INTRO TO DATA SCIENCE CLUSTER ANALYSIS

- I. CLUSTER ANALYSIS
- II. THE K-MEANS ALGORITHM
- III. CHOOSING K
- IV. EXAMPLE

I. CLUSTER ANALYSIS

	continuous	categorical
supervised	???	???
unsupervised	???	???

LOGISTIC REGRESSION

supervised
unsupervisedregression
dimension reductionclassification
clustering

Q: What is a cluster?

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A: A group of similar data points.

CLUSTER ANALYSIS

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In general, greater similarity between points leads to better clustering.

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CLUSTER ANALYSIS 11

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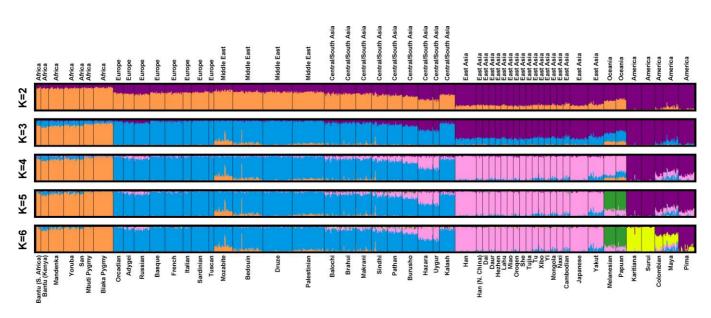
Clustering provides a layer of abstraction from individual data points.

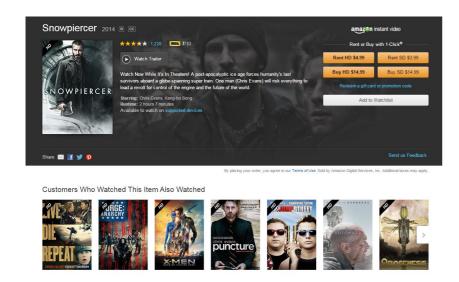
Q: What is the purpose of cluster analysis?

A: To enhance our understanding of a dataset by dividing the data into groups.

Clustering provides a layer of abstraction from individual data points.

The goal is to extract and enhance the natural structure of the data





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lealth	Total and Control Engine States Applicate Land Control	Adjust Sources
potlight	'unprecedented scale' - UN The Guardian	Adjust the frequency of any news source
coverage	Opinion: Hagel Worried About Syria Plan Daily Beast In Depth: Few Arrests of Americans Who Fought In Syria or Iraq, as Feds Focus on Small ABC News	New York Times +

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http://i.huffpost.com/gen/1563531/thumbs/o-GROCERY-STORE-facebook.jpg

There are many kinds of clustering procedures. For our class, we will be focusing on K-means clustering, which is one of the most popular clustering algorithms.

K-means is an iterative method that partitions a data set into k clusters.

II. K-MEANS CLUSTERING

K-MEANS CLUSTERING

Q: How does the algorithm work?

- 2) for each point:
 - find distance to each centroid
 - assign point to nearest centroid

- 3) recalculate centroid positions
- 4) repeat steps 2-3 until stopping criteria met

STEP 1 — CHOOSING INITIAL CENTROIDS

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 - randomly (but may yield divergent behavior)
 - perform alternative clustering task, use resulting centroids as initial k-means centroids
 - start with global centroid, choose point at max distance, repeat (but might select outlier)

STEP 2 – ASSESS SIMILARITY

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In the case of k-means clustering, the similarity metric is the **Euclidian distance**:

$$d(x_1, x_2) = \sqrt{\sum_{i=1}^{N} (x_{1i} - x_{2i})^2}$$

STEP 3 — RECOMPUTING THE CENTER

Q: How do we recompute the positions of the centers at each iteration of the algorithm?

A: By calculating the centroid (i.e., the geometric center)

STEP 4 – CONVERGENCE

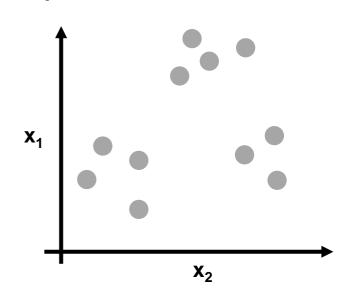
We iterate until some stopping criteria are met; in general, suitable convergence is achieved in a small number of steps.

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Stopping criteria can be based on the centroids (eg, if positions change by no more than ε) or on the points (eg, if no more than x% change clusters between iterations).

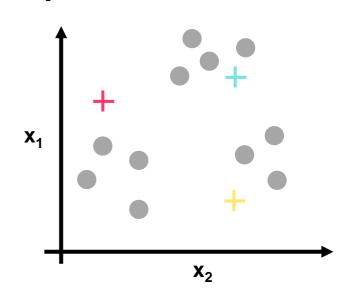
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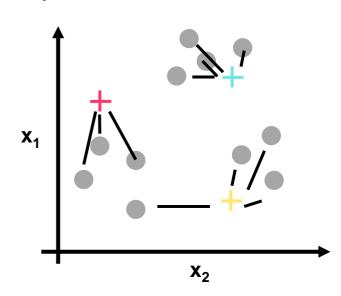
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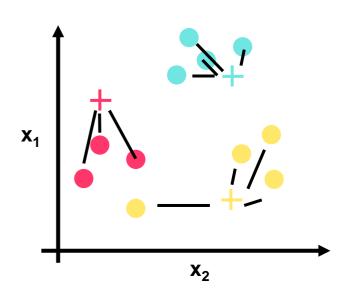
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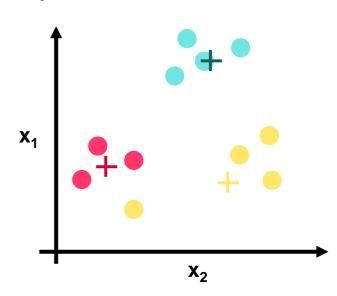
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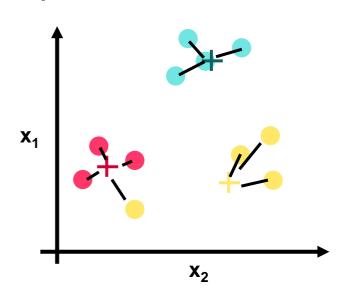
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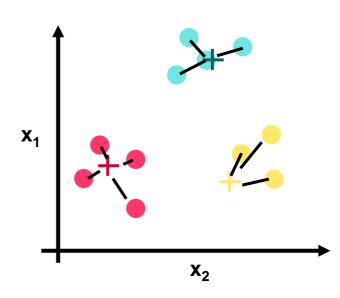
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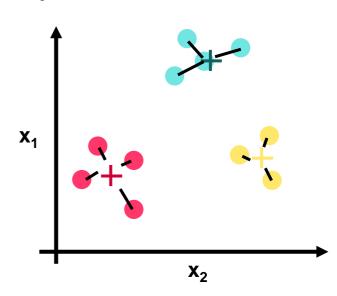
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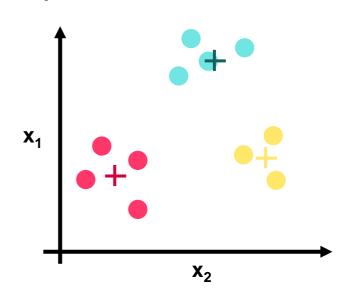
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III. CLUSTER VALIDATION

CLUSTER VALIDATION

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We will look at two validation metrics useful for partitional clustering, cohesion and separation.

Cohesion measures clustering effectiveness within a cluster.

$$\hat{C}(C_i) = \sum_{x \in C_i} d(x, c_i)$$

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Separation measures clustering effectiveness between clusters.

$$\hat{S}(C_i, C_j) = d(c_i, c_j)$$

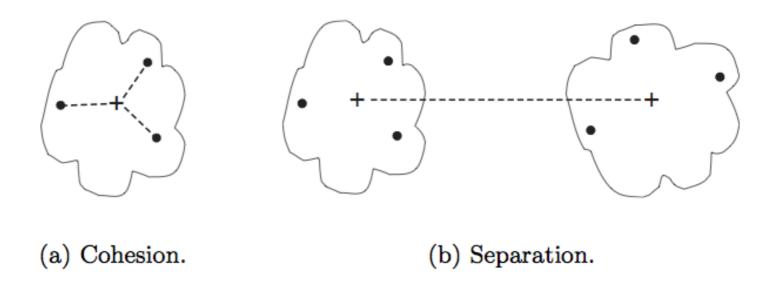


Figure 8.28. Prototype-based view of cluster cohesion and separation.

One useful measure than combines the ideas of cohesion and separation is the silhouette coefficient. For a single point, this is given by:

$$SC = \frac{b-a}{\max(a,b)}$$

a = The mean distance between a sample and all other points in the same class.

Source: scikit learn

One useful measure than combines the ideas of cohesion and separation is the silhouette coefficient. For a single point, this is given by:

max(a,b)

b = The mean distance between a sample and all other points in the next nearest cluster.

Source: scikit learn

Generally, this formula simplifies to the following:

$$SC = 1 - \frac{a}{b}$$

This is because generally b > a:

The silhouette coefficient can take values between -1 and 1.

In general, we want separation to be high and cohesion to be low. This corresponds to a value of SC close to +1.

A negative silhouette coefficient means the cluster radius is larger than the space between clusters, and thus clusters overlap.

SILHOUETTE COEFFICIENT

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NOTE

This gives a summary measure of the overall clustering quality.

CLUSTER VALIDATION

One useful application of cluster validation is to determine the best number of clusters for your dataset.

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Q: How would you do this?

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Q: How would you do this?

A: By computing the SC for different values of k.

A: Another commonly used metric is the within sum of squared errors

Ultimately, cluster validation and clustering in general are suggestive techniques that rely on human interpretation to be meaningful.

Strengths:

K-means is a popular algorithm because of its computational efficiency and simple and intuitive nature.

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Weaknesses:

However, K-means is highly scale dependent, and may produce misleading results for data with widely varying shapes and densities.

EX: K-MEANS CLUSTERING