

# Chapter II: Data

## Knowledge Discovery in Databases

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## Chapter II: Getting to know your data

This is our agenda for this lecture:

**Data objects and attribute types.**

Basic statistical descriptions of data.

Data visualization.

Measuring data similarity and dissimilarity.

Summary.

## Types of data sets

### Records:

Relational records.

Data matrix, e.g. numerical matrix, crosstabs.

Document data: text documents, **term-frequency vectors**.

**Transaction data.**

	team	couch	play	ball	score	game
Document1	3	0	5	0	2	6
Document2	0	7	0	2	1	0
Document3	0	1	0	0	1	2

### Graph and network:

World wide web.

Social of information networks.

Molecular structures.

TID	Items
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diapers, Milk
4	Beer, Bread, Diapers, Milk
5	Coke, Diapers, Milk

## Types of data sets

### Ordered data:

- Video data: sequences of images.
- Temporal data: time series.
- Sequential data: transaction sequences.
- Genetic sequence data.

### Spatial, image and multimedia:

- Spatial data: maps.
- Image data.
- Video data.

## Important characteristics of structured data

### **Dimensionality:**

Curse of dimensionality (sparse high-dimensional data spaces).

### **Sparsity:**

Only presence counts.

### **Resolution:**

Patterns depend on the scale.

### **Distribution:**

Centrality and dispersion.

## Data objects

**Data sets are made up of data objects.**

**A data object represents an entity.**

Examples:

Sales database: customers, store items, sales.

Medical database: patients, treatments.

University database: students, professors, courses.

They are also called:

Samples, examples, instances, data points, objects, tuples, ...

**Data objects are described by attributes:**

Database rows → data objects.

Columns → attributes.

## Attributes

### Attribute:

Sometimes also in other context: field, dimension, feature, variable, ...

A data field encodes the property of an entity or feature of a data object.

E.g. customer\_ID, name, address.

### Types:

- Nominal.

- Binary.

- Ordinal.

- Numerical:

  - Interval scaled.

  - Ratio scaled.

## Attribute types

### Nominal:

Categories, states, or "names of things".

E.g. `hair_color = {auburn, black, blond, brown, grey, red, white}`.

Other examples: `marital status`, `occupation`, `ID`, `ZIP code`.

### Binary:

Nominal attribute with only two states (0 and 1).

**Symmetric binaries:** both outcomes equally important, such as gender.

**Asymmetric binary:** outcomes not equally important.

E.g. medical test (positive vs. negative).

Convention: assign 1 to most important outcome (e.g. HIV positive).

### Ordinal:

Values have a meaningful order (ranking),

but magnitude between successive values is not known.

E.g. `size = {small, medium, large}`, grades, army rankings.



## Numerical attribute types

**Numerical: Quantity (integer- or real-valued).**

**Interval scaled:**

Measured on a scale of **equally sized** units.

Values have order.

E.g. temperature in *C* or *F*, calendar dates.

No true zero-point.

**Ratio scaled:**

Inherent **zero point**.

We can speak of values as being an order of magnitude larger than the unit of measurement.

E.g. 10K is twice as high as 5K.

E.g. temperature in Kelvin, length, counts, monetary quantities.

## Discrete vs. continuous attributes

### Discrete attribute:

Has finite or countably infinite elements.

E.g. ZIP code, profession, or the set of words in a collection of documents.

Sometimes represented as integer variables.

Note: Binary attributes are a special case of discrete attributes.

### Continuous attribute:

Has real numbers as attribute values.

E.g. temperature, height, or weight.

Practically, real values can only be measured and represented using a finite number of digits.

Continuous attributes are typically represented as floating-point variables.

## Chapter II: Getting to know your data

Data objects and attribute types.

**Basic statistical descriptions of data.**

Data visualization.

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Summary.

## Basic statistical descriptions of data

### Motivation:

To better understand the data: central tendency, variation and spread.

### Data dispersion characteristics:

Median, max, min, quantiles, outliers, variance etc.

### Numerical dimensions correspond to sorted intervals.

Data dispersion: analyzed with multiple granularities of precision.

Boxplot or quantile analysis on sorted intervals

### Dispersion analysis on computed measures.

Folding measures into numerical dimensions.

Boxplot or quantile analysis on the transformed cube.

## Measuring the central tendency

### Mean:

$N$  denotes the amount of samples within the data set.

The **sample mean** is given by

$$\bar{x} = \frac{1}{N} \sum_{i=1}^N x_i.$$

While the **population mean** is defined by

$$\mu = \sum x \cdot p(x|\theta) \dots$$

## Measuring the central tendency (2)

### Median:

The median  $\tilde{m}$  minimizes the sum of absolute deviations for any  $x$  of a sample  $X$ :

$$\sum_{i=1}^n |\tilde{x} - x_i| \leq \sum_{i=1}^n |x - x_i|. \quad (1)$$

Age	Frequency
1 – 5	200
6 – 15	450
16 – 20	300
21 – 50	1500
51 – 80	700
81 – 110	44

## Measuring the central tendency (3)

### Median for interval grouped data:

Let  $n$  be the total amount of data points,  $n_i$  the respective number of the  $i$ th group and  $l_i$  or  $u_i$  the lower or upper interval limit. We determine the group to which the median belongs and denote it as  $m$ th group. It is determined by

$$\sum_{k=1}^{m-1} n_k < \frac{n}{2}, \text{ but } \sum_{k=1}^m n_k \geq \frac{n}{2}. \quad (2)$$

Age	Frequency
1 – 5	200
6 – 15	450
16 – 20	300
21 – 50	1500
51 – 80	700
81 – 110	44

If there is no information about the underlying distribution, we just assume that data is equally distributed and use linear interpolation to estimate the median:

$$\tilde{x} = l_m + \frac{\frac{n}{2} - \sum_{k=1}^{m-1} n_k}{n_m} \cdot (u_m - l_m). \quad (3)$$

## Measuring the central tendency (3)

### Mode:

Value that occurs most frequently within the data set.

Can be unimodal, bimodal, trimodal etc.

Empirical formula:

$$\bar{x} - \text{mode} \approx 3(\bar{x} - \tilde{x}). \quad (4)$$

Age	Frequency
1 — 5	200
6 — 15	450
16 — 20	300
21 — 50	1500
51 — 80	700
81 — 110	44



## Example of mode, median and mean



$$f(x|\mu, \sigma) = \frac{1}{\sqrt{2\pi\sigma^2}} \exp\left(-\frac{(x - \mu)^2}{2\sigma^2}\right). \quad (5)$$

## Example of mode, median and mean

### Quartiles, outliers and boxplots:

**Quartiles:**  $Q_1$  (25<sup>th</sup> percentile),  $Q_3$  (75<sup>th</sup> percentile).

**Inter quartile range:**  $IQR = Q_3 - Q_1$ .

Five number summary: min,  $Q_1$ , median,  $Q_3$ , max.

**Boxplot:** ends of the box are the quartiles;  
median is marked; add whiskers and plot outliers individually.

**Outlier:** usually assigned to values higher/lower than  $1.5 \cdot IQR$ .

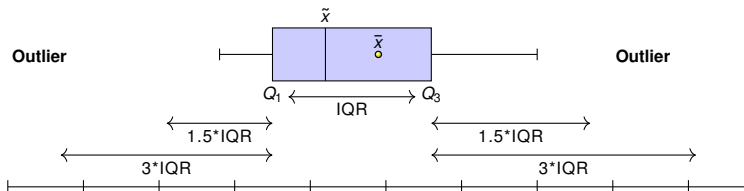
### Variance $\sigma^2$ and standard deviation $\sigma$ :

Empirical sample variance:  $\overline{\sigma^2} = \frac{1}{n} \sum_{i=1}^n (x_i - \bar{x})^2$

Empirical population variance:  $\sigma^2 = \frac{1}{N} \sum_{i=1}^n (x_i - \mu)^2$ .

Standard deviation is the square root  $\sigma = \sqrt{\sigma^2}$ .

## Boxplot analysis



### Five number summary of a distribution:

Minimum,  $Q_1$ , median,  $Q_3$ , maximum.

### Boxplot:

Data is represented with a box.

The ends of the box are at the first and third quartiles, i.e. the height of the box is IQR.

The median is marked by a line within the box.

Whiskers: two lines outside the box extended to minimum and maximum.

Outliers: points beyond a specified outlier threshold, plotted individually.

## Properties of normal distribution curves

### The normal distribution:

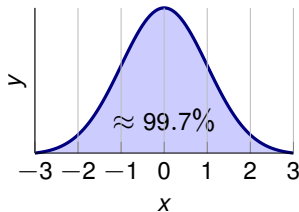
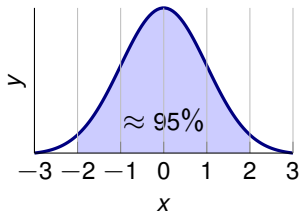
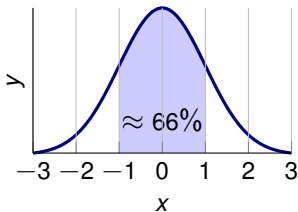
From  $\mu - \sigma$  to  $\mu + \sigma$ : contains about 68% of the measurements.

$\mu$ : mean,

$\sigma$ : standard deviation.

From  $\mu - 2\sigma$  to  $\mu + 2\sigma$ : contains about 95% of the surface under the curve.

$\mu - 3\sigma$  to  $\mu + 3\sigma$ : contains about 99.7% of the surface under the curve.



## Visualization of basic statistical descriptions

**Boxplot:** Visualization of five number summary.

**Histogram:**  $x$ -axis are values,  $y$ -axis represent frequencies.

**Quantile plot:** Each value  $x_i$  is paired with some  $q_i$  indicating that approximately  $q_i \cdot 100\%$  of data are  $\leq x_i$ .

**Quantile-quantile (q-q) plot:** Graphs the quantiles of one univariate distribution against the corresponding quantiles of another.

**Scatter plot:** Each pair of values is a pair of coordinates and plotted as points in the plane.

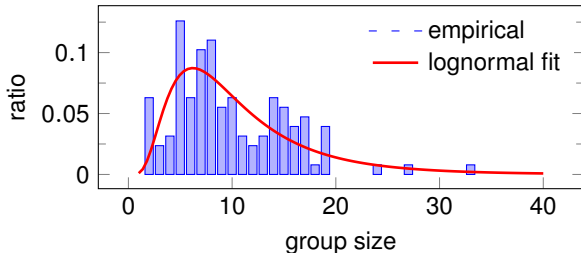
## Histogram analysis

**Histogram:** Visualization of tabulated frequencies, shown as bars.

It shows what proportion of cases fall into each of several categories.

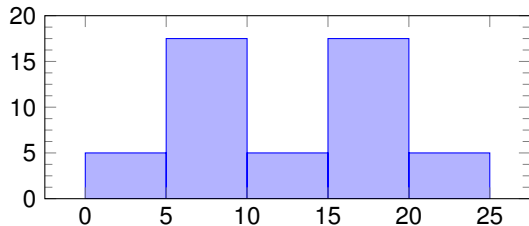
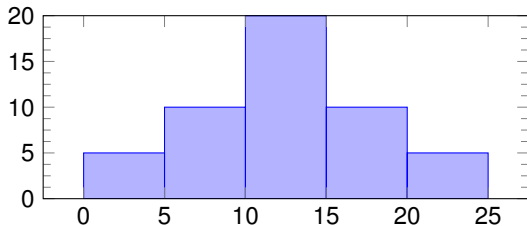
Differs from a **bar chart** in that it is the *area* of the bar that denotes the value, not the height as in bar charts, a crucial distinction when the categories are not of uniform width.

The categories are usually specified as non-overlapping intervals of some variable. The categories (bars) must be adjacent.



## Histograms often tell more than boxplots

The two histograms shown below may have the same boxplot representation, thus the same values for min,  $Q_1$ , median,  $Q_3$  and for the max. But they have rather different underlying distributions.



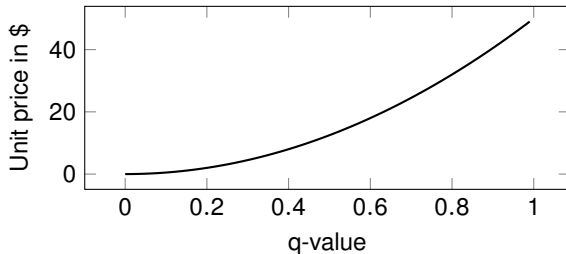
## Quantile plot

### Displays all of the data.

A quantile plot allows the user to assess both the overall behaviour and unusual occurrences.

### Plots quantile information.

For some data point  $x_i$ , sorted in increasing order,  $q_i$  indicates that approximately  $q_i \cdot 100\%$  of the data are below or equal to the value of  $x_i$ .





## Quantile-quantile (q-q) plot

Graphs the quantiles of one univariate distribution against the corresponding quantiles of another.

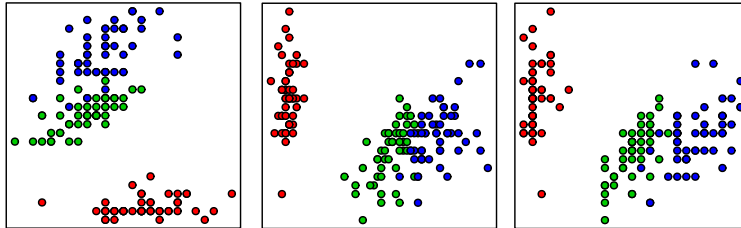
View: Is there is a shift in going from one distribution to another?

Example shows unit price of items sold at Branch 1 vs. branch 2 for each quantile. Unit prices of items sold at branch 1 tend to be lower than those at branch 2.



## Scatter plots

Provides a first look at **bivariate data** to see clusters of points, outliers or similar. Each pair of values is treated as a pair of coordinates and plotted as points in the plane.



## Data profiling

### More from the database perspective.

#### Derive metadata such as:

- Data types and value patterns.

- Completeness and uniqueness of columns.

- Keys and foreign keys.

- Occasionally functional dependencies and association rules.

- Discovery of inclusion dependencies and conditional functional dependencies.

#### Statistics:

- Number of null values and distinct values in a column.

- Data types.

- Most frequent patterns of values.

## Chapter II: Getting to know your data

Data objects and attribute types.

Basic statistical descriptions of data.

**Data visualization.**

Measuring data similarity and dissimilarity.

Summary.

## Data visualization

### Why visualize data?

**Gain insight** into an information space by mapping data into graphical primitives.

**Provide qualitative overview** of large data sets.

**Search** for patterns, trends, structure, irregularities, relationships among data.

**Help find interesting regions and suitable parameters** for further quantitative analysis.

**Provide a visual proof** of computer representations derived.

### Categorization of visualization methods:

Pixel-oriented.

Geometric projection.

Icon-based.

Hierarchical.

Visualizing complex data and relations.

## Pixel oriented visualization techniques

For a data set of  $m$  dimensions create  $m$  windows on the screen, one for each dimension.

The values in dimension  $m$  of a record are mapped to  $m$  pixels at the corresponding positions in the windows.

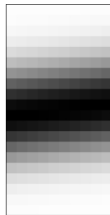
The colors of the pixels reflect the corresponding values.



a) Income.



b) Credit limit.



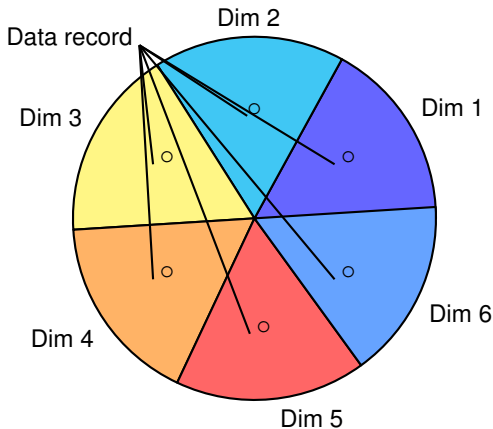
c) Transaction volume.



(d) Age.

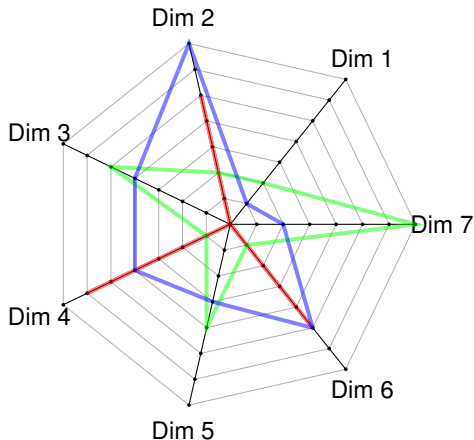
## Laying out pixels in circle segments

To save space and show the connections among multiple dimensions, space filling is often done in a circle segment.



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## Geometric projection visualization techniques

Visualization of geometric transformations and projections of data.

### **Methods:**

- Scatter plot and scatter plot matrices.

- Landscapes.

- Projection pursuit technique:

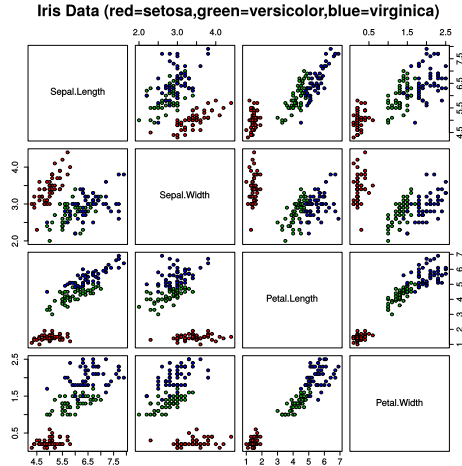
  - Help users find meaningful projections of multidimensional data.

- Prosection views.

- Hyperslice.

- Parallel coordinates.

# Scatter plot matrices

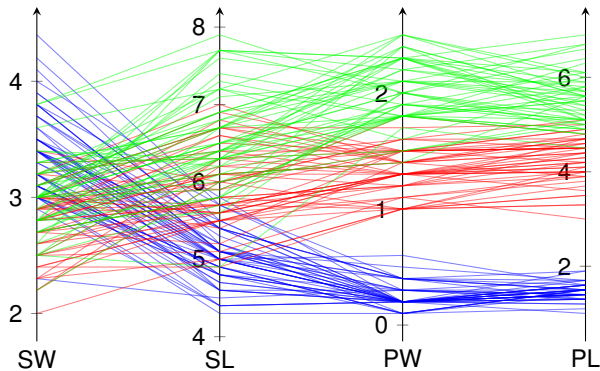


## Landscapes

### **Visualization of data as perspective landscapes.**

The data needs to be transformed into a (possibly artificial) two dimensional spatial representation which preserves some characteristics of data.

## Parallel coordinate plot



## Icon based visualization

**Visualization of the data values as features of icons.**

**Typical visualization methods:**

- Chernoff faces.

- Stick figures.

**General techniques:**

- Shape coding:

  - Use shape to represent certain information encoding.

- Color icons:

  - Use color icons to encode more information.

- Tile bars:

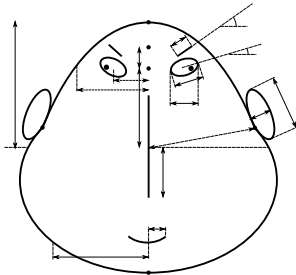
  - Use small icons to represent the relevant feature vectors in document retrieval.

## Chernoff faces

### A way to display variables on a two-dimensional surface:

E.g. let  $x$  be eyebrow slant,  $y$  be eye size,  $z$  be nose length etc.

The figure shows faces produced using 10 characteristics (head eccentricity, eye size, eye spacing, eye eccentricity, pupil size, eyebrow slant, nose size, mouth shape, mouth size, and mouth opening). Each assigned one of 10 possible values, generated using Mathematica (S. Dickson).



## Stick figure

# Hierarchical visualization techniques



## Worlds within worlds

## Tree maps

## Tree map of a file system

## Info cubes

## Three dimensional cone trees

## Visualizing complex data and relations

## Chapter 2: Getting to know your data

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**Measuring data similarity and dissimilarity.**

Summary.

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Thank you for your attention.

**Any questions about the second chapter?**

Ask them now, or again, drop me a line:

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