

Lecture 1: 5 April, 2021

Madhavan Mukund

<https://www.cmi.ac.in/~madhavan>

Data Mining and Machine Learning
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What is this course about?

Data Mining

- Identify “hidden” patterns in data
- Also data collection, cleaning, uniformization, storage
 - Won't emphasize these aspects

Machine Learning

- “Learn” mathematical models of processes from data
- Supervised learning — learn from experience
- Unsupervised learning — search for structure

Extrapolate from historical data

- Predict board exam scores from model exams
- Should this loan application be granted?
- Do these symptoms indicate CoViD-19?

“Manually” labelled historical data is available

- Past exam scores: model exams and board exam
- Customer profiles: age, income, . . . , repayment/default status
- Patient health records, diagnosis

Historical data → model to predict outcome

Supervised learning ...

What are we trying to predict?

Numerical values

- Board exam scores
- House price (valuation for insurance)
- Net worth of a person (for loan eligibility)

Categories

- Email: is this message junk?
- Insurance claim: pay out, or check for fraud?
- Credit card approval: reject, normal, premium

Supervised learning ...

How do we predict?

- Build a mathematical model
 - Different types of models
 - Parameters to be tuned
- Fit parameters based on input data
 - Different historical data produces different models
 - e.g., each user's junk mail filter fits their individual preferences
- Study different models, how they are built from historical data

Unsupervised learning

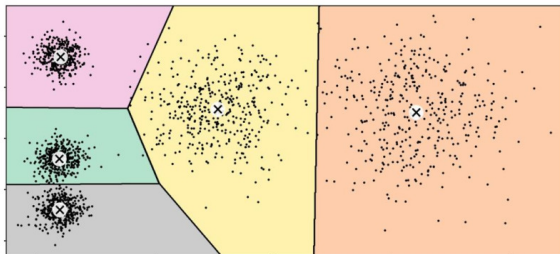
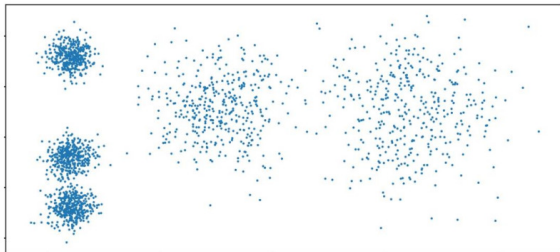
- Supervised learning builds models to reconstruct “known” patterns given by historical data
- Unsupervised learning tries to identify patterns without guidance

Customer segmentation

- Different types of newspaper readers
- Age vs product profile of retail shop customers
- Viewer recommendations on video platform

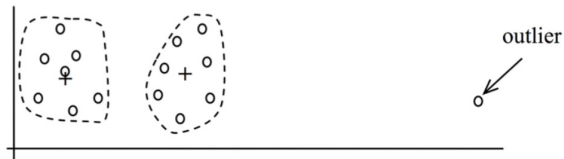
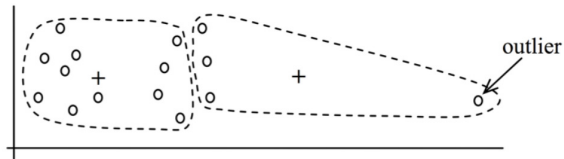
Clustering

- Organize data into “similar” groups — clusters
- Define a similarity measure, or distance function
- Clusters are groups of data items that are “close together”



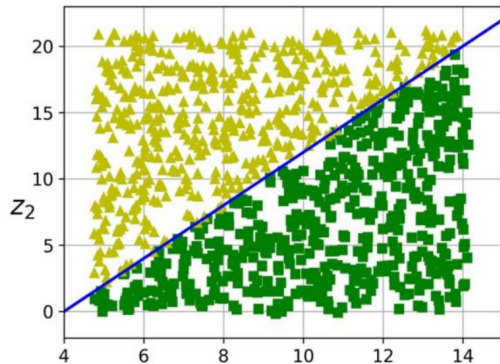
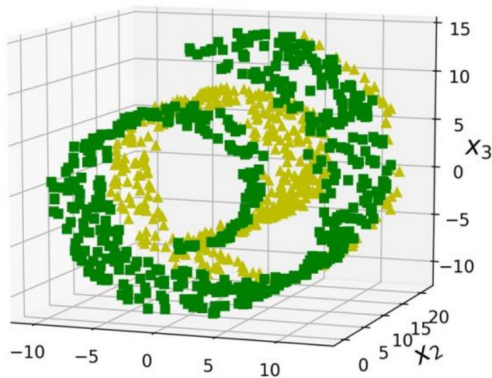
Outliers

- Outliers are anomalous values
 - Net worth of Bill Gates, Mukesh Ambani
- Outliers distort clustering and other analysis
- How can we identify outliers?



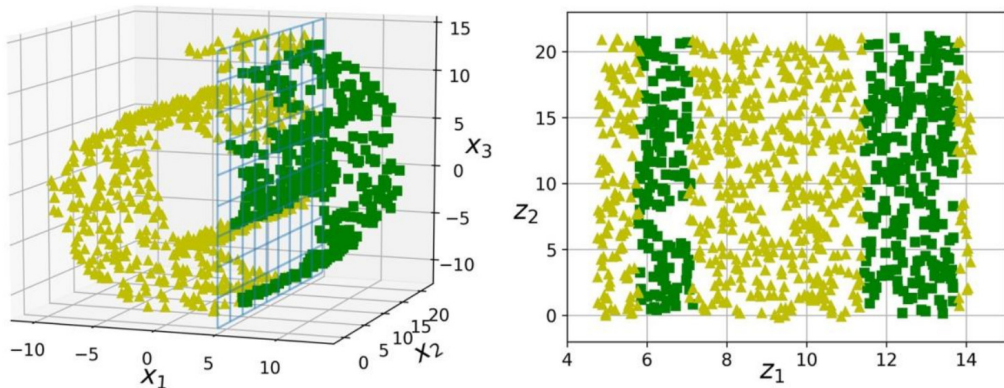
Preprocessing for supervised learning

Dimensionality reduction



Preprocessing for supervised learning

Need not be a good idea — perils of working blind!



Machine Learning

- Supervised learning
 - Build predictive models from historical data
- Unsupervised learning
 - Search for structure
 - Clustering, outlier detection, dimensionality reduction

If intelligence were a cake, unsupervised learning would be the cake, supervised learning would be the icing on the cake, ...

Yann Le Cun, ACM Turing Award 2018

Market-Basket Analysis

- People who buy X also tend to buy Y
- Rearrange products on display based on customer patterns
 - The diapers and beer legend
 - The true story, <http://www.dssresources.com/newsletters/66.php>
- Applies in more abstract settings
 - Items are concepts, basket is a set of concepts in which a student does badly
 - Students with difficulties in concept A also tend to do misunderstand concept B
 - Items are words, transactions are documents

Formal setting

- Set of **items** $I = \{i_1, i_2, \dots, i_N\}$
- A **transaction** is a set $t \subseteq I$ of items
- Set of transactions $T = \{t_1, t_2, \dots, t_M\}$
- Identify **association rules** $X \rightarrow Y$
 - $X, Y \subseteq I, X \cap Y = \emptyset$
 - If $X \subseteq t_j$ then it is likely that $Y \subseteq t_j$
- Two thresholds
 - How frequently does $X \subseteq t_j$ imply $Y \subseteq t_j$?
 - How significant is this pattern overall?

Setting thresholds

- For $Z \subseteq I$, $Z.\text{count} = |\{t_j \mid Z \subseteq t_j\}|$
- How frequently does $X \subseteq t_j$ imply $Y \subseteq t_j$?
 - Fix a **confidence level** χ
 - Want $\frac{(X \cup Y).\text{count}}{X.\text{count}} \geq \chi$
- How significant is this pattern overall?
 - Fix a **support level** σ
 - Want $\frac{(X \cup Y).\text{count}}{M} \geq \sigma$
- Given sets of items I and transactions T , with confidence χ and support σ , find all valid association rules $X \rightarrow Y$

Frequent itemsets

- $X \rightarrow Y$ is interesting only if $(X \cup Y).count \geq \sigma \cdot M$
- First identify all frequent itemsets
 - $Z \subseteq I$ such that $Z.count \geq \sigma \cdot M$
- Naïve strategy: maintain a counter for each Z
 - For each $t_j \in T$
 - For each $Z \subseteq t_j$
 - Increment the counter for Z
 - After scanning all transactions, keep Z with $Z.count \geq \sigma \cdot M$
- Need to maintain $2^{|I|}$ counters
 - Infeasible amount of memory
 - Can we do better?