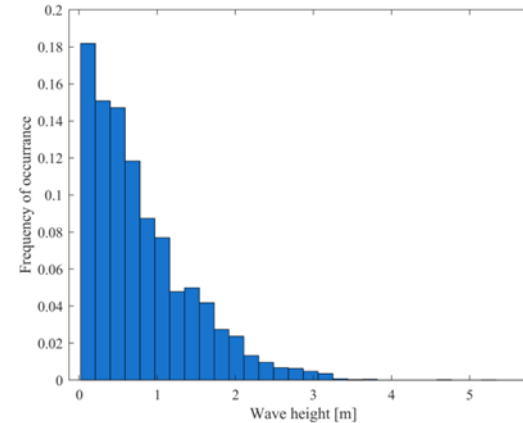
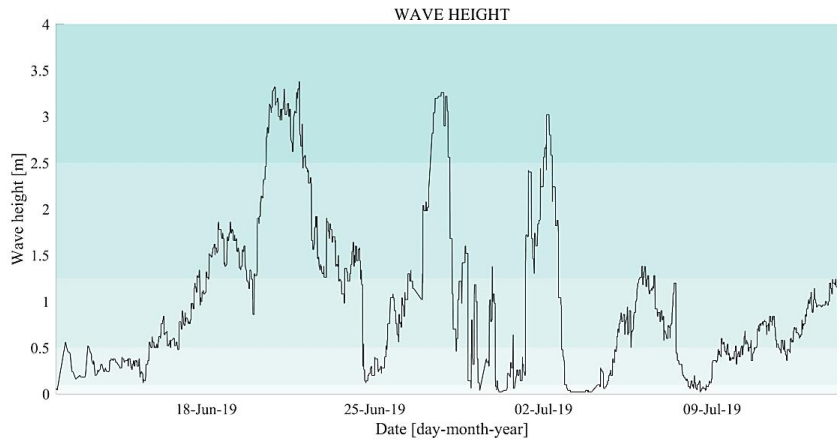
where j is the smallest integer such that $\max(|\tilde{x}|) \leq 1$

When using *z-score normalization* or *decimal scaling*, the process can change the original data quite a bit

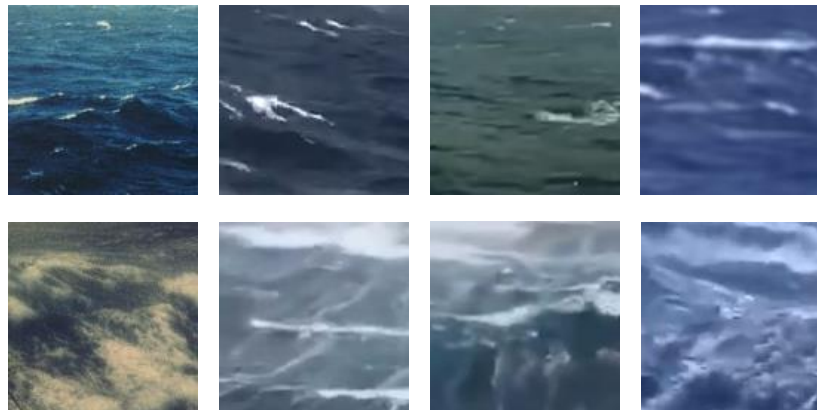


11.6 Data transformation

- Discretization:**



“Concept hierarchy”

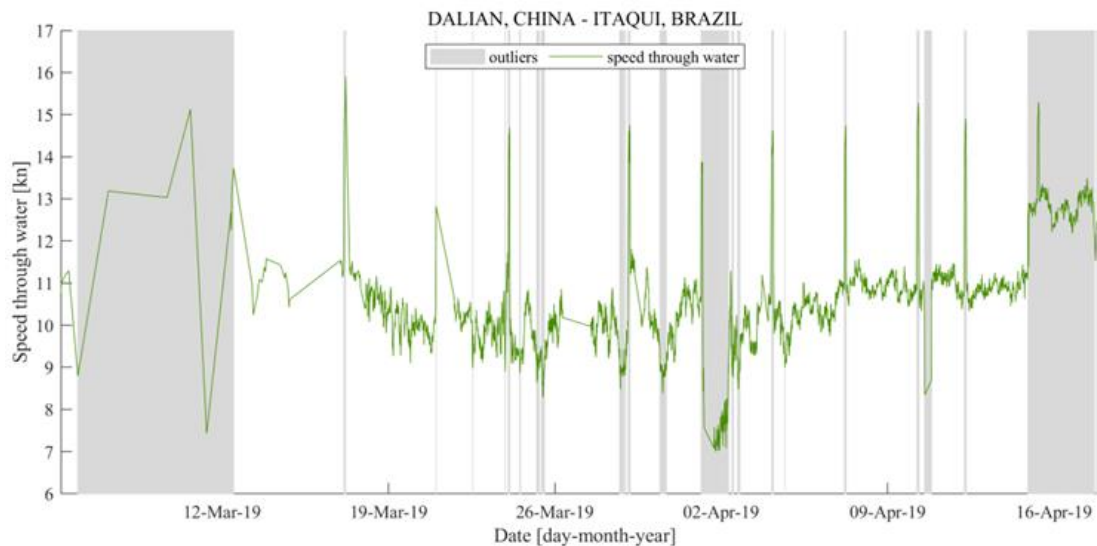
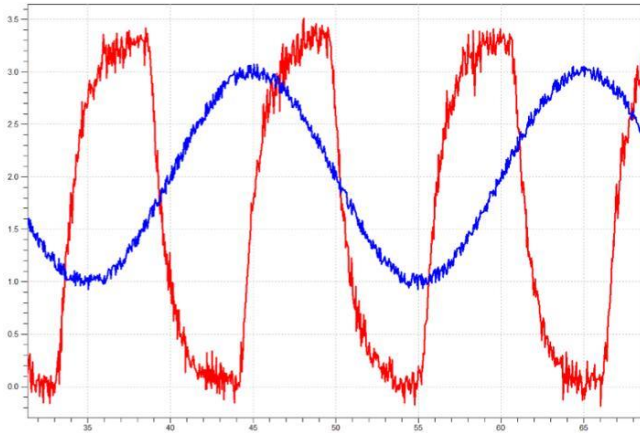


Degree	Height (m)	Height (ft)	Description
0	no wave		Calm (Glassy)
1	0–0.10	0.00–0.33	Calm (rippled)
2	0.10–0.50	0.33–1.64	Smooth
3	0.50–1.25	1.6–4.1	Slight
4	1.25–2.50	4.1–8.2	Moderate
5	2.50–4.00	8.2–13.1	Rough
6	4.00–6.00	13.1–19.7	Very rough
7	6.00–9.00	19.7–29.5	High
8	9.00–14.00	29.5–45.9	Very high
9	14.00+	45.9+	Phenomenal



11.7 Anomaly detection

- Noisy: containing noise, errors, or outliers

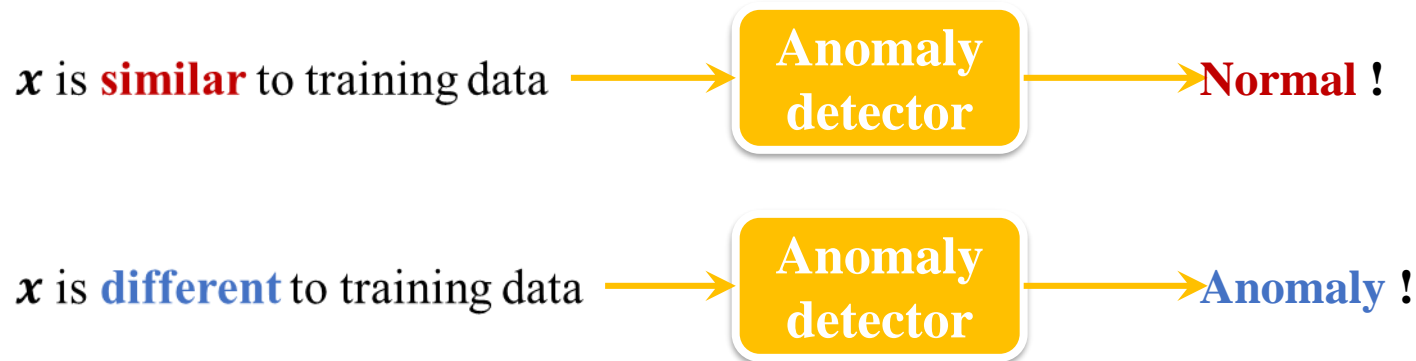


*“In anomaly detection, the goal is to find objects that **do not conform to normal patterns or behavior**. Often, anomalous objects are known as **outliers**, since, on a scatter plot of the data, they lie far away from other data points.”*



11.7.1 Problem formulation

- Given a set of training data $\{\mathbf{x}_1, \mathbf{x}_2, \dots, \mathbf{x}_m\}$, where each data sample $\mathbf{x}_i \in \mathbb{R}^n$ (n features)
- The *anomaly detection* is finding a function to detect whether the input variable \mathbf{x} is similar to the training data or not



- Anomaly means:
 - *Outlier* ☹
 - *Novelty* ☺
 - *Exceptions* ☹
 - ...
- What is anomaly?
- Different methods use different ways to determine similarity



11.7.2 What is anomaly?

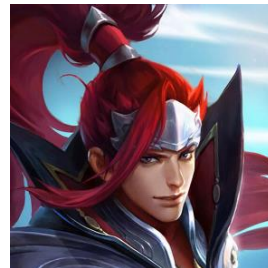
- **Training data:**



- **Training data:**



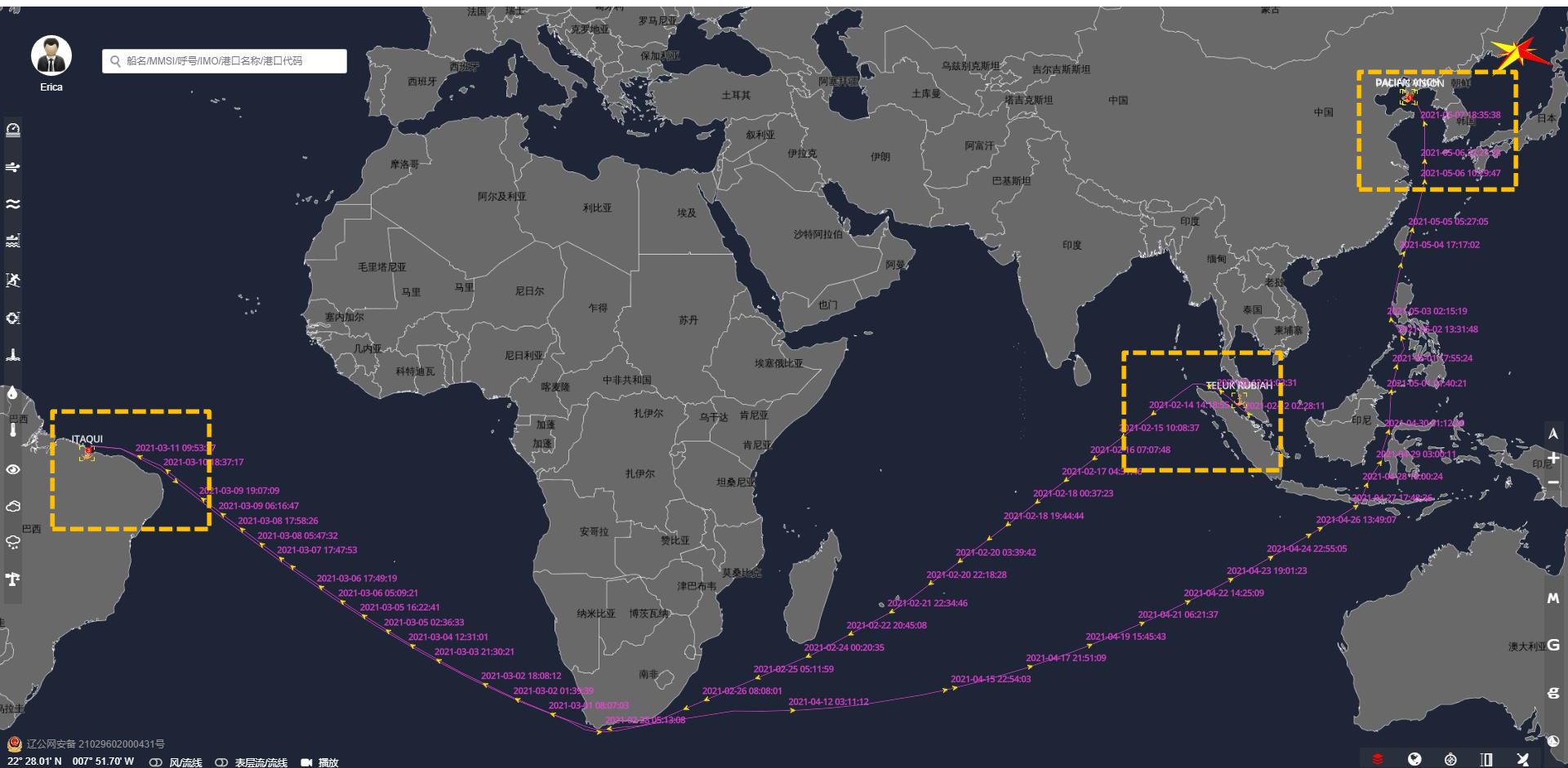
- **Training data:**





11.7.2 What is anomaly?

- Another example: port entry/exit? Oceangoing?





11.7.3 Categories

- **Training data:**



A binary classifier ?



- Intuitively, “normal” is class 1, “anomaly” is class 2



not simple
オノ・ナツメ



11.7.3 Categories

- **Training data:**

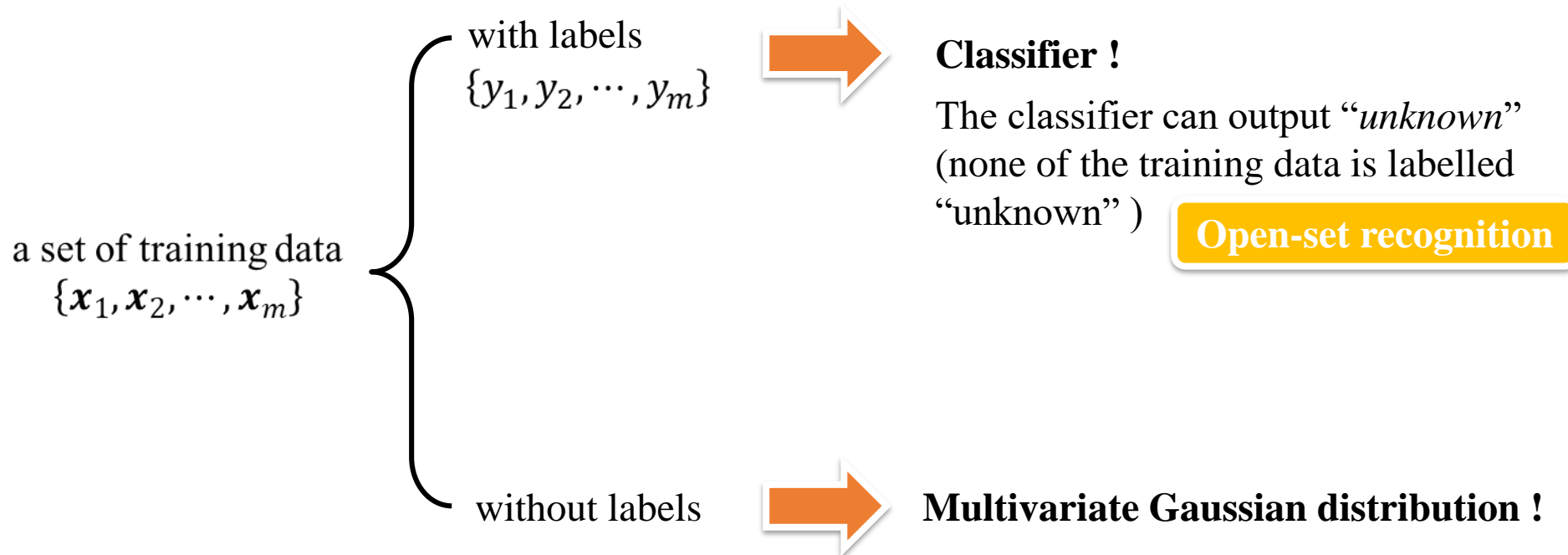


- Cannot be considered as a class (*cannot estimate the distribution of anomaly data*) ☹
- In most cases, it is difficult to collect anomaly data (*very small %*) ☹
- Hardly to mark labels on data ☹



11.7.3 Categories

- Given a set of training data $\{\mathbf{x}_1, \mathbf{x}_2, \dots, \mathbf{x}_m\}$, where each data sample $\mathbf{x}_i \in \mathbb{R}^n$ (n features)
 - The *anomaly detection* is finding a function to detect whether the input variable \mathbf{x} is similar to the training data or not
-





11.8 Anomaly classifier

Example application: is the new x from the



or not?



x_1



x_2



x_3



x_4



x_5



x



11.8 Anomaly classifier

Example application: is the new x from the



or not?



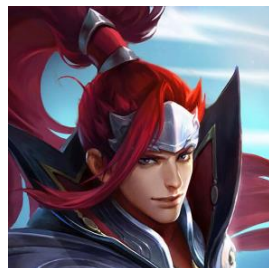
x_1

$y_1 = \text{赵云}$



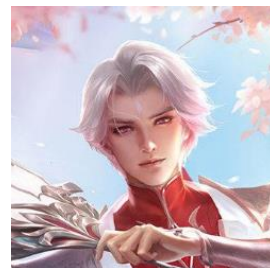
x_2

$y_2 = \text{曹操}$



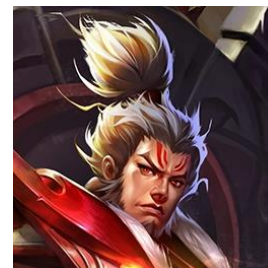
x_3

$y_3 = \text{韩信}$



x_4

$y_4 = \text{诸葛亮}$



x_5

$y_5 = \text{张飞}$



Character
classifier

赵云 !



11.8.1 Confidence score



Character
classifier

赵云！

Input \mathbf{x}

Character
classifier

Class z

Confidence score c

Anomaly detection:

$$f(\mathbf{x}) = \begin{cases} \text{normal}, & c > \lambda \\ \text{anomaly}, & c \leq \lambda \end{cases}$$



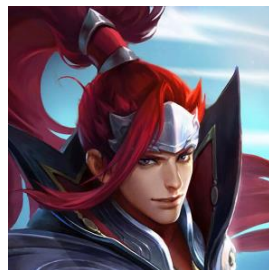
11.8.1 Confidence score



$y_1 = \text{赵云}$



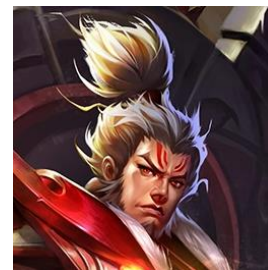
$y_2 = \text{曹操}$



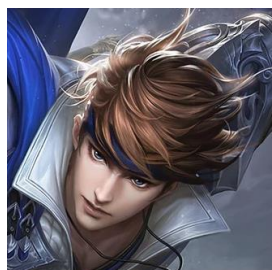
$y_3 = \text{韩信}$



$y_4 = \text{诸葛亮}$



$y_5 = \text{张飞}$



Character
classifier

赵云: 0.96

曹操: 0.01

韩信: 0.01

诸葛亮: 0.01

张飞: 0.01

normal

Very confident !

the maximum score ?

distribution ?

variance ?



Character
classifier

赵云: 0.20

曹操: 0.17

韩信: 0.18

诸葛亮: 0.23

张飞: 0.22

anomaly

Not confident !



11.8.2 Evaluation problem

- Accuracy is not a good measure!
- A system can have high accuracy, but do nothing.



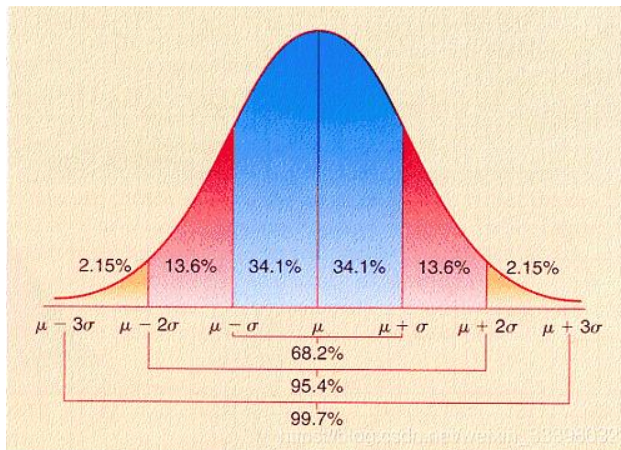
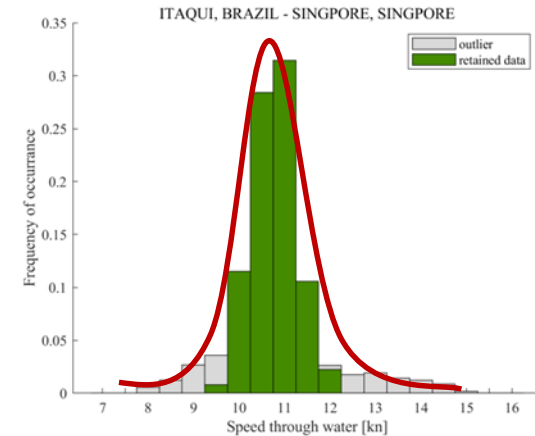
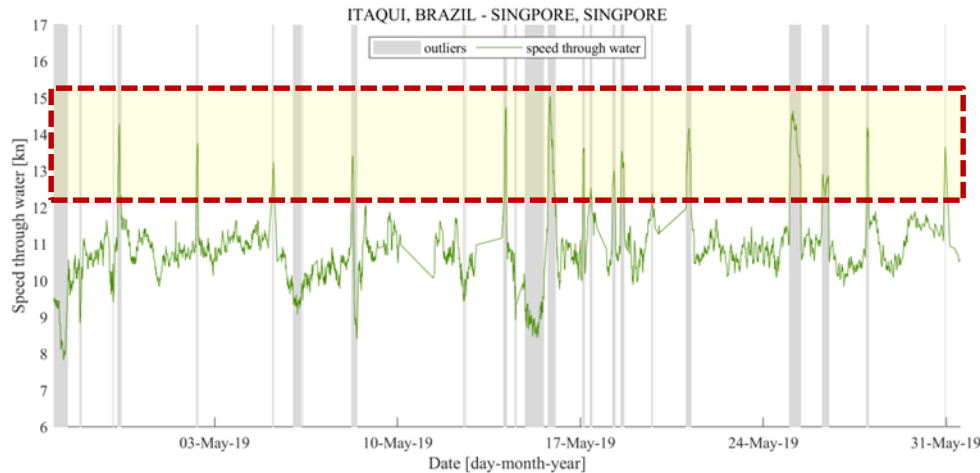
$$\text{Accuracy} = \frac{1000}{1000+5} \approx 99.5\% \quad \text{☹}$$

Area under ROC curve... (ref.)



11.9 Anomaly detection without labels

- Speed over ground (SOG) (→ speed through water)



*“In anomaly detection, the goal is to find objects that **do not conform to normal patterns or behavior**. Often, anomalous objects are known as **outliers**, since, on a scatter plot of the data, they lie far away from other data points.”*

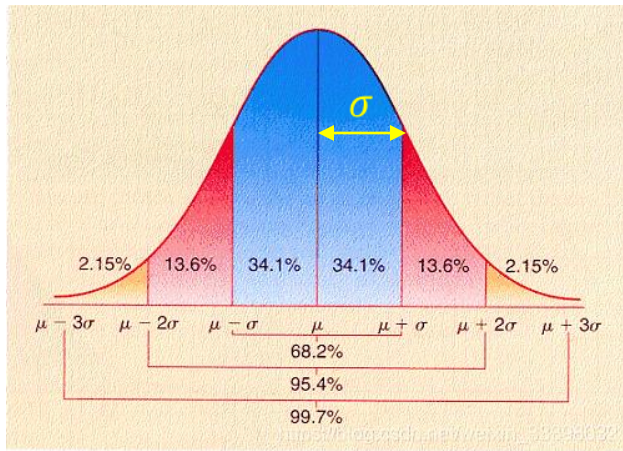


11.9.1 Gaussian distribution revisit

- Say $x \in \mathbb{R}$. If x is a distributed Gaussian with mean μ , variance σ^2 , i.e.,

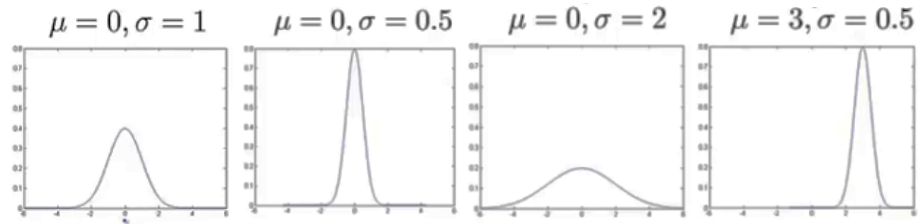
$$x \sim \mathcal{N}(\mu, \sigma^2)$$

\sim : “distributed as”

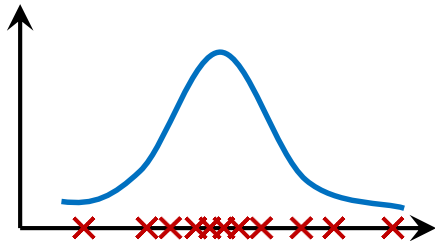


- Probability density function:

$$p(x; \mu, \sigma^2) = \frac{1}{\sqrt{2\pi}\sigma} \exp\left(-\frac{(x - \mu)^2}{2\sigma^2}\right)$$



- Parameter estimation: given dataset $\{x_1, x_2, \dots, x_m\}$, $x_i \in \mathbb{R}$, we want to estimate the parameters μ and σ^2



$$\mu = \frac{1}{m} \sum_{i=1}^m x_i$$

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

Maximum likelihood estimation



11.9.2 For anomaly detection

- Dataset $\{\mathbf{x}_1, \mathbf{x}_2, \dots, \mathbf{x}_m\}$, $\mathbf{x}_i \in \mathbb{R}^n$ $\mathbf{x}_j \sim \mathcal{N}(\mu_j, \sigma_j^2)$

$$p(\mathbf{x}) = p(x_{\cdot,1}; \mu_1, \sigma_1^2) p(x_{\cdot,2}; \mu_2, \sigma_2^2) \cdots p(x_{\cdot,n}; \mu_n, \sigma_n^2)$$

$$= \prod_{j=1}^n p(x_{\cdot,j}; \mu_j, \sigma_j^2)$$

$$x \sim \mathcal{N}(\mu, \sigma^2)$$

$$p(x; \mu, \sigma^2) = \frac{1}{\sqrt{2\pi}\sigma} \exp\left(-\frac{(x - \mu)^2}{2\sigma^2}\right)$$

- Anomaly detection algorithm**

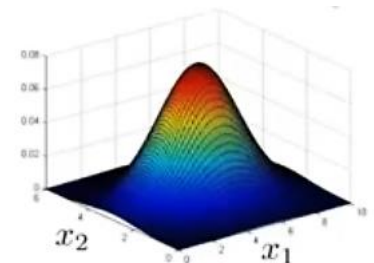
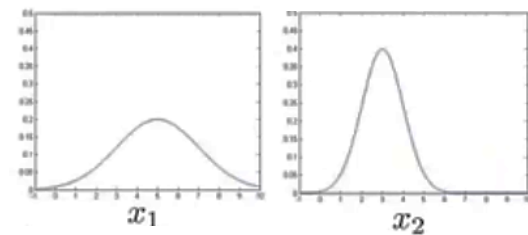
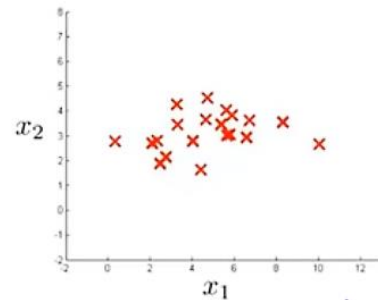
- Choose features $\mathbf{x}_{\cdot,j}$ that you think might be indicative of anomalous examples
- Fit parameters $\mu_1, \mu_2, \dots, \mu_n; \sigma_1^2, \sigma_2^2, \dots, \sigma_n^2$

$$\mu_j = \frac{1}{m} \sum_{i=1}^m x_{i,j} \quad \sigma_j^2 = \frac{1}{m} \sum_{i=1}^m (x_{i,j} - \mu_j)^2$$

- Given new example \mathbf{x} , compute $p(\mathbf{x})$:

$$p(\mathbf{x}) = \prod_{j=1}^n p(x_j; \mu_j, \sigma_j^2) = \prod_{j=1}^n \frac{1}{\sqrt{2\pi}\sigma_j} \exp\left(-\frac{(x_j - \mu_j)^2}{2\sigma_j^2}\right)$$

Anomaly if $p(\mathbf{x}) < \varepsilon$.



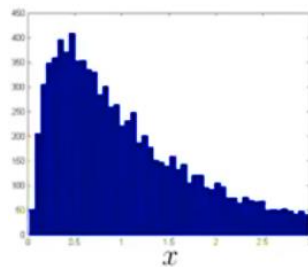


11.9.3 How to select what features to use

• Anomaly detection algorithm

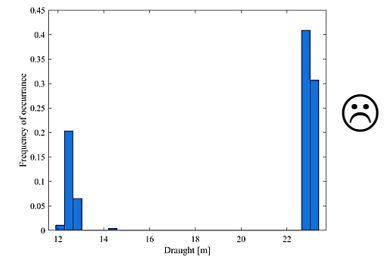
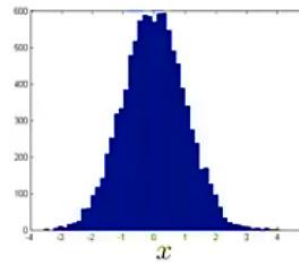
- Dataset $\{x_1, x_2, \dots, x_m\}, x_i \in \mathbb{R}^n$
 - Choose features $x_{:,j}$ that you think might be indicative of anomalous examples

• Must satisfy Gaussian distribution?



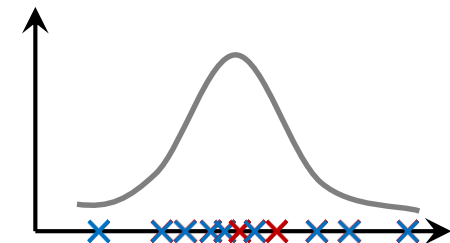
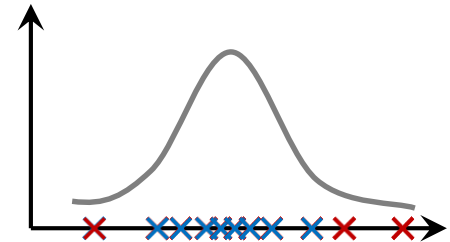
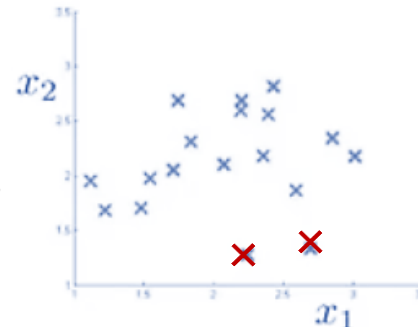
transformation

- $\log(x + c)$
- $x^c, c \in (0, 1)$



• Error analysis?

- want $p(x)$ large for normal examples
 $p(x)$ small for anomalous examples
- when $p(x)$ is comparable for both types, maybe you need to add some features
- or maybe you need to combine some features to create a new feature

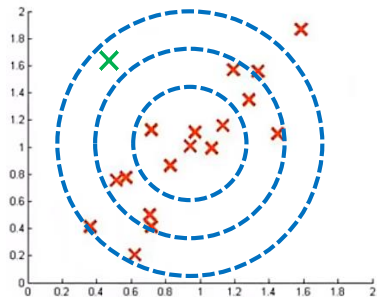
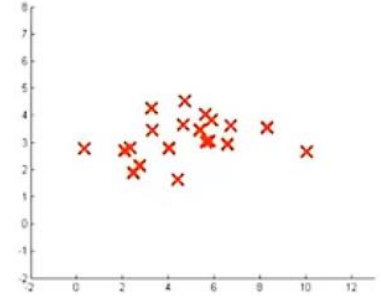




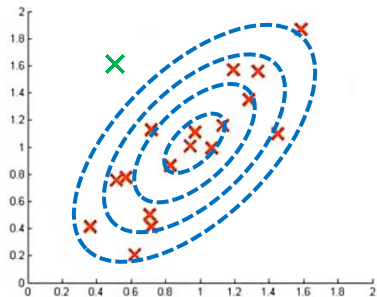
11.9.4 Multivariate Gaussian distribution

- Dataset $\{\mathbf{x}_1, \mathbf{x}_2, \dots, \mathbf{x}_m\}$, $\mathbf{x}_i \in \mathbb{R}^n$ $\mathbf{x}_j \sim \mathcal{N}(\mu_j, \sigma_j^2)$

$$\begin{aligned} p(\mathbf{x}) &= p(x_{:,1}; \mu_1, \sigma_1^2) p(x_{:,2}; \mu_2, \sigma_2^2) \cdots p(x_{:,n}; \mu_n, \sigma_n^2) \\ &= \prod_{j=1}^n p(x_{:,j}; \mu_j, \sigma_j^2) \end{aligned}$$



- Don't model $p(\mathbf{x}_{:,1})$, $p(\mathbf{x}_{:,2})$, ..., etc. separately; model $p(\mathbf{x})$ all in one go
- The parameters of a multivariate Gaussian distribution are $\boldsymbol{\mu} \in \mathbb{R}^n$, $\boldsymbol{\Sigma} \in \mathbb{R}^{n \times n}$ (covariance matrix, similar to the one in PCA)



- The density function of a multivariate Gaussian distribution is

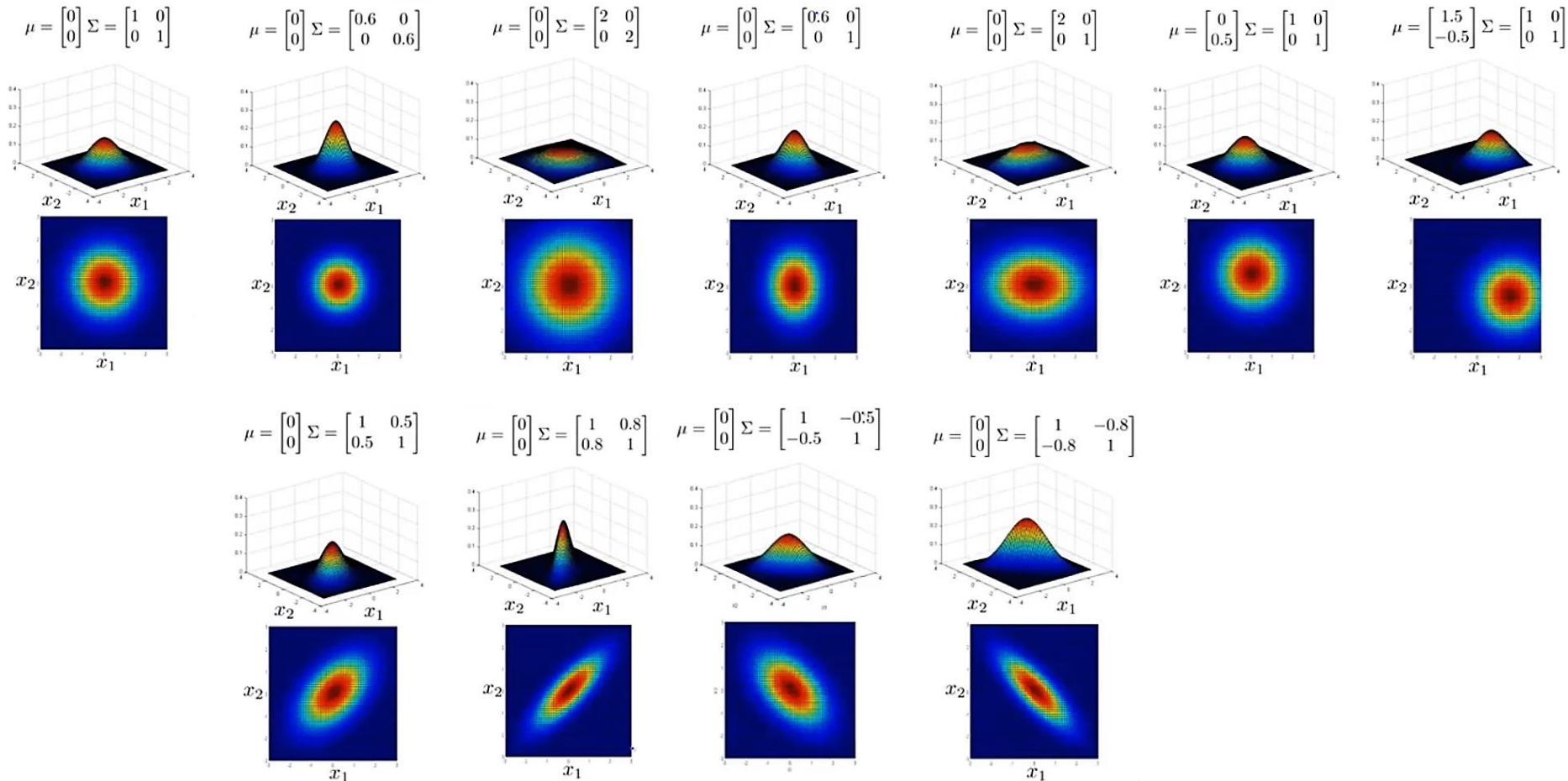
$$p(\mathbf{x}; \boldsymbol{\mu}, \boldsymbol{\Sigma}) = \frac{1}{(2\pi)^{n/2} |\boldsymbol{\Sigma}|^{1/2}} \exp\left(-\frac{1}{2} (\mathbf{x} - \boldsymbol{\mu})^\top \boldsymbol{\Sigma}^{-1} (\mathbf{x} - \boldsymbol{\mu})\right)$$



11.9.4 Multivariate Gaussian distribution

- The density function of a multivariate Gaussian distribution is

$$p(\mathbf{x}; \boldsymbol{\mu}, \boldsymbol{\Sigma}) = \frac{1}{(2\pi)^{n/2} |\boldsymbol{\Sigma}|^{1/2}} \exp\left(-\frac{1}{2}(\mathbf{x} - \boldsymbol{\mu})^\top \boldsymbol{\Sigma}^{-1}(\mathbf{x} - \boldsymbol{\mu})\right)$$





11.9.5 For anomaly detection (multi-Gaussian)

- The density function of a multivariate Gaussian distribution is

$$p(\mathbf{x}; \boldsymbol{\mu}, \boldsymbol{\Sigma}) = \frac{1}{(2\pi)^{n/2} |\boldsymbol{\Sigma}|^{1/2}} \exp\left(-\frac{1}{2} (\mathbf{x} - \boldsymbol{\mu})^\top \boldsymbol{\Sigma}^{-1} (\mathbf{x} - \boldsymbol{\mu})\right)$$

- Parameter fitting:
- Given training set $\{\mathbf{x}_1, \mathbf{x}_2, \dots, \mathbf{x}_m\}$, $\mathbf{x}_i \in \mathbb{R}^n$

$$\boldsymbol{\mu} = \frac{1}{m} \sum_{i=1}^m \mathbf{x}_i \qquad \boldsymbol{\Sigma} = \frac{1}{m} \sum_{i=1}^m (\mathbf{x}_i - \boldsymbol{\mu}) (\mathbf{x}_i - \boldsymbol{\mu})^\top$$

- Anomaly detection with multivariate Gaussian**

- Fit model $p(\mathbf{x})$ by setting:

$$\boldsymbol{\mu} = \frac{1}{m} \sum_{i=1}^m \mathbf{x}_i \qquad \boldsymbol{\Sigma} = \frac{1}{m} \sum_{i=1}^m (\mathbf{x}_i - \boldsymbol{\mu}) (\mathbf{x}_i - \boldsymbol{\mu})^\top$$

- Given a new example \mathbf{x} , compute:

$$p(\mathbf{x}; \boldsymbol{\mu}, \boldsymbol{\Sigma}) = \frac{1}{(2\pi)^{n/2} |\boldsymbol{\Sigma}|^{1/2}} \exp\left(-\frac{1}{2} (\mathbf{x} - \boldsymbol{\mu})^\top \boldsymbol{\Sigma}^{-1} (\mathbf{x} - \boldsymbol{\mu})\right)$$

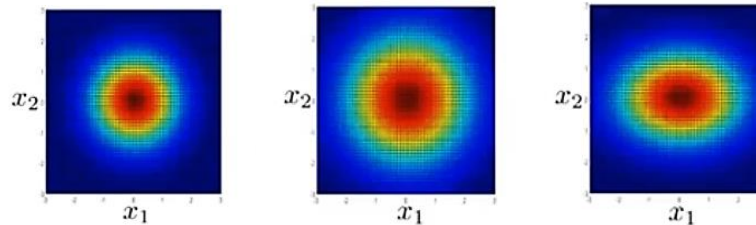
Anomaly if $p(\mathbf{x}) < \epsilon$.



11.9.6 original vs multivariate Gaussian

- original Gaussian:
$$p(\mathbf{x}) = p(\mathbf{x}_{:,1}; \mu_1, \sigma_1^2) p(\mathbf{x}_{:,2}; \mu_2, \sigma_2^2) \cdots p(\mathbf{x}_{:,n}; \mu_n, \sigma_n^2)$$
- multivariate Gaussian:
$$p(\mathbf{x}; \boldsymbol{\mu}, \boldsymbol{\Sigma}) = \frac{1}{(2\pi)^{n/2} |\boldsymbol{\Sigma}|^{1/2}} \exp\left(-\frac{1}{2} (\mathbf{x} - \boldsymbol{\mu})^\top \boldsymbol{\Sigma}^{-1} (\mathbf{x} - \boldsymbol{\mu})\right)$$

- The original Gaussian corresponds to the multivariate one when the contours are axis aligned



- The multivariate Gaussian automatically captures correlations between features
- The multivariate Gaussian is computationally expensive, for the inverse of $\boldsymbol{\Sigma}$
 - Must have $m > n$ or else $\boldsymbol{\Sigma}$ is non-invertible (*the sample number is much bigger than the feature number*)
 - It takes $O(n^2)$ computation
- If $\boldsymbol{\Sigma}$ is non-invertible, there may have two cases:
 - $m > n$ is not satisfied
 - There exist redundant features E.g., $\mathbf{x}_{:,1} = \mathbf{x}_{:,2}$ $\mathbf{x}_{:,1} = \mathbf{x}_{:,2} + \mathbf{x}_{:,3}$