computational time increases by 2°12=2p-1 Desth An algorithm is scalable if p= (= 2 Rp (naax (t)) Answer: big data is about scalable alonims pelynomial true: Hen M R_{ϕ} (n_{max} (t+At)) = R_{ϕ} ($2n_{max}$ (t)) Now, sha computer speed has doubled, $\begin{pmatrix} or & Q = O(n \log n) \\ (u d n \gamma) \end{pmatrix}$ Suppose $Q_{\phi}(n) = O(n^2)$ Nt = doubling time S (t+At) = 15max (t) Smax (E) = max storage available of time t. Place = Max & n : Sp(n) < Smax } 50 Rg (Mmax (41 Lt)) = Rg (2 max Lt) Sp(n) = storage raquired by to to act on input of size r. Rp(n) = runtime _11_ clearly Amox (4+At) = 2 nomax (t) let \$ be an algorithm (spics in ML:

(4) ABD monies × R latent features R latin features × N wers. (2) sporse collis)
(3) collaborative hiterry recommender systems D movies by Nuseus X (i) dimension reduction alice bob odna hank Compression (4) in painting a polications ABY R(2N-1) + D(2R-1) cityen kane -> computational east: X.y D(2N-1) Metropolis trains potition Star Was wall 6 A, B: R(N+D) -> slorage cast. X: DN $(D \times N) (D \times R) \cdot (R \times N)$ X ~ A · B ey. accommonder systems (2) Matrix Jackonia

Principal Component Analysis

man: x = 1/2 2n

Coveriance: $\sum = \frac{1}{N} \sum (x_n - \overline{x})(x_n - \overline{x})^T$

Coveriance: ${}^{1}_{1}\sum_{n=1}^{\infty}\left(u_{1}^{T}\Sigma_{n}-u_{1}^{T}\Xi\right)^{2}={}^{1}_{1}\sum_{n=1}^{\infty}\left[u_{1}^{T}\left(2\pi_{n}-\Xi\right)\right]^{2}$ First principal direction: $\Sigma_{u_{1}}=\Lambda_{u_{1}}$ Coveriance: ${}^{1}_{1}\sum_{n=1}^{\infty}\left(u_{1}^{T}\Sigma_{n}-u_{1}^{T}\Xi\right)^{2}={}^{1}_{1}\sum_{n=1}^{\infty}\left[u_{1}^{T}\left(2\pi_{n}-\Xi\right)\right]^{2}$ $\Sigma_{u_{1}}=\Lambda_{u_{1}}$ $\Sigma_{u_{1}}=\Lambda_{u_{1}}$ $\Sigma_{u_{1}}=\Lambda_{u_{1}}$ $\Sigma_{u_{1}}=\Lambda_{u_{2}}$ $\Sigma_{u_{1}}=\Lambda_{u_{2}}$ $\Sigma_{u_{1}}=\Lambda_{u_{2}}$

= 1 2 4 (xn-x) (xn-x) 41

Cool: maximize variance of projected data is a "find most inforesting direction in data"

max $u_1 \leq u_1$ s.t. $||u_1||_2^2 = 1$

(1)

Lagungian: [= 4, 24, + 2, (1-4, 4,)

et 3/4 0 , apt 2 44,

h, is voriance of projected data.

(P) displacement is collegeral to principal subspace. minimize by preliver overtons is it smallest $\chi_n - \tilde{\chi}_n = \sum_{\substack{d > R+1 \\ d > R+1}} \left((\underline{x}_n - \overline{x}) \right) \underline{u}_{d}$ 5= 1/2 (2,44-2,44) Mining wit you Coddent depend on n. 5({qud! {bd} } = 1/2 | 2n - 3n/2 and = In Ud कि ग्रंपी ping of In onto us is End = In U Xn = & 2n, d Ud = & (xn Ud)Ud X = & and Ud + & by. 4d uniaining 5 wit and & bd: Poline or thonormal loans sun! Minimum Error Johnwatner

choose you to minimize you Eye eg 0-2, K-1

2 = 42 Eur + h. (1- 4241)

subject to gign-1

ho Eye = hely

J 5= /2.

Error is minimized by choosing smaller of the two ords.

 $X_n = 0 - dvin$

X= 1x1,

meen -central rolate X = X - M

2 = U2 . X

(RXN) (RXD) (DXN)

to approximate X, return to anymal basis

x = UR . 2R

F R=D, 24 X=X

Matrix factory of X,

(+) d, 2 dr 2 ___ = dr > dr+1 = _ = dN = 0. by contention ander single values have high -to-law. u'u= In = uut D diagonal VIV=In=W Elements along diagonal of D are called singular values Her A can be decomposed (not nec. uniquely) as NXN 1 din=0 (r+1) 5:5N 7 di, 50 15 i Sr Thm: let A e R Singular Value 1 Decomposition MXM MEN

Seend principal direction:

max 42 Eye s.t. Mulla = 1 1 42 41 = 0

[= 4= 2 4, + 2 (1-41 4, 1) + 9 (41 4)

31 = 0 => 22 42 - 2 kyr + 941=0

orthogonalty -> n= (why!

chuse in = evector in/ 2nd large end.

More generally, decomposition & = U. A. U. Contains all released.

Spectral Theorem: If A is Hamitian Hen 3 or tho normal basis of V constant of overs of A.

Evals are real.

proof: FTA applied to char poly = 3 eval A, & evec 2. (why?)

so 2, e.R. Her 2, Lg,, Q,7 = LAe,, e,7

Now consider K= span (e)) AKCK (why))

8 + lot singula values consequently to non-goo singula values
of A span range of A. * not singular seeters corresponding to vending singular values span sull-spee of A. => rk (A) = # nonzero singula values = # {di >0 } Rang, Well-spea, Rank otherend basis for some of A. nght singular vactors orthogened basis for spanned by columns of A Singular values & vectors helf I man singular victors $A_{v_i} = d_i \ u_j$ A 40 = di Vi left-snowler vectors

6

let $\sigma(u,v) = u^{-1} M v$ when $||u||_{L^{2}} = ||v||_{L^{2}}$

Existence of SVD

Since or is continuous & Smil Since copt, it pollows that (Why)

a maximum, is attained the is 20. (

and max by or 20.

IAM! U., V. ove left & right - singular vectors corresponding to G.

prod: V, o = V, u, My - 1, V, u, v, u, u, V, V = O.

-> My = 22, W,

Lo Da wi My = 2, Ta way & Dy W. My = 12 Dy WIY

- Mu = 2hev

-, O1 = 22/2 = 2hz. Mui= o. u. & Mui= o. V.

Eigenstactors of AA & ATA

A= UDV

 $AA^{T} = UD^{2}U^{T}$ $A^{T}A = VD^{2}V^{T}$

why svode nd PCA?

· Land O modding

Lov has don D2.

columns of U are evectors of AAT Cols of V

liable one of in both course.

(9)

Rude | nurse

 $D_{ii}^{+} = \begin{cases} \sqrt{0_{ii}} & \text{if } D_{ii} \neq 0 \\ 0 & \text{old} \end{cases}$

Suppose A=UDVT

then A = V O' Ut prendo-invoxe.

(1) if I square & mouthble Hen 1+5 A-1

(2) if A is overdetermined, A+ & grows lest-sques solv to the = b (3) . If I underdofarmed, At & gives least

sques sol to pack when now.