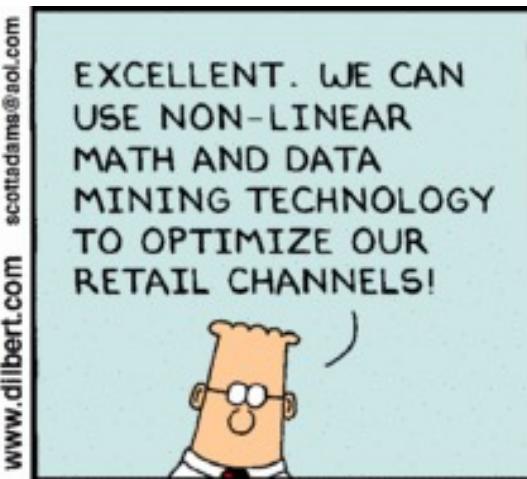


# Data Mining: Introduction



Dr. Greg Chism  
Assistant Professor of Practice  
School of Information  
University of Arizona

# Agenda

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- **What is Data Mining?**
- Data Mining Tasks
- Relationship to Statistics, Optimization, Machine Learning and AI
- Tools
- Data
- Legal, Privacy and Security Issues



# What is Data Mining?

One of many definitions:

*"Data mining is the science **of extracting useful knowledge** from huge data repositories."*

ACM SIGKDD, Data Mining Curriculum: A Proposal

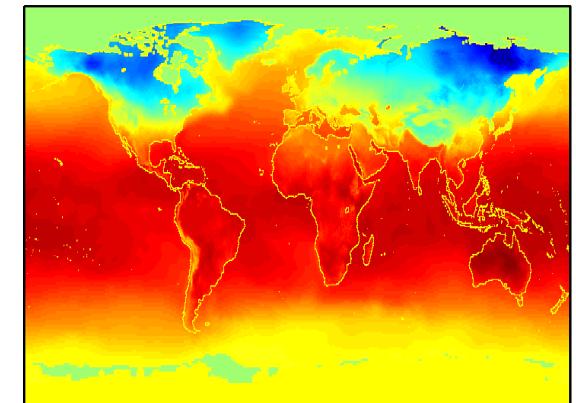
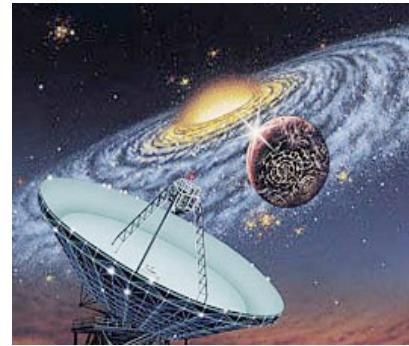
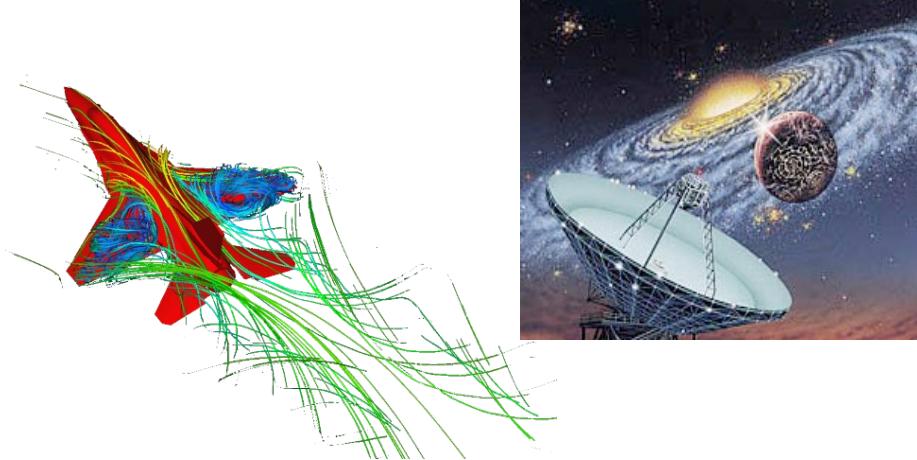
# Why Data Mining? Commercial Viewpoint

- Businesses collect and warehouse lots of data.
  - Purchases at department/grocery stores
  - Bank/credit card transactions
  - Web and social media data
  - Mobile and IOT
- Computers are cheaper and more powerful.
- Competition to provide better services.
  - Mass customization and recommendation systems
  - Targeted advertising
  - Improved logistics

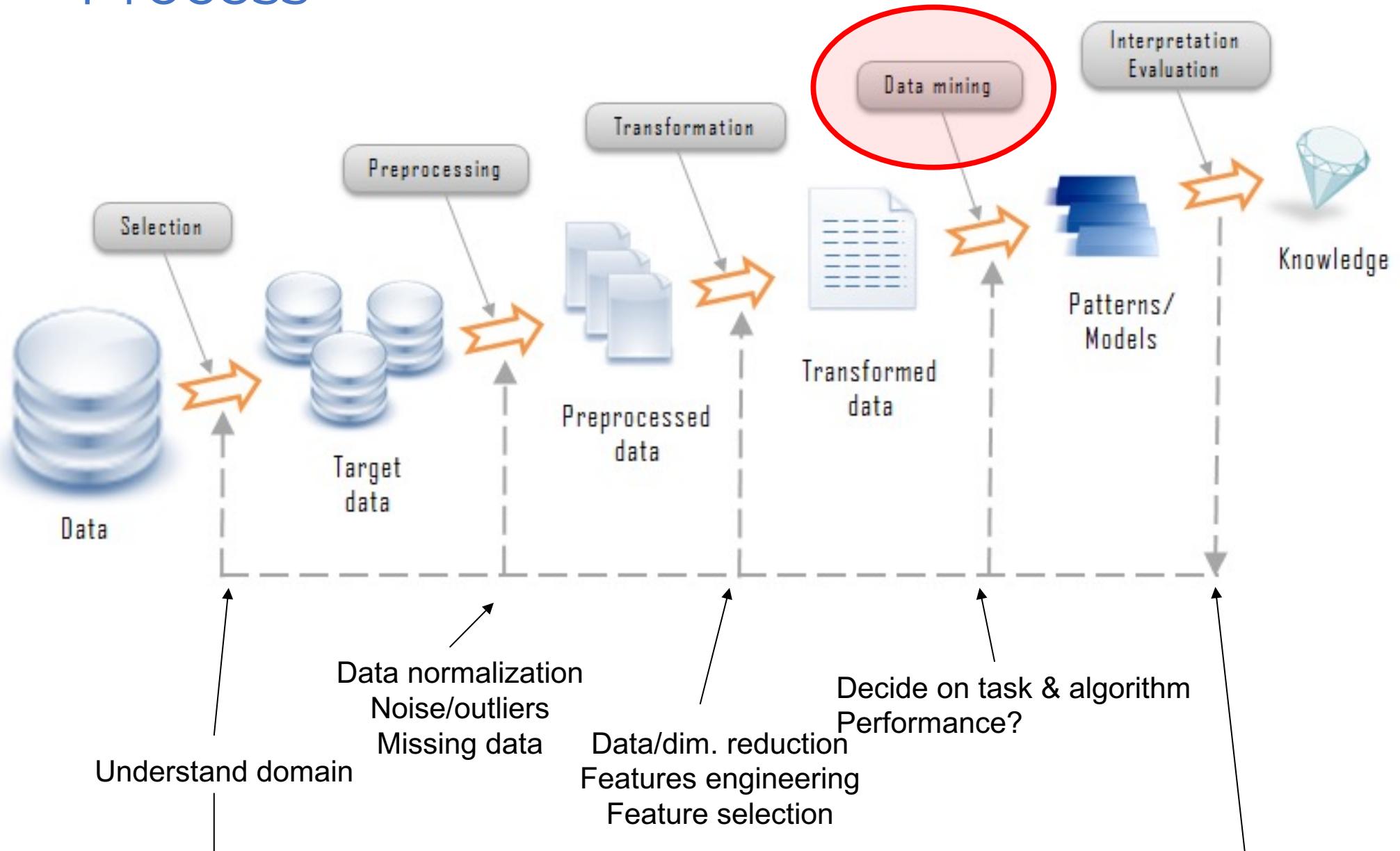


# Why Mine Data? Scientific Viewpoint

- Data collected and stored at enormous speeds (GB/hour)
  - remote sensors on a satellite
  - telescopes scanning the skies
  - microarrays generating gene expression data
  - scientific simulations generating terabytes of data
- Data mining may help scientists
  - identify patterns and relationships
  - to classify and segment data
  - formulate hypotheses

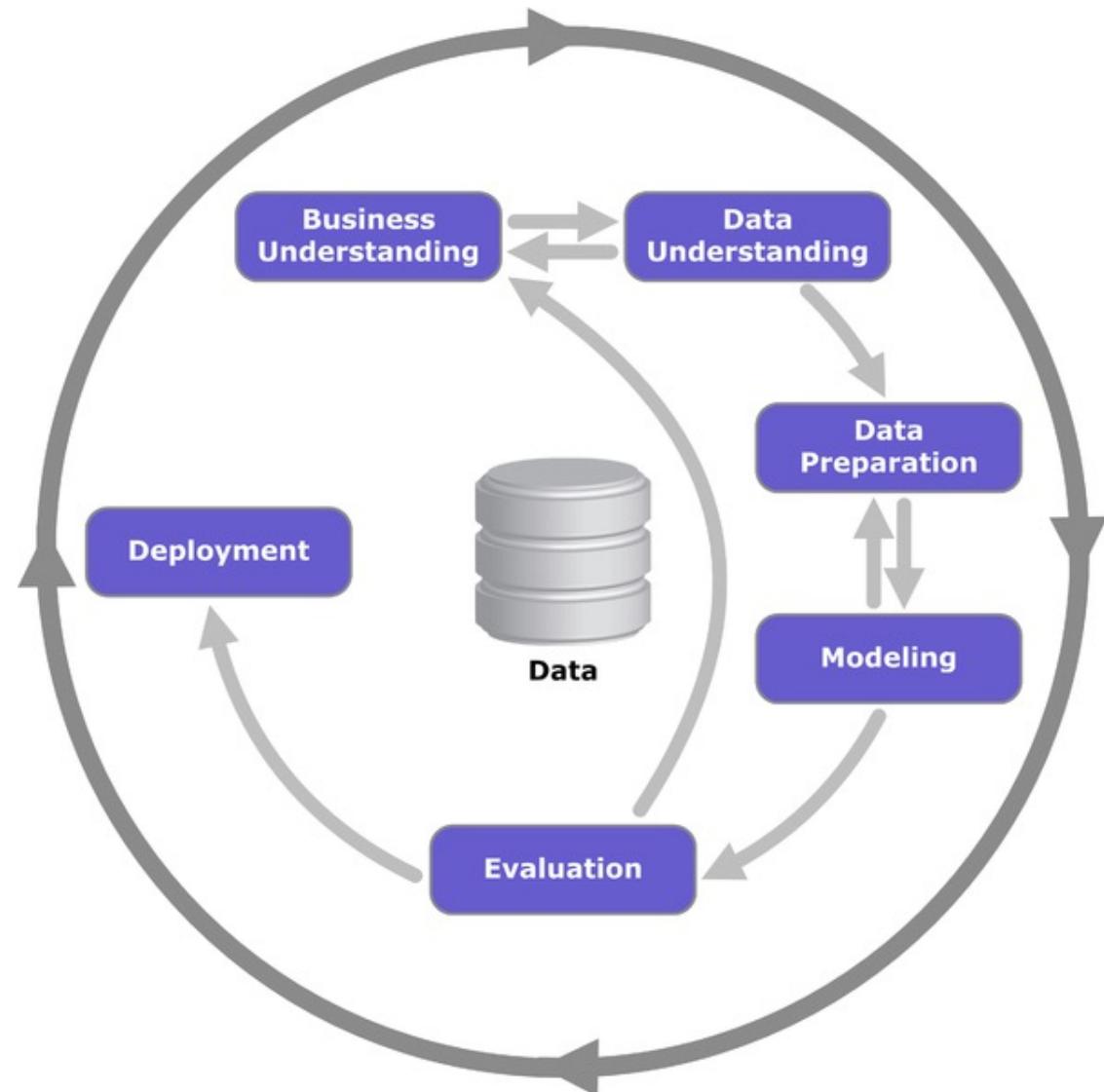


# Knowledge Discovery in Databases (KDD) Process



# CRISP-DM Reference Model

- Cross Industry Standard Process for Data Mining
- Open standard process model
- Industry, tool and application neutral
- Defines tasks and outputs.
- Now developed by IBM as the Analytics Solutions Unified Method for Data Mining/Predictive Analytics (ASUM-DM).
- SAS has SEMMA and most consulting companies use their own similar process.



# Tasks in the CRISP-DM Model

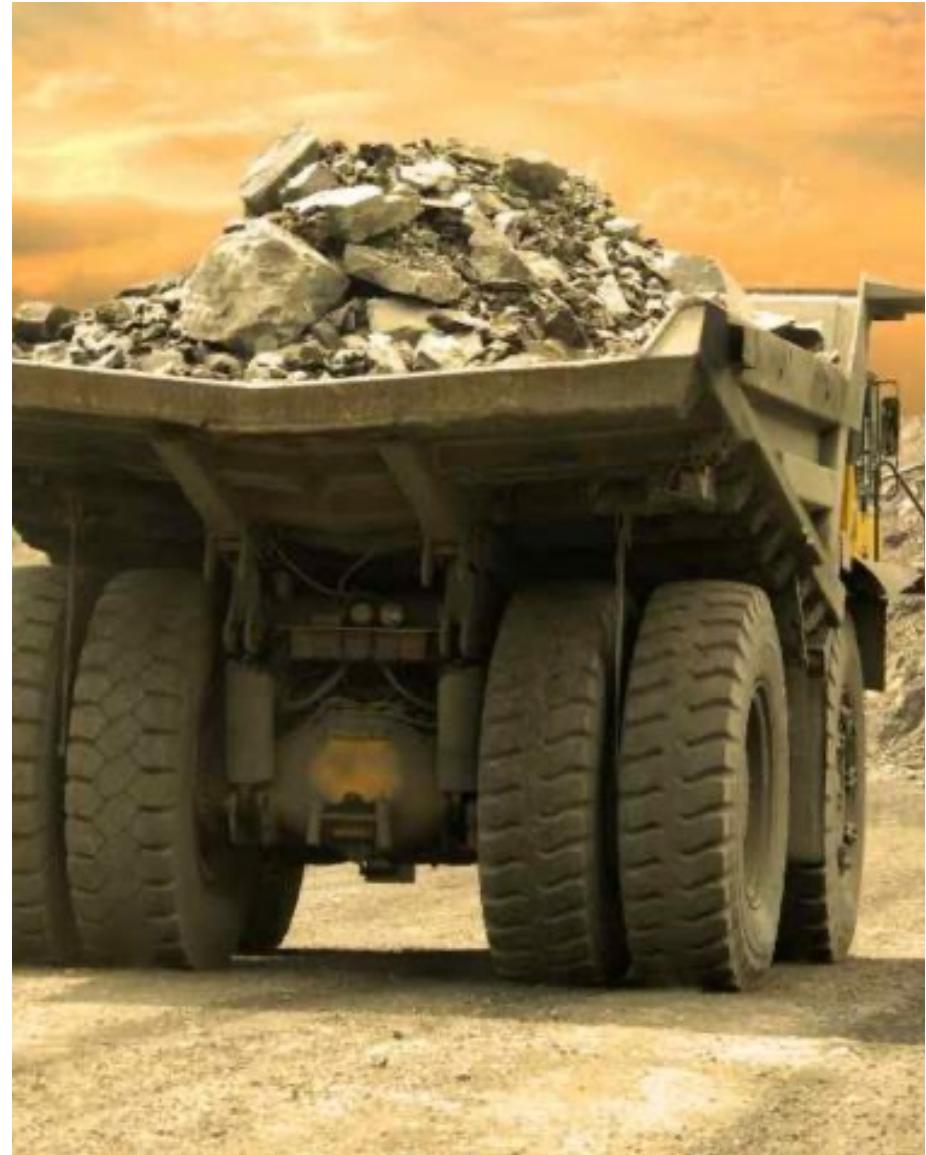
Business Understanding	Data Understanding	Data Preparation	Modeling	Evaluation	Deployment
<b>Determine Business Objectives</b> <i>Background</i> <i>Business Objectives</i> <i>Business Success Criteria</i>  <b>Assess Situation</b> <i>Inventory of Resources Requirements, Assumptions, and Constraints</i> <i>Risks and Contingencies</i> <i>Terminology</i> <i>Costs and Benefits</i>  <b>Determine Data Mining Goals</b> <i>Data Mining Goals</i> <i>Data Mining Success Criteria</i>  <b>Produce Project Plan</b> <i>Project Plan</i> <i>Initial Assessment of Tools and Techniques</i>	<b>Collect Initial Data</b> <i>Initial Data Collection Report</i>  <b>Describe Data</b> <i>Data Description Report</i>  <b>Explore Data</b> <i>Data Exploration Report</i>  <b>Verify Data Quality</b> <i>Data Quality Report</i>	<b>Select Data</b> <i>Rationale for Inclusion/Exclusion</i>  <b>Clean Data</b> <i>Data Cleaning Report</i>  <b>Construct Data</b> <i>Derived Attributes</i> <i>Generated Records</i>  <b>Integrate Data</b> <i>Merged Data</i>  <b>Format Data</b> <i>Reformatted Data</i>  <b>Dataset</b> <i>Dataset Description</i>	<b>Select Modeling Techniques</b> <i>Modeling Technique</i> <i>Modeling Assumptions</i>  <b>Generate Test Design</b> <i>Test Design</i>  <b>Build Model</b> <i>Parameter Settings</i> <i>Models</i> <i>Model Descriptions</i>  <b>Assess Model</b> <i>Model Assessment</i> <i>Revised Parameter Settings</i>	<b>Evaluate Results</b> <i>Assessment of Data Mining Results w.r.t. Business Success Criteria</i> <i>Approved Models</i>  <b>Review Process</b> <i>Review of Process</i>  <b>Determine Next Steps</b> <i>List of Possible Actions</i> <i>Decision</i>	<b>Plan Deployment</b> <i>Deployment Plan</i>  <b>Plan Monitoring and Maintenance</b> <i>Monitoring and Maintenance Plan</i>  <b>Produce Final Report</b> <i>Final Report</i> <i>Final Presentation</i>  <b>Review Project</b> <i>Experience Documentation</i>

Figure 3: Generic tasks (**bold**) and outputs (*italic*) of the CRISP-DM reference model

# Agenda

---

- What is Data Mining?
- **Data Mining Tasks**
- Relationship to Statistics,  
Optimization, Machine  
Learning and AI
- Tools
- Data
- Legal, Privacy and Security  
Issues



# Data Mining Tasks

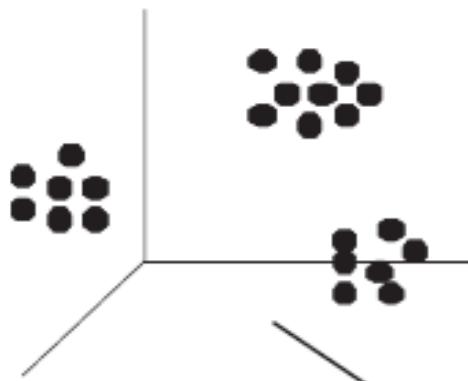
## Descriptive Methods

Find human-interpretable patterns that describe the data.

## Predictive Methods

Use some features (variables) to predict unknown or future value of other variable.

# Data Mining Tasks



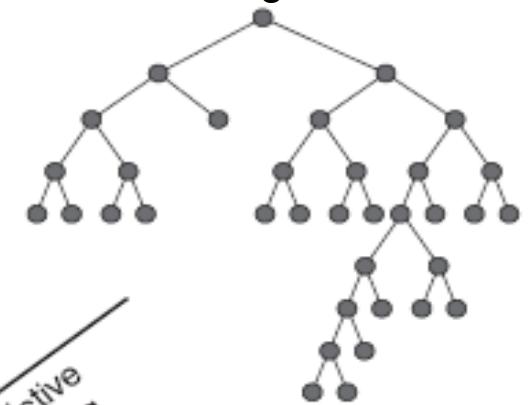
Cluster Analysis

Data

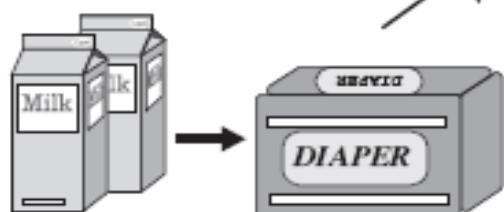
ID	Home Owner	Marital Status	Annual Income	Defaulted Borrower
1	Yes	Single	125K	No
2	No	Married	100K	No
3	No	Single	70K	No
4	Yes	Married	120K	No
5	No	Divorced	95K	Yes
6	No	Married	80K	No
7	Yes	Divorced	220K	No
8	No	Single	85K	Yes
9	No	Married	75K	No
10	No	Single	90K	Yes

Predictive Modeling

Regression

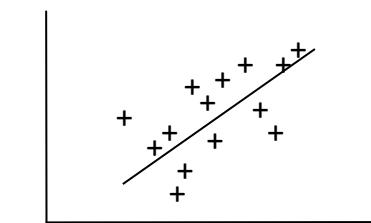


Classification

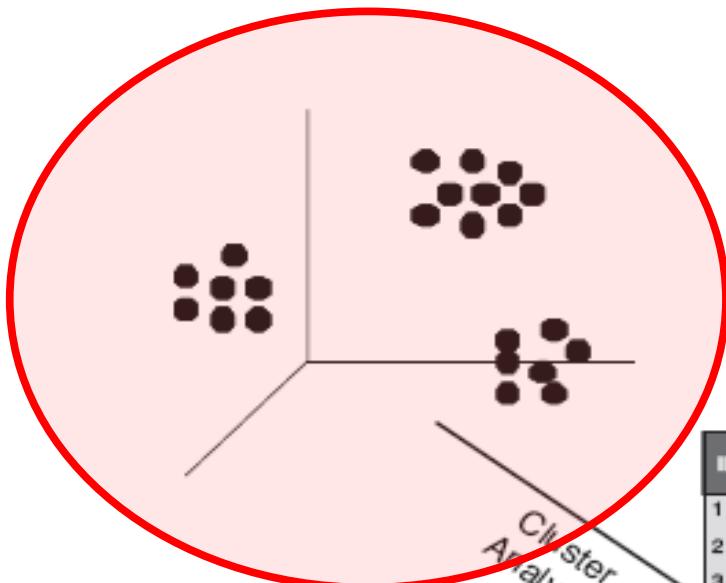


Association Analysis

Anomaly Detection



# Data Mining Tasks

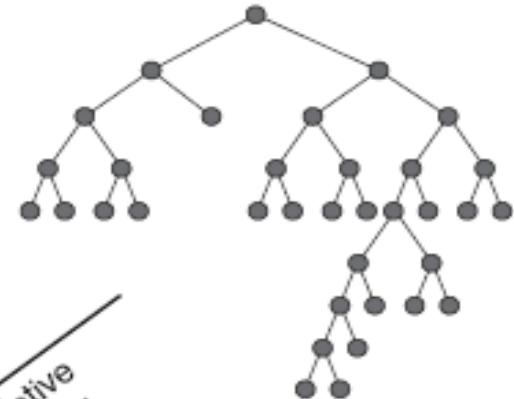


Cluster Analysis

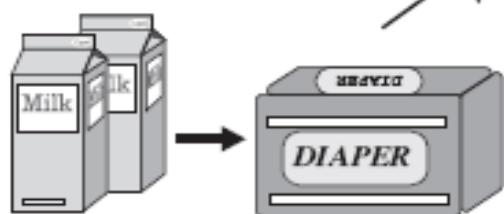
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Predictive Modeling

Regression

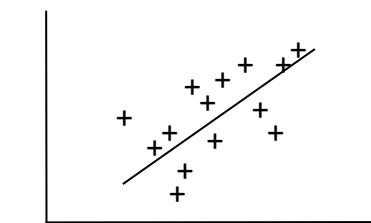
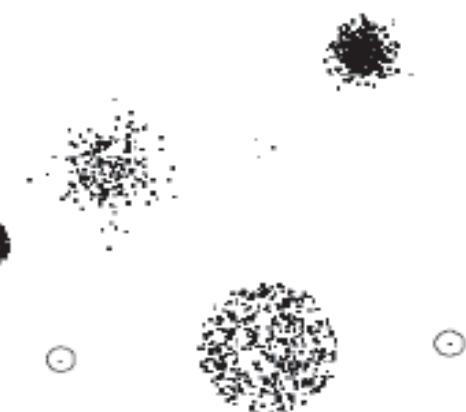


Classification



Association Analysis

Anomaly Detection

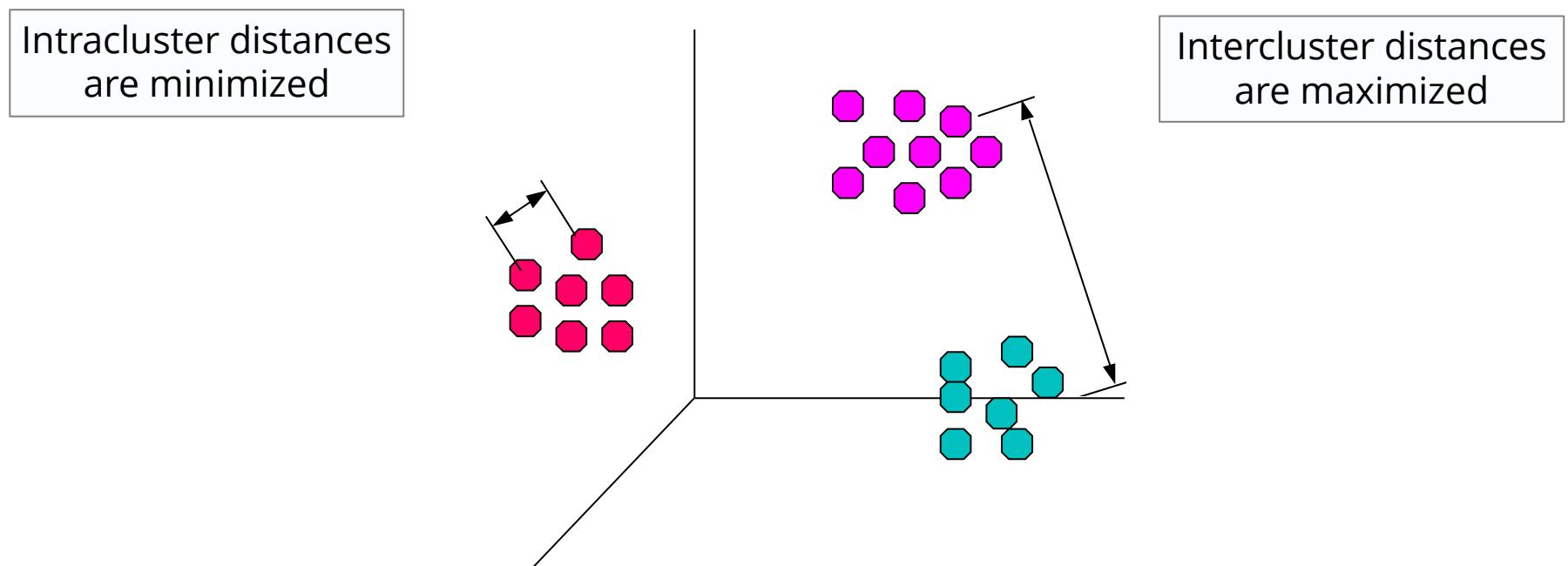


# Clustering

Group points such that

- Data points in one cluster are more similar to one another.
- Data points in separate clusters are less similar to one another.

Ideal grouping is not known → Unsupervised Learning

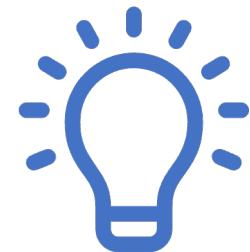


Euclidean distance based clustering in 3-D space.

# Clustering: Market Segmen



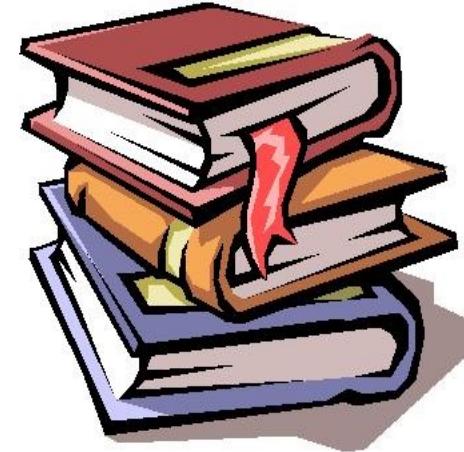
**Goal:** subdivide a market into distinct subsets of customers. Use a different marketing mix for each segment.



**Approach:**

1. Collect different attributes of customers based on their geographical and lifestyle related information and observed buying patterns.
2. Find clusters of similar customers.

# Clustering Documents



**Goal:** Find groups of documents that are similar to each.



**Approach:** Identify frequently occurring terms in each document. Define a similarity measure based on term co-occurrences. Use it to cluster.



**Gain:** Can be used to organize documents or to create recommendations.

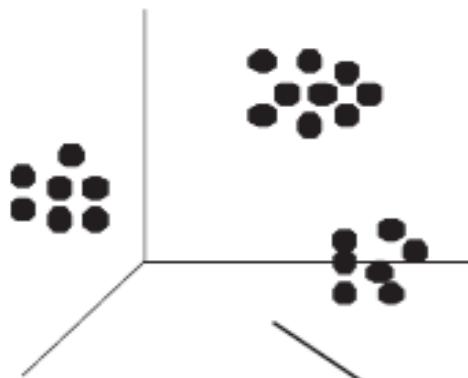
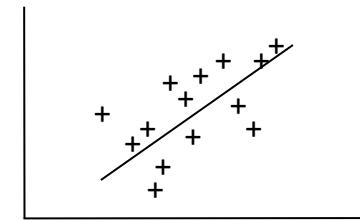
# Clustering: Data Reduction



**Goal:** Reduce the data size for predictive models.

**Approach:** Group data given a subset of the available information and then use the group label instead of the original data as input for predictive models.

# Data Mining Tasks



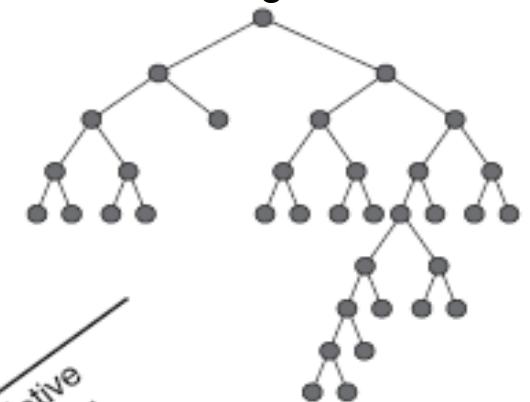
Cluster  
Analysis

Data

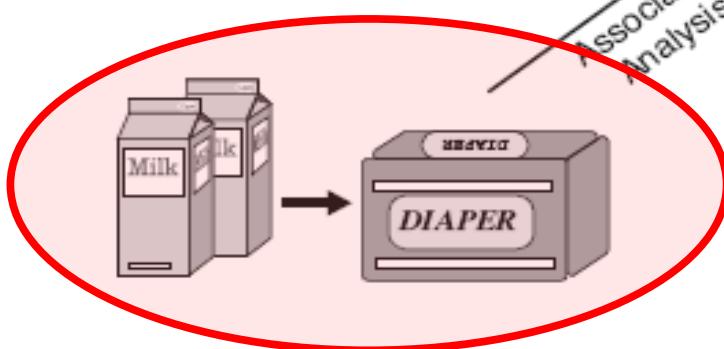
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10	No	Single	90K	Yes

Predictive  
Modeling

Regression

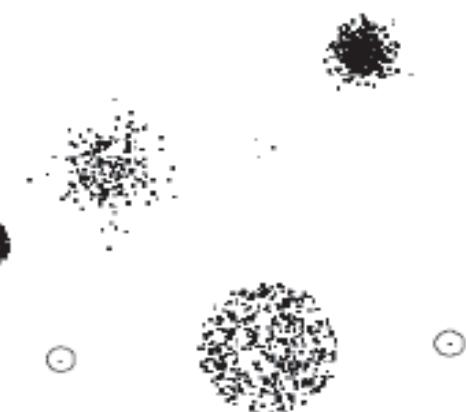


Classification



Association  
Analysis

Anomaly  
Detection



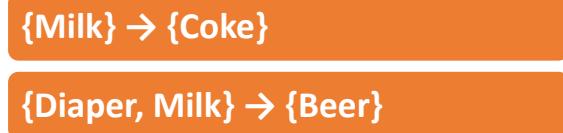
# Association Rule Discovery



- Given is a set of transactions. Each contains a number of items.
- Produce dependency rules of the form  $LHS \rightarrow RHS$
- which indicate that if the set of items in the LHS are in a transaction, then the transaction likely will also contain the RHS item.

TID	Items
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diaper, Milk
4	Beer, Bread, Diaper, Milk
5	Coke, Diaper, Milk

Transaction data



Discovered Rules

# Association Rule Discovery

## Marketing and Sales Promotion

- 
- Let the rule discovered be  
 $\{\text{Potato Chips, ...}\} \rightarrow \{\text{Soft drink}\}$
  - Soft drink as RHS:** What should be done to boost sales? Discount Potato Chips?
  - Potato Chips in LHS:** Shows which products would be affected if the store discontinues selling Potato Chips.
  - Potato Chips in LHS and Soft drink in RHS:** What products should be sold with Potato Chips to promote sales of Soft drinks!



# Association Rule Discovery Supermarket shelf management



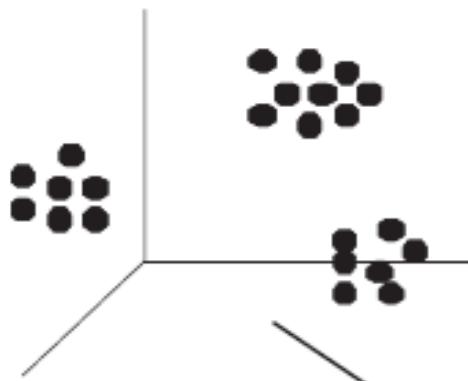
- **Goal:** To identify items that are bought together by sufficiently many customers.
- **Approach:**
  - Process the point-of-sale data to find dependencies among items.
  - Place dependent items
    - close to each other (convenience).
    - far from each other to expose the customer to the maximum number of products in the store.



# Association Rule Discovery Inventory Management

- **Goal:** Anticipate the nature of repairs to keep the service vehicles equipped with right parts to speed up repair time.
- **Approach:** Process the data on tools and parts required in previous repairs at different consumer locations and discover co-occurrence patterns.

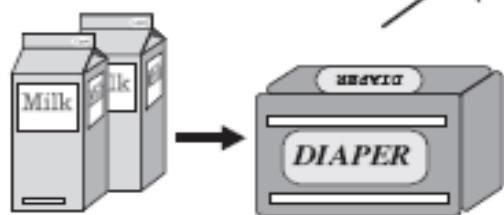
# Data Mining Tasks



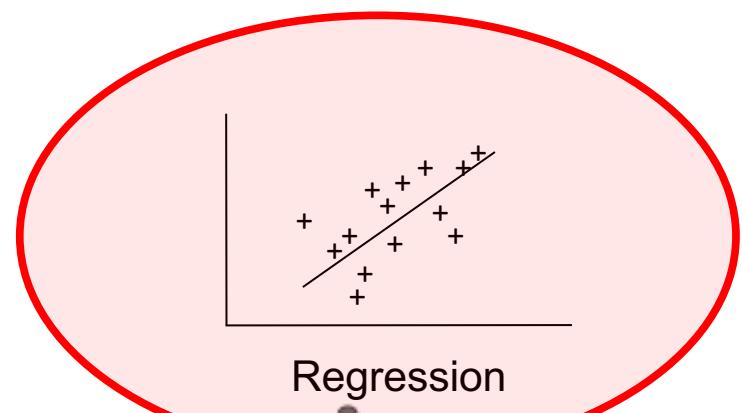
Cluster Analysis

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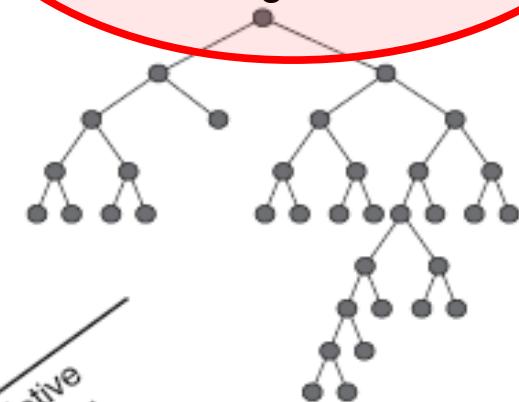
Association Analysis



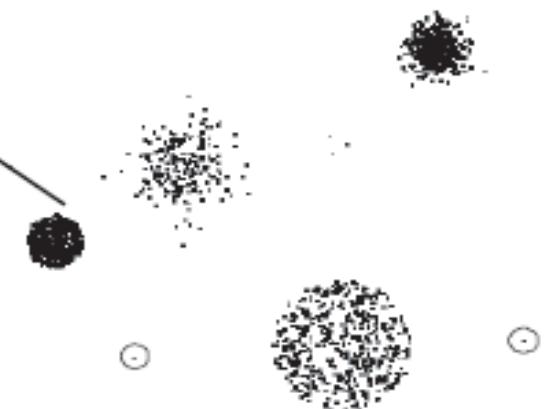
Anomaly Detection



Regression

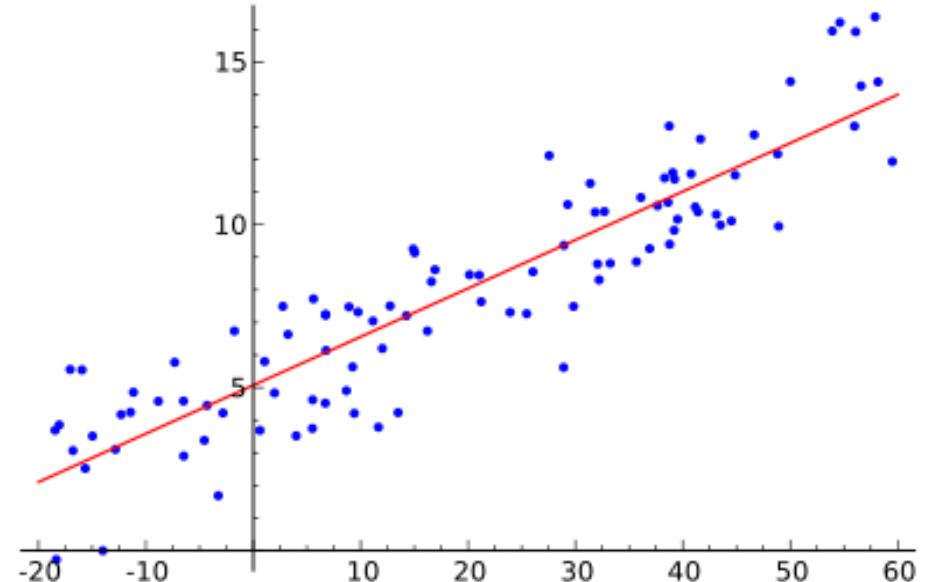


Classification



# Regression

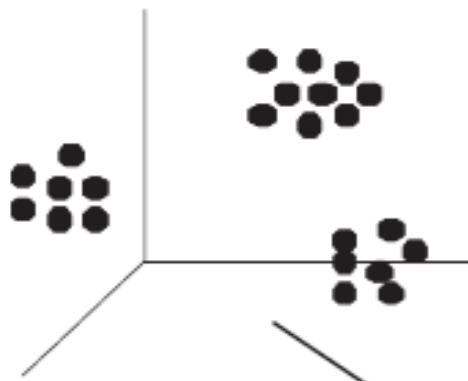
- Predict a value of a given continuous valued variable based on the values of other variables, assuming a linear or nonlinear model of dependency.
- Studied in statistics and econometrics.



## Applications:

- Predicting sales amounts of new product based on advertising expenditure.
- Predicting wind velocities as a function of temperature, humidity, air pressure, etc.
- Time series prediction of stock market indices (autoregressive models).

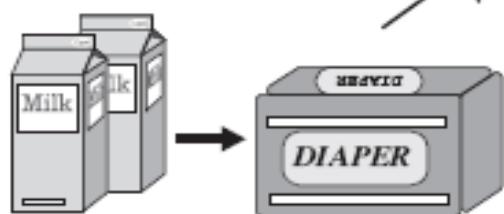
# Data Mining Tasks



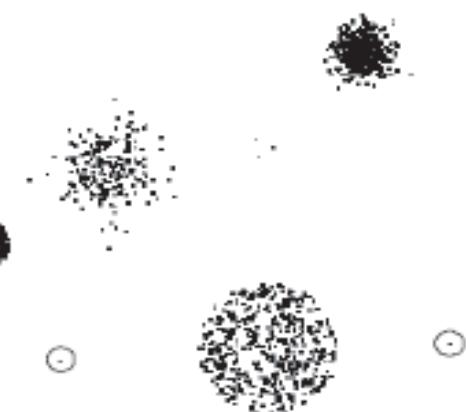
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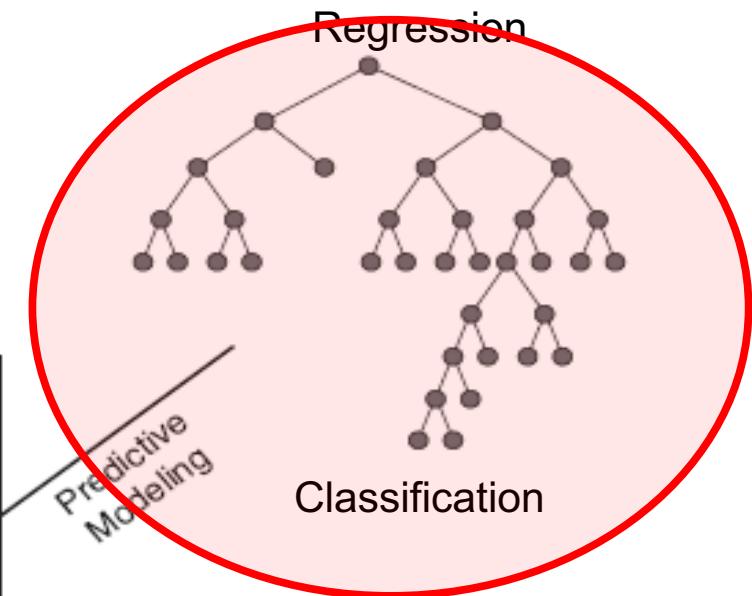
Association Analysis



Anomaly Detection



Predictive Modeling



Regression

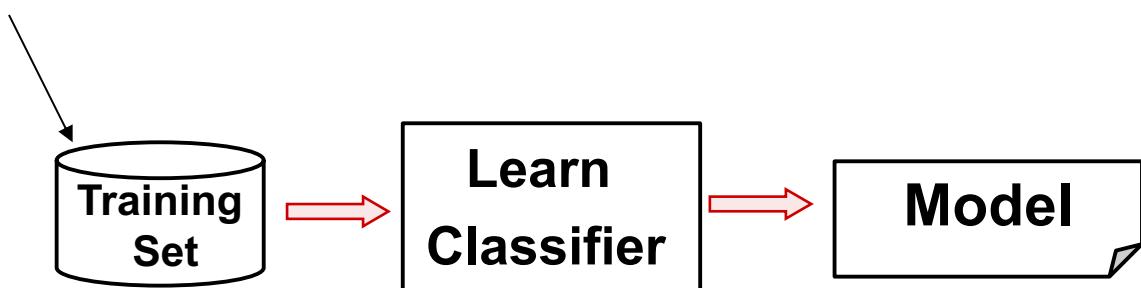
Classification

# Classification

Find a **model** for the class attribute as a function of the values of other attributes/features.

Class information is available → **Supervised Learning**

<i>Tid</i>	Refund	Marital Status	Taxable Income	class 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
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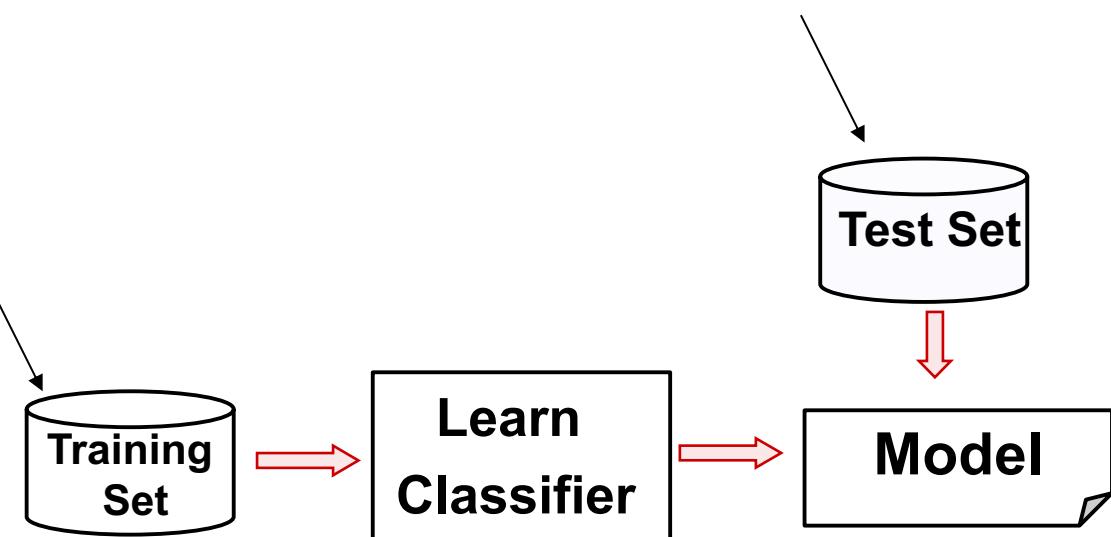
# Classification

Find a **model** for the class attribute as a function of the values of other attributes/features.

**Goal:** assign new records to a class as accurately as possible.

Tid	class			
	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
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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

Refund	Marital Status	Taxable Income	Cheat
No	Single	75K	?
Yes	Married	50K	?
No	Married	150K	?
Yes	Divorced	90K	?
No	Single	40K	?
No	Married	80K	?





# Classification: Direct Marketing

- Goal: Reduce cost of mailing by targeting a set of consumers likely to buy a new product.
- Approach:
  - Use the data for a similar product introduced before or from a focus group. We have customer information (e.g., demographics, lifestyle, previous purchases) and know which customers decided to buy and which decided otherwise. This buy/don't buy decision forms the class attribute.
  - Use this information as input attributes to learn a classifier model.
  - Apply the model to new customers to predict if they will buy the product.

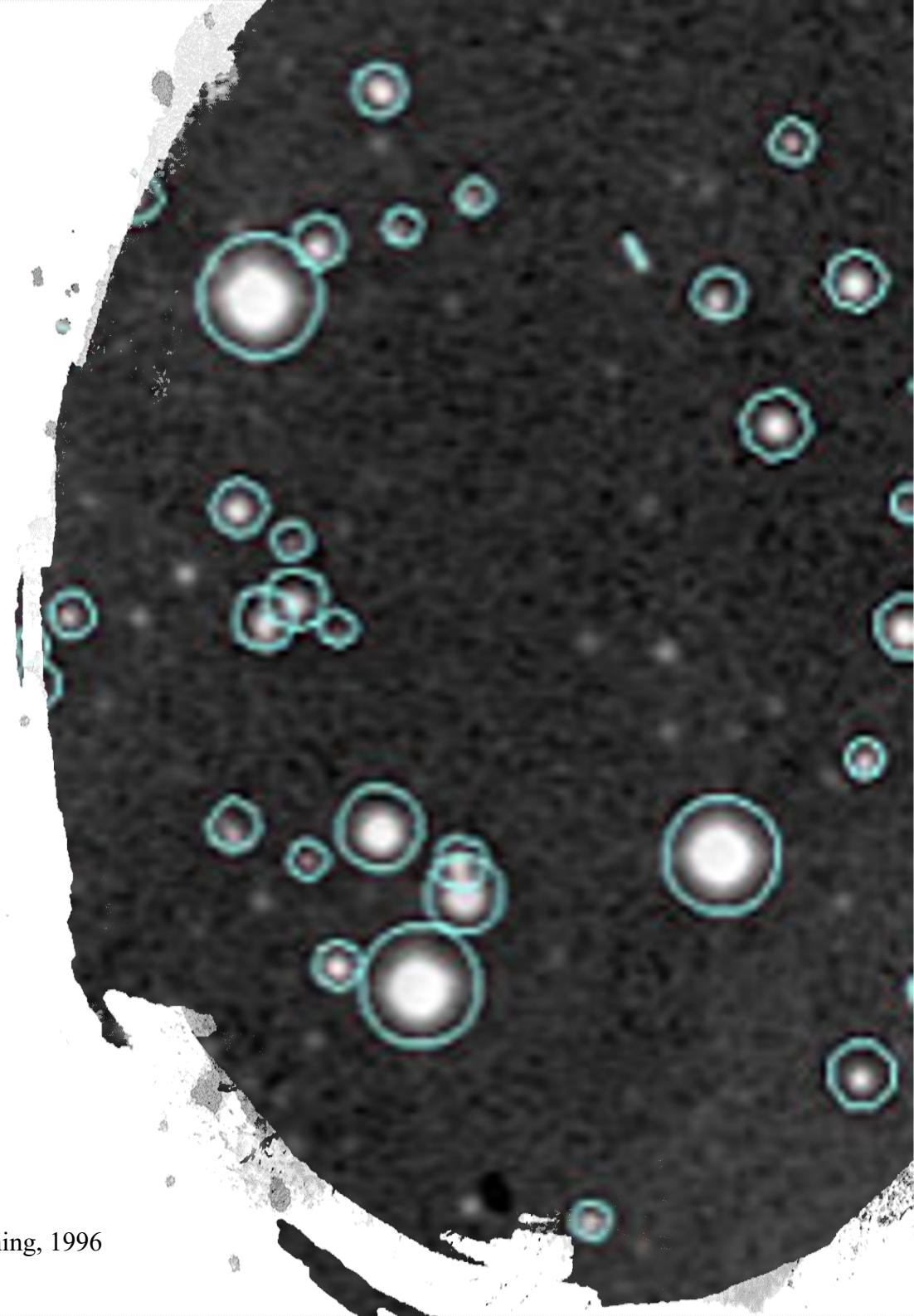


## Classification: Customer Attrition/Churn

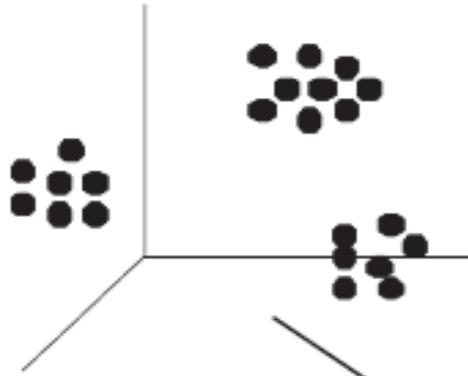
- Goal: To predict whether a customer is likely to be lost to a competitor.
- Approach:
  - Use detailed record of transactions with each of the past and present customers, to find attributes (frequency, recency, complaints, demographics, etc.).
  - Label the customers as loyal or disloyal.
  - Find a model for disloyalty.
  - Rank each customer on a loyal/disloyal scale (e.g., churn probability).

# Classification: Sky Survey Cataloging

- Goal: To predict class (star or galaxy) of sky objects, especially visually faint ones, based on the telescopic survey images (from Palomar Observatory).
- Approach:
  - Segment the image to identify objects.
  - Derive features per object (40).
  - Use known objects to model the class based on these features.
- Result: Found 16 new high red-shift quasars.



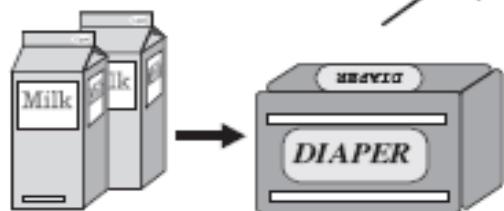
# Data Mining Tasks



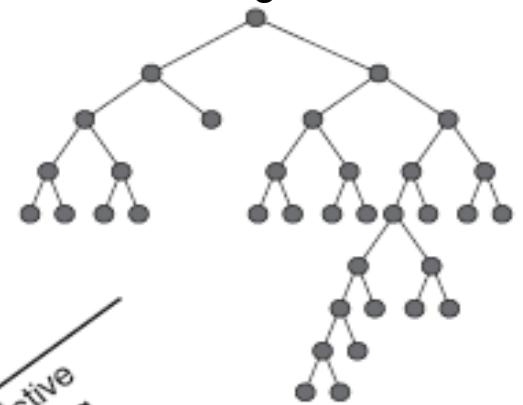
Cluster Analysis

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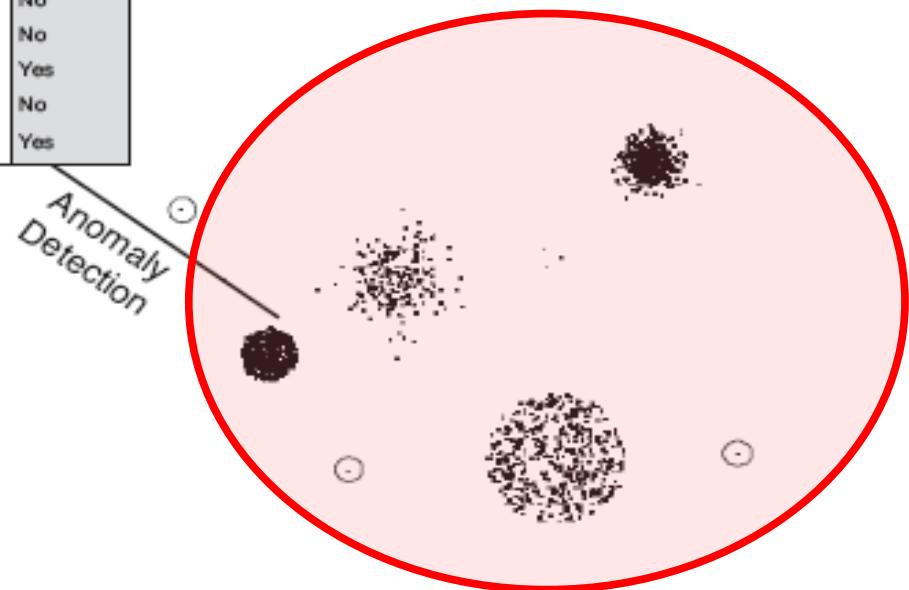
Association Analysis



Regression



Classification



Anomaly Detection

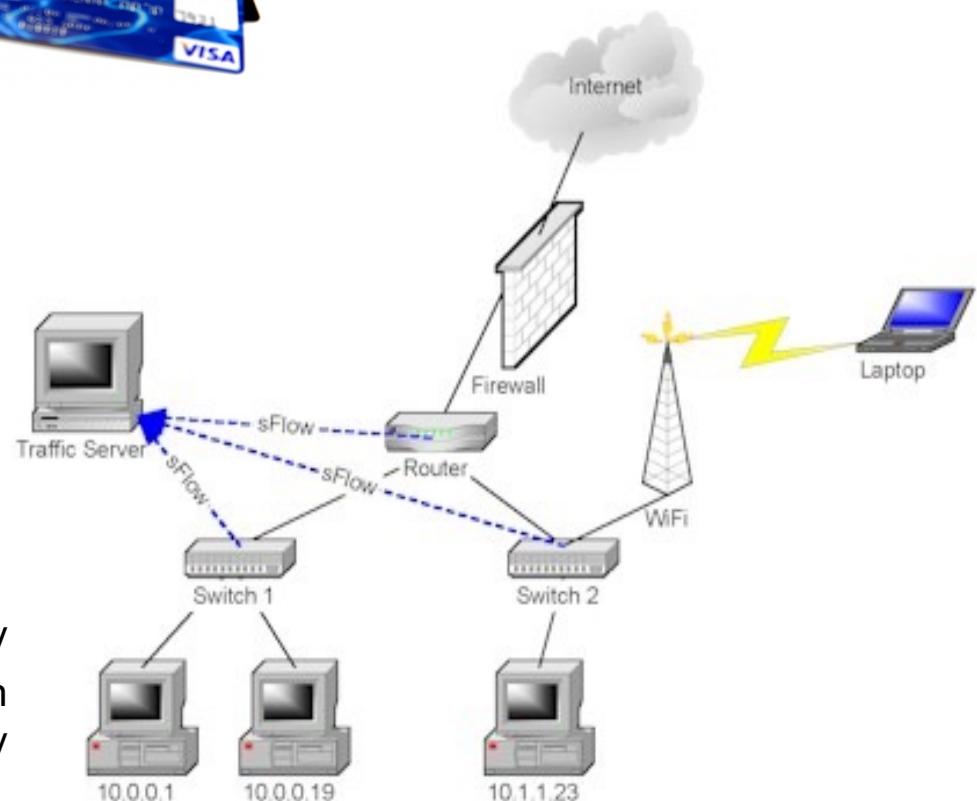
# Deviation/Anomaly Detection

- Detect significant deviations from normal behavior.

- Applications:
  - Credit Card Fraud Detection



- Network Intrusion Detection



# Other Data Mining Tasks

Text mining –  
document  
clustering, topic  
models

Graph mining –  
social networks

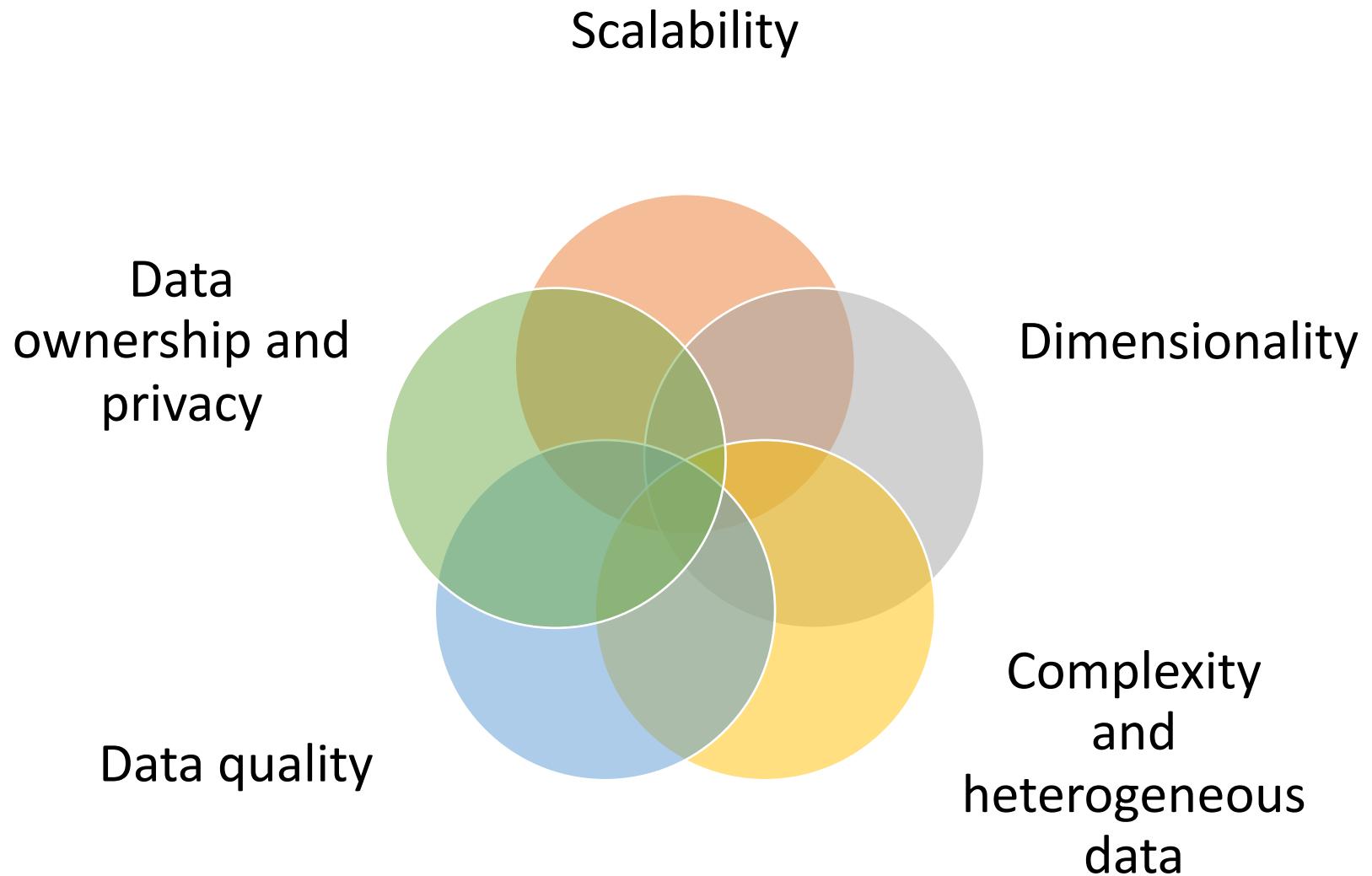
Data stream  
mining/real time  
data mining

Mining  
spatiotemporal  
data (e.g., moving  
objects)

Visual data mining

Distributed data  
mining

# Challenges of Data Mining



# Agenda

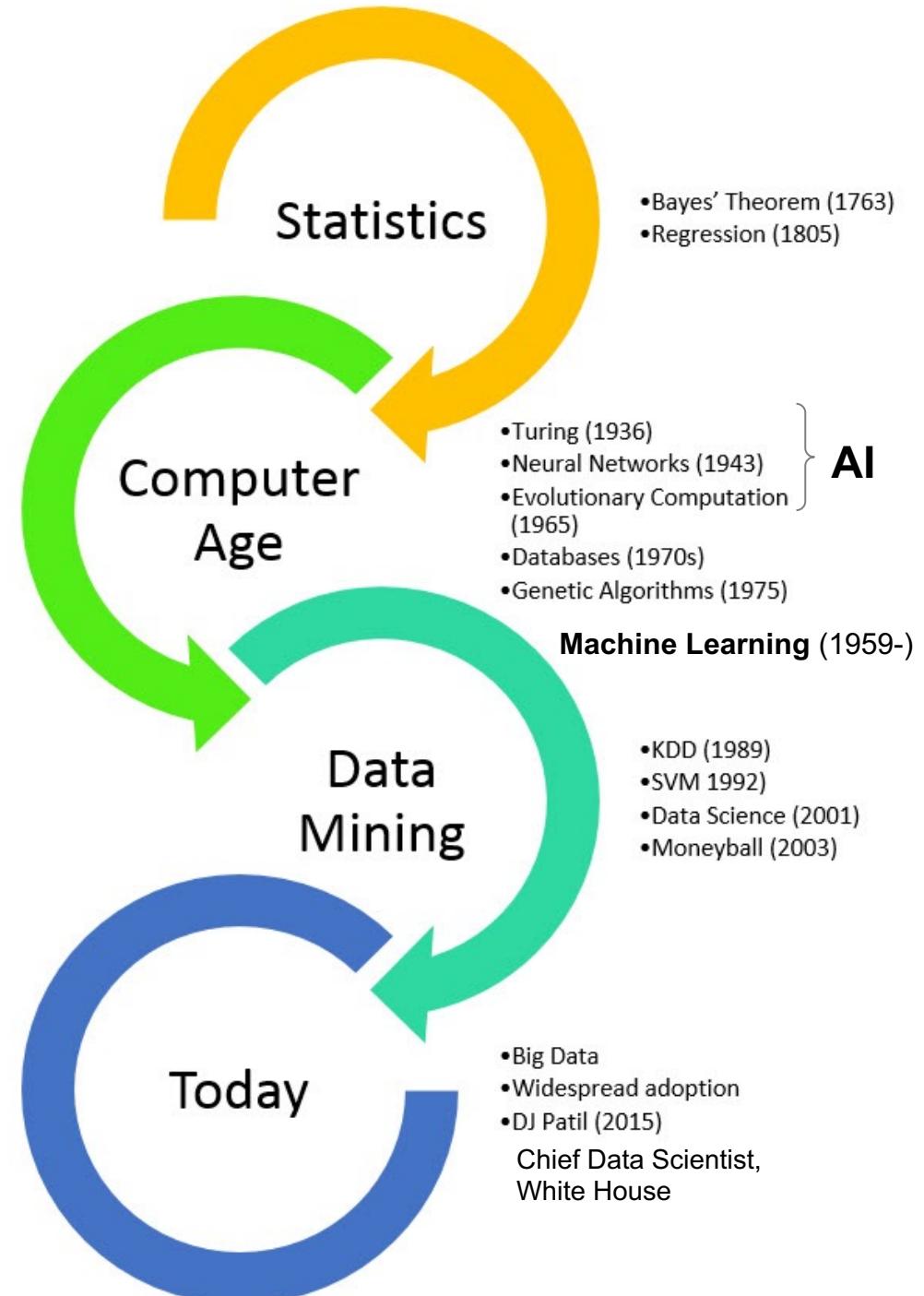
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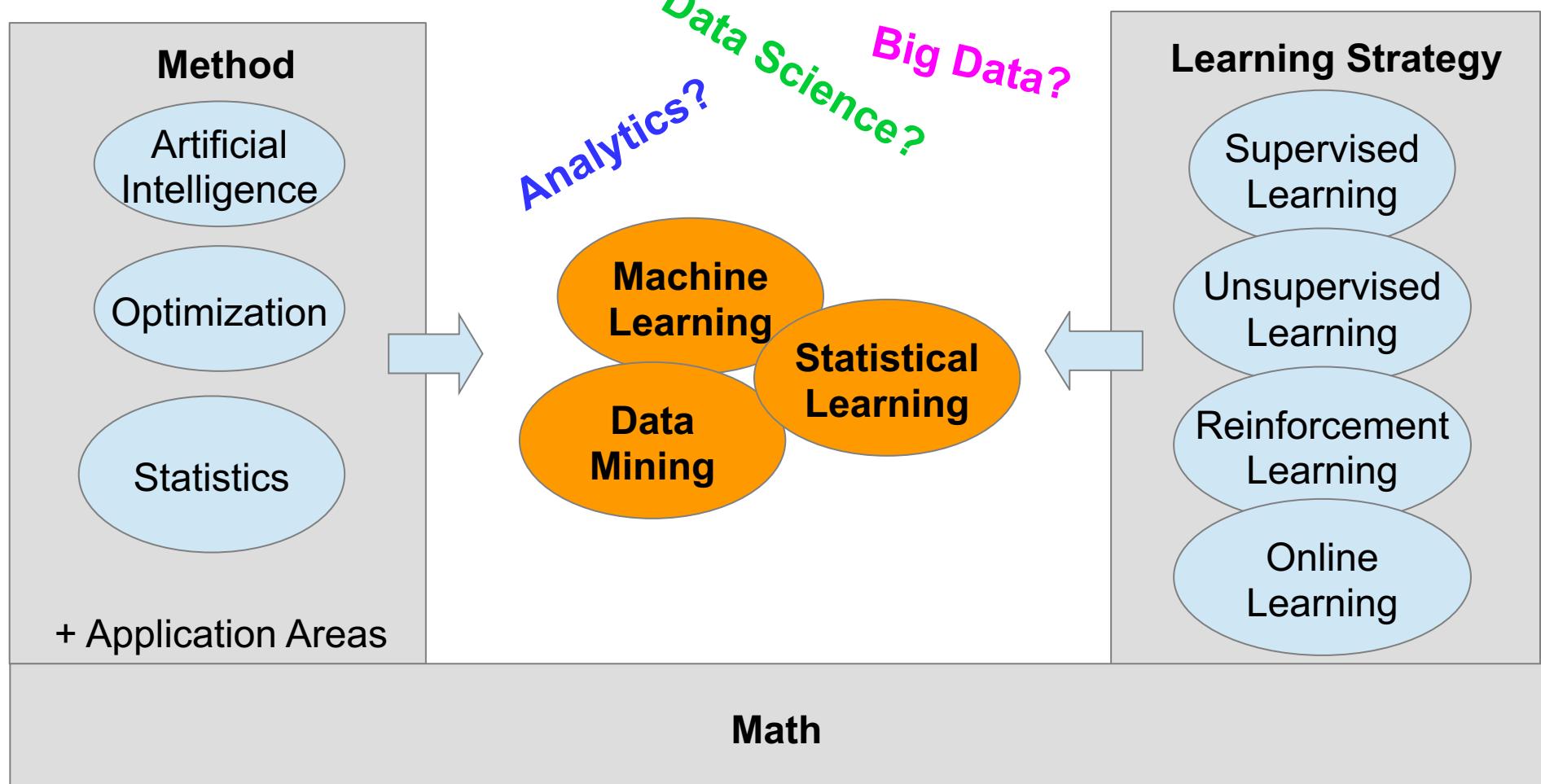


# Origins of Data Mining

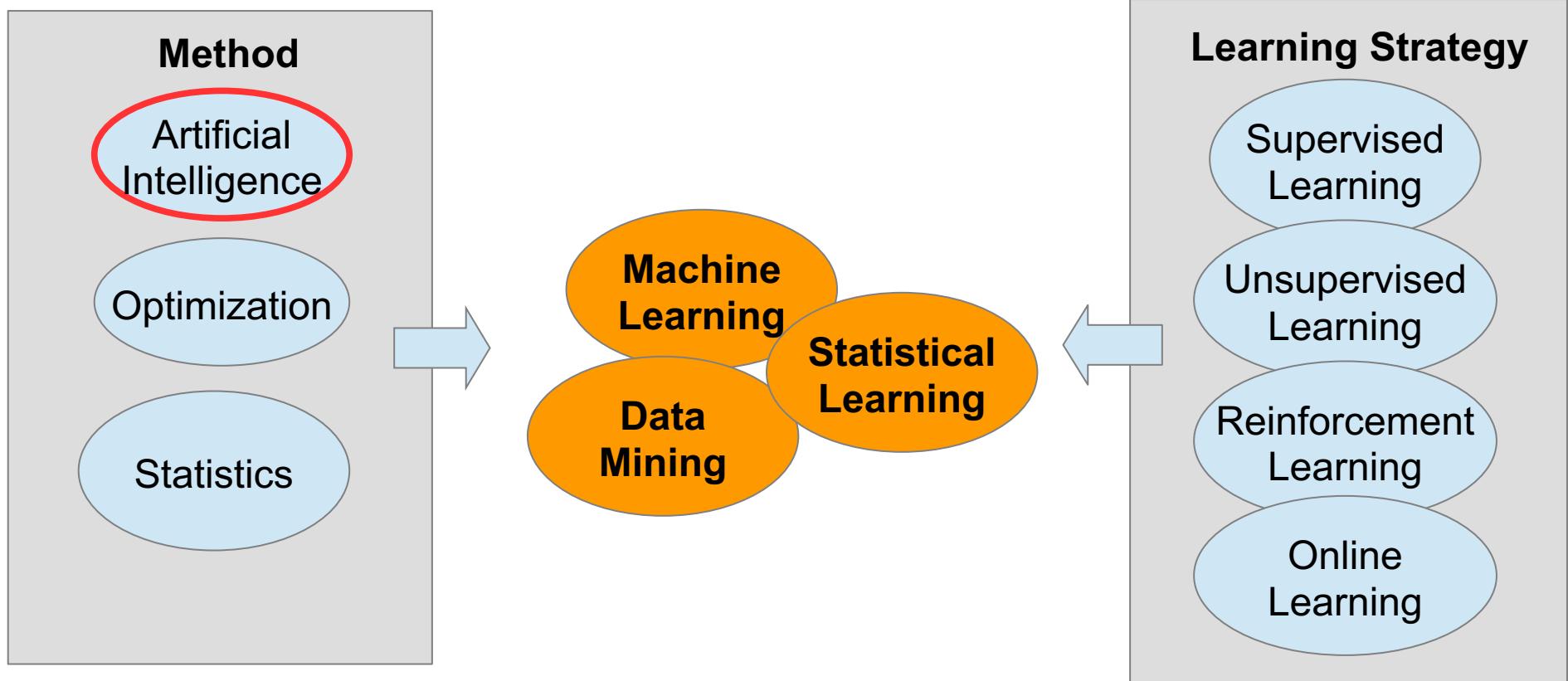
- Draws ideas from AI, machine learning, pattern recognition, statistics, and database systems.
- There are differences in terms of
  - used data and
  - the goals.



# Relationship to other Fields



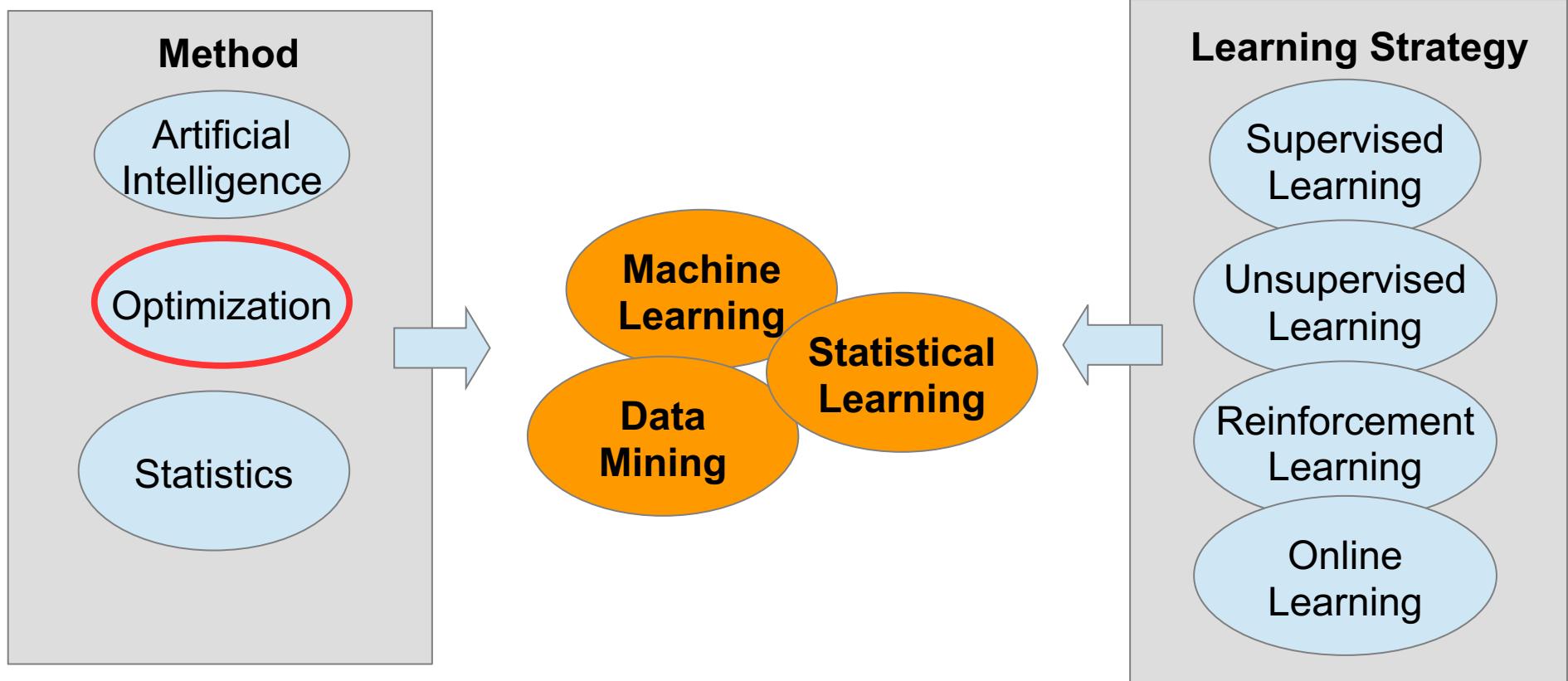
# Relationship to other Fields



**Artificial Intelligence:** Create an **autonomous agent** that perceives its environment and takes actions that maximize its chance of reaching some goal.

**Areas:** reasoning, knowledge representation, planning, learning, natural language processing, and vision.

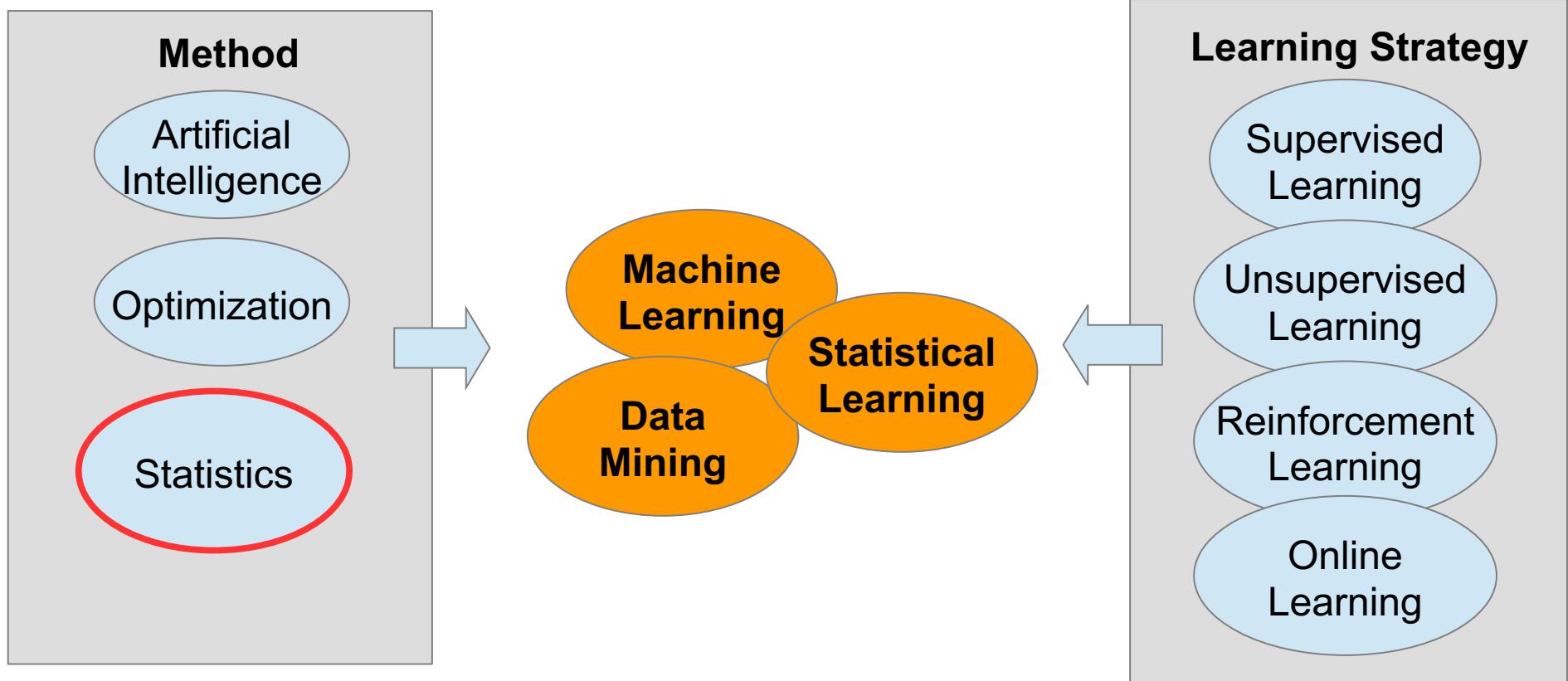
# Relationship to other Fields



**Optimization:** Selection of a best alternative from some set of available alternatives with regard to some criterion.

**Techniques:** Linear programming, integer programming, nonlinear programming, stochastic and robust optimization, heuristics, etc.

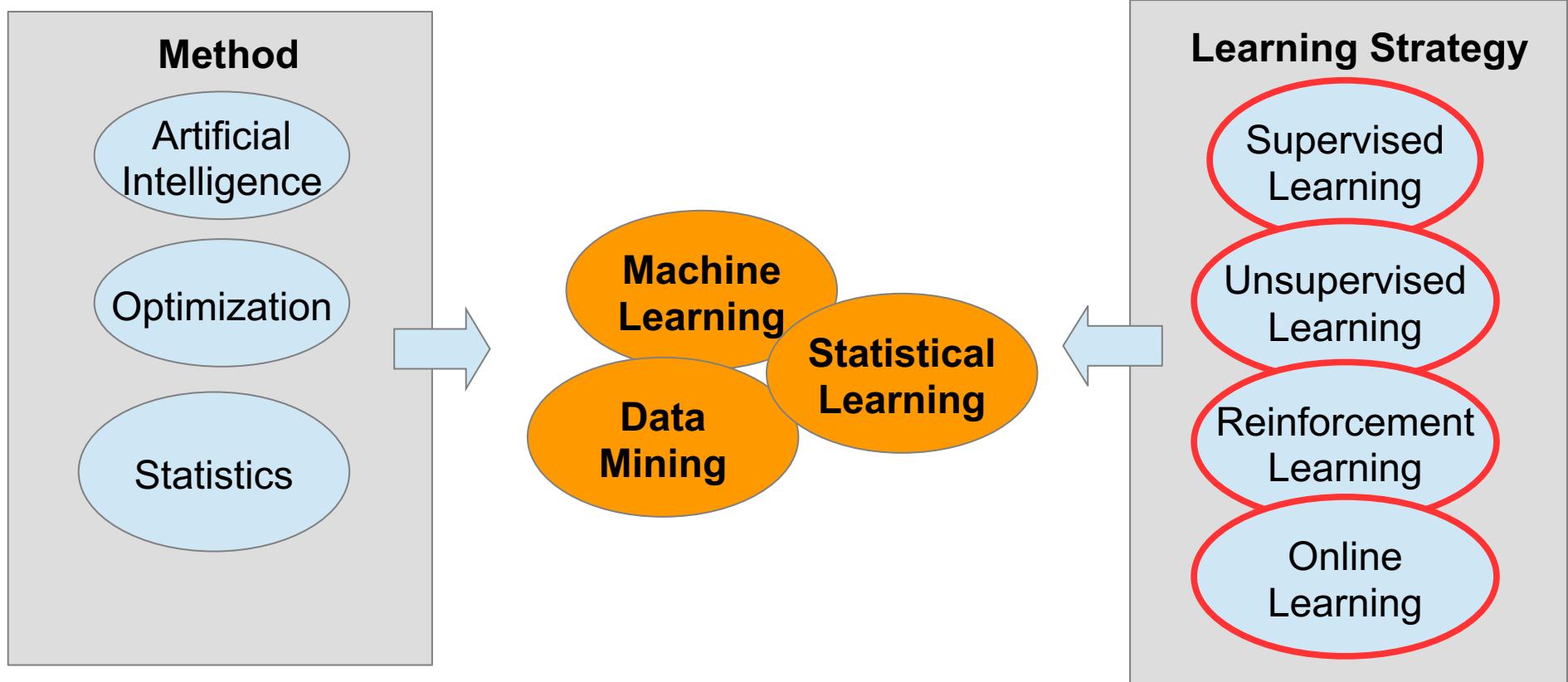
# Relationship to other Fields



**Statistics:** Study of the collection, analysis, interpretation, presentation, and organization of data.

**Techniques:** Descriptive statistics, statistical inference (estimation, testing), design of experiments.

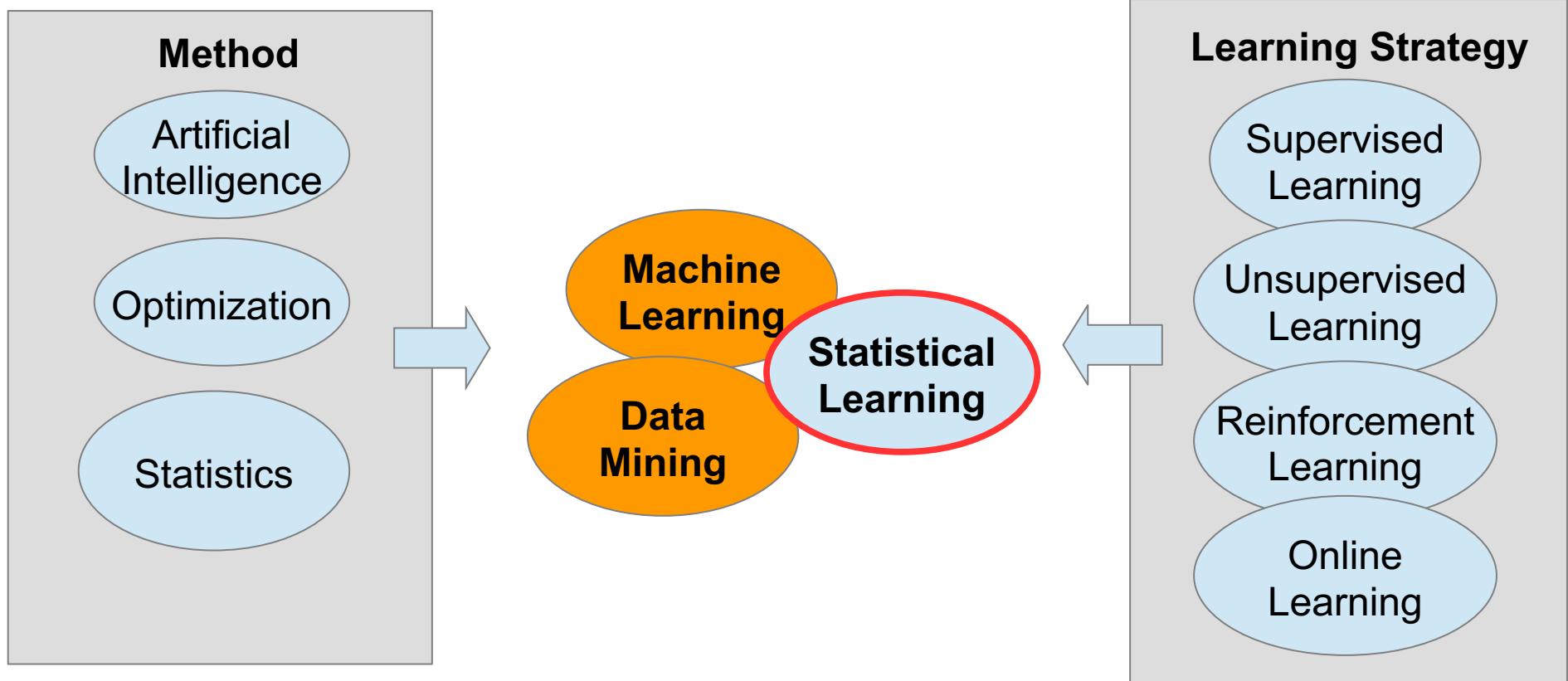
# Relationship to other Fields



**Learning Strategy:** From what data do we learn?

- Is a training set with correct answers available? → Supervised learning
- Long-term structure of rewards? → Reinforcement learning
- No answer and no reward structure? → Unsupervised learning
- Do we have to update the model regularly? → Online learning

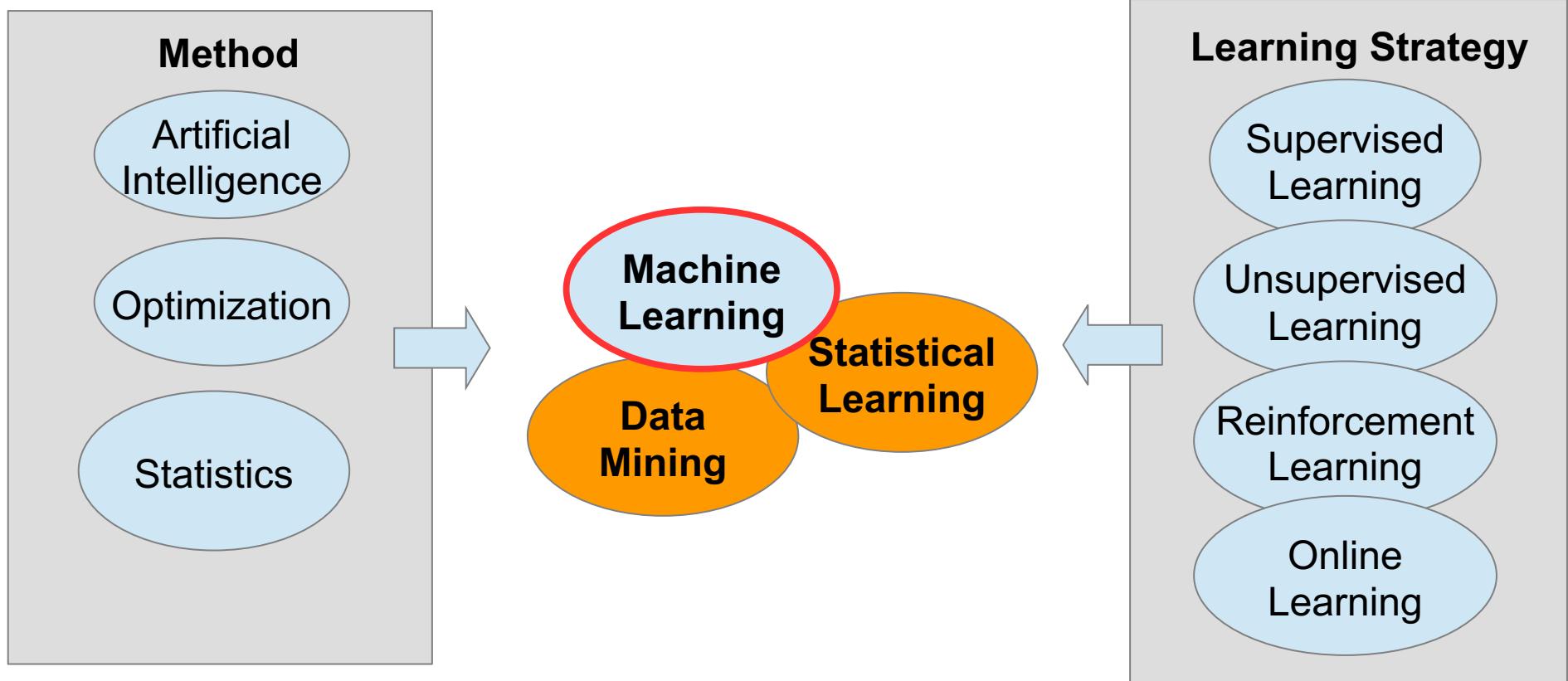
# Relationship to other Fields



**Statistical learning:** deals with the problem of finding a **predictive function** based on data.

**Tools:** (Linear) classifiers, regression and regularization.

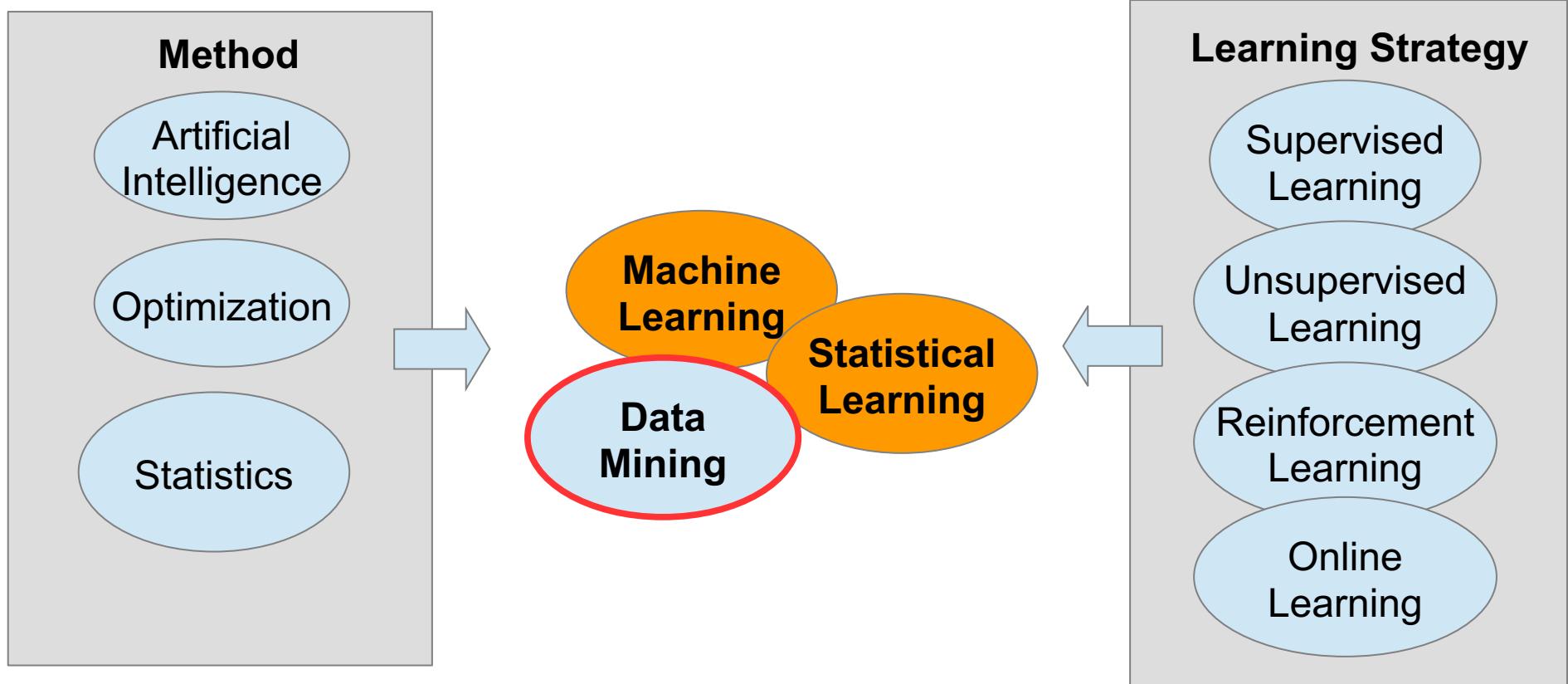
# Relationship to other Fields



**Machine Learning** involves the study of algorithms that can extract information automatically, i.e., without on-line human guidance.

**Techniques:** Focus on supervised learning.

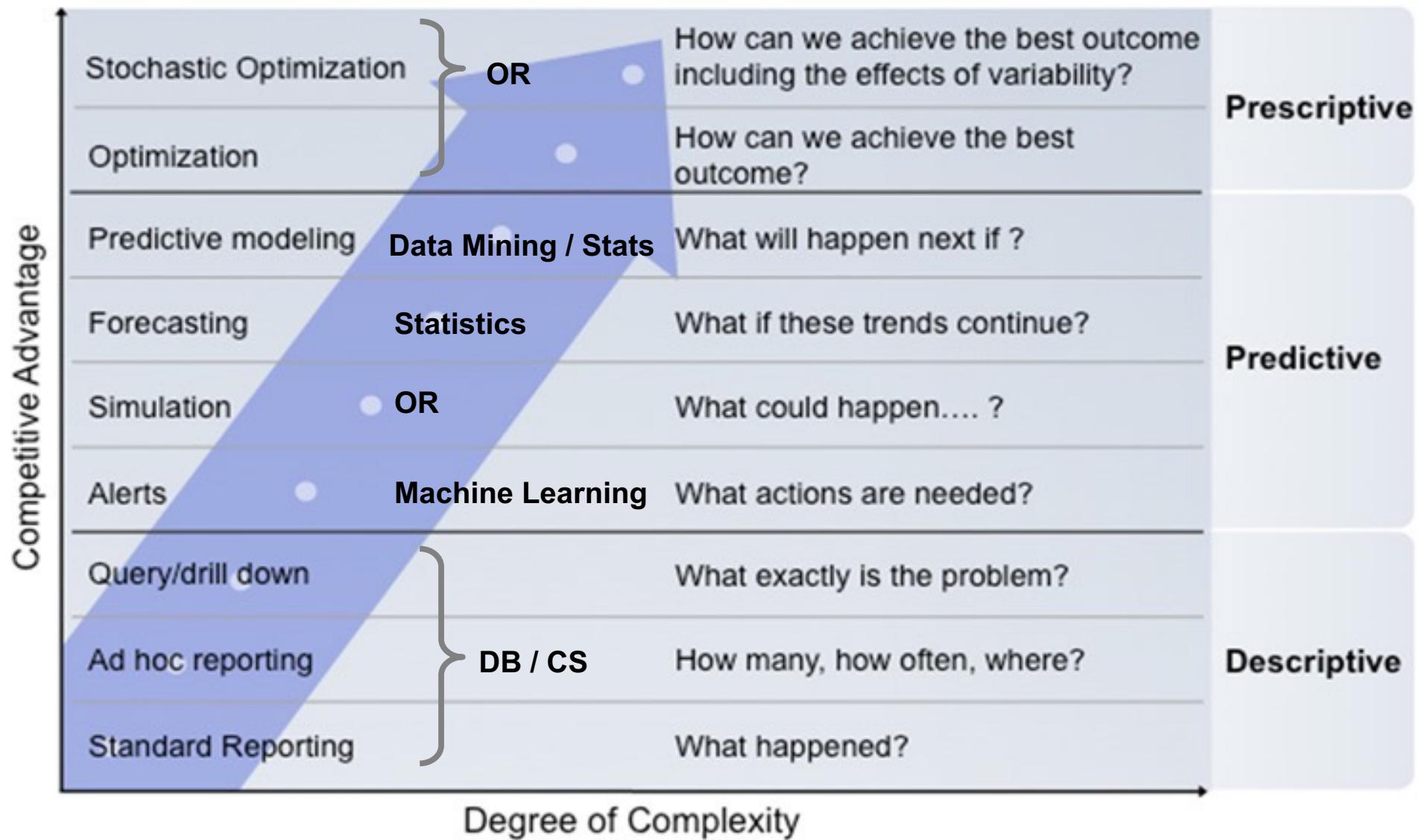
# Relationship to other Fields



**Data Mining:** Manually analyze a given dataset to gain insights and predict potential outcomes.

**Techniques:** Any applicable technique from databases, statistics, machine/statistical learning. New methods were developed by the Data Mining community.

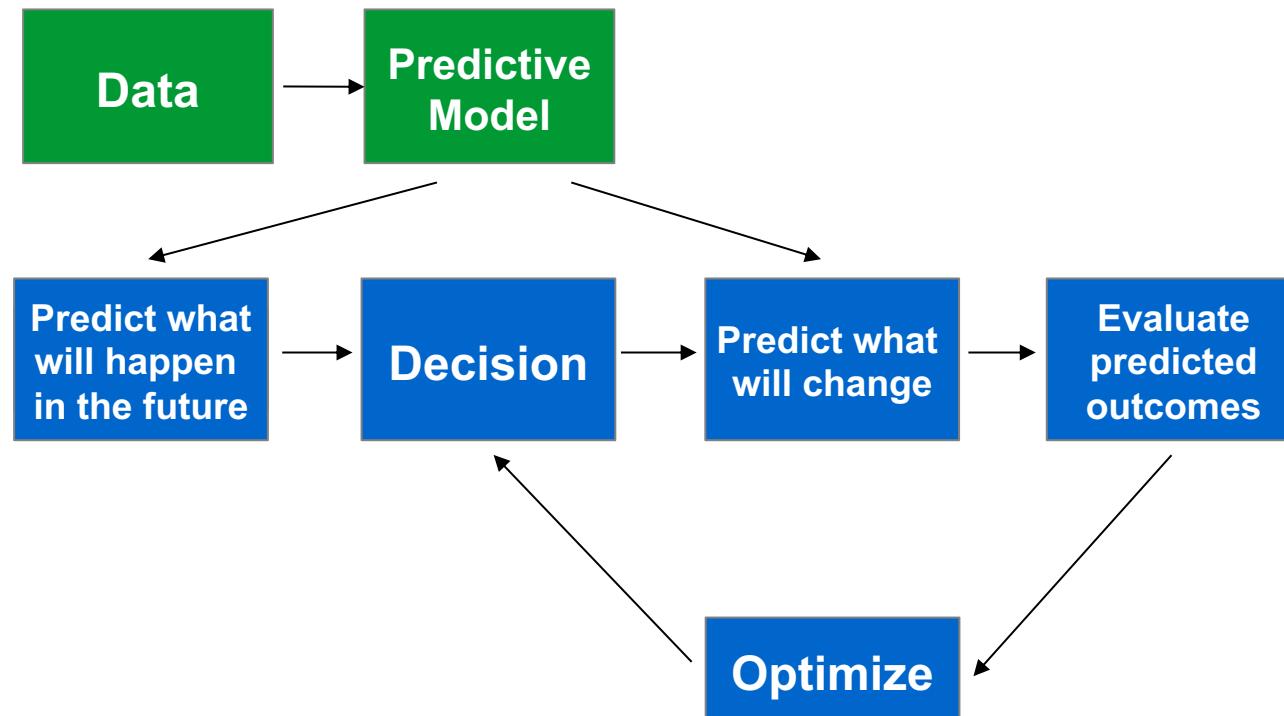
# Data Mining & Analytics



Based on: Competing on Analytics, Davenport and Harris, 2007

# Prescriptive Analytics

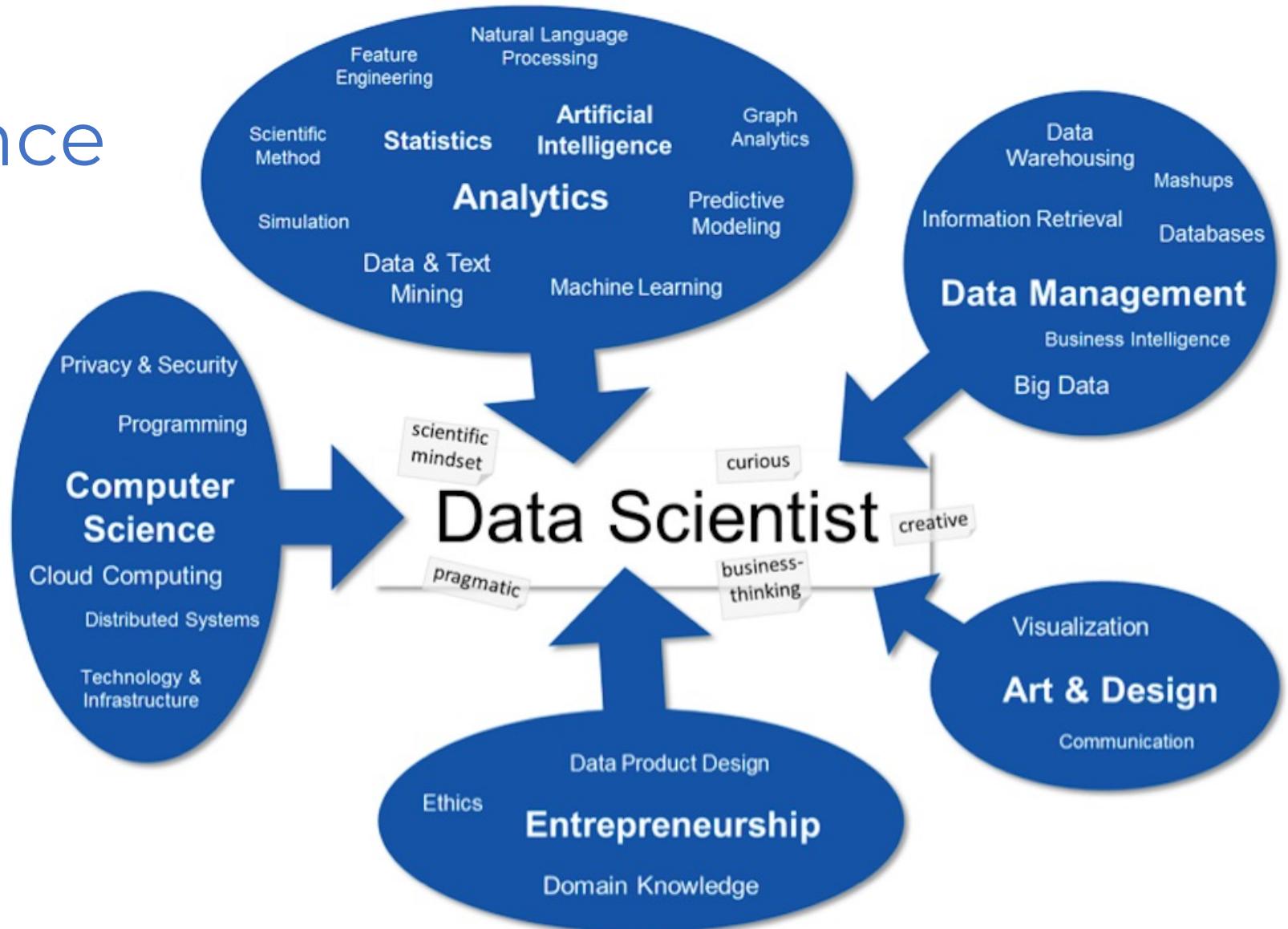
*What decisions should we make now  
to achieve the best future outcome?*



## Issues:

- What are the decision variables? Causality?
- Relationship can be non-linear. Convex?
- Uncertainty about quality and reliability of the predictive model.

# Data Science



Source: T. Stadelmann, et al., Applied Data Science in Europe

Good luck finding this person!  
Probably a team effort!

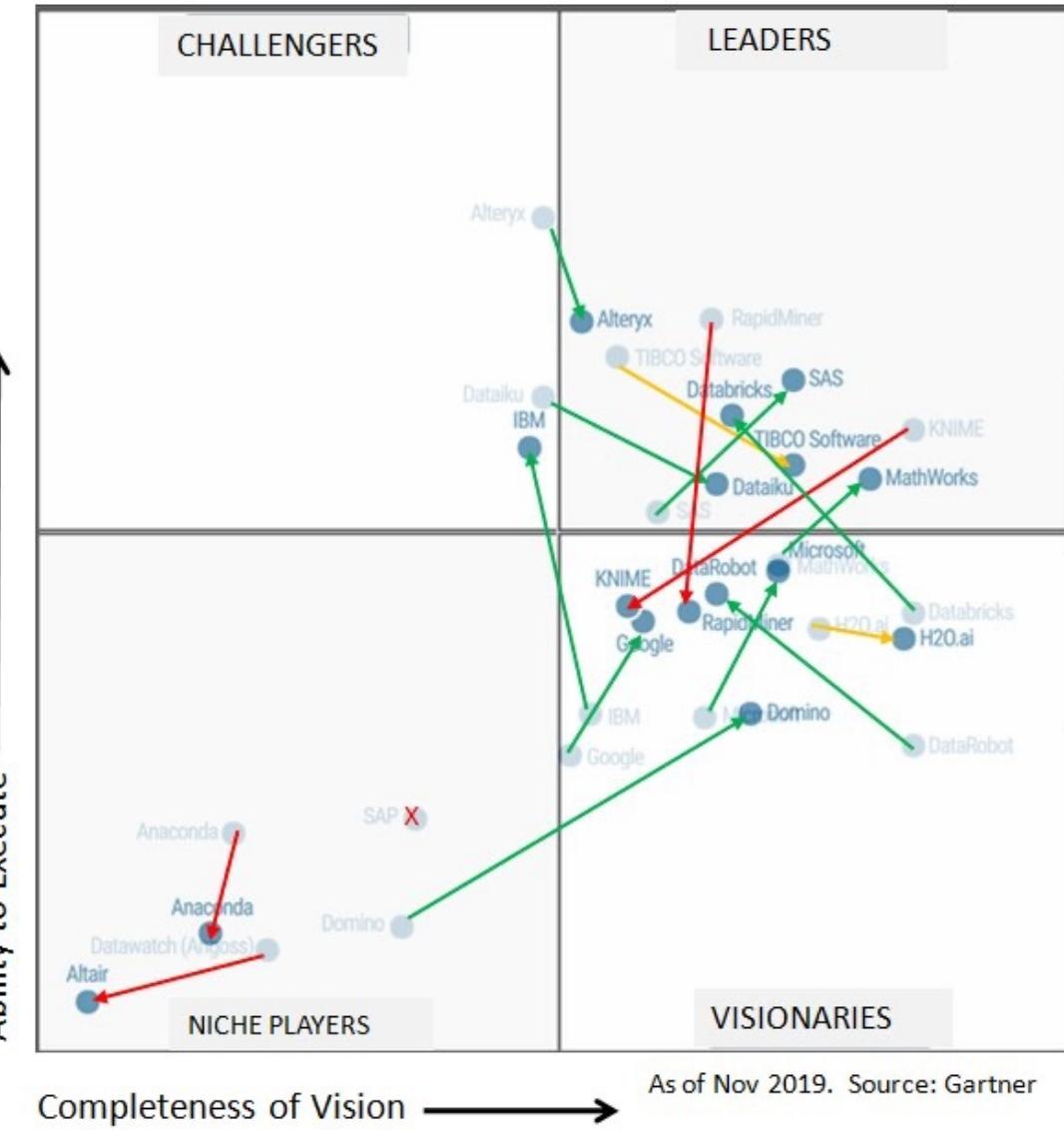
# Agenda

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- What is Data Mining?
- Data Mining Tasks
- Relationship to Statistics,  
Optimization, Machine  
Learning and AI
- **Tools**
- Data
- Legal, Privacy and Security  
Issues



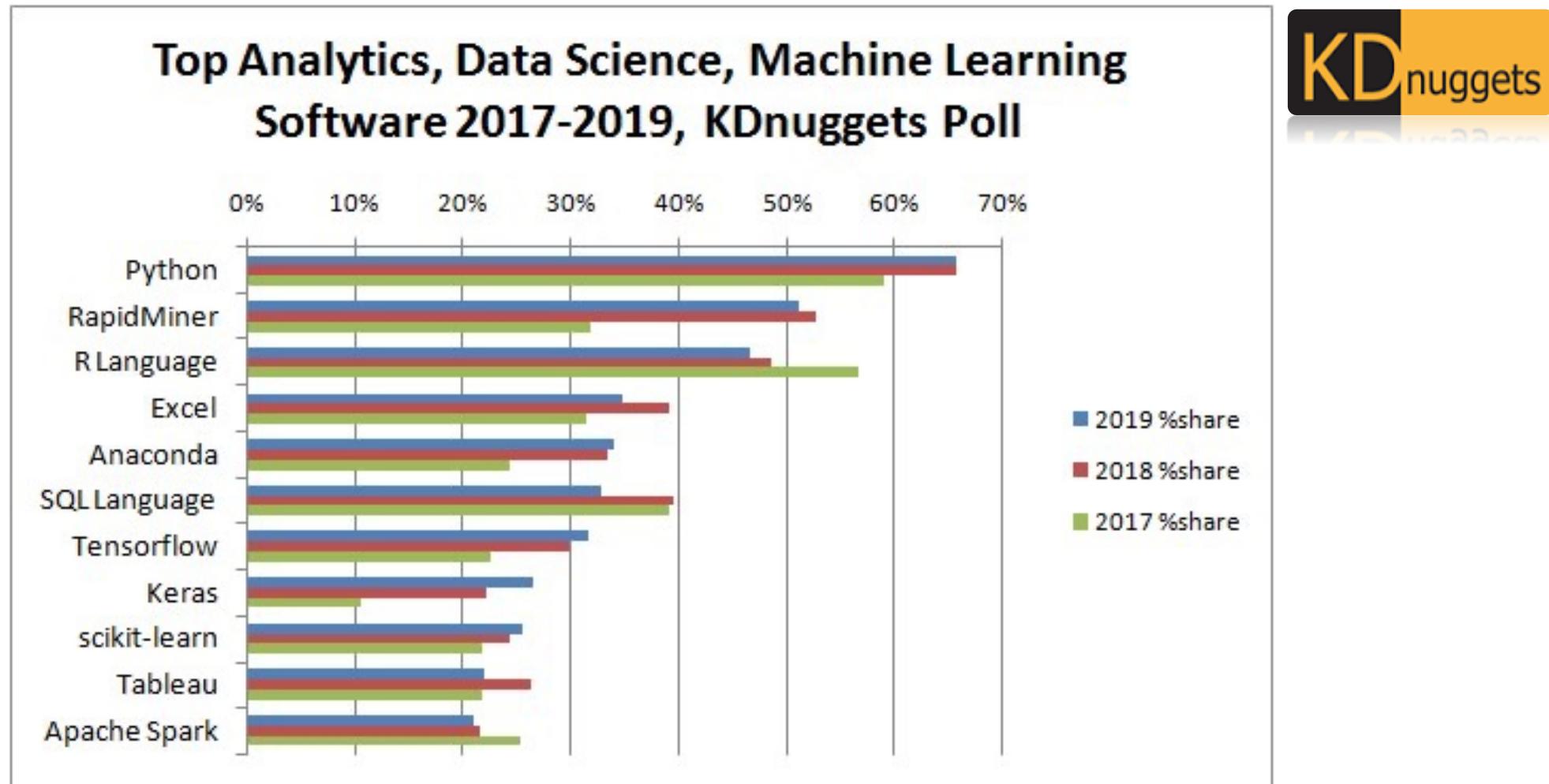
# Tools: Commercial Players



**Gartner®**

Gartner MQ for Data  
Science and Machine  
Learning Platforms,  
2020 vs 2019  
changes.

# Tools: Popularity



<https://www.kdnuggets.com/polls/>

# Tools: Types

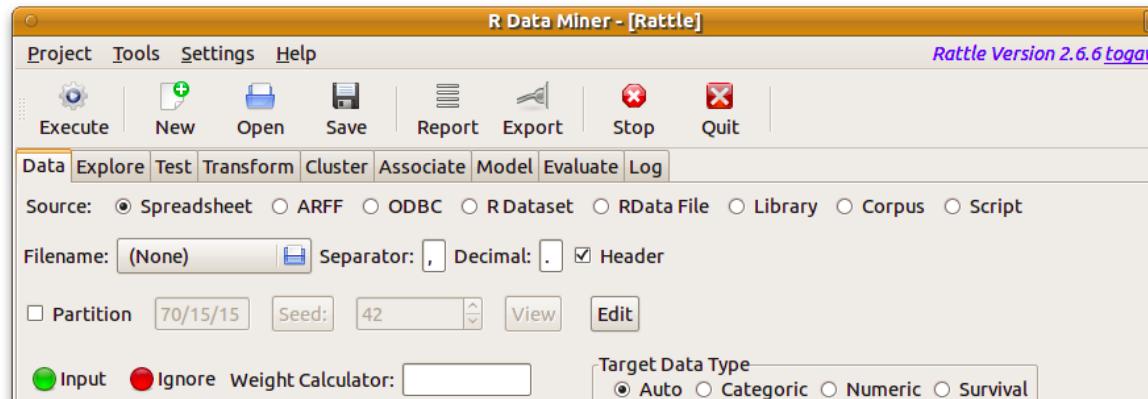
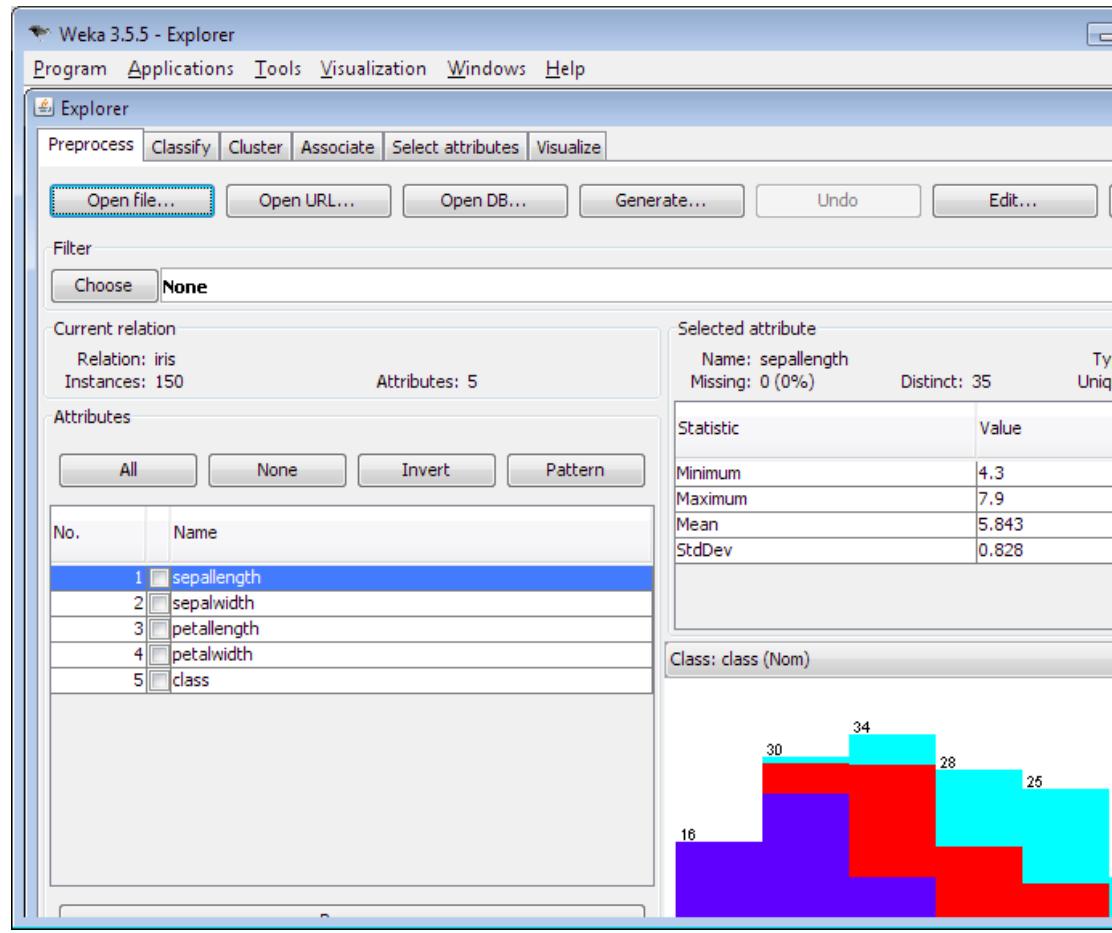
Simple  
graphical user  
interface

Process  
oriented

Programming  
oriented

# Tools: Simple GUI

- Weka: Waikato Environment for Knowledge Analysis (Java API)
- Rattle: GUI for Data Mining using R



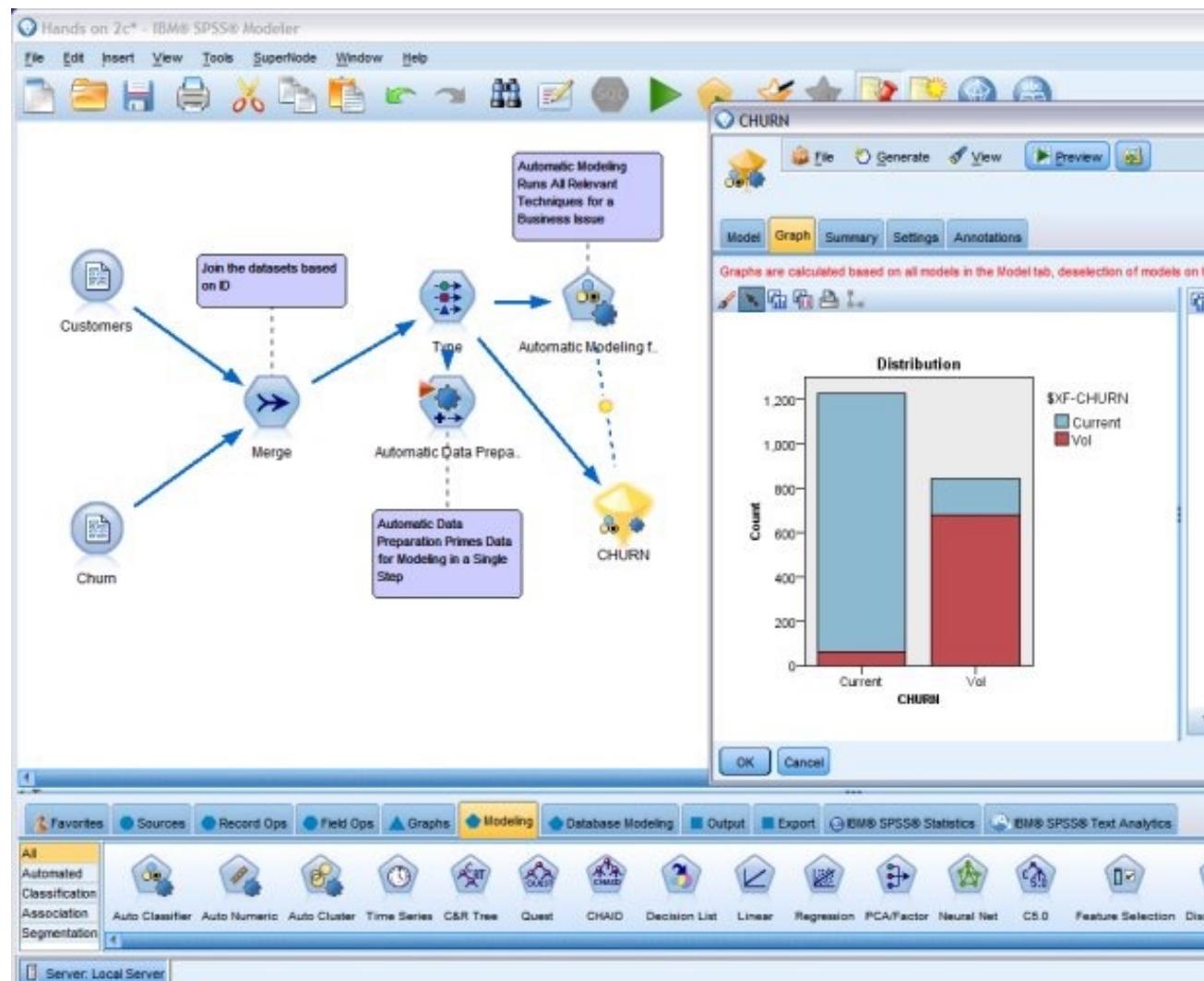
Rattle is a free graphical user interface for Data Mining, developed using R. R is a free software environment for statistical computing and graphics. Together they provide a sophisticated environments for data mining, statistical analyses, and data visualisation.

See the Help menu for extensive support in using Rattle. The Togaware Desktop Data Mining Survival Guide in the Rattle documentation and is available from [datamining.togaware.com](http://datamining.togaware.com)

Rattle is licensed under the GNU General Public License, Version 2. Rattle comes with ABSOLUTELY NO WARRANTY.

# Tools: Process oriented

- SAS Enterprise Miner
- IBM SPSS Modeler
- RapidMiner
- Knime
- Orange



# Tools: Programming oriented

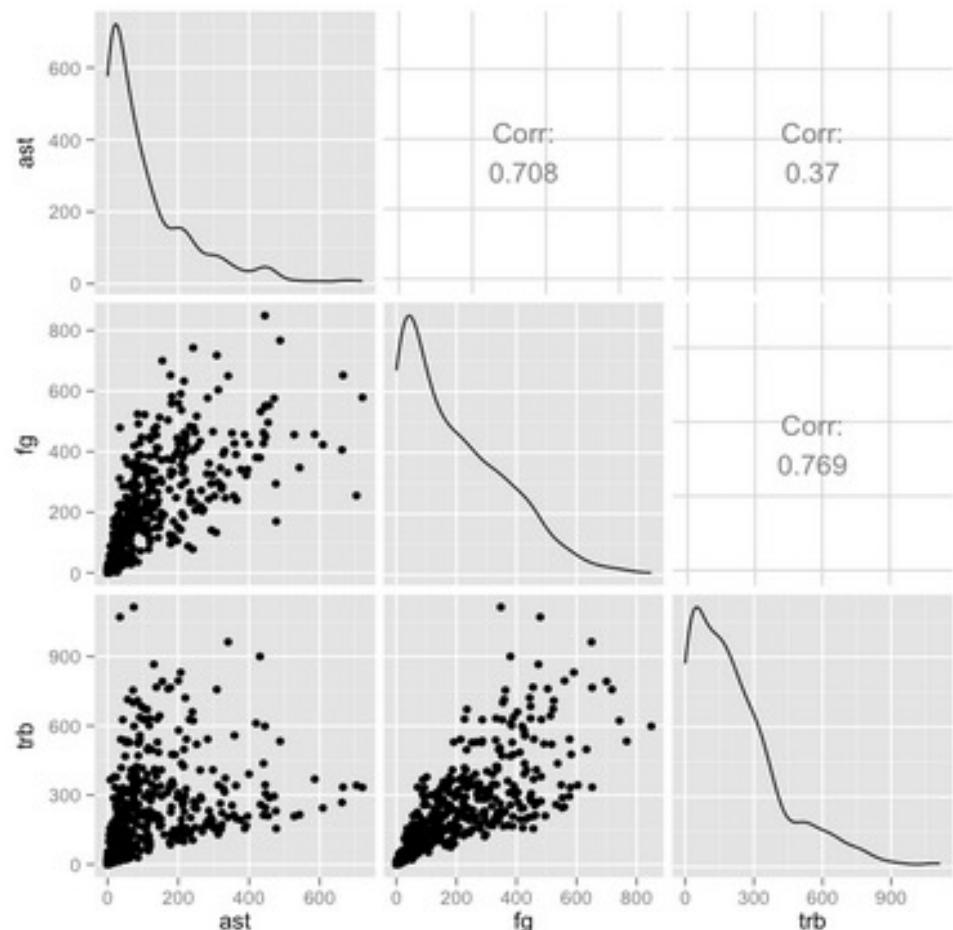
- R
  - Rattle for beginners
  - RStudio IDE, markdown, shiny
  - Microsoft Open R
  
- Python
  - Numpy, scikit-learn, pandas
  - Jupyter notebook



- Both have similar capabilities. Slightly different focus:
- R: statistical computing and visualization
  - Python: Scripting, big data
  - Interoperability via rpy2 and rediculate

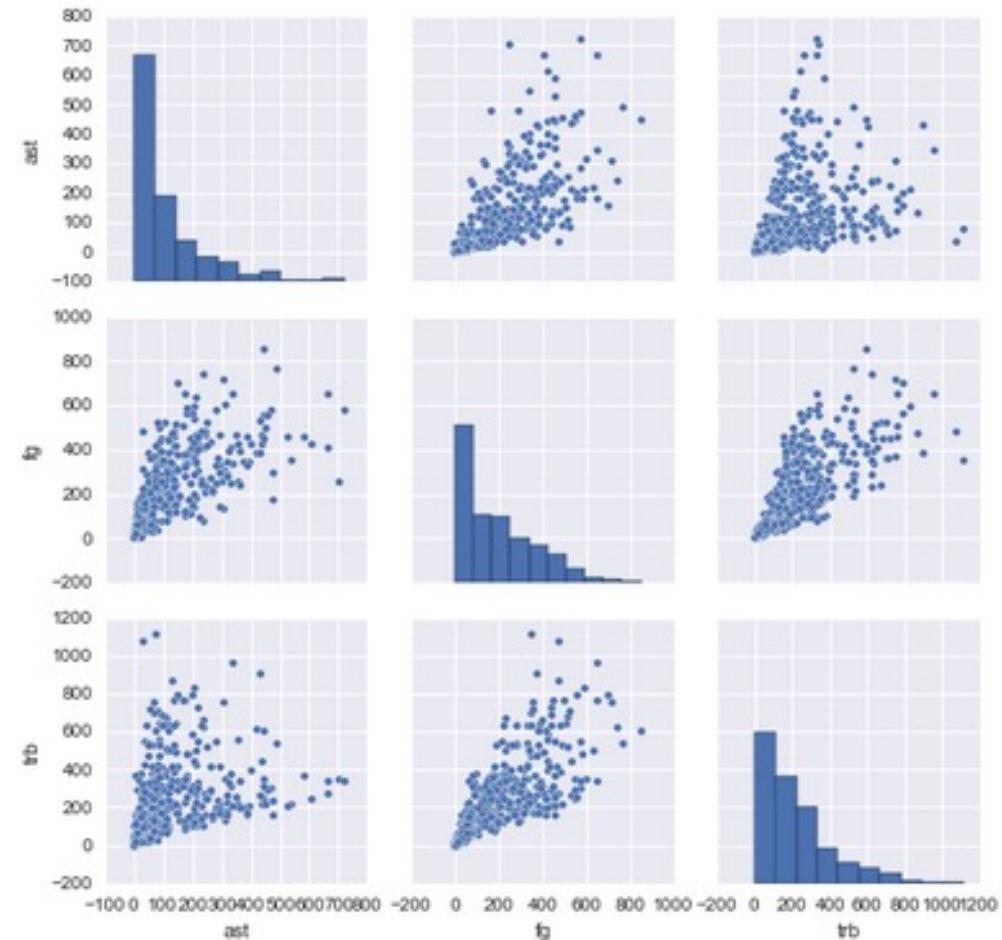
R

```
library(GGally)  
ggpairs(nba[,c("ast", "fg", "trb")])
```



Python

```
import seaborn as sns  
import matplotlib.pyplot as plt  
sns.pairplot(nba[["ast", "fg", "trb"]])  
plt.show()
```



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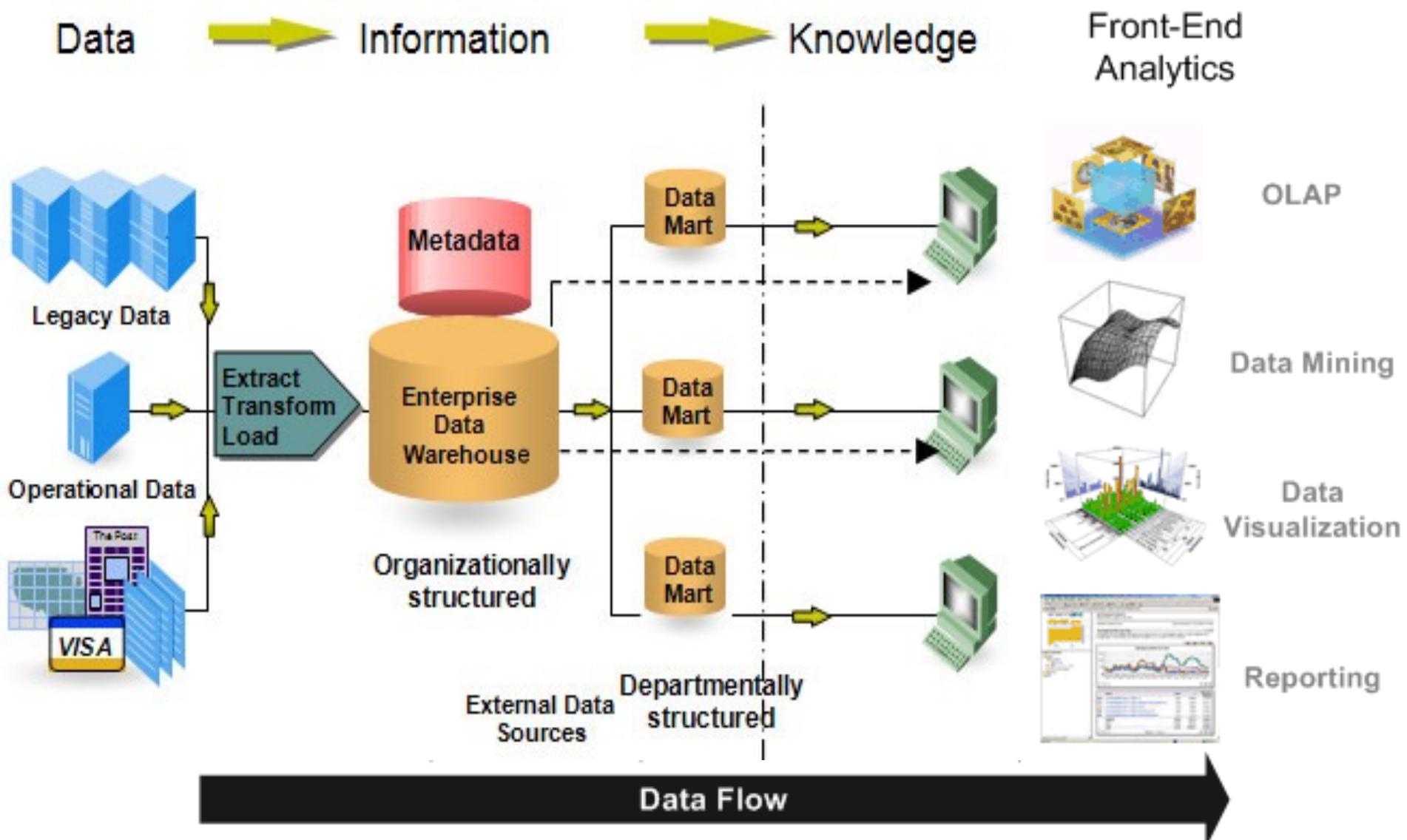
# Data

Web Customer ID,Email,Country,Telephone,First name,Surname,Company,,,  
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457,B@B.com,United States,124,B,B,B,,,  
458,C@C.com,Aran Emerates,125,C,C,C,,,  
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Microsoft Excel - Excel training sample 3.xls

	A	B	C	D	E	F
1	Date	Amount	Budgeted	Difference	Department	Category
2	9/1/2005	\$ 3,498.56	\$ 3,200.00	\$ 298.56	Grounds	Equipment
3	9/1/2005	\$ 1,912.11	\$ 2,000.00	\$ (87.89)	IT	Software
4	9/3/2005	\$ 2,121.21	\$ 2,100.00	\$ 21.21	Telephones	Services
5	9/8/2005	\$ 1,837.27	\$ 2,000.00	\$ (162.73)	IT	Consulting
6	9/10/2005	\$ 323.99	\$ 150.00	\$ 173.99	Grounds	Supplies
7	9/12/2005	\$ 81.61	\$ 100.00	\$ (18.39)	Telephones	Supplies
8	9/14/2005	\$ 2,500.00	\$ 4,000.00	\$ (1,500.00)	Administration	Consulting
9	9/14/2005	\$ 1,000.00	\$ 500.00	\$ 500.00	IT	Services
10	9/15/2005	\$ 31,872.22	\$ 32,000.00	\$ (127.78)	Administration	Payroll
11	9/15/2005	\$ 10,330.31	\$ 10,000.00	\$ 330.31	Grounds	Payroll
12	9/15/2005	\$ 12,897.69	\$ 12,500.00	\$ 397.69	IT	Payroll

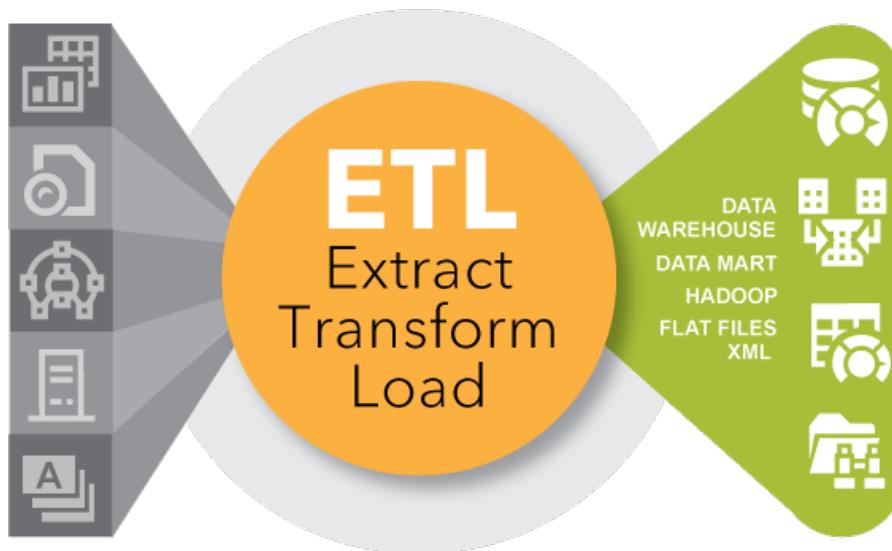
# Data Warehouse



# Data Warehouse

- Subject Oriented: Data warehouses are designed to help you analyze data (e.g., sales data is organized by product and customer).
- Integrated: Integrates data from disparate sources into a consistent format.
- Nonvolatile: Data in the data warehouse are never overwritten or deleted.
- Time Variant: maintains both historical and (nearly) current data.

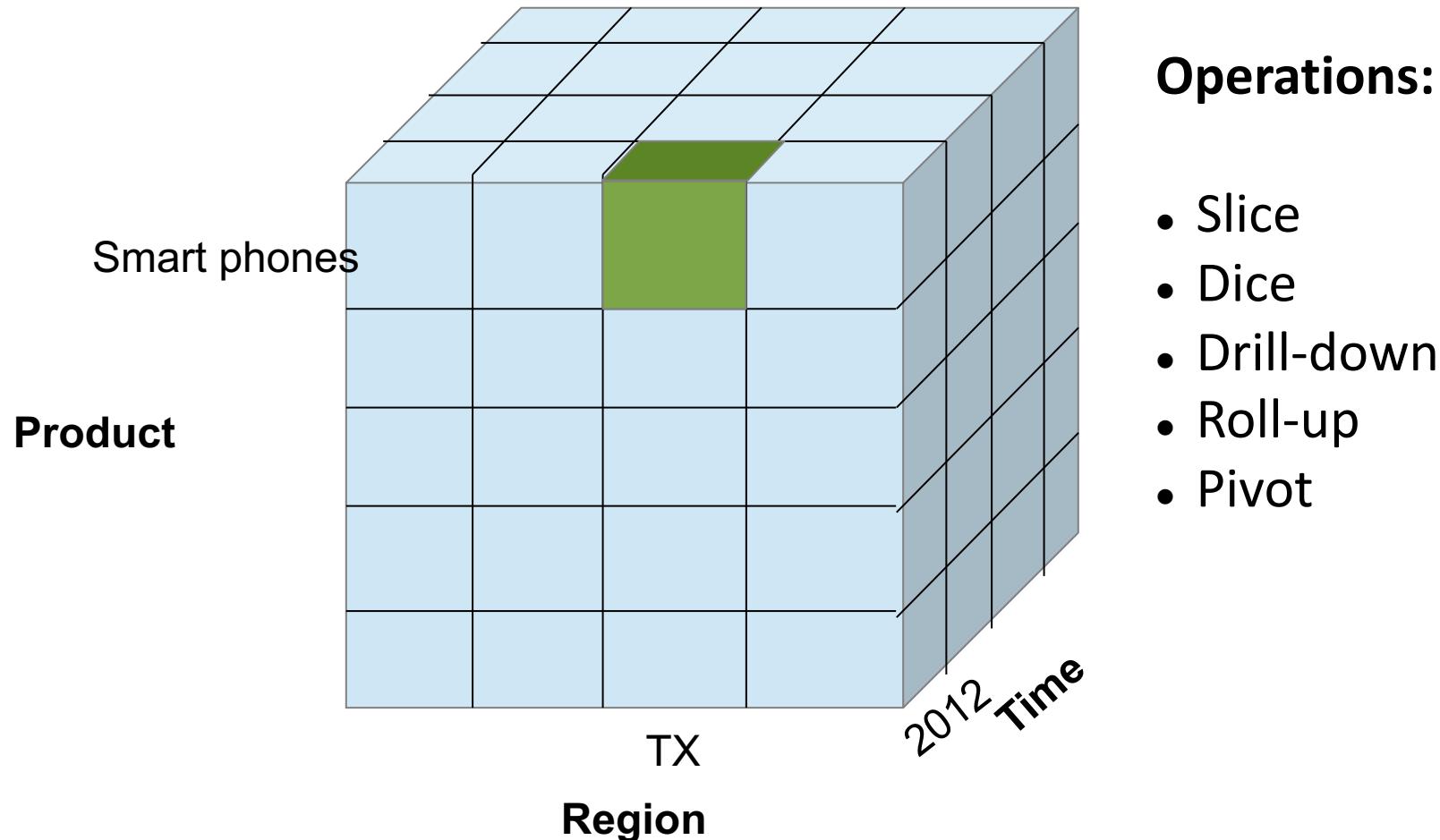
# ETL: Extract, Transform and Load



Source: SAS, ETL: What it is and why it matters

- Extracting data from outside sources
- Transforming data to fit analytical needs. E.g.,
  - Clean missing data, wrong data, etc.
  - Normalize and translate (e.g., 1 → "female")
  - Join from several sources
  - Calculate and aggregate data
- Loading data into the data warehouse

# OnLine Analytical Processing (OLAP)

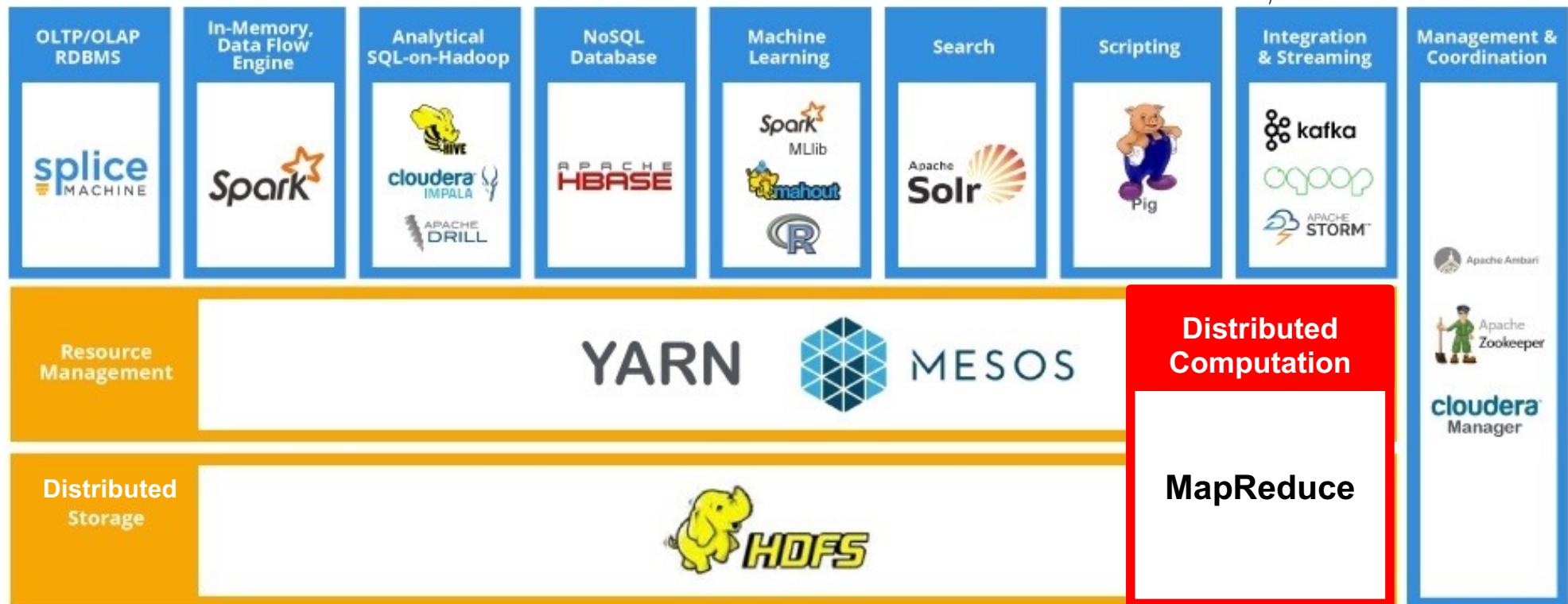


Store data in "data cubes" for fast OLAP operations.

Requires a special database structure (Snow-flake scheme).

# Big Data

- "Big data is a term for data sets that are so large or complex that traditional data processing applications are inadequate to deal with them." Wikipedia
- 3 V's: Volume, velocity, variety, (veracity) Gartner



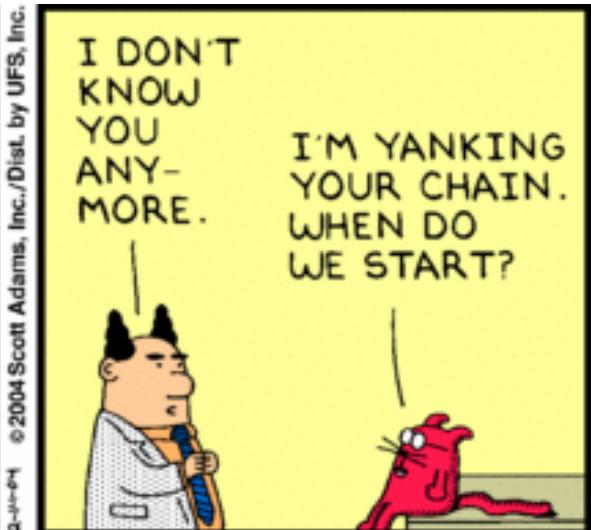
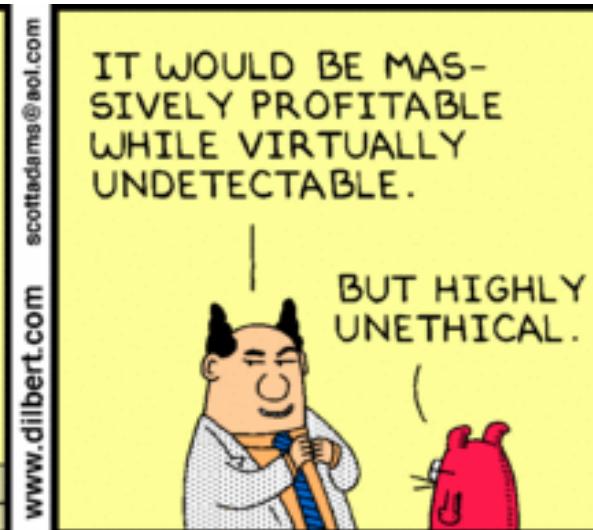
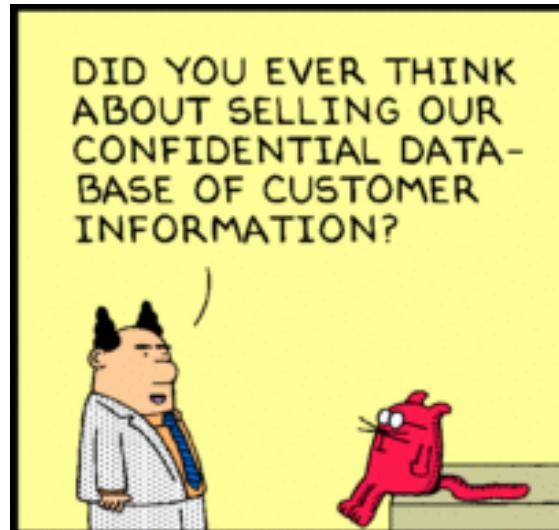
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# Legal, Privacy and Security Issues



# Legal, Privacy and Security Issues

Are we allowed to collect the data?

Are we allowed to use the data?

Is privacy preserved in the process?

Is it ethical to use and act on the data?

**Problem:** Internet is global, but legislation is local!

# Legal, Privacy and Security Issues

## The New York Times

Data-Gathering via Apps  
Presents a Gray Legal Area  
By KEVIN J. O'BRIEN  
Published: October 28, 2012



BERLIN — Angry Birds, the top-selling paid mobile app for the iPhone in the United States and Europe, has been downloaded more than a billion times by devoted game players around the world, who often spend hours slinging squawking fowl at groups of egg-stealing pigs.

When Jason Hong, an associate professor at the Human-Computer Interaction Institute at Carnegie Mellon University, surveyed 40 users, all but two were unaware that the game was storing their locations so that they could later be the targets of ads....

# Pokémon



# Here is what the small print says...

USA Today Network [Josh Hafner](#), 2:38 p.m. EDT July 13, 2016



Pokémon Go's constant location tracking and camera access required for gameplay, paired with its skyrocketing popularity, could provide data like no app before it.

"Their privacy policy is vague," Hong said. "I'd say deliberately vague, because of the lack of clarity on the business model."

...

The agreement says Pokémon Go collects data about its users as a "business asset." This includes data used to personally identify players such as email addresses and other information pulled from Google and Facebook accounts players use to sign up for the game.

If Niantic is ever sold, the agreement states, all that data can go to another company.

# Conclusion

Data Mining is interdisciplinary and overlaps significantly with many fields

- Statistics
- CS (machine learning, AI, data bases)
- Optimization

Data Mining requires a team effort with members who have expertise in several areas

- Data management
- Statistics
- Programming
- Communication
- + Application domain