Week 09

- Anomaly Detection
  - Density Estimation
  - Building an Anomaly Detection System
  - Multivariate Gaussian Distribution (Optional)
- Recommender Systems
  - Predicting Movie Ratings
  - Collaborative Filtering
  - Low Rank Matrix Factorization

I. Anomaly detection

1. Density Estimation

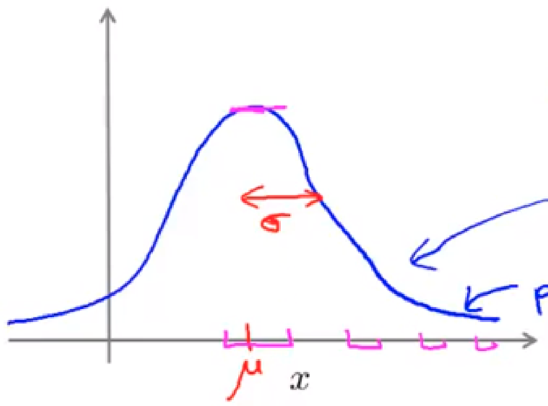
- Calculate probability and check if its less or greater than an arbitrary value;
  - Fraud detection
    - Idea is to model $p(x)$ from data
    - Check $p(x) < \epsilon$
  - Manufacturing
    - many features
    - decrease ϵ
- Gaussian Distribution
  - ~ is distributed as
  - if x is Gaussian Distribution with mean μ, variance σ^2
  - σ is standard deviation

Gaussian (Normal) distribution

Say $x \in \mathbb{R}$. If x is a distributed Gaussian with mean μ, variance σ^2.

$x \sim \mathcal{N}(\mu, \sigma^2)$ "distributed as"

σ standard deviation



$p(x;\mu,\sigma^2)$

$$= \frac{1}{\sqrt{2\pi}\,\sigma} \exp\left(-\frac{(x-\mu)^2}{2\sigma^2}\right)$$

$p(x;\mu,\sigma^2)$

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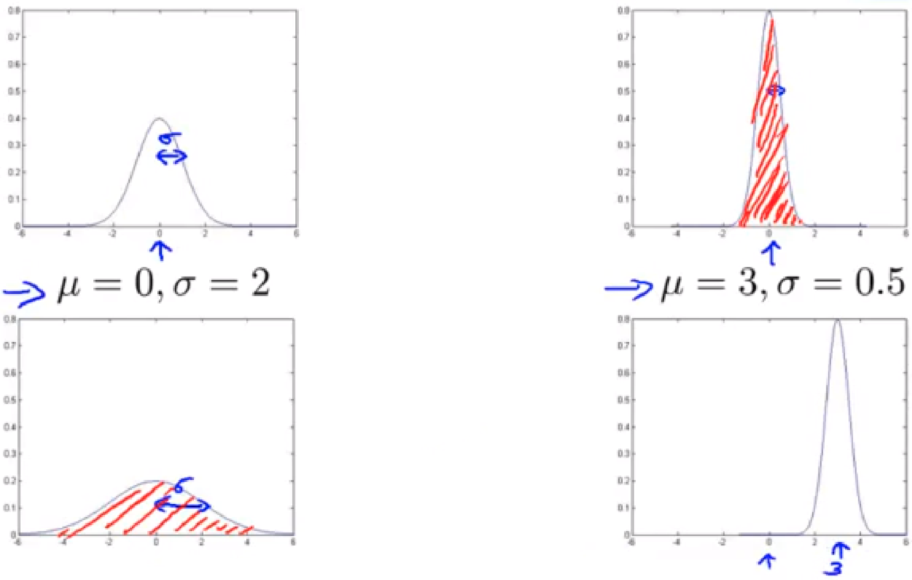
Gaussian distribution example

$\mu = 0, \sigma = 1$

$\mu = 0, \sigma = 0.5$ $\quad \sigma^2 = 0.25$

$\mu = 0, \sigma = 2$

$\mu = 3, \sigma = 0.5$



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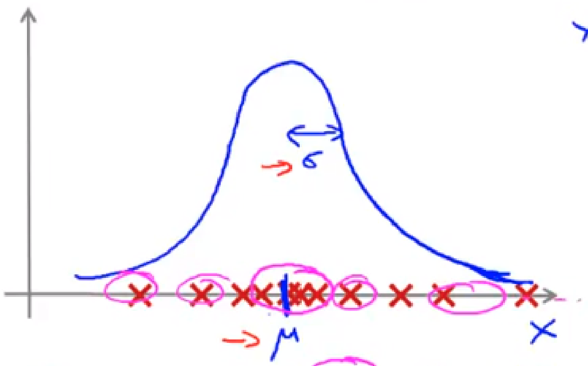
Parameter estimation

→ Dataset: $\{x^{(1)}, x^{(2)}, \ldots, x^{(m)}\}$ $\quad x^{(i)} \in \mathbb{R}$

$x^{(i)} \sim \mathcal{N}(\mu, \sigma^2)$



$$\mu = \frac{1}{m} \sum_{i=1}^{m} x^{(i)} \qquad \sigma^2 = \frac{1}{m} \sum_{i=1}^{m} \left(x^{(i)} - \mu\right)^2$$

$m-1 \qquad \frac{1}{m-1}$

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Algorithm:

Density estimation

→ Training set: $\{x^{(1)}, \ldots, x^{(m)}\}$

Each example is $x \in \mathbb{R}^n$

$x_1 \sim \mathcal{N}(\mu_1, \sigma_1^2)$

$x_2 \sim \mathcal{N}(\mu_2, \sigma_2^2)$

$x_3 \sim \mathcal{N}(\mu_3, \sigma_3^2)$

$$p(x) = \boxed{p(x_1; \mu_1, \sigma_1^2)\, p(x_2; \mu_2, \sigma_2^2)\, p(x_3; \mu_3, \sigma_3^2) \cdots p(x_n; \mu_n, \sigma_n^2)}$$

$$= \boxed{\prod_{j=1}^{n}} p(x_j; \mu_j, \sigma_j^2)$$

$$\sum_{i=1}^{n} i = 1 + 2 + 3 + \ldots + n$$

$$\prod_{i=1}^{n} i = 1 \times 2 \times 3 \times \ldots \times n$$

Anomaly detection algorithm

1. Choose features x_i that you think might be indicative of anomalous examples. $\{x^{(1)}, \dots, x^{(m)}\}$
2. Fit parameters $\mu_1, \dots, \mu_n, \sigma_1^2, \dots, \sigma_n^2$

$$\boxed{\mu_j = \frac{1}{m}\sum_{i=1}^{m} x_j^{(i)}}$$

$$\sigma_j^2 = \frac{1}{m}\sum_{i=1}^{m} (x_j^{(i)} - \mu_j)^2$$

$p(x_j; \mu_j, \sigma_j^2)$

$\mu_1, \mu_2, \dots, \mu_n$

$$\mu = \begin{bmatrix} \mu_1 \\ \mu_2 \\ \vdots \\ \mu_n \end{bmatrix} = \frac{1}{m}\sum_{i=1}^{m} x^{(i)}$$

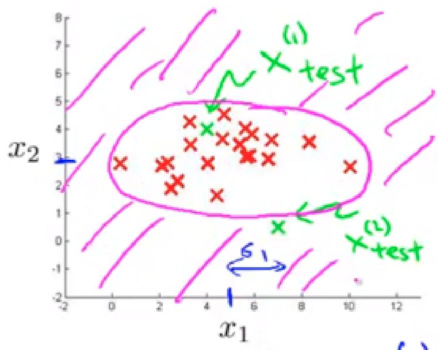
3. Given new example x, compute $p(x)$:

$$p(x) = \prod_{j=1}^{n} p(x_j; \mu_j, \sigma_j^2) = \prod_{j=1}^{n} \frac{1}{\sqrt{2\pi}\sigma_j} \exp\left(-\frac{(x_j - \mu_j)^2}{2\sigma_j^2}\right)$$

Anomaly if $p(x) < \varepsilon$

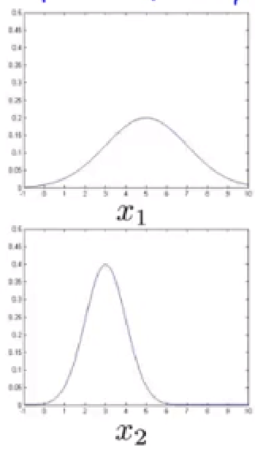
Anomaly detection example

$\to p(x) = p(x_1; \mu_1, \sigma_1^2) \times p(x_2; \mu_2, \sigma_2^2)$



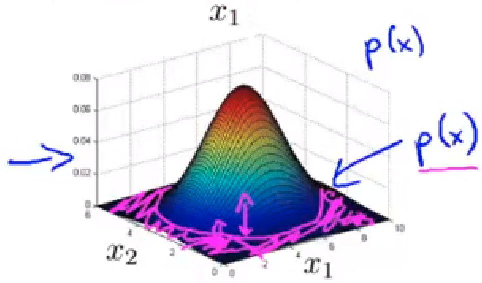
$\sigma_1^2, \sigma_2^2 = 4$

$$\boxed{\begin{aligned} \mu_1 &= 5, \sigma_1 = 2 \\ \mu_2 &= 3, \sigma_2 = 1 \end{aligned}}$$



$p(x_1; \mu_1, \sigma_1^2)$

$p(x_2; \mu_2, \sigma_2^2)$



$\varepsilon = 0.02$

$p(x^{(1)}_{test}) = 0.0426 \geq \varepsilon$

$p(x^{(2)}_{test}) = 0.0021 < \varepsilon$

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2. Building Anomaly Detection System

Algorithm evaluation

- Fit model $p(x)$ on training set $\{x^{(1)}, \ldots, x^{(m)}\}$
- On a cross validation/test example x, predict

$$y = \begin{cases} 1 & \text{if } p(x) < \varepsilon \text{ (anomaly)} \\ 0 & \text{if } p(x) \geq \varepsilon \text{ (normal)} \end{cases}$$

Possible evaluation metrics:

- True positive, false positive, false negative, true negative
- Precision/Recall
- F_1-score

Can also use cross validation set to choose parameter ε

Anomaly detection	vs. Supervised learning
Very small number of positive examples ($y = 1$). (0-20 is common).	Large number of positive and negative examples.
Large number of negative ($y = 0$) examples. $\boxed{p(x)}$	
Many different "types" of anomalies. Hard for any algorithm to learn from positive examples what the anomalies look like;	Enough positive examples for algorithm to get a sense of what positive examples are like,
future anomalies may look nothing like any of the anomalous examples we've seen so far.	future positive examples likely to be similar to ones in training set.

Anomaly detection	vs.	Supervised learning
• Fraud detection		• Email spam classification
• Manufacturing (e.g. aircraft engines)		• Weather prediction (sunny/rainy/etc).
• Monitoring machines in a data center		• Cancer classification
⋮		⋮

3. Choosing What Features to Use

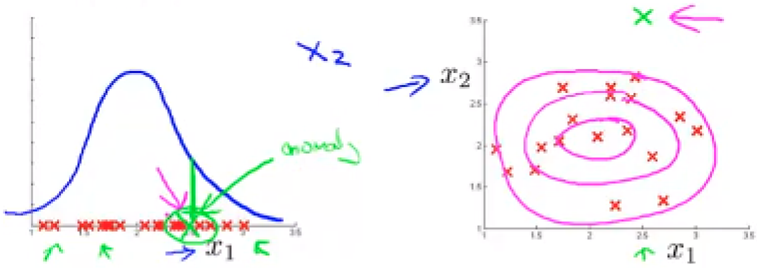
Error analysis for anomaly detection

Want $p(x)$ large for normal examples x.

$p(x)$ small for anomalous examples x.

Most common problem:

$p(x)$ is comparable (say, both large) for normal and anomalous examples



Monitoring computers in a data center

Choose features that might take on unusually large or small values in the event of an anomaly.

- x_1 = memory use of computer
- x_2 = number of disk accesses/sec
- x_3 = CPU load
- x_4 = network traffic

$$x_5 = \frac{\text{CPU load}}{\text{network traffic}} \qquad x_6 = \frac{(\text{CPU load})^2}{\text{network traffic}}$$

II. Recommender Systems

1. Predicting Movie Ratings

Example: Predicting movie ratings

User rates movies using ~~one~~ zero to five stars

Movie	Alice (1)	Bob (2)	Carol (3)	Dave (4)
Love at last	5	5	0	0
Romance forever	5	? 4.5	? 0	0
Cute puppies of love	? 5	4	0	? 0
Nonstop car chases	0	0	5	4
Swords vs. karate	0	0	5	?

$n_u = 4$ $\qquad n_m = 5$

- n_u = no. users
- n_m = no. movies
- $r(i,j)$ = 1 if user j has rated movie i
- $y^{(i,j)}$ = rating given by user j to movie i (defined only if $r(i,j) = 1$)

$0, \ldots, 5$

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2. Content Based Recommendations

Content-based recommender systems

$n_u = 4$, $n_m = 5$

$x_0 = 1$

$x^{(1)} = \begin{bmatrix} 1 \\ 0.9 \\ 0 \end{bmatrix}$

	Movie	Alice (1) $\theta^{(1)}$	Bob (2) $\theta^{(2)}$	Carol (3) $\theta^{(3)}$	Dave (4) $\theta^{(4)}$	x_1 (romance)	x_2 (action)
$x^{(1)}$	Love at last 1	5	5	0	0	0.9	0
$x^{(2)}$	Romance forever 2	5	?	?	0	1.0	0.01
$x^{(3)}$	Cute puppies of love 3	? 4.95	4	0	?	0.99	0
	Nonstop car chases 4	0	0	5	4	0.1	1.0
$x^{(5)}$	Swords vs. karate 5	0	0	5	?	0	0.9

$n = 2$

- For each user j, learn a parameter $\theta^{(j)} \in \mathbb{R}^3$. Predict user j as rating movie i with $(\theta^{(j)})^T x^{(i)}$ stars.

$\theta^{(j)} \in \mathbb{R}^{n+1}$

$$x^{(3)} = \begin{bmatrix} 1 \\ 0.99 \\ 0 \end{bmatrix} \leftrightarrow \theta^{(1)} = \begin{bmatrix} 0 \\ 5 \\ 0 \end{bmatrix} \qquad (\theta^{(1)})^T x^{(3)} = 5 \times 0.99 = 4.95$$

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Problem formulation

- $r(i,j) = 1$ if user j has rated movie i (0 otherwise)
- $y^{(i,j)} =$ rating by user j on movie i (if defined)

- $\theta^{(j)}$ = parameter vector for user j
- $x^{(i)}$ = feature vector for movie i
- For user j, movie i, predicted rating: $(\theta^{(j)})^T (x^{(i)})$

$\theta^{(j)} \in \mathbb{R}^{n+1}$

- $m^{(j)}$ = no. of movies rated by user j

To learn $\theta^{(j)}$:

$$\min_{\theta^{(j)}} \frac{1}{2\cancel{m^{(j)}}} \sum_{i:r(i,j)=1} \left((\theta^{(j)})^T (x^{(i)}) - y^{(i,j)}\right)^2 + \frac{\lambda}{2\cancel{m^{(j)}}} \sum_{k=1}^{n} (\theta_k^{(j)})^2$$

Optimization objective:

To learn $\theta^{(j)}$ (parameter for user j):

$$\min_{\theta^{(j)}} \frac{1}{2}\underbrace{\sum_{i:r(i,j)=1}\left((\theta^{(j)})^T x^{(i)} - y^{(i,j)}\right)^2}_{} + \underbrace{\frac{\lambda}{2}\sum_{k=1}^{n}(\theta_k^{(j)})^2}_{}$$

To learn $\theta^{(1)}, \theta^{(2)}, \ldots, \theta^{(n_u)}$:

$$\min_{\theta^{(1)},\ldots,\theta^{(n_u)}} \frac{1}{2}\sum_{j=1}^{n_u}\underbrace{\sum_{i:r(i,j)=1}\left((\theta^{(j)})^T x^{(i)} - y^{(i,j)}\right)^2 + \frac{\lambda}{2}\sum_{j=1}^{n_u}\sum_{k=1}^{n}(\theta_k^{(j)})^2}_{}$$

Gradient descent update:

$$\theta_k^{(j)} := \theta_k^{(j)} - \alpha \sum_{i:r(i,j)=1}\left((\theta^{(j)})^T x^{(i)} - y^{(i,j)}\right)x_k^{(i)} \quad (\text{for } k = 0)$$

$$\theta_k^{(j)} := \theta_k^{(j)} - \alpha \underbrace{\left(\sum_{i:r(i,j)=1}\left((\theta^{(j)})^T x^{(i)} - y^{(i,j)}\right)x_k^{(i)} + \lambda\theta_k^{(j)}\right)}_{\frac{\partial}{\partial \theta_k^{(j)}} J(\theta^{(1)},\ldots,\theta^{(n_u)})} \quad (\text{for } k \neq 0)$$

$\cancel{\frac{1}{m^{(j)}}}$

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4. Collaborative Filtering

Problem motivation

$x_0 = 1$

Movie	Alice (1) $\theta^{(1)}$	Bob (2) $\theta^{(2)}$	Carol (3) $\theta^{(3)}$	Dave (4) $\theta^{(4)}$	x_1 (romance)	x_2 (action)
$x^{(1)}$ ~~Love at last~~	5	5	0	0	~~?~~ 1.0	~~?~~ 0.0
Romance forever	5	?	?	0	?	?
Cute puppies of love	?	4	0	?	?	?
Nonstop car chases	0	0	5	4	?	?
Swords vs. karate	0	0	5	?	?	?

$$x^{(1)} = \begin{bmatrix} 1 \\ 1.0 \\ 0.0 \end{bmatrix}$$

$$\theta^{(1)} = \begin{bmatrix} 0 \\ 5 \\ 0 \end{bmatrix}, \theta^{(2)} = \begin{bmatrix} 0 \\ 5 \\ 0 \end{bmatrix}, \theta^{(3)} = \begin{bmatrix} 0 \\ 0 \\ 5 \end{bmatrix}, \theta^{(4)} = \begin{bmatrix} 0 \\ 0 \\ 5 \end{bmatrix}$$

$\theta^{(j)}$

$x^{(1)}$

$(\theta^{(1)})^T x^{(1)} \approx 5$

$(\theta^{(2)})^T x^{(1)} \approx 5$

$(\theta^{(3)})^T x^{(1)} \approx 0$

$(\theta^{(4)})^T x^{(1)} \approx 0$

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Optimization algorithm

Given $\theta^{(1)}, \dots, \theta^{(n_u)}$, to learn $x^{(i)}$:

$$\min_{x^{(i)}} \frac{1}{2} \sum_{j:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{k=1}^{n} (x_k^{(i)})^2$$

Given $\theta^{(1)}, \dots, \theta^{(n_u)}$, to learn $x^{(1)}, \dots, x^{(n_m)}$:

$$\min_{x^{(1)}, \dots, x^{(n_m)}} \frac{1}{2} \sum_{i=1}^{n_m} \sum_{j:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{i=1}^{n_m} \sum_{k=1}^{n} (x_k^{(i)})^2$$

Collaborative filtering

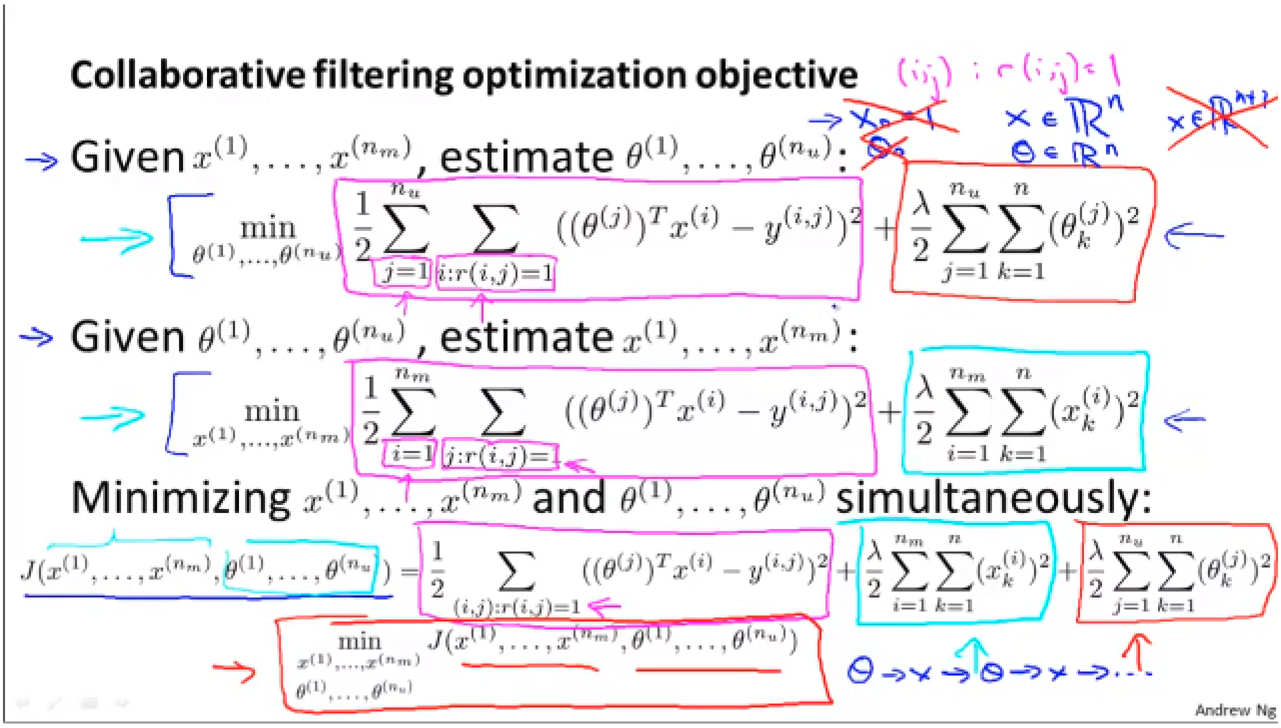
$r^{(i,j)}$
$y^{(i,j)}$

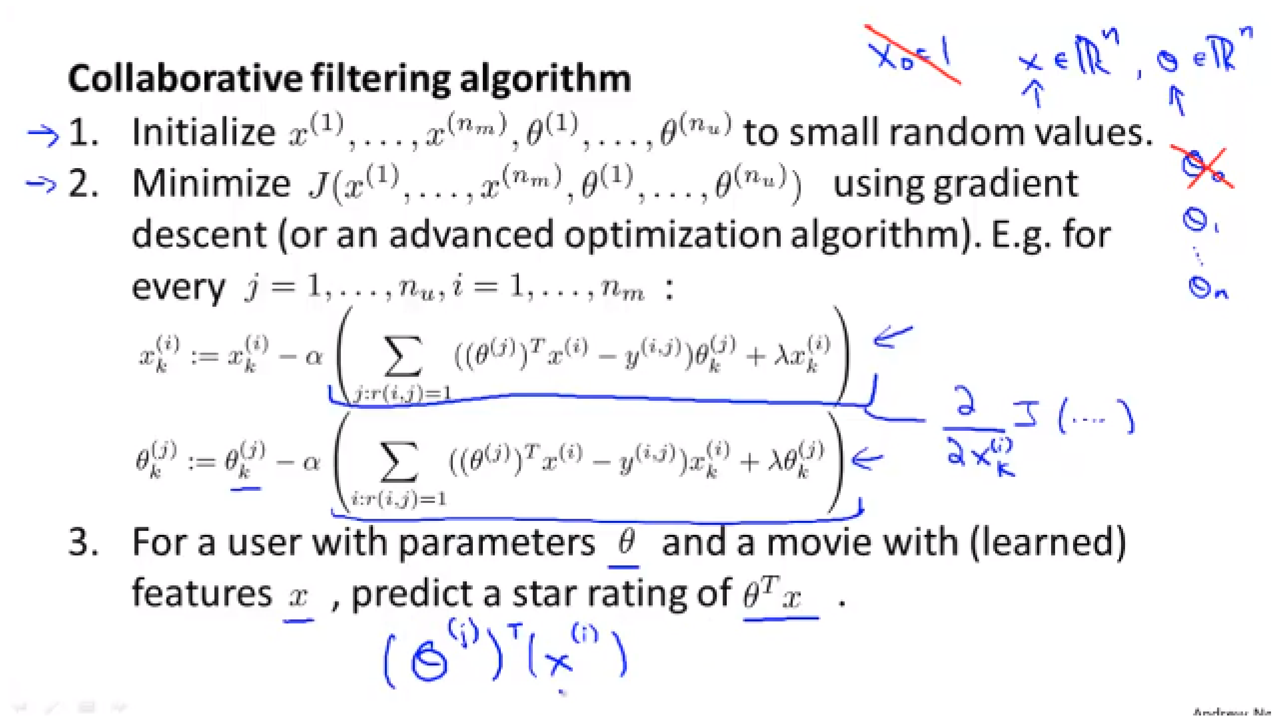
Given $x^{(1)}, \dots, x^{(n_m)}$ (and movie ratings),
can estimate $\theta^{(1)}, \dots, \theta^{(n_u)}$

Given $\theta^{(1)}, \dots, \theta^{(n_u)}$,
can estimate $x^{(1)}, \dots, x^{(n_m)}$

Guess $\Theta \rightarrow x \rightarrow \Theta \rightarrow x \rightarrow \Theta \rightarrow x \rightarrow \dots$

2. Collaborative Filtering Algorithm





3. Vectorization: Low Rank Matrix Factorization

Collaborative filtering

$X \Theta^T \Leftarrow$

$(\Theta^{(j)})^T(x^{(i)})$

(i,j)

Predicted ratings:

$$Y = \begin{bmatrix} 5 & 5 & 0 & 0 \\ 5 & ? & ? & 0 \\ ? & 4 & 0 & ? \\ 0 & 0 & 5 & 4 \\ 0 & 0 & 5 & 0 \end{bmatrix} \rightarrow \underbrace{\begin{bmatrix} \boxed{(\theta^{(1)})^T(x^{(1)})} & \boxed{(\theta^{(2)})^T(x^{(1)})} & \dots & (\theta^{(n_u)})^T(x^{(1)}) \\ (\theta^{(1)})^T(x^{(2)}) & (\theta^{(2)})^T(x^{(2)}) & \dots & (\theta^{(n_u)})^T(x^{(2)}) \\ \vdots & \vdots & \vdots & \vdots \\ \boxed{(\theta^{(1)})^T(x^{(n_m)})} & (\theta^{(2)})^T(x^{(n_m)}) & \dots & (\theta^{(n_u)})^T(x^{(n_m)}) \end{bmatrix}}$$

$$\rightarrow X = \begin{bmatrix} - (x^{(1)})^T - \\ - (x^{(2)})^T - \\ \vdots \\ - (x^{(n_m)})^T - \end{bmatrix} \qquad \rightarrow \Theta = \begin{bmatrix} - (\theta^{(1)})^T - \\ - (\theta^{(2)})^T - \\ \vdots \\ - (\theta^{(n_u)})^T - \end{bmatrix}$$

→ Low rank matrix factorization

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Finding related movies

For each product i, we learn a feature vector $x^{(i)} \in \mathbb{R}^n$.

→ x_1 = romance, x_2 = action, x_3 = comedy, x_4 = ...

How to find movies j related to movie i?

small $\|x^{(i)} - x^{(j)}\|$ → movie j and i are "similar"

5 most similar movies to movie i:

→ Find the 5 movies j with the smallest $\|x^{(i)} - x^{(j)}\|$.