



# CS 412 Intro. to Data Mining

การทำเหมือง

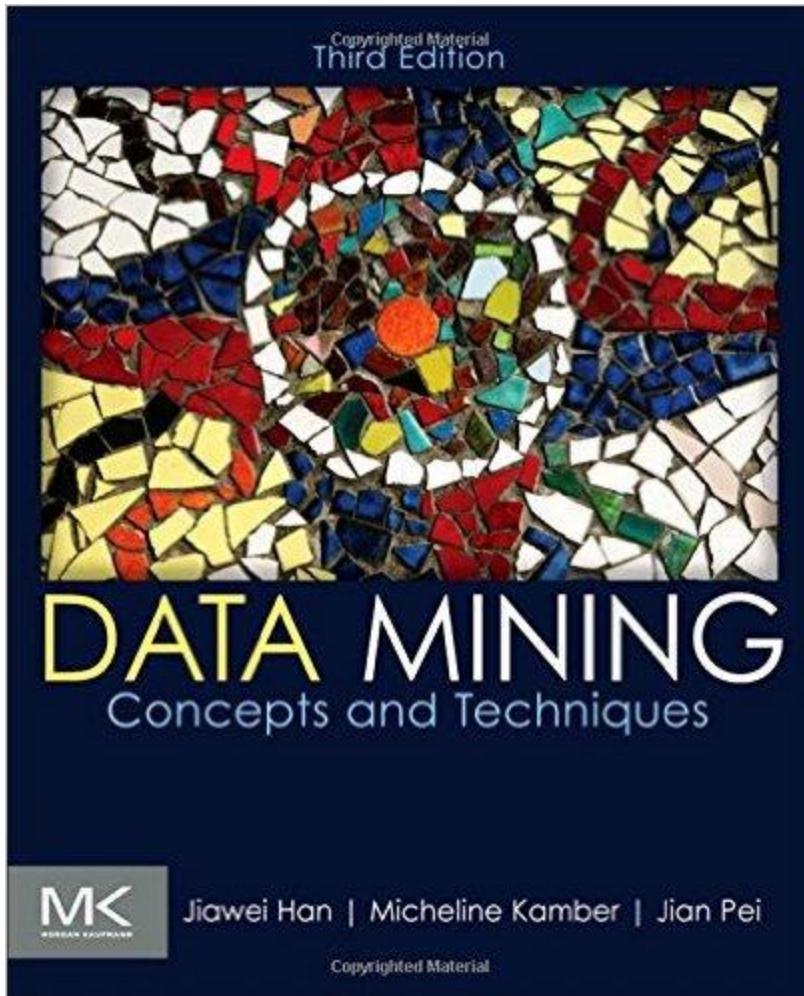
## Chapter 1. Introduction

Jiawei Han, Computer Science, Univ. Illinois at Urbana-Champaign, 2017





# CS 412. Course Page & Class Schedule



- Textbook
  - Jiawei Han, Micheline Kamber and Jian Pei, *Data Mining: Concepts and Techniques* (3<sup>rd</sup> ed), Morgan Kaufmann, 2011
- Class Homepage:  
<https://wiki.engr.illinois.edu/display/cs412>
- Bookmark on course schedule page
- **Class Schedule: 9:30-10:45 am Tues./Thurs. @1404 SC**
- Office hours: 10:45-11:30am Tues./Thurs. @2132 SC
- Lecture media: recorded; but class attendance is critical



Jiawei Han

# CS 412. Course Work and Grading

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## Score

- Midterm (data preocessing ปฏิบัติ (เดี่ยว)) 25%
  - Final(ทฤษฎี data mining เดี่ยว) 25%
  - Project (data preocessing + data mining (จัดกลุ่มเอง 5-6 คน)) 20%
  - Homework (แบ่งกลุ่มใหม่ทุกครั้ง) 15%
  - Quiz (เดี่ยว ถ้ามีในห้อง) 10%
  - GitHub 5%
- Final Score = Score \* %attendance

# Chapter 1. Introduction

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- Why Data Mining? 
- What Is Data Mining?
- A Multi-Dimensional View of Data Mining
- What Kinds of Data Can Be Mined?
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# Why Data Mining?

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- ❑ The Explosive Growth of Data: from terabytes to petabytes
  - ❑ Data collection and data availability
  - ❑ Automated data collection tools, database systems, Web, computerized society
- ❑ Major sources of abundant data
  - ❑ Business: Web, e-commerce, transactions, stocks, ...
  - ❑ Science: Remote sensing, bioinformatics, scientific simulation, ...
  - ❑ Society and everyone: news, digital cameras, YouTube
- ❑ We are drowning in data, but starving for knowledge!
- ❑ “Necessity is the mother of invention”—Data mining—Automated analysis of massive data sets

Market basket  
การวิเคราะห์ตระกร้า shopping ของคน

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# What Is Data Mining?

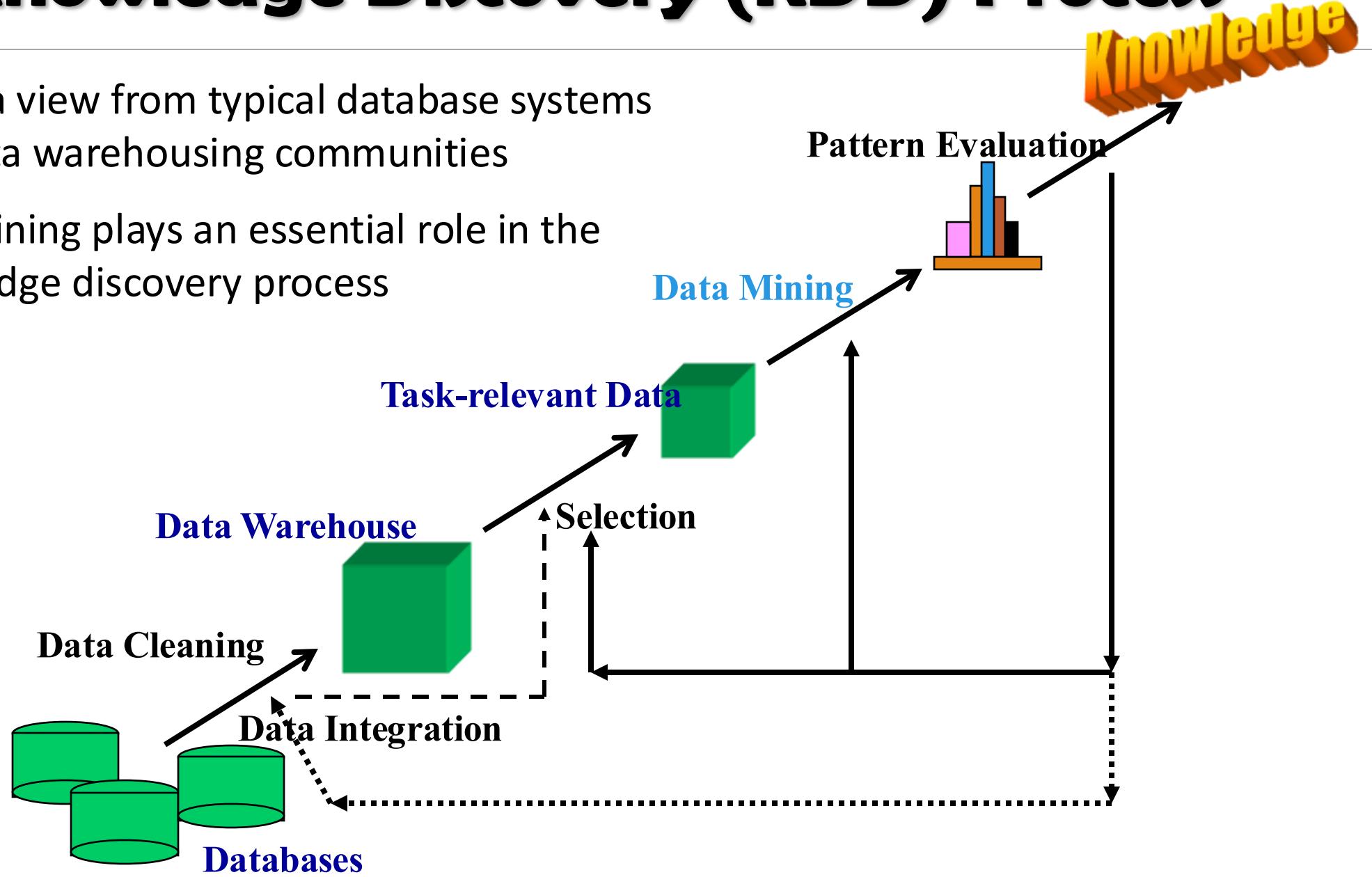
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- ❑ Data mining (knowledge discovery from data)
- ❑ Extraction of interesting (non-trivial, implicit, previously unknown and potentially useful) patterns or knowledge from huge amount of data
- ❑ Data mining: a misnomer?
- ❑ Alternative names
  - ❑ Knowledge discovery (mining) in databases (KDD), knowledge extraction, data/pattern analysis, data archeology, data dredging, information harvesting, business intelligence, etc.
- ❑ Watch out: Is everything “data mining”?
  - ❑ Simple search and query processing
  - ❑ (Deductive) expert systems



# Knowledge Discovery (KDD) Process

- This is a view from typical database systems and data warehousing communities
- Data mining plays an essential role in the knowledge discovery process

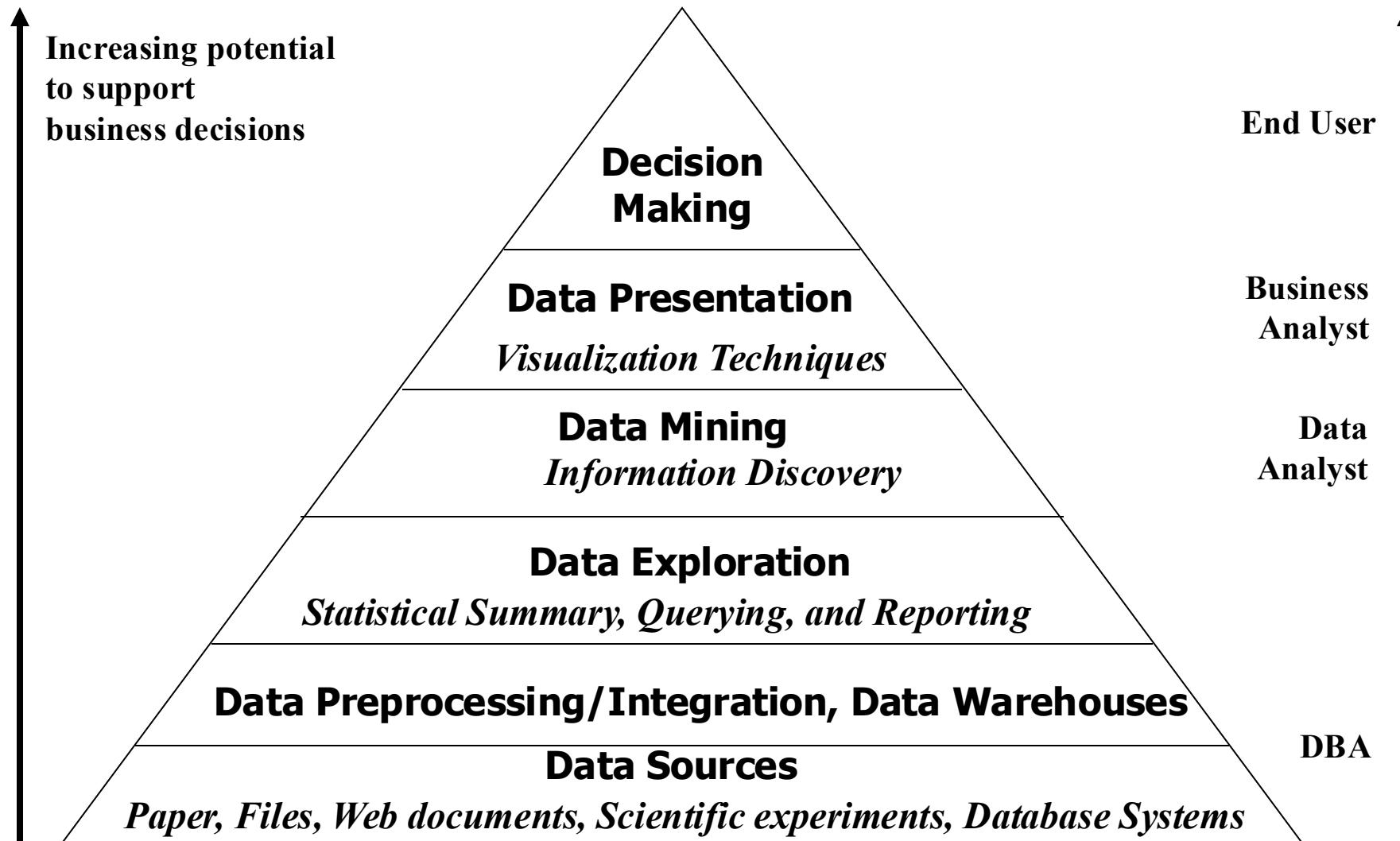


# Example: A Web Mining Framework

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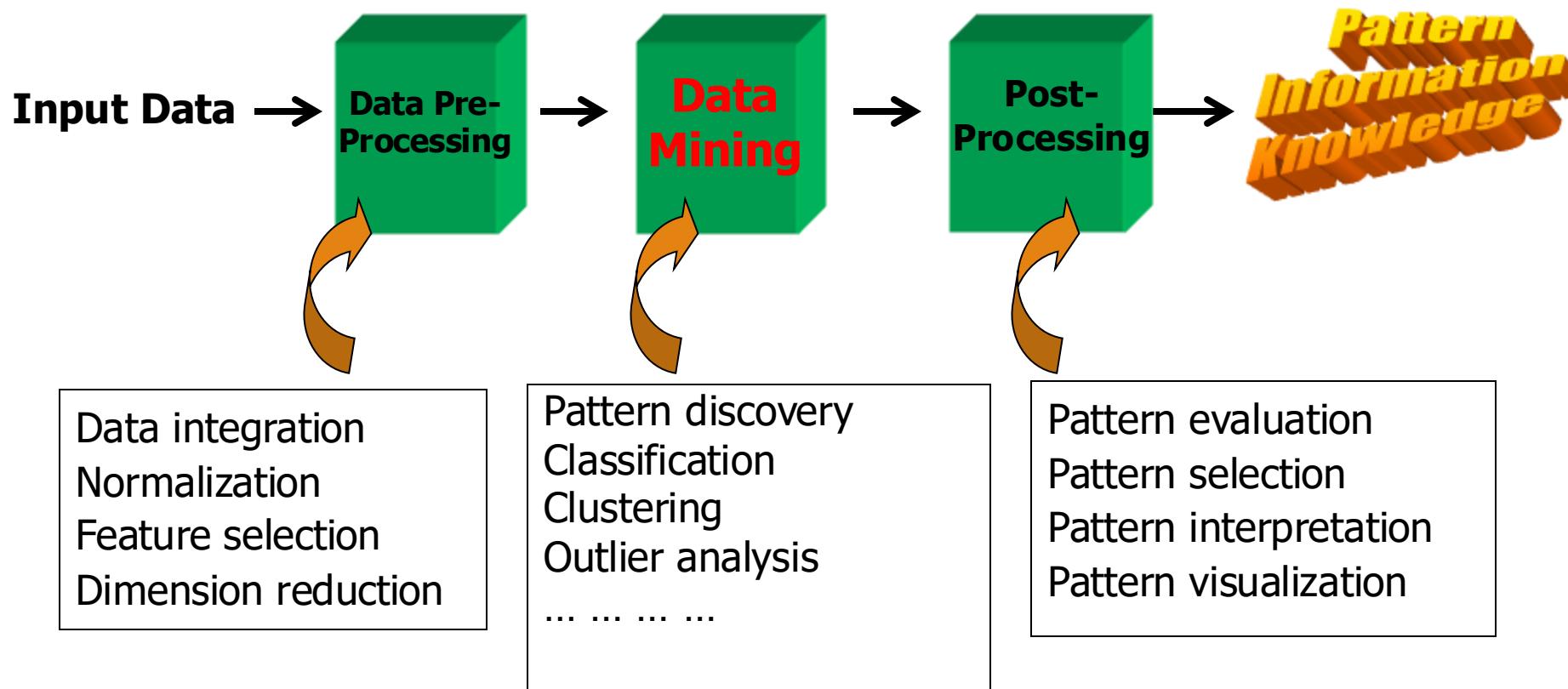
- Web mining usually involves
  - Data cleaning
  - Data integration from multiple sources
  - Warehousing the data
  - Data cube construction
  - Data selection for data mining
  - Data mining
  - Presentation of the mining results
  - Patterns and knowledge to be used or stored into knowledge-base

# Data Mining in Business Intelligence



# KDD Process: A View from ML and Statistics

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- This is a view from typical machine learning and statistics communities

# Data Mining vs. Data Exploration

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- Which view do you prefer?
  - KDD vs. ML/Stat. vs. Business Intelligence
  - Depending on the data, applications, and your focus
  
- Data Mining vs. Data Exploration
  - Business intelligence view
  - Warehouse, data cube, reporting but not much mining
  - Business objects vs. data mining tools
  - Supply chain example: mining vs. OLAP vs. presentation tools
  - Data presentation vs. data exploration

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# **Multi-Dimensional View of Data Mining**

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## **Data to be mined**

- Database data (extended-relational, object-oriented, heterogeneous), data warehouse, transactional data, stream, spatiotemporal, time-series, sequence, text and web, multi-media, graphs & social and information networks

## **Knowledge to be mined (or: Data mining functions)**

- Characterization, discrimination, association, classification, clustering, trend/deviation, outlier analysis, ...
- Descriptive vs. predictive data mining
- Multiple/integrated functions and mining at multiple levels

## **Techniques utilized**

- Data-intensive, data warehouse (OLAP), machine learning, statistics, pattern recognition, visualization, high-performance, etc.

## **Applications adapted**

- Retail, telecommunication, banking, fraud analysis, bio-data mining, stock market analysis, text mining, Web mining, etc.

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# Data Mining: On What Kinds of Data?

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- ❑ Database-oriented data sets and applications
  - ❑ Relational database, data warehouse, transactional database
  - ❑ Object-relational databases, Heterogeneous databases and legacy databases
- ❑ Advanced data sets and advanced applications
  - ❑ Data streams and sensor data
  - ❑ Time-series data, temporal data, sequence data (incl. bio-sequences)
  - ❑ Structure data, graphs, social networks and information networks
  - ❑ Spatial data and spatiotemporal data
  - ❑ Multimedia database
  - ❑ Text databases
  - ❑ The World-Wide Web

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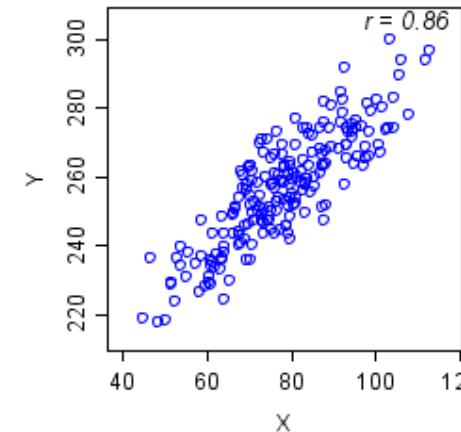
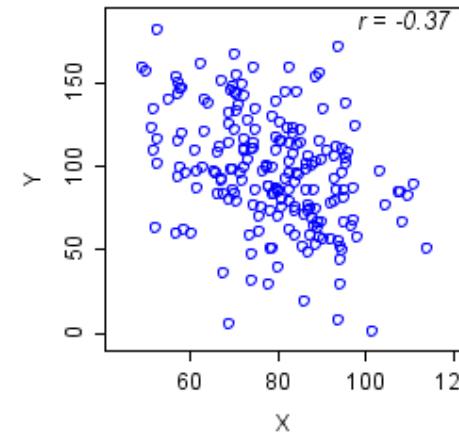
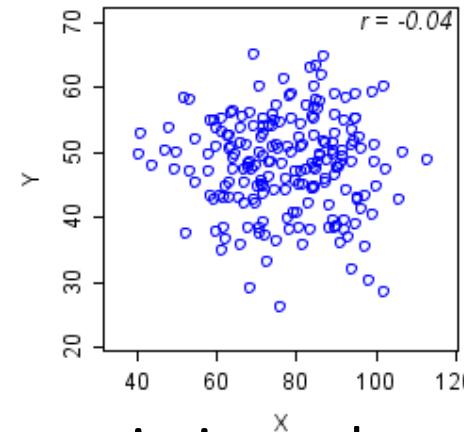
# Data Mining Functions: (1) Generalization

- ❑ Information integration and data warehouse construction
  - ❑ Data cleaning, transformation, integration, and multidimensional data model
- ❑ Data cube technology
  - ❑ Scalable methods for computing (i.e., materializing) multidimensional aggregates
  - ❑ OLAP (online analytical processing)
- ❑ Multidimensional concept description: Characterization and discrimination
  - ❑ Generalize, summarize, and contrast data characteristics, e.g., dry vs. wet region



# Data Mining Functions: (2) Pattern Discovery

- Frequent patterns (or frequent itemsets)
  - What items are frequently purchased together in your Walmart?
- Association and Correlation Analysis

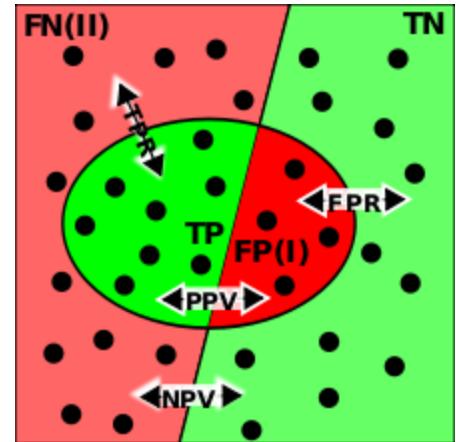


- A typical association rule
  - Diaper  $\rightarrow$  Beer [0.5%, 75%] (support, confidence)
  - Are strongly associated items also strongly correlated?
- How to mine such patterns and rules efficiently in large datasets?
- How to use such patterns for classification, clustering, and other applications?

# Data Mining Functions: (3) Classification

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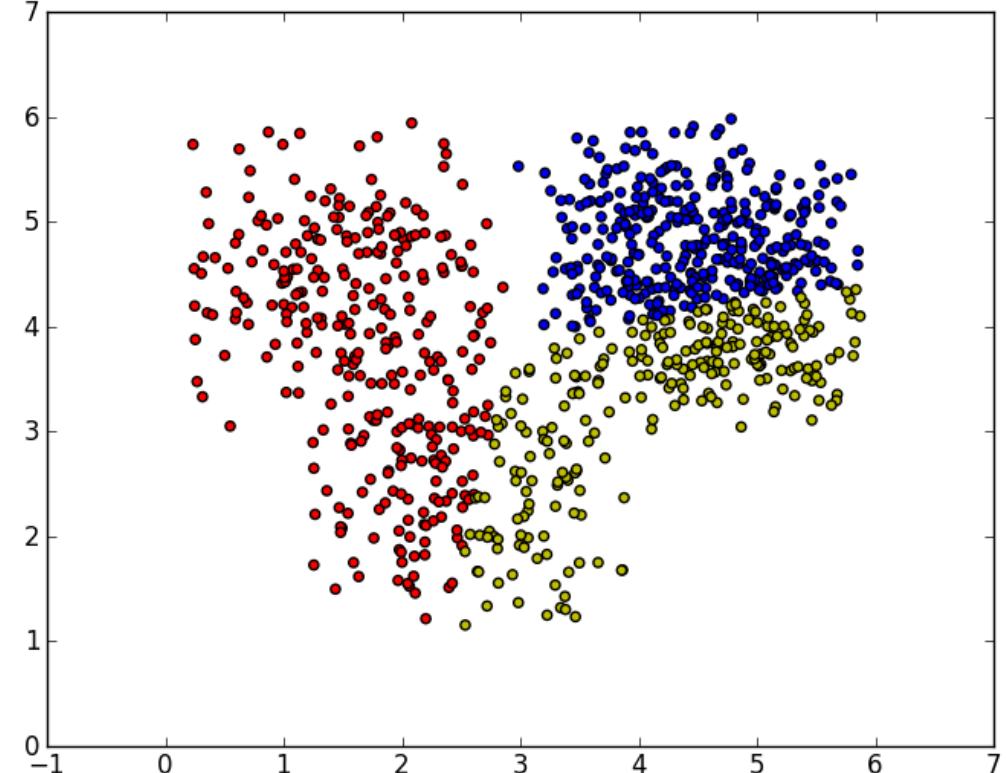
- ❑ Classification and label prediction
  - ❑ Construct models (functions) based on some training examples
  - ❑ Describe and distinguish classes or concepts for future prediction
  - ❑ Ex. 1. Classify countries based on (climate)
  - ❑ Ex. 2. Classify cars based on (gas mileage)
  - ❑ Predict some unknown class labels
- ❑ Typical methods
  - ❑ Decision trees, naïve Bayesian classification, support vector machines, neural networks, rule-based classification, pattern-based classification, logistic regression, ...
- ❑ Typical applications:
  - ❑ Credit card fraud detection, direct marketing, classifying stars, diseases, web-pages, ...



# Data Mining Functions: (4) Cluster Analysis

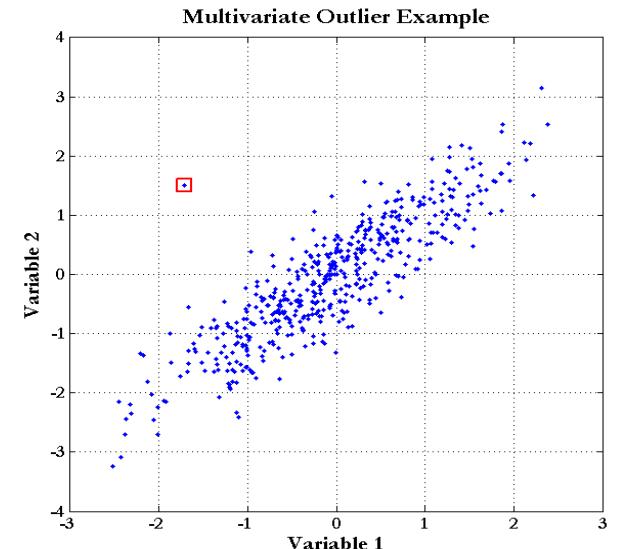
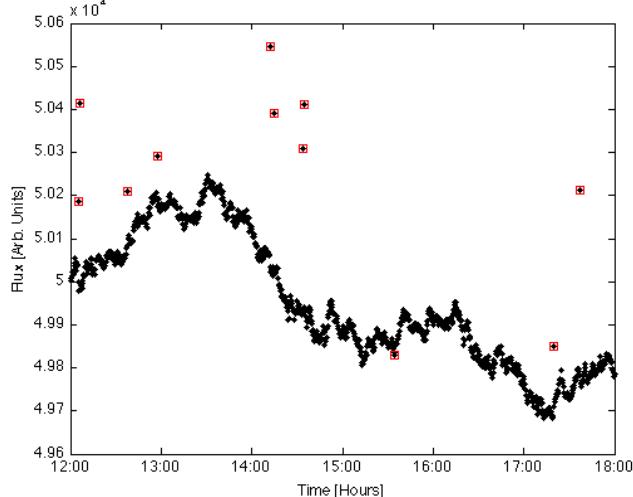
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- Unsupervised learning (i.e., Class label is unknown)
- Group data to form new categories (i.e., clusters), e.g., cluster houses to find distribution patterns
- Principle: Maximizing intra-class similarity & minimizing interclass similarity
- Many methods and applications



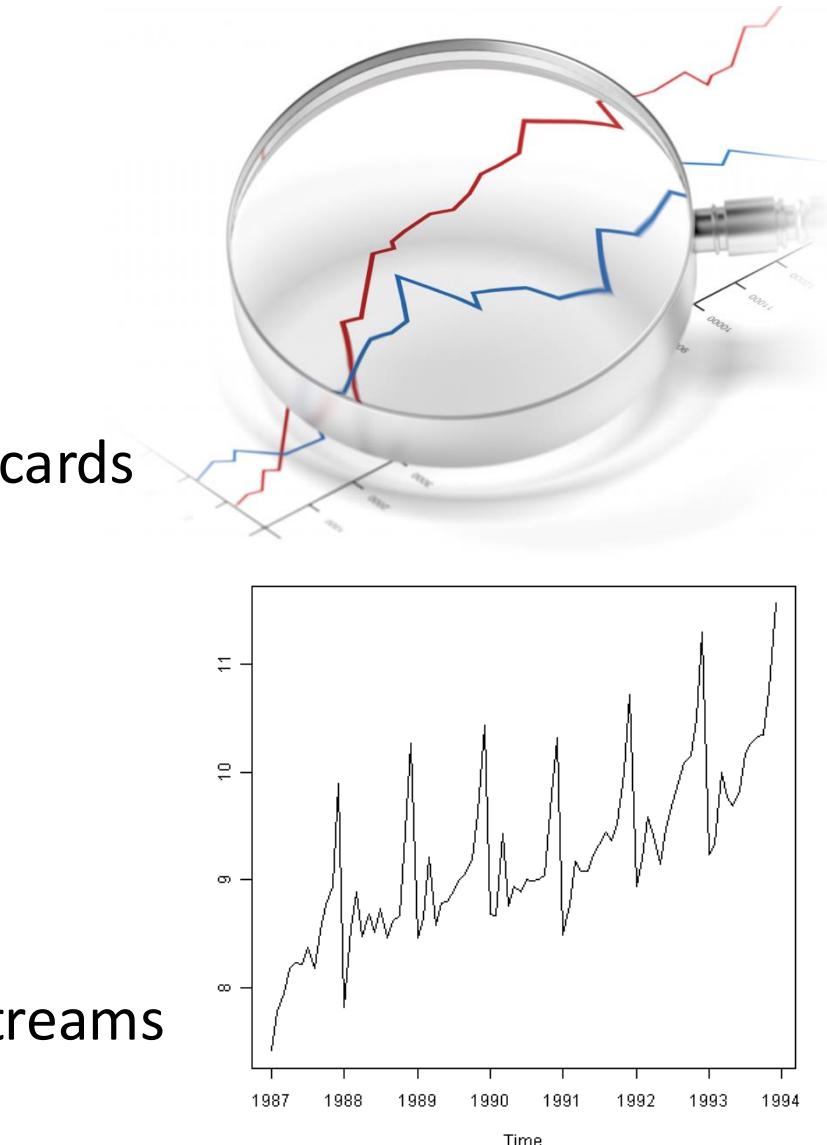
# Data Mining Functions: (5) Outlier Analysis

- Outlier analysis
  - Outlier: A data object that does not comply with the general behavior of the data
  - Noise or exception?—One person's garbage could be another person's treasure
  - Methods: by product of clustering or regression analysis, ...
  - Useful in fraud detection, rare events analysis



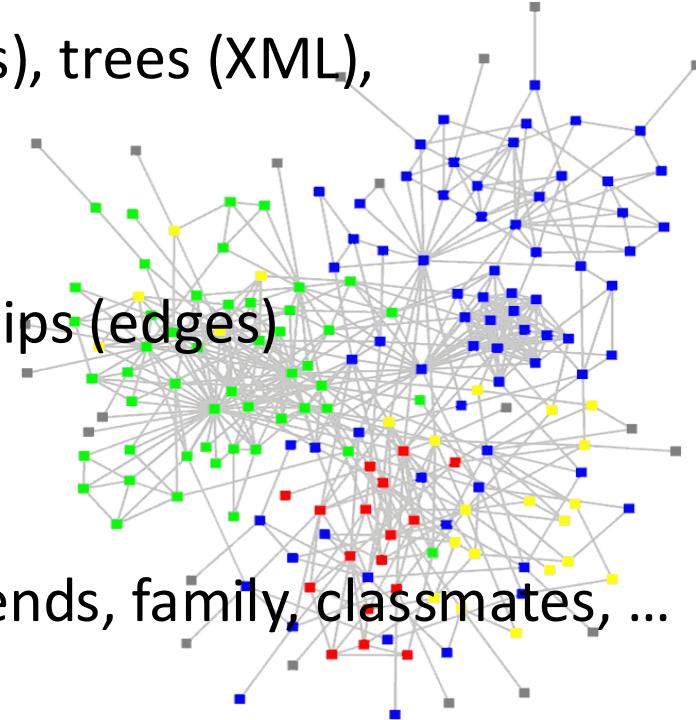
# Data Mining Functions: (6) Time and Ordering: Sequential Pattern, Trend and Evolution Analysis

- Sequence, trend and evolution analysis
  - Trend, time-series, and deviation analysis
    - e.g., regression and value prediction
  - Sequential pattern mining
    - e.g., buy digital camera, then buy large memory cards
  - Periodicity analysis
  - Motifs and biological sequence analysis
    - Approximate and consecutive motifs
  - Similarity-based analysis
- Mining data streams
  - Ordered, time-varying, potentially infinite, data streams



# Data Mining Functions: (7) Structure and Network Analysis

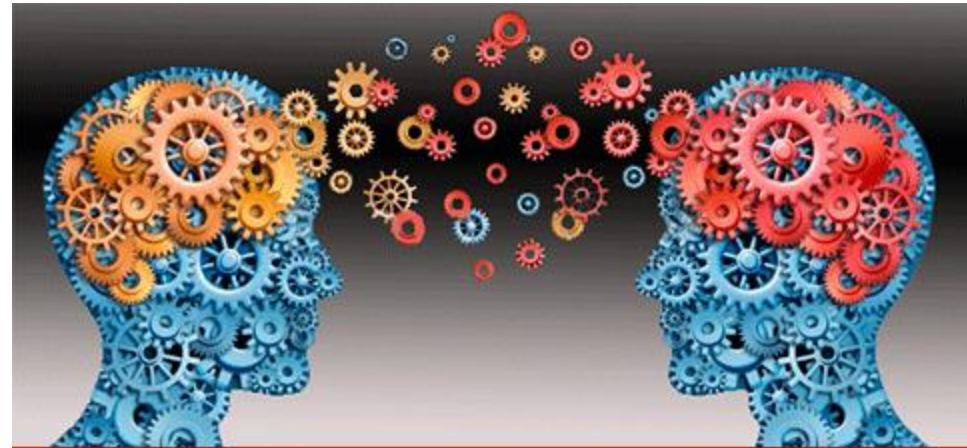
- ❑ Graph mining
  - ❑ Finding frequent subgraphs (e.g., chemical compounds), trees (XML), substructures (web fragments)
- ❑ Information network analysis
  - ❑ Social networks: actors (objects, nodes) and relationships (edges)
    - ❑ e.g., author networks in CS, terrorist networks
  - ❑ Multiple heterogeneous networks
  - ❑ A person could be multiple information networks: friends, family, classmates, ...
  - ❑ Links carry a lot of semantic information: Link mining
- ❑ Web mining
  - ❑ Web is a big information network: from PageRank to Google
  - ❑ Analysis of Web information networks
  - ❑ Web community discovery, opinion mining, usage mining, ...



# Evaluation of Knowledge

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- ❑ Are all mined knowledge interesting?
  - ❑ One can mine tremendous amount of “patterns”
  - ❑ Some may fit only certain dimension space (time, location, ...)
  - ❑ Some may not be representative, may be transient, ...
- ❑ Evaluation of mined knowledge → directly mine only interesting knowledge?
  - ❑ Descriptive vs. predictive
  - ❑ Coverage
  - ❑ Typicality vs. novelty
  - ❑ Accuracy
  - ❑ Timeliness
  - ❑ ...



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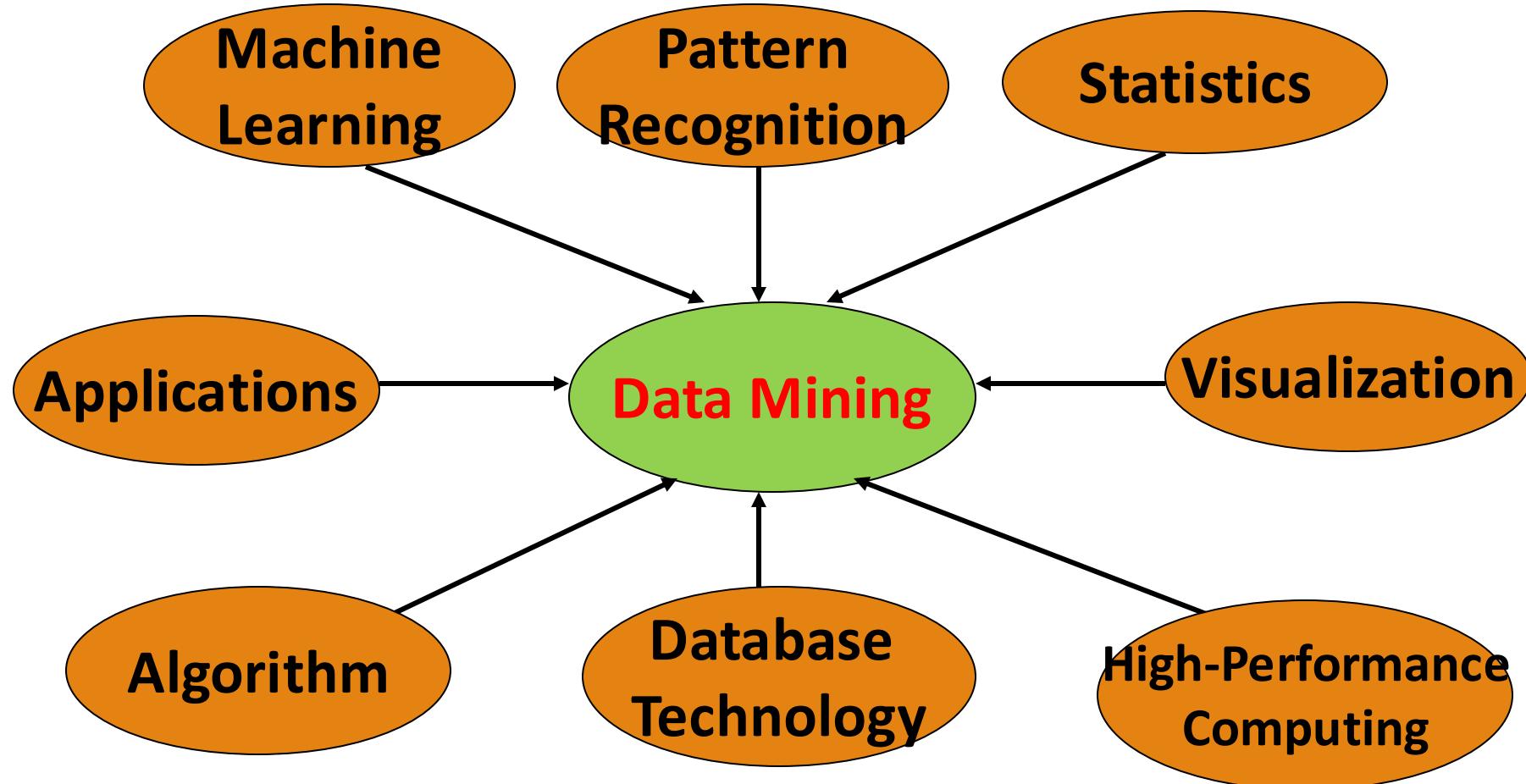
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# Data Mining: Confluence of Multiple Disciplines

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# Why Confluence of Multiple Disciplines?

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- Tremendous amount of data
  - Algorithms must be scalable to handle big data
- High-dimensionality of data
  - Micro-array may have tens of thousands of dimensions
- High complexity of data
  - Data streams and sensor data
  - Time-series data, temporal data, sequence data
  - Structure data, graphs, social and information networks
  - Spatial, spatiotemporal, multimedia, text and Web data
  - Software programs, scientific simulations
- New and sophisticated applications

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# Applications of Data Mining

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- Web page analysis: classification, clustering, ranking
- Collaborative analysis & recommender systems
- Basket data analysis to targeted marketing
- Biological and medical data analysis
- Data mining and software engineering
- Data mining and text analysis
- Data mining and social and information network analysis
- Built-in (invisible data mining) functions in Google, MS, Yahoo!, Linked, Facebook, ...
- Major dedicated data mining systems/tools
  - SAS, MS SQL-Server Analysis Manager, Oracle Data Mining Tools)



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# **Major Issues in Data Mining (1)**

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- ❑ Mining Methodology
  - ❑ Mining various and new kinds of knowledge
  - ❑ Mining knowledge in multi-dimensional space
  - ❑ Data mining: An interdisciplinary effort
  - ❑ Boosting the power of discovery in a networked environment
  - ❑ Handling noise, uncertainty, and incompleteness of data
  - ❑ Pattern evaluation and pattern- or constraint-guided mining
- ❑ User Interaction
  - ❑ Interactive mining
  - ❑ Incorporation of background knowledge
  - ❑ Presentation and visualization of data mining results

# Major Issues in Data Mining (2)

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- Efficiency and Scalability
  - Efficiency and scalability of data mining algorithms
  - Parallel, distributed, stream, and incremental mining methods
- Diversity of data types
  - Handling complex types of data
  - Mining dynamic, networked, and global data repositories
- Data mining and society
  - Social impacts of data mining
  - Privacy-preserving data mining
  - Invisible data mining

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# A Brief History of Data Mining Society

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- 1989 IJCAI Workshop on Knowledge Discovery in Databases
  - Knowledge Discovery in Databases (G. Piatetsky-Shapiro and W. Frawley, 1991)
- 1991-1994 Workshops on Knowledge Discovery in Databases
  - Advances in Knowledge Discovery and Data Mining (U. Fayyad, G. Piatetsky-Shapiro, P. Smyth, and R. Uthurusamy, 1996)
- 1995-1998 International Conferences on Knowledge Discovery in Databases and Data Mining (KDD'95-98)
  - Journal of Data Mining and Knowledge Discovery (1997)
- ACM SIGKDD conferences since 1998 and SIGKDD Explorations
- More conferences on data mining
  - PAKDD (1997), PKDD (1997), SIAM-Data Mining (2001), (IEEE) ICDM (2001), WSDM (2008), etc.
- ACM Transactions on KDD (2007)

# Conferences and Journals on Data Mining

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- ❑ KDD Conferences
  - ❑ ACM SIGKDD Int. Conf. on Knowledge Discovery in Databases and Data Mining ([KDD](#))
  - ❑ SIAM Data Mining Conf. ([SDM](#))
  - ❑ (IEEE) Int. Conf. on Data Mining ([ICDM](#))
  - ❑ European Conf. on Machine Learning and Principles and practices of Knowledge Discovery and Data Mining ([ECML-PKDD](#))
  - ❑ Pacific-Asia Conf. on Knowledge Discovery and Data Mining ([PAKDD](#))
  - ❑ Int. Conf. on Web Search and Data Mining ([WSDM](#))
- Other related conferences
  - DB conferences: ACM SIGMOD, VLDB, ICDE, EDBT, ICDT, ...
  - Web and IR conferences: WWW, SIGIR, WSDM
  - ML conferences: ICML, NIPS
  - PR conferences: CVPR,
- Journals
  - Data Mining and Knowledge Discovery (DAMI or DMKD)
  - IEEE Trans. On Knowledge and Data Eng. (TKDE)
  - KDD Explorations
  - ACM Trans. on KDD

# Where to Find References? DBLP, CiteSeer, Google

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- Data mining and KDD (SIGKDD)
  - Conferences: ACM-SIGKDD, IEEE-ICDM, SIAM-DM, PKDD, PAKDD, etc.
  - Journal: Data Mining and Knowledge Discovery, KDD Explorations, ACM TKDD
- Database systems (SIGMOD)
  - Conferences: ACM-SIGMOD, ACM-PODS, VLDB, IEEE-ICDE, EDBT, ICDT, DASFAA
  - Journals: IEEE-TKDE, ACM-TODS/TOIS, JIIS, J. ACM, VLDB J., Info. Sys., etc.
- AI & Machine Learning
  - Conferences: Machine learning (ML), AAAI, IJCAI, COLT (Learning Theory), CVPR, NIPS, etc.
  - Journals: Machine Learning, Artificial Intelligence, Knowledge and Information Systems, IEEE-PAMI, etc.
- Web and IR
  - Conferences: SIGIR, WWW, CIKM, etc.
  - Journals: WWW: Internet and Web Information Systems,
- Statistics
  - Conferences: Joint Stat. Meeting, etc.
  - Journals: Annals of statistics, etc.
- Visualization
  - Conference proceedings: CHI, ACM-SIGGraph, etc.
  - Journals: IEEE Trans. visualization and computer graphics, etc.

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# Summary

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- ❑ Data mining: Discovering interesting patterns and knowledge from massive amount of data
- ❑ A natural evolution of science and information technology, in great demand, with wide applications
- ❑ A KDD process includes data cleaning, data integration, data selection, transformation, data mining, pattern evaluation, and knowledge presentation
- ❑ Mining can be performed in a variety of data
- ❑ Data mining functionalities: characterization, discrimination, association, classification, clustering, trend and outlier analysis, etc.
- ❑ Data mining technologies and applications
- ❑ Major issues in data mining

# Recommended Reference Books

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- Charu C. Aggarwal, Data Mining: The Textbook, Springer, 2015
- E. Alpaydin. Introduction to Machine Learning, 2nd ed., MIT Press, 2011
- R. O. Duda, P. E. Hart, and D. G. Stork, Pattern Classification, 2ed., Wiley-Interscience, 2000
- U. Fayyad, G. Grinstein, and A. Wierse, Information Visualization in Data Mining and Knowledge Discovery, Morgan Kaufmann, 2001
- J. Han, M. Kamber, and J. Pei, Data Mining: Concepts and Techniques. Morgan Kaufmann, 3<sup>rd</sup> ed. , 2011
- T. Hastie, R. Tibshirani, and J. Friedman, The Elements of Statistical Learning: Data Mining, Inference, and Prediction, 2<sup>nd</sup> ed., Springer, 2009
- T. M. Mitchell, Machine Learning, McGraw Hill, 1997
- P.-N. Tan, M. Steinbach and V. Kumar, Introduction to Data Mining, Wiley, 2005 (2<sup>nd</sup> ed. 2016)
- I. H. Witten and E. Frank, Data Mining: Practical Machine Learning Tools and Techniques with Java Implementations, Morgan Kaufmann, 2<sup>nd</sup> ed. 2005
- Mohammed J. Zaki and Wagner Meira Jr., Data Mining and Analysis: Fundamental Concepts and Algorithms 2014

