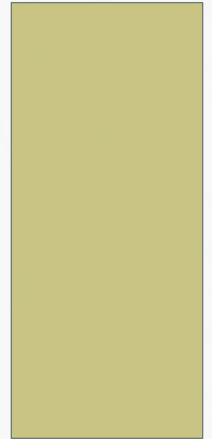


**PRESENTATION**  
**BIG DATA INTELLIGENCE**  
METHODS AND TECHNOLOGIES  
**A.K.A. MACHINE LEARNING I**

RICARDO ALER MUR ([aler@inf.uc3m.es](mailto:aler@inf.uc3m.es)). 2.2B29  
**MASTER IN BIG DATA ANALYTICS**



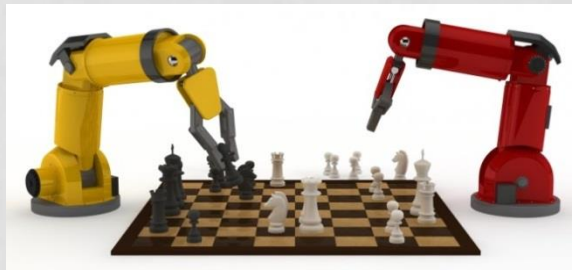
# GOALS

1. To introduce the basics of **Machine Learning**: training, testing, models, hyper-parameter tuning, etc.
2. To show how to do Machine Learning in a **Big Data** Context
3. To apply the above goals with currently used **tools**



# MACHINE LEARNING

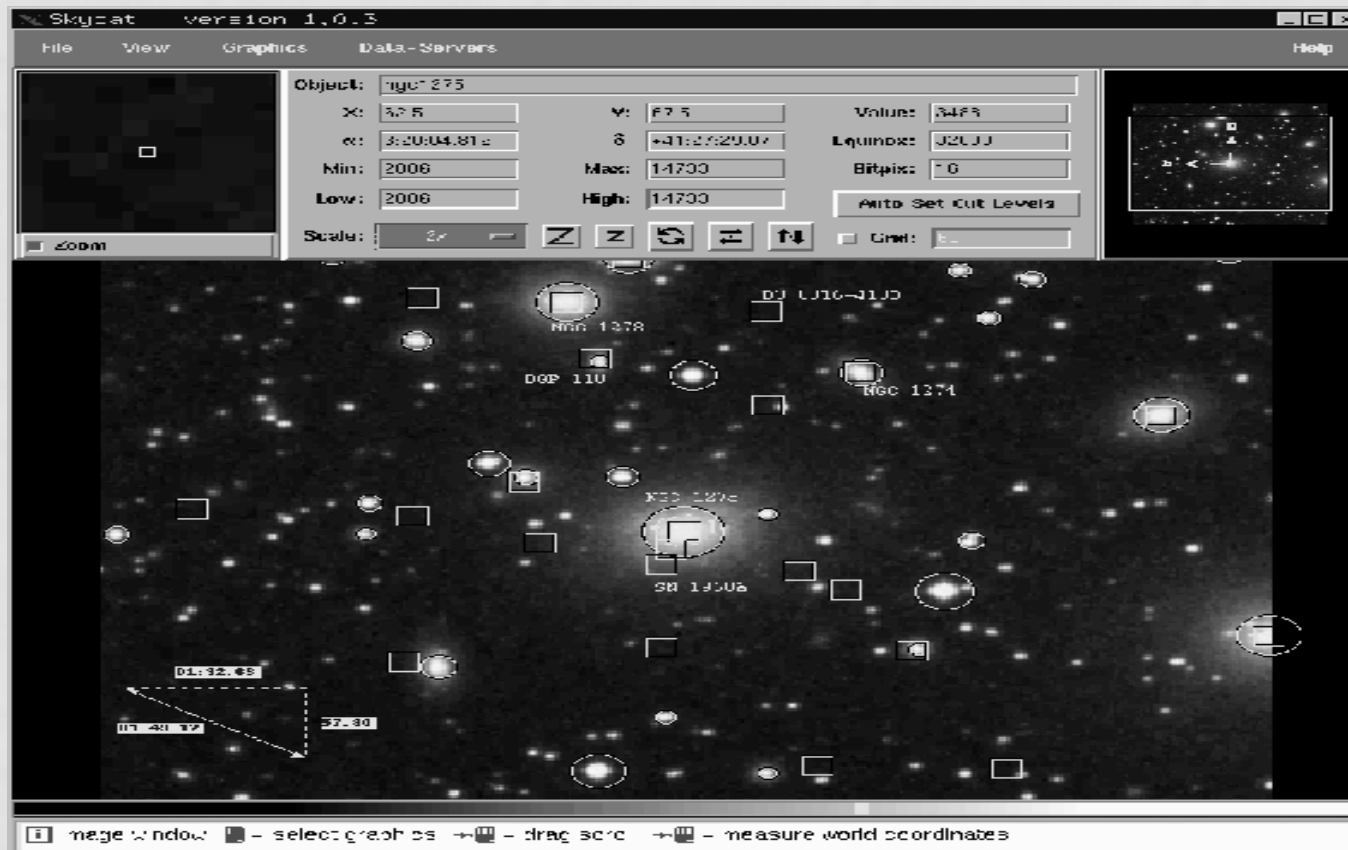
- In general, it's a subfield of **Artificial Intelligence** that tries to make computers and machines learn



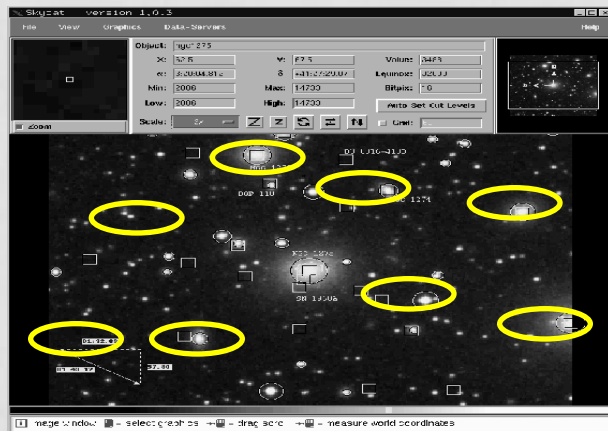
- In practice, it tries to create models from data and thus is closely related to statistics. This is the point of view we will follow in this course

# WHAT IS MACHINE LEARNING

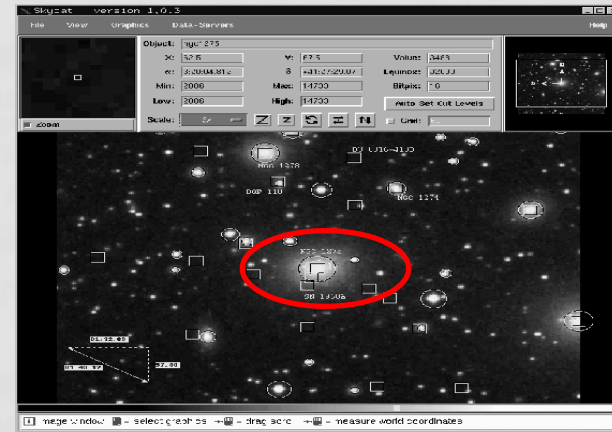
- Example: Skycat: AUTOMATIC CLASSIFICATION OF OBJECTS IN THE SKY



Training data (labeled pictures of sky objects: galaxies, stars, nebulae, ...)



Pictures in the catalog have been labeled by a human expert (astronomer)



?

ML  
Algorithm

Model

Spiral galaxy

# APPLICATIONS

- Finances and banking
  - Credit card fraud detection
  - Credit default prediction
- Market analysis:
  - Market basket analysis
  - Market segmentation
- Insurance:
  - Expensive clients
- Education:
  - Prediction of school dropouts
- Industry:
  - Electric (energy) load forecasting
  - Solar / wind energy forecasting

<https://demanda.ree.es/demanda.html>

# ELECTRIC LOAD FORECASTING

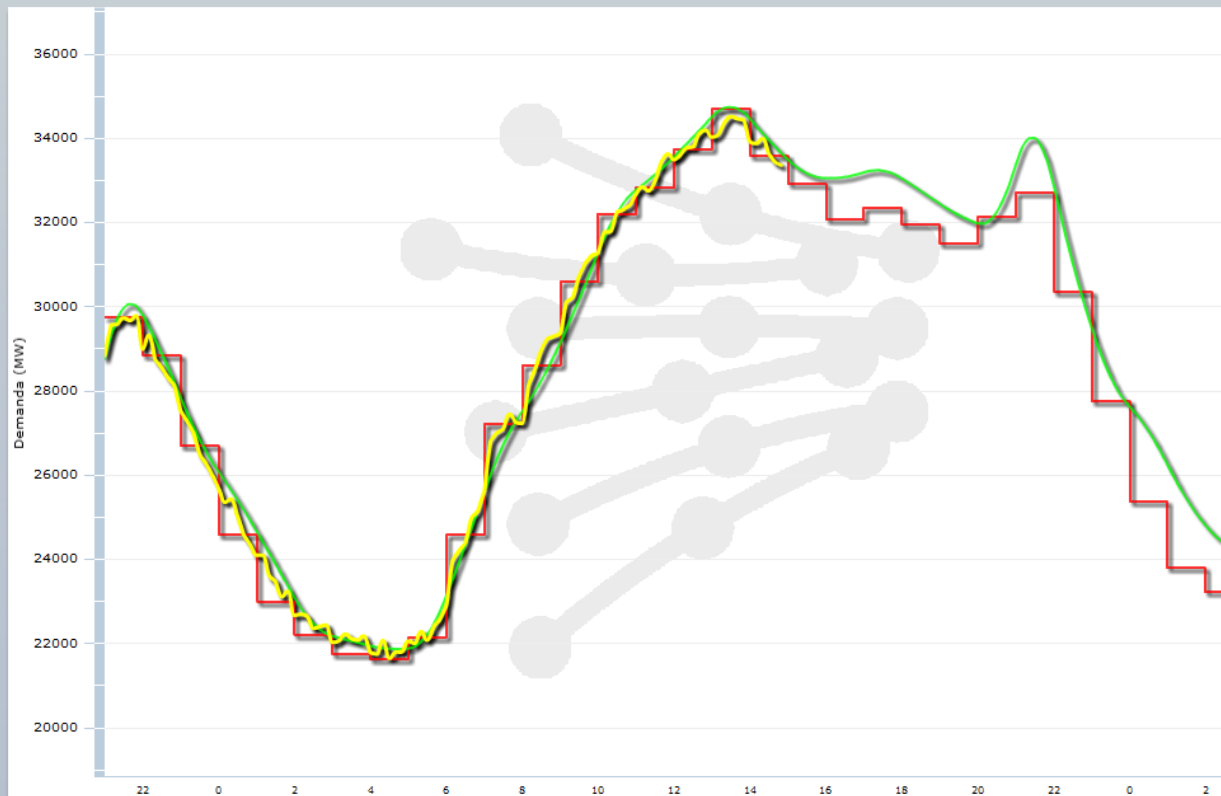
Archivo Editar Ver Historial Marcadores Herramientas Ayuda

< obj... Surface w... Comparis... MATRAS ... Inbox - ri... La vida h... Curso: A... Ficha SE - 218.1... Ficha 218.1575... Actividad... Practica1... RED ELEC... x

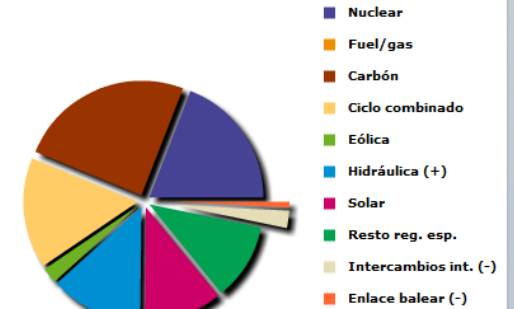
https://demanda.ree.es/demanda.html

Google

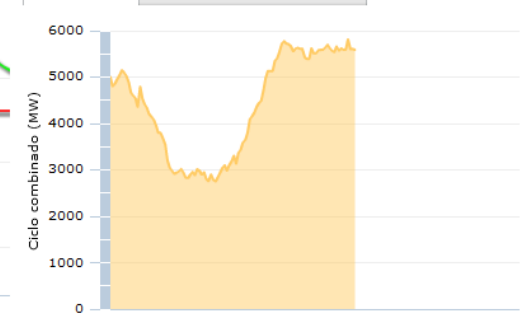
## Demanda de energía eléctrica en tiempo real, estructura de generación y emisiones de CO2



### Estructura de generación a las 14:50



### Generación CO2 asociado a generación



Demanda (MW) a las 14:50 de 08/09/2014 Real = 33357 Prevista = 33648 Emisiones CO2 (t/h) = 11500

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2014-09-08 Ver fecha Máximo diario 34567 a las 08/09/2014 13:40 Mínimo diario 21583 a las 08/09/2014 04:03 Ayuda

# APPLICATIONS II

- Medicine:
  - Illness diagnosis
- Science:
  - Illness prediction from DNA analysis
  - Prediction if a new substance causes cancer
  - SKYCAT
- Internet:
  - Spam detection (SpamAssassin)
  - Web: book recommendation (amazon.com)





Edición Kindle



[Ver imagen ampliada \(con el zoom\)](#)

[Compartir mis imágenes de cliente](#)

- Longitud: 1574 páginas (estimación)
- ¿No tienes un Kindle? [Consigue un Kindle aquí.](#)

**Descubre cómo ahorrar hasta un 90% en un título diferente cada día**

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Lee el principio de este eBook gratis

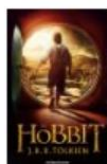
[Enviar fragmento ya](#)

Enviar a mi Kindle o a otro dispositivo

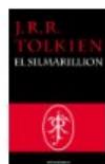
[Cómo obtener los fragmentos](#)  
[Disponible en Windows](#)

## Los clientes que compraron este producto también compraron

Página 1 de 2



El Hobbit  
J. R. R. Tolkien  
★★★★☆ (16)  
Versión Kindle  
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J. R. R. Tolkien  
★★★★★ (2)  
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Misal Romano Completo  
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★★★★☆ (2)  
Versión Kindle  
EUR 4,24



El Libro de los Cuentos Perdidos, 1. Historia de la Tierra Media, I ...  
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Lee libros en tu ordenador o en otros dispositivos móviles gracias a nuestras [Aplicaciones de lectura Kindle](#) **GRATUITAS.**

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## Descripción del producto

### Descripción del producto

Concebida en un primer momento como una continuación de El Hobbit, acabó por convertirse en una historia independiente por derecho propio de mucho más alcance y extensión. En 1999 la trilogía de El Señor de los Anillos fue elegida como «Libro del Milenio» por los participantes de una encuesta de Amazon.com. En la adormecida e idílica Comarca, un joven hobbit recibe un encargo: custodiar el Anillo Único y emprender el viaje para su destrucción en las Grietas del Destino. Consciente de la importancia de su misión, Frodo abandona la Comarca e inicia el camino hacia Mordor con la compañía inesperada de Sam, Pippin y Merry. Pero sólo con la ayuda de Aragorn conseguirán vencer a los Jinetes Negros y alcanzar el refugio de la Casa de Elrond en Rivendel.

# SYLLABUS

1. Overview and introduction to Machine Learning: tasks and models.
2. Predictive models:
  - Decision trees, regression trees
  - K Nearest Neighbour (KNN)
  - Machine Learning pipeline: training, => ML algorithm => model => test / evaluation . Preprocessing, hyperparameter tuning, ...
3. Ensemble methods: bagging, boosting, stacking
4. Preprocessing: selection of attributes and methods of dimensionality reduction
5. Machine learning software for Big Data:
  1. Python: scikit-learn, numpy
  2. Mapreduce
  3. Spark: pyspark, MLLIB
6. Other topics:
  1. Online learning
  2. Metaheuristics: genetic algorithms, genetic programming, ...

# SYLLABUS

## 1. Introduction to Machine Learning: tasks, algorithms & models

## 2. Methods for training classification and regression models:

- Nearest Neighbour (KNN)
- Decision / regression trees & rules

## 3. Methodology and the Machine Learning pipeline

## 4. Methods for attributes (feature selection, transformation)

## 5. Methods based on ensembles of models: Bagging, boosting, stacking

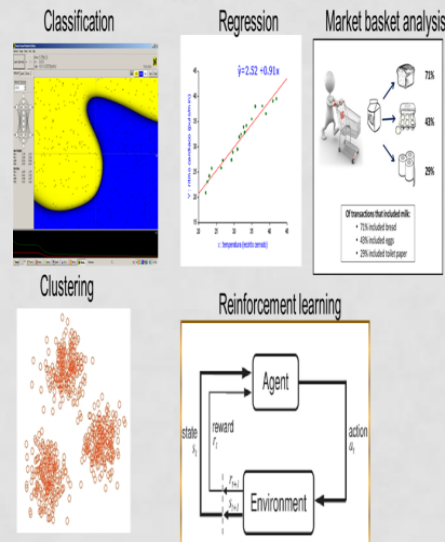
## 6. Large Scale Machine Learning. Big Data

- Map-reduce & Spark

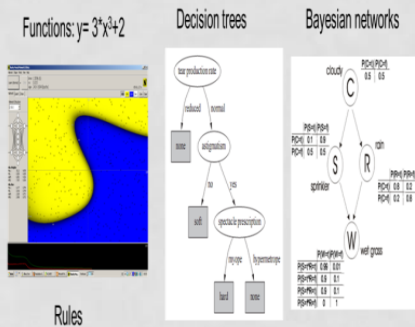
## 7. Software tools:

- Python + scikit-learn & Pyspark + MLIB

### TASKS



### MODELS

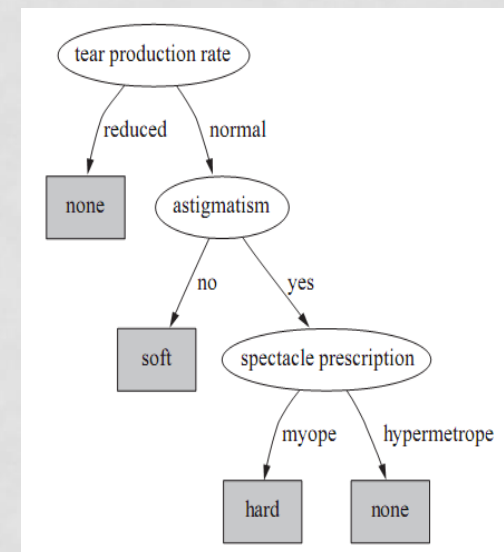
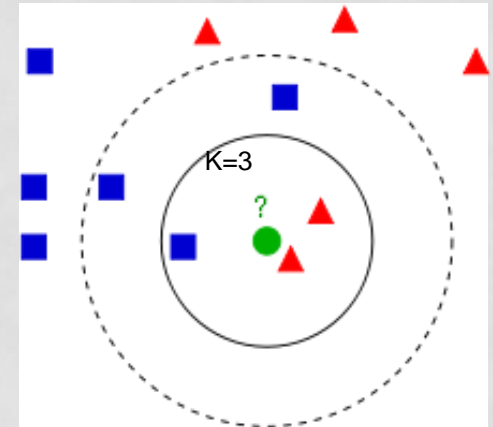


If humidity = normal and windy = false then play = yes

And many more: neural networks, nearest neighbor, ...

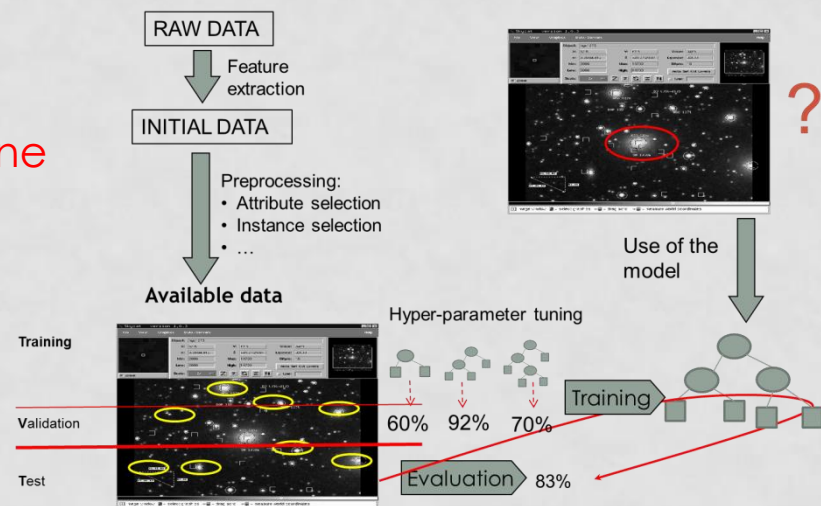
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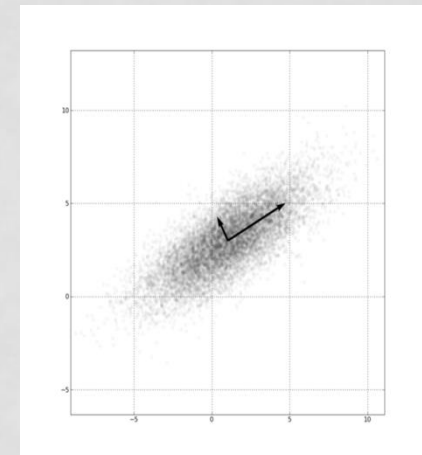
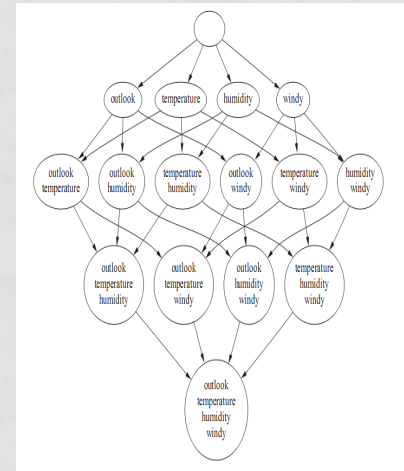
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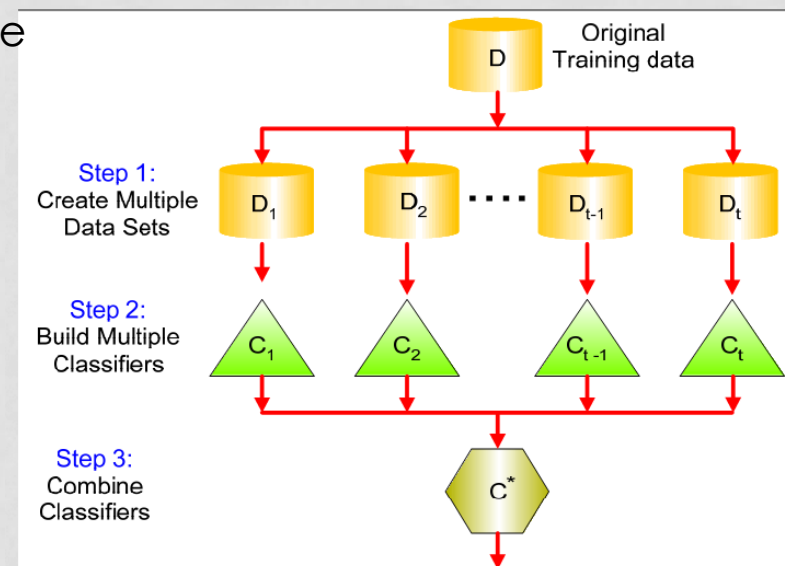
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# SYLLABUS:

## 7. SOFTWARE TOOLS

FOR MACHINE LEARNING BASICS  
ANACONDA (python + scikit-learn)



The screenshot shows the scikit-learn website. At the top, there's a navigation bar with links for Home, Installation, Documentation, and Examples. Below this is a large banner with the scikit-learn logo and the text "Machine Learning in Python". To the right of the banner, there's a list of features: Simple and efficient tools for data mining and data analysis, Accessible to everybody, and reusable in various contexts, Built on NumPy, SciPy, and matplotlib, and Open source, commercially usable - BSD license. Below the banner, there are three main sections: Classification, Regression, and Clustering. Each section has a brief description, applications, and algorithms. For example, the Classification section describes identifying objects to categories, with applications like spam detection and image recognition, and algorithms like SVM, nearest neighbors, and random forest.

**Classification**  
Identifying to which category an object belongs to.  
**Applications:** Spam detection, Image recognition.  
**Algorithms:** SVM, nearest neighbors, random forest, ... — Examples

**Regression**  
Predicting a continuous-valued attribute associated with an object.  
**Applications:** Drug response, Stock prices.  
**Algorithms:** SVR, ridge regression, Lasso, ... — Examples

**Clustering**  
Automatic grouping of similar objects into sets.  
**Applications:** Customer segmentation, Grouping experiment outcomes.  
**Algorithms:** k-Means, spectral clustering, mean-shift, ... — Examples

PYSPARK AND MLIB

### Programming K-means (the unsupervised clustering algorithm) in Spark

Algorithm k-means (k)

1. Initialize the location of the k prototypes  $k_j$  (usually, randomly)
2. (MAP) Assign each instance  $x_i$  to its closest prototype (usually, closeness = Euclidean distance).
3. (REDUCE) Update the location of prototypes  $k_j$  as the average of the instances  $x_i$  assigned to each cluster.
4. Go to 2, until clusters do not change

Start the SPARK context

In [97]:

```
import sys
import os
import os.path
SPARK_HOME = ""C:\spark-1.5.0-bin-hadoop2.6"" #CHANGE THIS PATH TO YOURS!

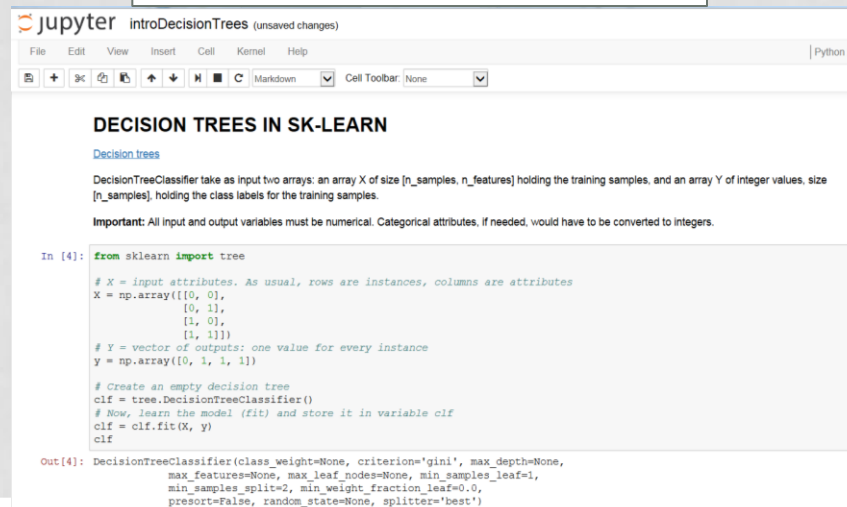
sys.path.append(os.path.join(SPARK_HOME, "python", "lib", "py4j-0.8.2.1-src.zip"))
sys.path.append(os.path.join(SPARK_HOME, "python", "lib", "pyspark.zip"))
os.environ["SPARK_HOME"] = SPARK_HOME

from pyspark import SparkContext
sc = SparkContext(master="local[*]", appName="PythonKMeans")

# sc.stop()

# from pyspark.sql import SQLContext
# sqlContext = SQLContext(sc)
# Spark manager can be seen at http://localhost:4040
```

IPYTHON NOTEBOOKS



The screenshot shows a Jupyter Notebook interface. The title bar says "jupyter introDecisionTrees (unsaved changes)". Below the title bar is a menu bar with File, Edit, View, Insert, Cell, Kernel, and Help. There's also a toolbar with various icons for cell operations. The main content area has a heading "DECISION TREES IN SK-LEARN" and a subheading "Decision trees". The text explains that DecisionTreeClassifier takes two arrays as input: an array X of size [n\_samples, n\_features] holding the training samples, and an array Y of integer values, size [n\_samples], holding the class labels for the training samples. It also includes an important note: "All input and output variables must be numerical. Categorical attributes, if needed, would have to be converted to integers." Below this, there's a code cell with the following code:

```
In [4]: from sklearn import tree

# X = input attributes. As usual, rows are instances, columns are attributes
X = np.array([[0, 0],
              [0, 1],
              [1, 0],
              [1, 1]])

# Y = vector of outputs: one value for every instance
y = np.array([0, 1, 1, 1])

# Create an empty decision tree
clf = tree.DecisionTreeClassifier()
# Now, learn the model (fit) and store it in variable clf
clf = clf.fit(X, y)
clf
```

The output of the code cell is:

```
Out[4]: DecisionTreeClassifier(class_weight=None, criterion='gini', max_depth=None,
max_features=None, max_leaf_nodes=None, min_samples_leaf=1,
min_samples_split=2, min_weight_fraction_leaf=0.0,
presort=False, random_state=None, splitter='best')
```

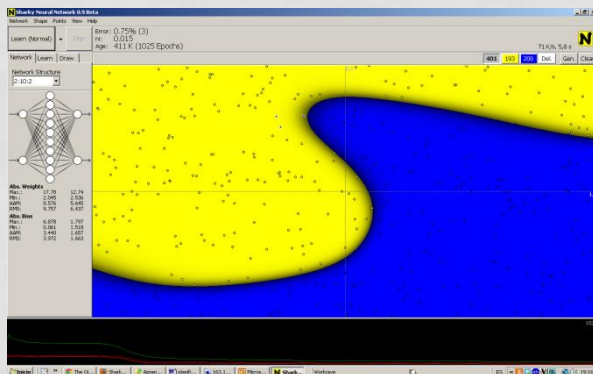
# GRADING

- A=30% FINAL EXAM
- B = 70% ASSIGNMENTS
  - A1: Programming
  - A2: Scikit-learn
  - A3: Pyspark / MLLIB
- Pass if  $A+B \geq 50\%$

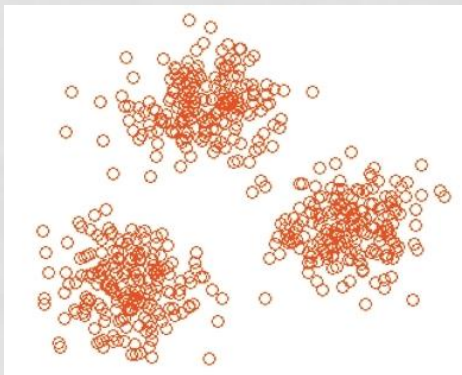
# TASKS AND ALGORITHMS

- What can be done?

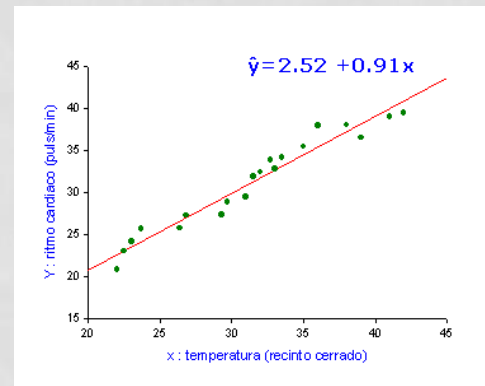
## Classification



## Clustering



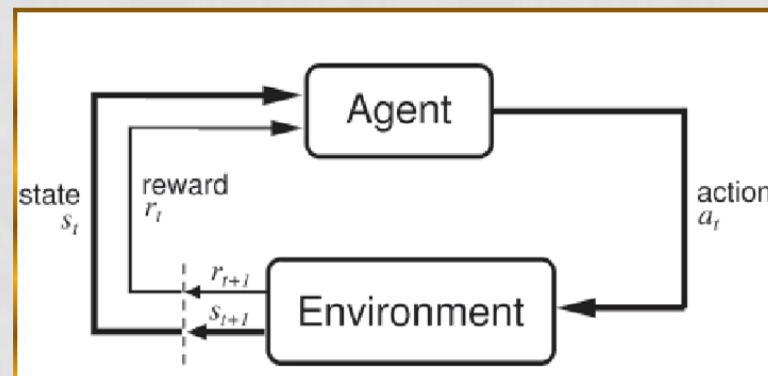
## Regression



## Market basket analysis



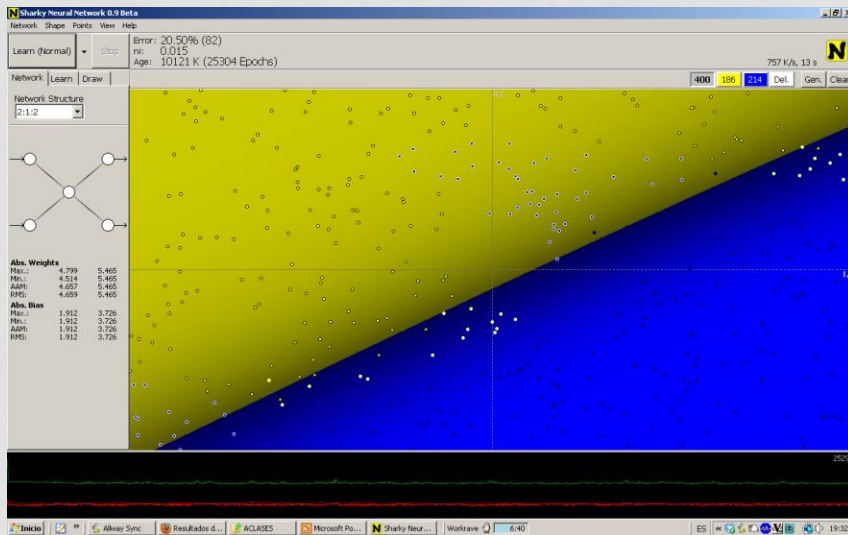
## Reinforcement learning



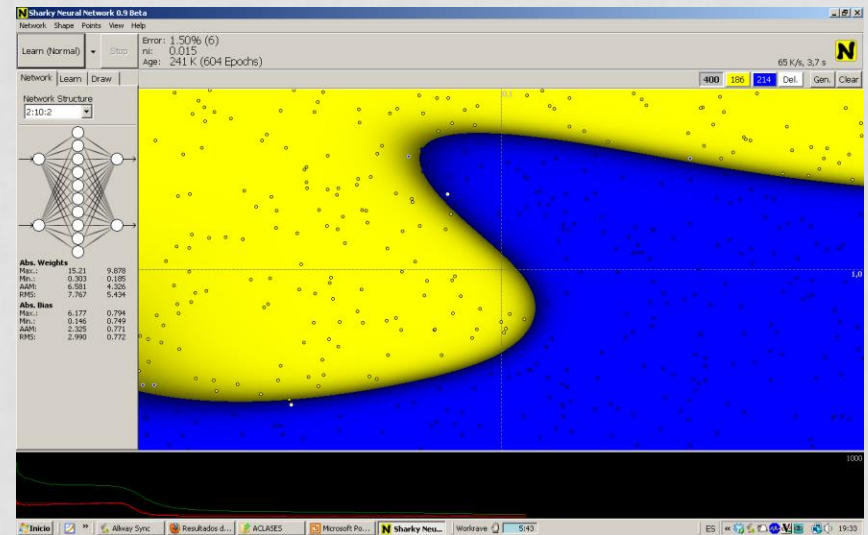
# MODELS

- What models can be obtained?

Linear



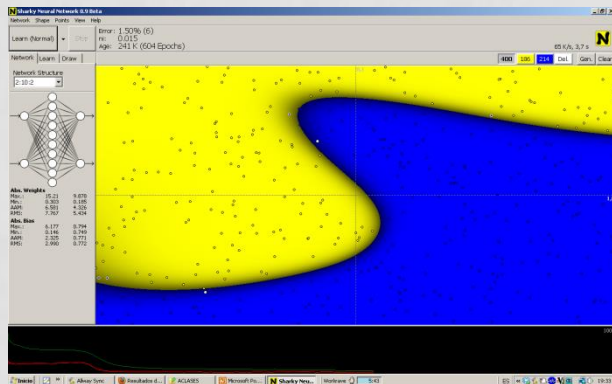
Non linear



# MODELS

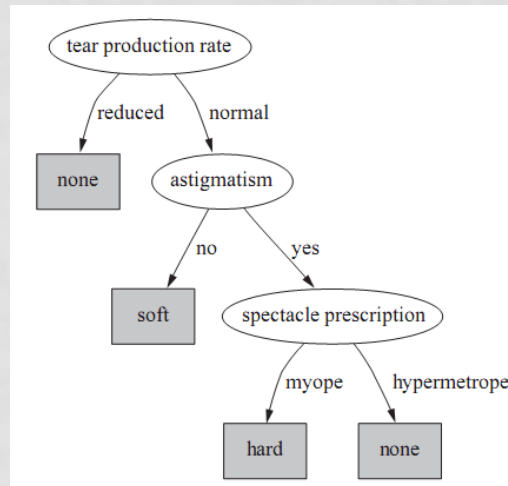
- What models can be obtained?

Functions:  $y = 3x^3 + 2$

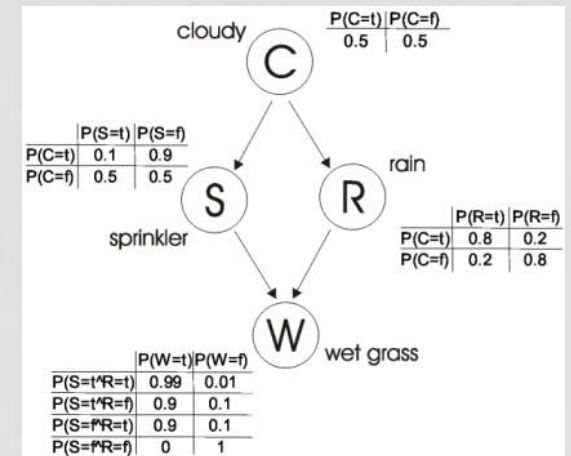


Rules

Decision trees



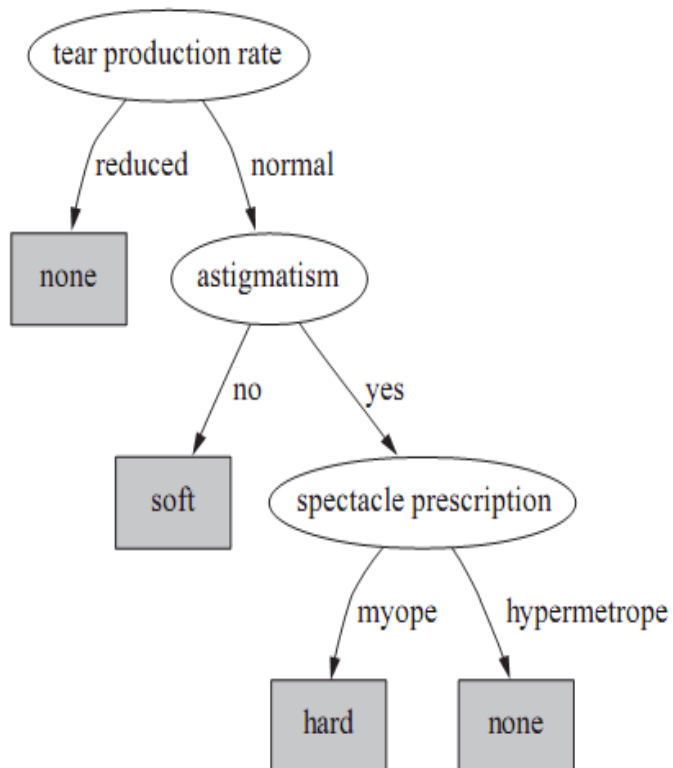
Bayesian networks



If humidity = normal and windy = false then play = yes

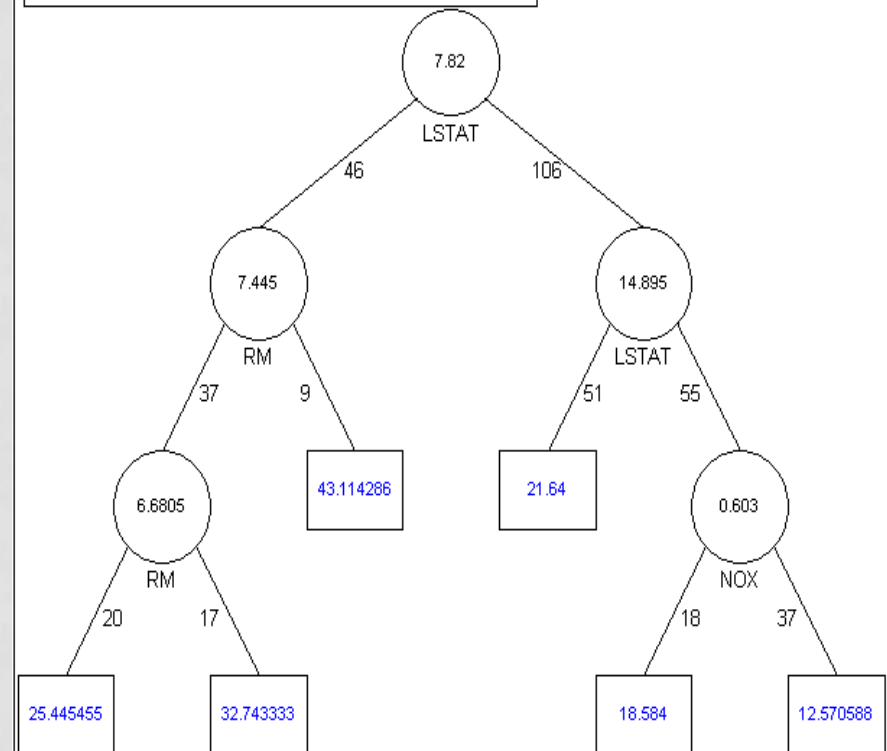
And many more: neural networks, nearest neighbor, ...

# Decision trees and regression trees

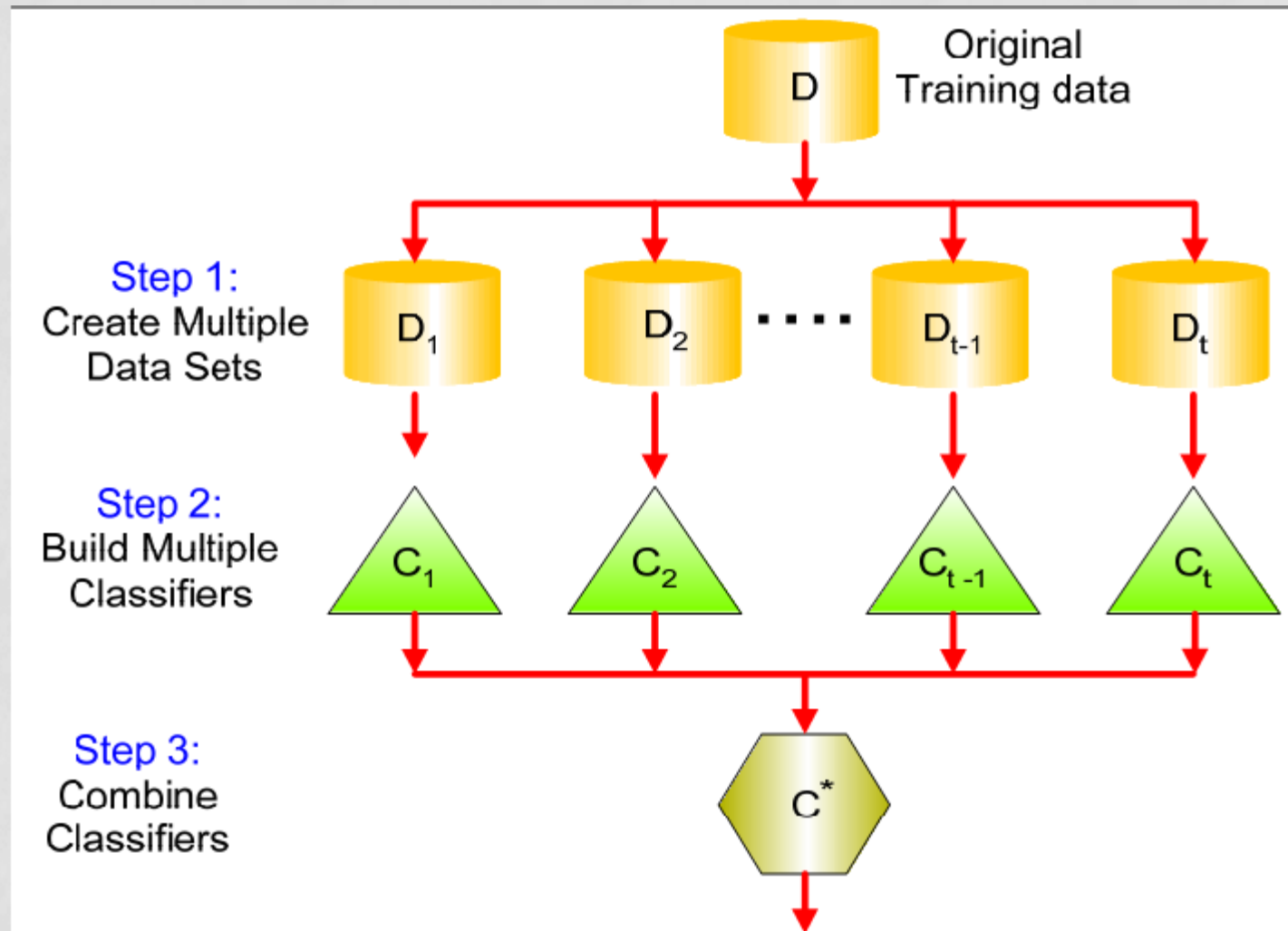


XLMiner : Regression Tree - Pruned Tree (Using Validation Data)

Place the cursor on a Decision Node to read the decision rule

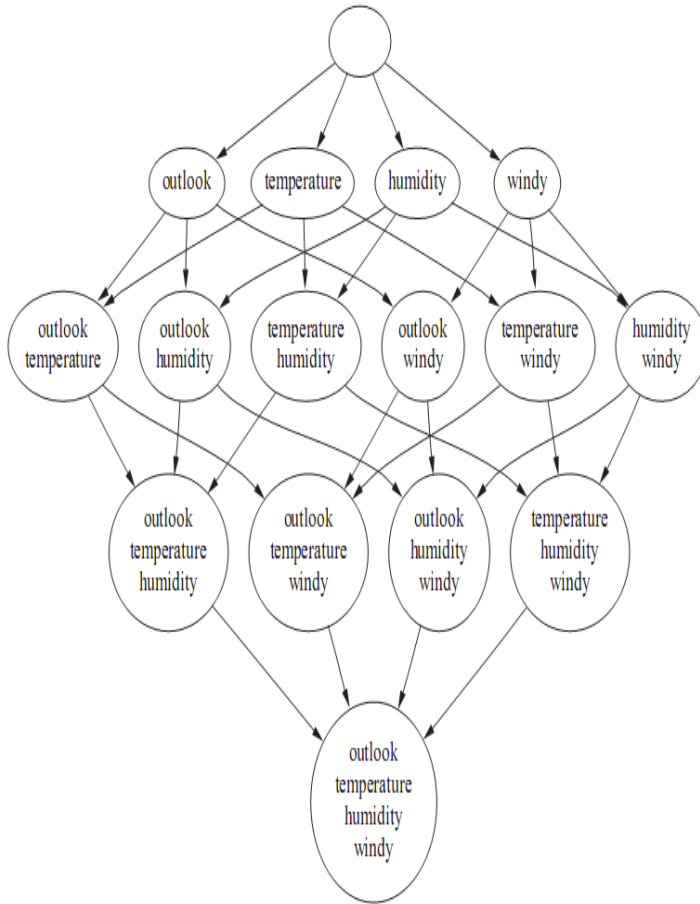


# Ensembles of classifiers

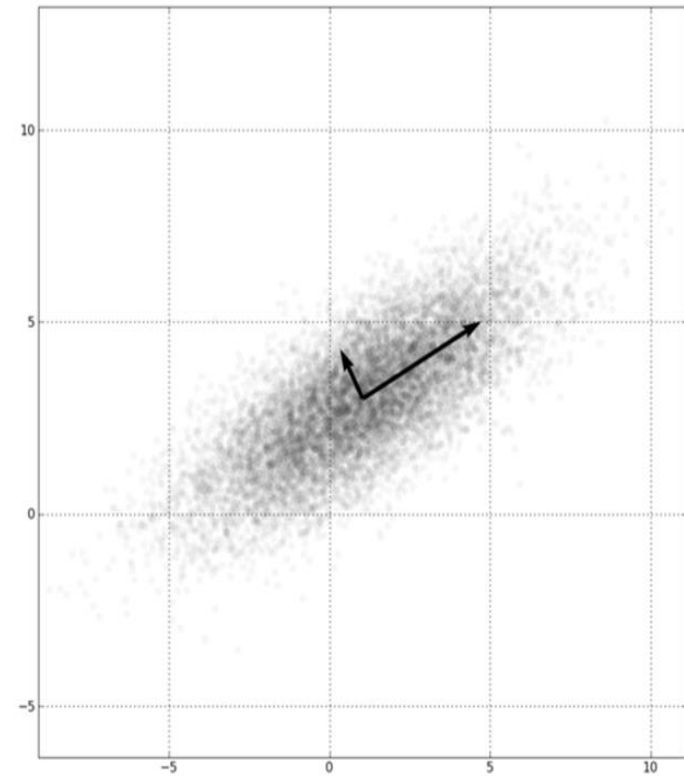




## ATTRIBUTE SELECTION AND TRANSFORMATION



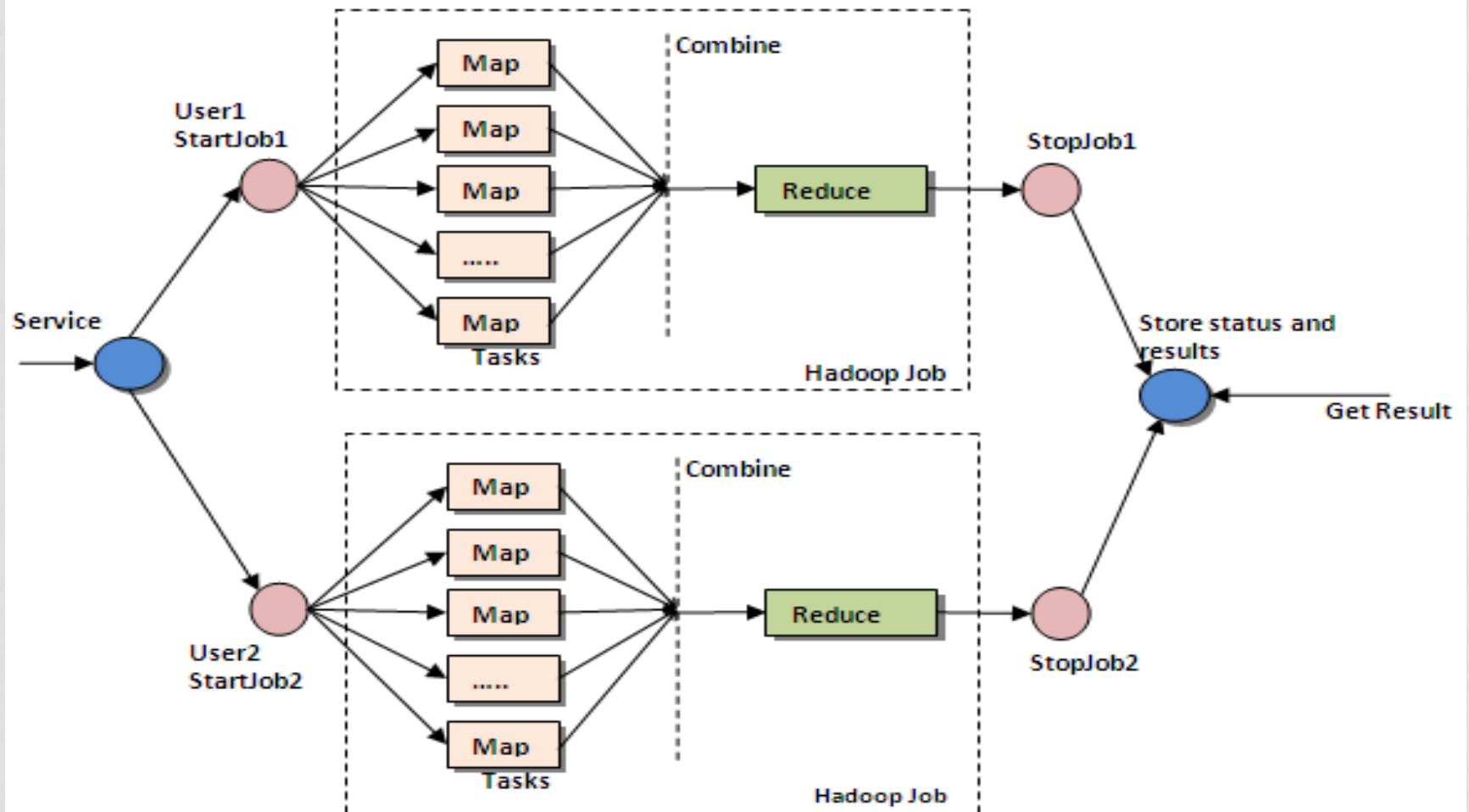
## Attribute selection



## Principal Component Analysis and Random Projections



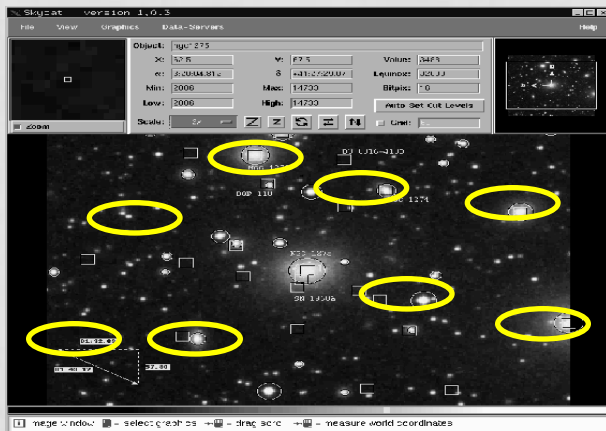
# BIG DATA / MAP-REDUCE, SPARK (MLLIB)



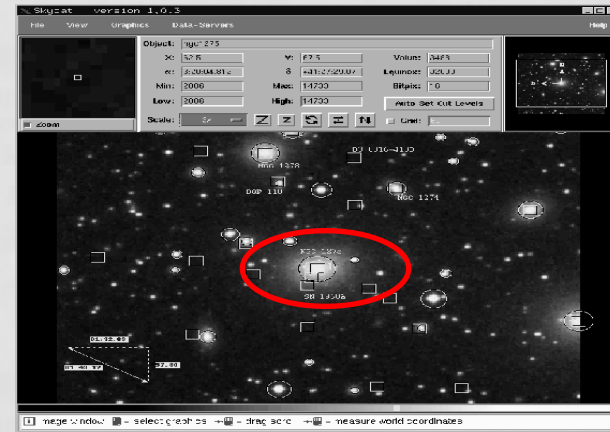
# TASKS / MODELS / ALGORITHMS

- What can be done? Tasks:
  - Supervised ML: classification, regression, ...
  - Unsupervised ML: clustering, association, ...
  - Semi-supervised ML
  - Reinforcement learning
- What kind of models can be learned?
  - Attribute-value:
    - Trees
    - Nearest neighbor
    - Functions: neural networks, support vector machines, ...
    - Bayesian networks
    - Ensembles (bagging, boosting, stacking, ...)
  - Relational
- How can models be learned? Algorithms:
  - Linear models: linear regression, simple perceptron, naive bayes, SVM with linear kernel, ...
  - Neural networks: backpropagation, rprop, ...
  - Decision trees: ID3, C4.5, C5.0, ...
  - Nearest neighbour: IB1, ...

Training data (labeled pictures of sky objects: galaxies, stars, nebulae, ...)



Pictures in the catalog have been labeled by a human expert (astronomer)



?

ML  
Algorithm

Model

- Trees
- Nearest neighbor
- Functions: neural networks, support vector machines, ...
- Bayesian networks
- Ensembles (bagging, boosting, stacking, ...)

Spiral galaxy

# TASKS

- **Inductive learning**(from instances)
  - **Supervised learning:**
    - **Classification:**
    - Regression
  - Semi-supervised learning
  - Unsupervised learning:
    - Clustering
    - Association
  - Reinforcement learning

# CLASSIFICATION TASK. AN EXAMPLE:

- Bank credit approval:
  - An Internet bank owns a large data base with information about clients whose credits were approved or rejected
  - The banks requires a model to determine if a new customer will repay the loan or not
  - Instances (client records in the database):
    - Input attributes : credit time-length (years), amount, overdue accounts?, own house?
    - Class: yes/no
  - Rule-based model:
    - **IF** (overdue accounts > 0) **THEN** repay loan = no
    - **IF** (overdue accounts = 0) **AND** ((salary > 2500) **OR** (years > 10)) **THEN** repay loan = yes

# CLASSIFICATION TASK. AN EXAMPLE:

**T = training set (instances)**

Years	Amount	Salary	Own house?	Overdue accounts?	Repay loan
15	60000	1900	Yes	2	No
2	30000	3500	Yes	0	Yes
9	9000	1700	Yes	1	No
15	18000	3000	No	0	Yes
10	24000	2100	No	0	No
...	...	...	...	...	...

x (or input attributes)

y (class, or  
output attribute)

**test set**

Years	Amount	Salary	Own house?	Overdue accounts?	Repay loan
10	50000	3000	Yes	0	??

Algorithm

**Model**

**IF OA > 0 THEN NO**

**IF OA == 0 AND  
S > 2500 THEN Yes**

Repay loan =  
yes

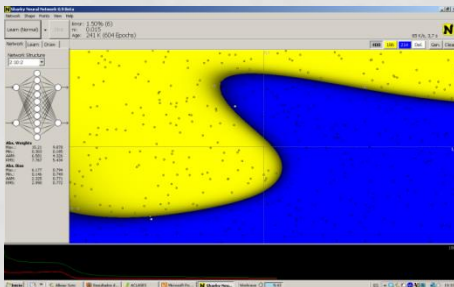
# IMPORTANT: MODELS

- In the previous slide, the model built from training data is a set of rules:

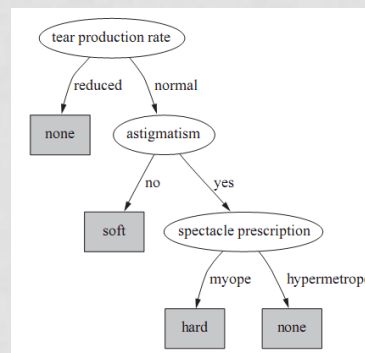
**IF** OA >0 **THEN** NO **ELSEIF** OA==0 **AND** S>2500 **THEN** Yes

- But there are many more that can be learned:

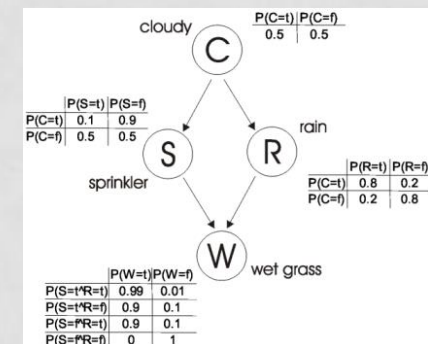
Functions:  $y = 3x^3 + 2$



Decision trees



Bayesian networks



And many more: neural networks, nearest neighbor, support vector machines (SVMs).

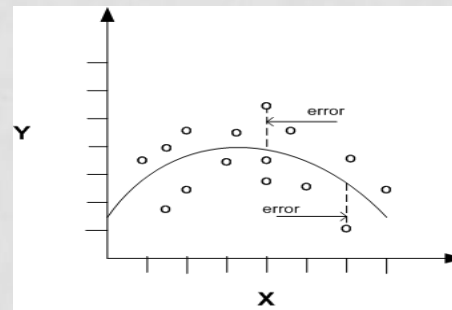
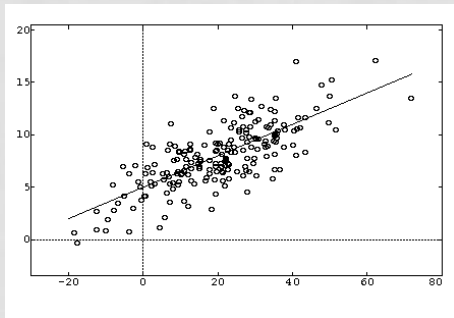
# TASKS

- **Inductive learning**(from instances)
  - **Supervised learning:**
    - Classification
    - **Regression**
  - Semi-supervised learning
  - Unsupervised learning:
    - Clustering
    - Association
  - Reinforcement learning



# REGRESSION

- If the class is continuous, it is a **regression** problem
- Models are typically mathematical functions  $y=g(x)$ 
  - Linear:  $y = ax+b$
  - Non linear:  $y = a*x^2+bx+c$  /  $y = \log(\sin(x))$





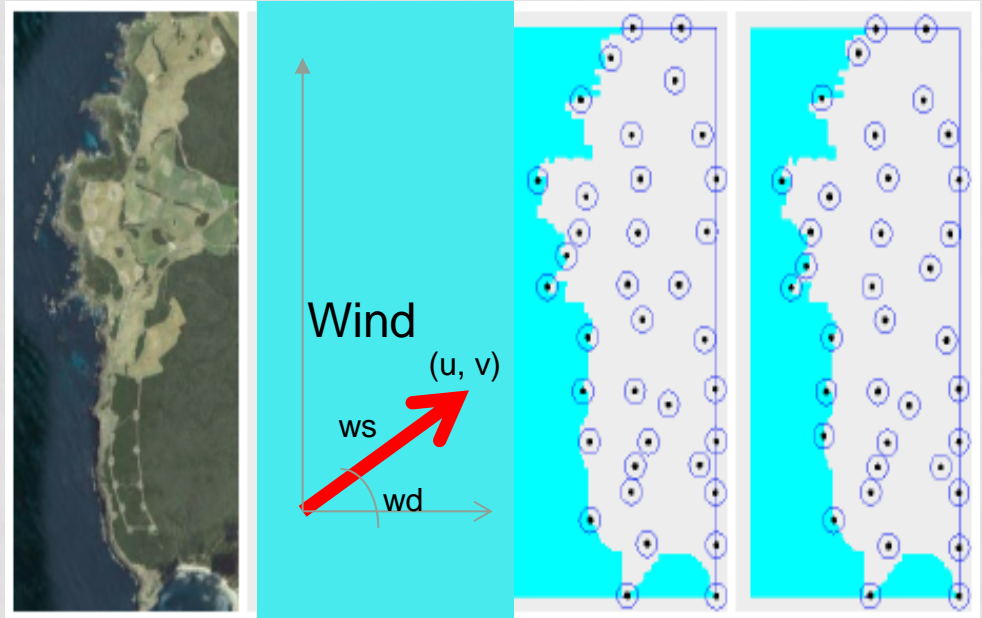
# REGRESSION EXAMPLE

- A wind power forecasting problem: predicting hourly power generation at 7 wind farms



Some input variables:

- ws: wind speed
- wd: wind direction
- (u,v): wind direction vector



Model to estimate electricity production from ws, wd, u, v?  
$$wp = f(ws, wd, u, v, \dots)$$

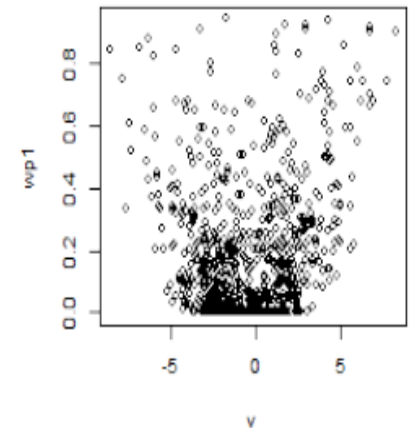
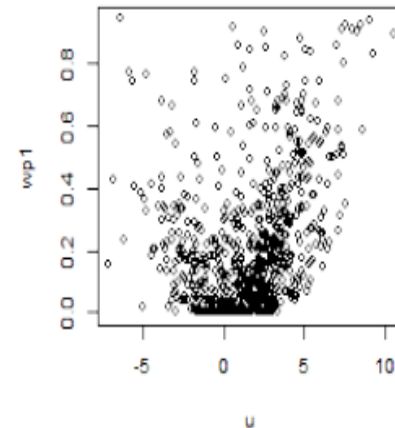
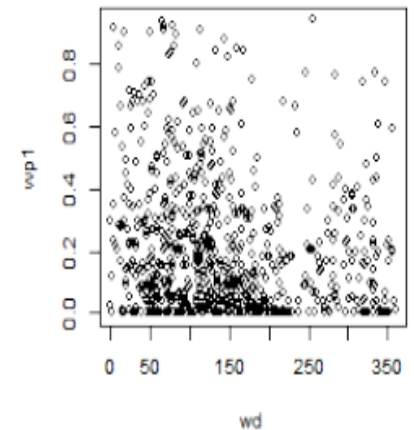
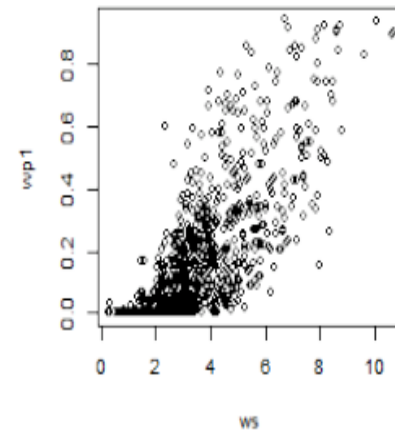
# REGRESSION EXAMPLE

## DATA

	date	hors	u	v	ws	wd	dateB	wp1	
1	2009-07-01	01:00:00	1	2.34	-0.79	2.47	108.68	2009-07-01	0.085
2	2009-07-01	02:00:00	2	2.18	-0.99	2.40	114.31	2009-07-01	0.020
3	2009-07-01	03:00:00	3	2.20	-1.21	2.51	118.71	2009-07-01	0.060
4	2009-07-01	04:00:00	4	2.35	-1.40	2.73	120.86	2009-07-01	0.045
5	2009-07-01	05:00:00	5	2.53	-1.47	2.93	120.13	2009-07-01	0.035
6	2009-07-01	06:00:00	6	2.66	-1.29	2.96	115.79	2009-07-01	0.005

Some input variables:

- ws: wind speed
- wd: wind direction
- (u,v): wind direction vector



# REGRESSION EXAMPLE

## DATA

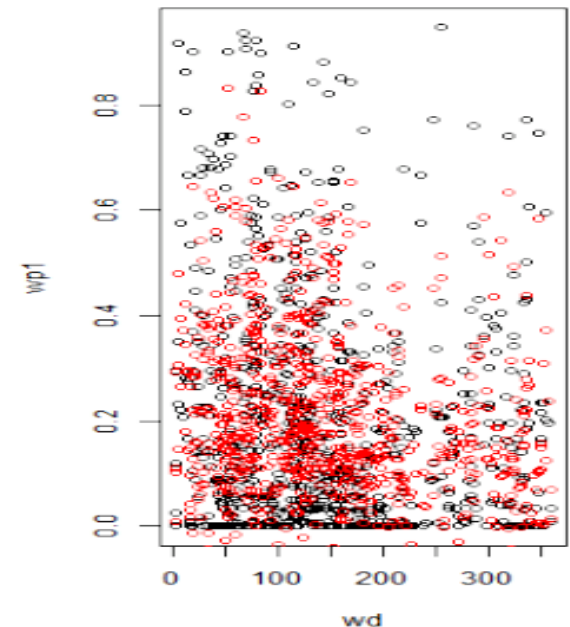
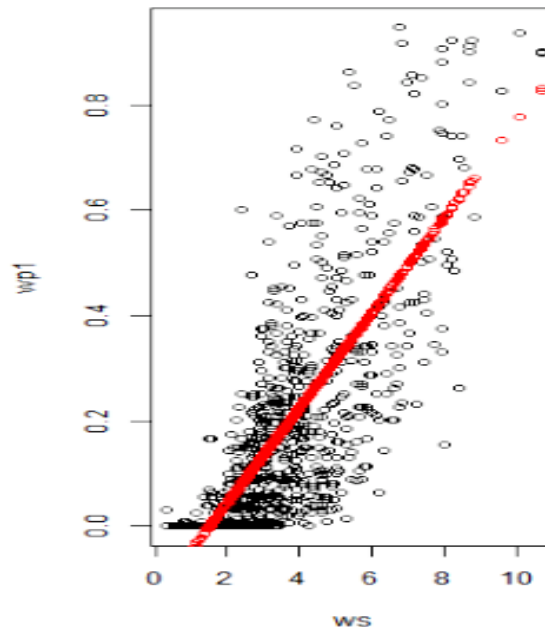
		date	hors	u	v	ws	wd	dateB	wp1
1	2009-07-01	01:00:00	1	2.34	-0.79	2.47	108.68	2009-07-01	0.085
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6	2009-07-01	06:00:00	6	2.66	-1.29	2.96	115.79	2009-07-01	0.005

Linear model:

$$wp = f(ws, wd, u, v)$$

$$wp = a_1 * ws + a_2 * wd + a_3 * u + a_4 * v + b$$

Obviously, a non-linear model could do better

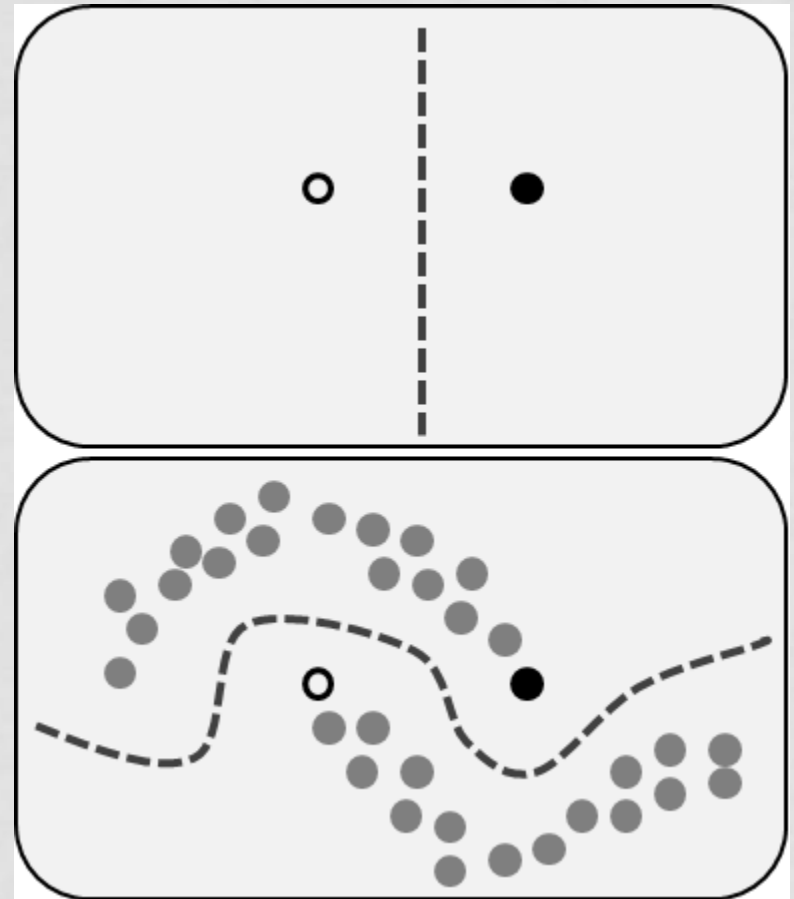


# TASKS

- **Inductive learning**(from instances)
  - Supervised learning:
    - Classification
    - Regression
  - **Semi-supervised learning**
  - Unsupervised learning:
    - Clustering
    - Association
  - Reinforcement learning

# SEMISUPERVISED LEARNING

- When both labelled and unlabelled instances are available
- Why: labelling instances may be costly (ex: to perform a biopsy to determine if a person has cancer)



# TASKS

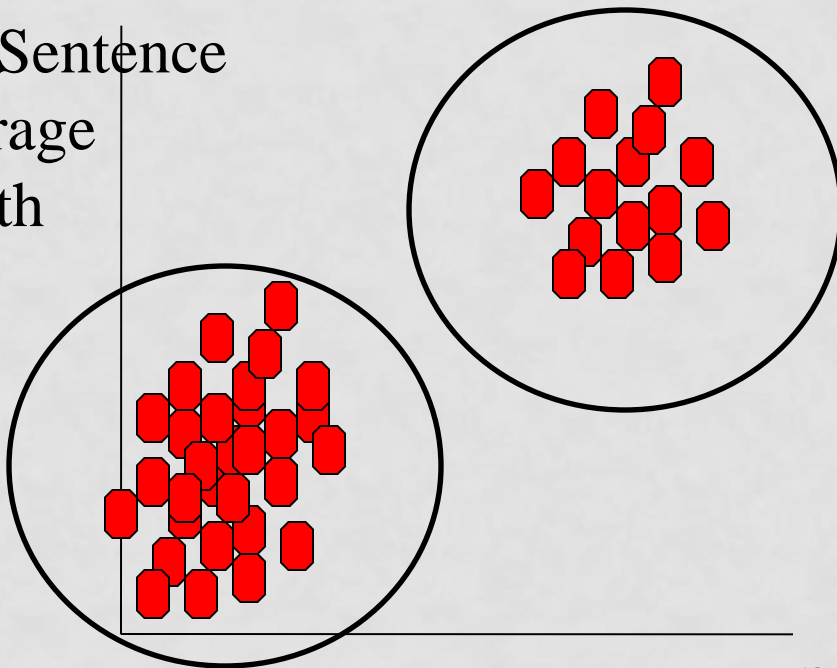
- **Inductive learning**(from instances)
  - Supervised learning:
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    - Regression
  - Semi-supervised learning
  - **Unsupervised learning:**
    - **Clustering**
    - Association
  - Reinforcement learning



# UNSUPERVISED LEARNING (NO LABELS): CLUSTERING

- To determine natural clusterings in instance space, based on the input attributes (no labels)

X2: Sentence  
Average  
length



Example: each point is a different book. 2 groups:

- \* Long words and sentences (philosophy?)
- \* Short words and sentences (best-sellers?)

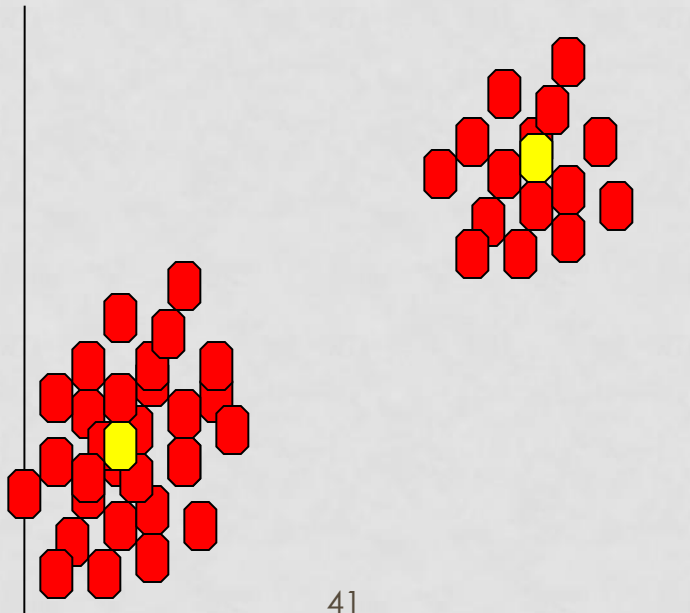
X1: Word average<sup>40</sup> length



# CLUSTER REPRESENTATION

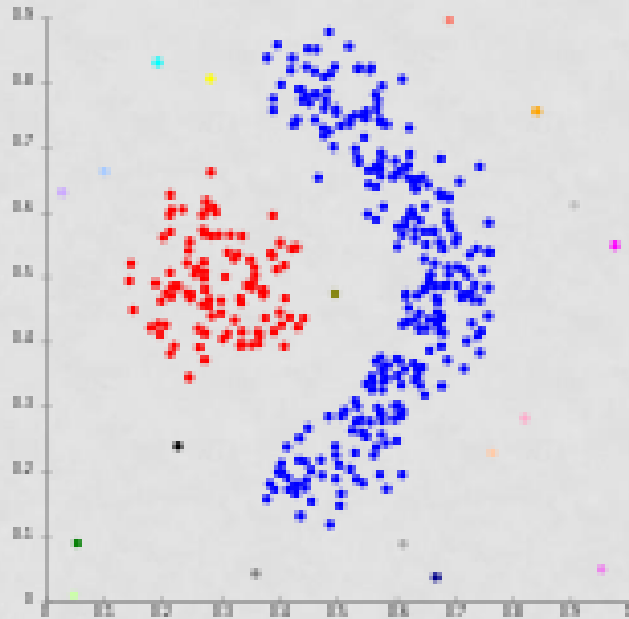
- Most commonly: centroids (ex: k-means algorithm)

K-MEANS: <http://www.youtube.com/watch?v=74rv4snLI70>



# CLUSTERING

- Clustering is not so well defined as classification: clustering based on neighbourhood or connectivity?



# CLUSTERING EXAMPLE

- Human resources department would like to cluster employees in order to understand the different types of employee and treat them accordingly (fire problematic workers? 😊 ).

# CLUSTERING EXAMPLE.

## TRAINING DATA

Id	Salary	Married	Car	Offspring	Own-house	Syndicate	Sick leave	Years working	Sex
1	1000	Yes	No	0	No	No	7	15	M
2	2000	No	Yes	1	No	Yes	3	3	F
3	1500	Yes	Yes	2	Yes	Yes	5	10	M
4	3000	Yes	Yes	1	No	No	15	7	F
5	1000	Yes	Yes	0	Yes	Yes	1	6	F
...	...	...	...	...		...	...	...	...

# MODEL (CLUSTERS)

	GROUP 1	GROUP 2	GROUP 3
Salary	1535	1428	1233
Married (No/Yes)	77%/22%	98%/2%	0%/100%
Car	82%/18%	1%/99%	5%/95%
Offspring	0.05	0.3	2.3
Own-house	99%/1%	75%/25%	17%/83%
Syndicated	80%/20%	0%/100%	67%/33%
Sick leave	8.3	2.3	5.1
Years working	8.7	8	8.1
Sex (M/W)	61%/39%	25%/75%	83%/17%

# MODEL (CLUSTERS)

- Cluster 1: No offspring and rented house. Low level of syndication. Lots of sick leaves
- Cluster 2: No offspring and own-car. High syndication level. Few sick leaves. Typically women living in rented houses
- Cluster 3: Married men with children and own-car and own-houses. Low syndication level

# TASKS

- **Inductive learning**(from instances)
  - Supervised learning:
    - Classification
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  - Semi-supervised learning
  - **Unsupervised learning:**
    - Clustering
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# MARKET BASKET ANALYSIS (ASSOCIATION)

- A supermarket needs to know customer behavior.
  - Ex: if customer buys X then s/he also buys Y
- Service might be improved (putting together products bought together, etc.)

# TRAINING DATA (CUSTOMER BASKETS)

<b>Id</b>	<b>Eggs</b>	<b>Oil</b>	<b>Napies</b>	<b>Wine</b>	<b>Milk</b>	<b>Butter</b>	<b>Salmon</b>	<b>Lettuce</b>	<b>...</b>
1	Yes	No	No	Yes	No	Yes	Yes	Yes	...
2	No	Yes	No	No	Yes	No	No	Yes	...
3	No	No	Yes	No	Yes	No	No	No	...
4	No	Yes	Yes	No	Yes	No	No	No	...
5	Yes	Yes	No	No	No	Yes	No	Yes	...
6	Yes	No	No	Yes	Yes	Yes	Yes	No	...
7	No	No	No	No	No	No	No	No	...
8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	...
...	...	...	...	...	...	...	...	...	.. .

# MODEL

- Rules **IF**  $At_1=a$  **AND**  $At_2=b$  y ... **THEN**  $At_n=c$ 
  - **IF** nappies=Yes **THEN** milk=Yes
  - **IF** butter = Yes **AND** salmon = Yes **THEN** wine = Yes
- Also: **IF**  $At_1=a$  **AND**  $At_2=b$  **THEN**  $At_n=c$ ,  **$At_4=D$**

Service might be improved (putting together nappies and milk, etc.)

# ASSOCIATION



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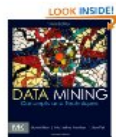
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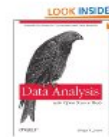
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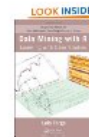
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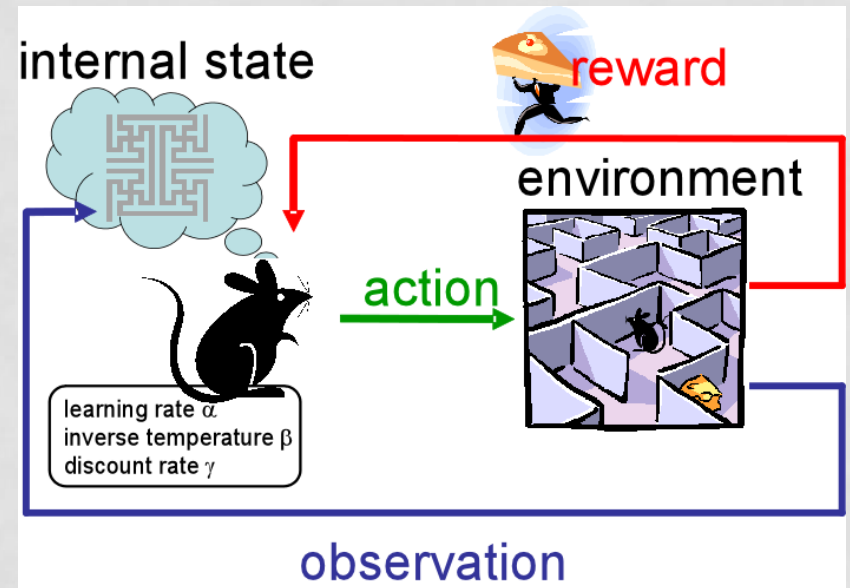
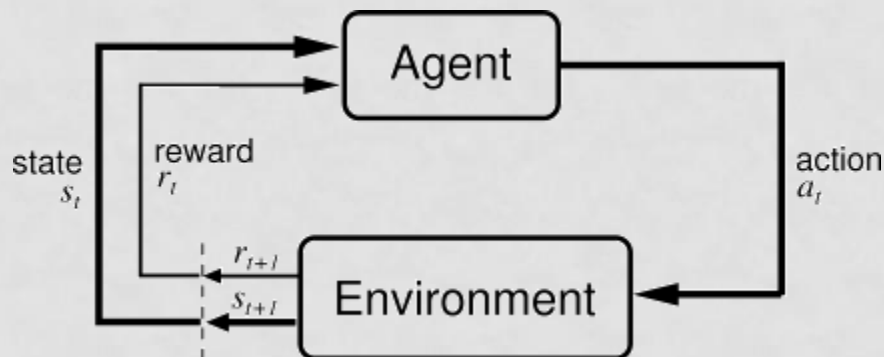
## Editorial Reviews

# TASKS

- **Inductive learning**(from instances)
  - Supervised learning:
    - Classification
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  - Semi-supervised learning
  - Unsupervised learning:
    - Clustering
    - Association
  - **Reinforcement learning**

# TASK: REINFORCEMENT LEARNING

- The goal of learning is a “policy”  $\pi$  so that the agent (mouse) knows what to do at each situation (in the case of the mouse, a situation is a particular location within the maze). Robotics.
- Actions:
  - forward
  - turn left
  - turn right



# TASKS

- **Inductive learning**(from instances)
  - Attribute-value models
    - Supervised learning:
    - Semi-supervised learning
    - Unsupervised learning:
    - Reinforcement learning
  - **Relational learning**



# Relational Learning

- For instance, learn the concept of “being a daughter”
- **IF** X is female **AND** Y is the mother of X **THEN** X is a daughter of Y
- Compare this rule with:  
**IF** Overdue Accounts ==0 **AND** Salary >2500 **THEN** Repay loan = Yes
- Relational rules use variables (X, Y) and relations

## Relational Learning: ILP (inductive logic programming)

<i>Training examples</i>		<i>Background knowledge</i>	
<i>daughter(mary, ann).</i>	$\oplus$	<i>parent(ann, mary).</i>	<i>female(ann).</i>
<i>daughter(eve, tom).</i>	$\oplus$	<i>parent(ann, tom).</i>	<i>female(mary).</i>
<i>daughter(tom, ann).</i>	$\ominus$	<i>parent(tom, eve).</i>	<i>female(eve).</i>
<i>daughter(eve, ann).</i>	$\ominus$	<i>parent(tom, ian).</i>	

Learned Knowledge:

*daughter(X, Y)  $\leftarrow$  female(X), mother(Y, X).*

*daughter(X, Y)  $\leftarrow$  female(X), father(Y, X).*

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- scikit-learn Cookbook
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