



#### **Learning Objectives**

By the end of this lesson, you will be able to:

- List the advantages of analytics in spark and its types
- Explain machine learning and its types with their applications
- Explain the relationship between data science and machine learning
- Summarize the flow of supervised learning, unsupervised learning, semi-supervised learning, and reinforcement learning



### **Learning Objectives**

By the end of this lesson, you will be able to:

- Analyze the face detection use cases of machine learning
- List the various types of tools and algorithms provided by Spark ML
- Explain the mechanism of ML Pipeline
- List the various APIs offered by ML pipeline

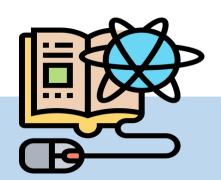




**Analytics in Spark** 



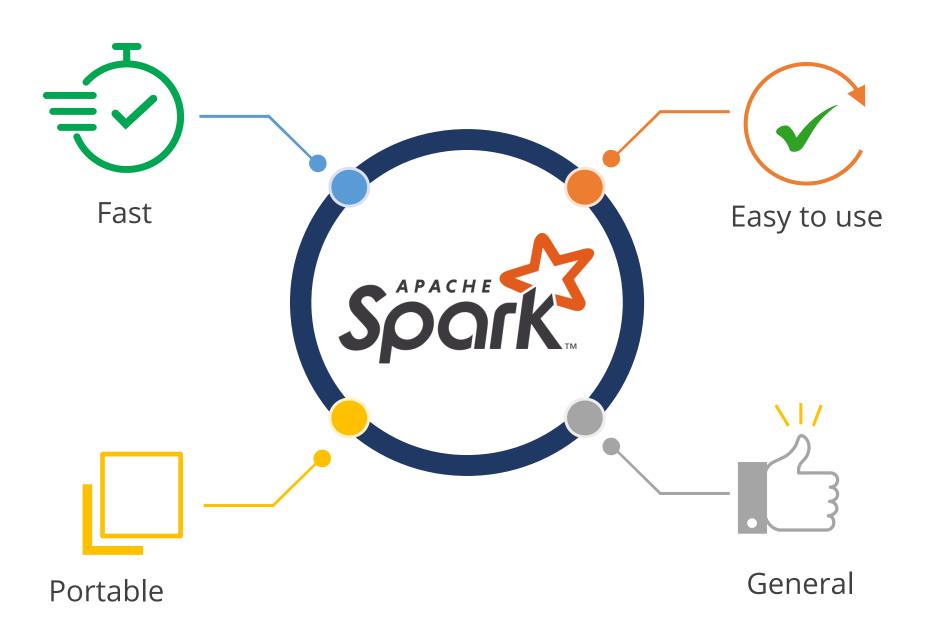
### **Apache Spark**



- Apache Spark is an open-source unified analytics engine for large-scale data processing.
- It is a multi-language engine for executing data engineering, data science, and machine learning on single-node machines or clusters.

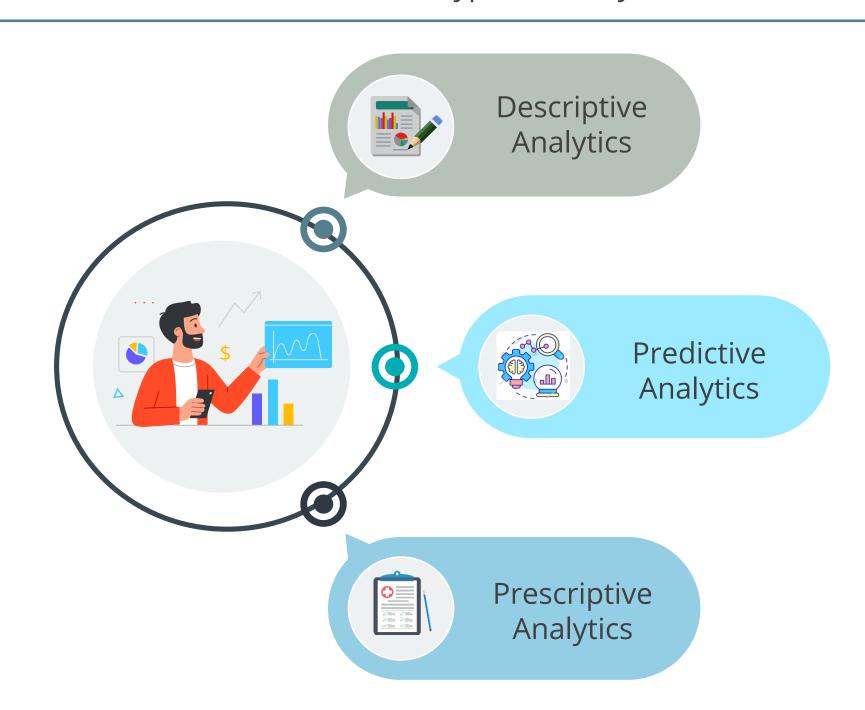
# **Analytics in Spark**

There are various advantages of using spark for analytics. These are:



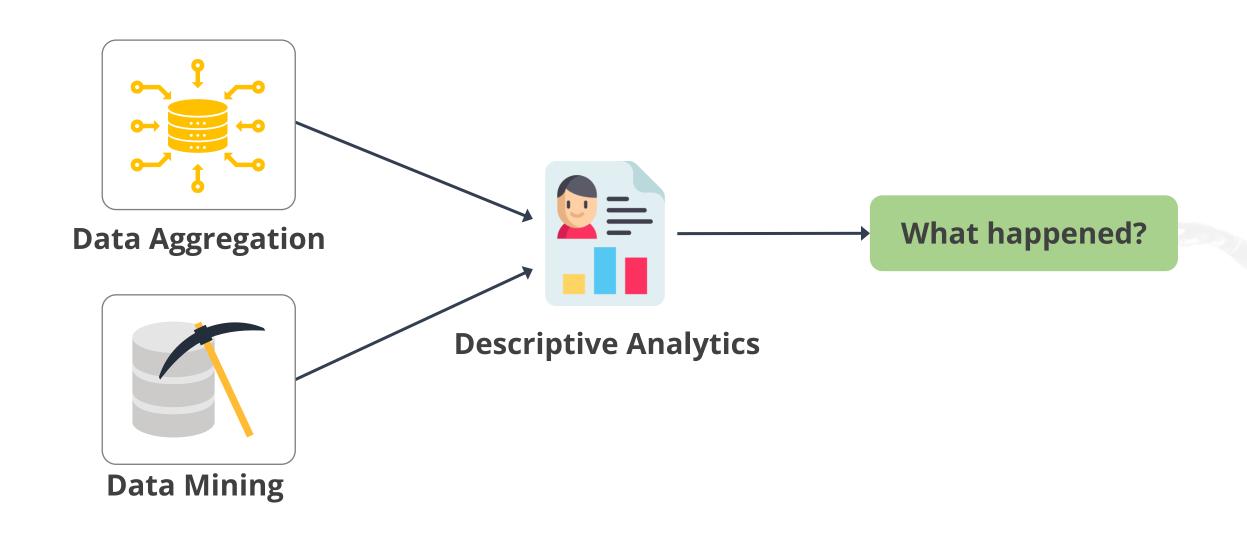
## **Types of Analytics**

There are three types of analytics.



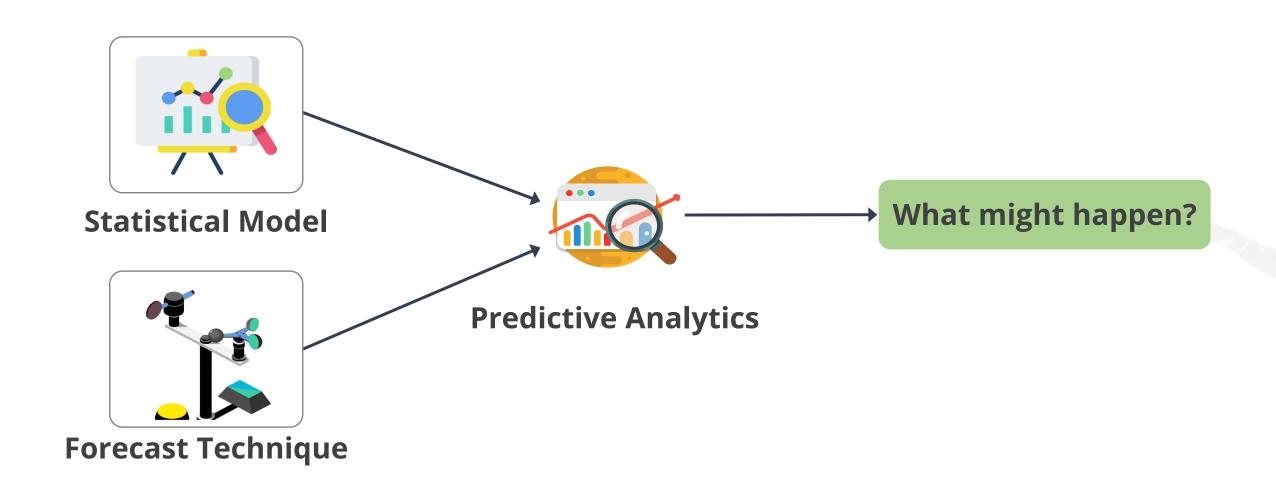
#### **Descriptive Analytics**

The type of analytics that describes the past and answers the question: "What happened?"



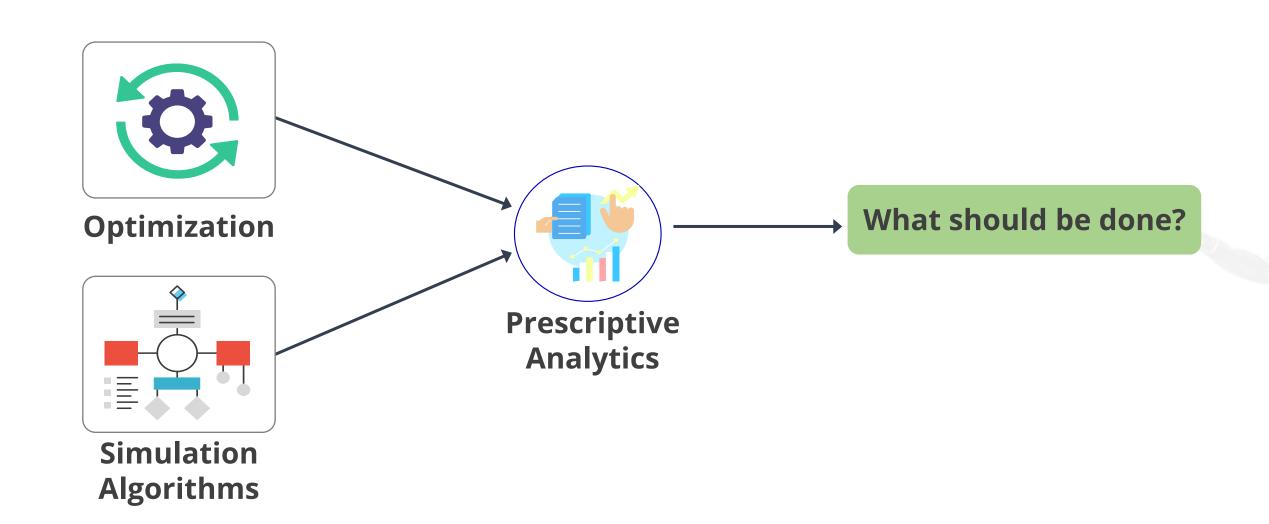
#### **Predictive Analytics**

The type of analytics that can predict the future and answers the question: "What might happen?"



#### **Prescriptive Analytics**

The type of analytics that advises users on possible outcomes and answers the question: "What should be done?"

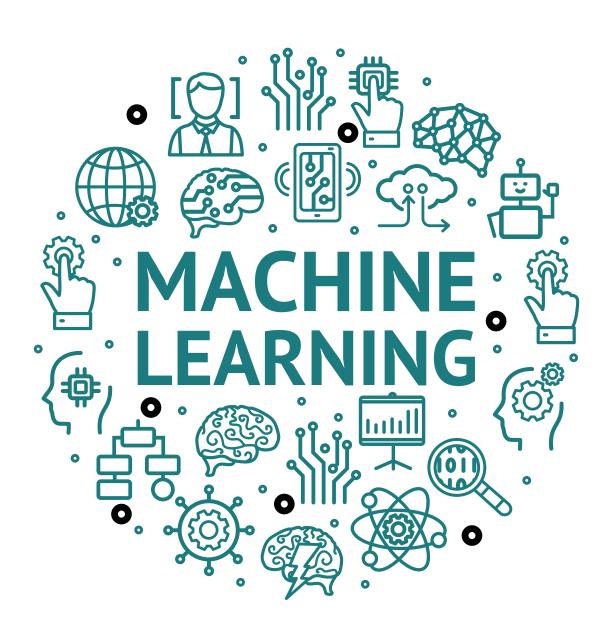




Introduction to Machine Learning



#### What Is Machine Learning?



- Machine learning is a subset of artificial intelligence.
- ML allows software applications to become more accurate at predicting outcomes without being explicitly programmed.
- Machine learning algorithms use historical data as input to predict new output values.

### Why Machine Learning?



- For many businesses, machine learning has become a crucial competitive differentiation.
- Machine learning is a fundamental aspect of the operations of leading companies such as Facebook and Uber.
- Machine learning is important because it allows businesses to see trends in customer behavior.

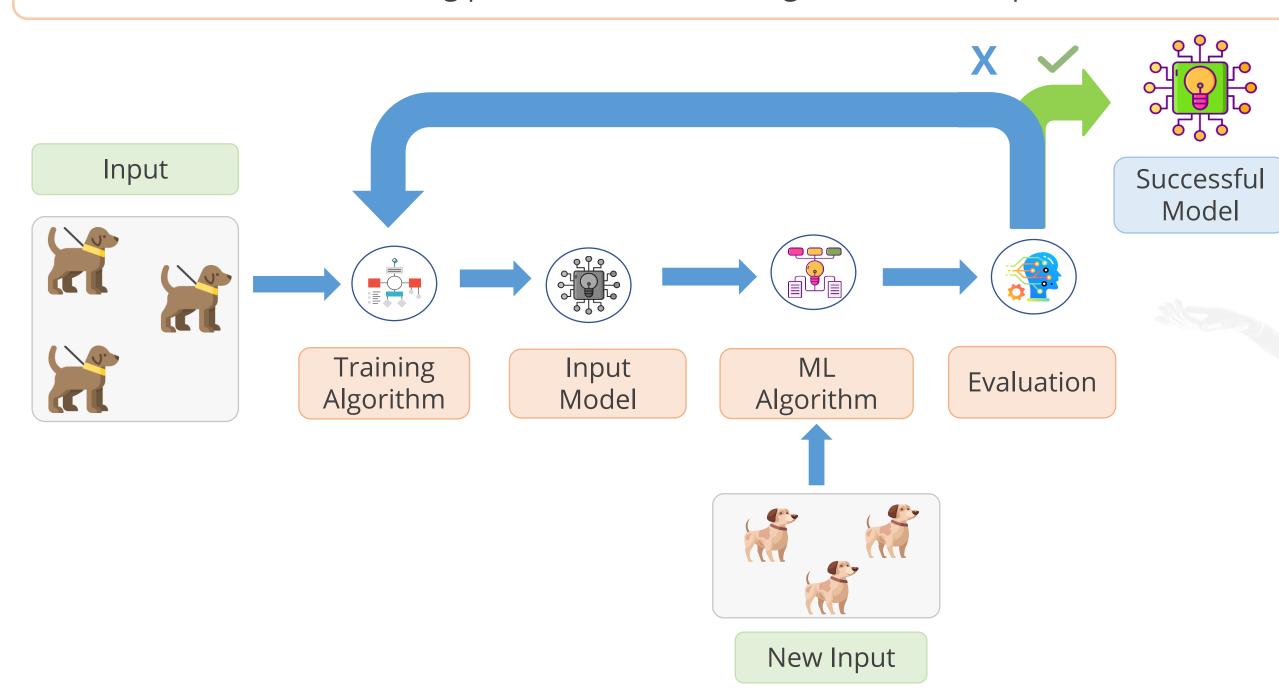
### Why Machine Learning?



- It aids in the understanding of business operational patterns and the development of new products for businesses.
- Many businesses utilize machine learning in manufacturing to reduce cost, improve quality control, and streamline supply chains.

#### **Machine Learning: Process Flow**

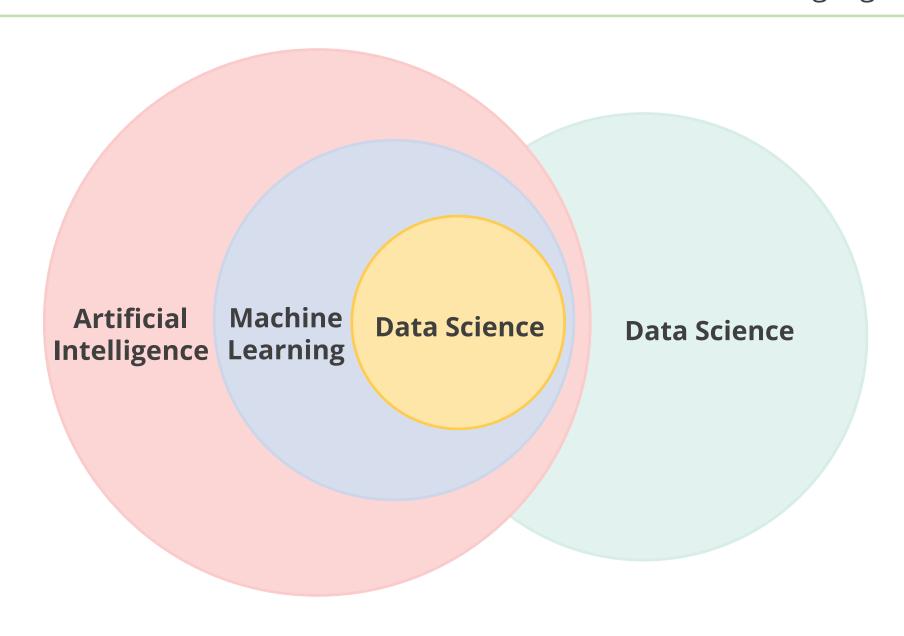
The machine learning process has several stages which are depicted below:



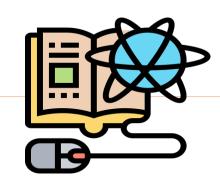
### Relationship Between Data Science and Machine Learning

Data Science and Machine Learning go hand in hand.

Data Science aids in the evaluation of data for Machine Learning algorithms.



### **Large-Scale Machine Learning**



Large-scale machine learning requires a vast amount of data with many training features or classes.

### **Large-Scale Machine Learning: Tools**

There are various large-scale machine learning tools in the market, such as:



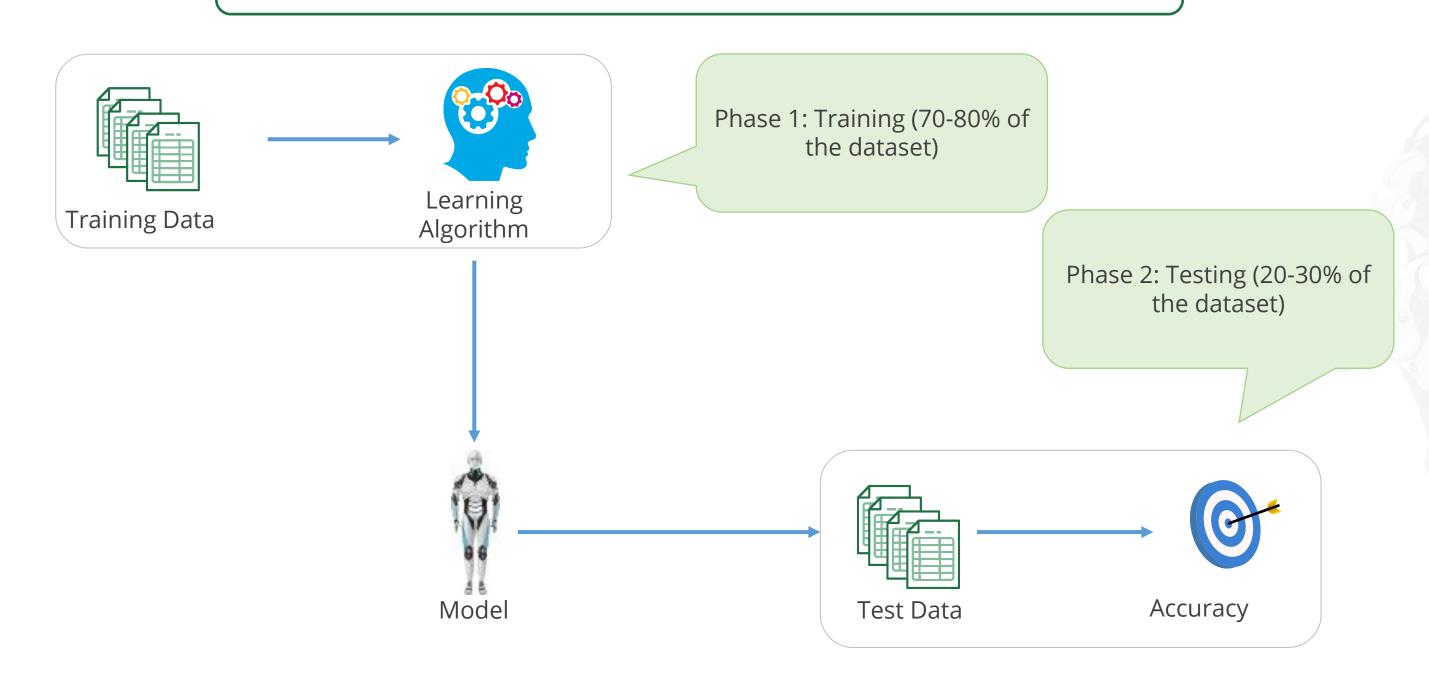


**Machine Learning Implementation** 



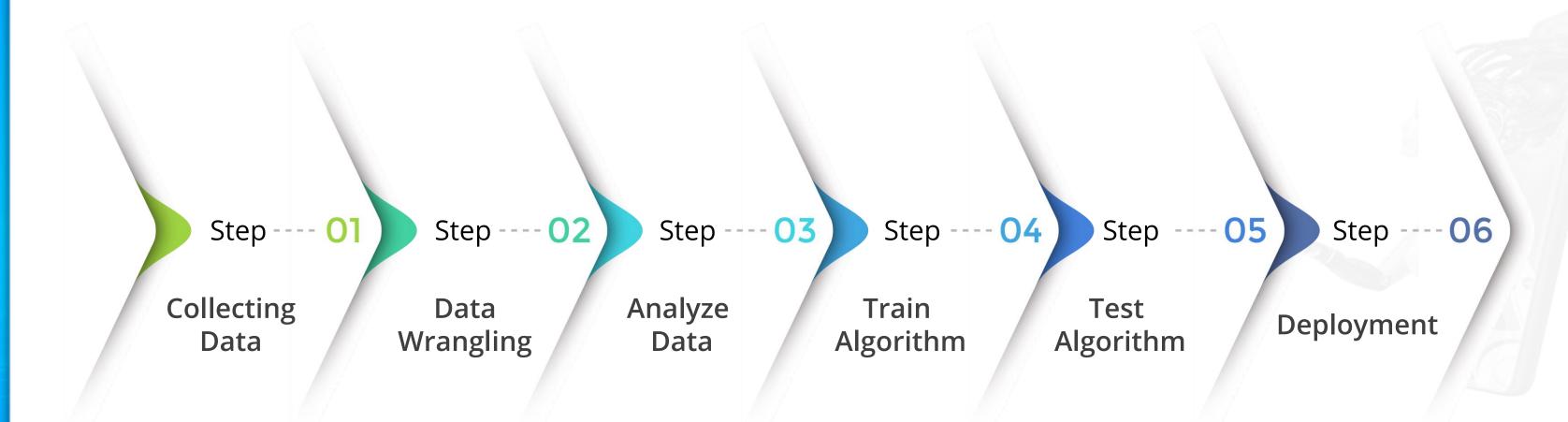
### **Phases of Machine Learning**

Machine learning has several phases which are depicted below:



### **Phases of Machine Learning**

The detailed steps involved in the machine learning phases are:





**Applications of Machine Learning** 

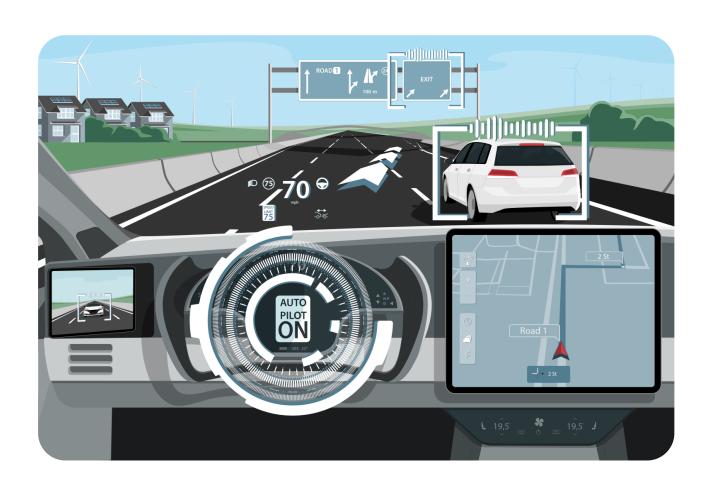


### **ML Application: Fraud Detection**



- Banking institutions use machine learning to detect fraud.
- It is valuable to the organization that processes credit card transactions.
- According to the company's standards, the machine learning algorithm is trained to detect transactions that appear to be fraudulent.

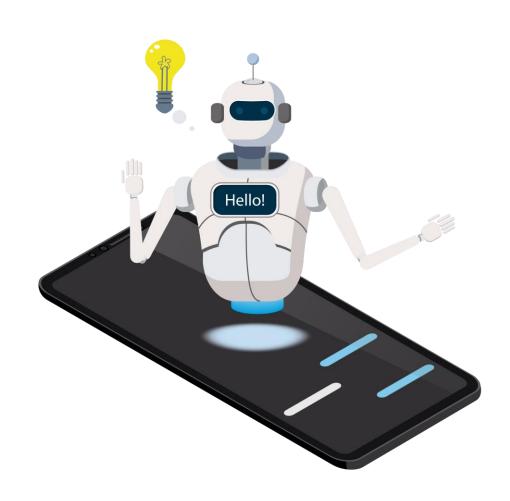
#### **ML Application: Self-Driving Cars**



- Machine learning algorithms are trained on real-life datasets to enable self-driving cars to make decisions.
- Self-driving cars utilize machine learning algorithms for the following tasks:
  - Identifying objects in the environment
  - Calculating the distance between the car in front
  - Determining the location of the pavement and traffic signals
  - Assessing the driver's state
  - Performing scene classification



#### **ML Application: Smart Phones**



- Machine Learning is also used in mobile applications to provide intelligent features.
- Some of the applications of machine learning in smartphone devices are:
  - The voice assistant that sets the alarm and finds the finest restaurants.
  - The basic use case of unlocking the phone using face recognition.

### **ML Application: Healthcare**



- Women's mammography scans can also be reviewed for cancer prediction using computerassisted diagnosis (CAD), a machine learning application.
- Machine learning aids in treatment planning and delivery, resulting in improved results, cheaper healthcare costs, and increased patient satisfaction.

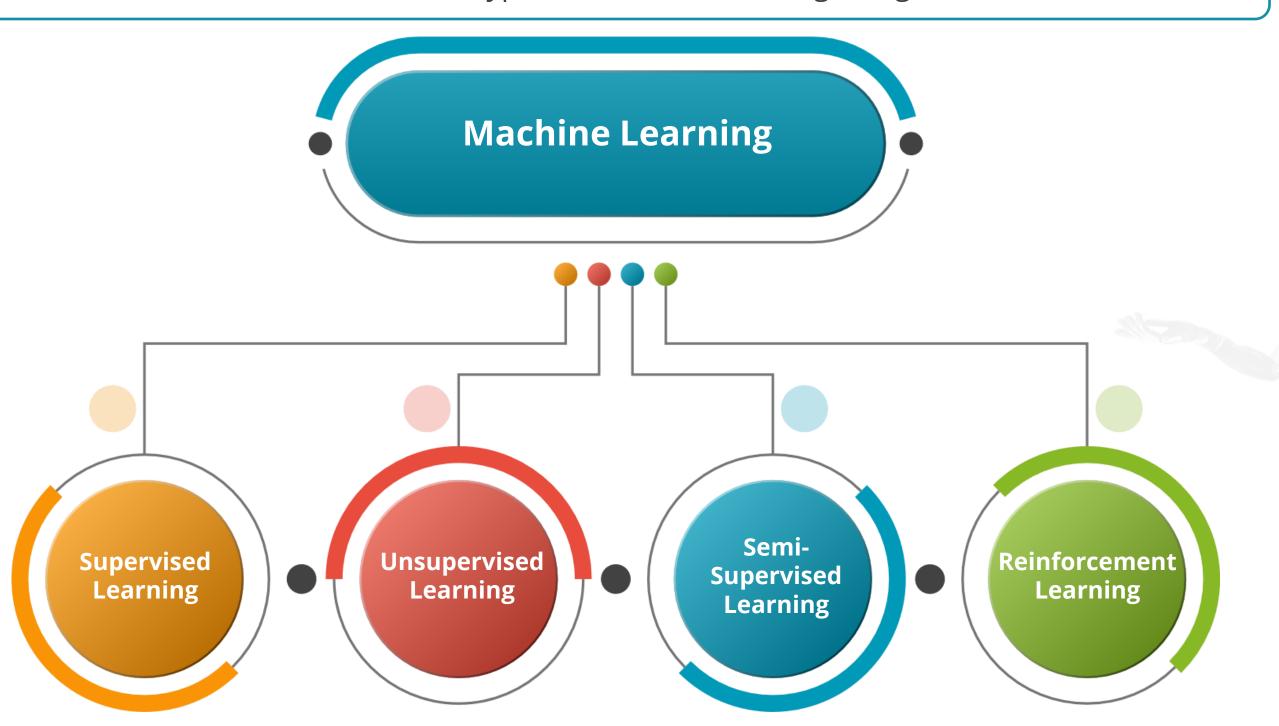


**Machine Learning Types** 



### **Types of Machine Learning**

There are four types of machine learning categories.



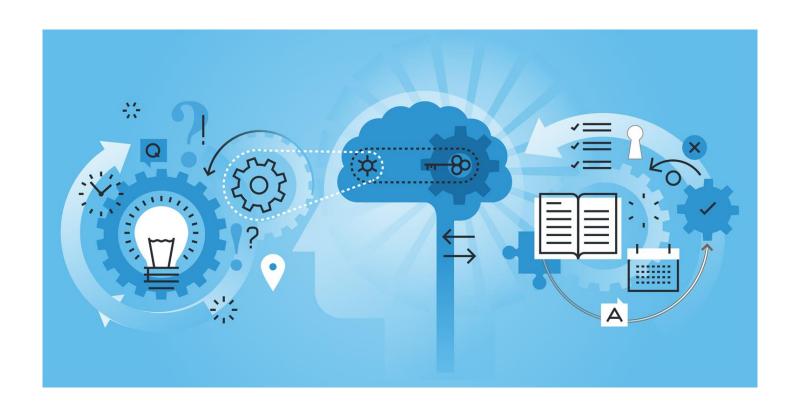


**Supervised Learning** 



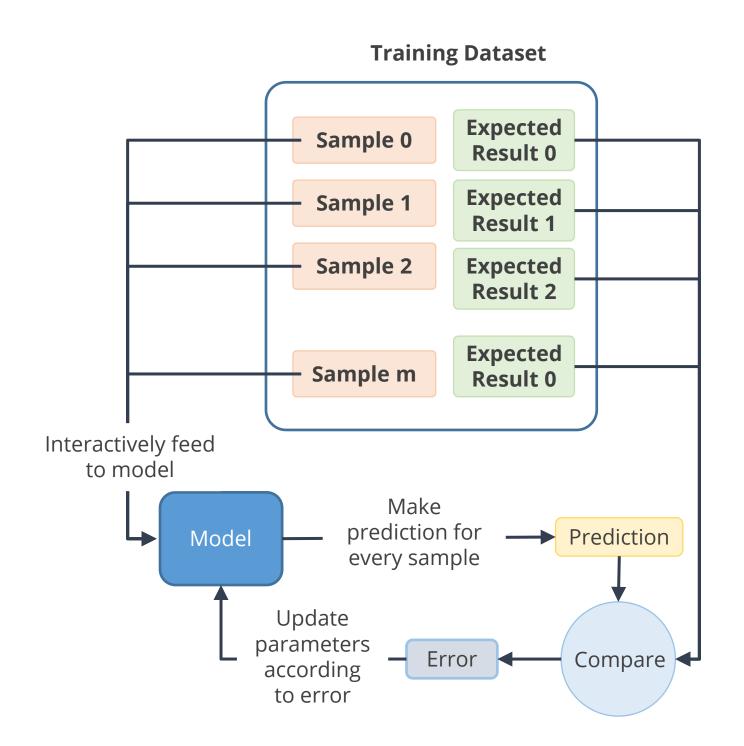
### **Supervised Learning**

Supervised learning is used to train models using labeled training data. It provides the ability to predict the output of future or unseen data.



The goal of a supervised learning algorithm is to discover a mapping function that translates the input variable (x) to the output variable (y).

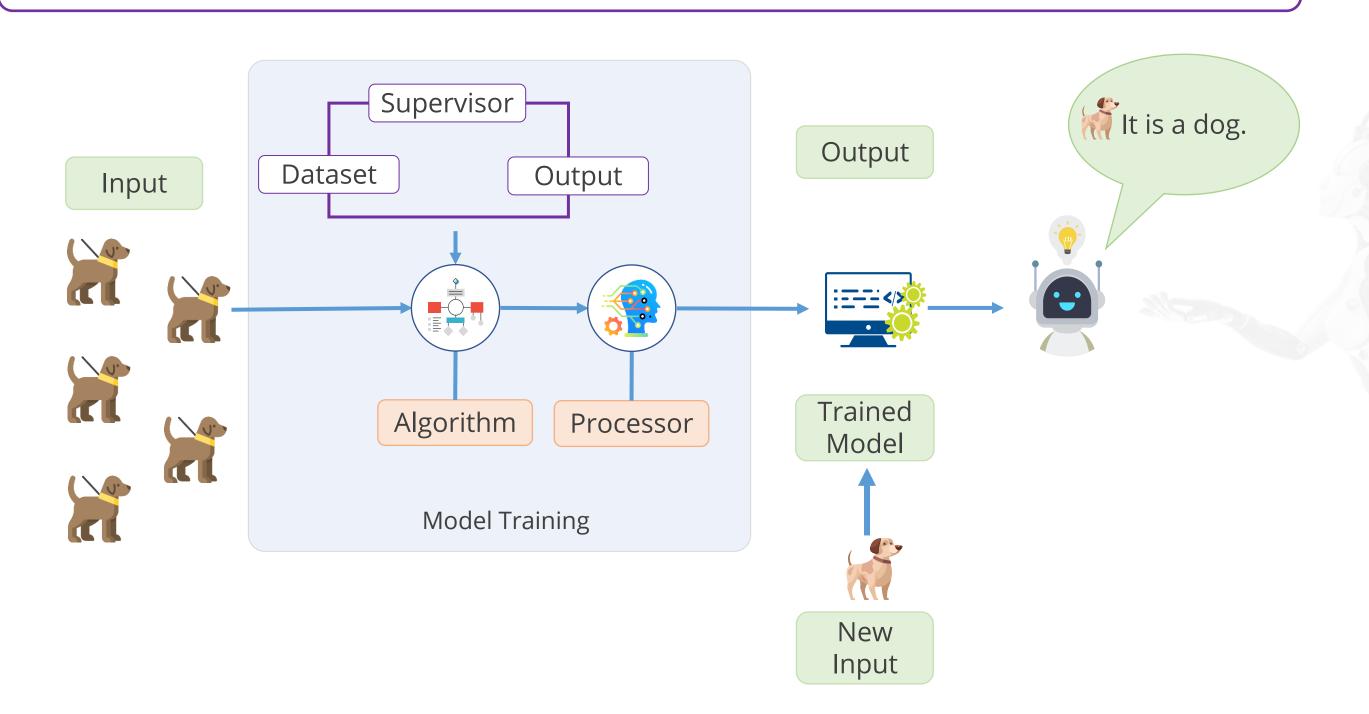
#### **Supervised Learning: Process Flow**



- The input-output pairs should make up the required dataset.
- Each pair consists of a data sample for prediction and a label for the expected outcome.
- The human supervisor is responsible for assigning labels to the data in the machine learning process.

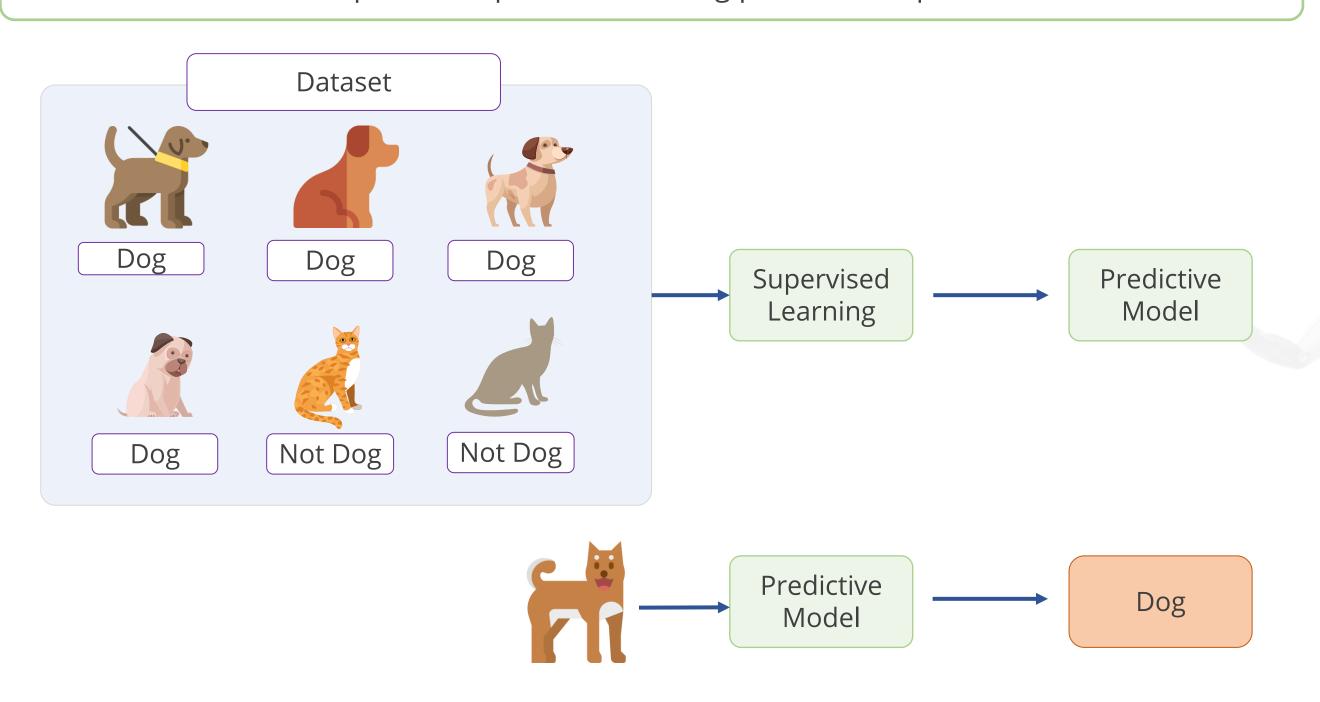
#### **Supervised Learning: Process Flow**

The supervised learning process has several stages which are depicted below:

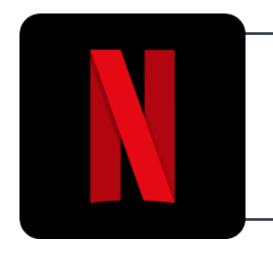


### **Supervised Learning: Example**

An example of a supervised learning process is depicted below:



### **Supervised Learning: Example**



Netflix uses **supervised learning** algorithms to recommend shows for the users based on the viewing history and ratings by similar classes of users.

New input

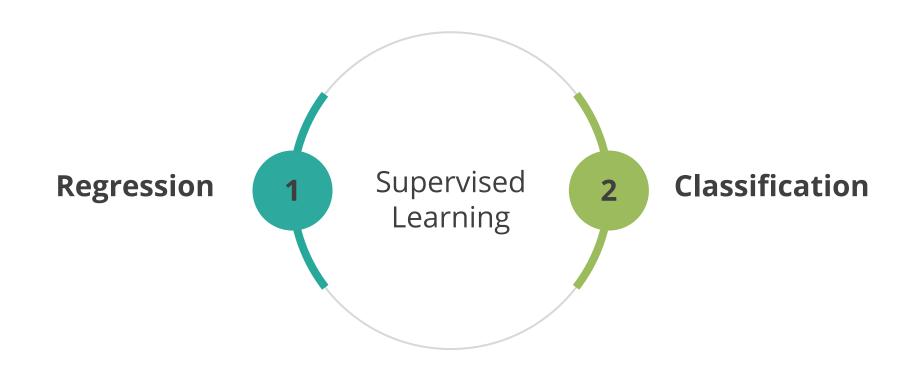


Algorithms trained on historical data

Predicted outcome

# **Types of Supervised Learning**

In supervised learning, an algorithm is selected based on the target variable.

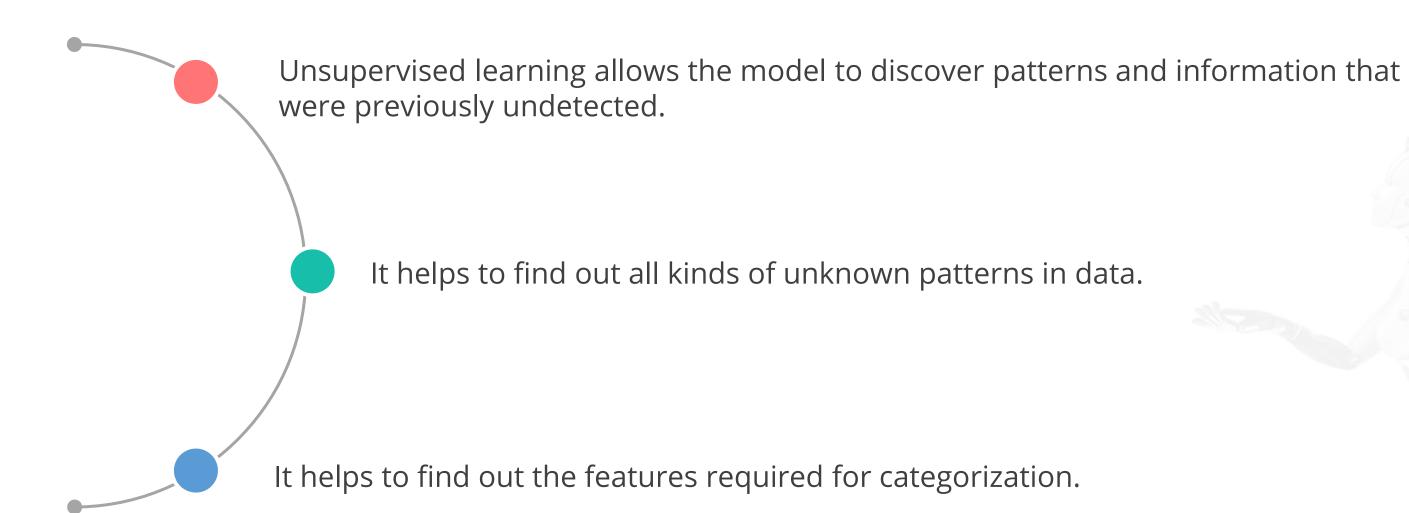




**Unsupervised Learning** 



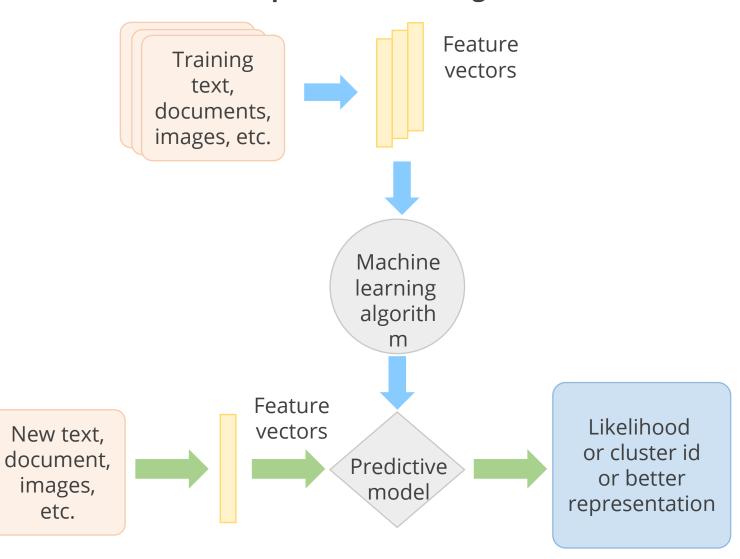
# **Unsupervised Learning**



## **Unsupervised Learning: Process Flow**

There are no labels on the data. The machine learning algorithm searches for the patterns it can detect.

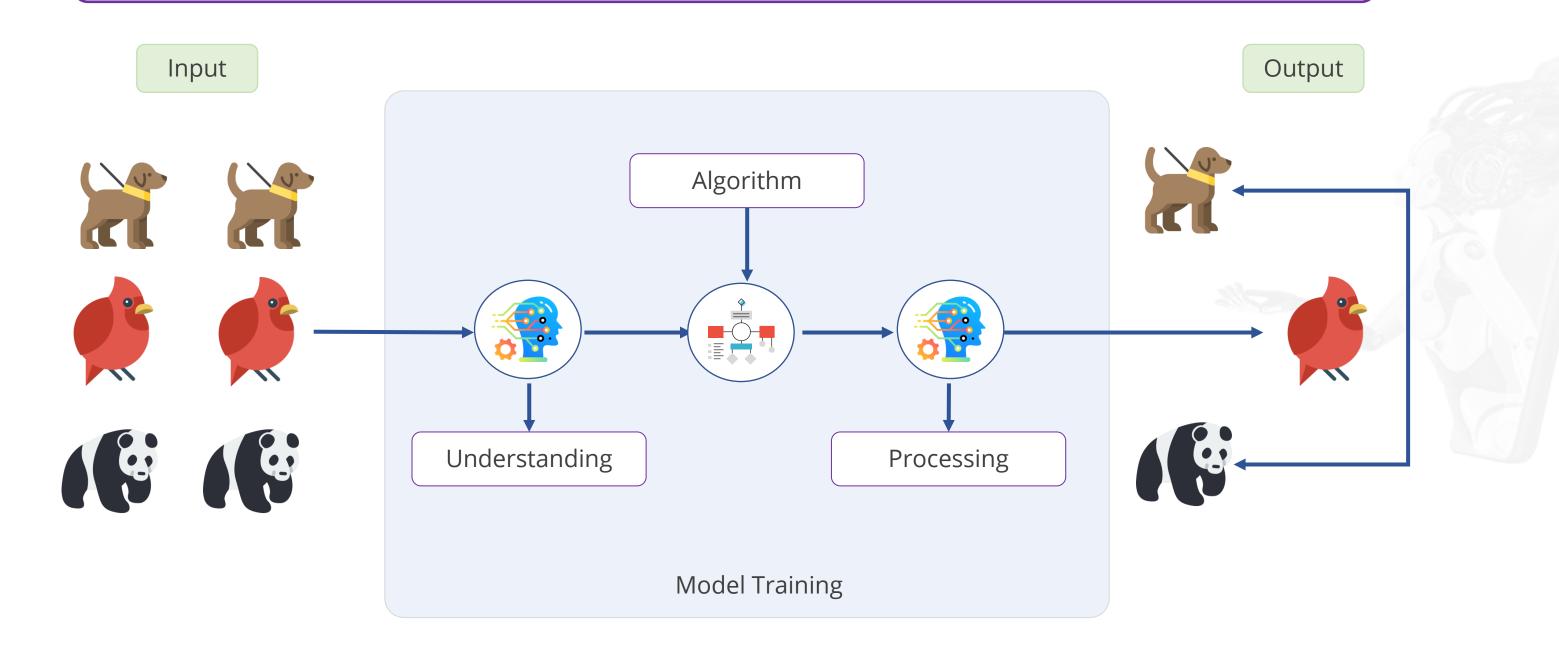
#### **Unsupervised Learning Model**





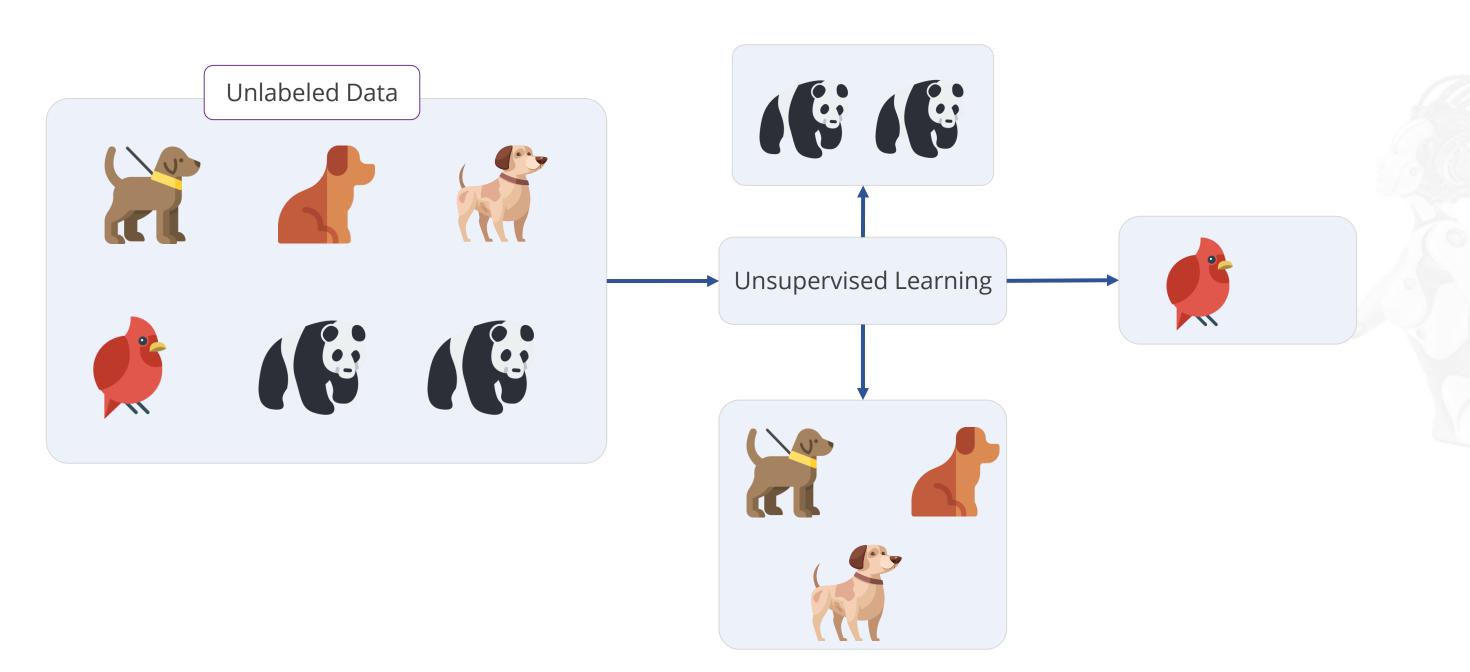
# **Unsupervised Learning: Process Flow**

The unsupervised learning process has several stages which are depicted below:

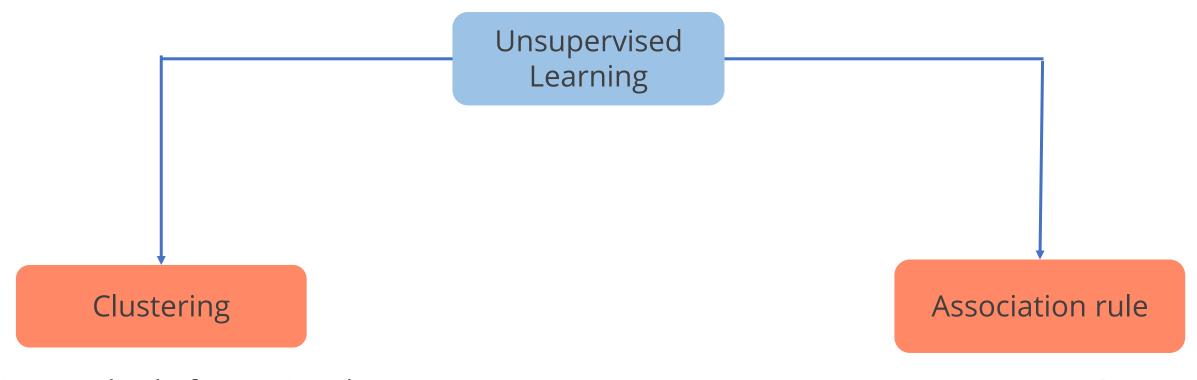


# **Unsupervised Learning: Example**

An example of unsupervised learning process is depicted below:



# **Types of Unsupervised Learning**



- It is a method of grouping the objects into a cluster.
- The grouping is done in such a way that objects with the most similarities remain in a group and objects with no or fewer similarities are placed in another group.

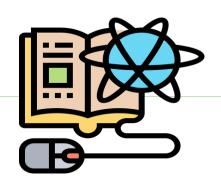
- It is used to find out the relationships between the variables in the large databases.
- For example, people that buy a new home are most likely to buy new furniture.



Semi-Supervised Learning



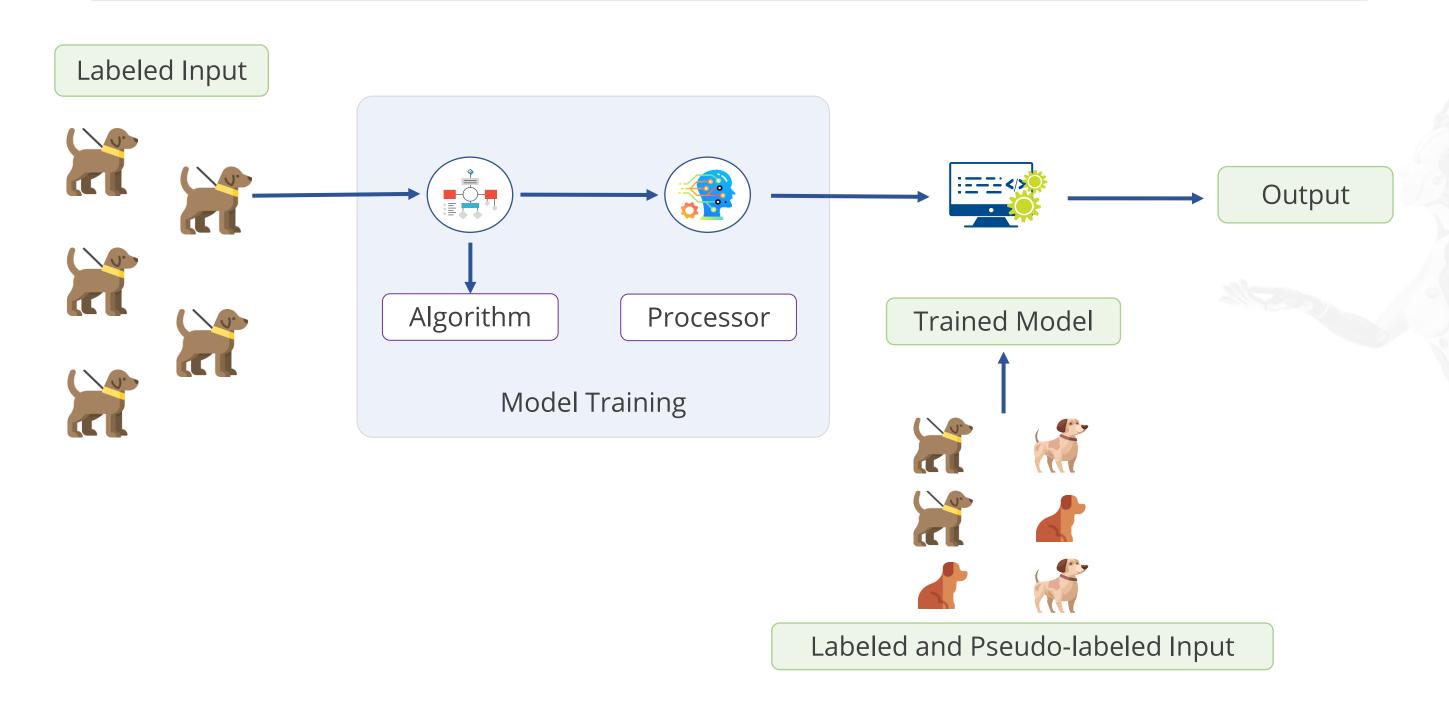
# **Semi-Supervised Learning**



- Semi-supervised learning is a machine learning technique that falls between supervised and unsupervised learning. During the training stage, it utilizes a combination of labeled and unlabeled datasets.
- This sort of learning problem is difficult to solve since neither supervised nor unsupervised learning algorithms can effectively use a mixture of labeled and unlabeled data. As a result, specialized semi-supervised learning algorithms are required.

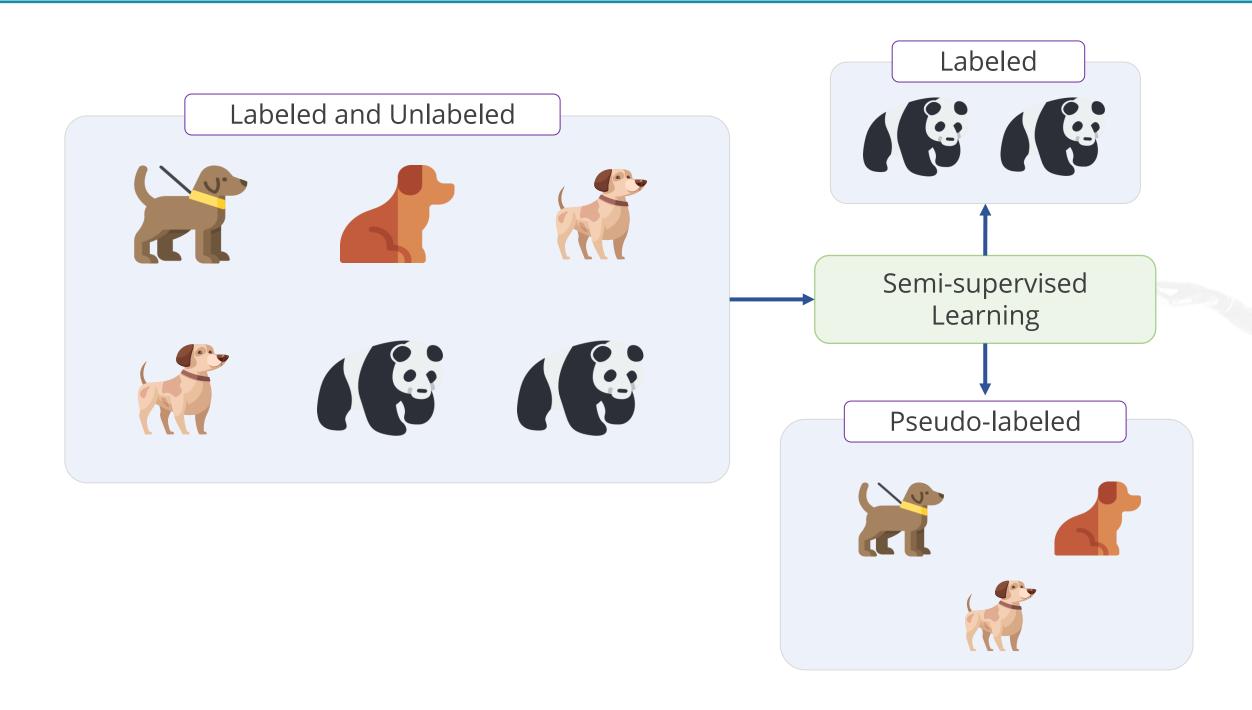
#### **Semi-Supervised Learning: Process Flow**

The semi-supervised learning process has several stages which are depicted below:



# Semi-supervised Learning: Example

An example of semi-supervised learning process is depicted below:



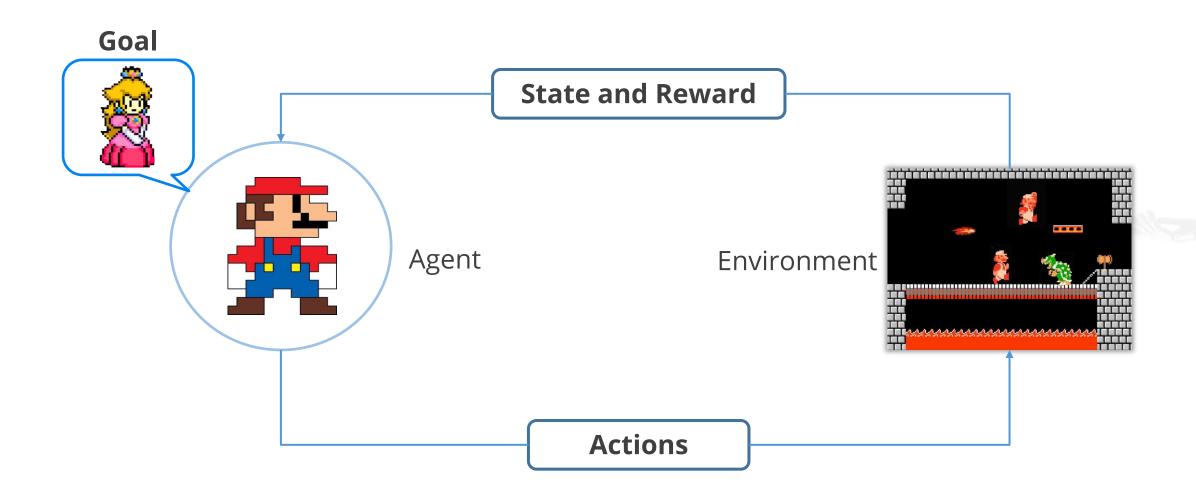


Reinforcement Learning



# **Reinforcement Learning**

Reinforcement learning agents are goal-oriented. They learn by trial and error in an environment that provides rewards or penalties in response to the agents' outputs.

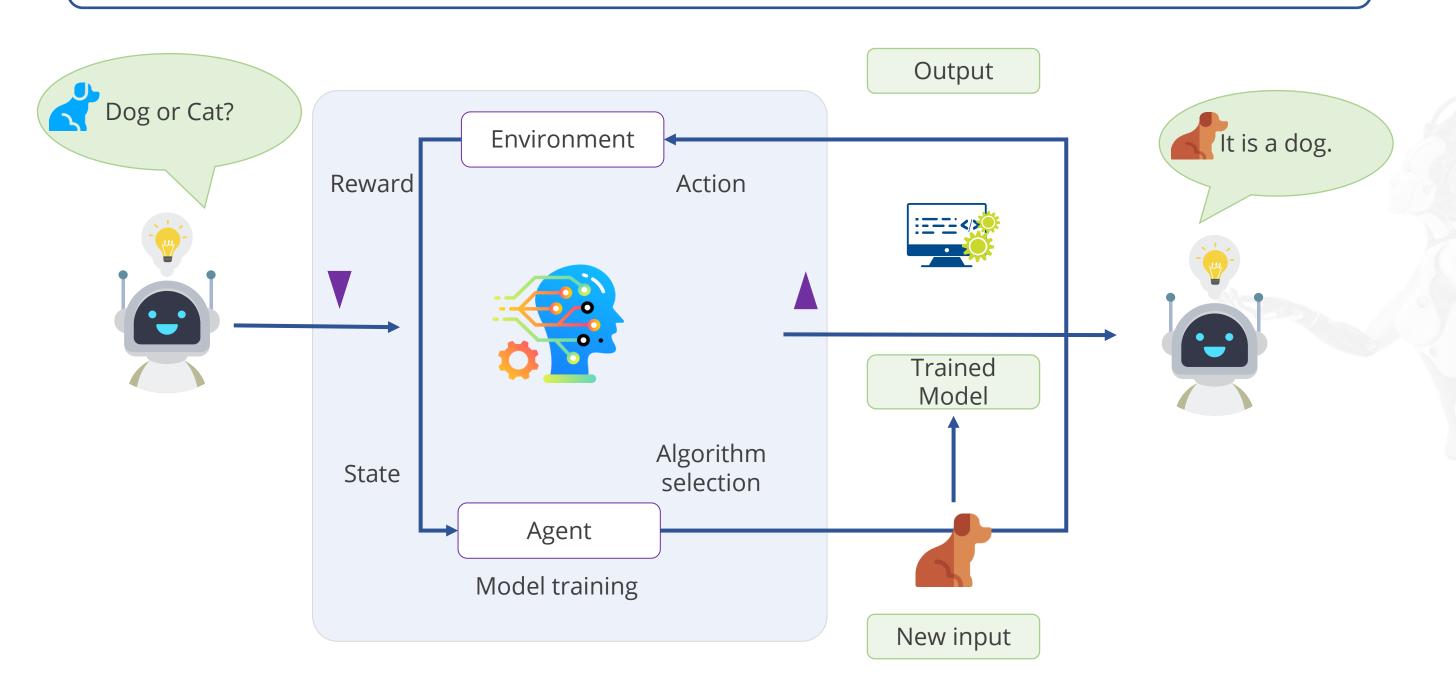


The aim is to find the best path that maximizes the likelihood of winning a reward.



# **Reinforcement Learning: Process Flow**

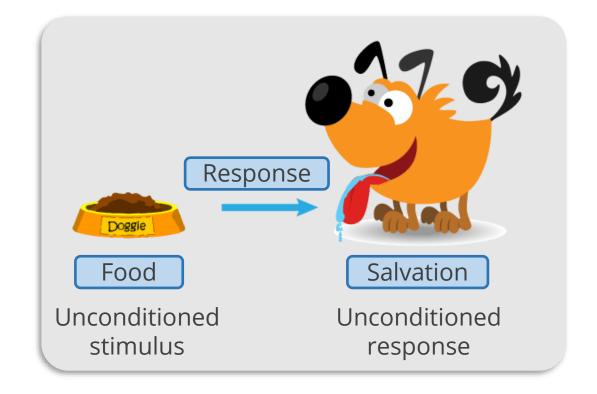
The reinforcement learning process has the following stages:



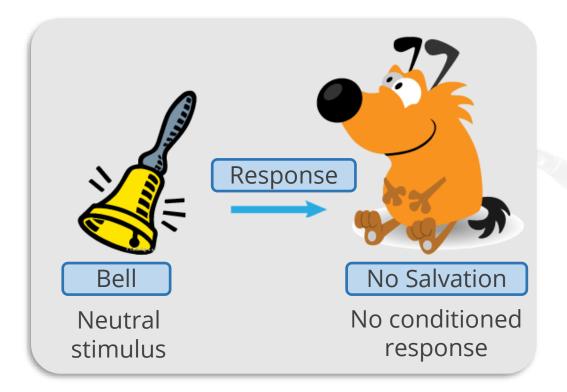
# Reinforcement Learning: Example

An example of reinforcement learning process is depicted below:

#### 1. Before conditioning



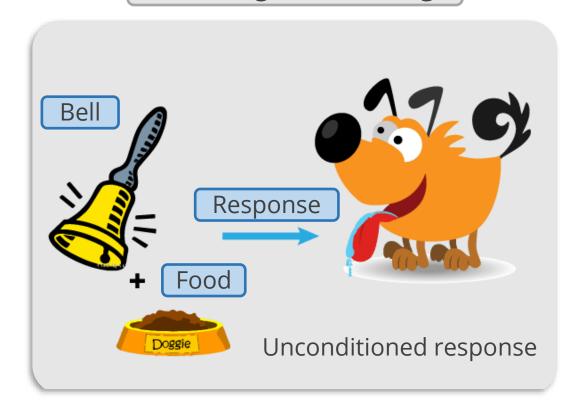
#### 2. Before conditioning



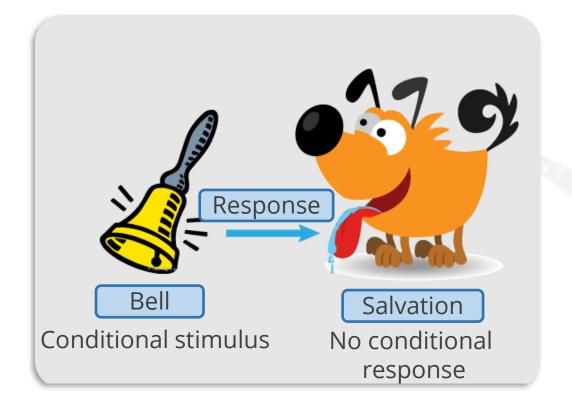
# Reinforcement Learning: Example

An example of reinforcement learning process is depicted below:

3. During Conditioning

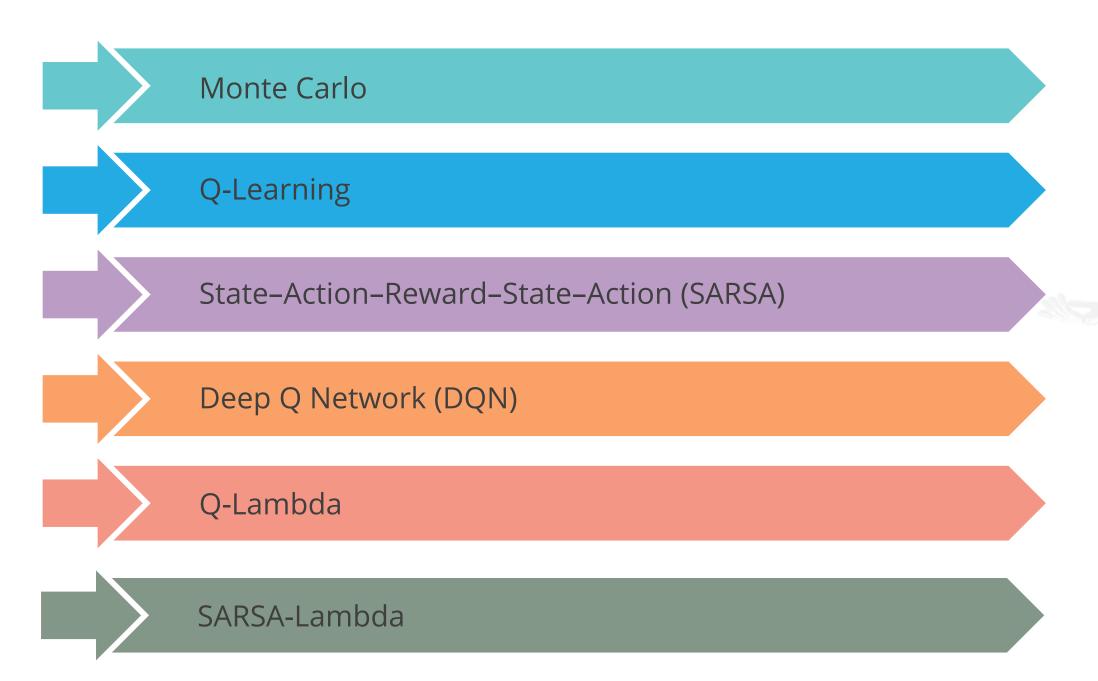


4. After Conditioning



# **Reinforcement Learning: Algorithms**

A list of reinforcement machine learning algorithms includes:





Machine Learning Use Case: Face Detection



#### **Face Detection with ML**



- Face detection is one of the most famous applications of supervised machine learning.
- The process of an algorithm learning from a training dataset is referred to as supervised learning since the procedure may be compared to a teacher supervising the learning process.

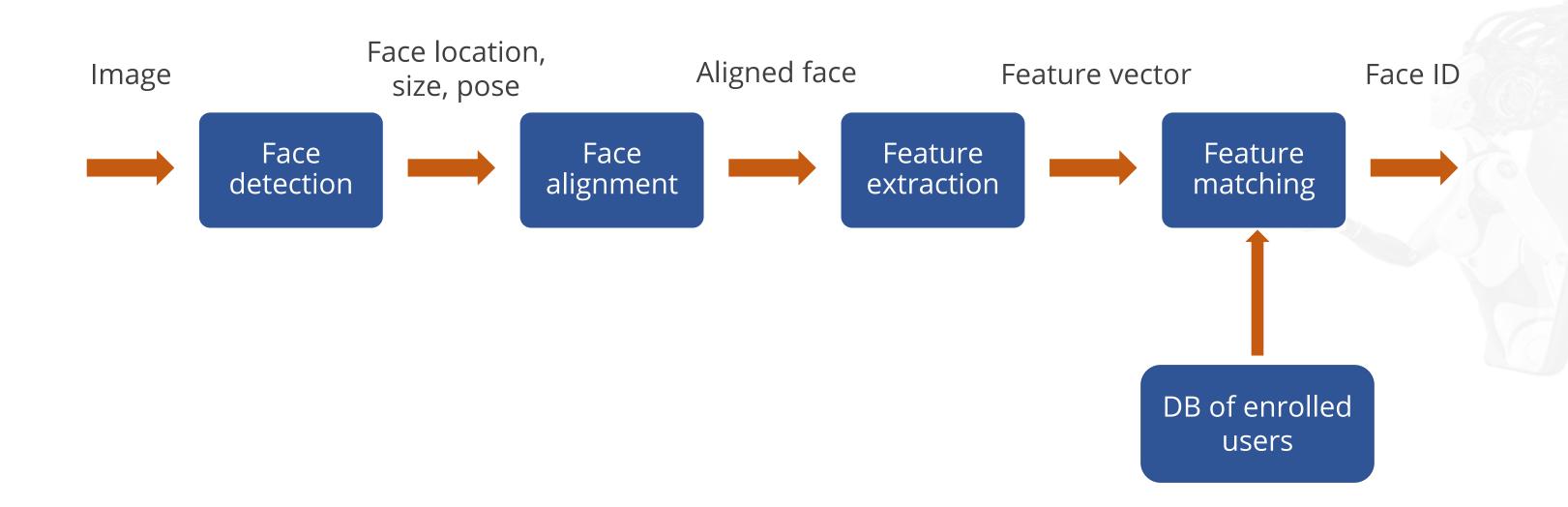
#### **Face Detection with ML**



- The learning algorithm receives a set of inputs along with the corresponding correct outputs, and it learns by comparing its actual output to the correct output in order to find errors.
- It then modifies the model accordingly using classification, regression, prediction, and gradient boosting techniques.
- Supervised learning uses patterns to predict the label values on additional unlabeled data.

#### **Face Detection with ML: Process Flow**

The ML model for face detection has the following stages:

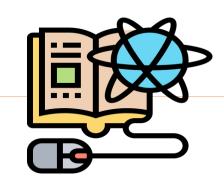




Introduction to Spark ML



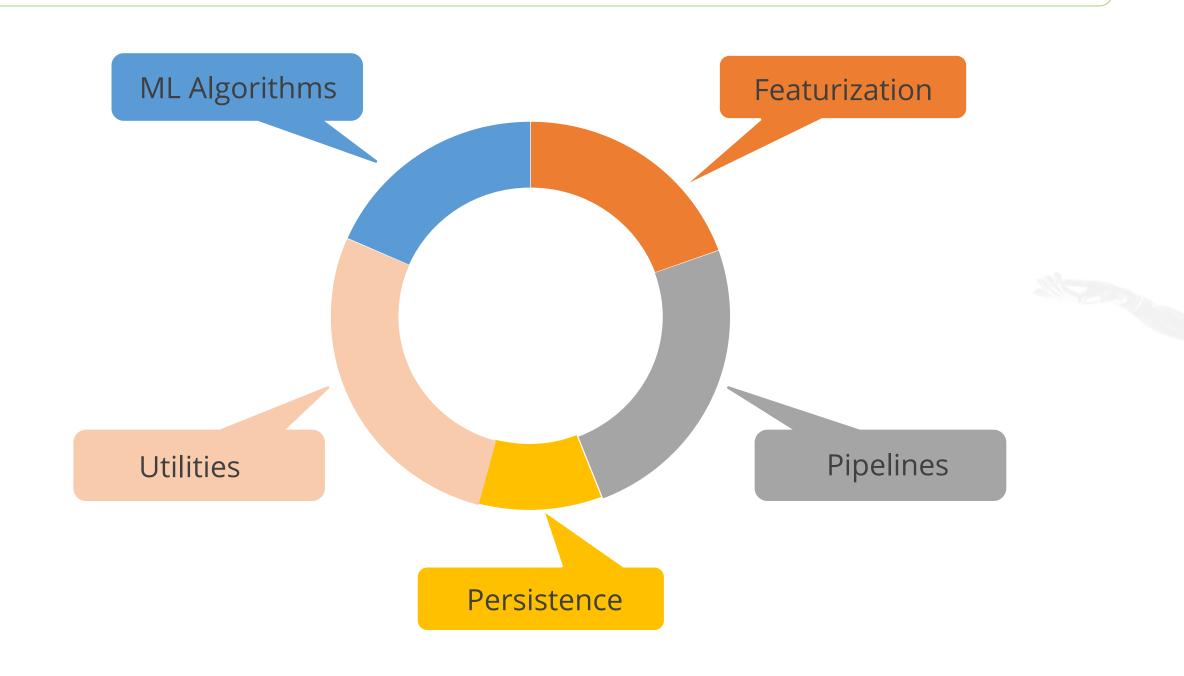
# **Spark ML**



MLlib is a scalable machine learning library for Spark consisting of common learning algorithms, tools, and optimization primitives.

# **Spark ML: Tools**

SparkML comprises the following five major tools:



# **Spark ML: Algorithms**

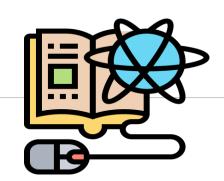
The **MLlib** library of SparkML consists of various ML algorithms and utilities.





**ML Pipeline** 

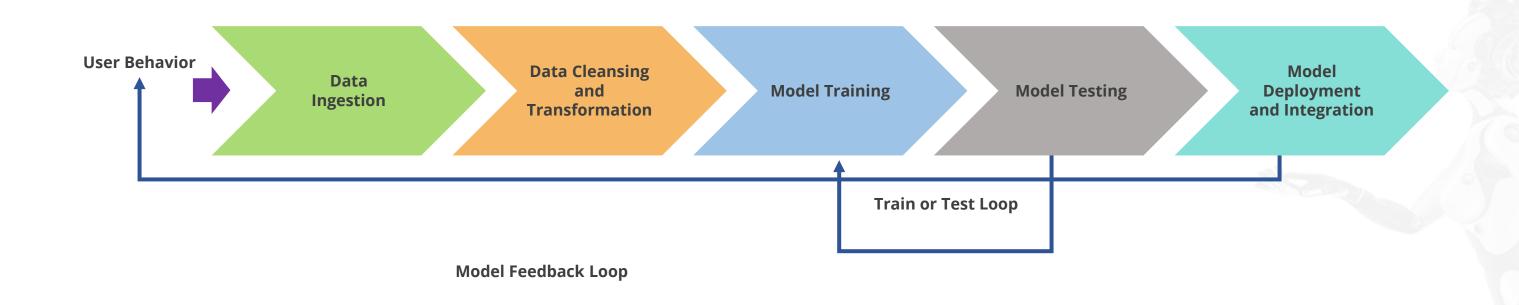
#### **ML Pipeline**



- A machine learning pipeline is used to assist in the automation of machine learning workflows. They work by enabling a sequence of data to be transformed and correlated in a model that can be tested and evaluated to achieve a positive or negative outcome.
- Machine learning (ML) pipelines are made up of a series of sequential steps that handle everything from data extraction and preprocessing to model training and deployment.

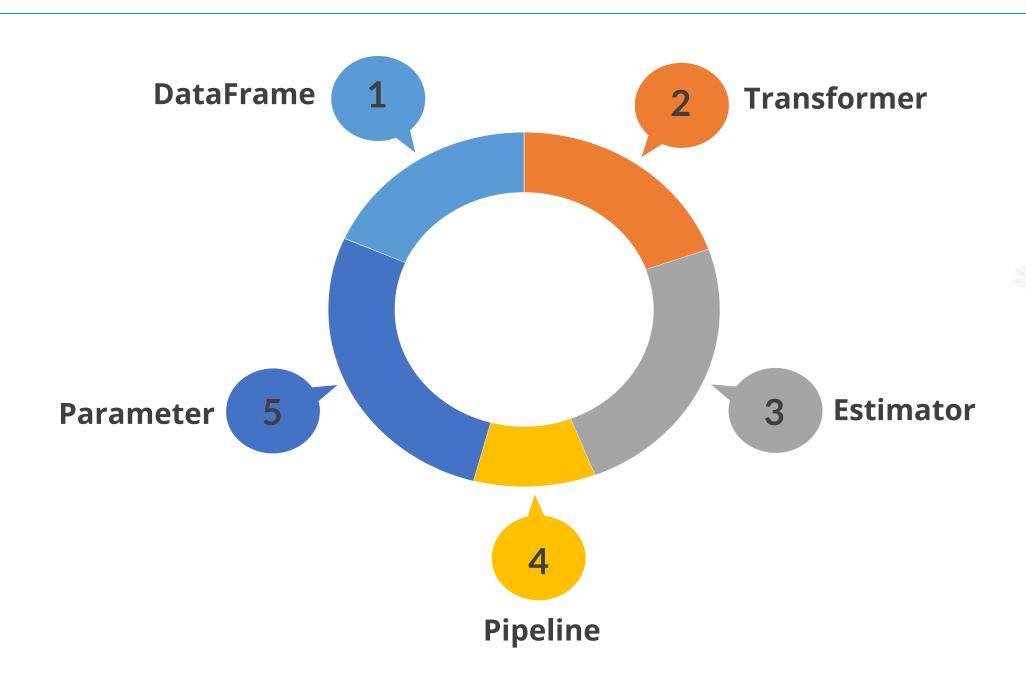
# **ML Pipeline: Process Flow**

Machine learning (ML) pipelines consist of several steps to train a model.



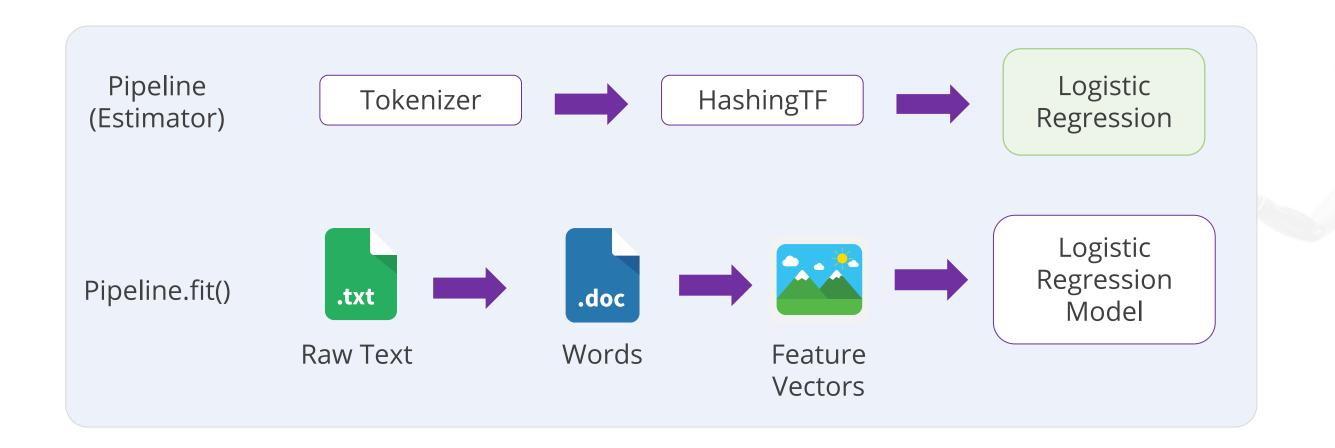
# **ML Pipeline: APIs**

ML Pipelines offer a consistent collection of high-level APIs that assist users in creating and tuning practical machine learning pipelines.



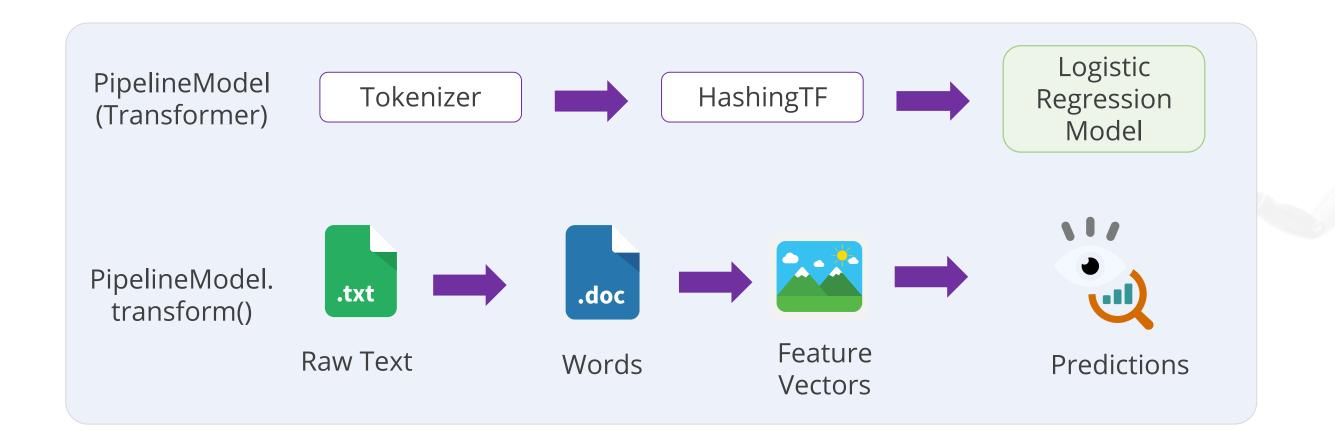
## **ML Pipeline: Workflow**

A pipeline is viewed as a sequence of stages, each of which is either a transformer or an estimator.



## **ML Pipeline: Workflow**

A pipeline is viewed as a sequence of stages, each of which is either a transformer or an estimator.





**Machine Learning Examples** 



The format for the customer data is shown below:

+	+-		+	+
label Avg	Session Length	Γime on App	Time on Website Lengt	h of Membership
+	+-		+	+
587.951054	34.49726773	12.65565115	39.57766802	4.082620633
392.2049334	31.92627203	11.10946073	37.26895887	2.664034182
487.5475049	33.00091476	11.33027806	37.11059744	4.104543202
581.852344	34.30555663	13.71751367	36.72128268	3.120178783
599.406092	33.33067252	12.79518855	37.5366533	4.446308318
637.1024479	33.87103788	12.02692534	34.47687763	5.493507201
521.5721748	32.0215955	11.36634831	36.68377615	4.685017247
549.9041461	32.73914294	12.35195897	37.37335886	4.434273435
570.200409	33.9877729	13.38623528	37.53449734	3.273433578

**Input:** Customer Data



This example shows how to train a linear regression model.

#### Example

```
from pyspark.ml.feature import VectorAssembler
from pyspark.ml.regression import LinearRegression
from pyspark.sql import SparkSession
from pyspark.sql import functions as F
spark = SparkSession \
    .builder \
    .appName("LinReg Example") \
    .getOrCreate()
ecommDF = spark.read.option("header", "true") \
    .option("inferSchema", "true") \
    .csv("../data-files/customers-ml/EcommerceCustomers.csv")
```



#### **Example (Continued/...)**

```
ecommDF1 = ecommDF.select(F.col("Yearly Amount Spent").alias("label"), F.col("Avg Session
Length"), F.col("Time on App"), F.col("Time on Website"), F.col("Length of Membership"))
inputCols = ["Avg Session Length", "Time on App", "Time on Website", "Length of Membership"]
assembler = VectorAssembler().setInputCols(inputCols).setOutputCol("features")
ecommDF2 = assembler.transform(ecommDF1).select(F.col("label"), F.col("features"))
ecommDF2.show(10, False)
```



#### **Output:**

```
label
            features
587.951054 [34.49726773,12.65565115,39.57766802,4.082620633]
392.2049334 [31.92627203,11.10946073,37.26895887,2.664034182]
487.5475049 [33.00091476,11.33027806,37.11059744,4.104543202]
581.852344 [34.30555663,13.71751367,36.72128268,3.120178783]
599.406092 [33.33067252,12.79518855,37.5366533,4.446308318]
637.1024479[[33.87103788,12.02692534,34.47687763,5.493507201]
521.5721748 [32.0215955,11.36634831,36.68377615,4.685017247]
549.9041461|[32.73914294,12.35195897,37.37335886,4.434273435]
570.200409 [33.9877729,13.38623528,37.53449734,3.273433578]
427.1993849 [31.93654862,11.81412829,37.14516822,3.202806072]
only showing top 10 rows
```

```
#Create an object of LinearRegression
lr = LinearRegression()

#Provide the training data
lrModel = lr.fit(ecommDF2)

print("\n\nCoefficients:" + str(lrModel.coefficients) + "\n\nIntercept:" +
str(lrModel.intercept))
```

#### **Output:**

```
Coefficients:[25.734271083497525,38.70915381360397,0.4367388283127819,61.57732374979357]
Intercept:-1051.5942549969473
```

# **ML Example: Linear Regression**

```
#Print the model training summary
trainingSummary = lrModel.summary
print("\n\nModel Summary:\n")
print("numIterations: " + str(trainingSummary.totalIterations) + "\n")
print("objectiveHistory: " + str(trainingSummary.objectiveHistory) + "\n")
trainingSummary.residuals.show(5)
print("\n\n")
```

#### **Output:**

```
Model Summary:
numIterations: 0
objectiveHistory: [0.0]
```

# **ML Example: Linear Regression**

#### **Output:**

```
+-----+
| residuals|
+-----+
| -6.788234207763367|
| 11.841128372827995|
|-17.652627154231084|
| 11.454889368172758|
| 7.783382546060011|
+-----+
only showing top 5 rows
```

# **ML Example: Linear Regression**

```
#Model Evaluation
print("\n\nModel Summary:\n")
print("RMSE: " + str(trainingSummary.rootMeanSquaredError)+"\n")
print("MSE: " + str(trainingSummary.meanSquaredError)+"\n")
print("r2: " + str(trainingSummary.meanSquaredError)+"\n\n")
```

#### **Output:**

Model Summary: RMSE: 9.923256786178925 MSE: 98.47102524444608

r2: 98.47102524444608

This example shows how to train binomial and multinomial logistic regression models for binary classification with elastic net regularization. Here, the elasticNetParam corresponds to  $\alpha$  and the regParam corresponds to  $\alpha$ .

# Example from pyspark.ml.classification import LogisticRegression from pyspark.sql import SparkSession spark = SparkSession \ .builder \ .appName("LogReg Example") \ .getOrCreate() training = spark.read.format("libsvm") \ .load("../data-files/logistic-regression/sample libsvm data.txt")

```
#Create an object of the logistic regression model

lr = LogisticRegression(maxIter=10, regParam=0.3, elasticNetParam=0.8)

#Fit the model

lrModel = lr.fit(training)

#Print the coefficients and intercept for logistic regression

print("\n\nCoefficients: " + str(lrModel.coefficients) + "\n")

print("Intercept: " + str(lrModel.intercept) + "\n\n")
```

#### **Output:**

Coefficients: (692,[244,263,272,300,301,328,350,351,378,379,405,406,407,428,4 33,434,455,456,461,462,483,484,489,490,496,511,512,517,539,540,568],[-7.35398 3524188241e-05,-9.102738505589566e-05,-0.0001946743054690423,-0.0002030064247 3486603,-3.147618331486458e-05,-6.842977602660821e-05,1.5883626898236275e-05,1.4023497091368928e-05,0.0003543204752496838,0.00011443272898171099,0.0001001 6712383666487,0.0006014109303795511,0.0002840248179122765,-0.0001154108473650 8905,0.000385996886312906,0.0006350195574241097,-0.00011506412384575733,-0.00 01527186586498689,0.0002804933808994214,0.0006070117471191665,-0.000200845966 3247435,-0.00014210755792901347,0.0002739010341160883,0.0002773045624496811,-9.838027027269408e-05,-0.00038085224435175833,-0.00025315198008554285,0.00027 74771477075434,-0.00024436197639191286,-0.0015394744687597679,-0.000230733284 11330604])

Intercept: 0.22456315961250245

# #Using multinomial family for binary classification mlr = LogisticRegression(maxIter=10, regParam=0.3, elasticNetParam=0.8, family="multinomial") #Fit the model mlrModel = mlr.fit(training)

print("\n\nMultinomial coefficients: " + str(mlrModel.coefficientMatrix) + "\n")

print("Multinomial intercepts: " + str(mlrModel.interceptVector) + "\n\n")

#### **Output:**

```
Multinomial coefficients: 2 X 692 CSRMatrix
(0,244) 0.0
(0,263) 0.0001
(0,272) 0.0001
(0,300) 0.0001
(0,350) -0.0
(0,351) -0.0
(0,378) -0.0
(0,379) -0.0
(0,405) -0.0
(0,406) -0.0006
(0,407) -0.0001
(0,428) 0.0001
(0,433) - 0.0
(0,434) -0.0007
(0,455) 0.0001
(0,456) 0.0001
Multinomial intercepts: [-0.12065879445860596,0.12065879445860596]
```

The format for the vehicle data is shown below:

dt,lat,lon,base

04-01-2014 00:11,40.769,-73.9549,B02512

04-01-2014 00:17,40.7267,-74.0345,B02512

04-01-2014 00:21,40.7316,-73.9873,B02512

04-01-2014 00:28,40.7588,-73.9776,B02512

04-01-2014 00:33,40.7594,-73.9722,B02512

04-01-2014 00:33,40.7383,-74.0403,B02512

04-01-2014 00:39,40.7223,-73.9887,B02512

04-01-2014 00:45,40.762,-73.979,B02512

04-01-2014 00:55,40.7524,-73.996,B02512

04-01-2014 01:01,40.7575,-73.9846,B02512

Input: vehicle\_data.csv



This example shows how to perform classification using the kmeans clustering model.

#### **Example**

```
from pyspark.sql import SparkSession
from pyspark.ml.feature import VectorAssembler
from pyspark.ml.clustering import KMeans
from pyspark.sql.types import StructType, StructField, DoubleType, StringType, TimestampType
spark = SparkSession \
    .builder \
    .appName("K-Means Example") \
    .getOrCreate()
```



```
Example (Continued/...)
schema = StructType([
    StructField("dt", TimestampType(), True),
    StructField("lat", DoubleType(), True),
    StructField("lon", DoubleType(), True),
    StructField("base", StringType(), True)
tripDF = spark.read \
     .option("header", True) \
     .schema(schema) \
     .csv("../data-files/transport/vehicle-data.csv")
```

#### **Example (Continued/...)**

```
featureCols = ["lat", "lon"]
assembler = VectorAssembler() \
    .setInputCols(featureCols) \
    .setOutputCol("features")
```

```
#Transform the input dataframe using VectorAssembler
train_df = assembler.transform(tripDF)
train_df.show(10, False)
```

#### **Output:**



# **Example (Continued/...)** kmeans = KMeans(k=8, initMode='k-means||', featuresCol='features', predictionCol='cluster', maxIter=10) kmModel = kmeans.fit(train df) print("\n\nKMeans Cluster Centers: ") for center in kmModel.clusterCenters(): print(center) print("\n\n")

#### **Output:**

```
KMeans Cluster Centers:
[ 40.74866129 -73.98904373]
[ 40.77810344 -73.87209008]
[ 41.00389204 -73.73744751]
[ 40.65618264 -73.78139413]
[ 40.70061918 -74.20172325]
[ 40.70953786 -73.98922528]
[ 40.77697551 -73.96268636]
[ 40.86556678 -73.41761694]
```

# **Assisted Practice: Data Exploration**



**Duration:** 10 mins

**Problem Scenario:** Perform a data exploration and a descriptive analysis of the US companies' dataset

**Objective:** In this demonstration, you will explore different commands to perform data exploration and descriptive analysis in PySpark.

**Dataset Name: "Fortune 500 Companies US.csv"** 

#### Tasks to Perform:

Step 1: Create a directory named "ML" and upload the dataset into it

Step 2: Create a Spark Session, and then create a DataFrame from a CSV file to load data

Step 3: Print the loaded data and schema of DataFrame

Step 4: Perform descriptive analysis on data using describe command

Note: The solution to this assisted practice is provided under the course resources section.

simpl<sub>i</sub>learn

# **Key Takeaways**

- Apache Spark is an open-source unified analytics engine for large-scale data processing such as data engineering, data science, and machine learning on single-node machines or clusters.
- Analytics can be categorized as descriptive, predictive, and prescriptive analytics.
- Machine learning is a subset of artificial intelligence that uses historical data as input to predict new output values.
- Fraud detection, self-driving cars, smartphones, healthcare, and face detection are some of the trending applications of machine learning.

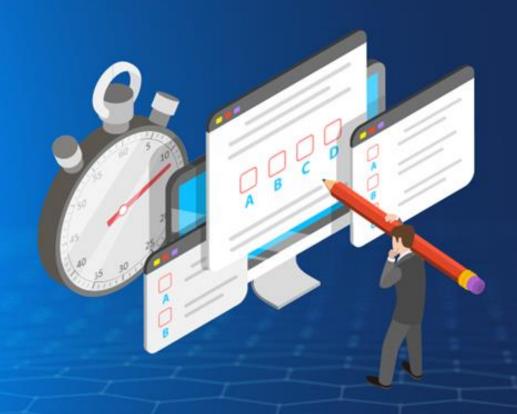


# **Key Takeaways**

- In supervised learning, an algorithm is selected based on the target variable.
- Unsupervised learning looks for previously undetected patterns.
- Semi-supervised learning is a machine learning technique that falls between supervised and unsupervised learning and utilizes a combination of labeled and unlabeled datasets.
- ML Pipeline operates by enabling a sequence of data to be transformed and correlated in a model that can be tested and evaluated to achieve a positive or negative outcome in order to assist in the automation of machine learning workflows.



# DATA AND ARTIFICIAL INTELLIGENCE



**Knowledge Check** 



### Which of the following skills are required to become a data scientist?

- A. Knowledge of Python and R
- B. Ability to work with unstructured data
- C. Experience in SQL
- D. All of the above





#### Which of the following skills are required to become a data scientist?

- A. Knowledge of Python and R
- B. Ability to work with unstructured data
- C. Experience in SQL
- D. All of the above



The correct answer is **D** 

Knowledge of Python and R, the ability to work with unstructured data, and experience in SQL are required to become a data scientist.



2

Which of the following types of analytics describes the past and answers the question, "What happened?"?

- A. Descriptive analytics
- B. Predictive analytics
- C. Prescriptive analytics
- D. None of the above





2

Which of the following types of analytics describes the past and answers the question, "What happened?"?

- A. Descriptive analytics
- B. Predictive analytics
- C. Prescriptive analytics
- D. None of the above



#### The correct answer is A

Descriptive analytics describes the past and answers the question, "What happened?".



3

Which machine learning algorithm develops a self-sustained system based on the interaction between the environment and the learning agent?

- A. Supervised learning
- B. Unsupervised learning
- C. Reinforcement learning
- D. None of the above





3

Which machine learning algorithm develops a self-sustained system based on the interaction between the environment and the learning agent?

- A. Supervised learning
- B. Unsupervised learning
- C. Reinforcement learning
- D. None of the above



The correct answer is **C** 

Reinforcement learning algorithm develops a self-sustained system based on the interaction between the environment and the learning agent.



Which MLlib algorithm is a statistical process for estimating the relationships among variables?

- A. Classification
- B. Regression
- C. Clustering
- D. Optimization





Which MLlib algorithm is a statistical process for estimating the relationships among variables?

- A. Classification
- B. Regression
- C. Clustering
- D. Optimization



The correct answer is **B** 

Regression algorithm is a statistical process for estimating the relationships among variables.



# **Lesson-End Project: Linear Regression with Real-world Dataset**

#### **Problem Scenario:**

Adam is working in an E-commerce company where customers can order products either from a mobile application or website. The company wants to know whether to focus its efforts on its mobile applications or website. Adam builds a model to analyze different features of customers in the real-world dataset and predict sales. He decided to use simple Linear Regression to perform this task.

**Objective:** The objective is to understand Spark Linear Regression with a real-world customer dataset.

Dataset Name: customers\_ml



# Lesson-End Project: Linear Regression with Real-world Dataset

#### Tasks to Perform:

- Download the dataset "customers\_ml" folder from the course resource section
- 2. Create a directory in HUE named "data\_files" and upload the dataset
- 3. Open the PySpark shell in "the Webconsole"
- 4. Import the required packages
- 5. Read the folder from the HDFS and display the 10 records of the dataset
- 6. Divide the input features and the label of the dataset to perform the Linear Regression
- 7. Initialize the Linear Regression model
- 8. Print the coefficients and intercept of the model with residuals
- 9. Print the root mean squared value, mean squared value, and r2 value





Thank You

