

Week 9: Visualising Networks

Visual Data Analytics

University of Sydney



Outline

- Graph theory
 - Graphs
 - All about edges
 - All about nodes
- Bipartite graphs

Motivation

- Networks are ubiquitous in business applications
 - Supply chains
 - Social networks
 - International trade
- Networks can be understood and visualised using graph theory.

Network v Graph

- A *network* is a real system consisting of some entities and the relationships between them.
- A *graph* is an abstract mathematical construct that can describe networks.
- Note that this week we use *graph* with a specific mathematical meaning, and not in the everyday sense of graphs as different visualisations (e.g histograms and scatterplots).

Graph theory

Definition

- A graph is made up of two sets
 - A set of vertices \mathcal{V}
 - A set of edges \mathcal{E}
 - At most one edge connects exactly two vertices
- In some settings, the third condition is relaxed so that a vertex can have an edge with itself and multiple edges can connect the same two vertices

Examples

- In a social network:
 - Vertices are individuals / users
 - Edges indicate whether two individuals are *friends* on the social network
- In a food delivery app
 - Vertices may be restaurants and suburbs
 - Edges indicate whether a restaurant delivers to a suburb.

Simple example

- Four vertices: A, B, C and D
 - Edges from A to B, C and D
 - Edges from B to A and D
 - Edges from C to A and D
 - Edges from D to A, C and D
- This is adapted from the bridges of Königsberg (the first application of graph theory).

In Python

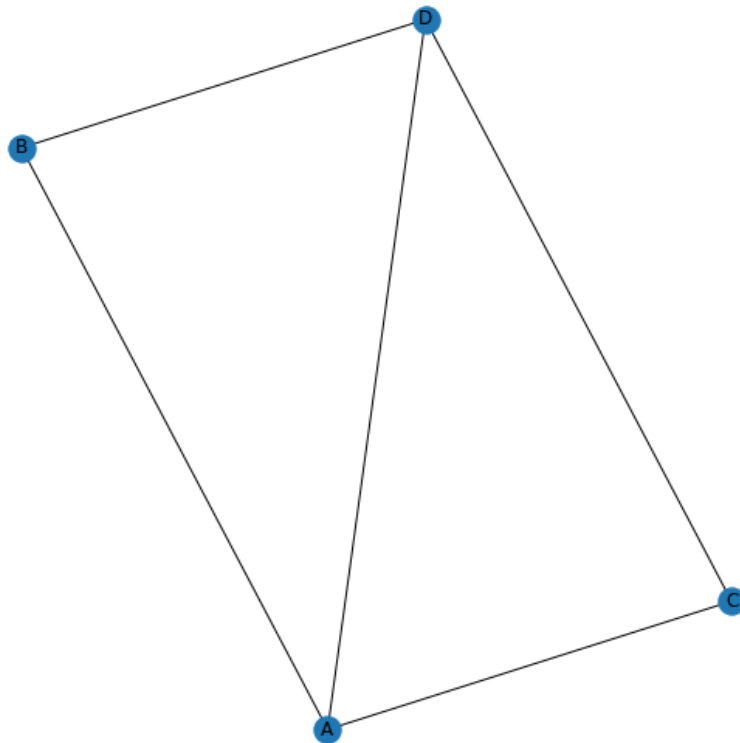
- We will use the `networkx` package to deal with graphs and networks.
- We can build a network from a pandas data frame

```
import networkx as nx
df = pd.DataFrame({ 'from': ['A', 'A', 'A', 'B', 'C'], 'to': ['B', 'C', 'D', 'D', 'D'] })
df
```

```
##    from to
## 0     A  B
## 1     A  C
## 2     A  D
## 3     B  D
## 4     C  D
```

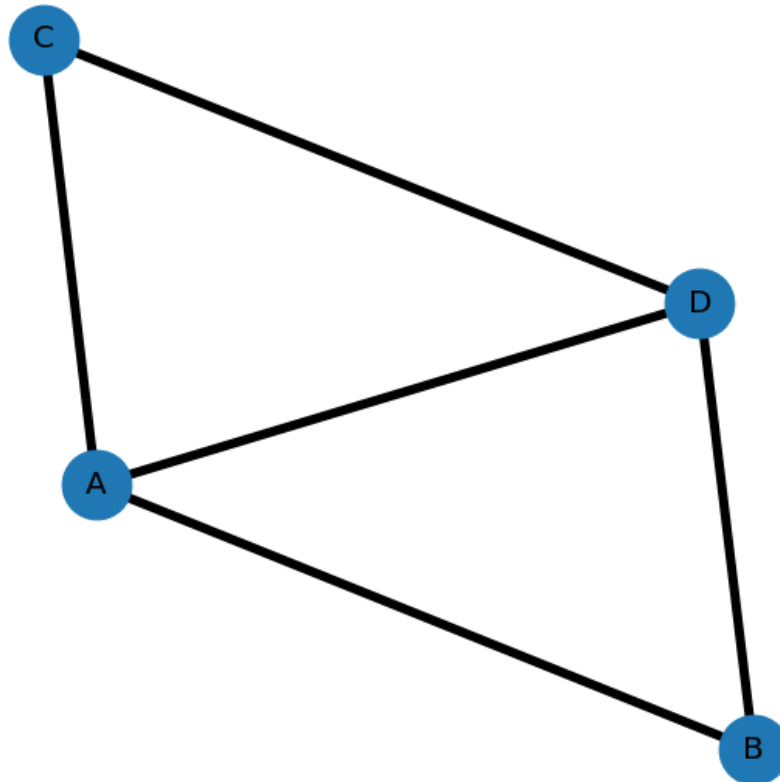
Drawing graph

```
G=nx.from_pandas_edgelist(df, 'from', 'to')  
nx.draw(G, with_labels=True)  
plt.show()
```



To look nicer

```
G=nx.from_pandas_edgelist(df, 'from', 'to')  
nx.draw(G, with_labels=True, node_size=2000, font_size=20, width = 6)  
plt.show()
```



Why are they different?

- Layout of graphs is determined by algorithms.
- The default algorithm is known as Fruchterman-Reingold.
- To understand must consider two "forces":
 - Think of edges as "springs" with an attractive force to display shorter edges.
 - Think of non-adjacent nodes as repelled by electric forces.

Fruchterman-Reingold

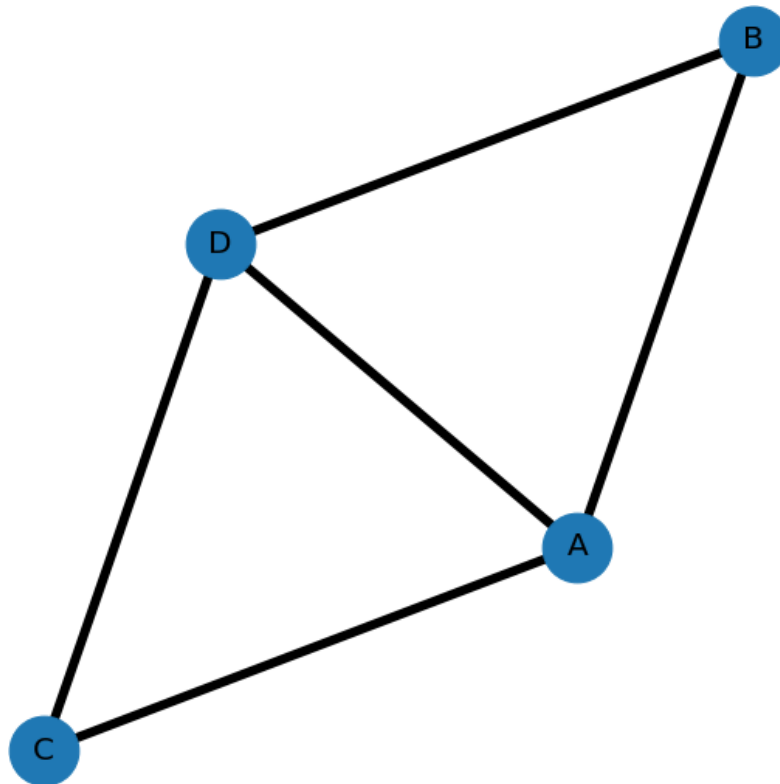
- Initialise nodes in random positions
- Compute both attracting and repelling forces for each node.
- Move all nodes by an amount proportional to net forces.
- Repeat this, each time making the adjustment smaller.

Fruchterman-Reingold

- Due to initial random step, can plot the same plot and get different results.
- To obtain a consistent layout we can
 - Fix the position of some nodes
 - Set the same random seed whenever we draw the graph.
- Usually experimenting with a few different random seeds is satisfactory.

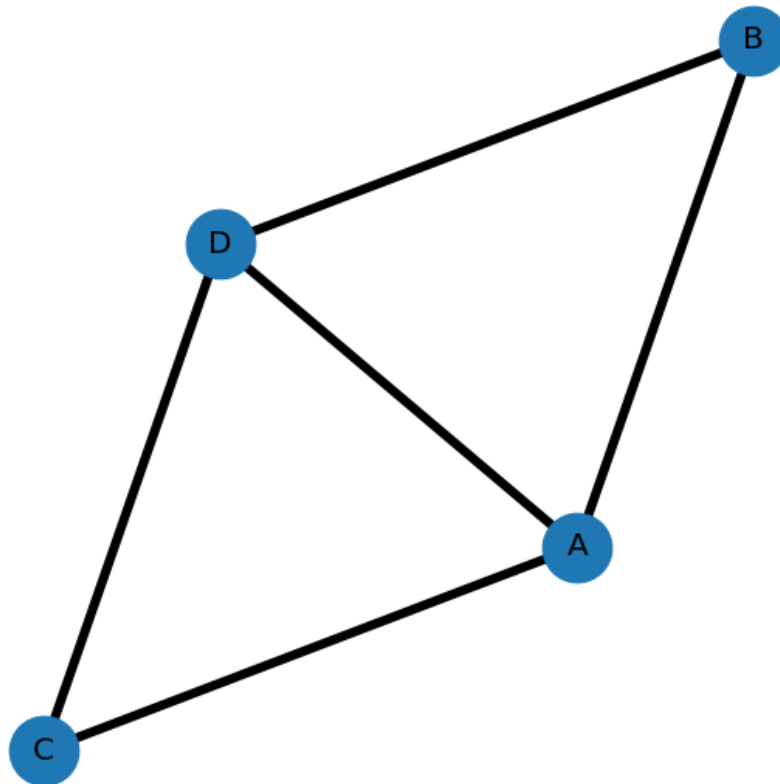
Set seed

```
G=nx.from_pandas_edgelist(df, 'from', 'to')  
nx.draw(G, with_labels=True, node_size=2000, font_size=20, width = 6, p  
plt.show()
```



Same layout

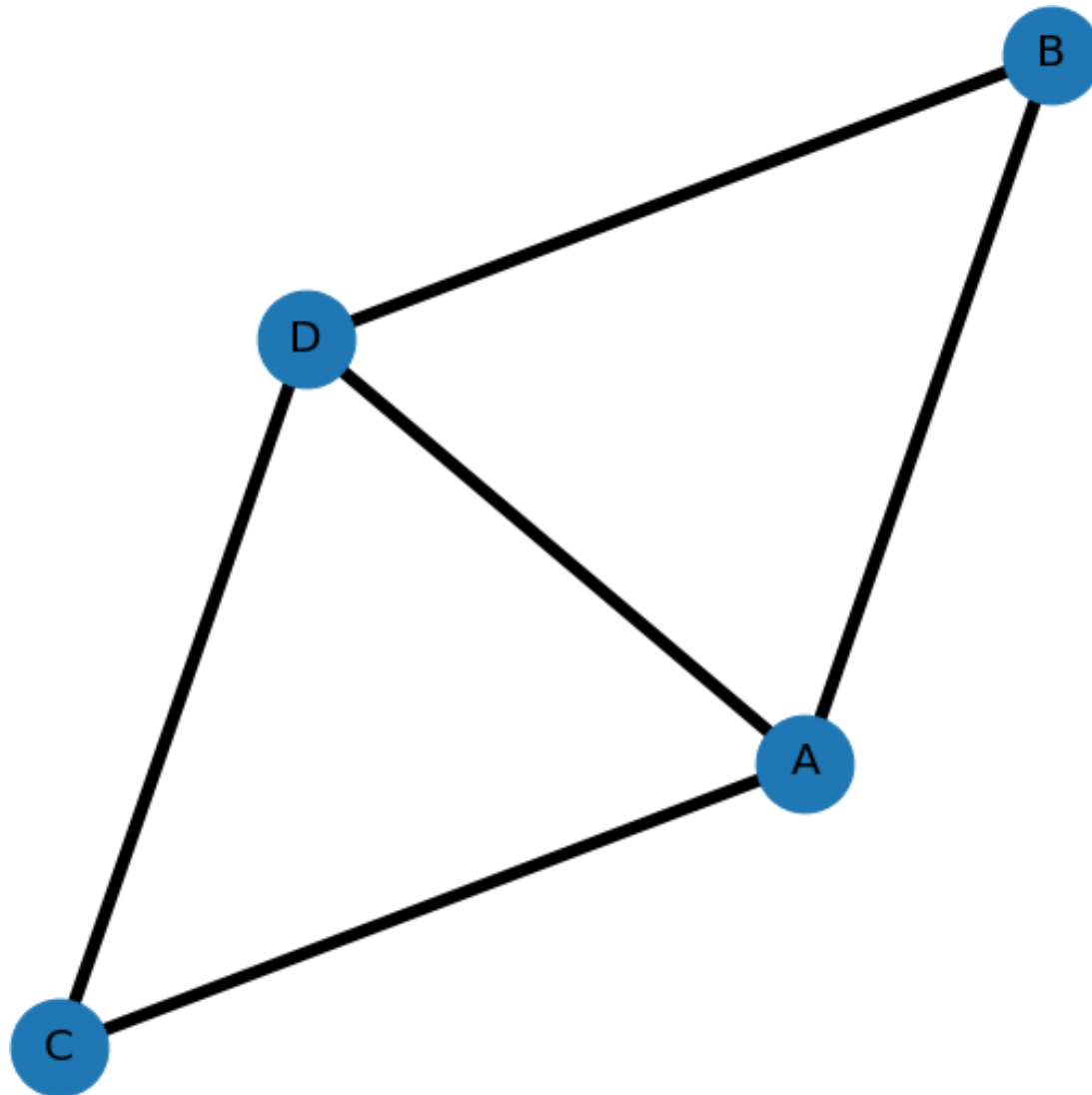
```
G=nx.from_pandas_edgelist(df, 'from', 'to')  
nx.draw(G, with_labels=True, node_size=2000, font_size=20, width = 6, p  
plt.show()
```



Adjacency matrix

- The adjacency matrix is defined so that
 - The element $a_{ij} = 1$ if two vertices are connected by an edge (they are *adjacent*)
 - The element $a_{ij} = 0$ otherwise
- Let's see an example

Graph again

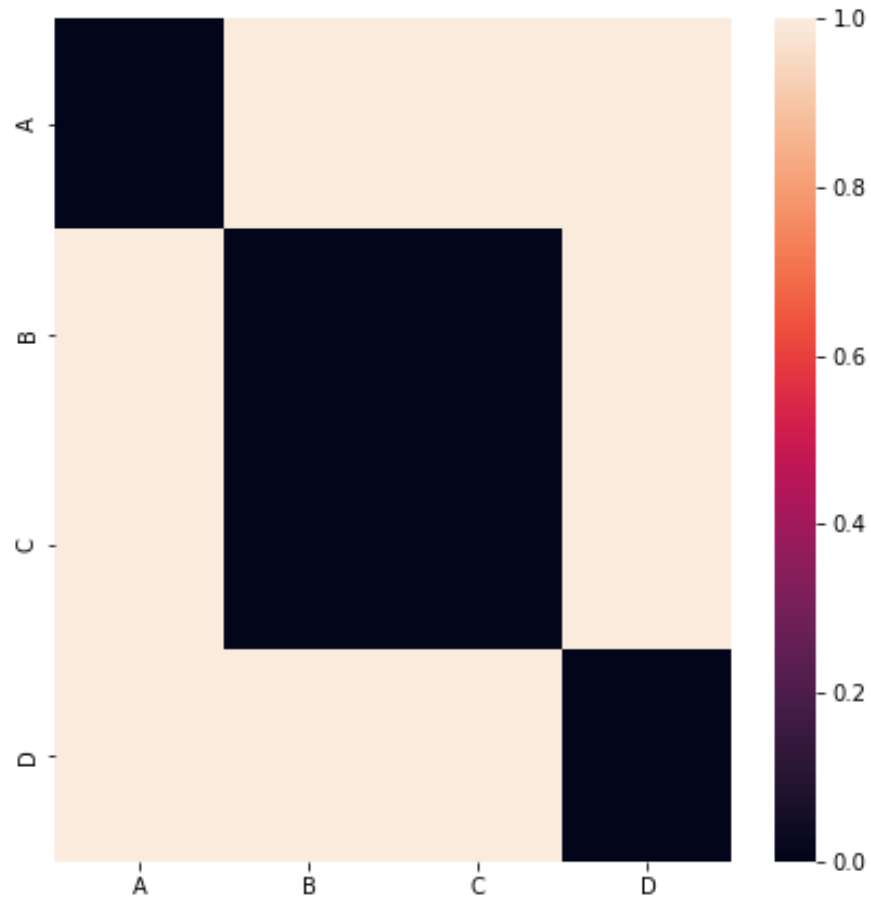


Adjacency matrix

Adjacency matrix given by

$$A = \begin{pmatrix} 0 & 1 & 1 & 1 \\ 1 & 0 & 0 & 1 \\ 1 & 0 & 0 & 1 \\ 1 & 1 & 1 & 0 \end{pmatrix}$$

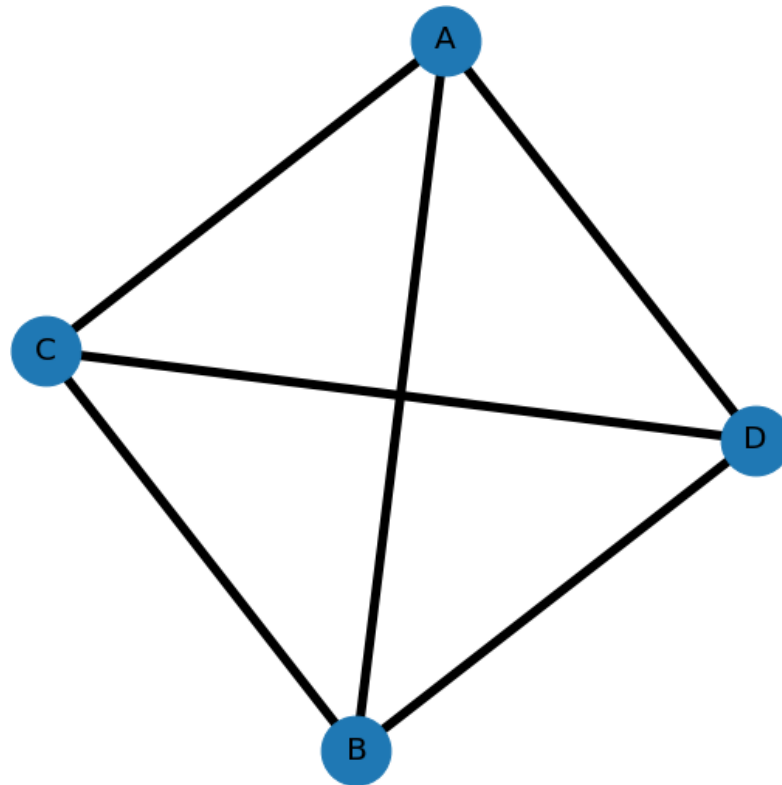
As heatmap



Complete graphs

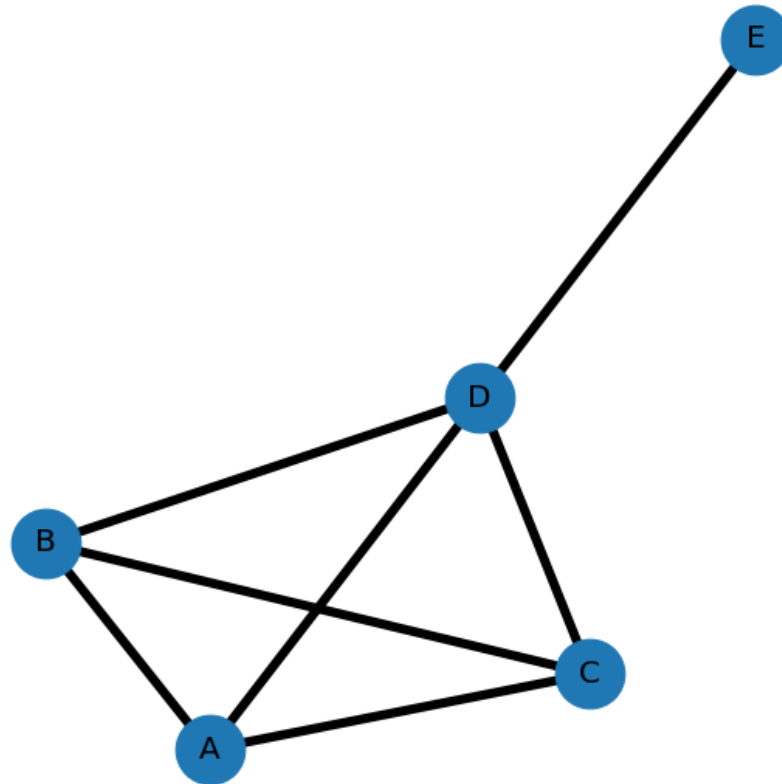
- If there are edges between every pair of nodes the graph is *complete* (then A only has ones off diagonal).
- If a subset of vertices has this property this is called a *clique*.
- The number of edges divided by the number of edges of a complete graph is a measure of graph *density*.

Complete graph



Clique

A,B,C and D form a clique



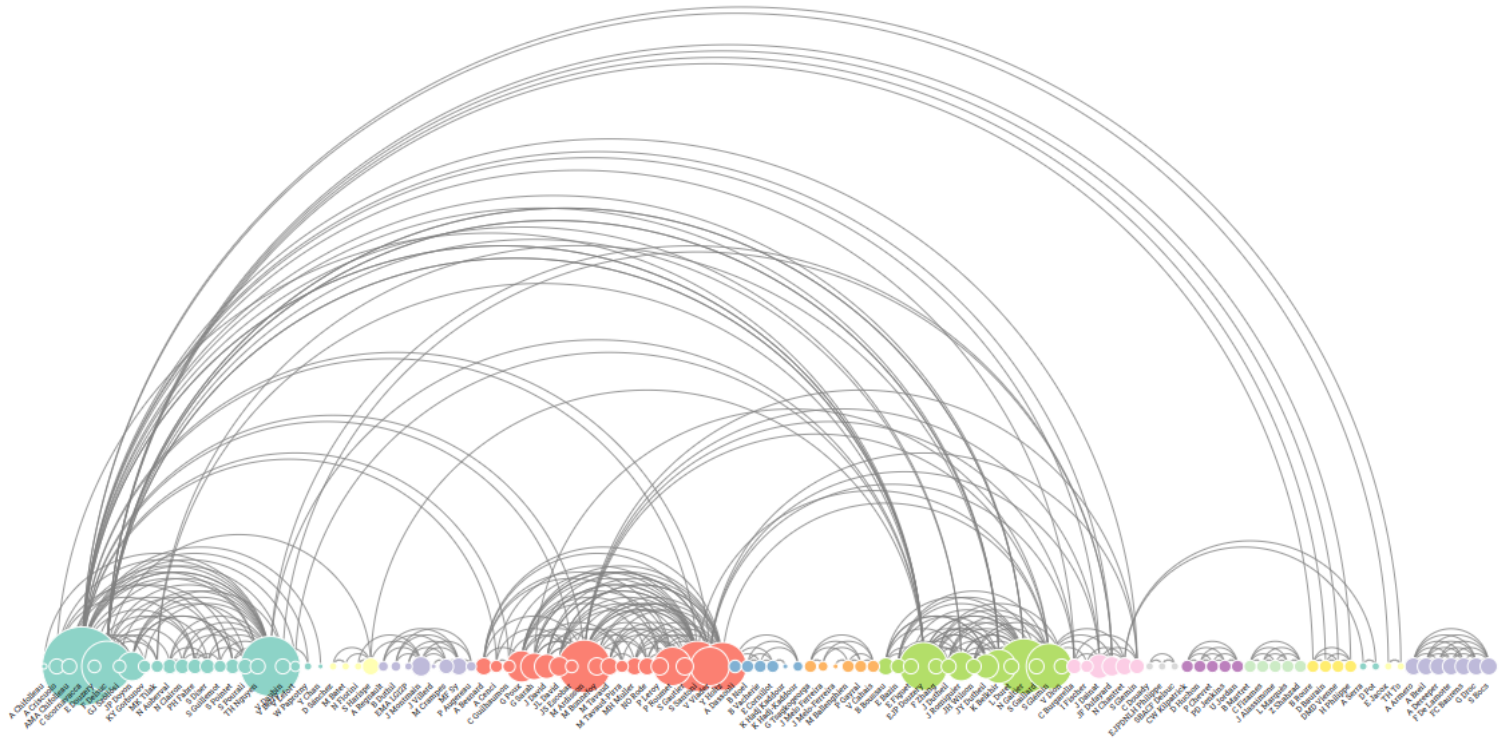
What is the density of this graph?

Larger networks

- The Fruchterman Reingold method works well for graphs with hundreds of nodes.
- For larger graphs different algorithms have been developed.
- This exploits the fact that larger graphs have low density.
- Break up networks into smaller smaller subgraphs/cliques.
- Larger graphs benefit from interactivity which is possible (but challenging) using **plotly**.

Arc plot

An alternative is the **arc plot**.



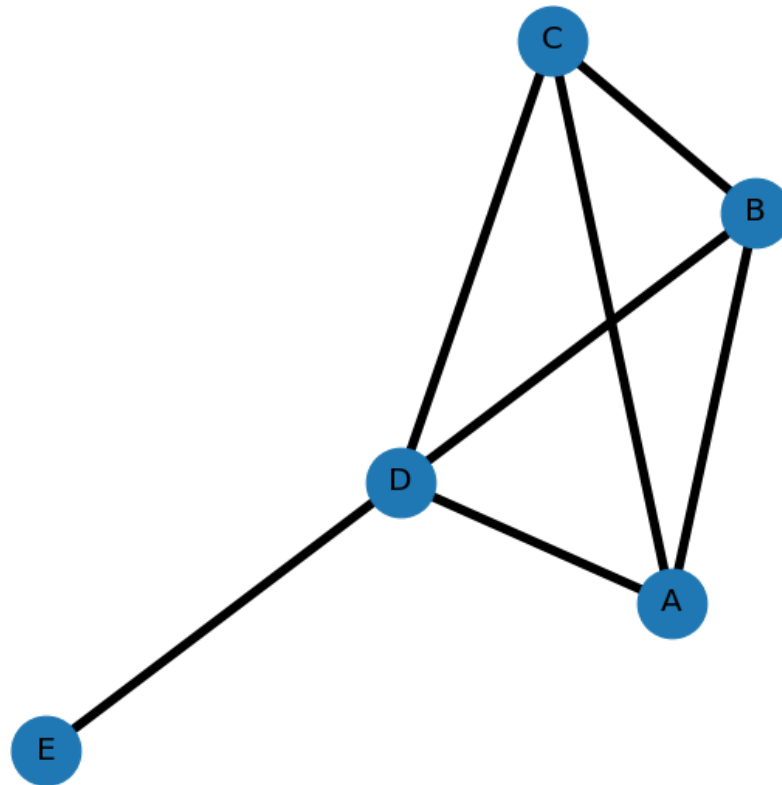
Paths and edges

Paths

- If connect one vertex to another without visiting the same vertex twice, this is known as a *path*.
- Finding the *shortest path* has many applications.
- This gives a measure of *distance* between nodes
- We can visualise paths as well

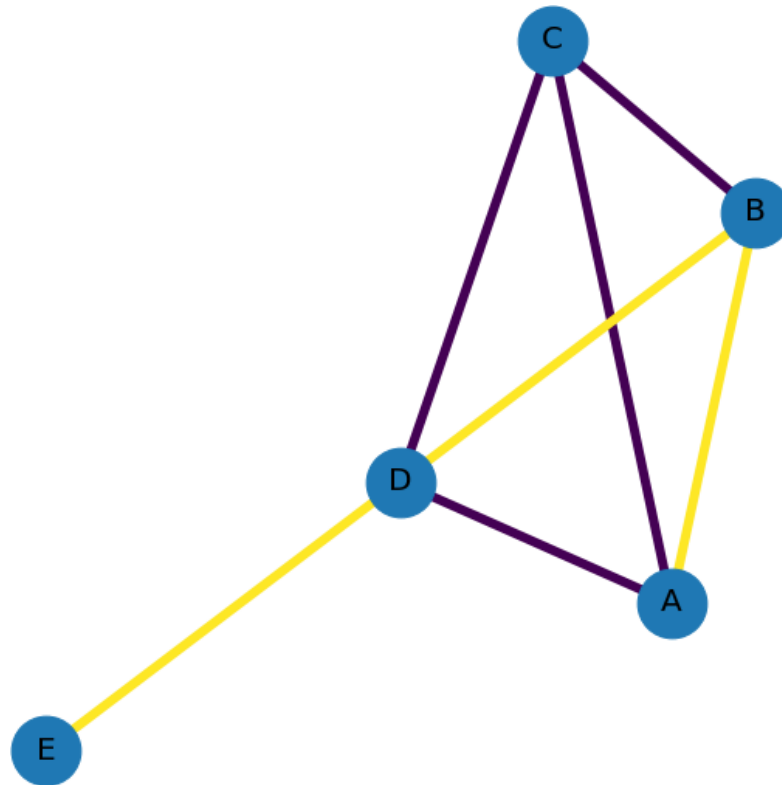
Paths

Path from A to E



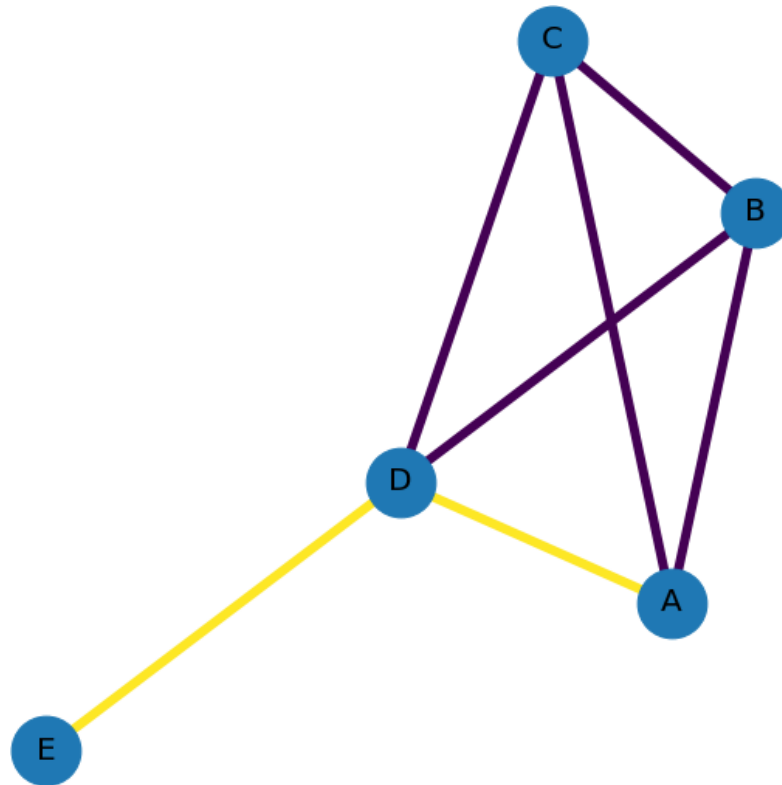
Paths

Path from A to E



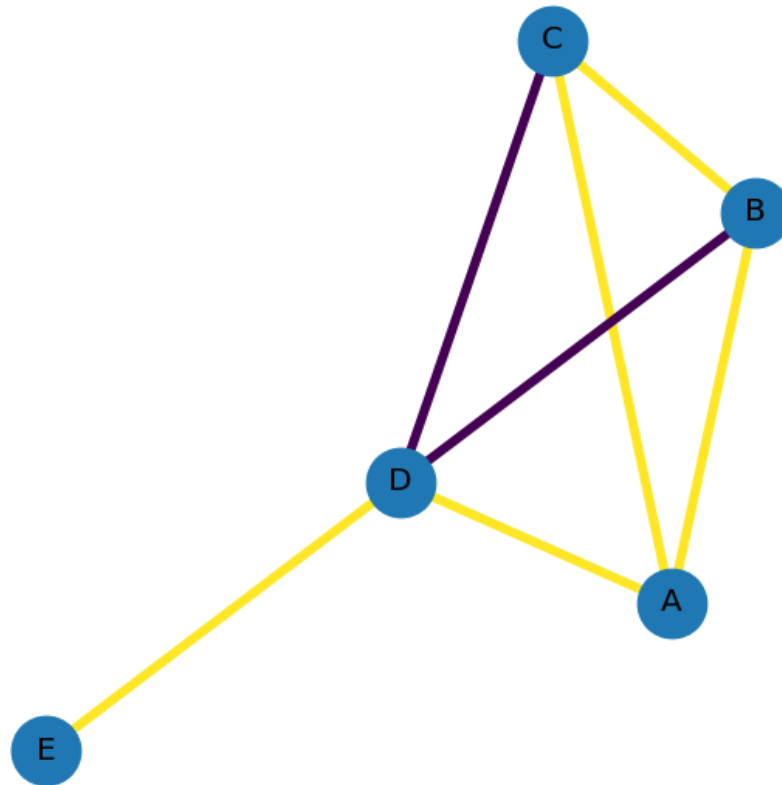
Paths

Another path from A to E



Paths

Not a path

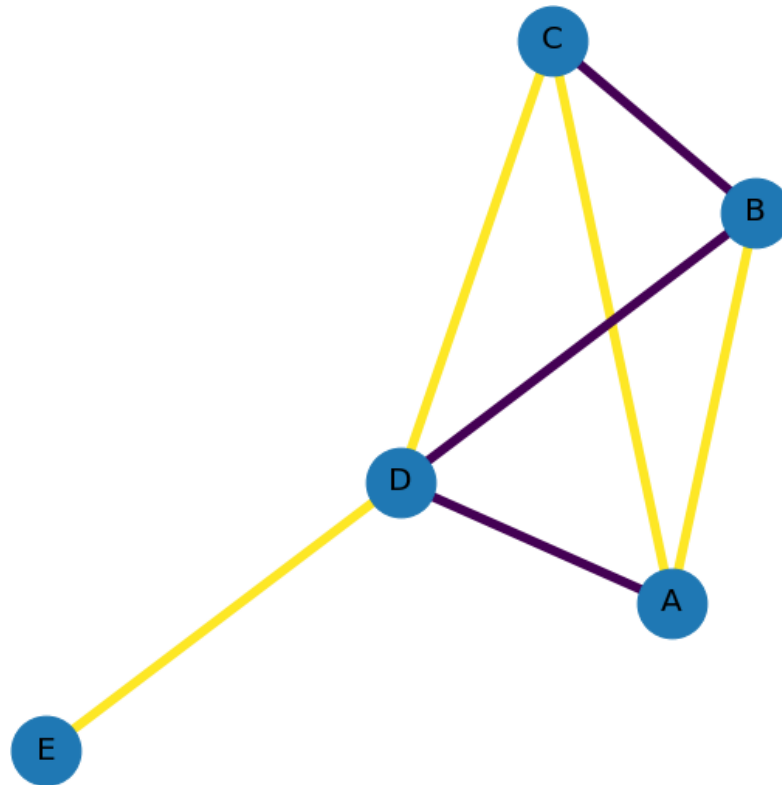


Hamiltonian Path

- Hamiltonian paths pass through every vertex exactly once.
- Finding the shortest Hamiltonian path has many applications in logistics.
- This is similar to the Travelling Salesman problem.
- In the TSP however, you must return to the first node

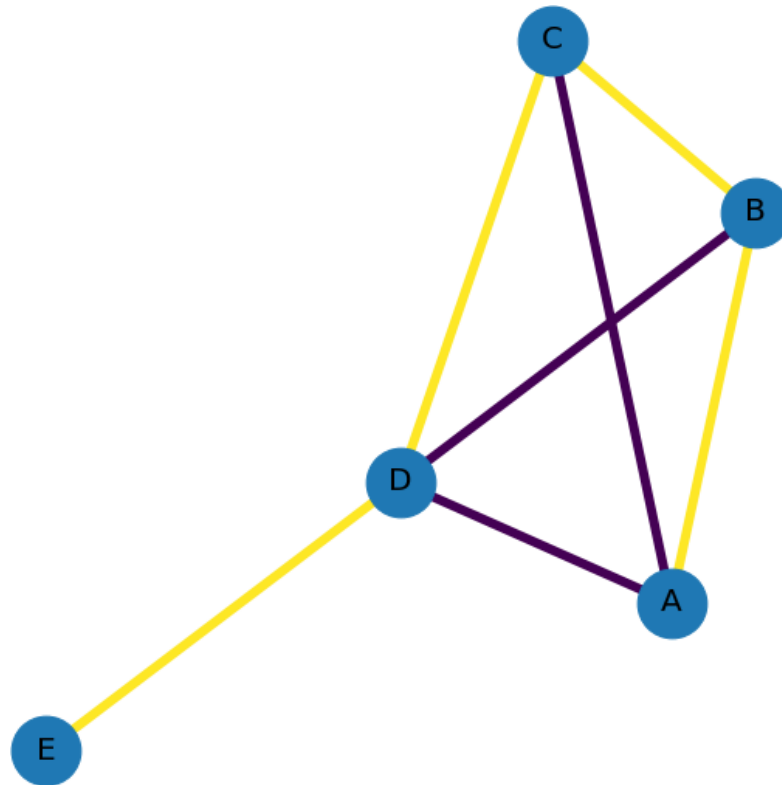
Paths

Hamiltonian Path



Paths

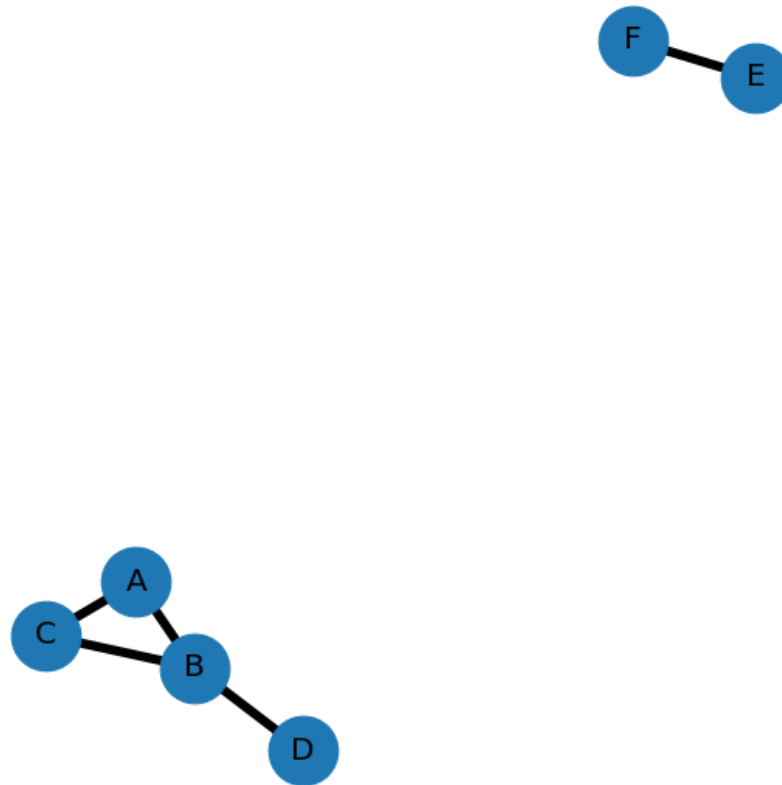
Another Hamiltonian Path



Connected graphs

- If there is a path between all pairs of vertices then a graph is said to be *connected*.
- Otherwise it is *disconnected*
- If a graph is disconnected we usually study its constituent parts in isolation.

Disconnected graph



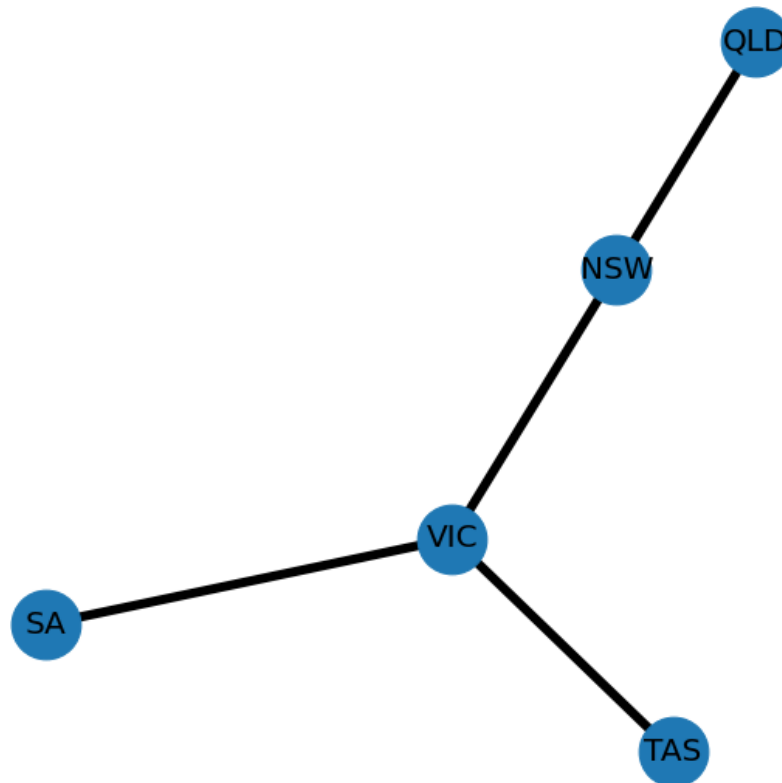
A real example

- The Australian National Electricity Market (NEM) was formed by connecting 5 state markets
- There are a limited number of interconnections between states.



As a graph

```
nem = pd.DataFrame({ 'from':['QLD', 'NSW', 'VIC','VIC'], 'to':['NSW', 'VIC', 'TAS', 'SA'] })  
G=nx.from_pandas_edgelist(nem, 'from', 'to')  
nx.draw(G, with_labels=True, node_size=2000, font_size=20, width = 6, pos=None)  
plt.show()
```



Weighted Graph

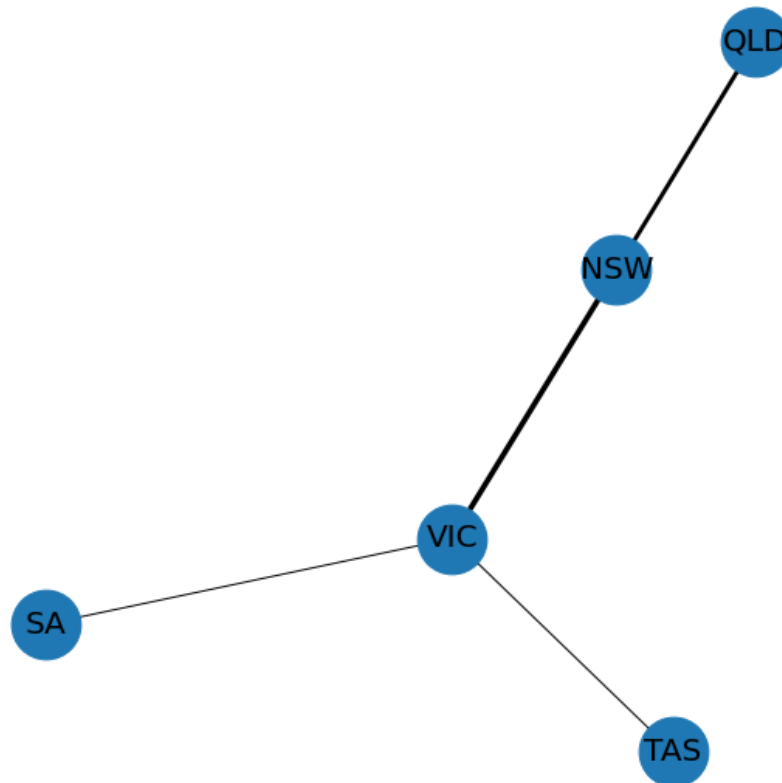
- We may assign a number to each edge known as a *weight*.
- This is called a *weighted graph*
- In a network the weight often measures some distance between locations.
- Mathematically the ones in the adjacency matrix become any positive number instead.
- Therefore weights can represent capacities or flows along a network instead.

Visualising weighted graphs

- When drawing graphs the edge weight can be shown using the thickness of the line representing each edge.
- In this way, we can also represent any data about our edges.
- In the following, we will consider the NEM example and represent the capacity of each interconnector.
- Note that we potentially lose the interpretation of distance when we assign arbitrary data to the weights.

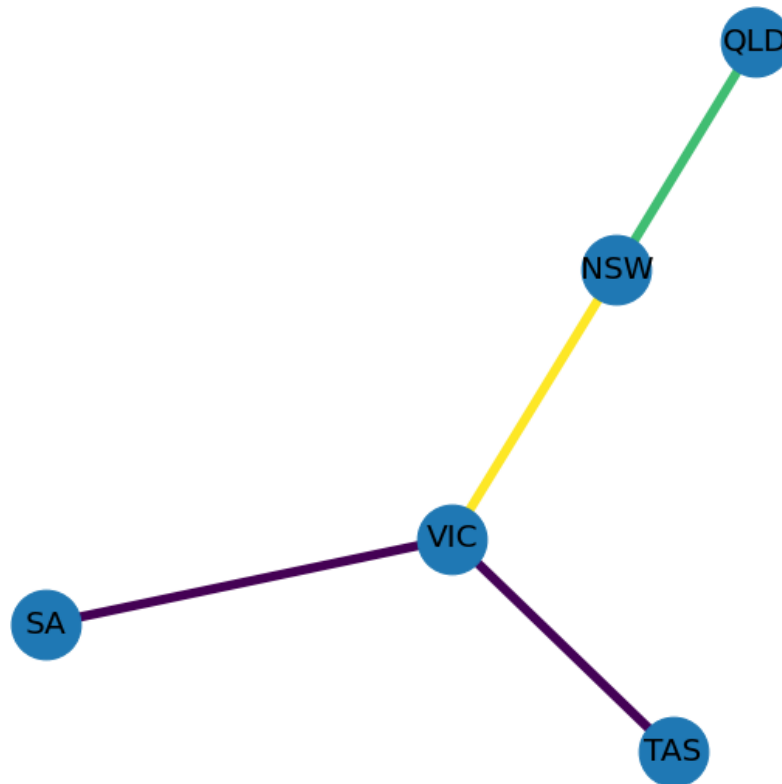
Weighted NEM graph

```
nem = pd.DataFrame({ 'from':['QLD', 'NSW', 'VIC','VIC'], 'to':['NSW', 'VIC', 'NSW', 'TAS'],  
  'capacity':[1380,1770,495, 500]})  
nx.draw(G, with_labels=True, node_size=2000, font_size=20, width = nem[  
plt.show()
```



Weighted NEM graph

```
nx.draw(G, with_labels=True, node_size=2000, font_size=20, width = 6, edge_color='weight',  
plt.show())
```



Directed graph

- Another generalisation of graphs allows for edges to have a direction.
- An edge from A to B is different from an edge from B to A
- This is usually visualised using an arrow on the edge

NEM data

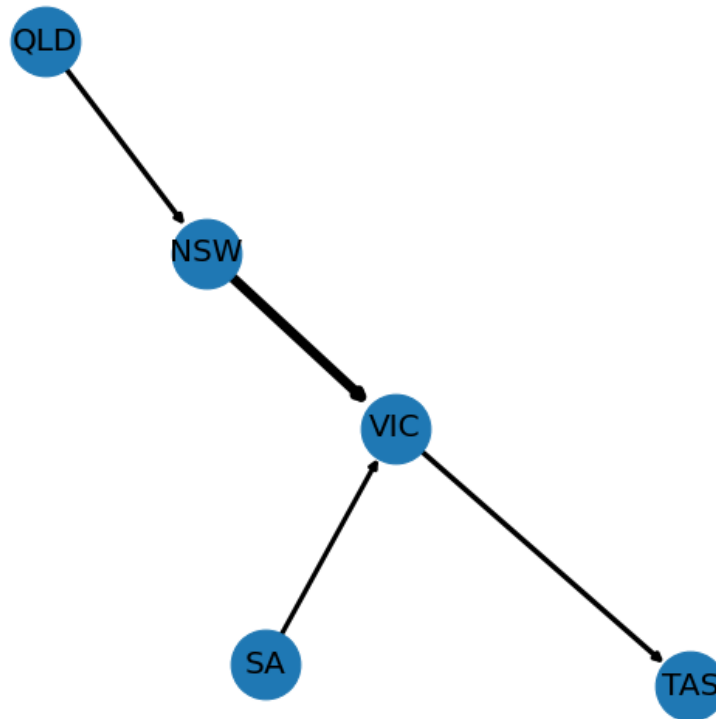
- Consider an application for the NEM data.
- Instead of capacity of the interconnectors consider the flow of electricity across different regions
- These data are based on a single snapshot on time and sourced from the NEM.

Construct graph

```
nem = pd.DataFrame({  
    'from':['QLD', 'NSW', 'SA', 'VIC'],  
    'to':['NSW', 'VIC', 'VIC', 'TAS'],  
    'flow':[332, 644, 339, 308]})  
Gd=nx.from_pandas_edgelist(  
    nem,  
    'from',  
    'to',  
    create_using=nx.DiGraph()  
)
```

Directed graph

```
nx.draw(Gd, arrows=True, with_labels=True, node_size=2000, font_size=20  
plt.show())
```



Other examples

- Directed graphs can be used in social networks where one user *follows* another.
- Road systems with one way roads.
- Directed graphs also used to describe causal relationships

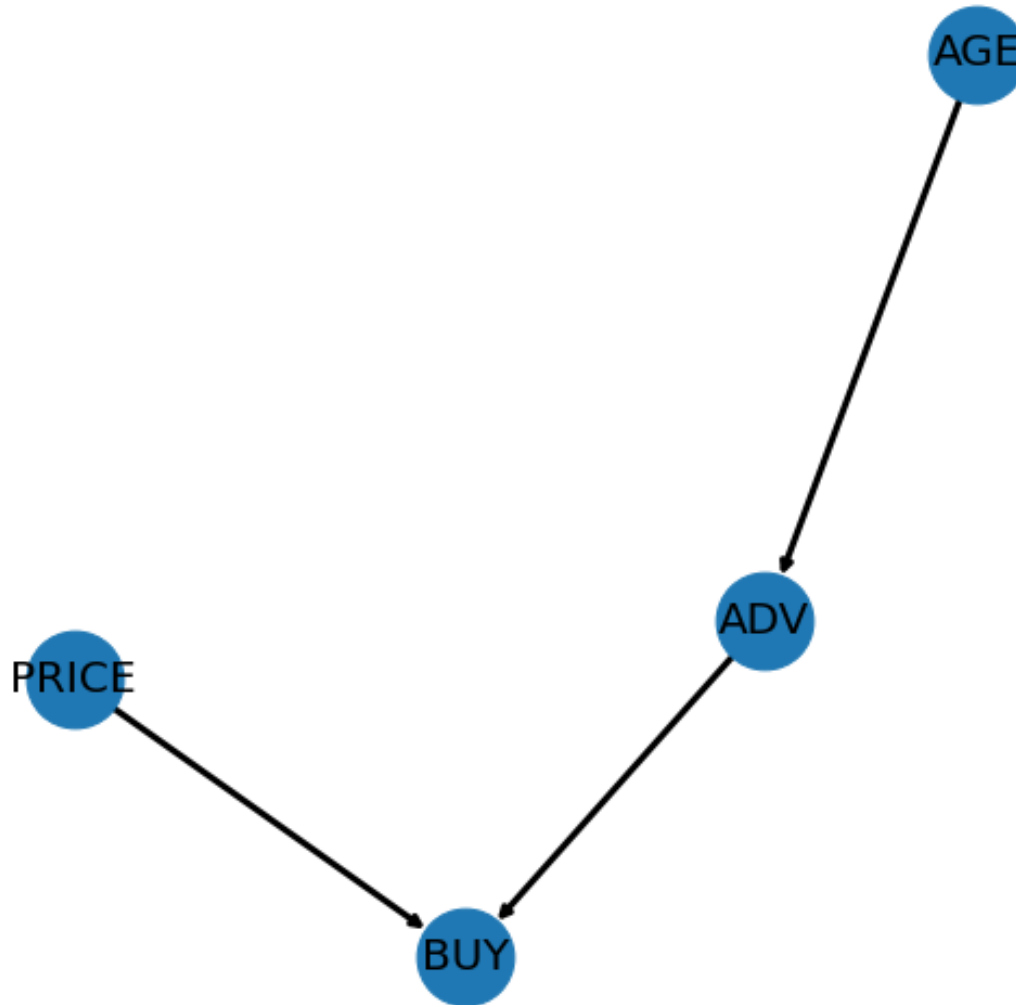
Purchase decision

- Consider the following variables
 - Age of customer
 - Advertising exposure
 - Price
 - Buy a product

Purchase decision

- Suppose age does not directly influence the decision to purchase.
- However, age may influence the exposure to the advertising.
 - Advertising may be on legacy media more likely to be seen by older individuals.
- Price directly influence decision to buy.

As a graph



Directed Graphs and models

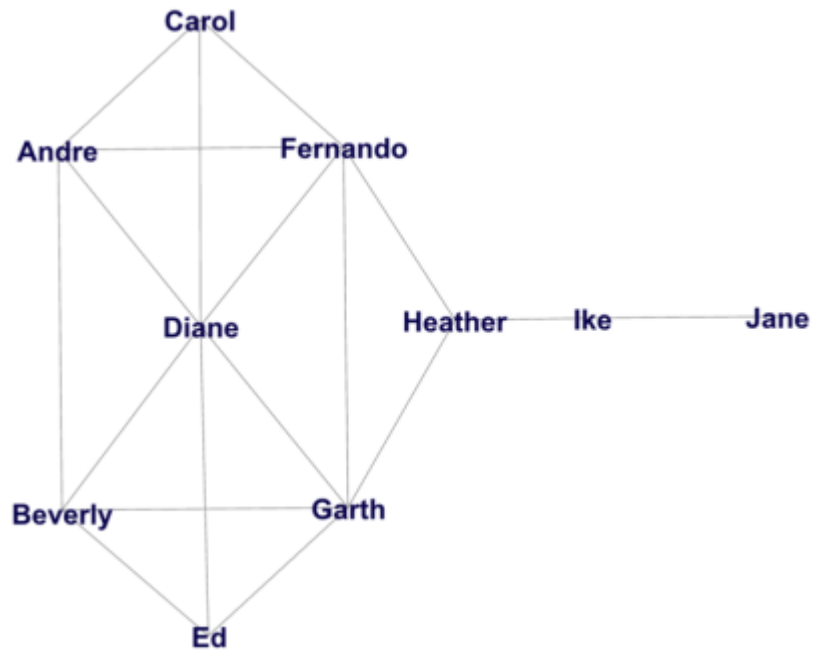
- Directed graphs can be used to build statistical models.
- These are known as *Bayesian belief nets*
- One condition is that the graphs cannot contain cycles.
- The statistical model estimates conditional probabilities of some nodes conditional on other nodes.
- For example we may be able to estimate the probability that a 25 year old customer purchases a product, given the price is reduced.

All about vertices

Characterising vertices

- The *degree* of a vertex is the number of nodes it shares an edge with.
- The *eccentricity* of a vertex is the greatest distance to any other node.
- The *diameter* is the largest *eccentricity* over the whole graph

Example



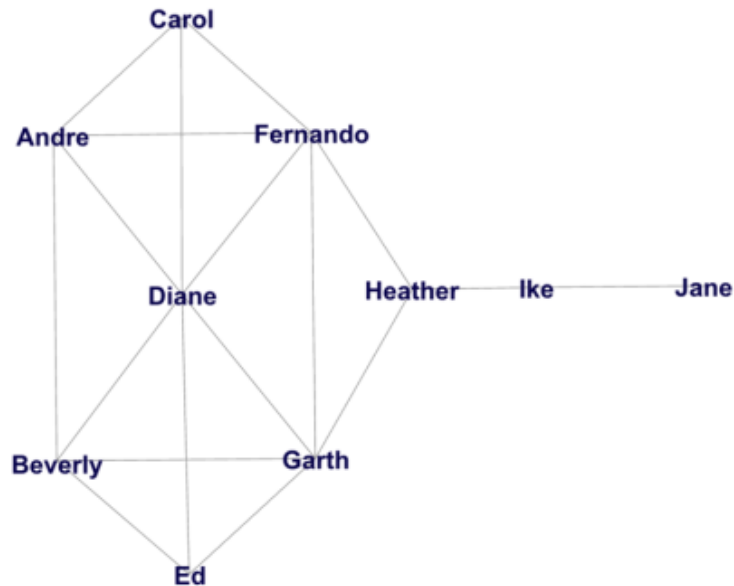
Questions

- This is known as Krackhardt's kite. Answer the following
 - What is the degree of Andre?
 - What is the degree of Ike?
 - What is the eccentricity of Fernando?
 - What is the diameter of the graph?

Graph centrality

- Graph centrality is aimed at determining the most 'important' vertex in the graph.
- In a social network this can be used to identify 'influencers'.
- There are multiple ways to understand centrality and Krackhardt's kite demonstrates the strengths and weaknesses of each method.

Degree Centrality



- One measure is to find the vertex with the highest degree.
- This is Diane with a degree of 6.

Closeness Centrality

Closeness centrality is the inverse of all shortest paths

$$c_j = \frac{n - 1}{\sum_{i \neq j} d_{i,j}}$$

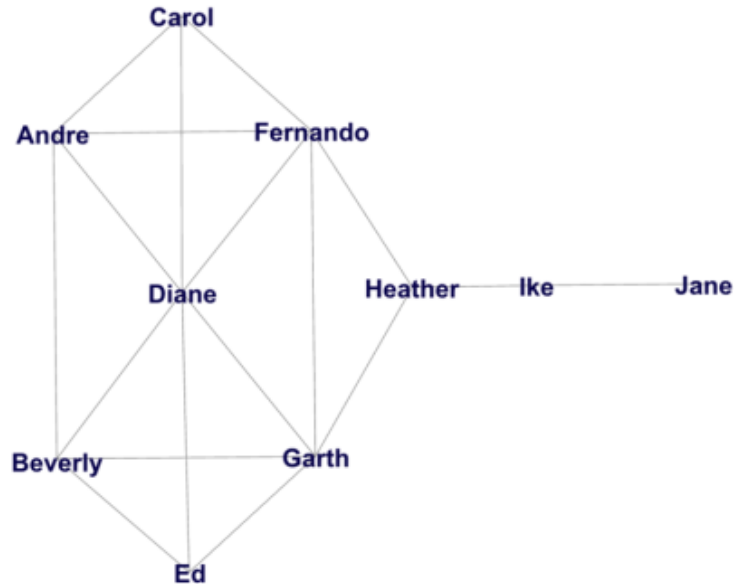
where $d_{i,j}$ is the length of the shortest path from vertex i to vertex j and n is the number of vertices.

Closeness Centrality of Jane

- Jane is a distance of
 - 1 from Ike
 - 2 from Heather
 - 3 from Fernando and Garth
 - 4 from everyone else
- Closeness centrality is

$$9 / (1 + 2 + 2 \times 3 + 5 \times 4) \approx 0.3103$$

Closeness centrality



- Fernando and Garth have the highest closeness centrality
- They are in the best position to monitor information flow on the network.

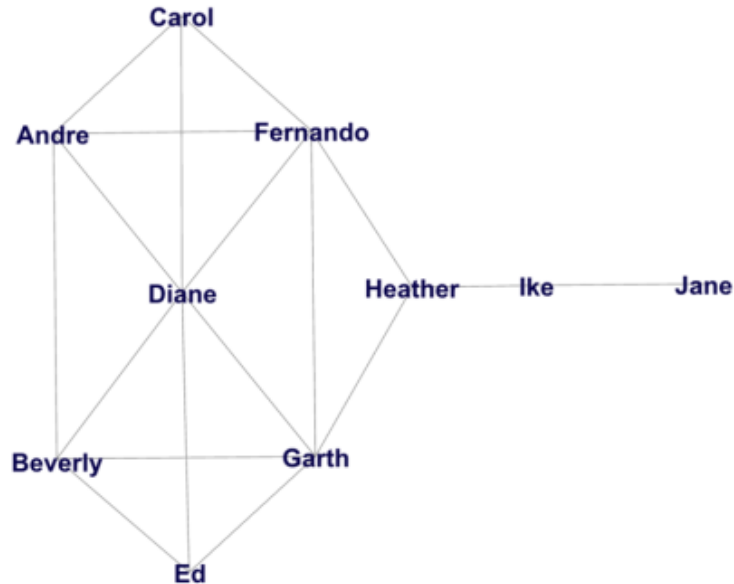
Betweenness centrality

- Betweenness centrality gives a measure of how critical a node is in connecting different parts of the graph.
- For a vertex j
 - Take a pair of nodes $i, l \neq j$
 - Compute all *shortest paths* between these nodes
 - Find the proportion of these shortest paths that include node j
 - Add up over all possible pairs i, l

An example

- Compute betweenness centrality for Fernando.
 - Shortest paths between Andre and Ed. None of these include Fernando (add $0/2$)
 - Shortest paths between Carol and Heather. Only one that goes through Fernando (add $1/1$)
 - Shortest paths from Diane to Ike. There are two and one goes through Fernando (add $1/2$)
- You would need to do these for all pairs and add, i.e. $(0/2) + (1/1) + (1/2)$

Betweenness centrality



- Heather has the highest betweenness centrality
- She is in a position to control information along the network.

Eigenvalue Centrality

- We will conclude with the notion of *Eigenvalue Centrality*. The following must hold for all j .

$$c_j = \frac{1}{\lambda} \sum_{i \neq j} a_{ij} c_i$$

I am important if my friends are important and my friends are important if I am important

Solution

Must find some value c such that

$$Ac = \lambda c$$

This is a famous problem in math known as the eigenvalue problem.

There will in general be multiple solutions. However only one solution satisfies the condition that λ and all centrality measures are positive.

Eigenvalue centrality

- Perhaps the most famous application of this is the PageRank algorithm.
- This was the original algorithm used on google search.
- The idea was to use hyperlinks between websites to construct a network.
- PageRank was used to order the importance of websites.
- If you had learnt about this 25 years ago you could be billionaires (sorry!)

Bipartite Graph

Bipartite Graph

- A *bipartite graph* is a special graph where the vertices can be separated into two sets \mathcal{V}_1 and \mathcal{V}_2 .
 - An example may be that one set is products and the other customers.
- All edges join one vertex from \mathcal{V}_1 to one vertex in \mathcal{V}_2 .

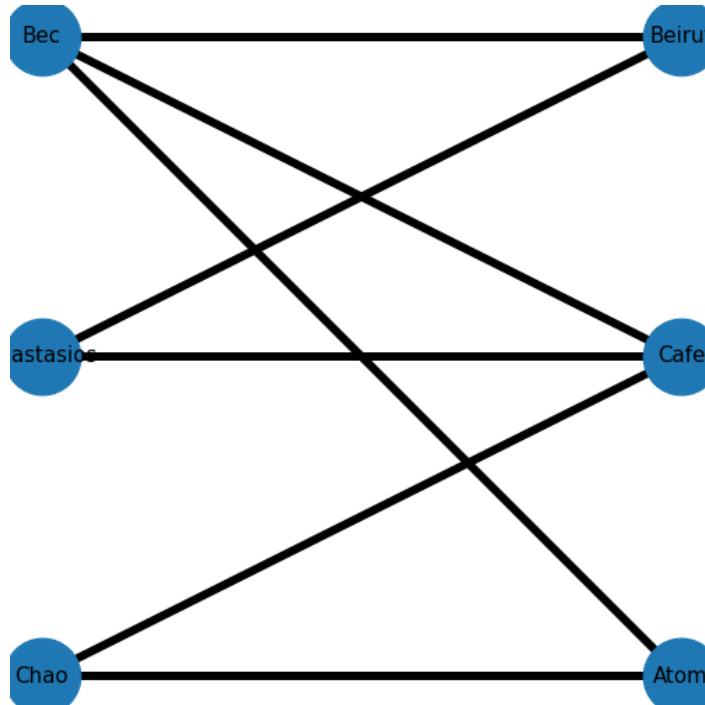
Example

- Consider three local restaurants
 - *Atom* Thai
 - *Beirut* Felafel
 - *Cafe* Abercrombie
- Three customers
 - Anastasios
 - Bec
 - Chao

```
df = pd.DataFrame({'customer': ['Bec', 'Chao', 'Anastasios', 'Bec', 'An'],  
                  G=nx.from_pandas_edgelist(df, 'customer', 'restaurant')
```

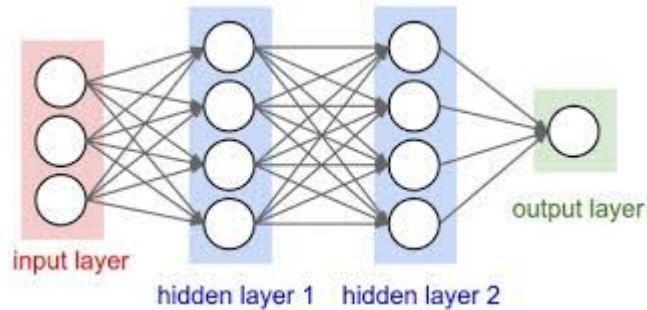
Bipartite graph

```
nx.draw(G, with_labels=True, node_size=3000, font_size=15, width = 6, p  
plt.show()
```



Multipartite graphs

- The idea can be extended to multipartite graphs
- These are used in feedforward deep neural networks



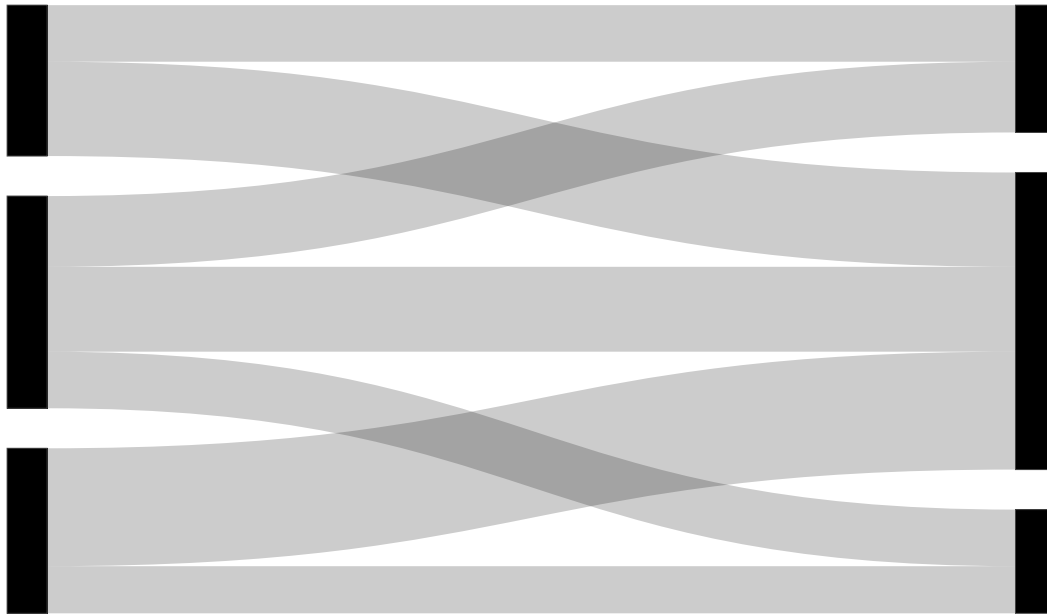
Sankey diagram

- Multipartite graphs can have weighted edges.
- Where these represent flows, a useful visualisation is the Sankey diagram.
- We will construct a basic example using `plotly`
- A more detailed example can be found [here](#)

Setup

```
import plotly.graph_objects as go
source = [0,0,1,1,1,2,2]
target = [4,5,3,4,5,3,5]
value = [10,25,15,12,18,12,20]
link = dict(source = source, target = target, value = value)
data = go.Sankey(link = link)
fig = go.Figure(data)
fig.write_html('sankey.html')
```

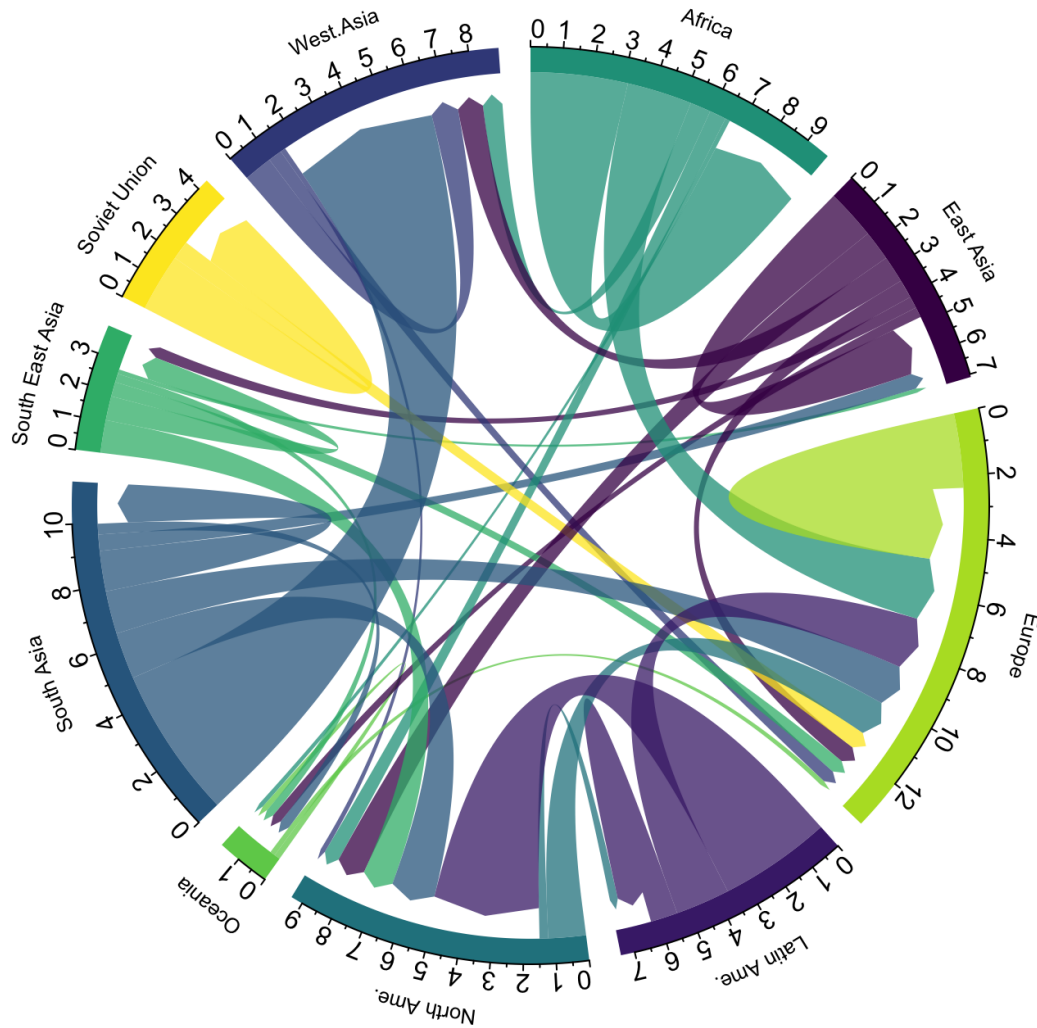
Sankey diagram



Chord diagram

- A similar idea to a Sankey diagram but for a complete graph is a chord chart.
- The nodes are arranged in a circle.
- Different colours often used for each node.
- Works for directed and undirected graphs.
- Example on next slide uses a migration dataset.

Chord diagram



Wrap-up

Conclusions

- In graph theory
 - We can characterise paths between vertices
 - Add more information to edges by using weighted and directed graphs.
 - Find most critical vertices
 - Understand different types of graphs
- Throughout we saw examples of visualisation.

Questions