### Welcome...

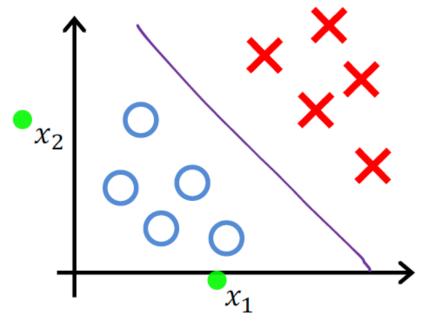
# **Unsupervised Learning: Clustering**

CS 797Q Fall 2024

10/30/2024

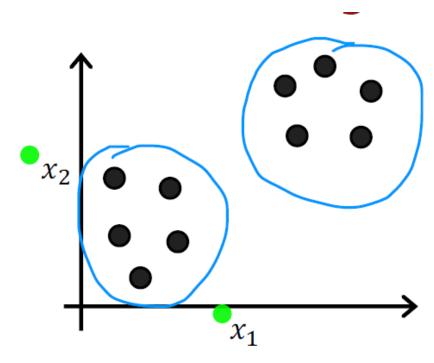


## Supervised learning



Training set:  $(x^{(1)}, y^{(1)}), (x^{(2)}, y^{(2)}), (x^{(3)}, y^{(3)}), \dots, (x^{(m)}, y^{(m)})$ ?

# Unsupervised learning



Clustering

Training set:  $\{x^{(1)}, x^{(2)}, x^{(3)}, ..., x^{(m)}\}$ 

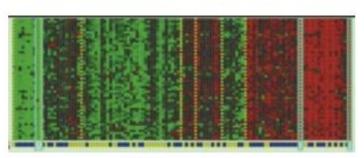
## Application of Clustering

Applications of clustering

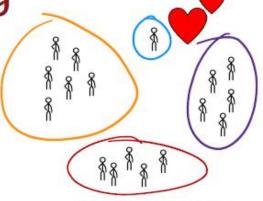


Grouping similar news

- Growing skills
- Develop career
- Stay updated with AI, understand how it affects your field of work



**DNA** analysis

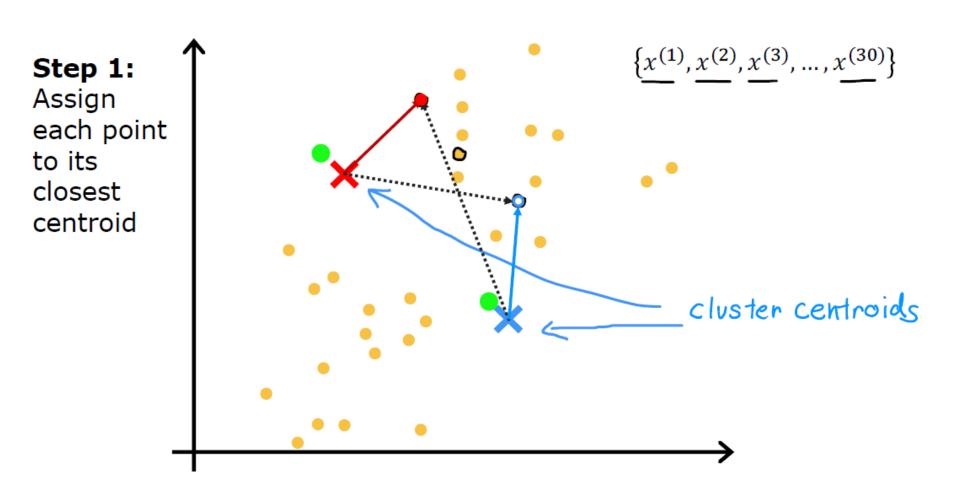


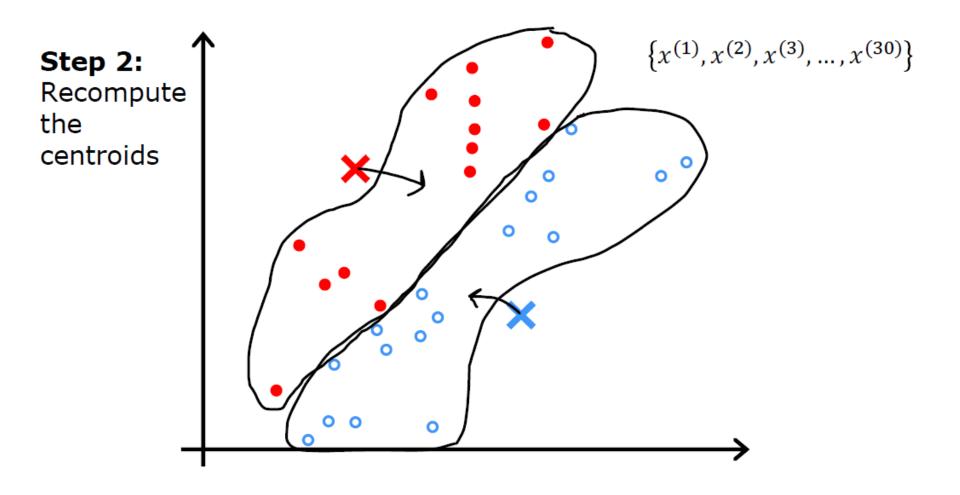
Market segmentation

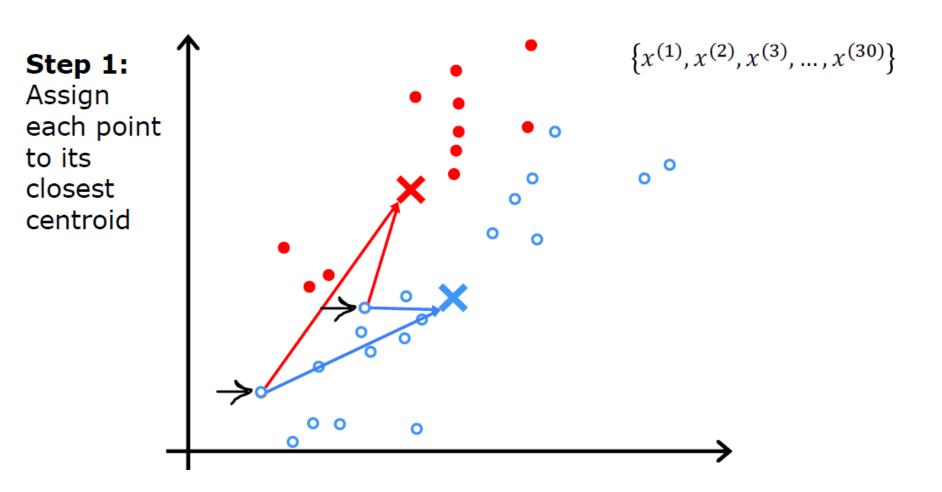


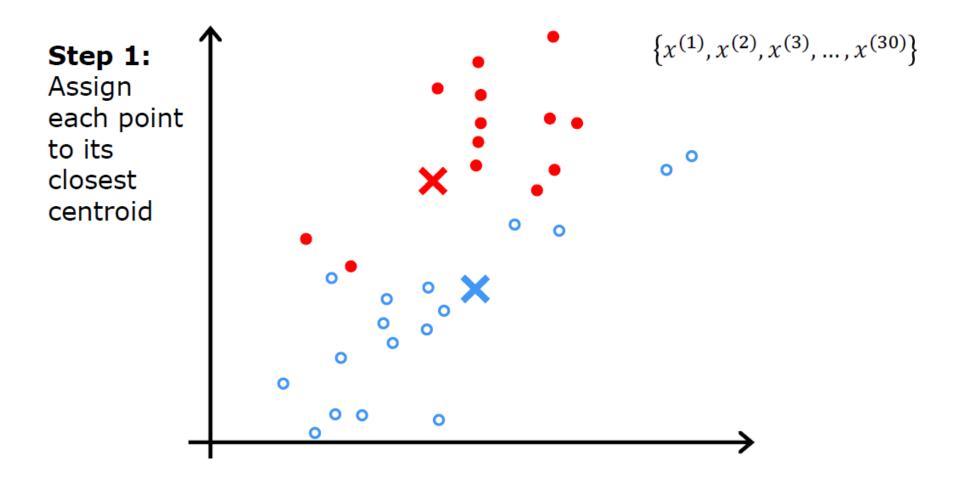
Image credit: NASA/JPL-Calte ch/E. Churchwell (Univ. of Wisconsin, Madison)

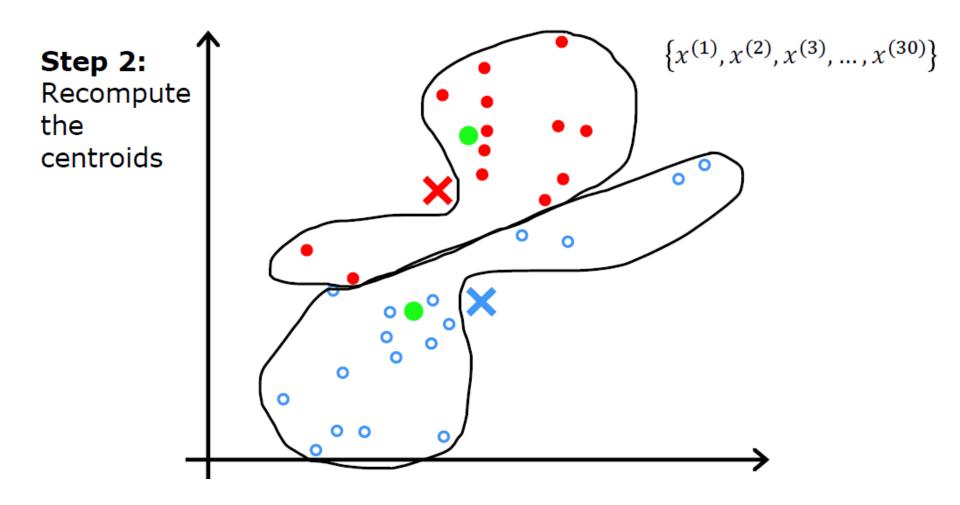
Astronomical data analysis

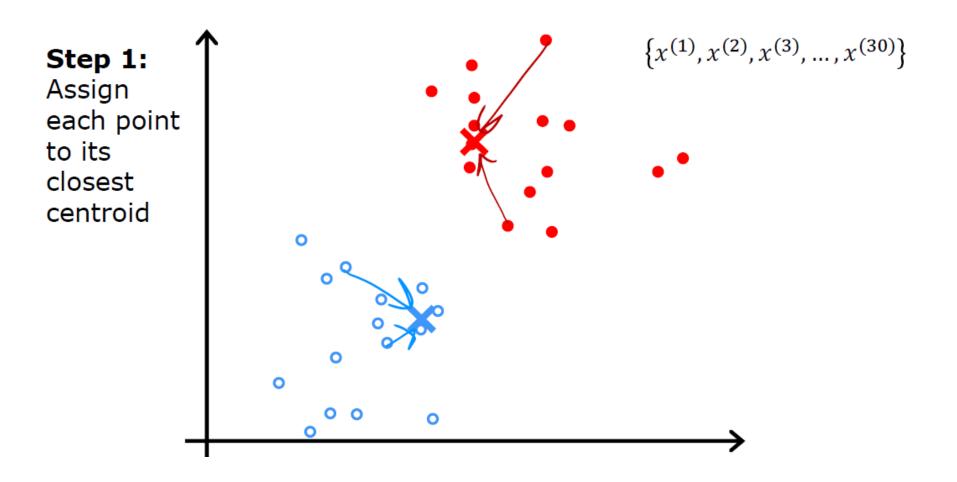


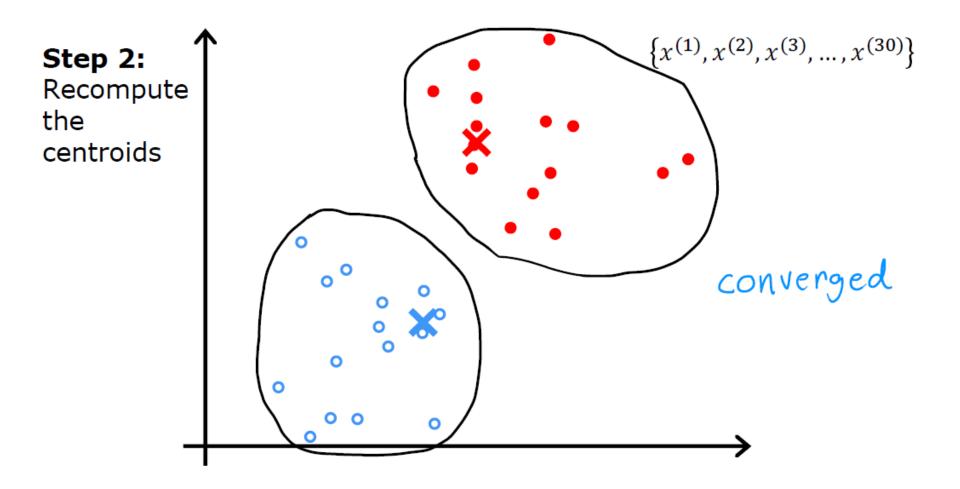






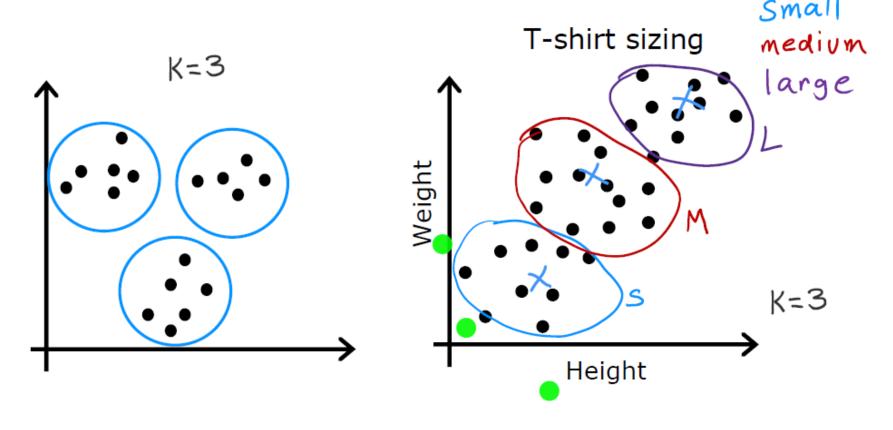






## K-mean Algorithm

K-means for clusters that are not well separated



## K-mean optimization objectives

 $c^{(i)}$  = index of cluster (1, 2, ..., K) to which example  $x^{(i)}$  is currently assigned

 $\mu_k$  = cluster centroid k

 $\mu_{c(i)}$  = cluster centroid of cluster to which example  $x^{(i)}$  has been assigned •  $\chi^{(10)}$   $c^{(10)}$   $\mathcal{M}_{0}^{(10)}$ 

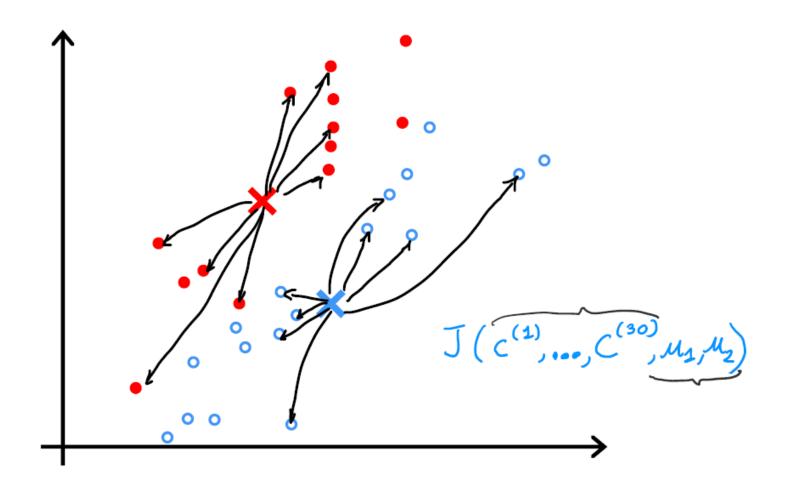
#### Cost function

$$J(c^{(1)}, ..., c^{(m)}, \mu_1, ..., \mu_K) = \frac{1}{m} \sum_{i=1}^{m} ||x^{(i)} - \mu_{c^{(i)}}||^2$$

$$\min_{c^{(1)}, ..., c^{(m)}} J(c^{(1)}, ..., c^{(m)}, \mu_1, ..., \mu_K) \quad \text{distortion}$$

$$\mu_1, ..., \mu_K$$

# K-mean optimization objectives



## Initializing K-means

```
Step 0: Randomly initialize K cluster centroids μ<sub>1</sub>, μ<sub>1</sub>,..., μ<sub>k</sub>

Repeat {
Step 1: Assign points to cluster centroids
Step 2: Move cluster centroids
}
```

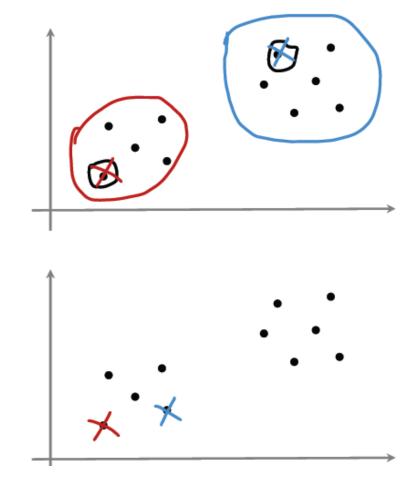
# Initializing K-means

### Random initialization

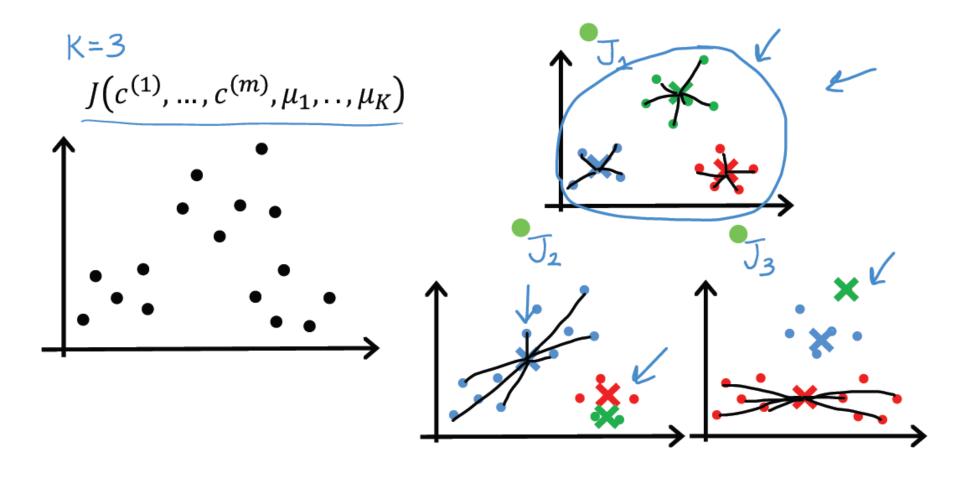
Choose K < m

Randomly pick K training examples.

Set  $\mu_1$ ,  $\mu_1$ ,...,  $\mu_k$  equal to these K examples.

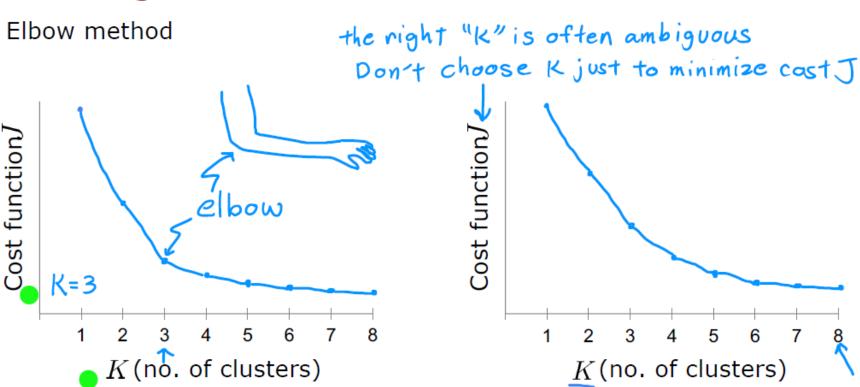


# Initializing K-means



## Choosing Number of clusters

### **Choosing the value of K**



## Choosing Number of clusters

### Choosing the value of K

Often, you want to get clusters for some later (downstream) purpose. Evaluate K-means based on how well it performs on that later purpose.

