

CSCI 550: Advanced Data Mining

02- Data Mining and Analysis

WHAT CAN WE LEARN FROM NUMERICAL DATA?

- Data can often be represented by an $n \times d$ *data matrix* D

$$\mathbf{D} = \begin{pmatrix} & X_1 & X_2 & \cdots & X_d \\ \mathbf{x}_1 & x_{11} & x_{12} & \cdots & x_{1d} \\ \mathbf{x}_2 & x_{21} & x_{22} & \cdots & x_{2d} \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ \mathbf{x}_n & x_{n1} & x_{n2} & \cdots & x_{nd} \end{pmatrix}$$

- where x_i denotes the i^{th} row:

$$\mathbf{x}_i = (x_{i1}, x_{i2}, \dots, x_{id})$$

- where X_j denotes the j^{th} column:

$$X_j = (x_{1j}, x_{2j}, \dots, x_{nj})$$

WHAT CAN WE LEARN FROM NUMERICAL DATA?

- Review: Statistics, central tendency
- The estimator of **expected value (mean)** of attribute j :

$$\hat{\mu}_j = \frac{1}{n} \sum_{i=1}^n x_{ij}$$

- one-number summary of the **location** or **central tendency** for the distribution of X
- What are other measures for central tendency?
- Which one is preferred?

WHAT CAN WE LEARN FROM NUMERICAL DATA?

- Review: multi-dimensional mean

What is the sample mean of the entire (numerical) data set?

$$\hat{\mu} = \frac{1}{n} \sum_{i=1}^n x_i$$

	X_1	X_2	X_3	X_4
x_1	0.2	23	A	5.7
x_2	0.4	1	B	5.4
x_3	1.8	0.5	C	5.2
x_4	5.6	50	A	5.1
x_5	-0.5	34	A	5.3
x_6	0.4	19	B	5.4
x_7	1.1	11	A	5.5

$$\begin{aligned} \hat{\mu} &= \frac{1}{7}((0.2 \ 23 \ 5.7) + (0.4 \ 1 \ 5.4) + (1.8 \ 0.5 \ 5.2) + (5.6 \ 50 \ 5.1) + (-0.5 \ 34 \ 5.3) + (0.4 \ 19 \ 5.4) + (1.1 \ 11 \ 5.5)) \\ &= (1.3 \ 19.8 \ 5.4) \end{aligned}$$

MEAN CENTERING

- Mean-centering shifts the data matrix mean to 0.
- Mean-centering:
- $z_i = x_i - \hat{\mu}$ (for each attribute, subtract the mean from the instance value)

	X_1	X_2	X_3
x_1	0.2	23	5.7
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x_5	-0.5	34	5.3
x_6	0.4	19	5.4
x_7	1.1	11	5.5




$$z_{11} = x_{11} - \hat{\mu}_1 = 0.2 - 1.3 = -1.1$$

for the first attribute

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	X_1	X_2	X_3			X_1	X_2	X_3
x_1	0.2	23	5.7		z_1	-1.1	3.2	0.3
x_2	0.4	1	5.4		z_2	-0.9	-18.8	0.0
x_3	1.8	0.5	5.2		z_3	0.5	-19.3	-0.2
x_4	5.6	50	5.1		z_4	4.3	30.2	-0.3
x_5	-0.5	34	5.3		z_5	-1.8	14.2	-0.1
x_6	0.4	19	5.4		z_6	-0.9	-0.8	0.0
x_7	1.1	11	5.5		z_7	-0.2	-8.8	0.1

WHAT CAN WE LEARN FROM NUMERICAL DATA?

- Review: Statistics, measures of dispersion
- Sample variance of attribute j :

$$\hat{\sigma}_j^2 = \frac{1}{n-1} \sum_{i=1}^n (x_{ij} - \hat{\mu})^2$$

Why does the sample variance have $n-1$ in the denominator?

- What are other measures for dispersion?
-

WHAT CAN WE LEARN FROM NUMERICAL DATA?

- Review: Total variance
- What is the total variance in a numerical data set?

$$\text{Var}(D) = \hat{\sigma}_1^2 + \hat{\sigma}_2^2 + \dots + \hat{\sigma}_n^2$$

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x_4	5.6	50	5.1
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x_6	0.4	19	5.4
x_7	1.1	11	5.5

$$\text{Var}(D) = \hat{\sigma}_1^2 + \hat{\sigma}_2^2 + \hat{\sigma}_3^2 = 4.1 + 321.3 + 0.0 = 325.4$$

WHAT CAN WE LEARN FROM NUMERICAL DATA?

- Review: Measures of Association
- covariance
- What is the covariance between two attributes in a numerical data set?

$$\hat{\sigma}_{12} = \frac{1}{n-1} \sum_{i=1}^n (x_{i1} - \hat{\mu}_1)(x_{i2} - \hat{\mu}_2)$$

$D =$

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What are the possible values of covariance?

A: Only positive values

B: between -1 to +1

C: Between $-\infty$ to $+\infty$

WHAT CAN WE LEARN FROM NUMERICAL DATA?

- Review: Measures of Association
- Correlation coefficient

$$\triangleright \frac{\text{cov}(x,y)}{\text{std}(x) \times \text{std}(y)} = \frac{\sigma_{12}}{\sigma_1 \times \sigma_2}$$



1- What are the possible values of Correlation coefficient?

A: Only positive values

B: between -1 to +1

C: Between $-\infty$ to $+\infty$

2- What does correlation coef of 1 mean?

Correlation and Casualty



1- $\text{cor}(x,y) = 0.7$ which one is true:

A: An increase in x will cause an increase in y

B: An increase in y will cause an increase in x

C: x and y move together

D: All above

2- Is $\text{cor}(x,y) = \text{cor}(y,x)$ true:

A: Yes

B: No

Correlation and Casualty

- Correlation doesn't have direction, but causality has direction
- **Correlation DOES NOT imply causality!**
- Having doubts, check [spurious-correlation](#)

COVARIANCE MATRIX

- Review: Measures of Association
- covariance matrix
- The covariance matrix Σ stores the covariance between each pair of attributes, as well as the variance for each attribute:

$$D = \begin{array}{c} \\ x_1 \\ x_2 \\ x_3 \\ x_4 \\ x_5 \\ x_6 \\ x_7 \end{array} \begin{array}{ccc} X_1 & X_2 & X_3 \\ 0.2 & 23 & 5.7 \\ 0.4 & 1 & 5.4 \\ 1.8 & 0.5 & 5.2 \\ 5.6 & 50 & 5.1 \\ -0.5 & 34 & 5.3 \\ 0.4 & 19 & 5.4 \\ 1.1 & 11 & 5.5 \end{array} \quad \Sigma = \begin{pmatrix} \hat{\sigma}_1^2 & \hat{\sigma}_{12} & \hat{\sigma}_{13} \\ \hat{\sigma}_{21} & \hat{\sigma}_2^2 & \hat{\sigma}_{23} \\ \hat{\sigma}_{31} & \hat{\sigma}_{32} & \hat{\sigma}_3^2 \end{pmatrix}$$

COVARIANCE MATRIX

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$$\Sigma = \begin{pmatrix} \hat{\sigma}_1^2 & \hat{\sigma}_{12} & \hat{\sigma}_{13} \\ \hat{\sigma}_{21} & \hat{\sigma}_2^2 & \hat{\sigma}_{23} \\ \hat{\sigma}_{31} & \hat{\sigma}_{32} & \hat{\sigma}_3^2 \end{pmatrix}$$

$$\Sigma = \begin{pmatrix} 4.1 & 18.4 & -0.26 \\ 18.4 & 321.3 & -1.09 \\ -0.26 & -1.09 & 0.0 \end{pmatrix}$$

DATA NORMALIZATION (LINEAR SCALING)

- Some attributes may dominate our data analysis if we're not careful (for example, those with significantly larger values). Therefore we may want to normalize the data.
- Range normalization shifts attribute values to the range [0,1]

	X_1	X_2	X_3
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x_7	1.1	11	5.5

$D =$

$$x'_i = \frac{x_i - \min_i\{x_i\}}{\max_i\{x_i\} - \min_i\{x_i\}}$$

$\rightarrow x'_1 = \frac{0.2 - (-0.5)}{5.6 - (-0.5)} = 0.1$ for the first attribute

DATA NORMALIZATION (LINEAR SCALING)

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x_6	0.4	19	5.4
x_7	1.1	11	5.5

\longrightarrow

	X_1	X_2	X_3
x'_1	0.1	0.5	1.0
x'_2	0.1	0.0	0.5
x'_3	0.4	0.0	0.2
x'_4	1.0	1.0	0.0
x'_5	0.0	0.7	0.3
x'_6	0.1	0.4	0.5
x'_7	0.3	0.2	0.7

$$x'_i = \frac{x_i - \min_i\{x_i\}}{\max_i\{x_i\} - \min_i\{x_i\}}$$

DATA NORMALIZATION (Z-SCORE)

- Z-score or standard score normalization tells us how many standard deviations each entity value is from the attribute mean:

$$x'_i = \frac{x_i - \hat{\mu}}{\hat{\sigma}}$$

	X_1	X_2	X_3		X_1	X_2	X_3	
x_1	0.2	23	5.7		x'_1	-0.5	0.2	1.7
x_2	0.4	1	5.4		x'_2	-0.4	-1.0	0.1
x_3	1.8	0.5	5.2		x'_3	0.3	-1.1	-0.9
x_4	5.6	50	5.1		x'_4	2.1	1.7	-1.4
x_5	-0.5	34	5.3		x'_5	-0.9	0.8	-0.4
x_6	0.4	19	5.4		x'_6	-0.4	-0.0	0.1
x_7	1.1	11	5.5		x'_7	-0.1	-0.5	0.7

DATA NORMALIZATION (Z-SCORE)

- Z-score or standard score normalization tells us how many standard deviations each entity value is from the attribute mean:

$$x'_i = \frac{x_i - \hat{\mu}}{\hat{\sigma}}$$



1- What is the variance of a standard normalized attribute:

A: 0

B: 1

C: between 0 and 1

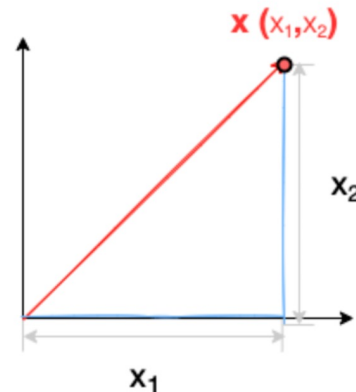
D: It depends

GEOMETRIC VIEW: DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- First, some notation: **norm of a vector** with dimensions (columns/attributes). The length of a vector is a nonnegative number that describes the extent of the vector in space

$$||x||_2 = \sqrt{x_1^2 + x_2^2}$$

$$||x_i||_2 = \sqrt{\sum_{k=1}^m x_{ik}^2}$$



DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- First, some notation: the L_2 norm of a vector with dimensions (columns/attributes):

	X_1	X_2	X_3
x_1	0.2	23	5.7
x_2	0.4	1	5.4
x_3	1.8	0.5	5.2
x_4	5.6	50	5.1
x_5	-0.5	34	5.3
x_6	0.4	19	5.4
x_7	1.1	11	5.5

$$||x_i||_2 = \sqrt{\sum_{k=1}^m x_{ik}^2}$$
$$||x_2||_2 = \sqrt{\sum_{k=1}^3 x_{2k}^2} = \sqrt{(x_{21}^2 + x_{22}^2 + x_{23}^2)} = \sqrt{(0.4^2 + 1^2 + 5.4^2)} = 5.5$$

DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- L_2 norm:

$$\|x_i - x_j\|_2 = \sqrt{\sum_{k=1}^m (x_{ik} - x_{jk})^2}$$

where x_i and x_j are vectors, and there are m dimensions

	x_1	x_2	x_3
$D =$	0.2	23	5.7
	0.4	1	5.4
	1.8	0.5	5.2
	5.6	50	5.1
	-0.5	34	5.3
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x_5	-0.5	34	5.3
x_6	0.4	19	5.4
x_7	1.1	11	5.5

$D =$



$$||x_1 - x_2||_2 = \sqrt{\sum_{k=1}^3 (x_{1k} - x_{2k})^2}$$

$$= \sqrt{(x_{11} - x_{21})^2 + (x_{12} - x_{22})^2 + (x_{13} - x_{23})^2}$$

$$= \sqrt{(0.2 - 0.4)^2 + (23 - 1)^2 + (5.7 - 5.4)^2}$$

$$= \sqrt{(-0.2)^2 + (22)^2 + (0.3)^2}$$

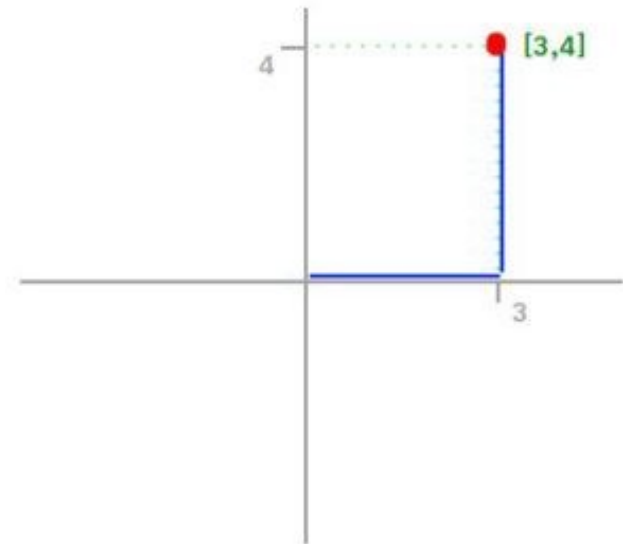
$$= 22.0$$

DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- L_1 norm Also known as Manhattan Distance or Taxicab norm:

$$||x_i - x_j||_1 = \sum_{k=1}^m |x_{ik} - x_{jk}|$$

where x_i and x_j are vectors,
and there are dimensions



DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- L_1 norm:

$$||x_i - x_j||_1 = \sum_{k=1}^m |x_{ik} - x_{jk}| \quad \text{where } x_i \text{ and } x_j \text{ are vectors, and there are } m \text{ dimensions}$$

	X_1	X_2	X_3
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$D =$

$$||x_1 - x_2||_1 = \sum_{k=1}^3 |x_{1k} - x_{2k}|$$

$= |x_{11} - x_{21}| + |x_{12} - x_{22}| + |x_{13} - x_{23}|$

$= |0.2 - 0.4| + |23 - 1| + |5.7 - 5.4|$

$= |-0.2| + |22| + |0.3|$

$= 22.5$

DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.

- L_1 norm:

$$||x_i - x_j||_1 = \sum_{k=1}^m |x_{ik} - x_{jk}|$$



- L_2 norm:

$$||x_i - x_j||_2 = \sqrt{\sum_{k=1}^m (x_{ik} - x_{jk})^2}$$

1- Which one is always true:

A: $L_1 \leq L_2$

B: $L_2 \leq L_1$

C: $L_2 < L_1$

D: It depends

DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- **Dot Product** is a measure of **how closely two vectors align**, in terms of the directions they point. The measure is a scalar number (single value) that can be used to compare the two vectors and to understand the impact of repositioning one or both of them.

$$a \cdot b = a^T b = \sum_1^m a_k b_k$$

where a and b are vectors,

and there are m dimensions

DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.

- Dot Product:** where a and b are vectors,
 $a \cdot b = a^T b = \sum_1^m a_k b_k$ and there are m dimensions

	x_1	x_2	x_3	
	0.2	23	5.7	
	0.4	1	5.4	
	1.8	0.5	5.2	
$D =$	5.6	50	5.1	
	-0.5	34	5.3	
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	1.1	11	5.5	

$x_3^T x_4 = \sum_{k=1}^3 x_{3k} x_{4k}$

$= x_{31}x_{41} + x_{32}x_{42} + x_{33}x_{43}$

$= (1.8)(5.6) + (0.5)(50) + (5.2)(5.1)$

$= 61.6$

DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- is a measure of **how closely two vectors align**, in terms of the directions they point.
- **Dot Product:**

$$a \cdot b = a^T b = \sum_1^m a_k b_k$$

$$\vec{a} \cdot \vec{b} = \|\vec{a}\|_2 \|\vec{b}\|_2 \cos \theta$$

DISTANCE BETWEEN VECTORS

- We are often interested in some measure of distance between vectors representing separate entities.
- Cosine of the angle between two vectors x_i and x_j :

$$\cos(\theta) = \frac{x_i^T x_j}{||x_i||_2 ||x_j||_2} \text{ where } x_i \text{ and } x_j \text{ are vectors and } x_i^T x_j \text{ is their dot product}$$

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cosine of the angle between x_2 and x_3 is:

$$\frac{x_2^T x_3}{||x_2||_2 ||x_3||_2}$$

DISTANCE BETWEEN VECTORS

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- Cosine of the angle between two vectors x_i and x_j :

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cosine of the angle between x_2 and x_3 is:

$$\begin{aligned} \frac{x_2^T x_3}{||x_2||_2 ||x_3||_2} &= \frac{(0.4 \ 1 \ 5.4)^T (1.8 \ 0.5 \ 5.2)}{\sqrt{(0.4^2 + 1^2 + 5.4^2)} \sqrt{(1.8^2 + 0.5^2 + 5.2^2)}} \\ &= \frac{(0.4)(1.8) + (1)(0.5) + (5.4)(5.2)}{\sqrt{(0.4^2 + 1^2 + 5.4^2)} \sqrt{(1.8^2 + 0.5^2 + 5.2^2)}} \end{aligned}$$

$$= 0.96$$

GEOMETRIC INTERPRETATION OF SAMPLE COVARIANCE

- Consider the the mean-centered data matrix:

$$\bar{X}_1 = X_1 - \hat{\mu}_1 \cdot \mathbf{1} = \begin{pmatrix} x_{11} - \hat{\mu}_1 \\ x_{21} - \hat{\mu}_1 \\ \vdots \\ x_{n1} - \hat{\mu}_1 \end{pmatrix} \quad \bar{X}_2 = X_2 - \hat{\mu}_2 \cdot \mathbf{1} = \begin{pmatrix} x_{12} - \hat{\mu}_2 \\ x_{22} - \hat{\mu}_2 \\ \vdots \\ x_{n2} - \hat{\mu}_2 \end{pmatrix}$$

- And remember sample covariance between X_1 and X_2 is given as:

$$\hat{\sigma}_{12} = \frac{1}{n} \sum_{i=1}^n (x_{i1} - \hat{\mu}_1)(x_{i2} - \hat{\mu}_2)$$

- We can show:

$$\hat{\sigma}_{12} = \frac{\bar{X}_1^T \bar{X}_2}{n}$$

GEOMETRIC INTERPRETATION OF SAMPLE CORRELATION

- Remember: $\cos(\theta) = \frac{x_i^T x_j}{\|x_i\|_2 \|x_j\|_2}$ and $\rho_{12} = \frac{\sigma_{12}}{\sigma_1 \sigma_2} = \frac{\sigma_{12}}{\sqrt{\sigma_1^2 \sigma_2^2}}$
- Sample correlation can be written as:

$$\hat{\rho}_{12} = \frac{\bar{X}_1^T \bar{X}_2}{\sqrt{\bar{X}_1^T \bar{X}_1} \sqrt{\bar{X}_2^T \bar{X}_2}} = \frac{\bar{X}_1^T \bar{X}_2}{\|\bar{X}_1\| \|\bar{X}_2\|} = \left(\frac{\bar{X}_1}{\|\bar{X}_1\|} \right)^T \left(\frac{\bar{X}_2}{\|\bar{X}_2\|} \right) = \cos \theta$$