



# Data Science with Python

Dimensionality Reduction



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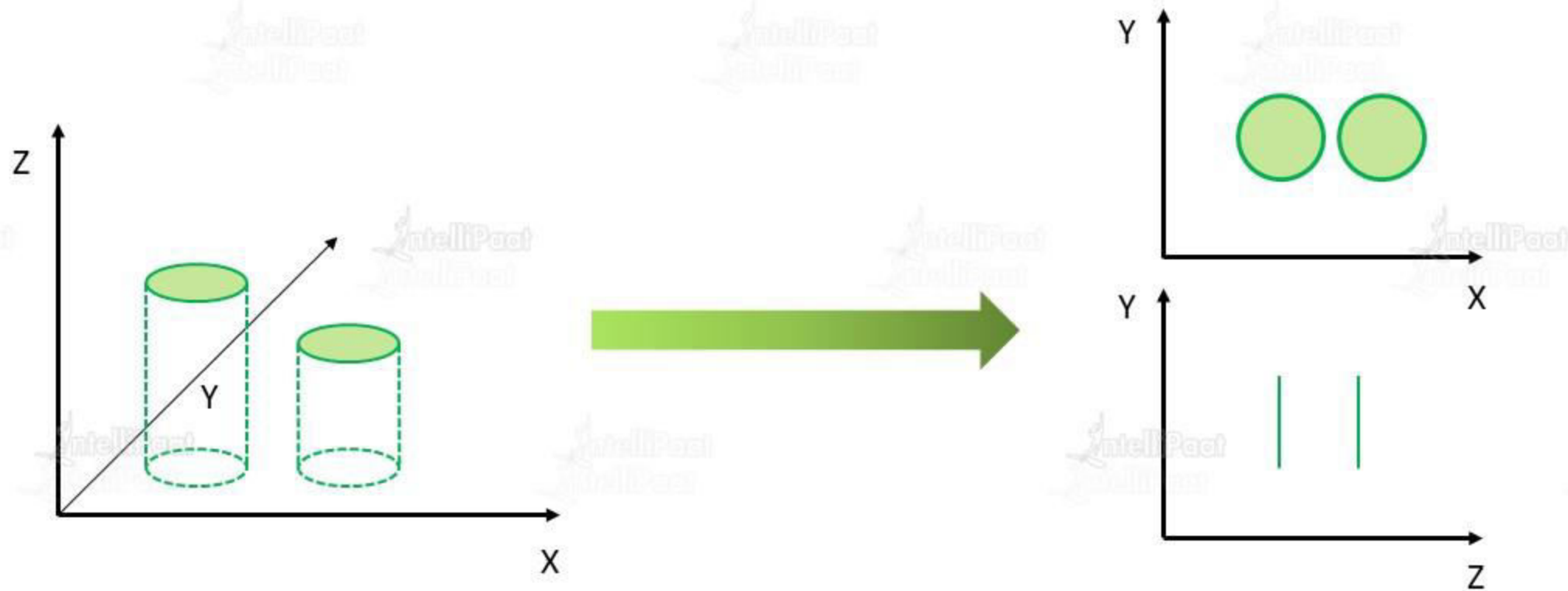
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How does LDA work?

# What is Dimensionality Reduction?

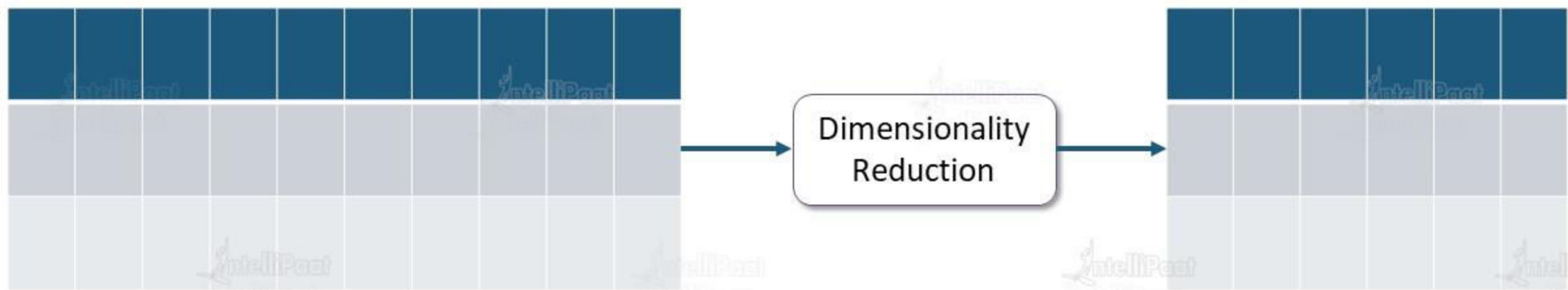
# What is Dimensionality Reduction?

The process of converting a dataset of vast dimensions into data with lesser dimensions to reduce the complexity of data by keeping the relevant structure



# What is Dimensionality Reduction?

Suppose, we have a table with 10 columns, but around 6 columns might be useless for our analysis. Thus, we can remove the columns using dimensionality reduction





# What is Dimensionality Reduction?

## Components of Dimensionality Reduction



**Feature Elimination**



**Feature Extraction**

# What is Dimensionality Reduction?

Feature Elimination

Feature Extraction

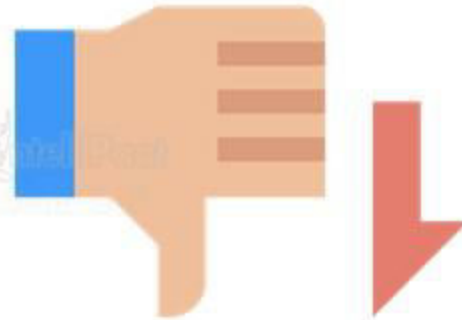
**Removing some variables completely if they are:**

- Redundant with other variables
- Not providing any new information

Sets a smaller dataset



Might loose some data



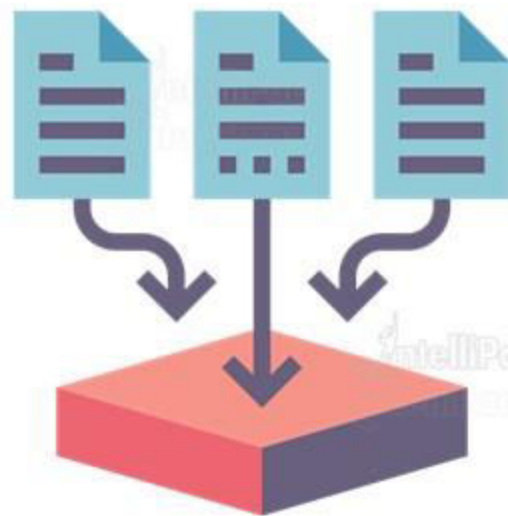
# What is Dimensionality Reduction?

Feature Elimination

Feature Extraction

**Extracting new variables from old variables**

PCA works based on feature extraction. This is the first step we do on our preprocessed dataset





# Benefits of Dimensionality Reduction

# Benefits of Dimensionality Reduction

When we keep on adding features without increasing the training samples, the dimension keeps growing. This will give us an overfitted ML model that works great with the training data but might fail on new data. This makes the model unpredictable

This is where dimensionality reduction helps!  
We remove irrelevant and redundant features, and we also create new features.



# Benefits of Dimensionality Reduction

It decreases the unwanted dimensions in Machine Learning. Each data will be saved with little incremental information. The data has to be treated to reduce the number of dimensions

When you checking out a bikes dataset, you don't require the below tools. So, they are unwanted.

- GPS sensors
- Gyro meters
- Flexible
- Video feeds
- Smart devices



# Benefits of Dimensionality Reduction

Image processing is an application of dimensionality reduction





# Benefits of Dimensionality Reduction

In short dimensionality reduction helps us reduce the size of data to be processed in such a way that it does not affect the performance of our model to a large degree



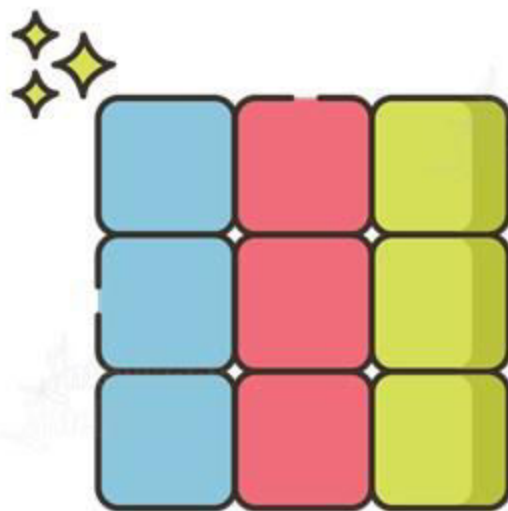


# Principal Component Analysis

# Principal Component Analysis

PCA is a dimensionality reduction technique used to create a dataset of a lower dimension without losing any valuable information

PCA is used to figure out patterns and correlations in a dataset



# Principal Component Analysis

PCA is a dimensionality reduction technique used to create a dataset of a lower dimension without losing any valuable information

| Name       | Number of Wheels | Color | Height | Number of Seats |
|------------|------------------|-------|--------|-----------------|
| Mercedes   | 4                | Red   | 4 feet | 5               |
| BMW        | 4                | Blue  | 3 feet | 5               |
| Marco Polo | 6                | Blue  | 8 feet | 10              |
| Volkswagen | 4                | White | 5 feet | 5               |



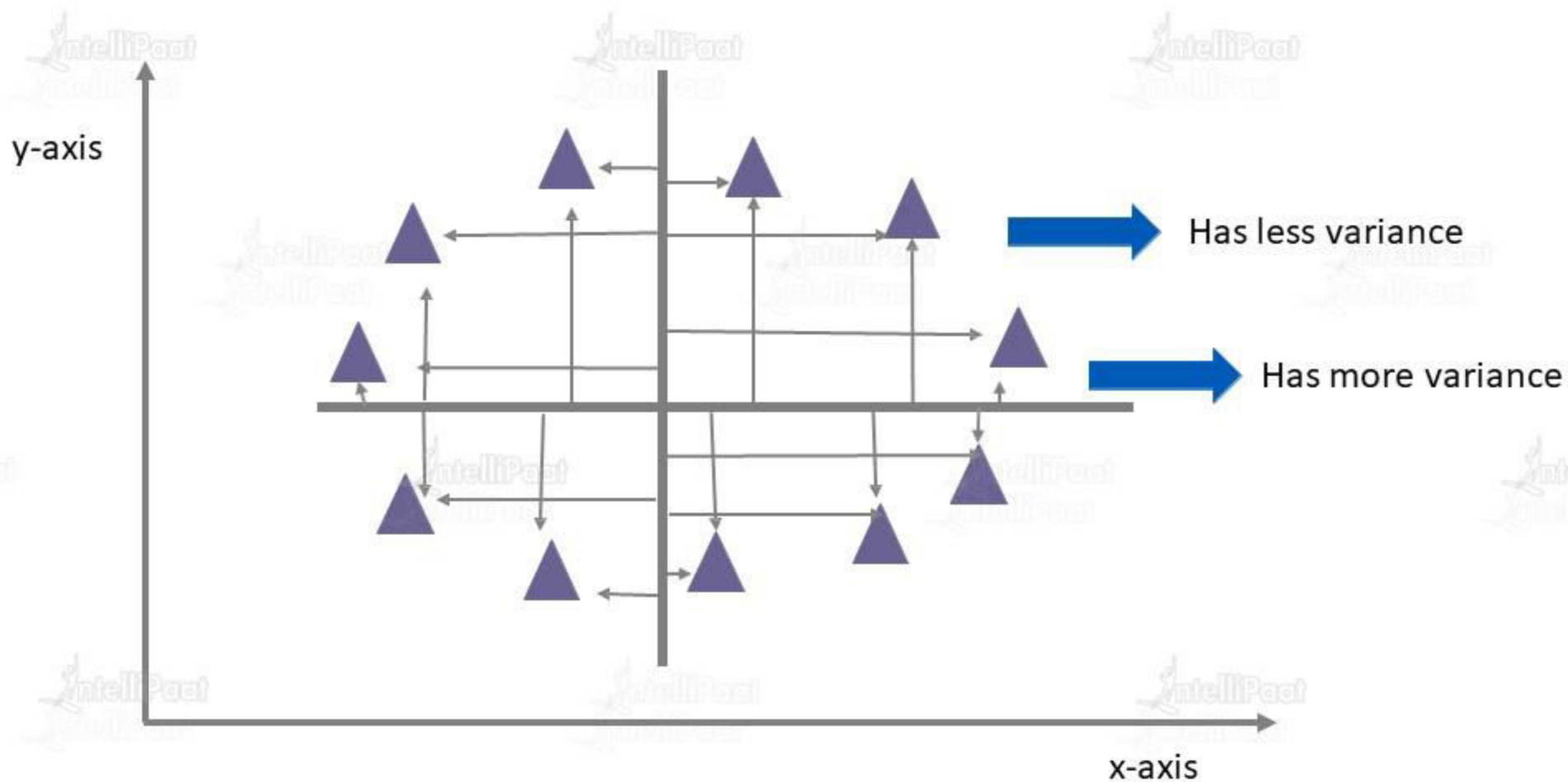
Has low variance



Has high variance

# How does PCA work?

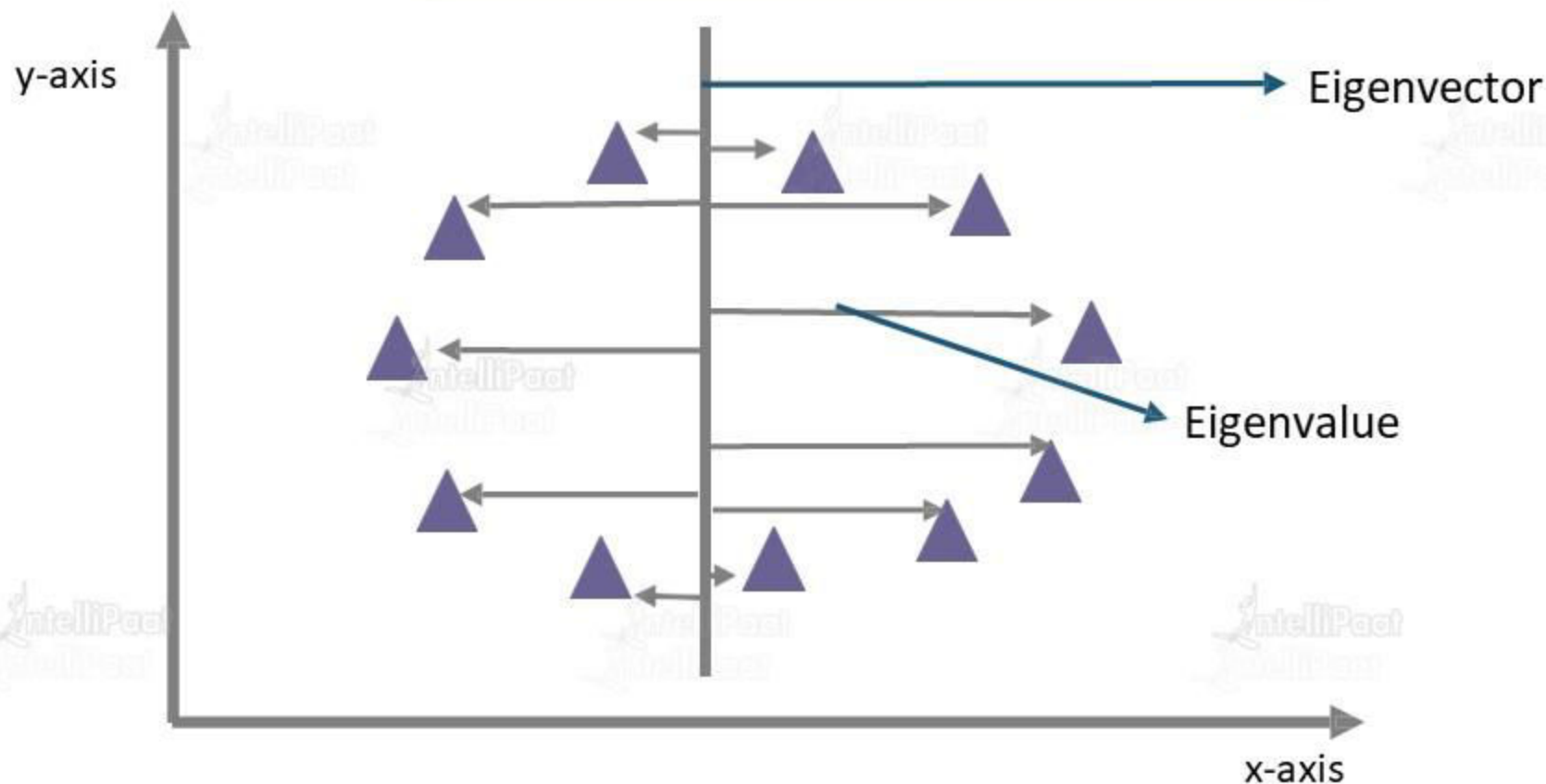
# How does PCA work?



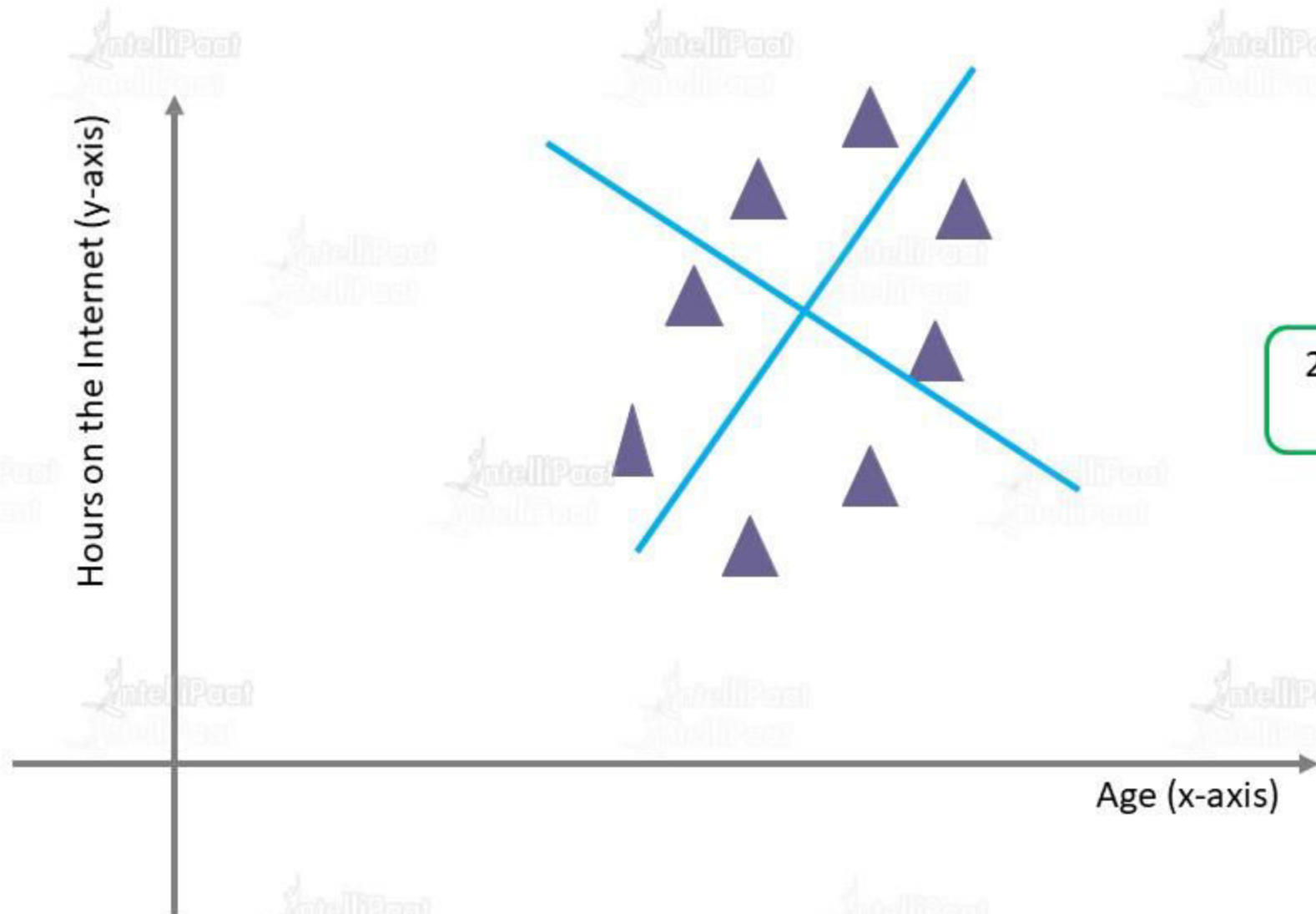


# How does PCA work?

How to find out the principal component?  
**Eigenvectors and Eigenvalues**

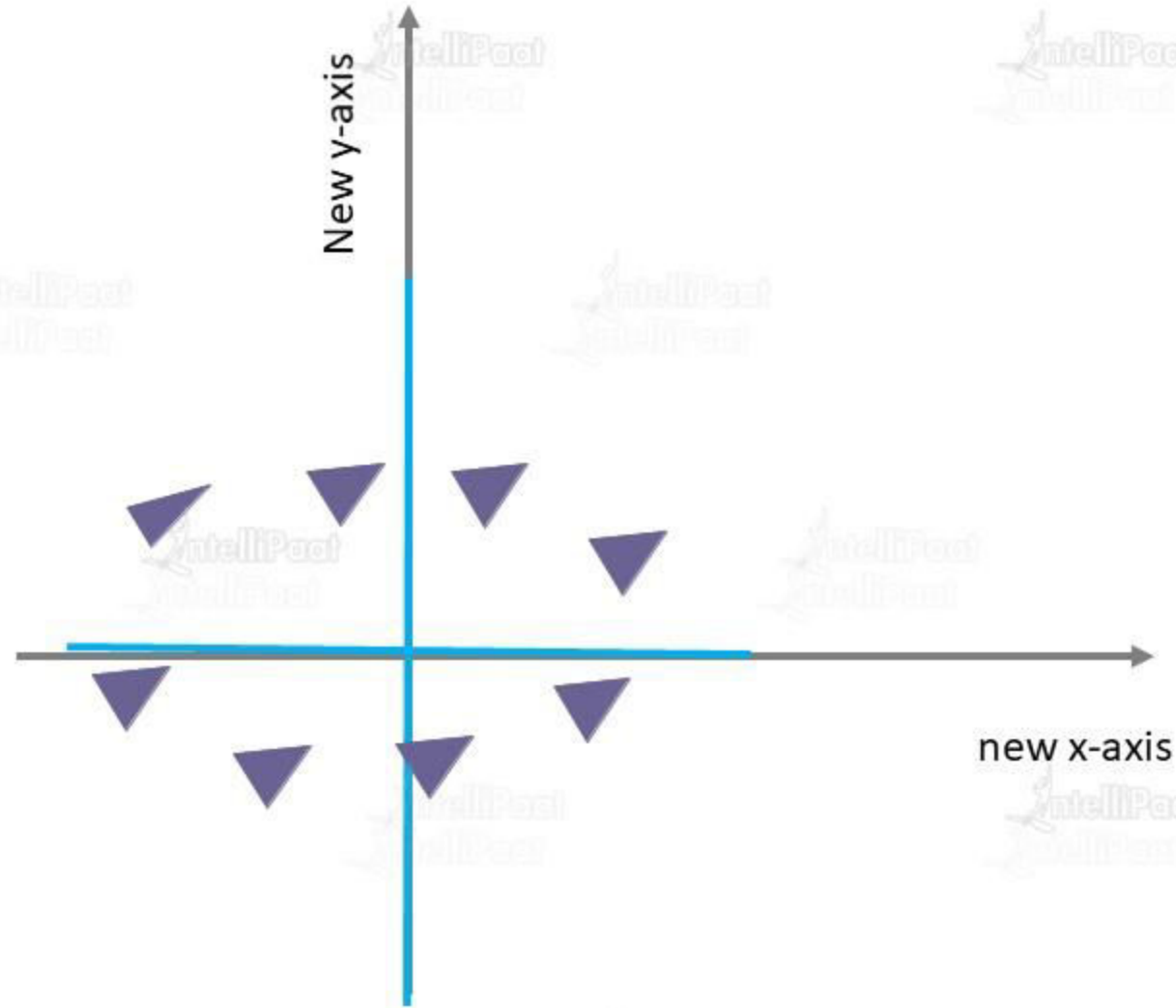


# How does PCA work?



2 dimension = 2 eigenvectors  
and 2 eigenvalues

# How does PCA work?

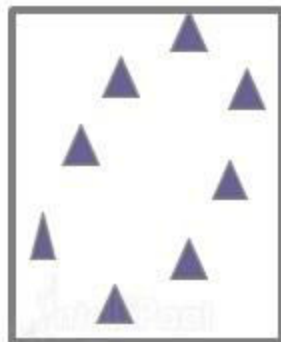


# How does PCA work?

How does PCA reduce the dimensions?

Hours on Mobile

Age

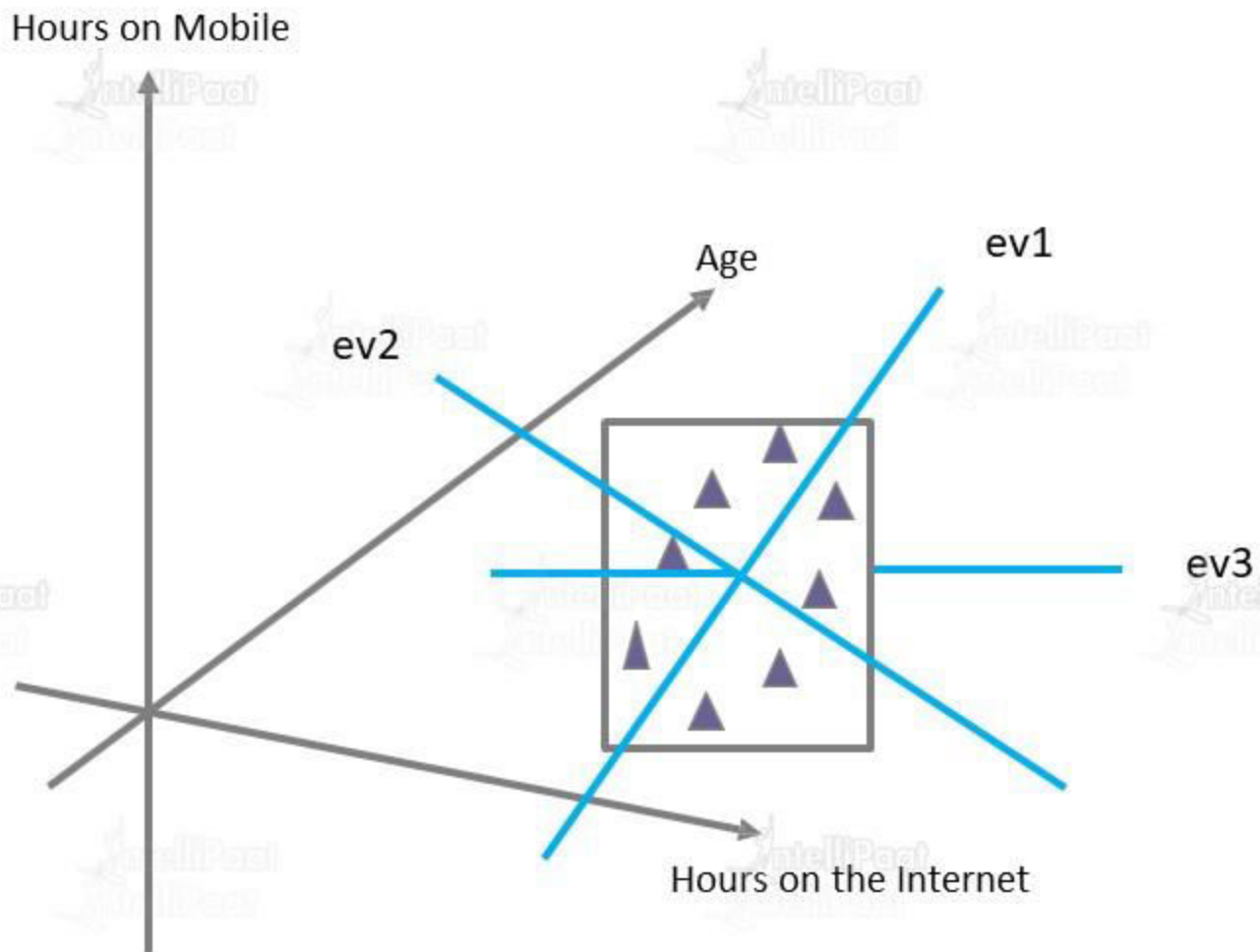


Hours on the Internet

PCA reduces data by removing unnecessary dimensions

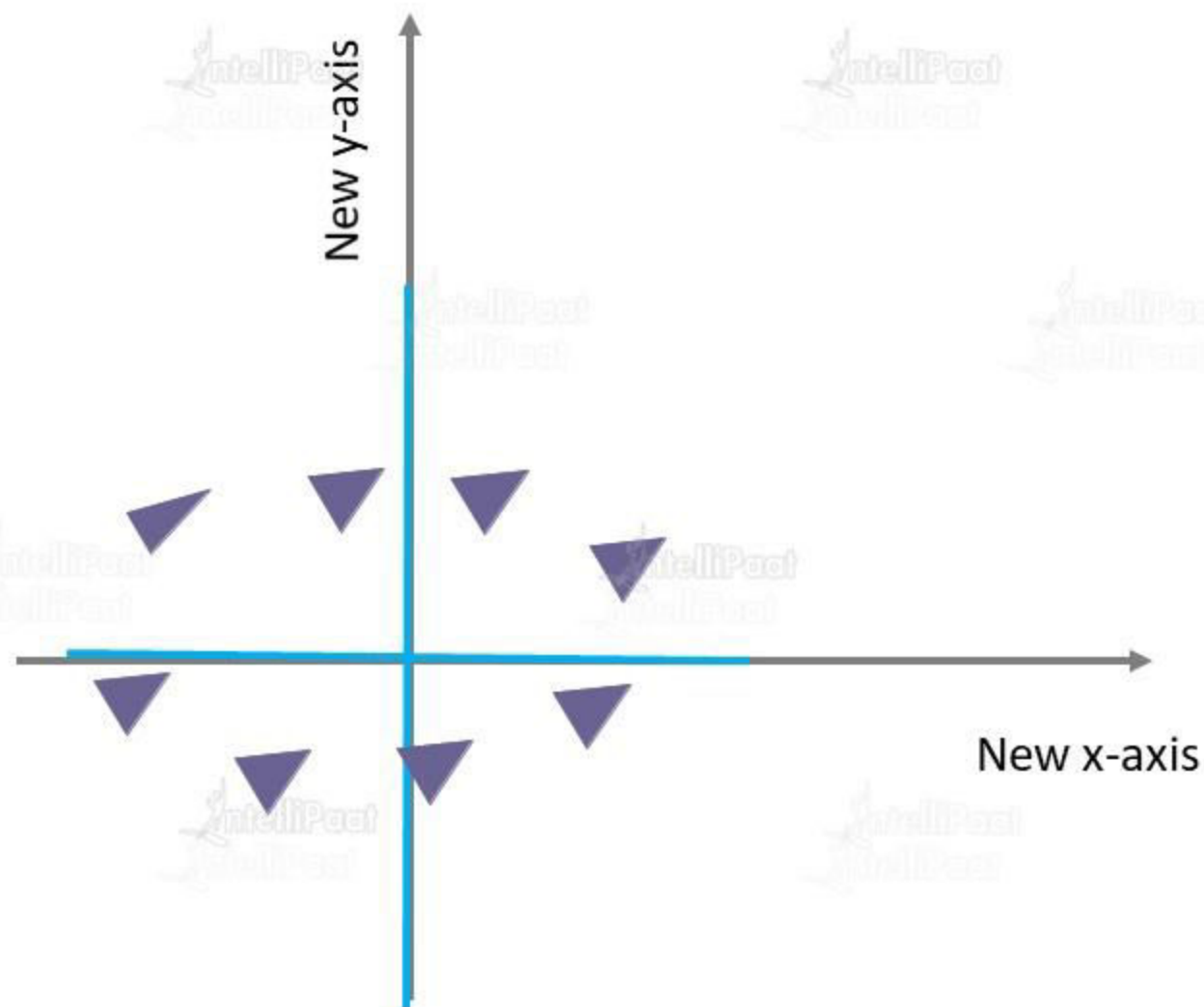
# How does PCA work?

3 dimensions = 3  
eigenvectors and 3  
eigenvalues





# How does PCA work?



3D is reduced to a 2D problem

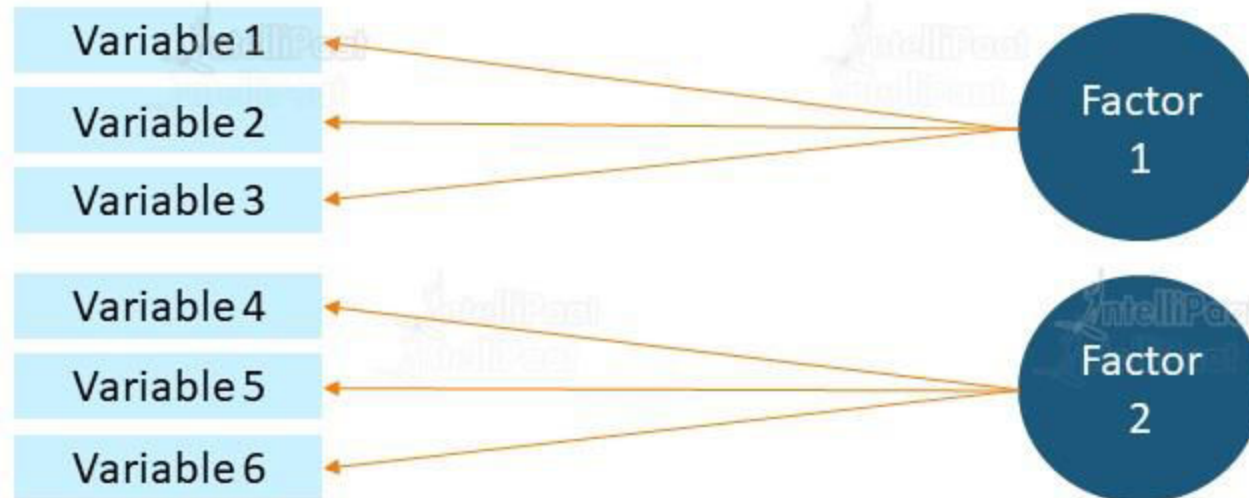
# PCA: Hands On

# Factor Analysis

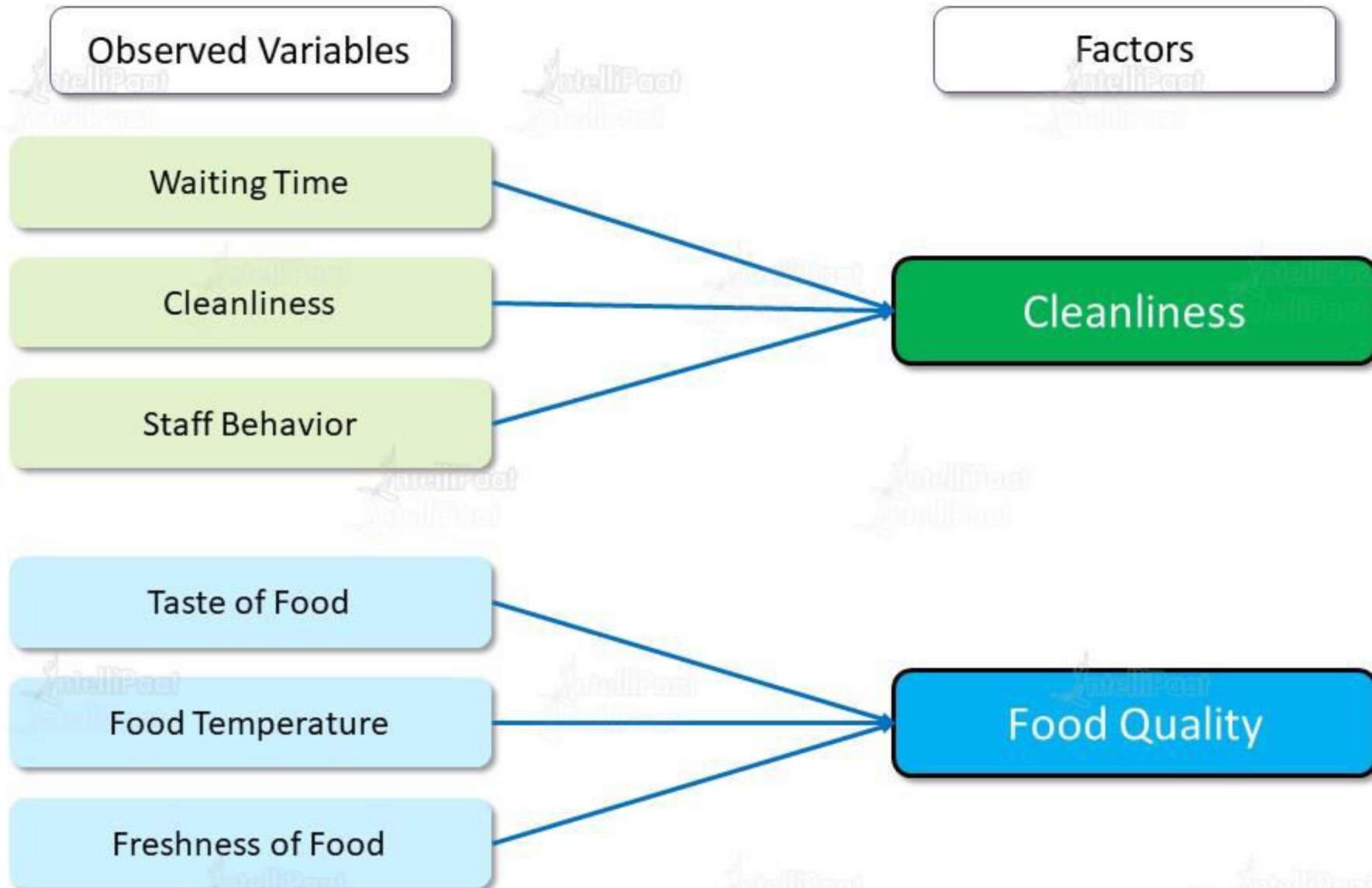
# Factor Analysis

It is a data analysis method we can use to search for significant underlying trends or factors from a set of observed variables

It is widely used in market research, finance, and advertising. PCA and CFA are types of Factor Analysis



# Factor Analysis





# How does Factor Analysis work?

# How does Factor Analysis work?

The purpose of Factor Analysis is to reduce the number of observed variables and find unobservable variables

## Step 1

### Feature Extraction

Approach for extraction selected using variance partitioning methods such as PCA to calculate no of factors

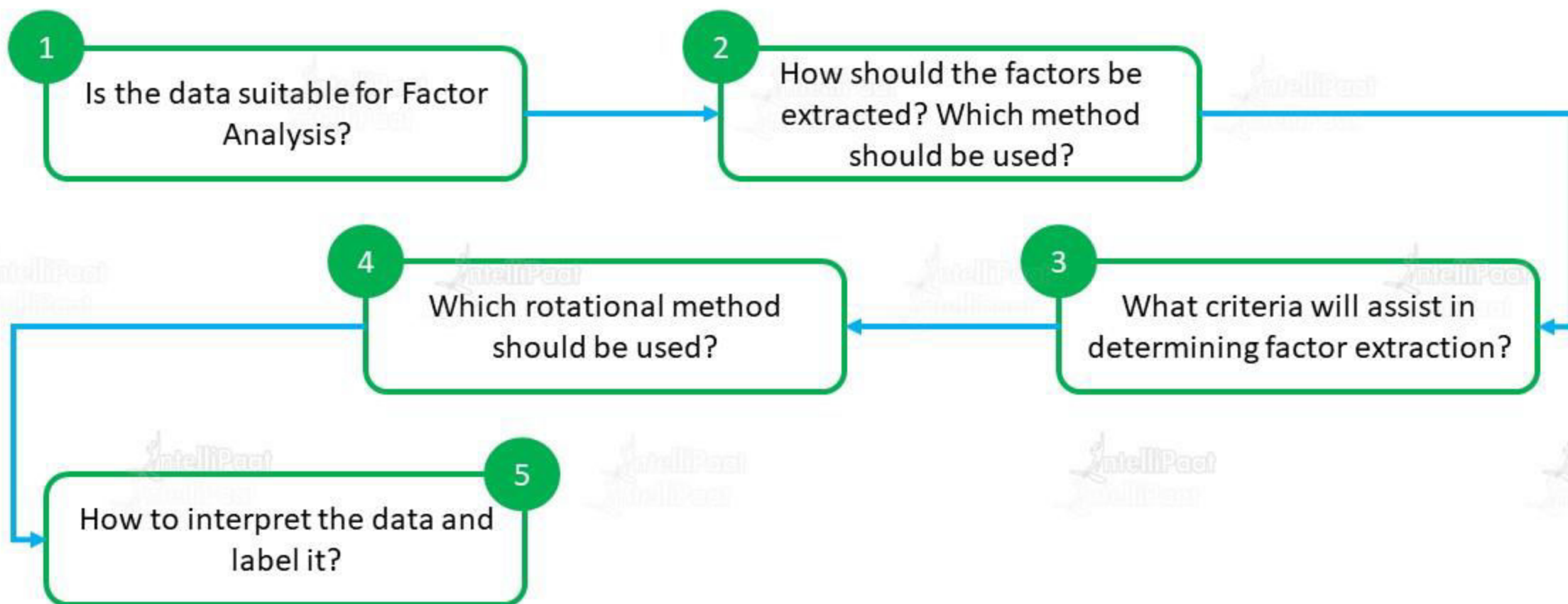
## Step 2

### Feature Rotation

Here, we convert factors into uncorrelated factors to improve the overall interpretability

# How does Factor Analysis work?

Questions to be answered while doing an exploratory Factor Analysis



# Factor Analysis vs PCA

# Factor Analysis vs PCA

1. PCA components explain the maximum amount of variance, while FA explains the covariance in data
2. PCA components are fully orthogonal to each other, whereas FA does not require factors to be orthogonal
3. PCA components is a linear combination of the observed variables, while, in FA, the observed variables are linear combinations of the unobserved variable or factor
4. PCA components are uninterpretable. In FA, underlying factors are labelable and interpretable
5. PCA is a kind of dimensionality reduction method, whereas FA is the latent variable method
6. Although PCA is a type of Factor Analysis, PCA is observational, whereas FA is a modeling technique

# Factor Analysis: Hands On



# What is LDA?

# What is LDA?

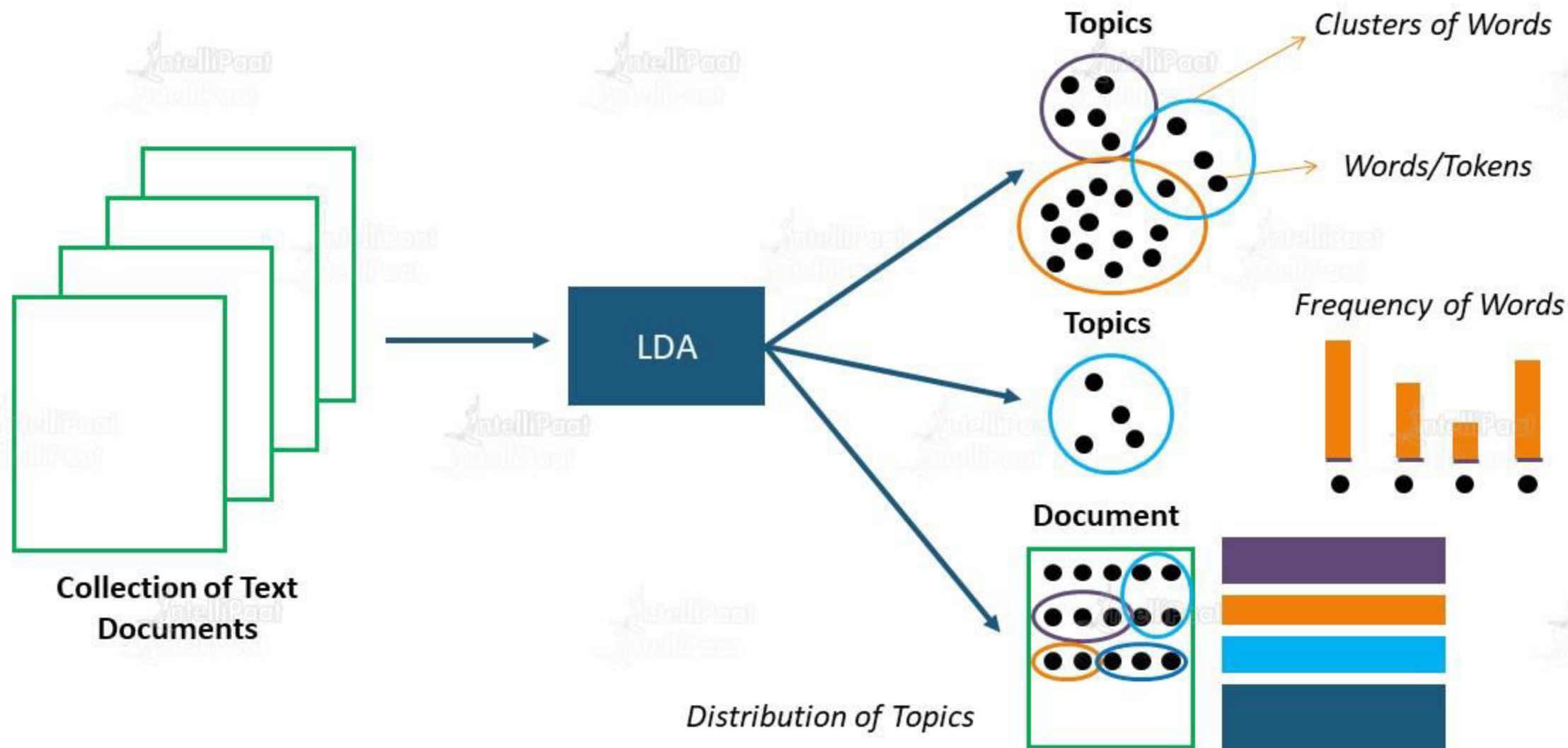


In NLP, the Latent Dirichlet Allocation (LDA) is a generative model that helps in explaining the sets of observations by unobserved groups showing why some parts of the data are similar. It also helps heavily in topic modeling

## What is topic modeling?

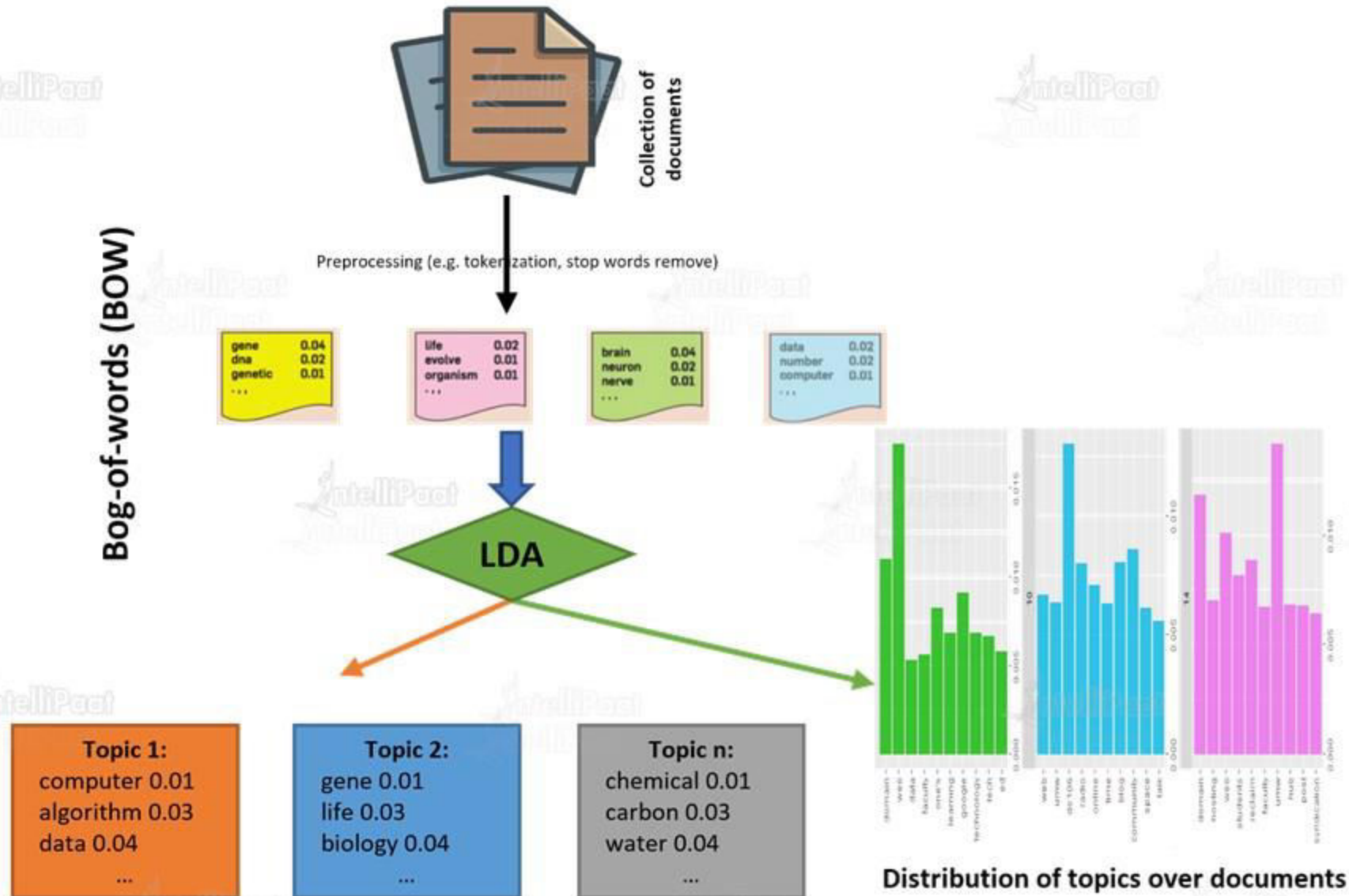
This is a part of unsupervised NLP, where we can represent a text file using several topics that can explain the underlying information of that document

# What is LDA?



# How does LDA work?

# How does LDA work?





# LDA: Hands On



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