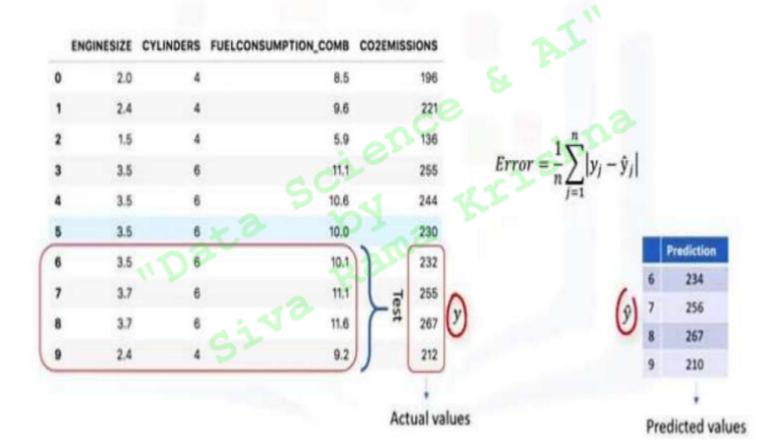
Model evaluation approaches

Train and Test on the Same Dataset

Train/Test Split





# Train and test on the same dataset



#### What is training & out-of-sample accuracy?

#### Training Accuracy

- · High training accuracy isn't necessarily a good thing
- · Result of over-fitting
  - Over-fit: the model is overly trained to the dataset, which may capture noise and produce a non-generalized model

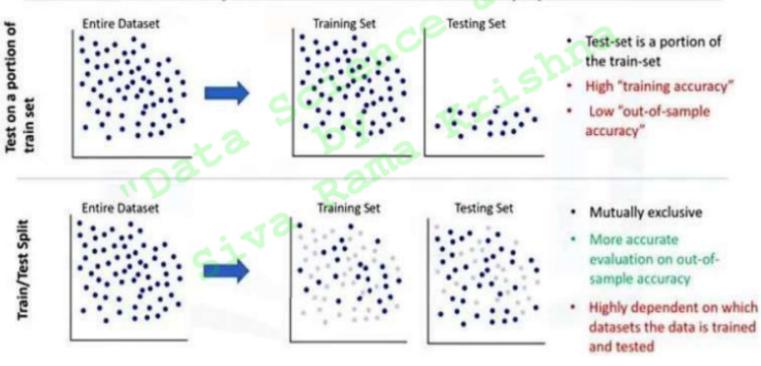
#### Out-of-Sample Accuracy

- · It's important that our models have a high, out-of-sample accuracy
- How can we improve out-of-sample accuracy?

## Train/Test split evaluation approach



## Train/Test split evaluation approach



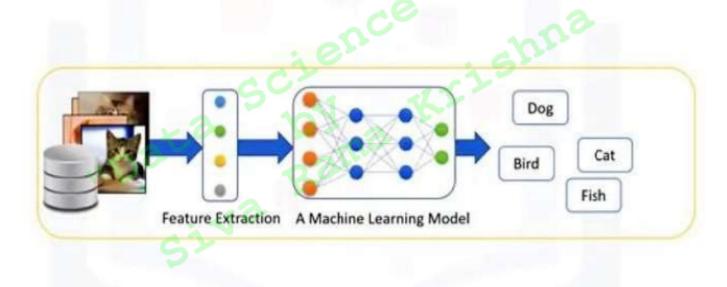
# MACHINE LEARNING

# What is machine learning?

Machine learning is the subfield of computer science that gives "computers the ability to learn without being explicitly programmed."

Siva Rai

## How machine learning works?

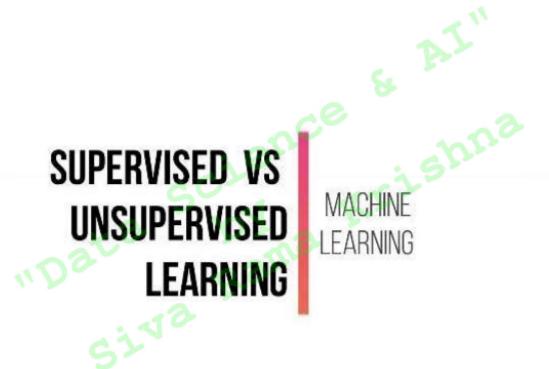


## Major machine learning techniques

- · Regression/Estimation
  - · Predicting continuous values
- Classification
  - · Predicting the item class/category of a case
- Clustering
  - · Finding the structure of data; summarization
- Associations
  - · Associating frequent co-occurring items/events

## Major machine learning techniques

- Anomaly detection
  - · Discovering abnormal and unusual cases
- Sequence mining
  - · Predicting next events; click-stream (Markov Model, HMM)
- Dimension Reduction
  - · Reducing the size of data (PCA)
- Recommendation systems
  - Recommending items



#### Supervised vs unsupervised learning

#### **Supervised Learning**

- Classification:
   Classifies labeled data
- Regression:
   Predicts trends using previous labeled data
- Has more evaluation methods than unsupervised learning
- · Controlled environment

#### **Unsupervised Learning**

- Clustering:
   Finds patterns and groupings
   from unlabeled data
- Has fewer evaluation methods than supervised learning
- · Less controlled environment

## What is classification?

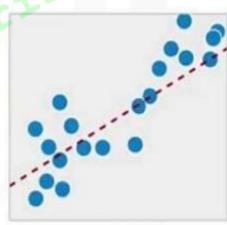
Classification is the process of predicting discrete class labels or categories.

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#### What is regression?

#### Regression is the process of predicting continuous values.

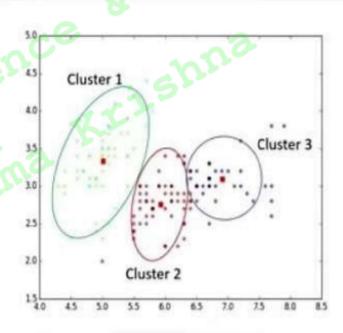
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## What is clustering?

Clustering is grouping of data points or objects that are somehow similar by:

- Discovering structure
- Summarization
- Anomaly detection



# Python libraries for machine learning











- Scikit-learn is a library containing many machine learning algorithms.
- It utilizes a generalized "estimator API" framework to calling the models.
- This means the way algorithms are imported, fitted, and used is uniform across all algorithms.
- Scikit-learn also comes with many convenience tools, including train test split functions, cross validation tools, and a variety of reporting metric functions.
- This leaves Scikit-Learn as a "one-stop shop" for many of our machine learning needs.
- Scikit-Learn's approach to model building focuses on applying models and performance metrics.

#### More about scikit-learn

- · Free software machine learning library
- Classification, Regression and Clustering algorithms
- Works with NumPy and SciPy
- Great documentation
- Easy to implement





#### scikit-learn functions

```
from sklearn import preprocessing
X = preprocessing.StandardScaler().fit(X).transform(X)

from sklearn.model_selection import train_test_split
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.33)

from sklearn import svm
clf = svm.SVC(gamma=0.001, C=100.)

clf.fit(X_train, y_train)

clf.predict(X_test)

from sklearn.metrics import confusion_matrix
print(confusion_matrix(y_test, yhat, labels=[1,0]))

import pickle
s = pickle.dumps(clf)
```