Welcome to Data Bootcamp

Joseph Adler, Drew Conway, Jake Hofman, Hilary Mason

February 1, 2011

Getting the code

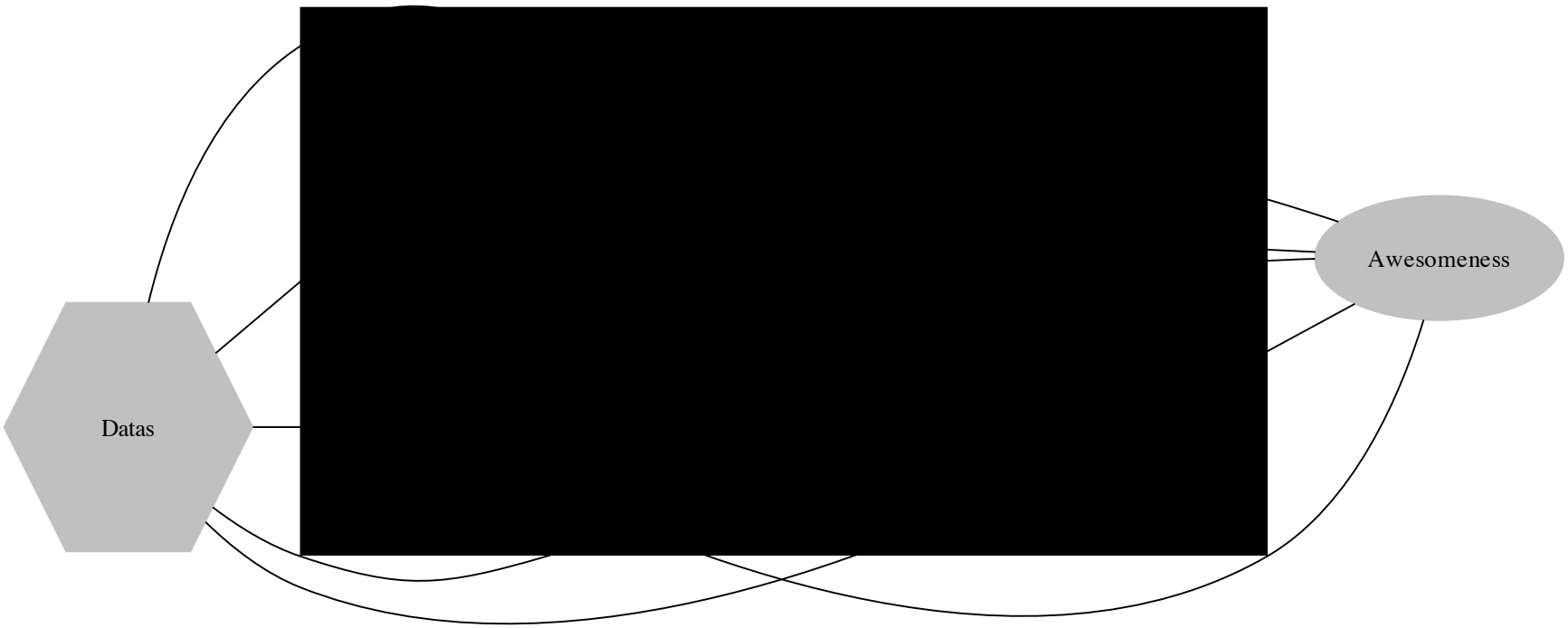
All of the slides, code and images from today's tutorial are available on Github:

`https://github.com/drewconway/strata_bootcamp`

The play the home game

```
$ git clone https://github.com/drewconway/strata_bootcamp
```

The data science "black box"



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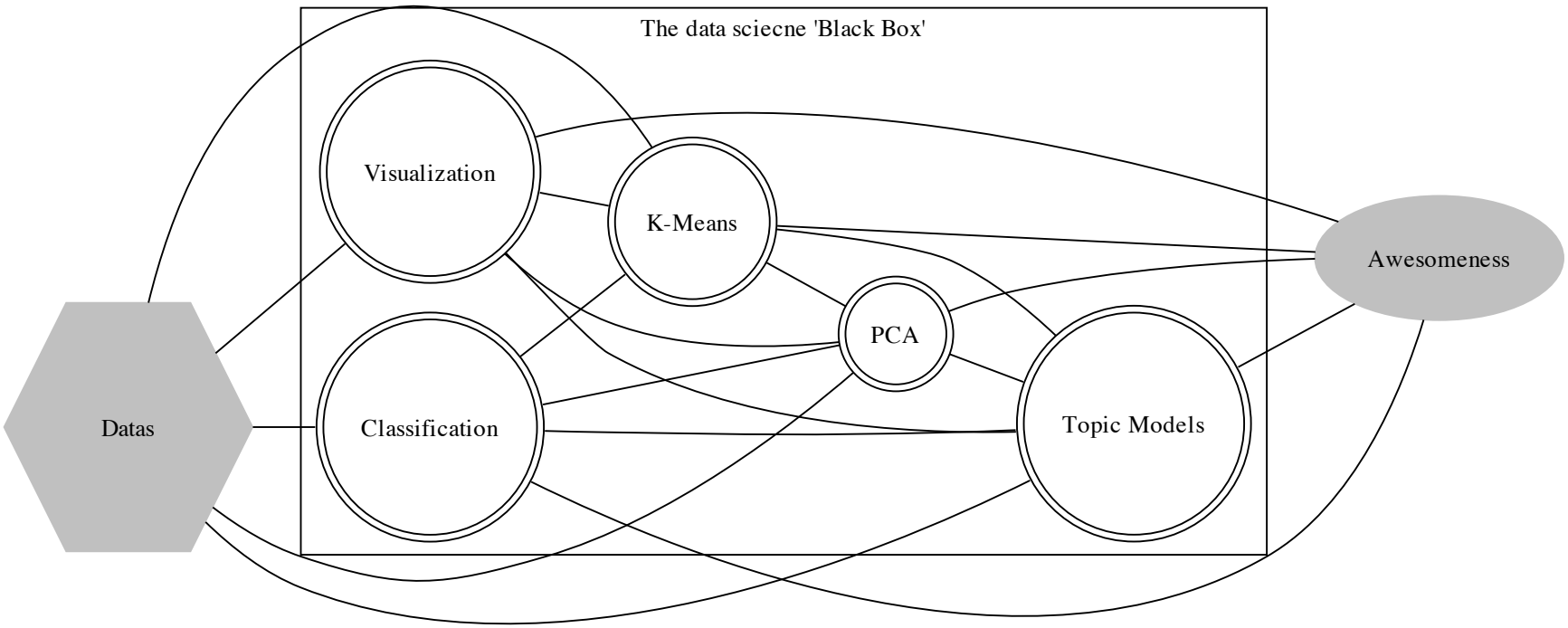

Learning by example

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- How did you solve this problem?
- Can you make this process explicit (e.g. write code to do so)?

Learning by example

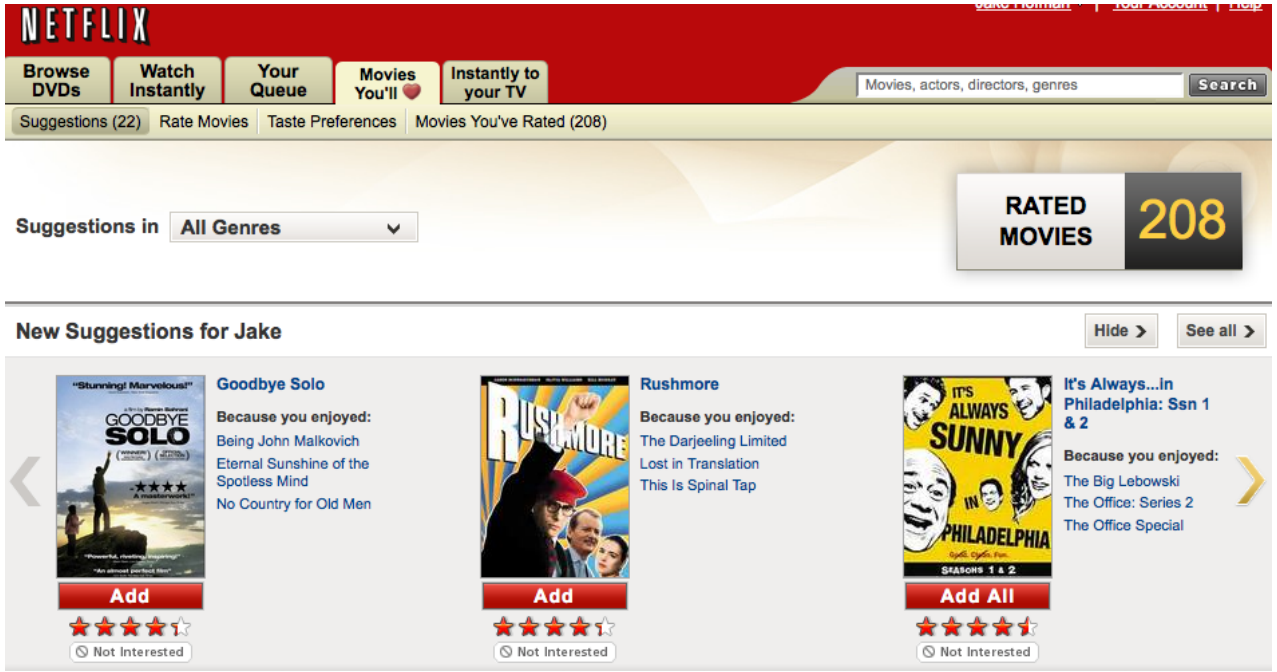
Learning by example

- We learn quickly from few, relatively unstructured examples ... but we don't understand *how* we accomplish this
- Can we develop algorithms that enable machines to learn by example from large data sets?

Common applications

- Effective/practical algorithms exist, and impact our daily lives
- Entire industries built around these techniques, e.g.:
  - Spam detection (Email)
  - Information retrieval (Search)
  - Recommendation Systems ("You might also like ...")
  - Fraud detection (Identity theft)
  - Face recognition (Camera auto-focus)
  - Optical character recognition (Mail routing via ZIP codes)

Netflix prize



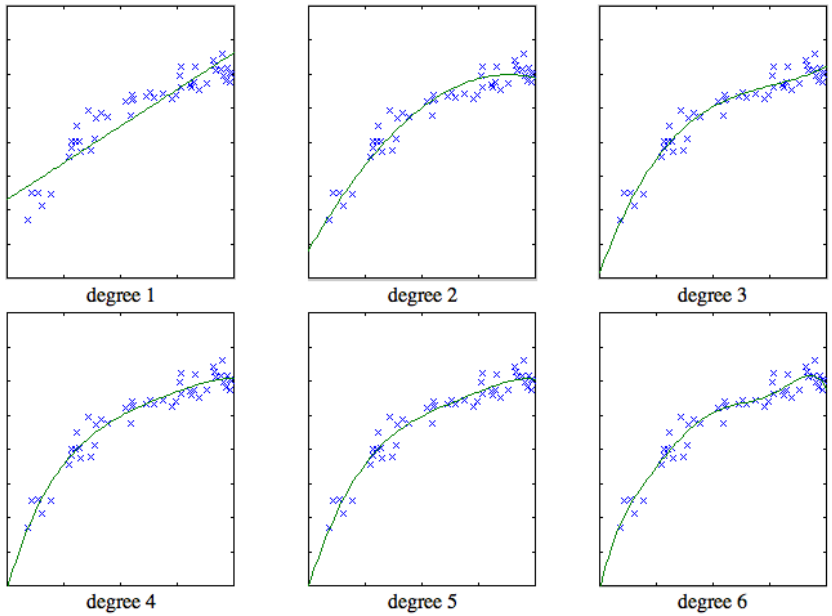
- $1M for a 10% improvement in predicted rating
- More than 1000 submissions over 2.5 years
- Top two teams within 0.01% of each other (winners announced soon)

Goals

- Many fields ...
  - Statistics
  - Pattern recognition
  - Data mining
  - Machine learning
- ... similar goals
  - Extract and recognize patterns in data
  - Interpret or explain observations
  - Test validity of hypotheses
  - Efficiently search the space of hypotheses
  - Design efficient algorithms enabling machines to learn from data

Philosophy

- We would like models that:
  - Provide predictive and explanatory power
  - Are complex enough to describe observed phenomena
  - Are simple enough to generalize to future observations



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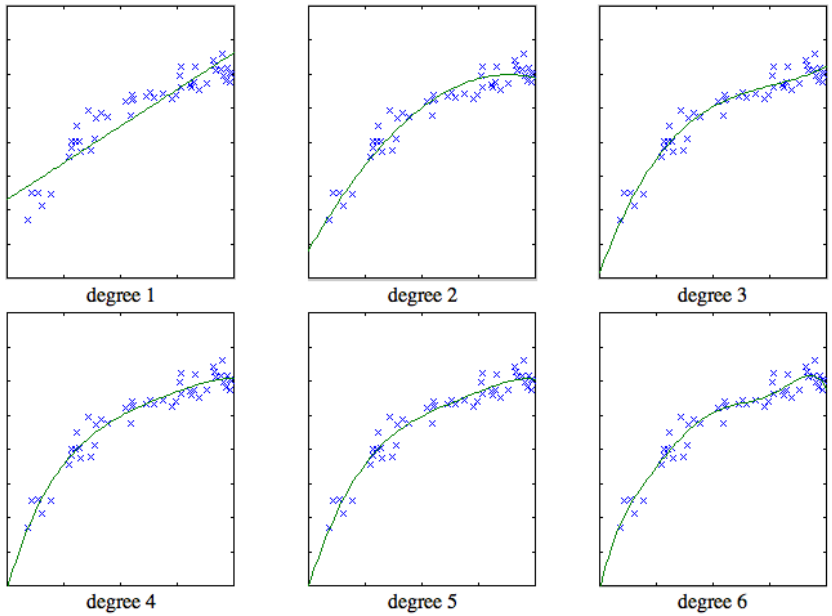
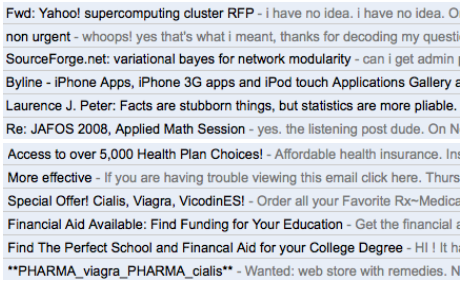


- How can we quantify an "optimal" model
  - What to optimize?
  - How to optimize it?

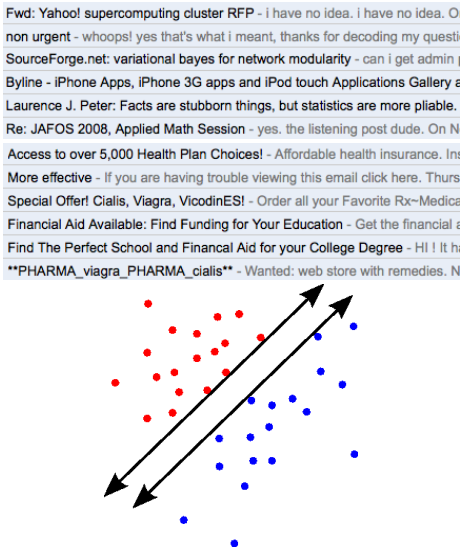
Framework

1. Get data



Framework

1. Get data
2. Visualize/perform sanity checks
3. Clean/filter observations
4. Choose features to represent data



Framework

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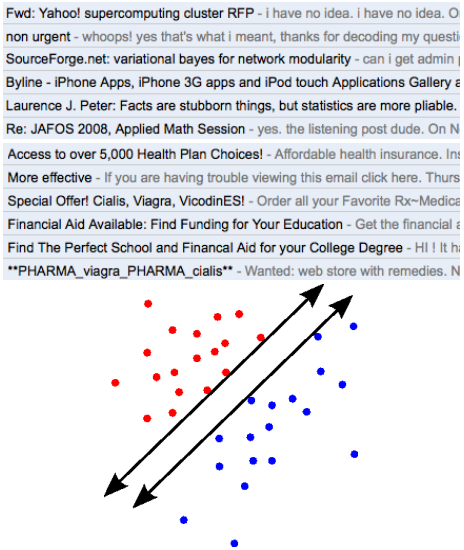
4. Choose features to represent data
5. Specify model
6. Specify loss function



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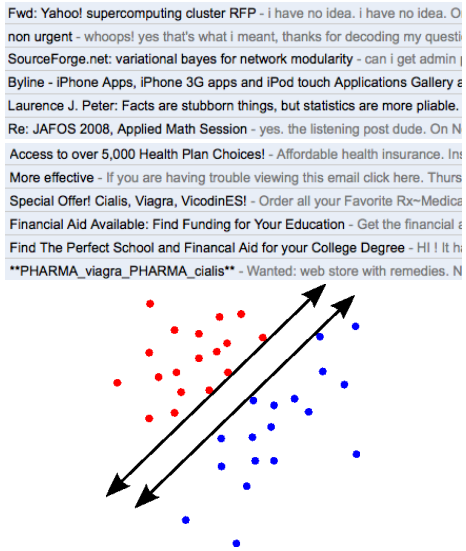

Framework

1. Get data
2. Visualize/perform sanity checks
3. Clean/filter observations
4. Choose features to represent data
5. Specify model
6. Specify loss function
7. Develop algorithm to minimize loss
8. Choose performance measure
9. "Train" to minimize loss
10. "Test" to evaluate generalization

Topics

- Supervised
  - Linear regression
  - Classification / regression trees
  - Logistic regression
  - Naive Bayes
  - k-nearest neighbors
  - Support vector machines
  - Boosting
- Unsupervised
  - K-means
  - Mixture models
  - Principal components analysis
  - Factor analysis
  - Topic models
  - Collaborative filtering

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- Data representation: feature space, selection, normalization
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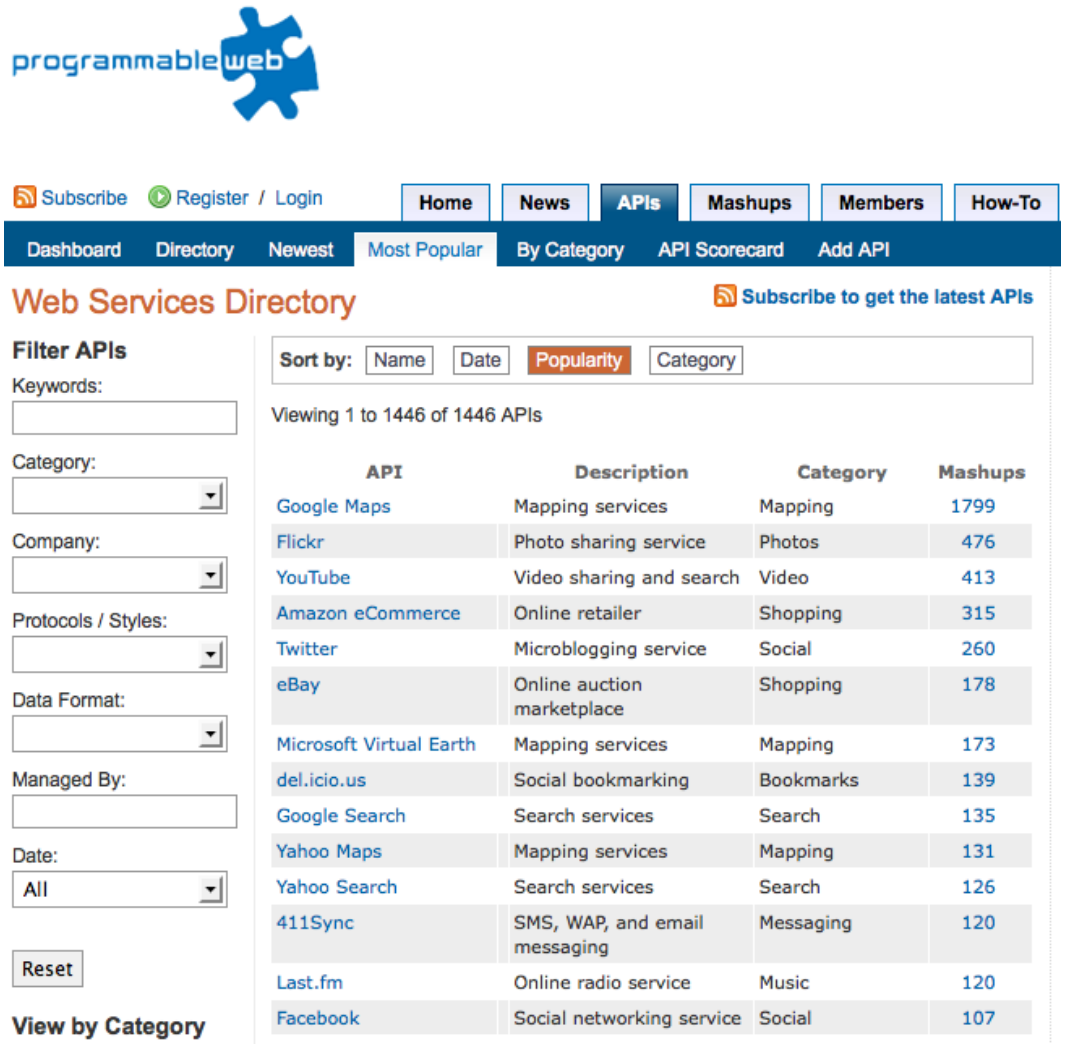
- Model assessment: complexity control, cross-validation, ROC curve, Bayesian Occam's razor, information-theoretic measures
- Probabilistic inference: graphical models, variational methods, sampling
- Large-scale learning (?)

Topics

- Simple approaches often do surprisingly well for large problems

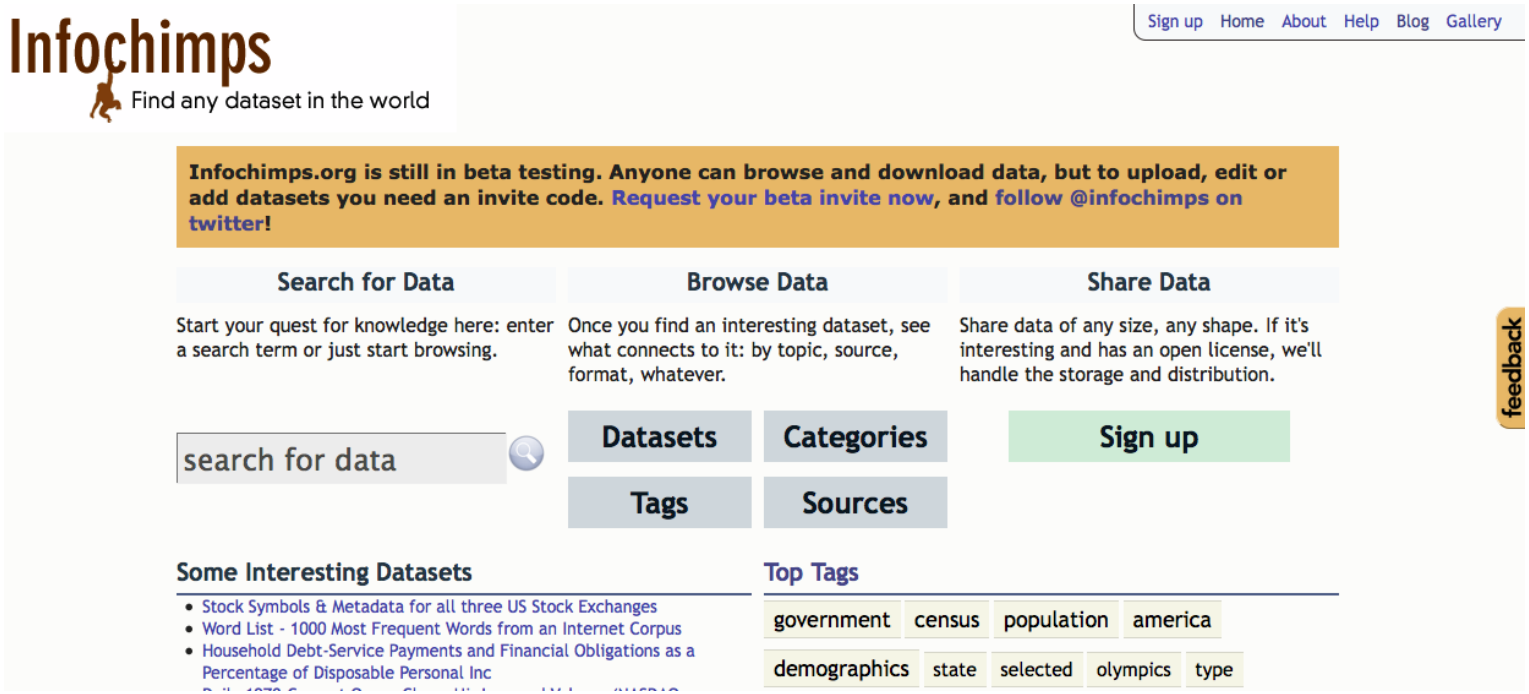
Got data?

- Web service APIs expose vast amounts of data



Got data?

- Many free, public data sets available online



Coding

- Scripting: Python, Ruby, Perl, bash, ...
- Computing: R, SciPy/NumPy, MATLAB, ...
- Wrangling: sed, awk, grep, tr, wc, cut, sort, uniq, ...

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$ sed -e 's/<[^>]*>//g' < page.html > page.txt
```