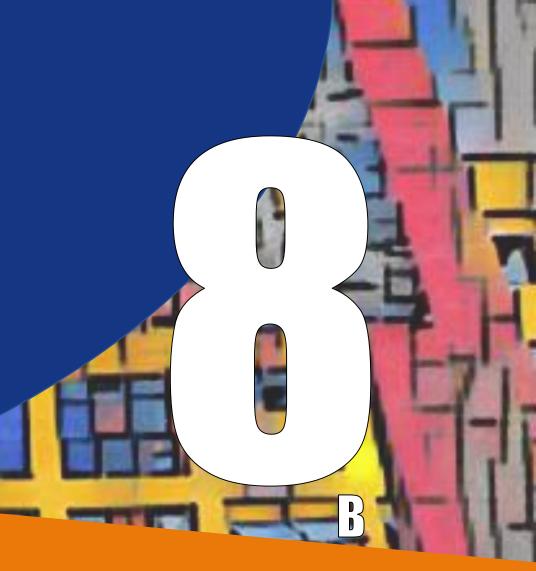
Feature Extraction & Engineering

CS 3244 Machine Learning





Student Learning Outcomes

What did we learn this week?

Data Issues

- 1. Linear Separability
- 2. Curse of Dimensionality
- 3. Imbalanced Data

Issue Template

- **1. What** is the issue?
- 2. Why is it a problem?
- **3. When** would it happen?
- 4. How to check for it?
- **5. How** to **mitigate** it?

Checks

- 1. Linear SVM, PCA, LDA
- 2. Visualize Histograms

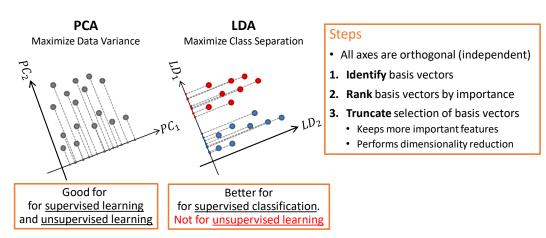
Mitigations

- 1. Dimensionality Reduction (PCA, LDA, Deep Auto-Encoders)
- 2. Feature Selection
 (Recursive Feature Elimination,
 Correlation, Mutual Information)
- 3. Resampling (Under/Oversampling, SMOTE)

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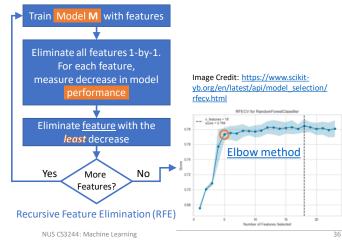
PCA and LDA for **Dimensionality Reduction**



Issue: Curse of Dimensionality

5. How to mitigate it?

- Feature Selection
 - Wrapper methods (e.g., <u>RFE</u>)
 - Filter methods



Synthetic Minority Oversampling Technique (SMOTE)

NUS CS3244: Machine Learning

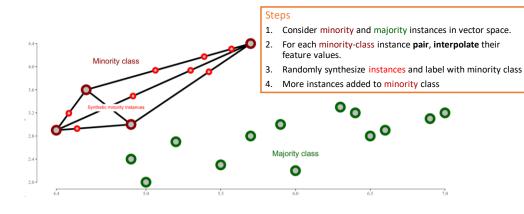


Image Credit: https://www.quora.com/Can-you-explain-me-SMOTE-Synthetic-Minority-Over-sampling-Technique-in-simple-terms

NUS CS3244: Machine Learning

27

48

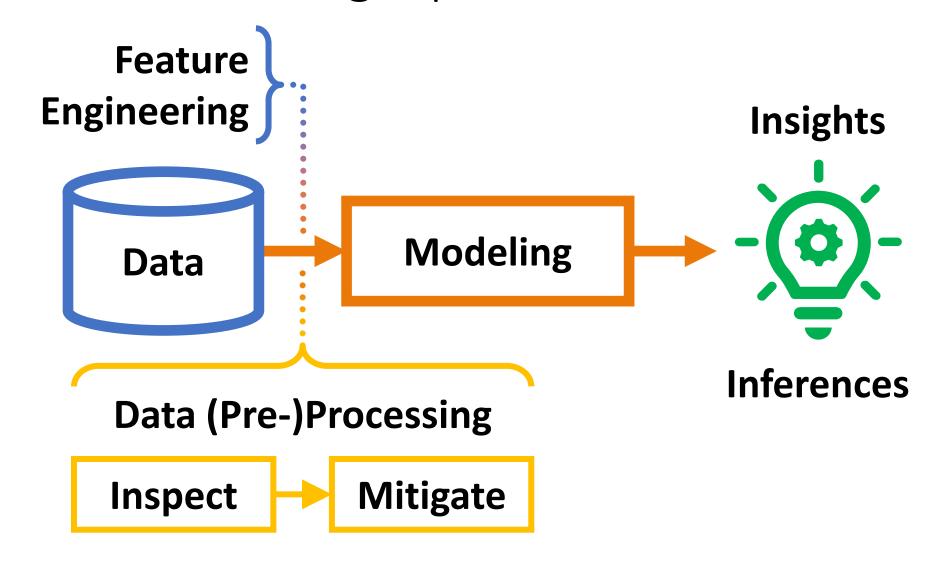
Week 08B: Learning Outcomes

- 1. Describe **techniques** of feature extraction/engineering for different data types
 - Tabular
 - Temporal (Time Series)
 - Image
 - Text
- 2. Describe issues when extracting features for various data types

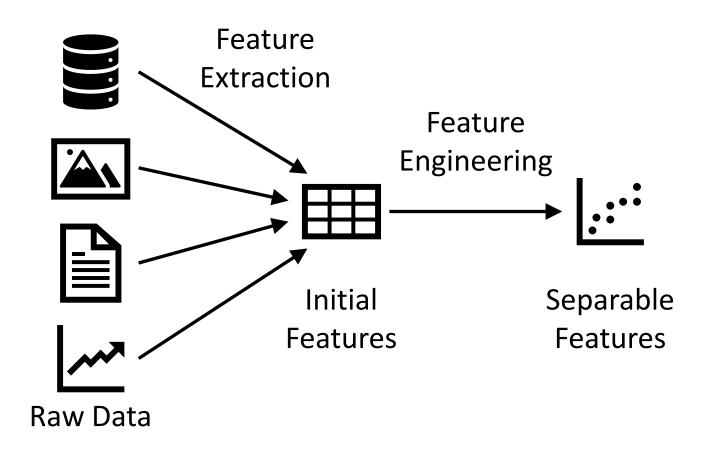
Week 08B: Lecture Outline

- 1. Overview: Feature Extraction and Engineering
- 2. Data Features
 - 1. Tabular Features
 - 2. Temporal (Time Series) Features
 - 3. Image Features
 - 4. Text Features

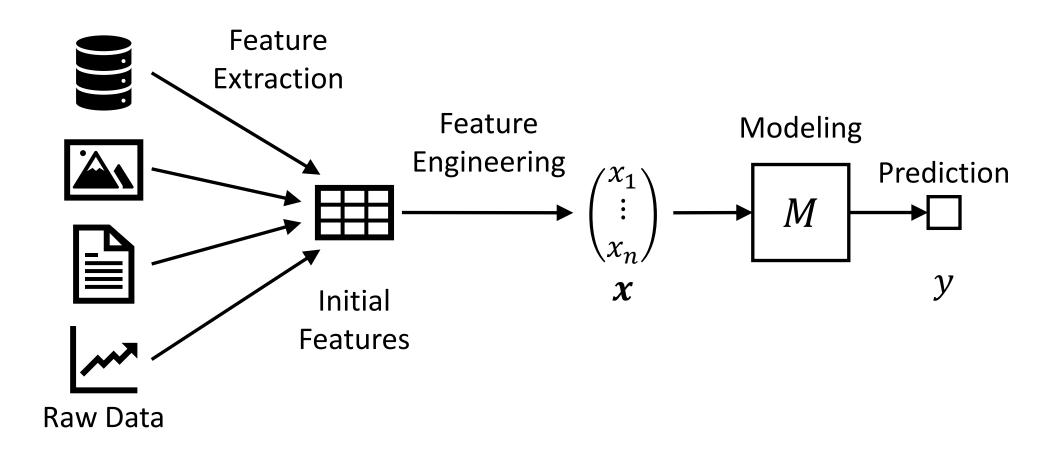
Machine Learning Pipeline



Feature Extraction and Engineering



Feature Extraction/Engineering -> Modeling

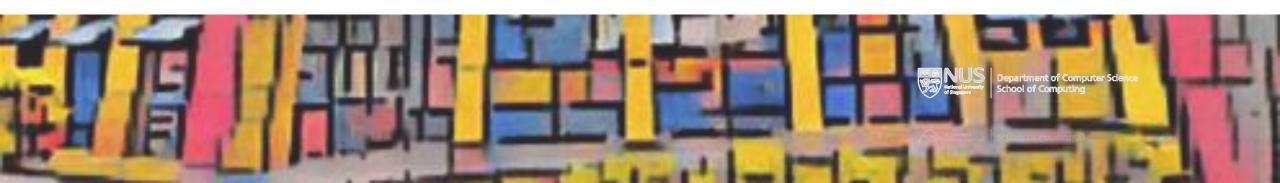


Feature Extraction and Engineering

- Process of *transforming* raw data to improve the accuracy of models
- Enables you to
 - Capture domain knowledge (e.g., periodicity or relationships between features)
 - Express non-linear relationships using linear models
 - Encode non-numeric features to be used as inputs to models



Tabular Features



Subscriptions → \$\$

Stopped Subscription = Churn

KKBOX

Every Voice Inspires!

Access over 70 million songs ad-free

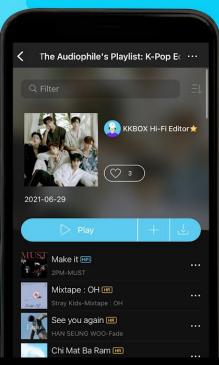
Listen to podcasts free, anytime, anywhere

Subscribe and enjoy a 14-day Music Pass on us

Lossless Audio

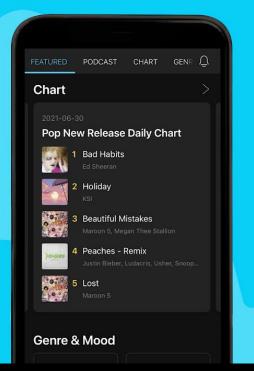
Supports up to 24bit / 192kHz





Music Charts

Listen to what's trending daily



Listen With

Listen and interact with your favourite artists

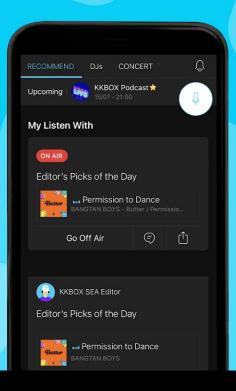


Image credit: https://play.google.com/store/apps/details?id=com.skysoft.kkbox.android&hl=en NZ&gl=SG

Tabular Feature Extraction & Engineering

Prediction Task: Customer Churn Prediction

Database	Observations	# of Unique Users Covered	Dates	Data	
members	6.7 mn KKBox users	6.7 <u>mn</u> users	Up to March 2017	 User's age Gender City Initial registration date Registration method (channel) 	 How to use? Data in multiple separate tables Need to join tables (e.g., with SQL, pandas) How to use?
transactions	23 mn transactions	2.4 mn users (paying subscribers)	Jan. 2015 – March 2017	Transaction date Transaction amount Subscription duration of that txn Payment method On auto renew (yes/no) Cancelled subscriptions	
user logs	155 mn daily listening and user activity logs	2.5 mn users	Jan. 2015 – March 2017	 Date of activity Total listening time that day (secs.) # of unique songs started that day % of song listened to: # of songs the user played for: 0-25% through, 25-50%, 50-75%, 75-98.5%, 98.5-100% 	
train	1 mn user churn results (yes/no)	1 mn users	Feb. 2017	User's churn result for Feb. 2017 (yes/no)	Labels
test	1 mn user churn results (yes/no)	1 mn users	March 2017	User's churn result for March 2017 (yes/no)	

Source: https://medium.com/@chrishuskey/using-machine-learning-to-improve-subscriber-retention-at-kkbox-taiwans-spotify-before-a8c7702f8bd3

Tabular Feature Engineering: Custom Equations based on Domain Knowledge

% of song listened to: # of songs the user played for: 0-25% through, 25-50%, 50-75%, 75-98.5%, 98.5-100%

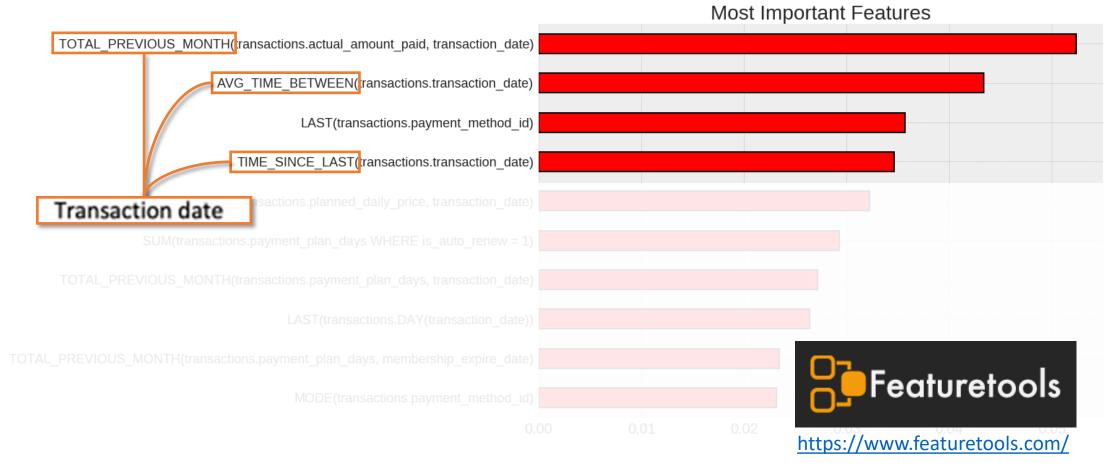
```
Song

# of songs listened ≥98.5% through (last 30 days) - # of songs listened ≤50% through (last 30 days)

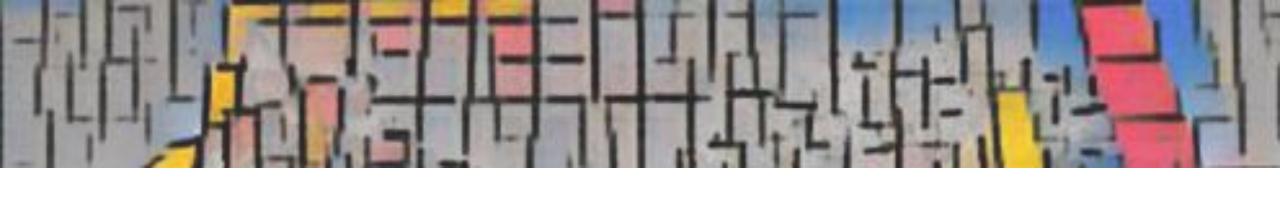
affinity = total # of songs started (last 30 days)
```

Source: https://medium.com/@chrishuskey/using-machine-learning-to-improve-subscriber-retention-at-kkbox-taiwans-spotify-before-a8c7702f8bd3

Tabular Feature Engineering: Counting, Aggregation, Difference, Min, Max

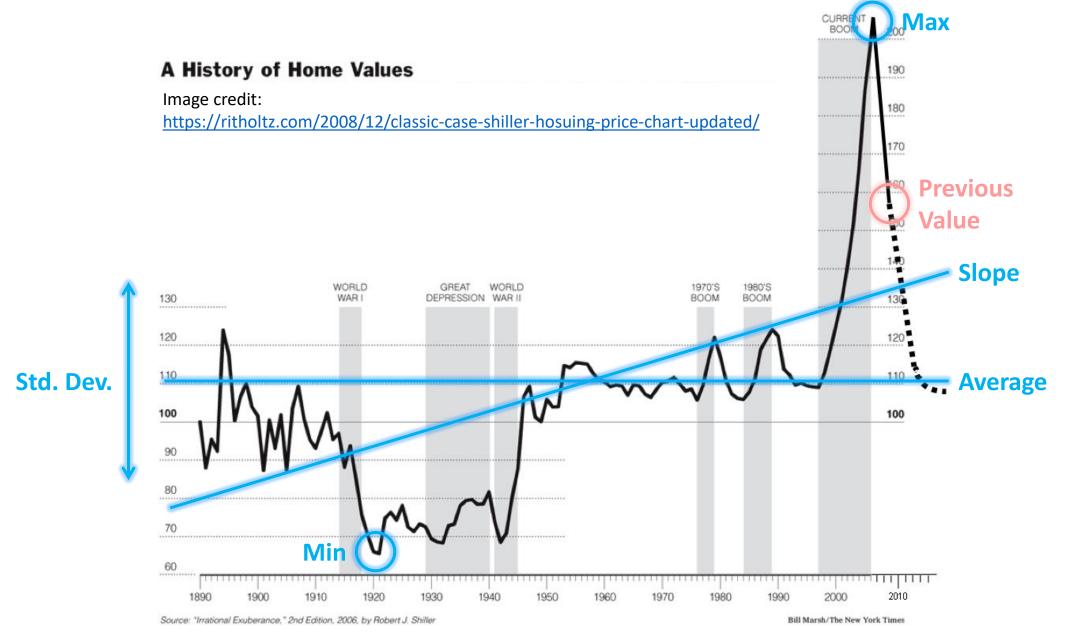


Source: https://github.com/Featuretools/predict-customer-churn



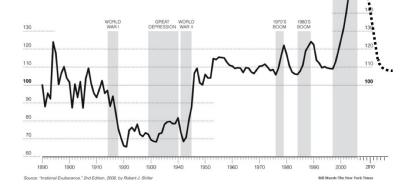
Temporal (Time) Features





Temporal Feature Extraction & Engineering

- Prediction Task: Home Price Prediction
- Features
 - Previous value
 - Average
 - Variation: Standard Deviation
 - Range: Min, Max
 - Trend: Slope of linear fit



Aggregate Statistics (encode history)

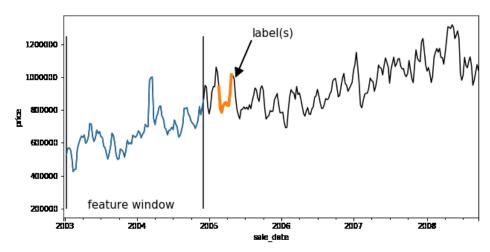
Linear regression

Total?

Small <u>Time Window</u>?

Sliding Time Window

- Prediction Task: Price Prediction
- Features
 - Moving Average
 - Moving Standard Deviation
 - Moving Range (Min, Max)
 - Moving Trend (Slope of linear fit)



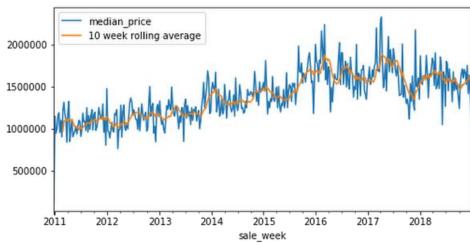


Image credit: https://cloud.google.com/blog/products/ai-machine-learning/how-to-quickly-solve-machine-learning-forecasting-problems-using-pandas-and-bigquery





Temporal Feature Extraction & Engineering

- Prediction Task: Sound Classification (e.g., jackhammer, dog bark)
- Features
 - Previous value
 - Average
 - Variation: Standard Deviation
 - Range: Min, Max
 - Trend: Slope of linear fit
 - Volume: Amplitude, Energy
 - Frequency: Periodicity, Spectrogram

Aggregate Statistics (More history)

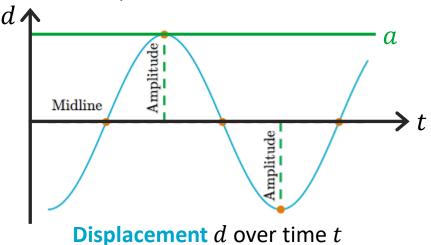
Linear regression

Wave analysis

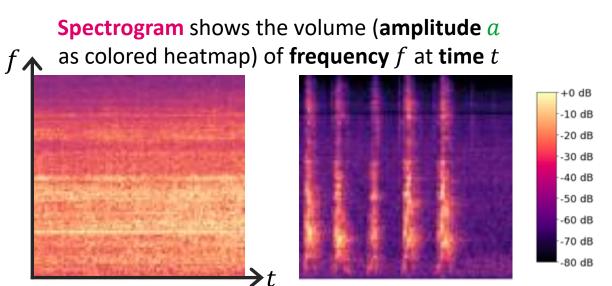
Audio Domain-Specific Features: Amplitude, Spectrogram

Not in exam

Amplitude a is maximum displacement d of wave



Jackhammer Dog Bark



Further reading: https://www.kdnuggets.com/2020/02/audio-data-analysis-deep-learning-python-part-1.html
Programming library: https://docs.scipy.org/doc/scipy/reference/generated/scipy.signal.spectrogram.html
Spectrogram source:

https://etown.medium.com/great-results-on-audio-classification-with-fastai-library-ccaf906c5f52

Notice: spectrograms are **images**Can extract image features!

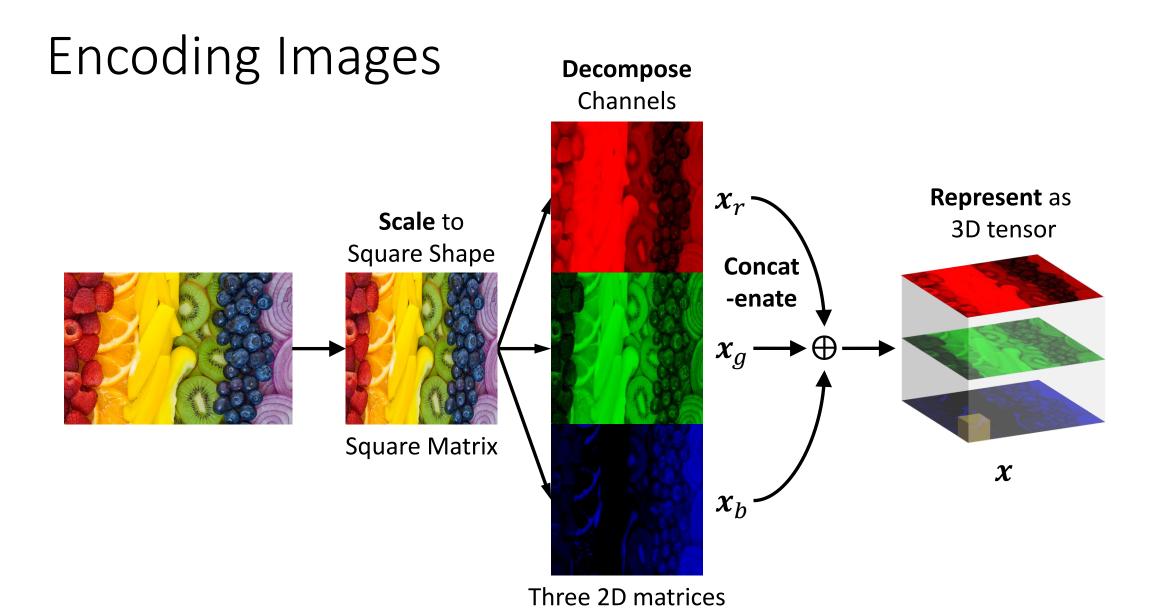




Image Features







What **features** would you use to... Classify the **sports ball** in the image?

In Slack #lecture

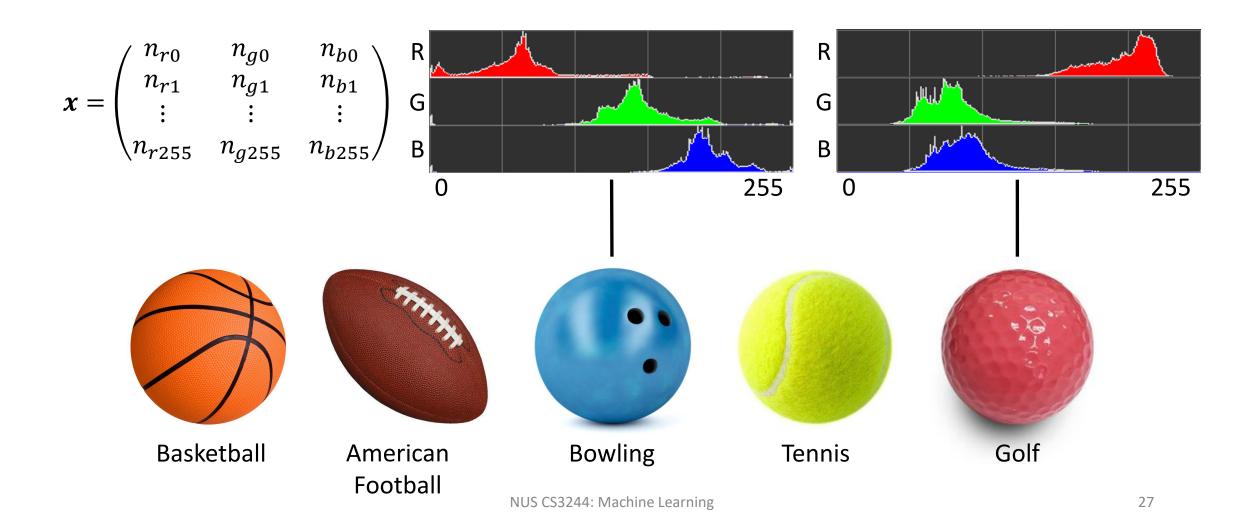
- 1. Respond to thread (write) to suggest feature
- 2. Emote (Emote (<a href="Emote") (Emote (<a href="Emote") (Emote (Emote (Emote (Emote (<a href="Emote") (Emote (Emote (Emote (<a href="Emote") (Emote (<a href="Emote") (Emote (Emote (Emote (Emote (<a href="Emote") (Emote (<a href="Emote") (<a hr



Image Feature Extraction & Engineering

- Prediction Task: Sports ball classification
- Features
 - Size? Photos may have different zoom levels
 - Color? Color Histogram → Vector
 - Shape? Edge detection → PCA
 - Texture? Convolutional filters

Feature: Color Distribution (Histogram)



Feature: Color Distribution



Color may not be good, since balls can have the **same colors** even for different sports















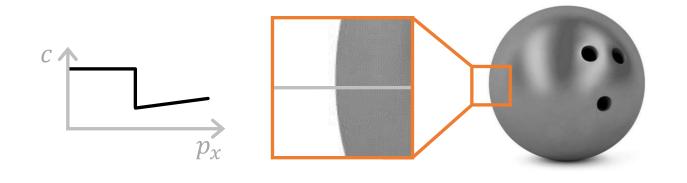
American Football

Bowling

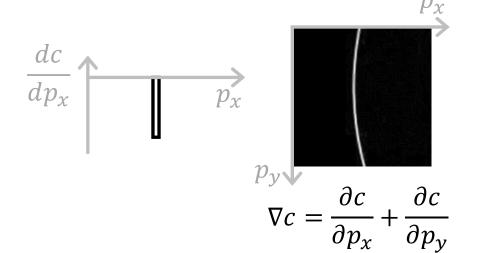
Tennis

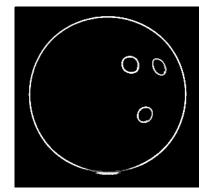
Golf

Feature: Edge Detection for Shape Features



- 1. Convert to grayscale
- 2. Measure color c at each pixel position p_x





- 3. Compute 1st derivative $\frac{dc}{dp_x}$
 - High magnitude indicates edge
- 4. In 2D, calculate gradient ∇c
- 5. Threshold: $[\nabla c > c_{th}]$

Feature: Edge Detection Kernels

$$\frac{\partial \mathcal{C}}{\partial p_{x}} \approx \frac{c_{(x+1,y)} - c_{(x-1,y)}}{p_{(x+1,y)} - p_{(x-1,y)}}$$
* is **Convolution** operator Means: element-wise multiply, then sum
$$I_{p_{x}} = \begin{pmatrix} -1 & 0 & 1 \\ -1 & 0 & 1 \\ -1 & 0 & 1 \end{pmatrix} \quad \mathbf{x} = \begin{pmatrix} c_{(-1,-1)} & c_{(0,-1)} & c_{(1,-1)} \\ c_{(-1,0)} & c_{(0,0)} & c_{(1,0)} \\ c_{(-1,1)} & c_{(0,1)} & c_{(1,1)} \end{pmatrix}$$

$$I_{p_{x}} * \mathbf{x} = \begin{pmatrix} -c_{(-1,-1)} + 0 + c_{(1,-1)} \\ + \begin{pmatrix} -c_{(-1,-1)} + 0 + c_{(1,-1)} \\ -c_{(-1,-1)} + 0 + c_{(1,-1)} \end{pmatrix}$$

$$+ \begin{pmatrix} -c_{(-1,-1)} + 0 + c_{(1,-1)} \\ -c_{(-1,-1)} + 0 + c_{(1,-1)} \end{pmatrix}$$

* is **Convolution** operator

Means: element-wise multiply, then sum

$$I_{p_{x}} * \mathbf{x} = \left(-c_{(-1,-1)} + 0 + c_{(1,-1)}\right) + \left(-c_{(-1,-1)} + 0 + c_{(1,-1)}\right) + \left(-c_{(-1,-1)} + 0 + c_{(1,-1)}\right)$$

 I_{p_r} is a Convolution Matrix (**Kernel**)

$$x = \begin{pmatrix} 9 & 9 & 3 & 3 & 4 \\ 9 & 3 & 3 & 4 & 5 \\ 9 & 3 & 3 & 5 & 5 \\ 9 & 3 & 3 & 4 & 5 \\ 9 & 9 & 3 & 3 & 4 \end{pmatrix}$$

$$x = \begin{pmatrix} 9 & 9 & 3 & 3 & 4 \\ 9 & 3 & 3 & 4 & 5 \\ 9 & 3 & 3 & 5 & 5 \\ 9 & 3 & 3 & 4 & 5 \\ 9 & 9 & 3 & 3 & 4 \end{pmatrix}$$

$$I_{p_x} * x = \begin{pmatrix} -6 - 6 - 6 & -6 + 1 + 2 & 1 + 2 + 2 \\ -6 - 6 - 6 & 1 + 2 + 1 & 2 + 2 + 2 \\ -6 - 6 - 6 & 2 + 1 - 6 & 2 + 2 + 1 \end{pmatrix}$$

Feature: Edge Detection Kernels

$$\frac{\partial c}{\partial p_x} \approx \frac{c_{(x+1,y)} - c_{(x-1,y)}}{p_{(x+1,y)} - p_{(x-1,y)}}$$
* is **Convolution** operator Means: element-wise multiply, then sum
$$I_{p_x} = \begin{pmatrix} -1 & 0 & 1 \\ -1 & 0 & 1 \\ -1 & 0 & 1 \end{pmatrix} \quad \mathbf{x} = \begin{pmatrix} c_{(-1,-1)} & c_{(0,-1)} & c_{(1,-1)} \\ c_{(-1,0)} & c_{(0,0)} & c_{(1,0)} \\ c_{(-1,1)} & c_{(0,1)} & c_{(1,1)} \end{pmatrix}$$

$$I_{p_x} * \mathbf{x} = \begin{pmatrix} -c_{(-1,-1)} + 0 + c_{(1,-1)} \\ + (-c_{(-1,-1)} + 0 + c_{(1,-1)} \\ + (-c_{(-1,-1)} + 0 + c_{(1,-1)} \end{pmatrix}$$

$$+ \begin{pmatrix} -c_{(-1,-1)} & c_{(0,1)} \\ + & -c_{(-1,-1)} \end{pmatrix}$$

* is **Convolution** operator

Means: element-wise multiply, then sum

$$I_{p_{x}} * \mathbf{x} = \left(-c_{(-1,-1)} + 0 + c_{(1,-1)}\right) + \left(-c_{(-1,-1)} + 0 + c_{(1,-1)}\right) + \left(-c_{(-1,-1)} + 0 + c_{(1,-1)}\right)$$

 I_{p_r} is a Convolution Matrix (**Kernel**)

Matrix convolutions can do differentiation in **parallel** => fast on GPU

 $I_{p_x} * \mathbf{x} = \begin{pmatrix} -6 - 6 - 6 & -6 + 1 + 2 & 1 + 2 + 2 \\ -6 - 6 - 6 & 1 + 2 + 1 & 2 + 2 + 2 \\ -6 - 6 - 6 & 2 + 1 - 6 & 2 + 2 + 1 \end{pmatrix}$ $= \begin{pmatrix} -18 & -3 & 5 \\ -18 & 4 & 6 \\ 10 & 3 & 5 \end{pmatrix} \rightarrow \begin{pmatrix} 1 & 0 & 0 \\ 1 & 0 & 0 \\ 1 & 0 & 0 \end{pmatrix}$

Convolutional Neural Network (CNN) use kernels too! More in W10

Feature: Edge Detection Kernels (2D)

$$\frac{\partial c}{\partial p_{\mathbf{x}}} \approx \frac{c_{(\mathbf{x}+\mathbf{1},\mathbf{y})} - c_{(\mathbf{x}-\mathbf{1},\mathbf{y})}}{p_{(\mathbf{x}+\mathbf{1},\mathbf{y})} - p_{(\mathbf{x}-\mathbf{1},\mathbf{y})}}$$

$$I_{p_{\mathbf{x}}} = \begin{pmatrix} -1 & 0 & 1 \\ -1 & 0 & 1 \\ -1 & 0 & 1 \end{pmatrix}$$

$$\nabla c = \frac{\partial c}{\partial p_{\mathbf{x}}} + \frac{\partial c}{\partial p_{\mathbf{y}}} \approx \begin{pmatrix} I_{p_{\mathbf{x}}} + I_{p_{\mathbf{y}}} \end{pmatrix} * \mathbf{x}$$

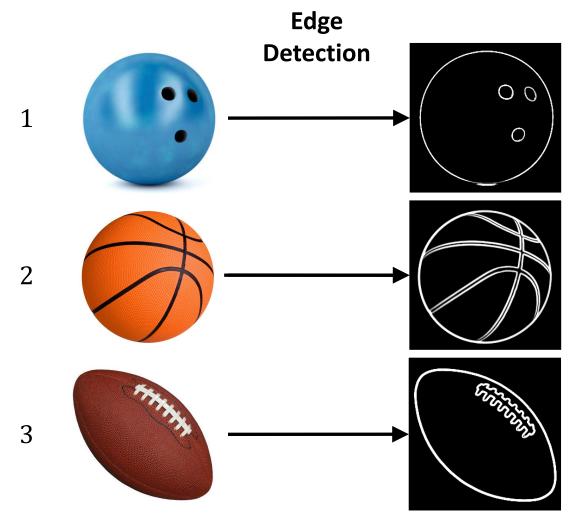
Feature: Edge Detection Kernels (2D)

$$\frac{\partial c}{\partial p_{x}} \approx \frac{c_{(x+1,y)} - c_{(x-1,y)}}{p_{(x+1,y)} - p_{(x-1,y)}} \qquad \frac{\partial c}{\partial p_{y}} \approx \frac{c_{(x,y+1)} - c_{(x,y-1)}}{p_{(x,y+1)} - p_{(x,y-1)}}$$

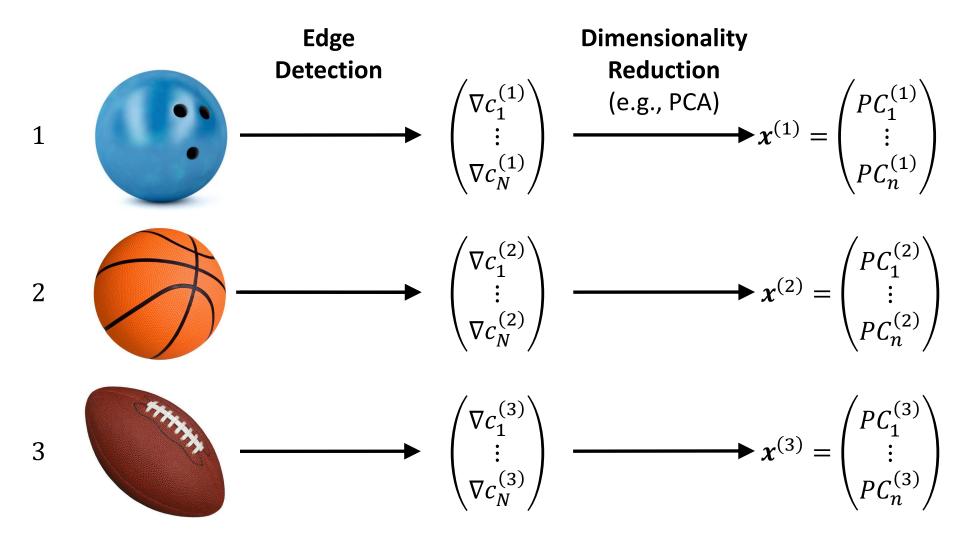
$$I_{p_{x}} = \begin{pmatrix} -1 & 0 & 1 \\ -1 & 0 & 1 \\ -1 & 0 & 1 \end{pmatrix}$$

$$\nabla c = \frac{\partial c}{\partial p_{x}} + \frac{\partial c}{\partial p_{y}} \approx \begin{pmatrix} -2 & -1 & 0 \\ -1 & 0 & 1 \\ 0 & 1 & 2 \end{pmatrix} * x$$

Feature: Shape Feature Vector

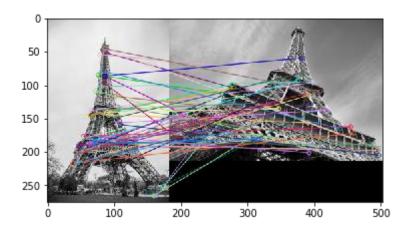


Feature: Shape Feature Vector



Advanced methods

- <u>Scale-invariant feature transform</u> (SIFT) Not in exam
 - Find keypoints in image to match in other images



- Image → SIFT feature vector → Classify (e.g., kNN, logistic regression)
- Deep Learning (CNN) [W10]





Text Features



What **features** would you use to... Classify the **sentiment** of the restaurant review?

"Chicken wings were amazing honestly"



"Amazing wings, but waaaay to long to wait."



"Not worth it! Too salty chicken and expensive!"





In Slack #lecture

- 1. Respond to thread (write) to suggest feature
- 2. Emote (\(\frac{1}{2} :+1 : \) to vote for feature

Text Feature Extraction & Engineering

- Prediction Task: Review Sentiment Classification
- Features
 - Text (String) Length?
 - Keywords? Which keywords?
 - Non-keywords? Stop words

Text Feature Extraction & Engineering

Problem / Objective	Approach
Extract words	Tokenization
Word variations	Stemming, Lemmatization
Uninformative words	Stop Word filtering
Identify informative words	Bag-of-Words (BOW)

Tokenization

- Split a single **string** of text into an **array** of substrings
- Split with **delimiters** (e.g., whitespaces '', newline '\n', punctuations ',.?')

Original Text	Tokenized into Array of Words					
"Chicken wings were amazing honestly"	['chicken', 'wings', 'were', 'amazing', 'honestly']					
"Amazing wings, but waaaay to long to wait."	['amazing', 'wings', 'but', 'waaaay', 'to', 'long', 'to', 'wait']					
"Not worth it! Too salty chicken and expensive!"	['not', 'worth', 'it', 'too', 'salty', 'chicken', 'and', 'expensive']					

Stemming and Lemmatization

> Stemming	\tag{\dagger} Lemmatization
Truncates words without contextual knowledge.	Groups <i>inflected</i> forms of a word as identified in a dictionary.
Base form of word is called <i>stem</i>	Base form of word is called <i>lemma</i>
Remove word endings: 'ed', 'ing', 'ly', 'ment', etc.	Looks up dictionary (e.g., <u>WordNet</u>) to find lemma, and replace word with lemma
Easier to implement	Harder to implement
Runs faster	Runs slower
E.g.: walking, walked → walk better → better having → hav	E.g.: walking, walked → walk better → good having → have

Further reading: https://towardsdatascience.com/stemming-vs-lemmatization-2daddabcb221

Programming library: https://www.nltk.org/api/nltk.stem.html

Stop Words

- Most common words for the language that have little semantic meaning (uninformative)
- Programming libraries maintain list of stop words (e.g., <u>NLTK</u>)
- Problems? May remove actually informative words (e.g., 'not')

127 NLTK Stop Words

['i', 'me', 'my', 'myself', 'we', 'our', 'ours', 'ourselves', 'you', 'your', 'yours', 'yourself', 'yourselves', 'he', 'him', 'his', 'himself', 'she', 'her', 'hers', 'herself', 'it', 'its', 'itself', 'they', 'them', 'their', 'theirs', 'themselves', 'what', 'which', 'who', 'whom', 'this', 'that', 'these', 'those', 'am', 'is', 'are', 'was', 'were', 'be', 'been', 'being', 'have', 'has', 'had', 'having', 'do', 'does', 'did', 'doing', 'a', 'an', 'the', 'and', 'but', 'if', 'or', 'because', 'as', 'until', 'while', 'of', 'at', 'by', 'for', 'with', 'about', 'against', 'between', 'into', 'through', 'during', 'before', 'after', 'above', 'below', 'to', 'from', 'up', 'down', 'in', 'out', 'on', 'off', 'over', 'under', 'again', 'further', 'then', 'once', 'here', 'there', 'when', 'where', 'why', 'how', 'all', 'any', 'both', 'each', 'few', 'more', 'most', 'other', 'some', 'such', 'no', 'nor', 'not', 'only', 'own', 'same', 'so', 'than', 'too', 'very', 's', 't', 'can', 'will', 'just', 'don', 'should', 'now']

Original Text	After Stop Word filtering				
"Chicken wings were amazing honestly"	"Chicken wings were amazing honestly"				
"Amazing wings, but waaaay to long to wait."	"Amazing wings, but waaaay to long to wait."				
"Not worth it! Too salty chicken and expensive!"	(Not worth it! Too salty chicken and expensive!"				

Further reading: https://medium.com/@saitejaponugoti/stop-words-in-nlp-5b248dadad47



Bag of Letters Words

Image credit: https://cdn-o.fishpond.co.nz/0218/542/604/1116441768/original.jpeg

Bag-of-Words (BOW) Encoding

- 1. Preprocess string s to array of words w
- Array of words → One-hot vector (fixed length)
- 3. $BOW(w) \rightarrow x$
- 4. Problem: high dimensions if many words

		1		1
		1		1
σ		1		0
S		0		1
		0		1
	$x^{(1)} =$	0	$x^{(2)} =$	1
		0		1
$/x_1$		0		1
. / : \		0		0
x = (0		0
$\langle \chi_{12} \rangle$		0 /		0
$\langle x_{13} \rangle$		/0/		/0/

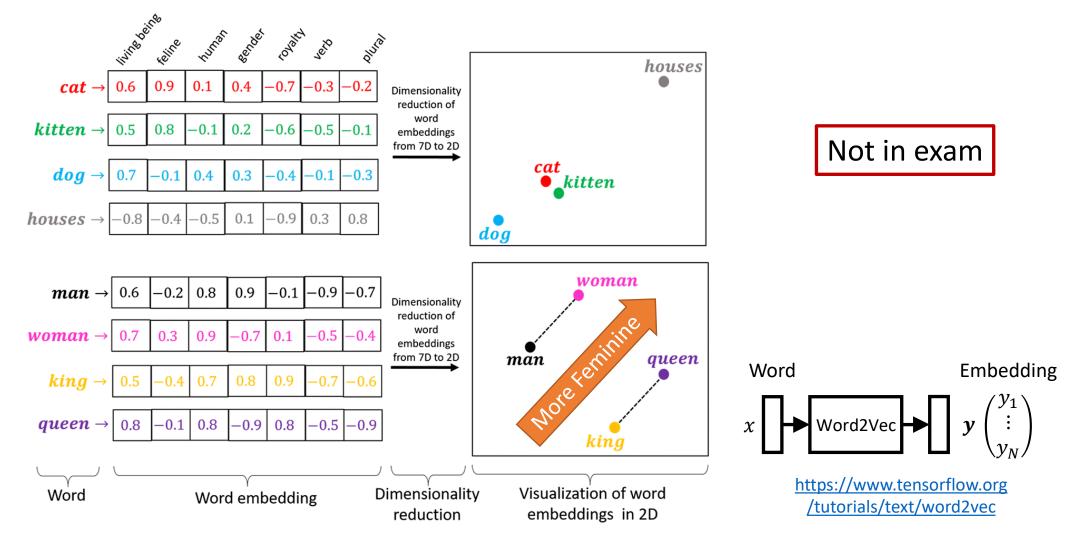
#	Original Text s	Pre-Processed Words <i>w</i>	chicken	wings	amazing	honestly	but	way	too	long	wait	not	worth	salty	expensive
1	"Chicken wings were amazing honestly"	['chicken', 'wings', 'amazing', 'honestly']	1	1	1	1	0	0	0	0	0	0	0	0	0
2	"Amazing wings, but waaaay to long to wait."	['amazing', 'wings', 'but', 'way', 'too', 'long', 'wait']	0	1	1	0	1	1	1	1	1	0	0	0	0
3	"Not worth it! Too salty chicken and expensive!"	['not', 'worth', 'too', 'salty', 'chicken', 'expensive']	1	0	0	0	0	0	1	0	0	1	1	1	1

Other methods: addressing weaknesses in BOW

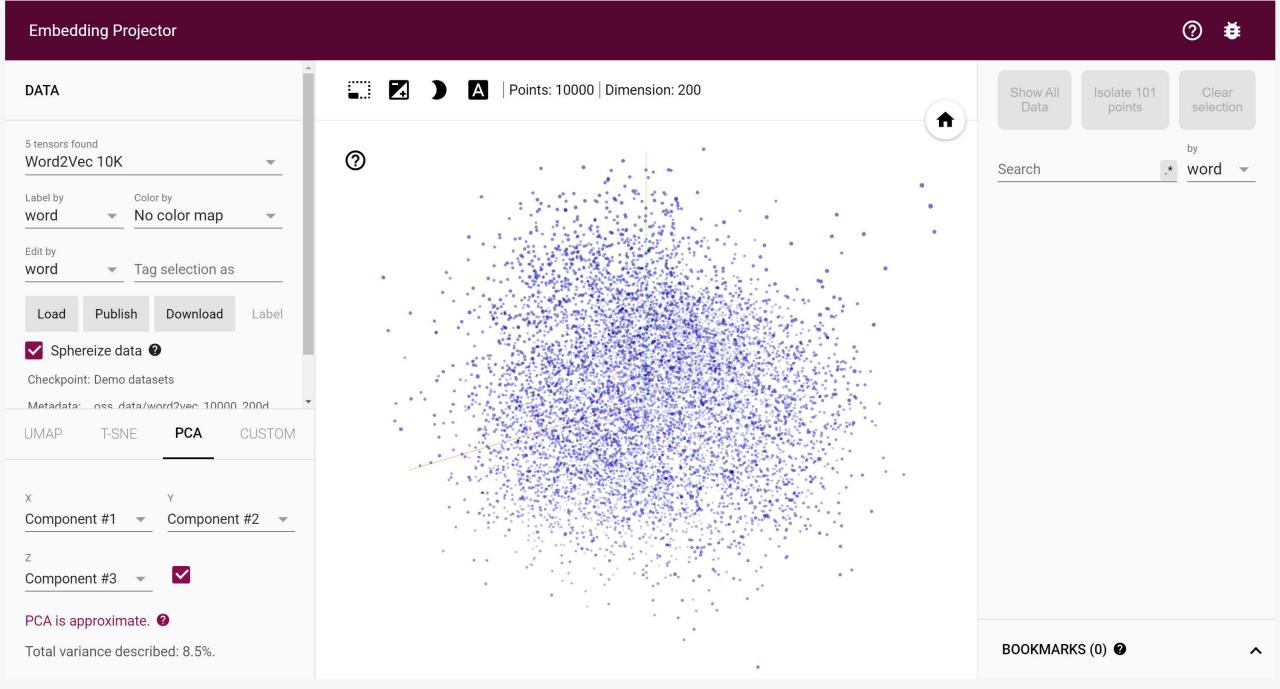
- Term frequency—inverse document frequency (TF-IDF)
 - Identifies if some words are generally **common** or **unique** to the instance
 - If unique, then word will be more informative to the class label
- N-grams
 - Adjacent words change meaning
 - e.g., "I am happy, not sad" vs. "I am sad, not happy"
 - But: BOW("I am happy, not sad") = BOW("I am sad, not happy")
 - With bigrams: BOW("I am happy, not_sad") ≠ BOW("I am sad, not_happy")
- Parts of Speech (POS) and Grammar
 - Structure of the sentence matters

You need to **understand** w.r.t. Bag-of-Words (BOW)
But you will **not** be tested about their <u>technical approach</u> in **exam**

Words -> Concepts: Word Embeddings



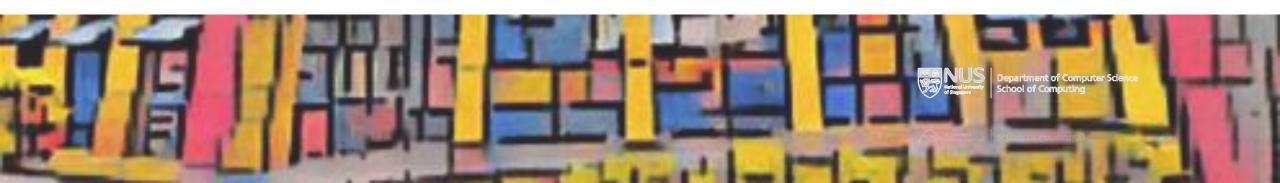
Source: https://medium.com/@hari4om/word-embedding-d816f643140







Wrapping Up



What did we learn?

1. Describe **techniques** of feature extraction/engineering for different data types

Tabular	Temporal	Image	Text
 Domain-specific custom equations Features from counting, aggregation, difference, min, max 	 Features from previous values, aggregate statistics, linear regression Wave analysis features 	 RGB image as 3D tensor Color features from RGB histogram Shape features from edge detection Edge detection via Convolution 	 Tokenization Stemming, Lemmatization Stop words Bag-of-Words encoding

2. Describe issues when extracting features for various data types

Useful Programming Libraries for Feature Extraction

- General / Tabular (<u>pandas</u>, <u>NumPy</u>, <u>scikit-learn</u>)
- Images / Computer Vision (OpenCV, Pillow/PIL, scikit-image)
- Text / Natural Language (<u>NLTK</u>, <u>CoreNLP</u>, <u>spaCy</u>)
- Temporal / Time Series (<u>tsfresh</u>)

Next week: Perceptron and Neural Networks

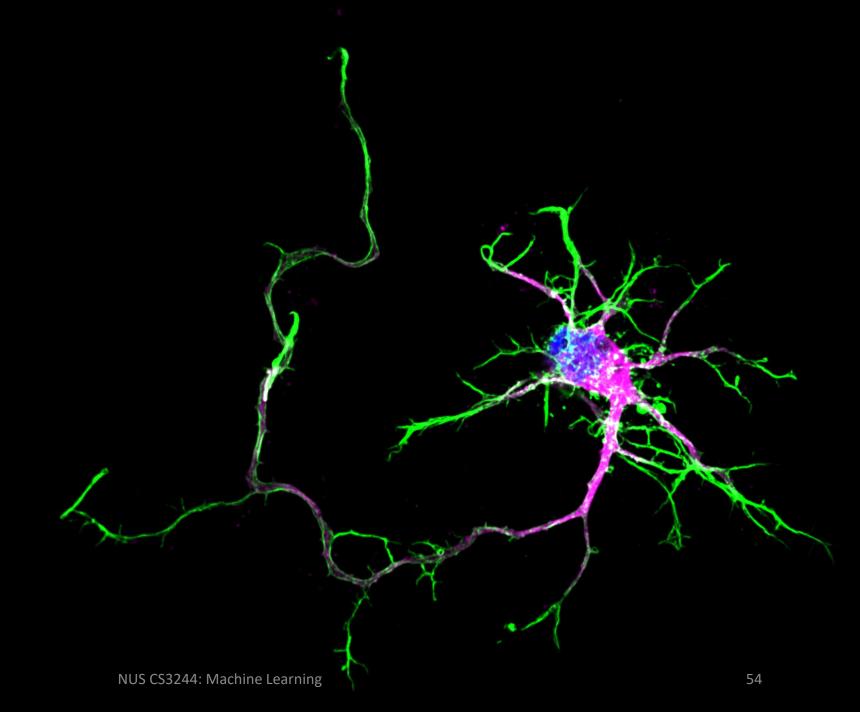


Image credit: https://cellmig.org/gallery/

W09 Pre-Lecture Task (due before next Mon)

Watch

- 1. <u>But what is a neural network? | Chapter 1, Deep learning</u> (~20 min) by 3Blue1Brown
- 2. The Nervous System, Part 1: Crash Course A&P #8 (~10 min) by CrashCourse

Discuss

- Reflect on how <u>artificial</u> neural networks are different from <u>human</u> neural networks.
- 2. Identify **one** point (no need to write several).
- 3. Post a 1–2 sentence answer to the topic in your tutorial group: #tg-xx