



COMP9321:

Data services engineering

Week 7: Introduction to Data Analytics

Term 1, 2022

By Mortada Al-Banna, CSE UNSW

Data Driven Organizations

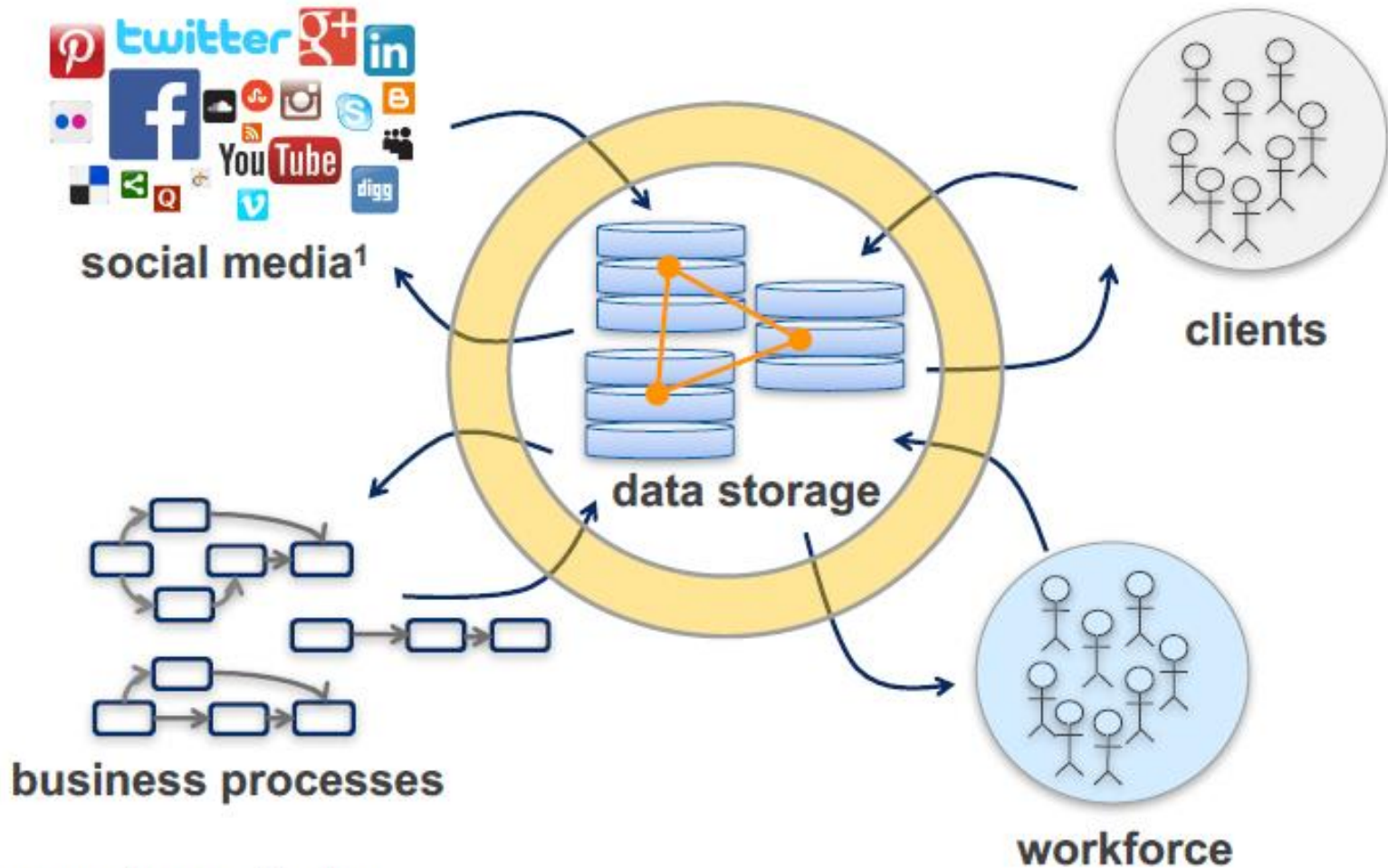


Image source: ¹commons.wikimedia.org

Data Driven Organizations and Data Analytics

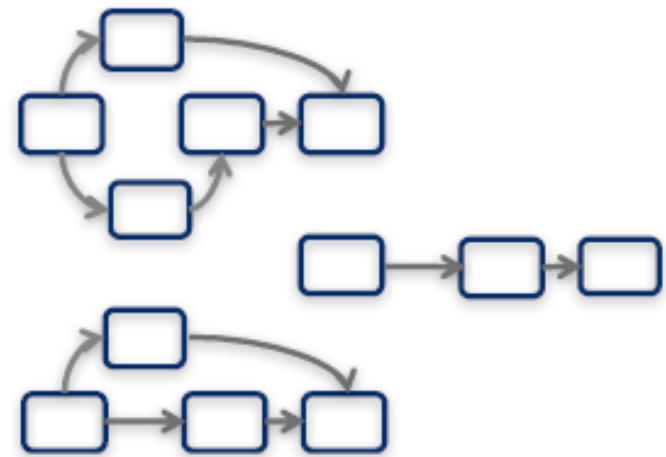
- Product and service recommendation
- Customer support
- Dashboard and reporting services
- Customer engagement
- Promotions and deals
- Product and service customization
- Communication



Clients

Data Driven Organizations and Data Analytics

- Key process performance indicators
- Process execution predictions
- Decision making support services
- Process mining
- Dynamic process adaptation
- People to task assignment
- Compliance verification



business processes

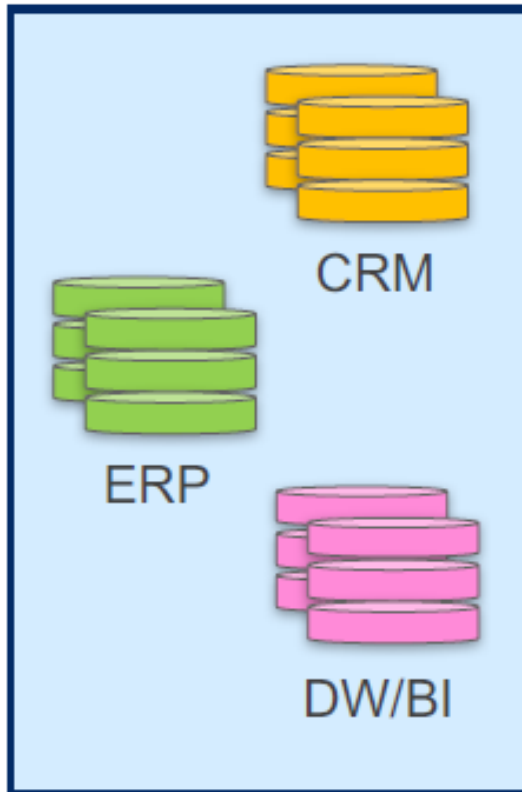
Data Driven Organizations and Data Analytics

- Product and service advertisement
- Sentiment analysis
- Demographics analysis
- Virality
- Social network insights

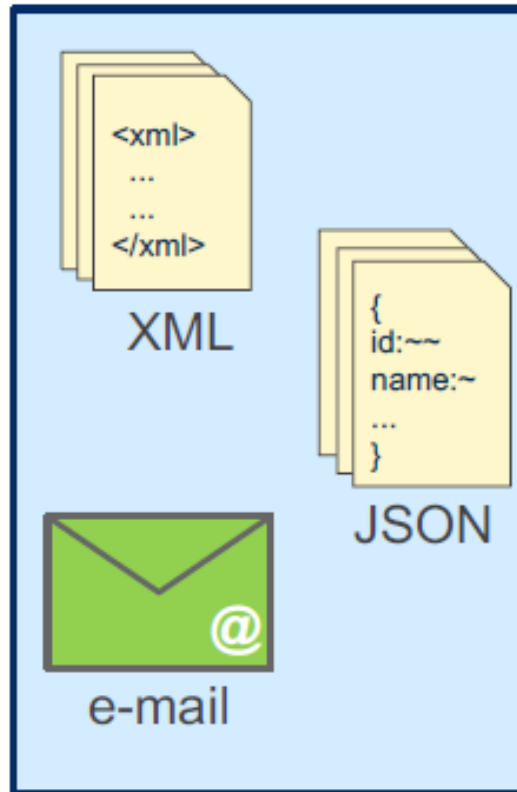


social media¹

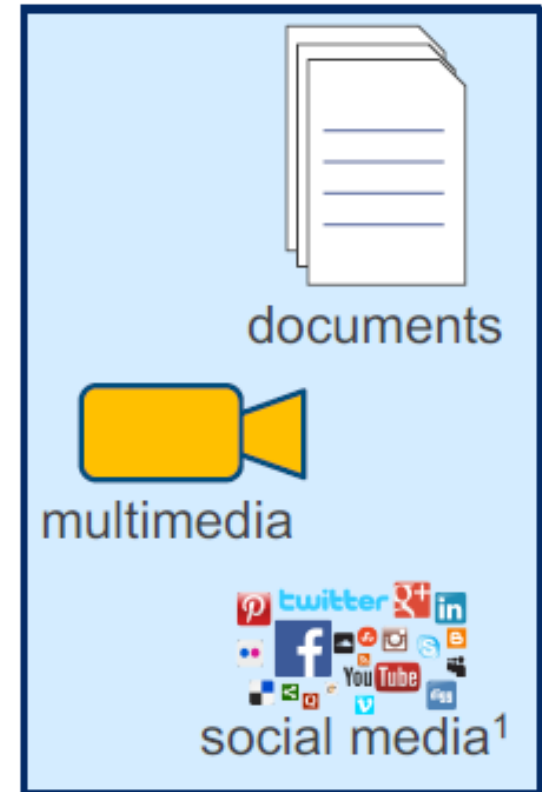
Data Used for Analytics



structured data



semi-structured data



unstructured data

Image source: ¹commons.wikimedia.org

Data Used for Analytics

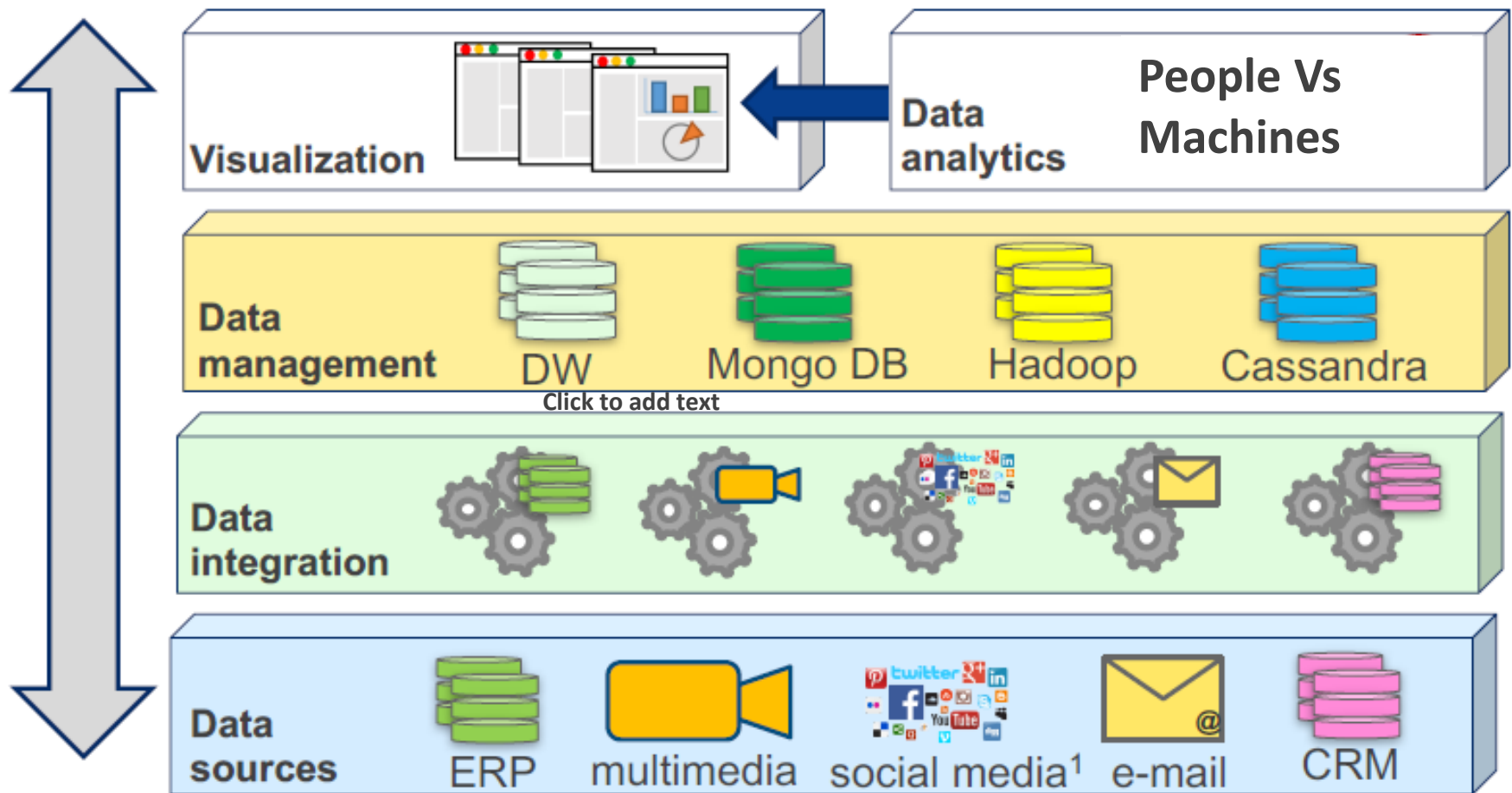
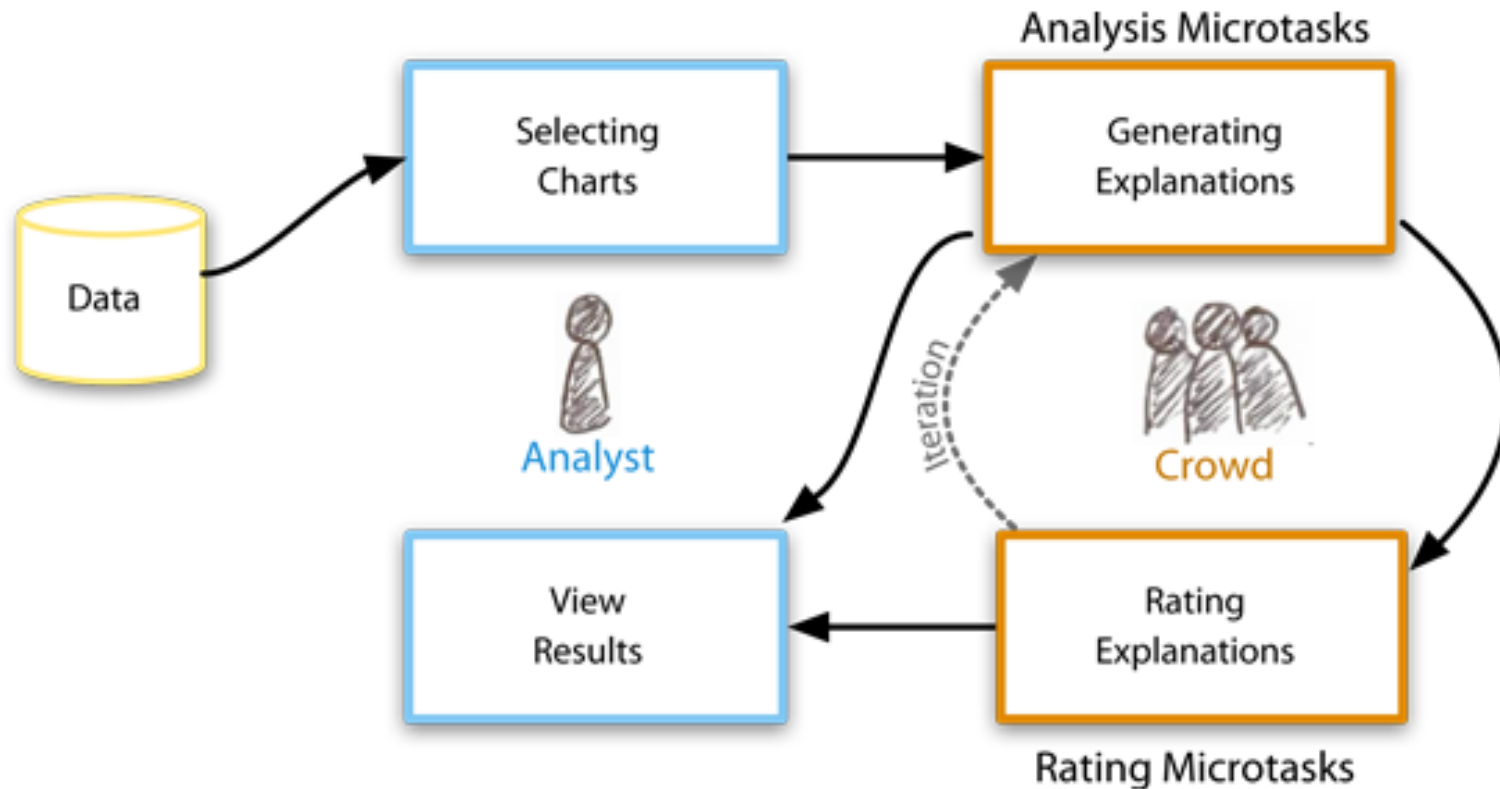


Image source: ¹commons.wikimedia.org

Types of Analytics

- **Descriptive Analytics** tells us what happened in the past and helps a business understand how it is performing by providing context to help stakeholders interpret information.
- **Diagnostic Analytics** takes descriptive data a step further and helps you understand why something happened in the past.
- **Predictive Analytics** predicts what is most likely to happen in the future and provides companies with actionable insights based on the information.
- **Prescriptive Analytics** provides recommendations regarding actions that will take advantage of the predictions and guide the possible actions toward a solution.

Crowdsourcing Data Analytics



What is Machine Learning?

- Machine learning is an application of **artificial intelligence (AI)** that provides systems the ability to **automatically learn** and improve from experience without being explicitly programmed.
- Machine learning focuses on the development of “**computer programs that can access data and use it to learn for themselves**”.

Useful Terminology

- Features: Distinctive traits that would help describe an item.
- Samples: Items to be processed (e.g., Classified). Samples could be documents, records, rows in a CSV file...etc. Basically, it is whatever you can describe with the distinctive traits (i.e., the features).
- Feature vector: an n -dimensional vector of distinctive traits to describe an item
- Feature Extraction: the preparation of the feature vector. Ideally transforming the data in a high dimensional space to a space of fewer dimensions.
- Training set: a set of data samples to discover predictive relationships

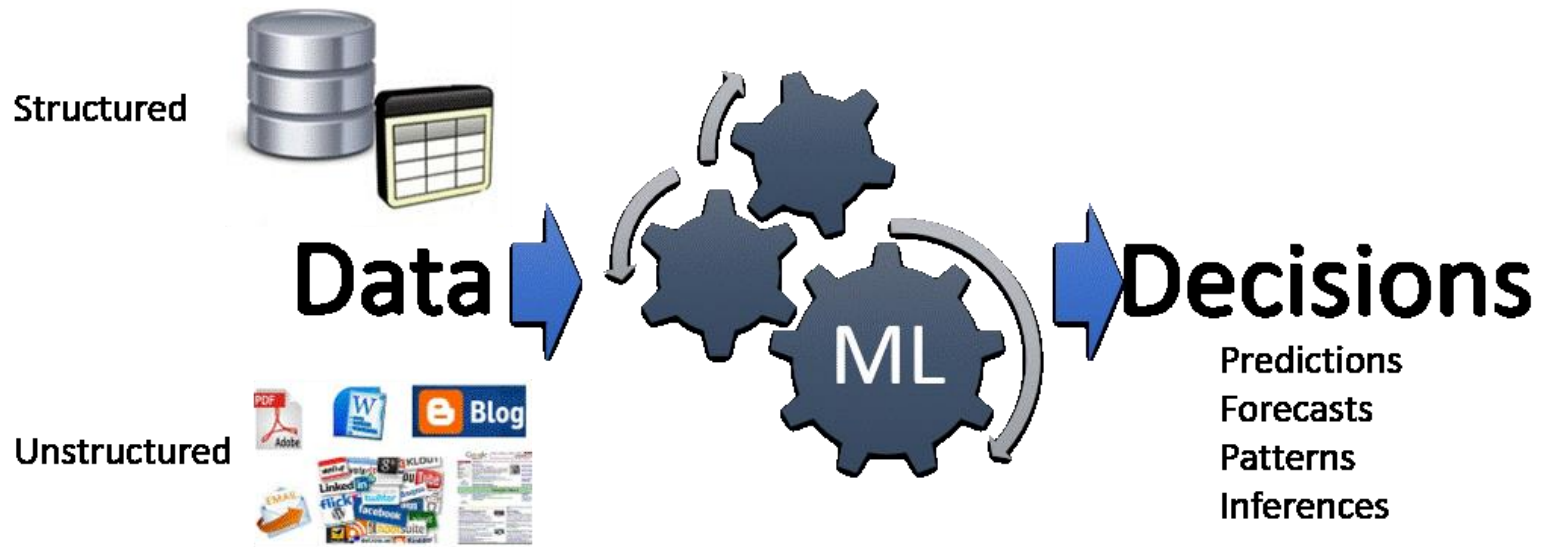
Useful Basic Statistics

- **Mean:** The average of the dataset.
- **Median:** The middle value of an ordered dataset.
- **Mode:** The most frequent value in the dataset. If the data have multiple values that occurred the most frequently, we have a multimodal distribution.
- **Probability:** is the measure of the likelihood that an event will occur in a Random Experiment.
- **Bayes' Theorem:** describes the probability of an event based on prior knowledge of conditions that might be related to the event.
- **Range:** The difference between the highest and lowest value in the dataset.

Useful Basic Statistics

- **Variance:** The average squared difference of the values from the mean to measure how spread out a set of data is relative to mean.
- **Standard Deviation:** The standard difference between each data point and the mean and the square root of variance.
- **Causality:** Relationship between two events where one event is affected by the other.
- **Covariance:** A quantitative measure of the joint variability between two or more variables.
- **Correlation:** Measure the relationship between two variables and ranges from -1 to 1 , the normalized version of covariance.

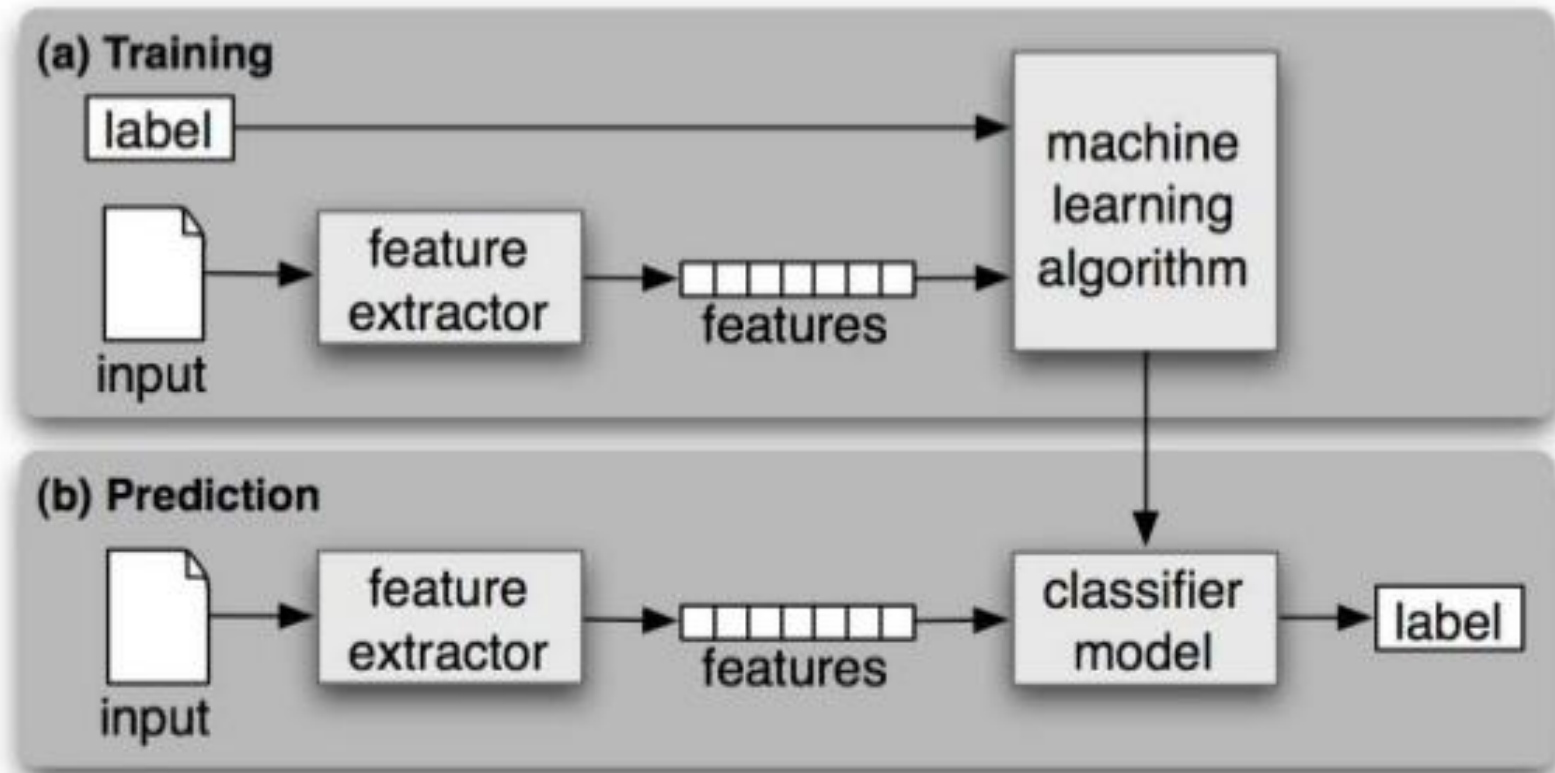
Machine Learning for Data Analytics



Machine Learning for Data Analytics

1. **Prepare** your Data
2. **Define** and **Initialize** a Model
3. **Train** your Model (using your training dataset)
4. **Validate** the Model (by prediction using your test dataset)
5. Use it: **Explore** or **Deploy** as a web service
6. **Update** and **Revalidate**

Example of a General Flow



What is an Apple?



Features:

1. Color: **Radish/Red**
 2. Type : **Fruit**
 3. Shape
- etc...



Features:

1. Sky Blue
 2. **Logo**
 3. Shape
- etc...



Features:

1. **Yellow**
 2. **Fruit**
 3. Shape
- etc...

Machine Learning Methods

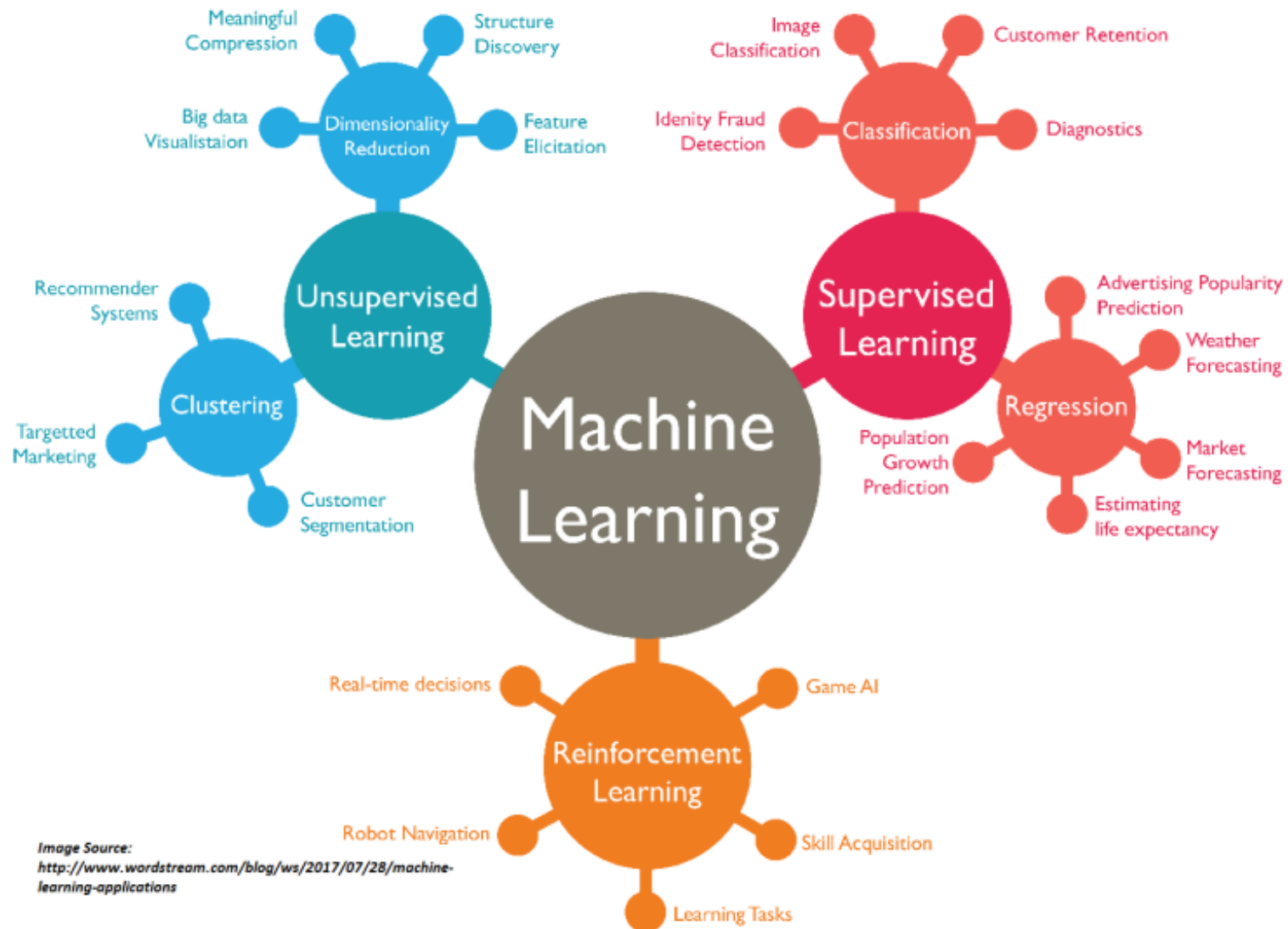
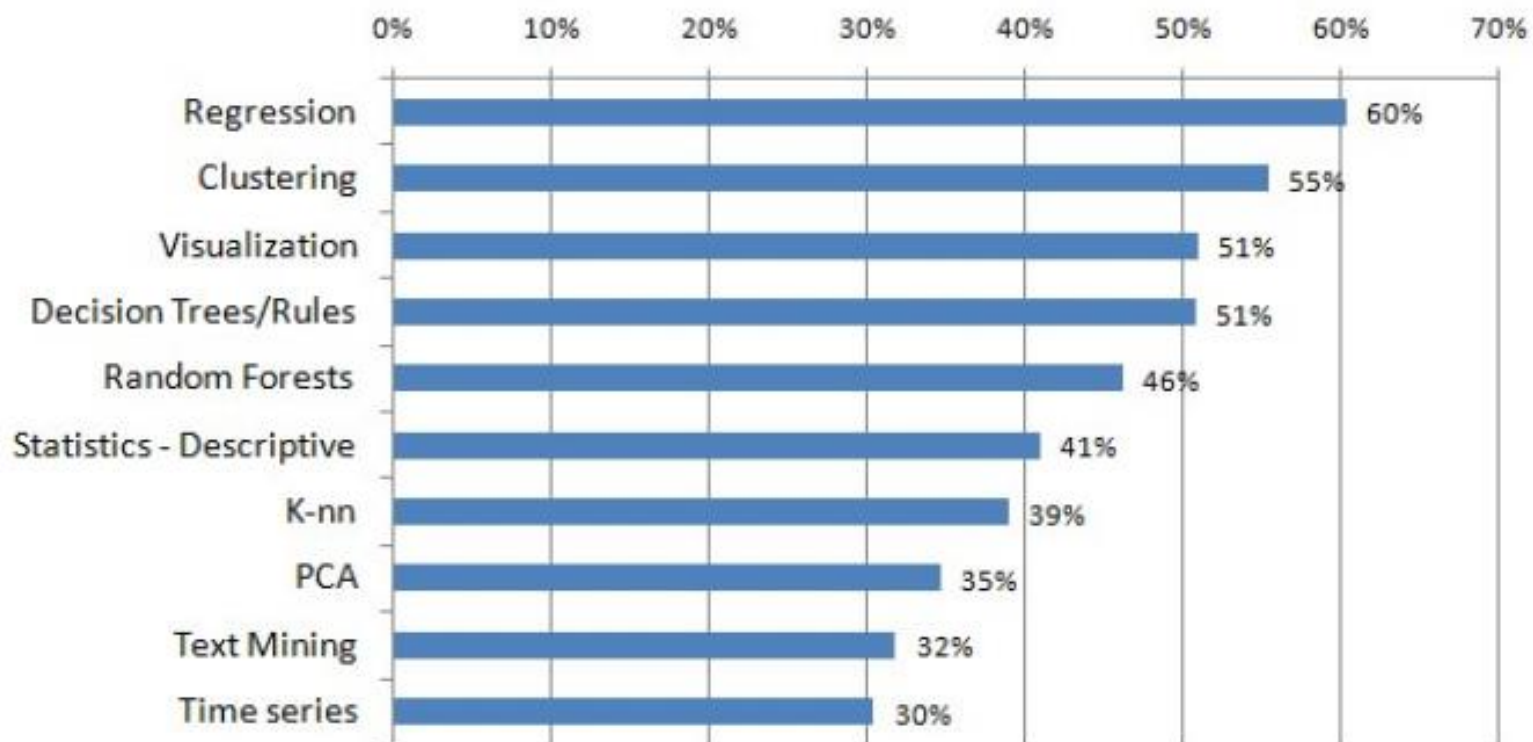


Image Source:
<http://www.wordstream.com/blog/ws/2017/07/28/machine-learning-applications>

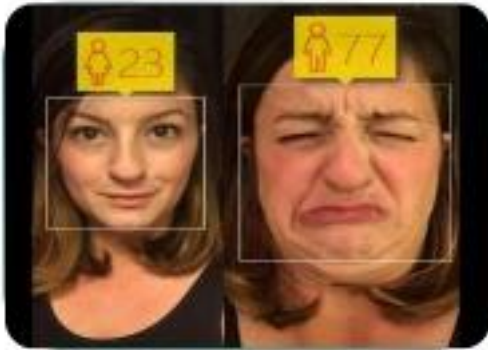
Machine Learning Methods

**Top 10 Data Science, Machine Learning Methods
Used, 2017**



Questions Machine Learning Can Answer

1. Is this A or B?



Classification Algorithms

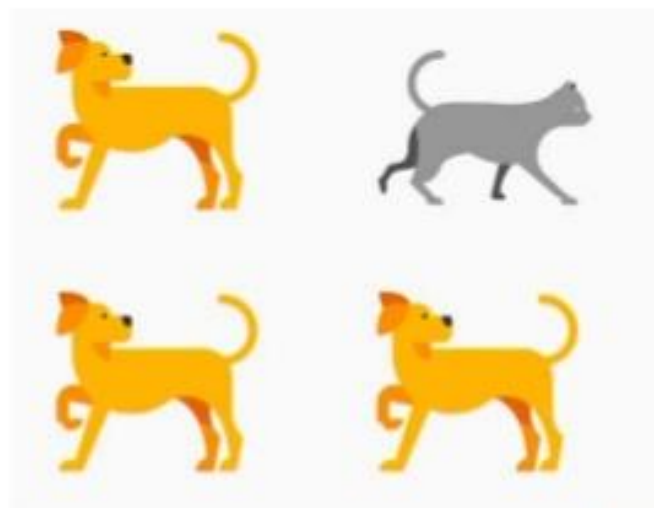


Questions Machine Learning Can Answer

2. Is this Weird?

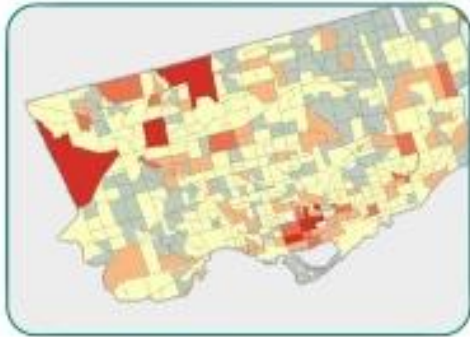


Anomaly detection algorithms



Questions Machine Learning Can Answer

3. How much? How many?



Regression algorithms



Questions Machine Learning Can Answer

4. How is this organized?



Clustering algorithms



Questions Machine Learning Can Answer

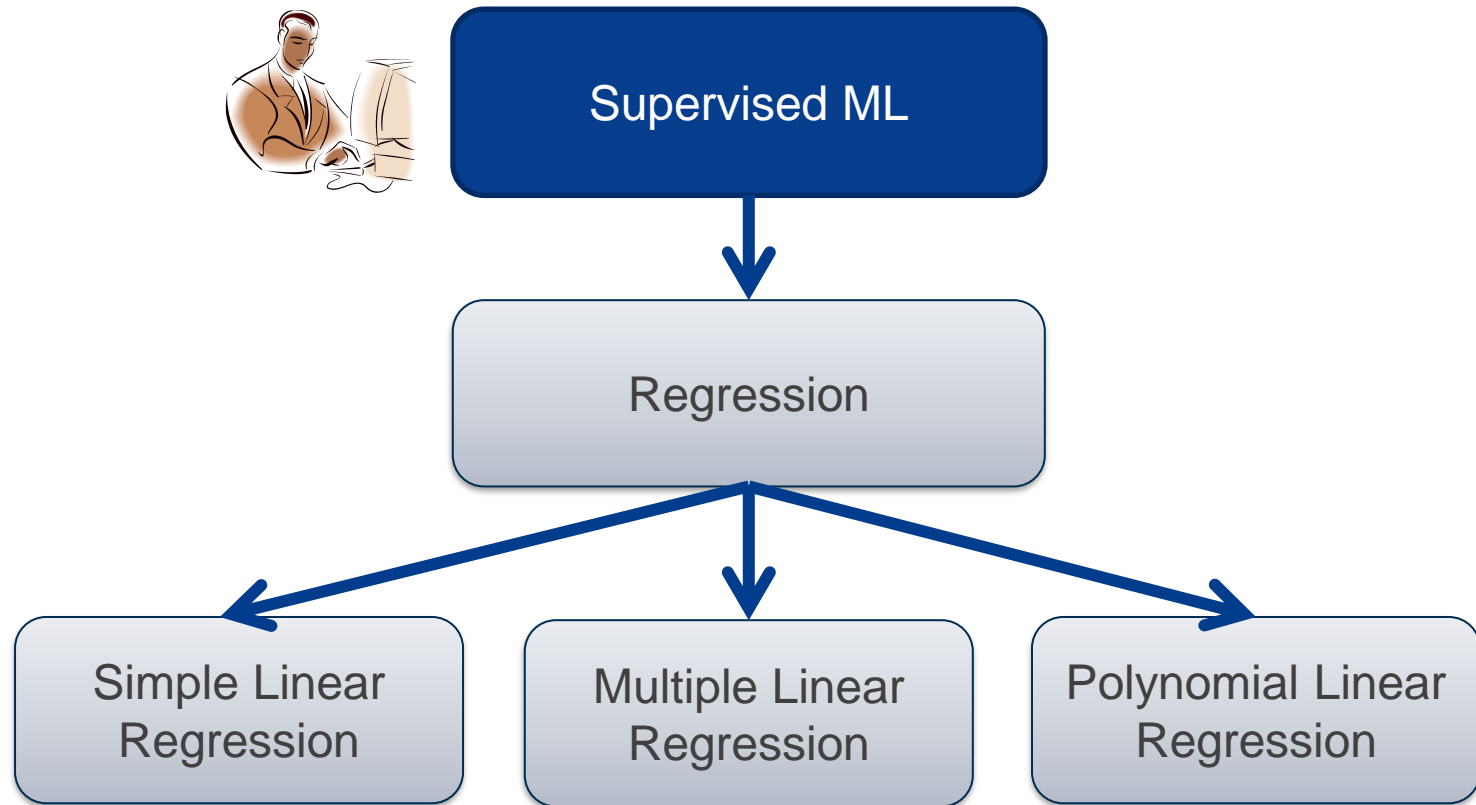
5. What should I do now?



Reinforcement learning algorithms



Regression Analysis



How Linear Regression Works

$$\hat{Y} = f(X) + \epsilon$$

X (input) = Assignment Results

Y (output) = Final Exam Mark

f = function which describes the relationship between X and Y

e (epsilon) = Random error term (positive or negative) with a mean zero (there are more assumptions for our residuals, however we won't be covering them)

Linear Regression Example

Training Set

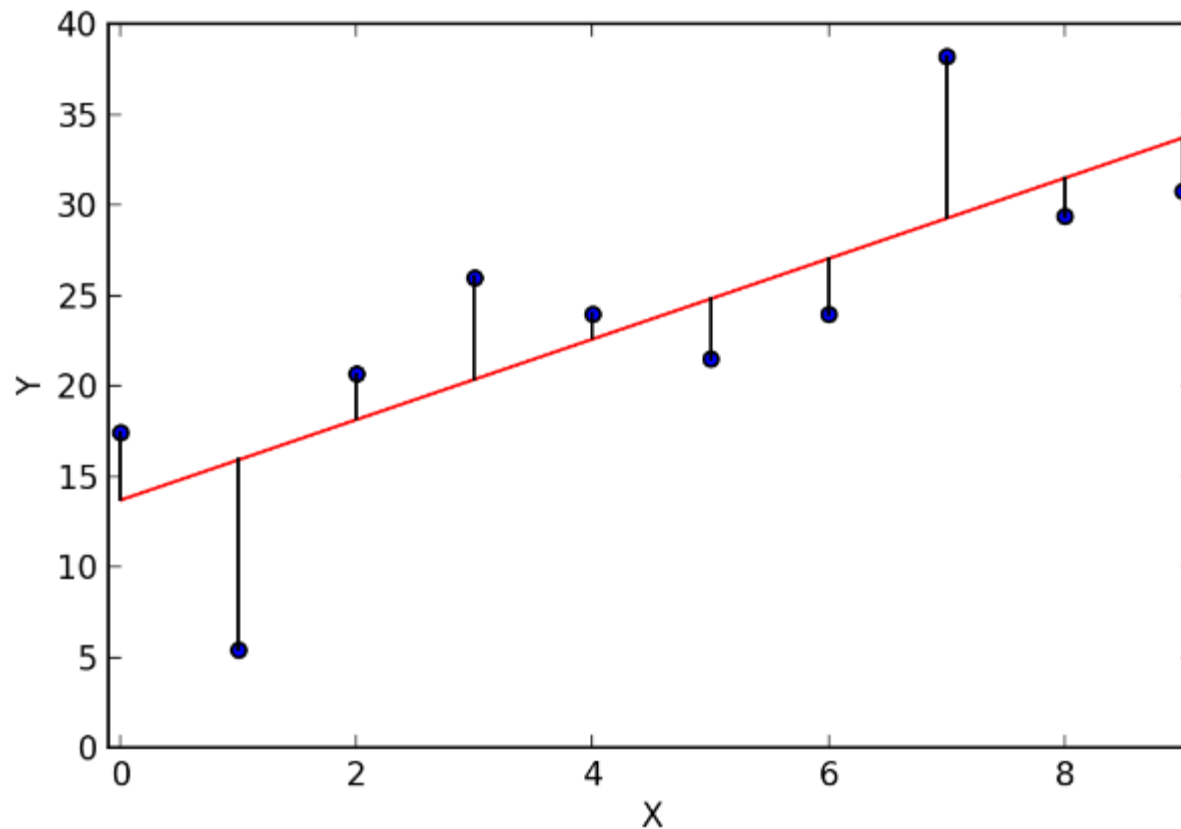
StudentID	Assignment_Mark (X)	Final_Exam_Mark (Y)
1292393	80	90
1823812	70	53
281823	63	74
....
183823	58	63
238381	54	61

Linear Regression Example

Test Set

StudentID	Assignment_Mark (X)	Final_Exam_Mark (Y)
184712	80	???
937217	70	???
...	...	???
836162	63	???

Linear Regression Example

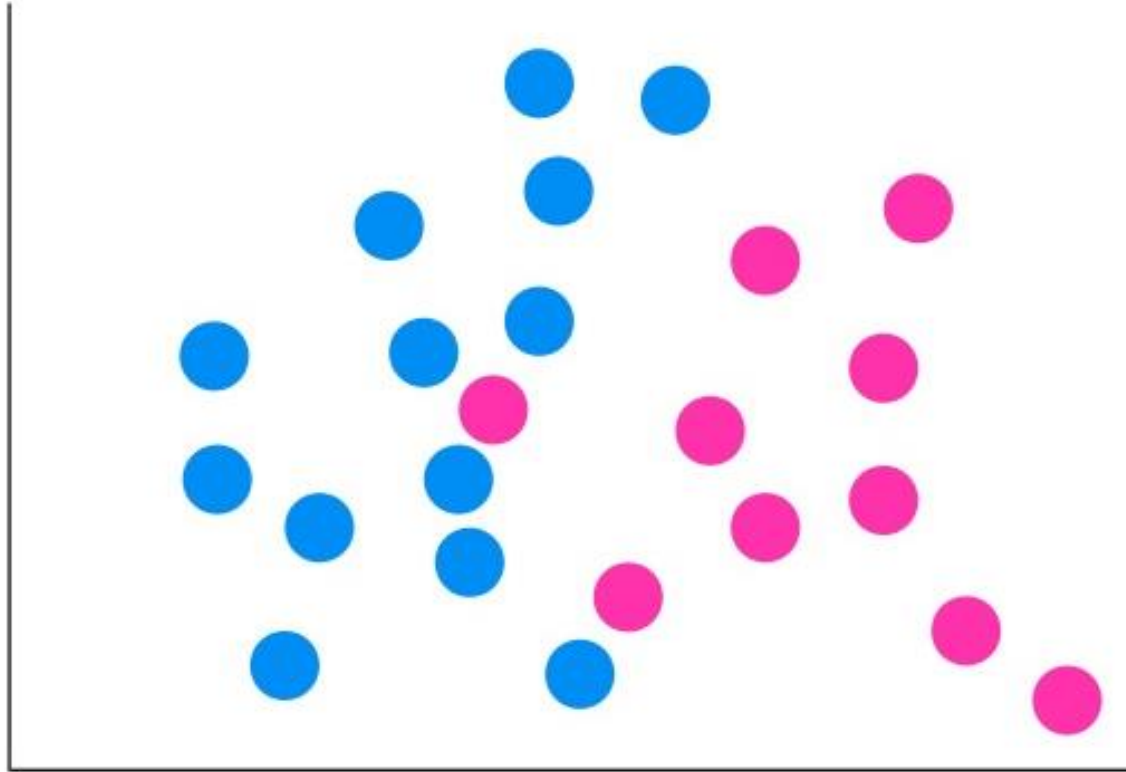


Where Y is our Final Exam Mark, and X is our Assignment Mark

Classification

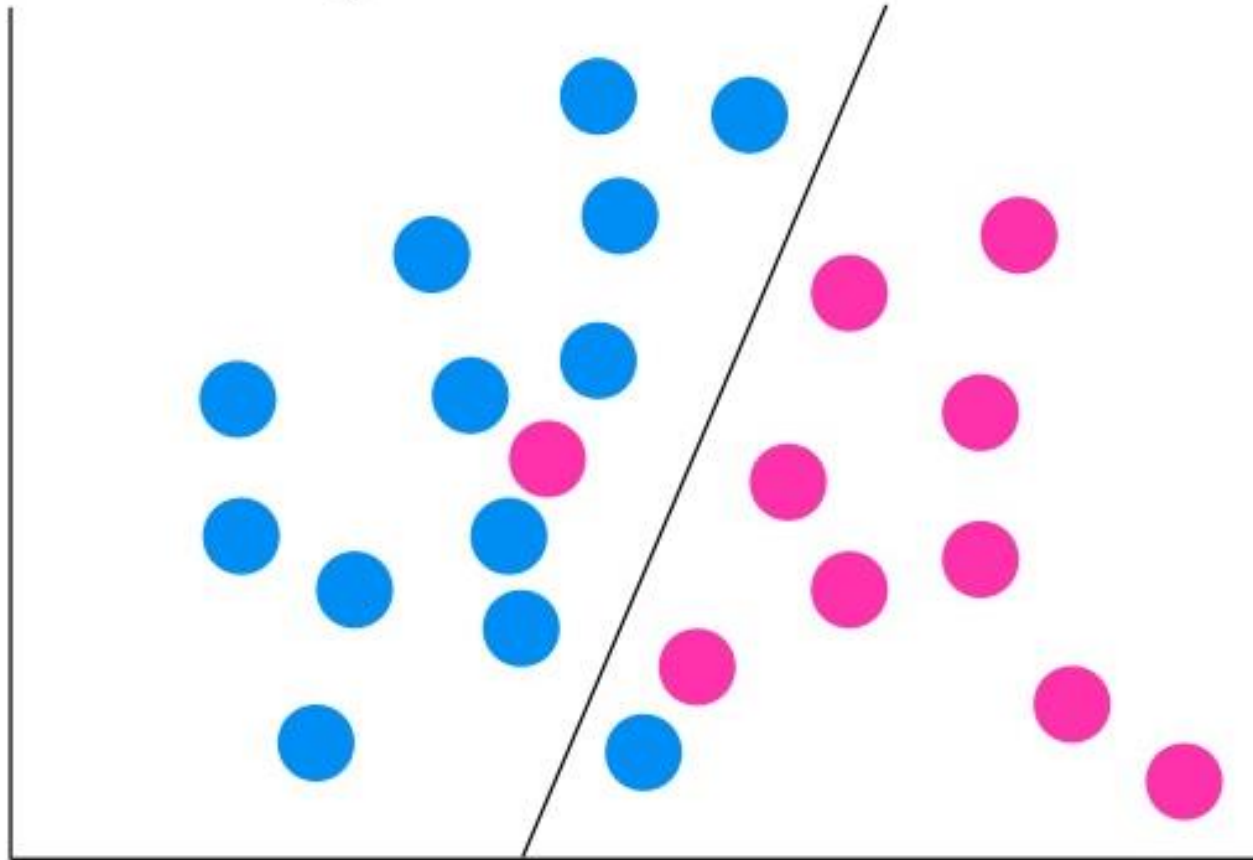
- Supervised Learning
- You need the data labelled with the correct answer to train the algorithm
- Trained classifiers then can map input data to a category.

Classification



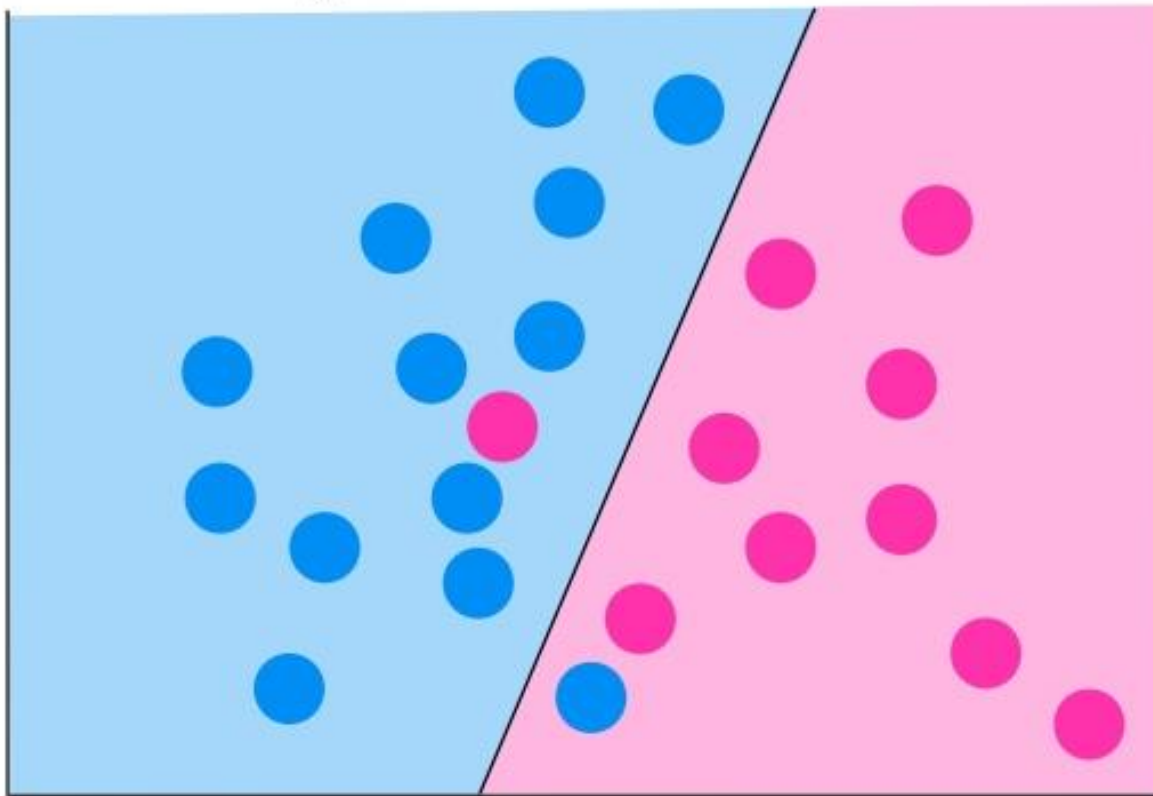
Classification

"draw a line through it"



Classification

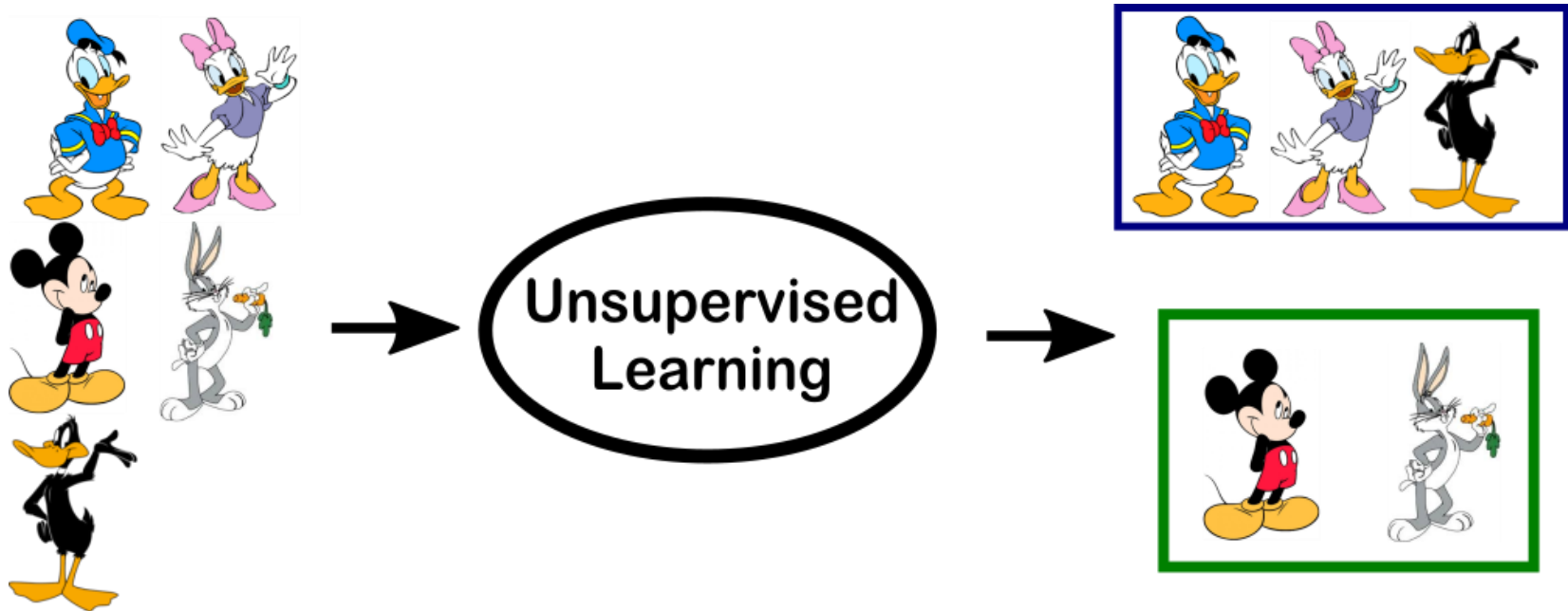
"draw a line through it"



Clustering

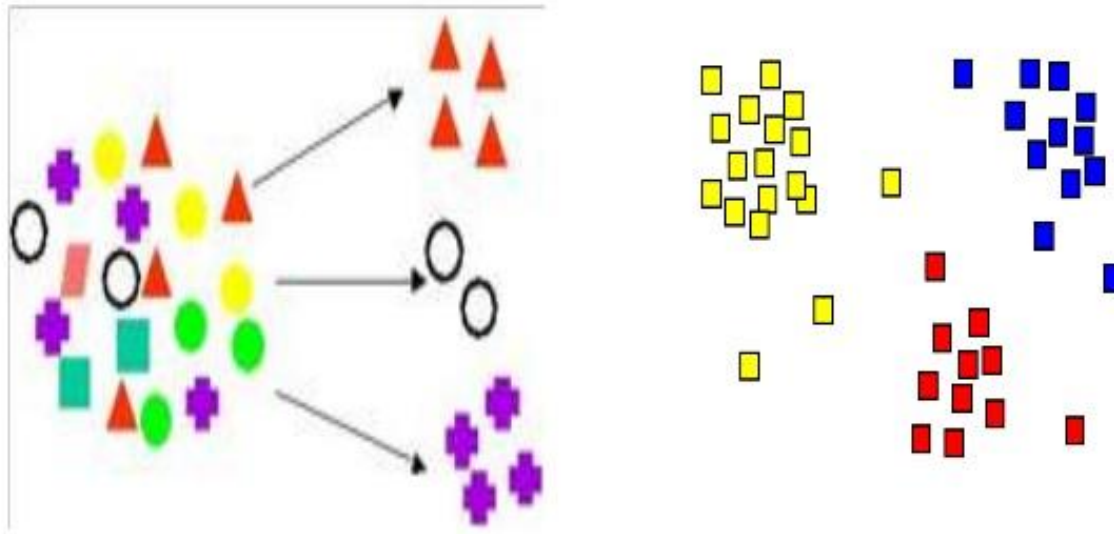
- Unsupervised Learning
- Automated grouping of objects into so called clusters
- Objects of the same group are similar
- Different groups are dissimilar

Clustering
























Clustering

Examples of Clustering



Popular Machine Learning Tools

	 <p>TensorFlow </p> <p>Machine Learning Tools</p> <p>Favorites ★ 78</p> <p>Stacks 495</p> <p>I Use This</p> <p>Fans 406 Votes 52 Jobs 246</p>	 <p>scikit-learn </p> <p>Machine Learning Tools</p> <p>Favorites ★ 13</p> <p>Stacks 209</p> <p>I Use This</p> <p>Fans 153 Votes 18 Jobs 147</p>	 <p>PredictionIO </p> <p>Machine Learning Tools</p> <p>Favorites ★ 13</p> <p>Stacks 31</p> <p>I Use This</p> <p>Fans 35 Votes 4 Jobs 0</p>
Hacker News, Reddit, Stack Overflow Stats	 3.89K  3.26K  32.7K	 -  912  12.3K	 422  114  181
GitHub Stats	No public GitHub repository stats available	 30.5K  15K  about 3 hours ago	 11.4K  1.87K  about 18 hours ago

Popular Machine Learning Tools

- [TensorFlow](#)
- [scikit-learn](#)
- [PredictionIO](#)

Further Reading and Useful Resources

- Book: Mastering Machine Learning with Scikit-Learn, Second Edition. Gavin Hackeling
- <https://jakevdp.github.io/PythonDataScienceHandbook/05.02-introducing-scikit-learn.html>
- <https://towardsdatascience.com/machine-learning-an-introduction-23b84d51e6d0>
- <https://towardsdatascience.com/machine-learning-probability-statistics-f830f8c09326>
- <https://www.digitalocean.com/community/tutorials/an-introduction-to-machine-learning>
- <http://gael-varoquaux.info/scikit-learn-tutorial/>

Q&A