

Chapter II: Data

Knowledge Discovery in Databases

Luciano Melodia M.A.

Evolutionary Data Management, Friedrich-Alexander University Erlangen-Nürnberg

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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.

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Basic statistical descriptions of data.

Data visualization.

Measuring data similarity and dissimilarity.

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.

Basic statistical descriptions of data

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

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

Thank you for your attention.

Any questions about the second chapter?

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

✉ `luciano.melodia@fau.de`.