



# **CS 412 Intro. to Data Mining**

## **Chapter 1. Introduction**

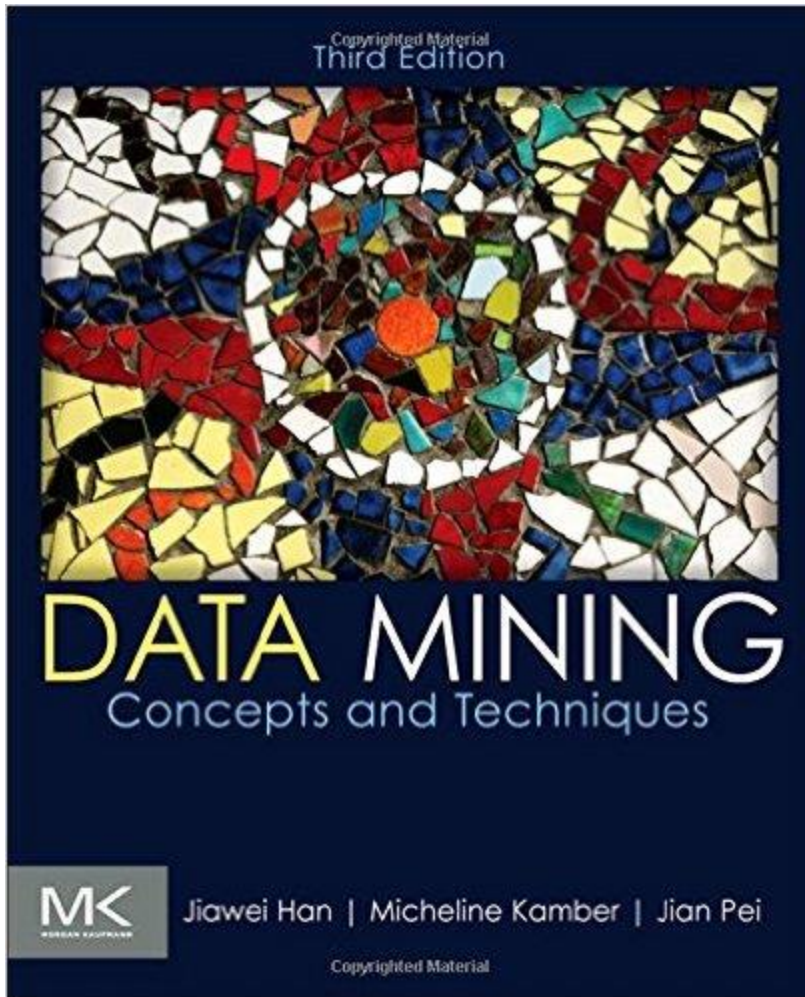
**Jiawei Han, Computer Science, Univ. Illinois at Urbana-Champaign, 2017**







# 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 preprocessing ปฏิบัติ (เดี่ยว)) 25%
- Final(ทฤษฎี data mining เดี่ยว) 25%
- Project (data preprocessing + data mining (จัดกลุ่มเอง 5-6 คน)) 20%
- Homework (แบ่งกลุ่มใหม่ทุกครั้ง) 15%
- Quiz (เดี่ยว ภายในห้อง) 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?
- ❑ What Kinds of Patterns Can Be Mined?
- ❑ What Kinds of Technologies Are Used?
- ❑ What Kinds of Applications Are Targeted?
- ❑ Major Issues in Data Mining
- ❑ A Brief History of Data Mining and Data Mining Society
- ❑ Summary

# Why Data Mining?

- ❑ 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, ...
      - ข้อมูลจากอินเทอร์เน็ต ธุรกรรมต่างๆ
    - ❑ Science: Remote sensing, bioinformatics, scientific simulation, ...
      - ข้อมูลจากดาวเทียม ข้อมูลจาก DNA โปรตีน ฯลฯ
    - ❑ Society and everyone: news, digital cameras, YouTube
      - ข้อมูลจากโซเชียลมีเดีย ข้อมูลจากกล้องวงจรปิด ฯลฯ
- ❑ We are drowning in data, but starving for knowledge!
- ❑ “Necessity is the mother of invention” —Data mining—Automated analysis of massive data sets

ในส่วนส่วนใหญ่ ลด, จ. หรือ

เปลี่ยนกับข้อมูล

คือแปลง

สำรวจแล้วพบว่า

คนที่ซื้อส่วนใหญ่ เป็น พ่อแม่

ทำไมเลยในนี้ซื้อ ร้านที่ข้อมูลนี้แล้ว

จะเปลี่ยนการตลาดอย่างไร? → Ex. 101 เปียมาทวาย  
โซลท้าว ฝ้ายต้ม

Ex. 101 สบองฟองนี้ไว้น่ากิน  
คนจะได้อินดูของเยอะ

Ex. จัดโปรโมชั่น ซื้อฝ้ายต้ม 1 แพ็ค ราคาถูกลง

# Chapter 1. Introduction

Data Mining  $\neq$  Data based

- ❑ Why Data Mining? จับข้อมูลได้, ตัวล่จะออกมา
- ❑ What Is Data Mining? วิชาที่เกิดขึ้นเพราะ Data มีเยอะมาก
- ❑ A Multi-Dimensional View of Data Mining
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ขุดหินขงูเพื่อได้อะไรบางอย่าง  
ทำง าน  
เปรียบ Data mining

# What Is Data Mining?



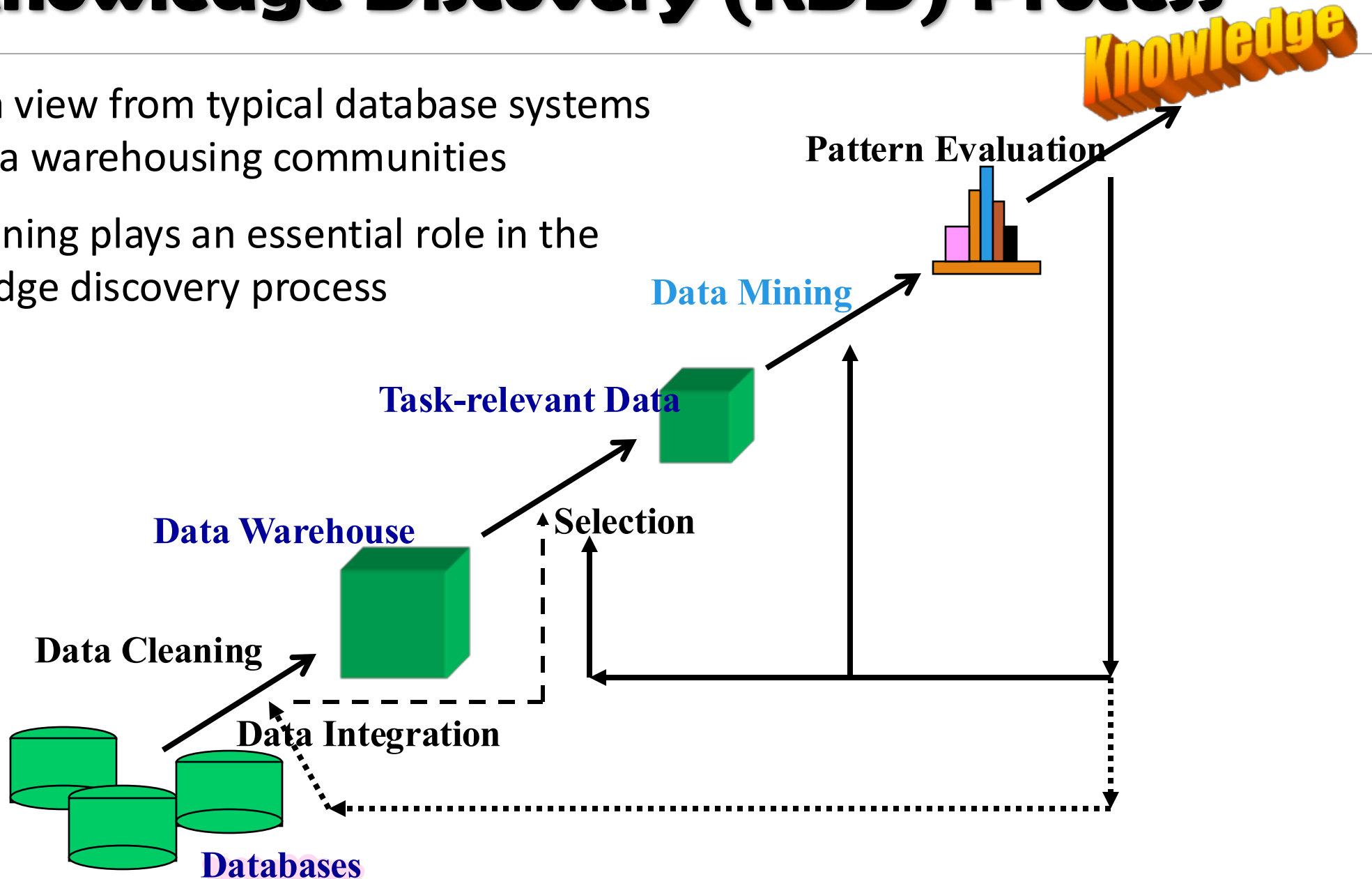
- Data mining (knowledge discovery from data)
  - Extraction of interesting (non-trivial, implicit, previously unknown and potentially useful) patterns or knowledge from huge amount of data
  - Data mining: a misnomer?
- Alternative names
  - Knowledge discovery (mining) in databases (KDD), knowledge 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

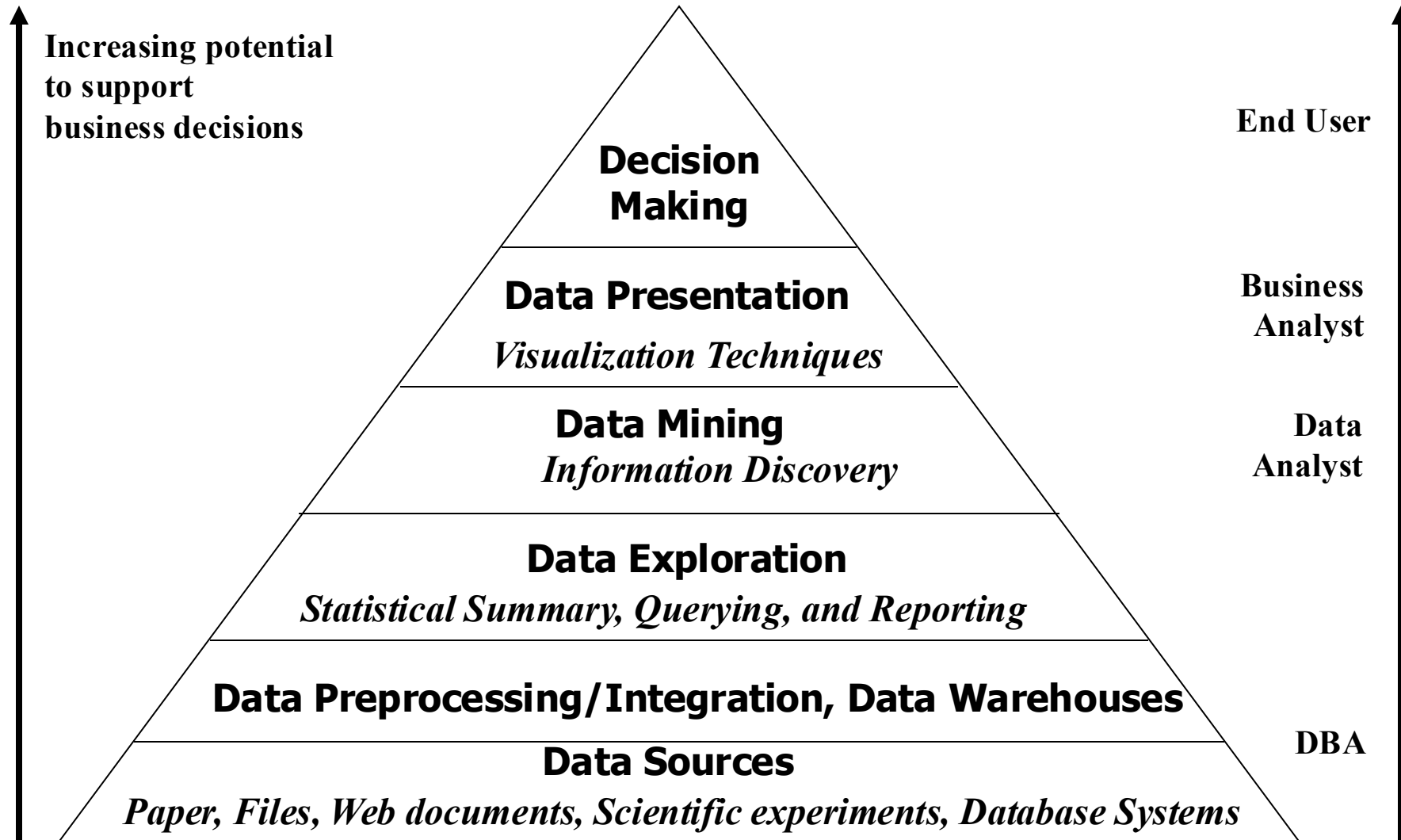


# Example: A Web Mining Framework

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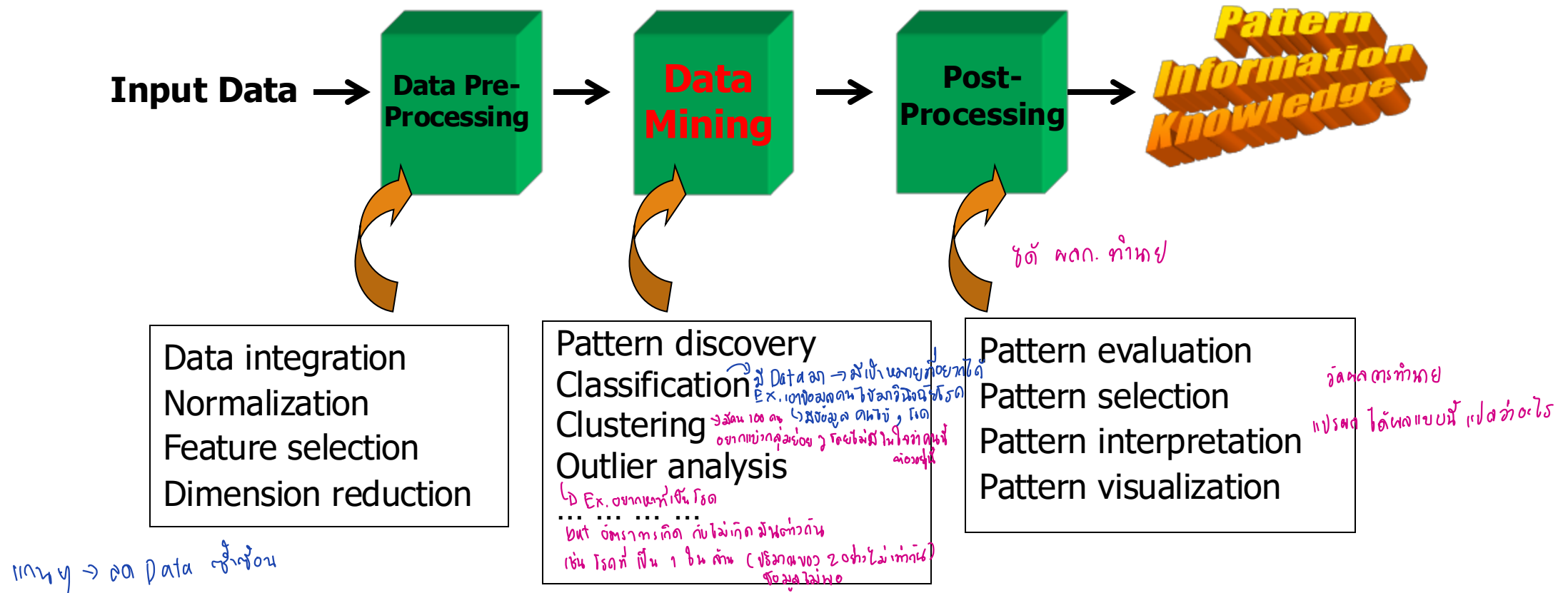
- ❑ Web mining usually involves
  - ❑ Data cleaning
  - ❑ Data integration from multiple sources *รวม Data*
  - ❑ Warehousing the data *จัดเป็น Data Warehouse (จัด Data ให้รวมกันที่เรตือวม)*
  - ❑ Data cube construction
  - ❑ Data selection for data mining *→ ใช้ Data Mining เพื่อหาสิ่งที่สนใจ)*
  - ❑ 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




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

# Data Mining vs. Data Exploration

- ❑ 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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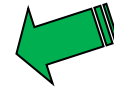
- ❑ Database-oriented data sets and applications
  - ❑ Relational database, data warehouse, transactional database
  - ❑ Object-relational databases, Heterogeneous databases and legacy databases
- ❑ Advanced data sets and advanced applications
  - ❑ Data streams and sensor data
  - ❑ Time-series data, 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



# Chapter 1. Introduction

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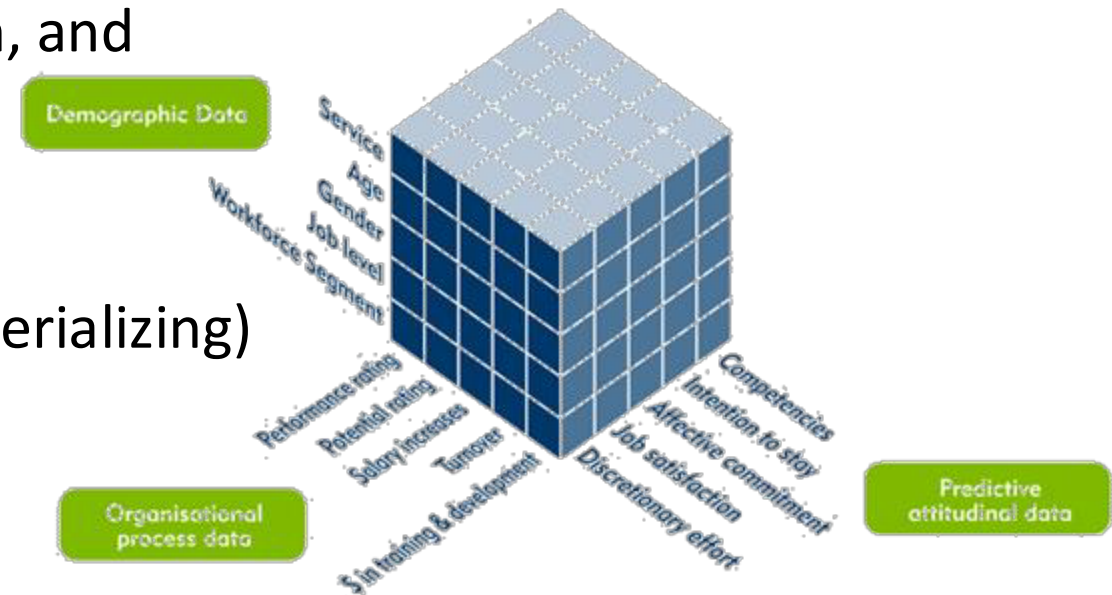
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# Data Mining Functions: (1) Generalization

- ❑ 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



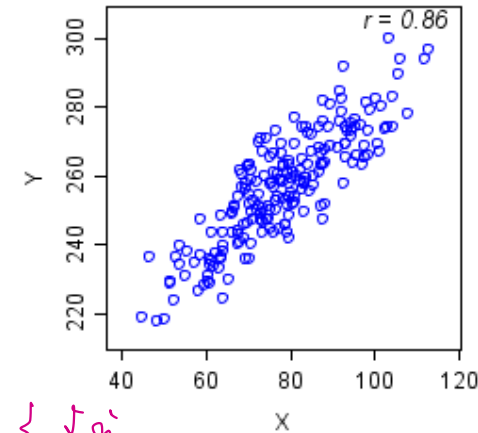
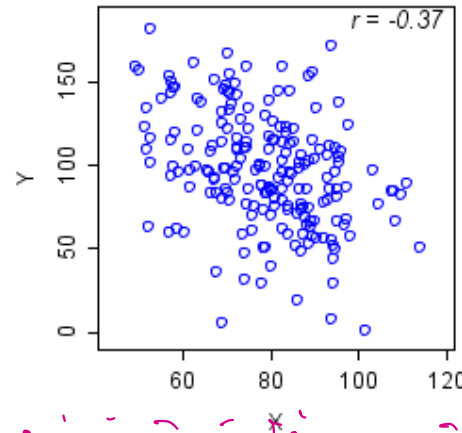
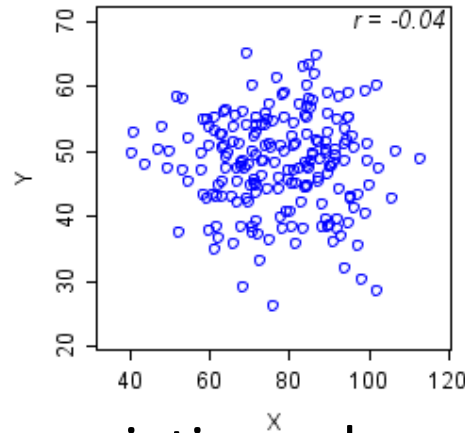
# Data Mining Functions: (2) Pattern Discovery

หารูปแบบที่เกิดขึ้นในข้อมูลบ่อยๆ

## □ Frequent patterns (or frequent itemsets)

□ What items are frequently purchased together in your Walmart?

## □ Association and Correlation Analysis



□ A typical association rule → กฎถ้าเกิดอันหนึ่ง จะเกิดอันอื่นตาม

□ Diaper → Beer [0.5%, 75%] (support, confidence)

□ Are strongly associated items also strongly correlated?

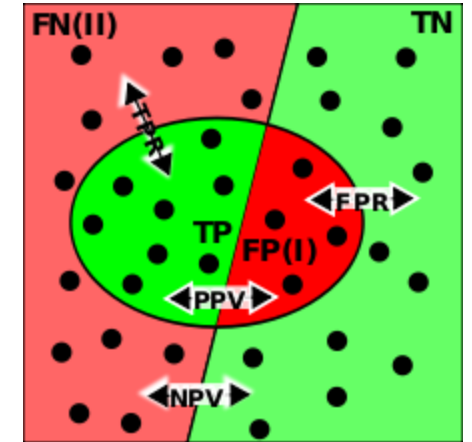
□ How to mine such patterns and rules efficiently in large datasets?

□ How to use such patterns for classification, clustering, and other applications?



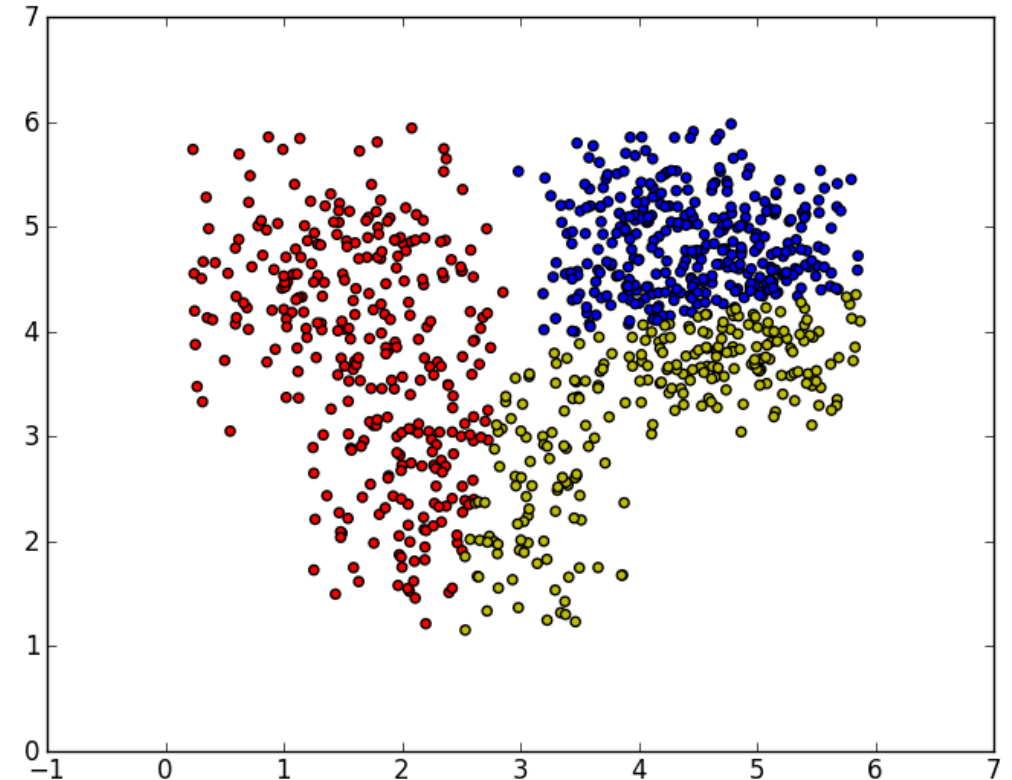
# Data Mining Functions: (3) Classification

- ❑ 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

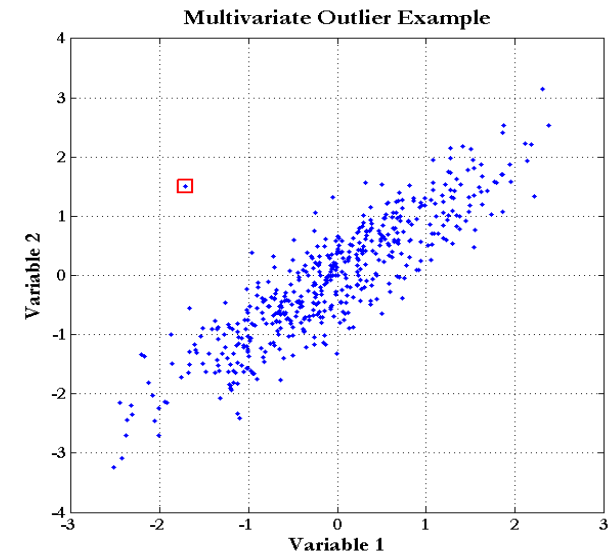
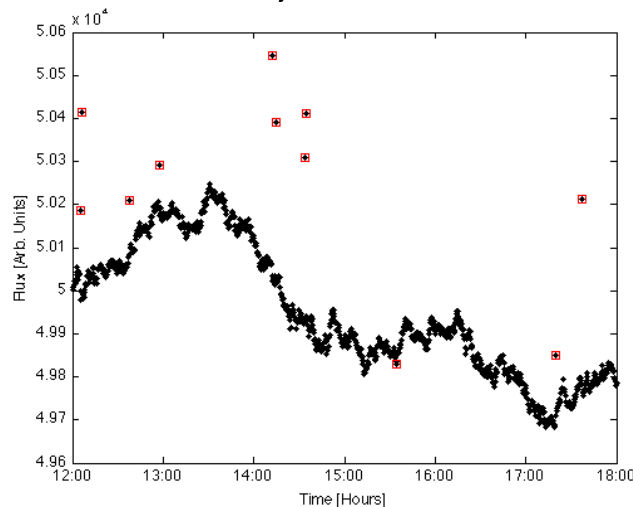
- ❑ Unsupervised learning (i.e., Class label is unknown)
- ❑ Group data to form new categories (i.e., clusters), e.g., cluster houses to find distribution patterns
- ❑ Principle: Maximizing intra-class similarity & minimizing interclass similarity
- ❑ Many methods and applications



# Data Mining Functions: (5) Outlier Analysis

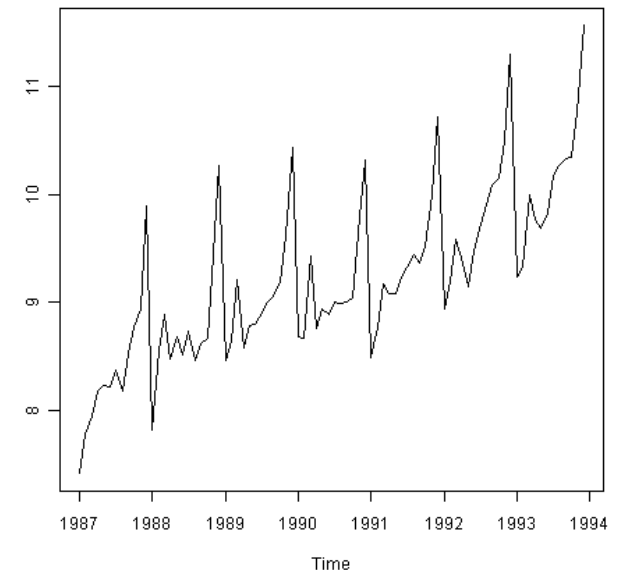
## □ Outlier analysis

- 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



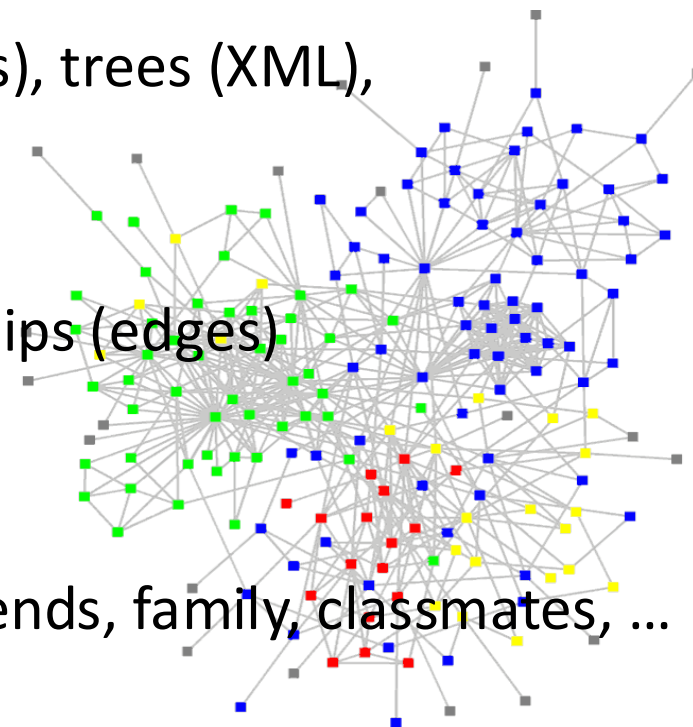
# Data Mining Functions: (6) Time and Ordering: Sequential Pattern, Trend and Evolution Analysis

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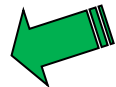
- ❑ Are all mined knowledge interesting?
  - ❑ One can mine tremendous amount of “patterns”
  - ❑ Some may fit only certain dimension space (time, location, ...)
  - ❑ Some may not be representative, may be transient, ...
- ❑ Evaluation of mined knowledge → directly mine only interesting knowledge?
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





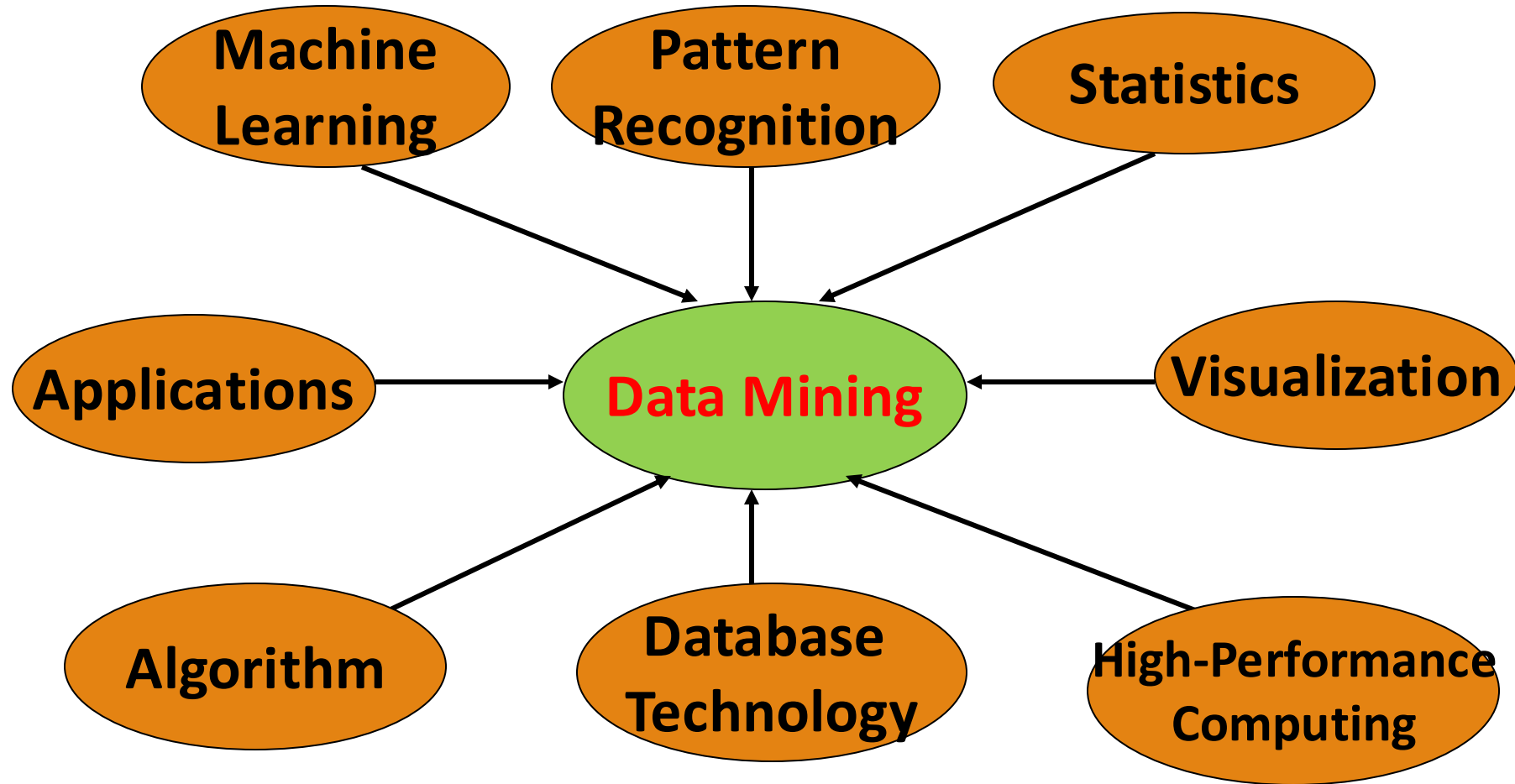
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# Data Mining: Confluence of Multiple Disciplines

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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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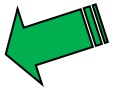
# Applications of Data Mining

- ❑ 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)

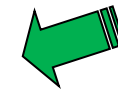
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- ❑ Efficiency and Scalability
  - ❑ Efficiency and scalability of data mining algorithms
  - ❑ Parallel, distributed, stream, and incremental mining methods
- ❑ Diversity of data types
  - ❑ Handling complex types of data
  - ❑ Mining dynamic, networked, 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
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