Assessment Submission Cover Sheet

This Assessment Cover Sheet **must** be included on all Assessment submissions.

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| --- | --- |
| Assignment Title | Assignment B – Portfolio Assessment |
| Module | Data Mining |
| Student Name  (same as Student Card) | Ciaran Finnegan |
| Student Number | Ciaran: D21124026 |
| Programme | TU060 |
| Part-Time/Full-Time | Part-time |
| Year of Study  (First Year, Second Year, etc) | First Year |

Late Submissions: Assessment submitted after the deadline will have a late penalty applied.

**Academic Integrity for assessment in TU Dublin Programmes**

Each student is responsible for knowing and abiding by TU Dublin Academic Regulations and Policies. Any student in breach of these regulation/policies will be subject to action in accordance with the University’s procedures for breaches of assessment regulations. Please refer to the General Assessment Regulations at

<https://tudublin.libguides.com/c.php?g=674049&p=4794713>

<https://www.tudublinsu.ie/advice/exams/breachesofregulations/>

All students are expected to complete their courses/programmes in compliance with University regulations. No student shall engage in any activity that involves attempting to receive a grade by means other than honest effort, for example:

1. No student shall complete, in part or in total, any examination or assessment for another person.
2. No student shall knowingly allow any examination or assessment to be completed, in part or in total, for themselves by another person.
3. No student shall plagiarise or copy the work of another and submit it as their own work.
4. No student shall falsify any data. Falsification is the invention of data, its alteration, its copying from any other source, or otherwise obtaining it by unfair means, or inventing quotations and/or references.
5. No student shall use aids or devices excluded by the lecturer in undertaking course work or assessments/ examinations.
6. No student shall knowingly procure, provide, or accept any materials that contain questions or answers to any examination or assessment to be given at a subsequent time.
7. No student shall provide their assignments, in part or in total, to any other student in current or future classes of this module/ programme unless authorised to do so by the lecturer.
8. No student shall submit substantially the same material in more than one module/programme without prior authorization.
9. No student shall alter graded assignments or examinations and then resubmit them for regrading, unless specifically authorised to do so by the lecturer.
10. All programming code and documentation, unless correctly referenced, submitted for assessment or existing in the student’s computer accounts must be the students’ original work or material specifically authorized by the lecturer.
11. Collaborating with other students to develop, complete or correct course work is limited to activities explicitly authorized by the lecturer.
12. For all group assignments, each member of the group is responsible for the academic integrity of the entire submission. Consequently, all group members must satisfy themselves that all elements of their submission adhere to the academic integrity statement points above.

By submitting coursework, either physically or electronically, you are confirming that it is your own work (or, in the case of a group submission, that it is the result of joint work undertaken by members of the group that you represent) and that you have read and understand the University’s Regulations and Policies covering Academic Integrity (see General Assessment Regulations)*.*

Coursework may be submitted to an electronic detection system in order to help ascertain if any plagiarised material is present. If you have queries about what constitutes plagiarism, please speak to your lecturer.

|  |  |
| --- | --- |
| Student Signature |  |
| Date |  |

IMPORTANT:

* Complete the required number of tasks as defined in Assessment Handout
* The sections listed below are an example of the section headings for each task. You can use alternative headings
* Tasks 1-3: Sub-Sections 1-7 should be no longer than 8 pages (minimum 6 pages), including diagrams, images, screen captures, tables, etc. Careful selection of these is needed.
  + Code does not count to this total. Code should be added to the relevant section.
* Detailed discussion is expected. Marks are awarded based on depth of information given.
* Marks are awarded based on complexity of problem and depth of work.

# TASK 1 – *Clustering: Analysis of Craft Beer Recipe Dataset to isolate preferred IPA recipe and brewing process.*

1. **Definition of Problem**

The objective of this task is to look at publicly available homebrew recipes for craft beer and determine if patterns can be established to isolate the American IPA beer recipes most likely to favour the following characteristics:

* Stronger than average alcohol by volume (ABV).
* Generally, more bitter in taste (scores higher on the ‘International Bittering Units’ – IBU – scale).
* Darker colour (just a personal preference).

A website called the [Brewer’s Friend](https://www.brewersfriend.com/search/) allows homebrew enthusiasts to upload and share their own recipes. A Kaggle project is located here: [Brewer's Friend Beer Recipes | Kaggle](https://www.kaggle.com/jtrofe/beer-recipes), which has scrapped most of the recipe information into a dataset of 75,000 records of homebrew beers.

The investigation/output criteria listed in the bullet points above reflect my personal preference. The ideal outcome for this assignment task is to assess if clusters/segments exist in the recipe dataset that represent a brewing process, which I can try out domestically, that is most likely to deliver the desired type of American IPA homebrew beer.

To conduct this analysis, I downloaded the 14Mb homebrew recipe dataset from Kaggle and ran a parallel set of clustering investigations using both SAS Enterprise Miner and a small Python program, written in Jupyter Notebooks.

This complimentary approach allowed me to take advantage of the visual and data outputs from the ‘Custer’ and ‘Segment Profile’ nodes in EM, while also having a logical basis for the numbers of clusters chosen – based on the Python code that ran a KMeans analysis on the filtered dataset.

In this task report I will alternate between SAS EM and Python screenshots, depending on which format is best suited to represent information.

1. **Data Exploration & Descriptive Analytics**

Include any data insights discovered

*Basic Dimensions and Quality*

The dimension of the craft beer homebrew recipe dataset is:

* 73, 861 rows
* 23 columns
* 12 numerical features
* 11 categorical columns

A quick Python generated snapshot of the dataset shows the following columns:

Graphical user interface, text, application

Description automatically generated

Fig <n> SAS EM – EXPLORE View of Dataset Attributes

Looking at the attributes in SAS EM provides more detail on data quality:

Table

Description automatically generated

Fig <n> SAS EM – EXPLORE View of Dataset Attributes

*Focus on American IPA First*

Looking at the statistics on the homebrew dataset, it does look like data preparation will be required before we attempt to build clusters out of the data.

However, this task assignment is only interested in American IPA recipes. Although, at 16% of the dataset, American IPA is the single largest style there are **175** other styles included, such as Belgian Blond Ale, Oatmeal Stout and so on.

The Kaggle reference data indicates that both the ‘StyleID ‘ and ‘Style’ attributes can be used to filter on beer type. American IPA has a ‘StyleID; number of ‘7’. Hence, we introduce a filer node in SAS EM (and Python code) to reduce our working dataset to just American IPA recipes.

Graphical user interface, application

Description automatically generated

Fig <n> SAS EM – Filter Only on America IPA

I chose to do this before any other data analysis and preparation as I am not interested in cleaning up outliers, missing data, or errors for non-American IPA rows,

*Closer Look at Data Quality*

Beer recipe records are user reported in through the Brewer’s Friend website and the quality of numerical data appears to be very good, possibly encouraged by the layout of the data entry webpage. There are some data ranges that look a little suspect, but we will review these specifically in the next section. In general, the numerical data looks to be well set for accurate clustering later in this task.

The categorical attributes are of a very variable quality. SAS EM reports that there are no missing rows, but it can be seen in Fig <n> that the most common value for most categorical attributes is ‘N/A’. These attributes largely describe post fermentation activity and I will return to them in the final stages of this task.

*What Attributes are Important for this Clustering Task?*

Reference to: [Quick visualization & analysis of Homebrew Recipes | Kaggle](https://www.kaggle.com/blasterbrewmaster/quick-visualization-analysis-of-homebrew-recipes)

Reference to picture source…

Taking the personal preferences for American IPA into account, as described in Section 1, and looking at this very simple diagram of the homebrew process, we can identify the key attributes upon which our cluster analysis should be built.

Diagram

Description automatically generated

Fig <n> Homebrew Process

* *OG* - The original gravity (sugar content) of the beer post Wort cooldown before pitching the yeast.
* *FG* - The final gravity (remaining sugar content) of the beer after fermentation is complete.
* *ABV* - Calculated alcohol by volume, which is determined from the difference between the OG and the FG
* *IBU* - International Bittering Units, which is how perceptively bitter the beer is.
* *Size* – Amount (in litres) brewed for specific recipe.
* *Color* – Light to Dark (zero to 40+ scale).
* *Boil Time* - how long the wort was boiled.
* *Efficiency* - how efficient the brew session was, which basically means how much possible sugars were extracted from the grains for fermenting.

*Graphical Analysis of Key Clustering Numerical Attributes*

Using the SAS EM ‘Explore Graph’ module it is possible to display a better understanding of the spread of data with the attributes to be used for clustering analysis.

<SAS EM Explore Screen shot>

Fig <n> Pre-Data Preparation View of Key Numerical Attributes

The filtering of the homebrew data to only American IPA has removed a number of the more obvious outliers and suspicious data elements, such as beers with ABV values between and very unhealthy 40% - 80%, and bitterness levels at an impossible 1000+ score.

However, there are still a range of changes to make to these features to fit within the objectives of this task. These changes are elaborated in the next section.

1. **Data Preparation**

Include details of any data cleaning, transformations, data enrichment, feature engineering, feature reduction, etc

There is no missing data from our required numerical columns in the American IPA sub-dataset, so there is no need to impute or remove rows because of data gaps.

However, using a mixture of domain knowledge and personal preference a certain number of rows will be eliminated based on the following criteria;

* Color less than 0.5 on the beer color scale. These rows also correspond to zero or near zero IBU entries. This is practically just water, and presumably an error in data entry.
* Efficiency levels above 85%. Values near 100% seem unrealistic for a small scale amateur homebrew process.
* No recipes aimed at homebrew output greater than 50 litres. This task is not focusing on recipe data for home brew produced at a near industrial level. There are also some Size values in excess of 1000 litres that are skewing this data attribute badly.
* IBU values greater than 150. This seems a reasonable threshold in terms of taste but there are also a small range of values stretching from 200 to approximately 1250 that are almost certainly bad data entries and are incorrectly skewing this data element.

Looking at the histograms after the above changes gives us a much more satisfactory set of data elements with which to proceed to the clustering analysis phase of this task.

<Screen shot of 2nd Graph Explore in EM>

Fig <n> Pre-Data Preparation View of Key Numerical Attributes

This filtering has also ensured that:

* The OG value is less than the desired upper limit of 1.15
* The FG value is always just above 1.00

See reference….<>

1. **Details of Algorithms & Configurations**

*Additional Preparation for Cluster Analysis*

Setting up SAS EM for Clustering analysis is relatively straightforward.

<Diagram of Cluster/Segment Profile>

Fig <n> SAS EM Cluster Node Set up

Although it can more correctly be considered part of the Data Preparation process, the numerical data needs to be standardised first before the Cluster Analysis.

<One liner on purpose of Standardization>

In SAS EM it is a simple setting on the ‘Cluster’ node:

<Diagram of Cluster Setting for Standardisation>

Fig <n> SAS EM Cluster Node Setting for Standarisation

In Python it is a few lines of code. A small segment of data is displayed to show the effect of the scaling routines.

<Diagram of Python Cluster Code>

Fig <n> Python Code for Standarisation

How Many Clusters?

Running the SAS EM ‘Cluster’ node with the automation setting for numbers of clusters generates nearly **50** clusters in the node results.

<Diagram of Cluster Setting for Cluster Numbers>

Fig <n> SAS EM Cluster Node Setting for Standarisation

SAS EM has found a pattern to group the American IPA recipe data into 50 groups based on common characteristics. In practice this is an unwieldy number with which to work and process to Segment Profiling of the clusters.

The Python code for cluster analysis is being run in parallel to provide us with additional options to determine a logical number of clusters. A scaled dataset has been created in our Python environment and we can feed this into a KMeans algorithm to determine an optimal number of clusters to use in our homebrew analysis.

<Look at notes for some blurb here…>

The Python code sets up an iteration to generate a graph to which we can apply the ‘Elbow Method’ to visually assess the appropriate numbers of clusters we should use.

<Diagram of Python KMEans Code>

Fig <n> Python Code for KMEans

The following graph is generated

<Diagram of Python Elbow Graph>

Fig <n> The Elbow Method Graph

The ‘bend’ in the elbow represents the ideal number of clusters. In this case the optimal cluster number appears to be **7**.

1. **Model Performance Metrics & Evaluation of Results**

*Adjusting the SAS EM Cluster Node Setting and Reviewing Results*

The Cluster node in SAS EM allows us to manually set the number of clusters. We will enter ‘7’ based on the Python output from the previous section.

<Diagram of Cluster Setting for Standardisation>

Fig <n> SAS EM Cluster Node Setting for User Set Cluster Number

The ‘Results’ output from the Cluster node represents the 7 clusters statistically and in a pie chart.

<Diagram of Cluster Setting for Standardisation>

Fig <n> SAS EM Cluster Node Setting for User Set Cluster Number

Although this gives us a high level view of the Cluster breakdown, it is necessary to proceed to the Segment Profile mode to gain a better understanding of how the clusters have been created.

<Diagram of Segment Profile Node>

Fig <n> SAS EM Segment Profile Node

Segment Profiles of Interest

Looking at the results from the Segment Profile node we can get a sense of how and why data elements are grouped in a given cluster.

For this analysis, the focus is on Cluster 4 and why this data cluster is of most interest for this task.

……PICK UP HERE…

1. **Comparison with other Research & Reflections**

Compare your results to at least three other researchers (maximum of five) who used the same data set. What lessons did you learning from doing this? How can your work be improved? Did you include any improvements in your work and what impact did it have?

1. **References**

Use the IEEE Referencing style. See this guide for details. <https://libraryguides.vu.edu.au/ieeereferencing/gettingstarted>

# TASK 2 - *<insert select k Name here e.g. Association Rules Problem>*

1. **Definition of Problem**

Clearly state the problem definition, what type of data mining task is it, where was the data set sourced from, etc.

1. **Data Exploration & Descriptive Analytics**

Include any data insights discovered

1. **Data Preparation**

Include details of any data cleaning, transformations, data enrichment, feature engineering, feature reduction, etc

1. **Details of Algorithms & Configurations**
2. **Model Performance Metrics & Evaluation of Results**
3. **Comparison with other Research**

Compare your results to at least three other researchers (maximum of five) who used the same data set. What lessons did you learning from doing this? How can your work be improved? Did you include any improvements in your work and what impact did it have?

1. **References**

Use the IEEE Referencing style. See this guide for details. <https://libraryguides.vu.edu.au/ieeereferencing/gettingstarted>

# TASK 3 - *<insert select Task Name here e.g. Time Series Analysis Problem>*

1. **Definition of Problem**

Clearly state the problem definition, what type of data mining task is it, where was the data set sourced from, etc.

1. **Data Exploration & Descriptive Analytics**

Include any data insights discovered

1. **Data Preparation**

Include details of any data cleaning, transformations, data enrichment, feature engineering, feature reduction, etc

1. **Details of Algorithms & Configurations**
2. **Model Performance Metrics & Evaluation of Results**
3. **Comparison with other Research**

Compare your results to at least three other researchers (maximum of five) who used the same data set. What lessons did you learning from doing this? How can your work be improved? Did you include any improvements in your work and what impact did it have?

1. **References**

Use the IEEE Referencing style. See this guide for details. <https://libraryguides.vu.edu.au/ieeereferencing/gettingstarted>

# TASK 4 - *<insert select Task Name here e.g. Data Ethical Issues >*

## Task 4-1 : <Title of Case Study)

1. **Overview of problem**
2. **Ethical and Legal Challenges**
3. **Challenges for Data Scientist**
4. **Reflections**
5. **References**

Use one of the commonly used References and Citation formats.

## Task 4-1 : <Title of Case Study)

1. **Overview of problem**
2. **Ethical and Legal Challenges**
3. **Challenges for Data Scientist**
4. **Reflections**
5. **References**

Use one of the commonly used References and Citation formats.