

Business Data Analytics

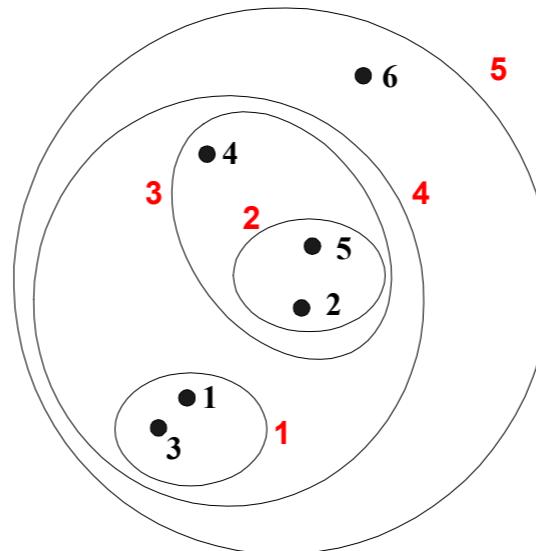
Lecture: Hierarchical Clustering

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Adapted From: Pang-Ning Tan, Steinbach, Kumar

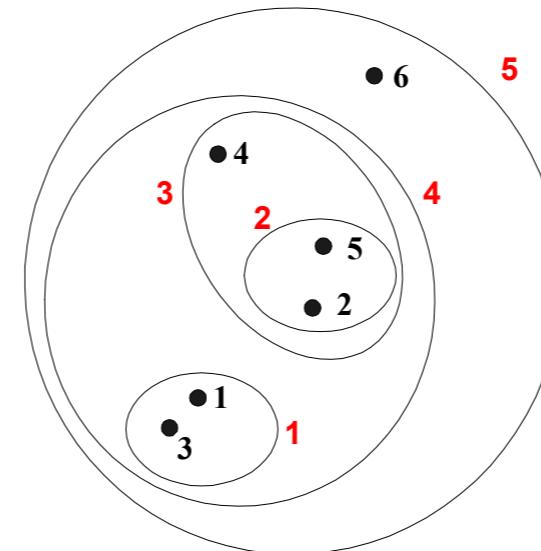
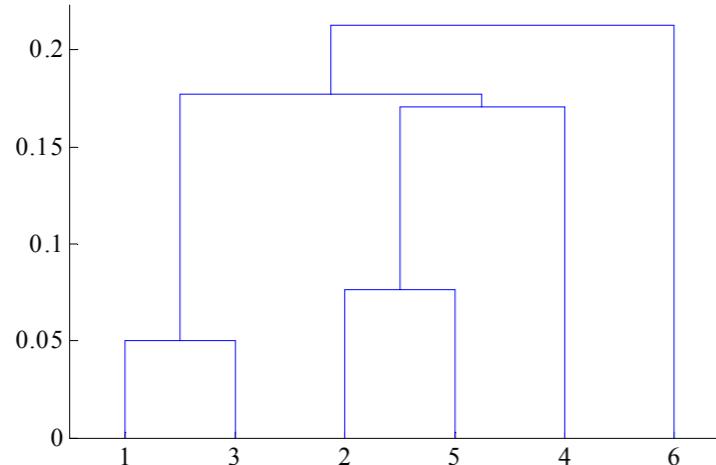
Hierarchical Clustering

- Produces a set of nested clusters organized as a hierarchical tree



Hierarchical Clustering

- Produces a set of nested clusters organized as a hierarchical tree
- Can be visualized as a dendrogram
 - A tree like diagram that records the sequences of merges or splits



Strengths of Hierarchical Clustering

- Do not have to assume any particular number of clusters
 - Any desired number of clusters can be obtained by ‘cutting’ the dendrogram at the proper level
- They may correspond to meaningful taxonomies
 - Example in biological sciences (e.g., animal kingdom, phylogeny reconstruction, ...)

Hierarchical Clustering

- Two main types of hierarchical clustering
 - Agglomerative:
 - ◆ Start with the points as individual clusters
 - ◆ At each step, merge the closest pair of clusters until only one cluster (or k clusters) left

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Hierarchical Clustering

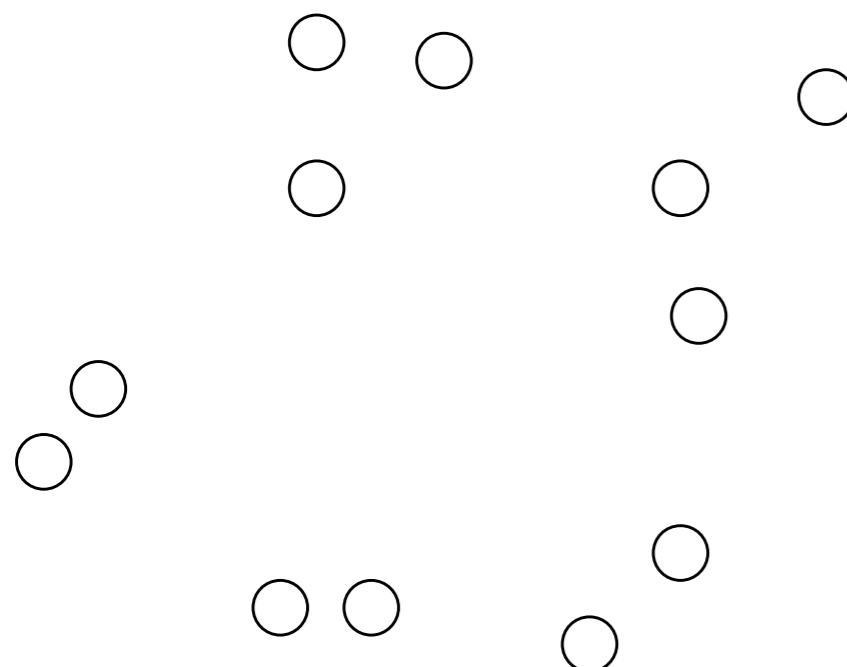
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- Traditional hierarchical algorithms use a similarity or distance matrix
 - Merge or split one cluster at a time

Agglomerative Clustering

- More popular hierarchical clustering technique
- Basic algorithm is straightforward
 1. Compute the proximity matrix
 2. Let each data point be a cluster
 3. **Repeat**
 4. Merge the two closest clusters
 5. Update the proximity matrix
 6. **Until** only a single cluster remains
- Key operation is the computation of the proximity of two clusters
 - Different approaches to defining the distance between clusters distinguish the different algorithms

Agglomerative Clustering: Initially

- Start with clusters of individual points and a proximity matrix



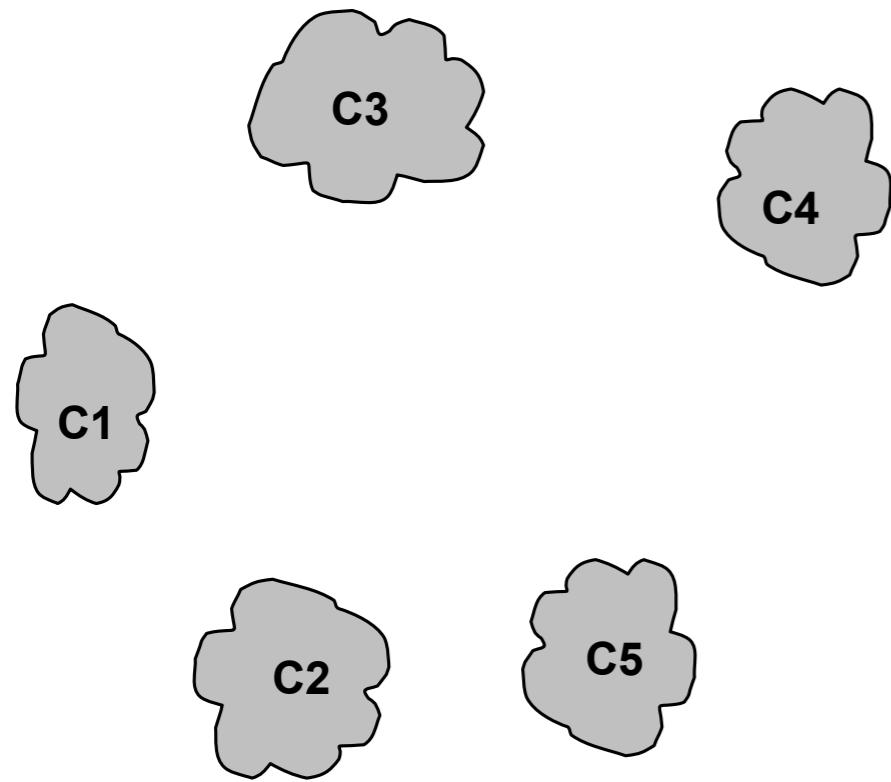
| | p1 | p2 | p3 | p4 | p5 | ... |
|----|----|----|----|----|----|-----|
| p1 | | | | | | |
| p2 | | | | | | |
| p3 | | | | | | |
| p4 | | | | | | |
| p5 | | | | | | |
| . | | | | | | |
| . | | | | | | |
| . | | | | | | |

Proximity Matrix

p1 p2 p3 p4 ... p9 p10 p11 p12

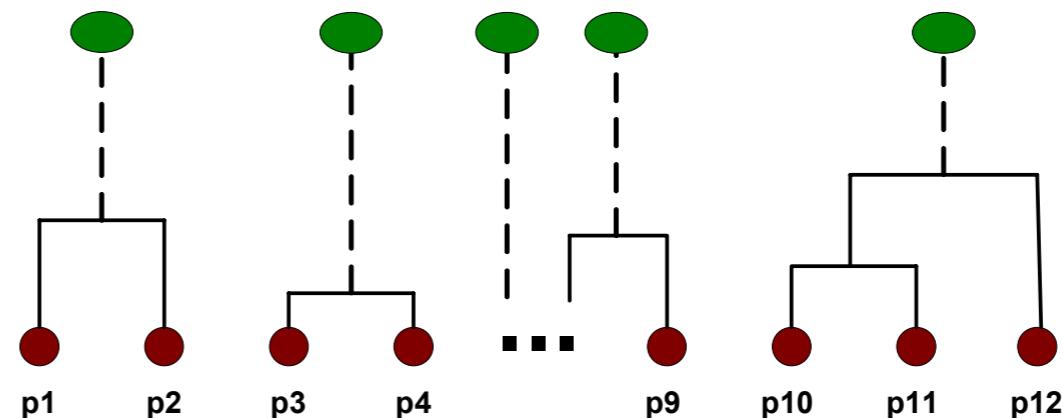
Agglomerative Clustering: Middle

- After some merging steps, we have some clusters



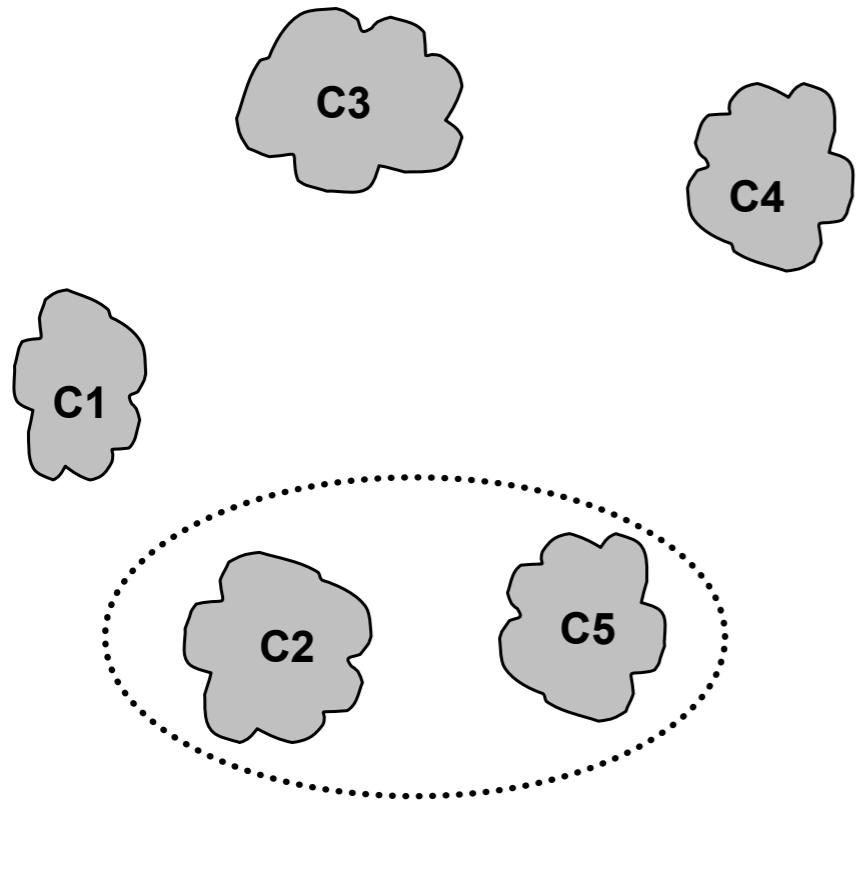
| | c1 | c2 | c3 | c4 | c5 |
|----|----|----|----|----|----|
| c1 | | | | | |
| c2 | | | | | |
| c3 | | | | | |
| c4 | | | | | |
| c5 | | | | | |

Proximity Matrix



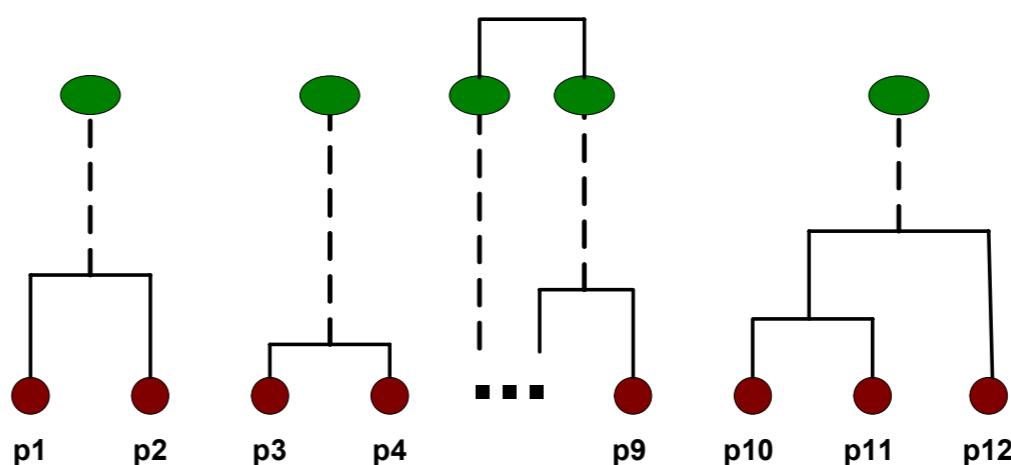
Agglomerative Clustering: Middle

- We want to merge the two closest clusters (C2 and C5) and update the proximity matrix.



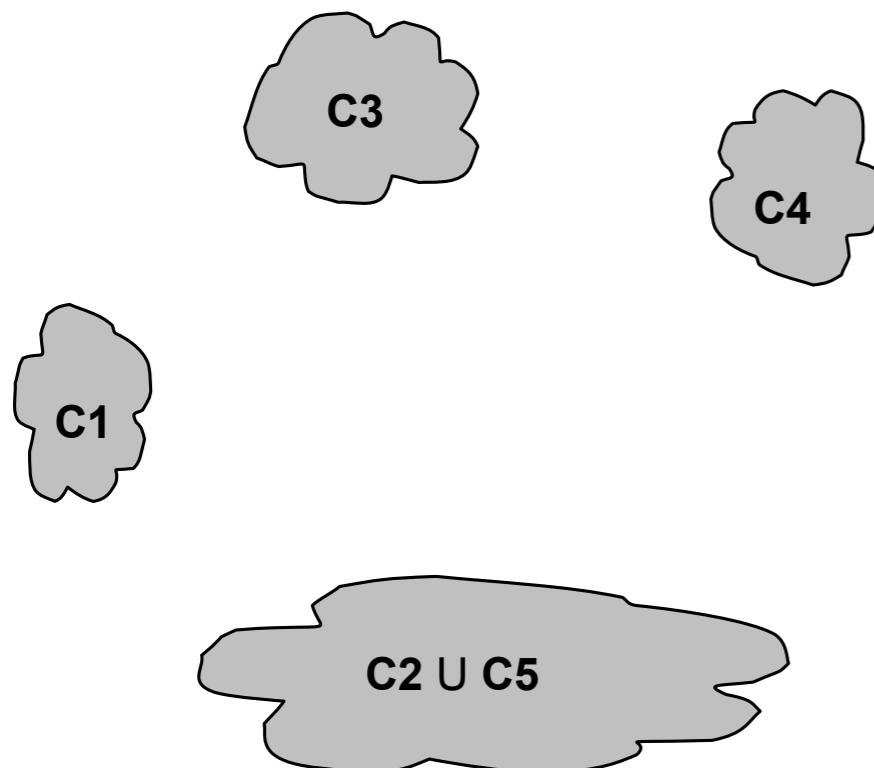
| | c1 | c2 | c3 | c4 | c5 |
|----|----|----|----|----|----|
| c1 | | | | | |
| c2 | | | | | |
| c3 | | | | | |
| c4 | | | | | |
| c5 | | | | | |

Proximity Matrix



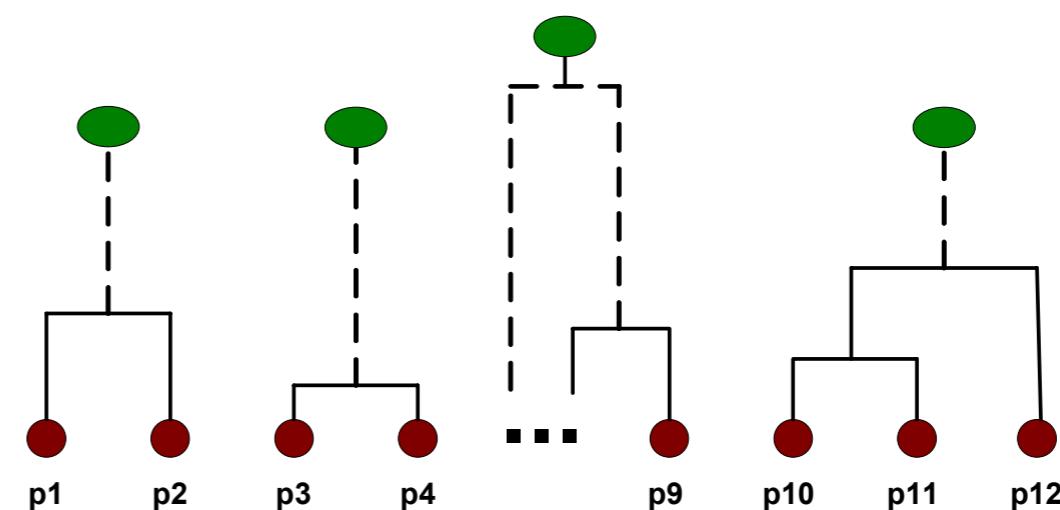
Agglomerative Clustering: After Merging

- The question is “How do we update the proximity matrix?”

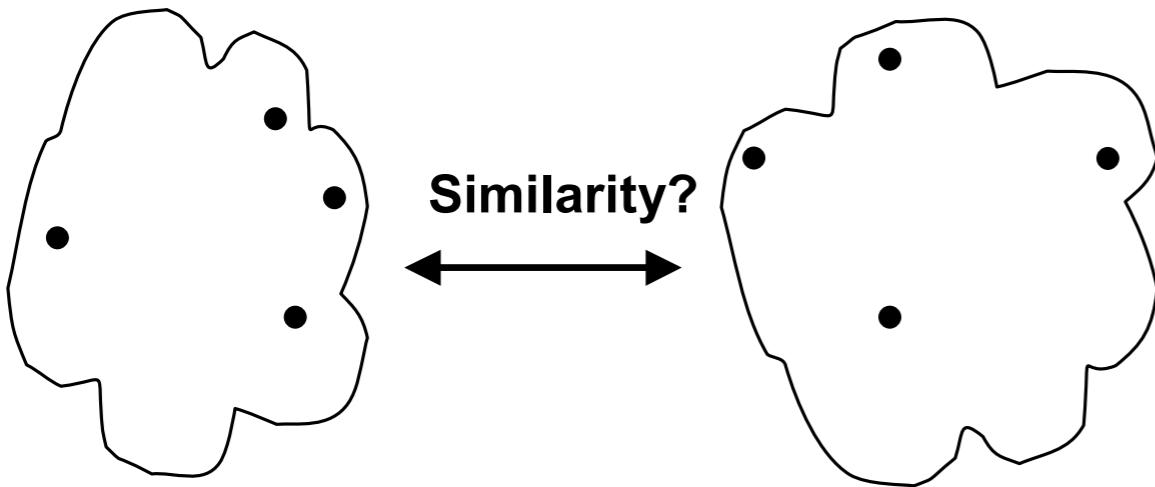


| | | C1 | C5 | C3 | C4 |
|---------|--|----|----|----|----|
| | | C1 | ? | | |
| C2 U C5 | | ? | ? | ? | ? |
| | | C3 | ? | | |
| | | C4 | ? | | |

Proximity Matrix



How to define Inter-cluster similarity

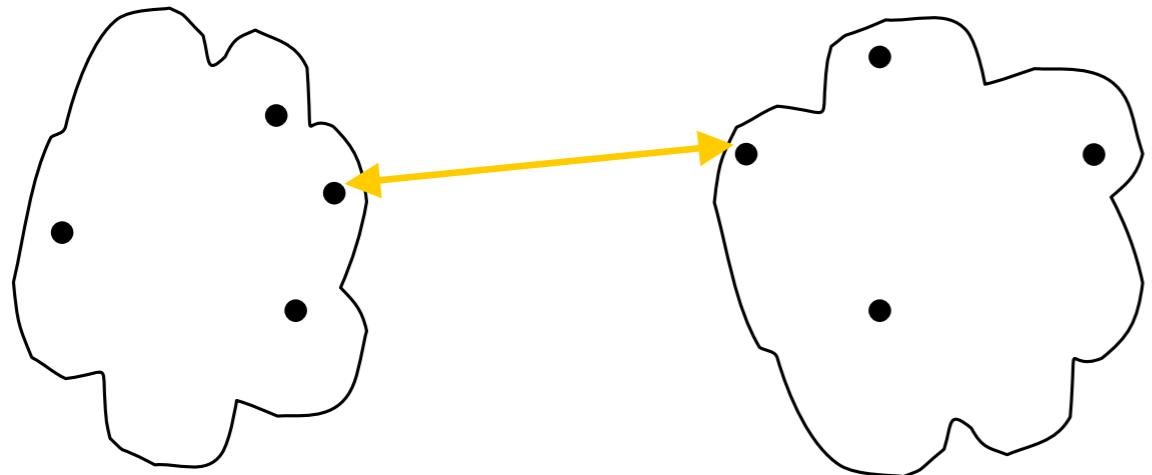


- MIN
- MAX
- Group Average
- Distance Between Centroids

| | p1 | p2 | p3 | p4 | p5 | ... |
|----|----|----|----|----|----|-----|
| p1 | | | | | | |
| p2 | | | | | | |
| p3 | | | | | | |
| p4 | | | | | | |
| p5 | | | | | | |
| . | . | . | . | . | . | . |

▪ **Proximity Matrix**

How to define Inter-cluster similarity

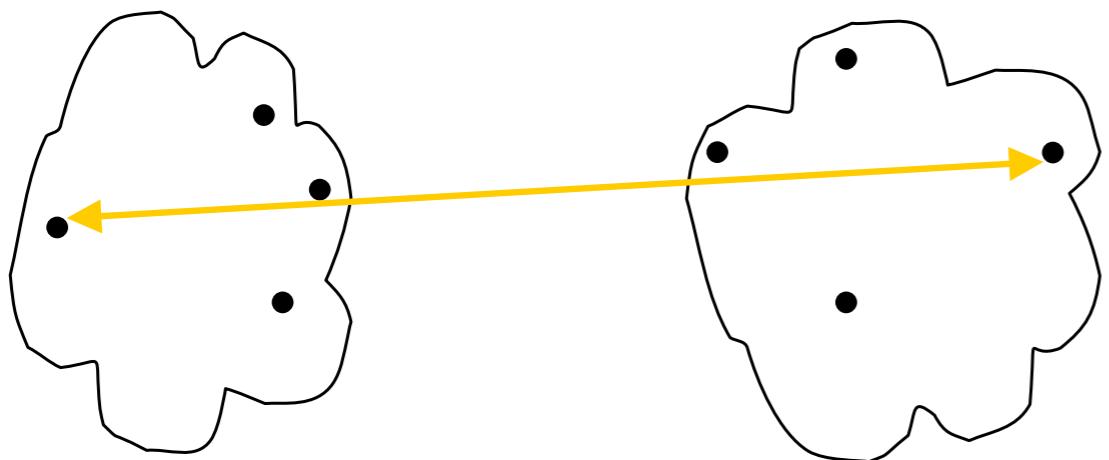


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| p5 | | | | | | |
| . | . | . | . | . | . | . |

▪ **Proximity Matrix**

How to define Inter-cluster similarity

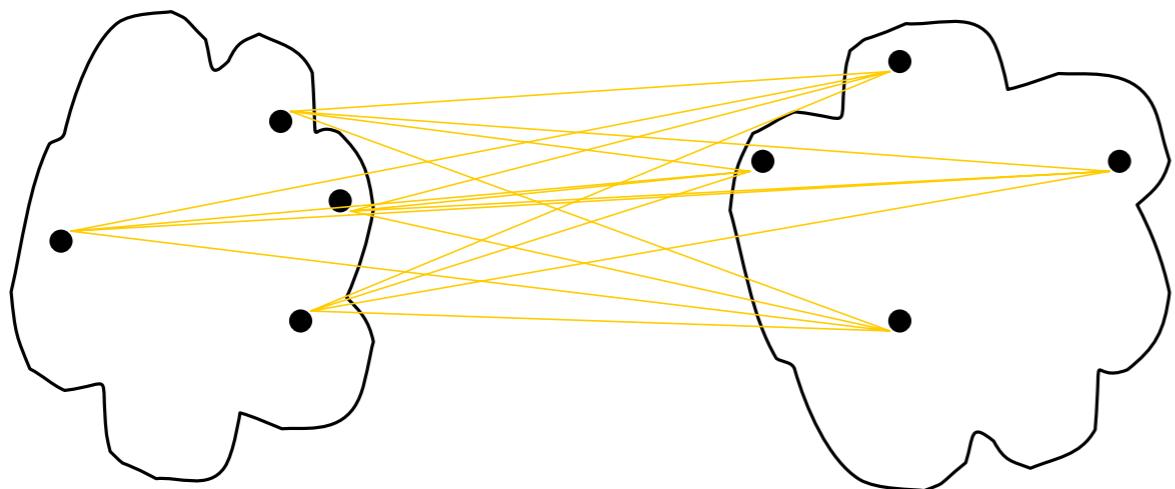


- MIN
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| p3 | | | | | | |
| p4 | | | | | | |
| p5 | | | | | | |
| . | . | . | . | . | . | . |

▪ **Proximity Matrix**

How to define Inter-cluster similarity

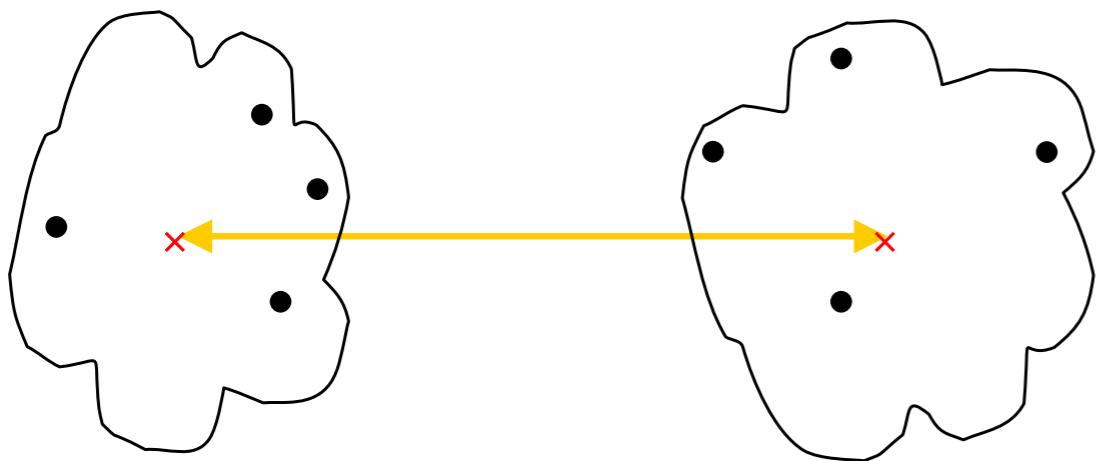


- MIN
- MAX
- **Group Average**
- Distance Between Centroids

| | p1 | p2 | p3 | p4 | p5 | ... |
|----|----|----|----|----|----|-----|
| p1 | | | | | | |
| . | | | | | | |

· **Proximity Matrix**

How to define Inter-cluster similarity



- MIN
- MAX
- Group Average
- Distance Between Centroids

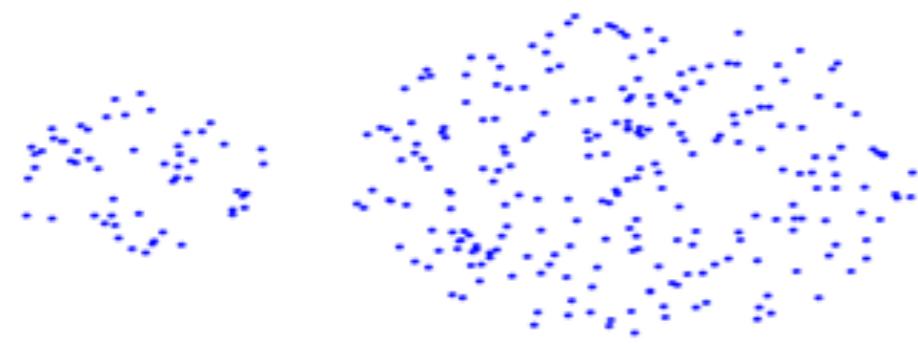
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| p4 | | | | | | |
| p5 | | | | | | |
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| . | | | | | | |
| . | | | | | | |

Proximity Matrix

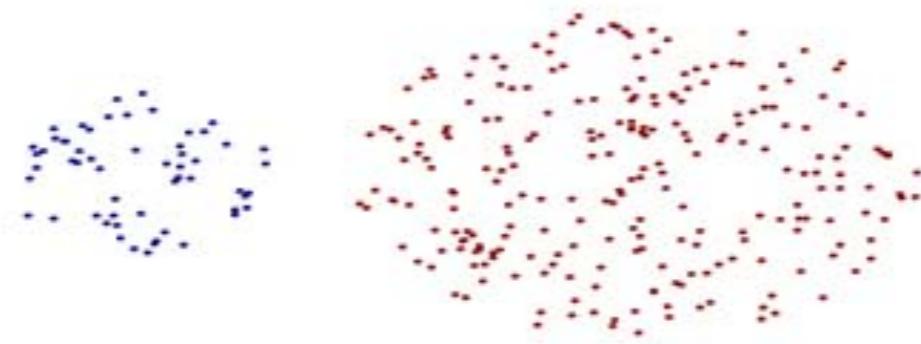
Cluster Similarity: MIN (“Single Link”)

- Similarity of two clusters is based on the two most similar (closest) points in the different clusters
 - Determined by one pair of points, i.e., by one link in the proximity graph.

Hierarchical Clustering, MIN: Strengths



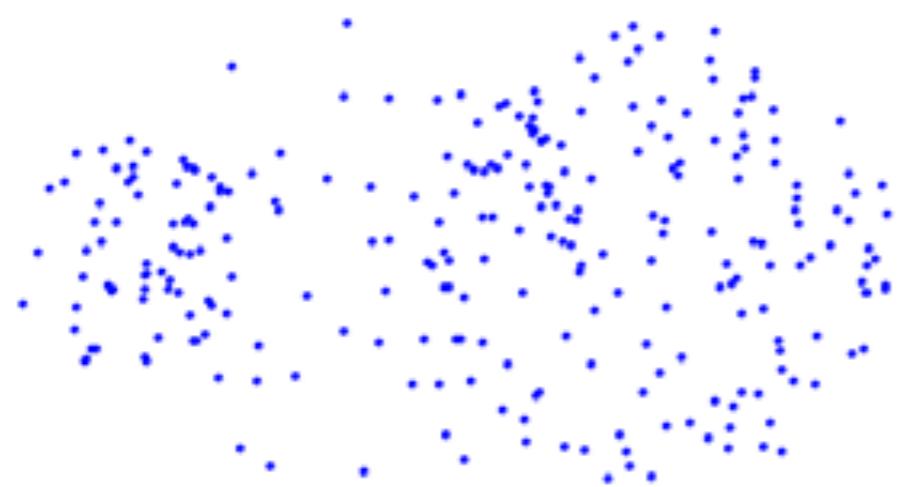
Original Points



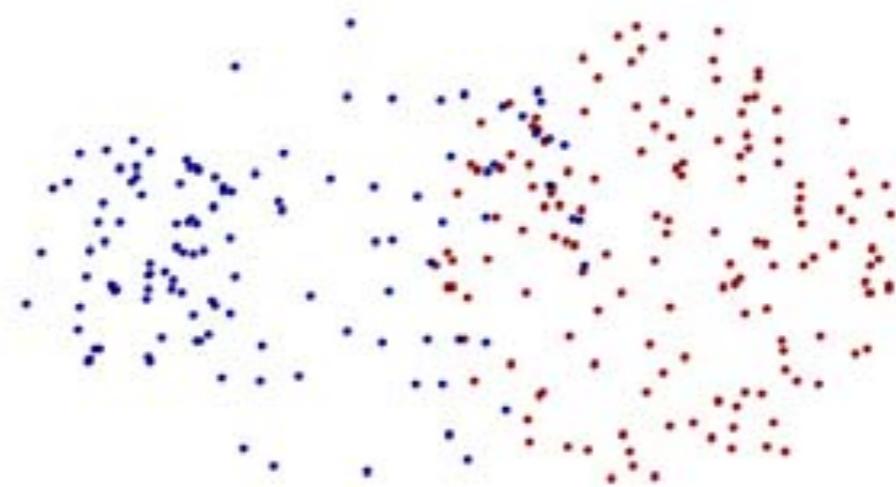
Two Clusters

- Can handle non-elliptical shapes

Hierarchical Clustering, MIN: Limitations



Original Points



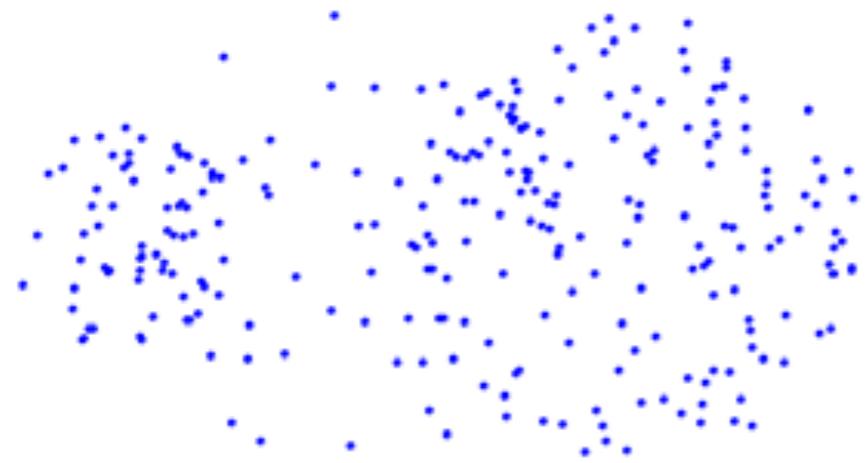
Two Clusters

- Sensitive to noise and outliers

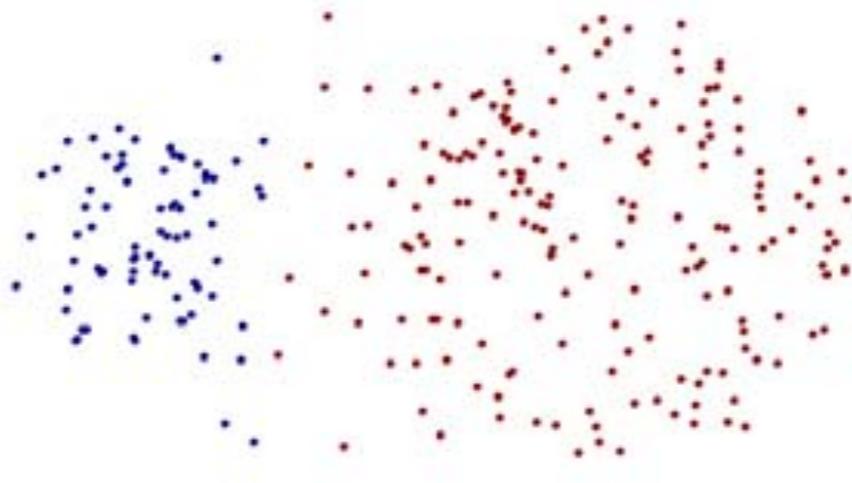
Cluster Similarity: MAX (“Complete Link”)

- Similarity of two clusters is based on the two least similar (most distant) points in the different clusters
 - Determined by all pairs of points in the two clusters

Hierarchical Clustering, MAX: Strengths



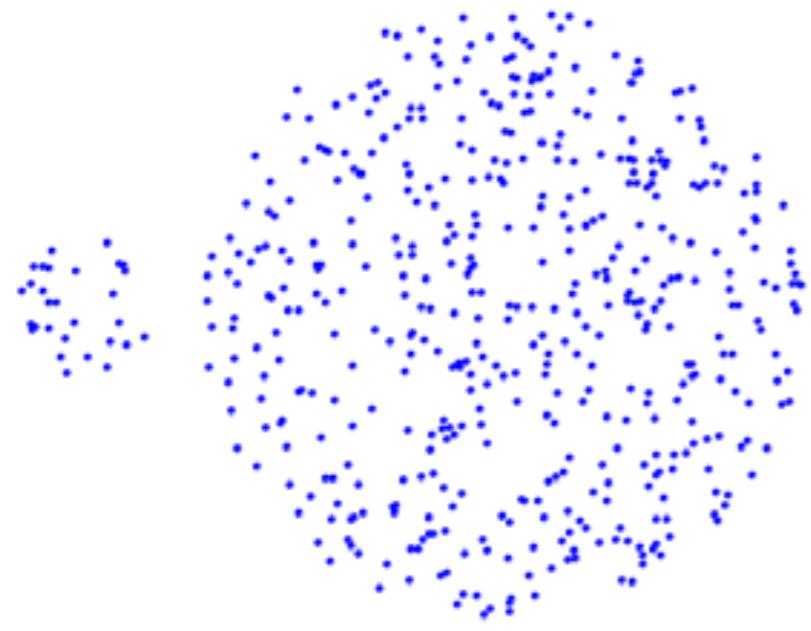
Original Points



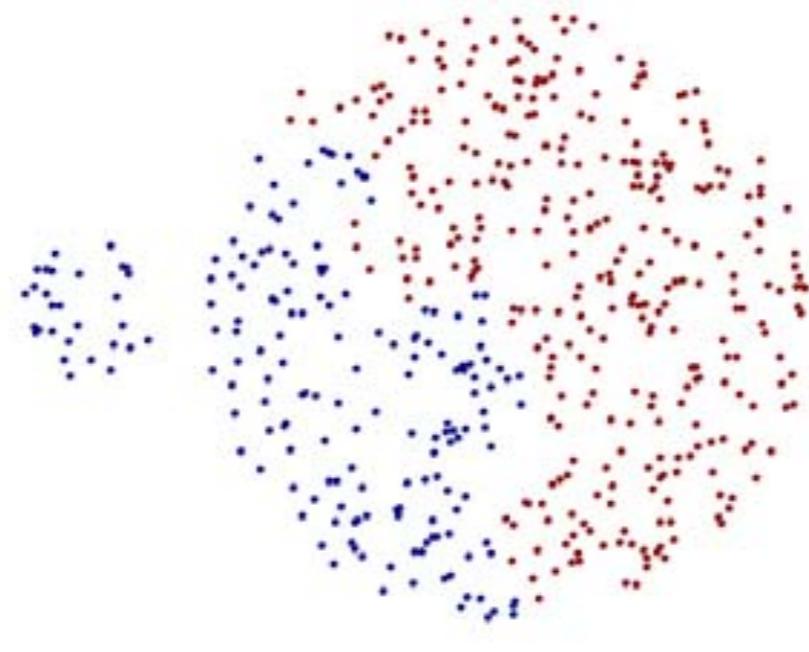
Two Clusters

- **Less susceptible to noise and outliers**

Hierarchical Clustering, MAX: Limitations



Original Points



Two Clusters

- Tends to break large clusters

Cluster Similarity: Group Average

- Proximity of two clusters is the average of pairwise proximity between points in the two clusters.

$$\text{proximity}(\text{Cluster}_i, \text{Cluster}_j) = \frac{\sum_{\substack{p_i \in \text{Cluster}_i \\ p_j \in \text{Cluster}_j}} \text{proximity}(p_i, p_j)}{|\text{Cluster}_i| * |\text{Cluster}_j|}$$

- Compromise between Single and Complete Link

Hierarchical Clustering: Time and Space Requirements

- $O(N^2)$ space since it uses the proximity matrix.
 - N is the number of points.
- $O(N^3)$ time in many cases
 - There are N steps and at each step the size, N^2 , proximity matrix must be updated and searched

Hierarchical Clustering: Problems and Limitations

- Once a decision is made to combine two clusters, it cannot be undone
- No objective function is directly minimized
- Different schemes have problems with one or more of the following:
 - Sensitivity to noise and outliers
 - Difficulty handling different sized clusters and convex shapes
 - Breaking large clusters

Graph-based Clustering

- Graph-Based clustering uses the proximity graph
 - Start with the proximity matrix
 - Consider each point as a node in a graph
 - Each edge between two nodes has a weight which is the proximity between the two points
 - Initially the proximity graph is fully connected
 - MIN (single-link) and MAX (complete-link) can be viewed as starting with this graph
- In the simplest case, clusters are connected components in the graph.

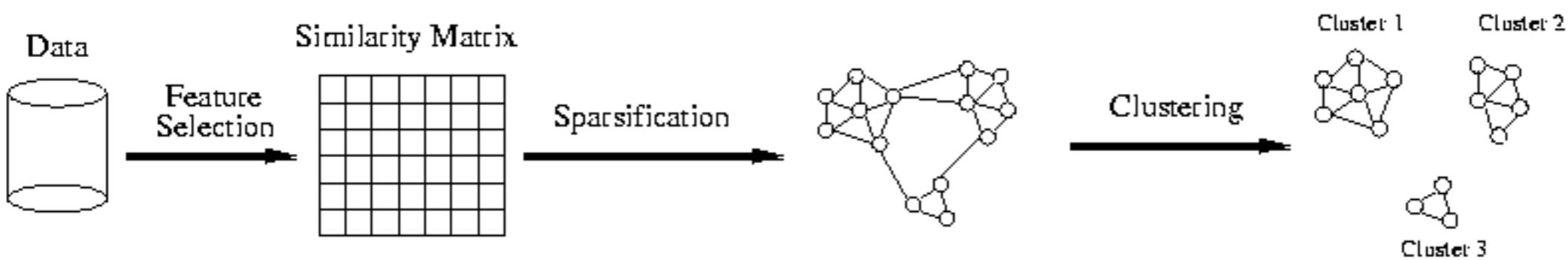
Graph-based Clustering: Sparsification

- The amount of data that needs to be processed is drastically reduced
 - Sparsification can eliminate more than 99% of the entries in a proximity matrix
 - The amount of time required to cluster the data is drastically reduced
 - The size of the problems that can be handled is increased

Graph-based Clustering: Sparsification ...

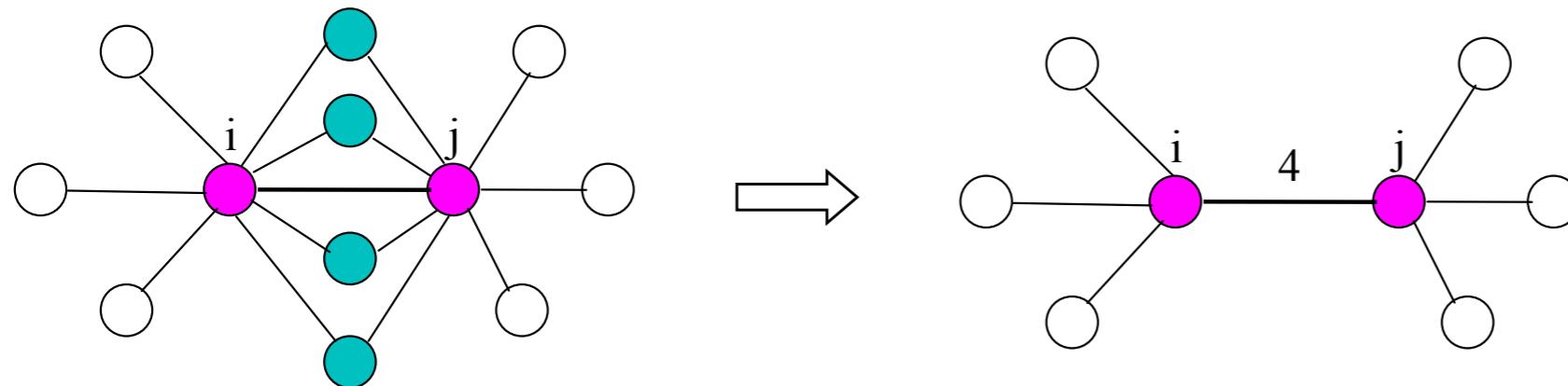
- Clustering may work better
 - Sparsification techniques keep the connections to the most similar (nearest) neighbors of a point while breaking the connections to less similar points.
 - The nearest neighbors of a point tend to belong to the same class as the point itself.
 - This reduces the impact of noise and outliers and sharpens the distinction between clusters.
- Sparsification facilitates the use of graph partitioning algorithms (or algorithms based on graph partitioning algorithms).

Graph-based Clustering: Sparsification ...

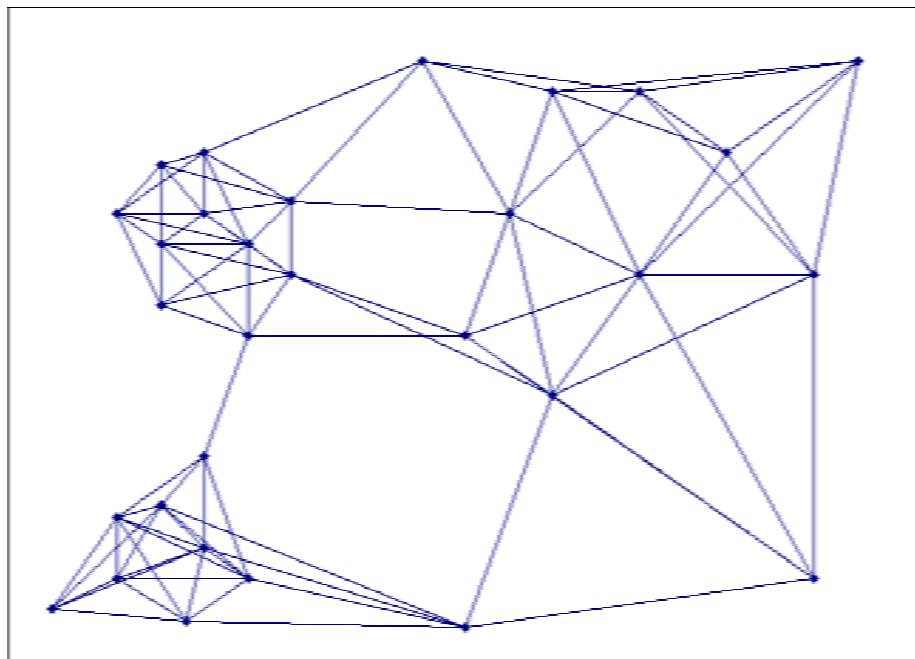


Shared Nearest Neighbor Approach

SNN graph: the weight of an edge is the number of shared neighbors between vertices given that the vertices are connected

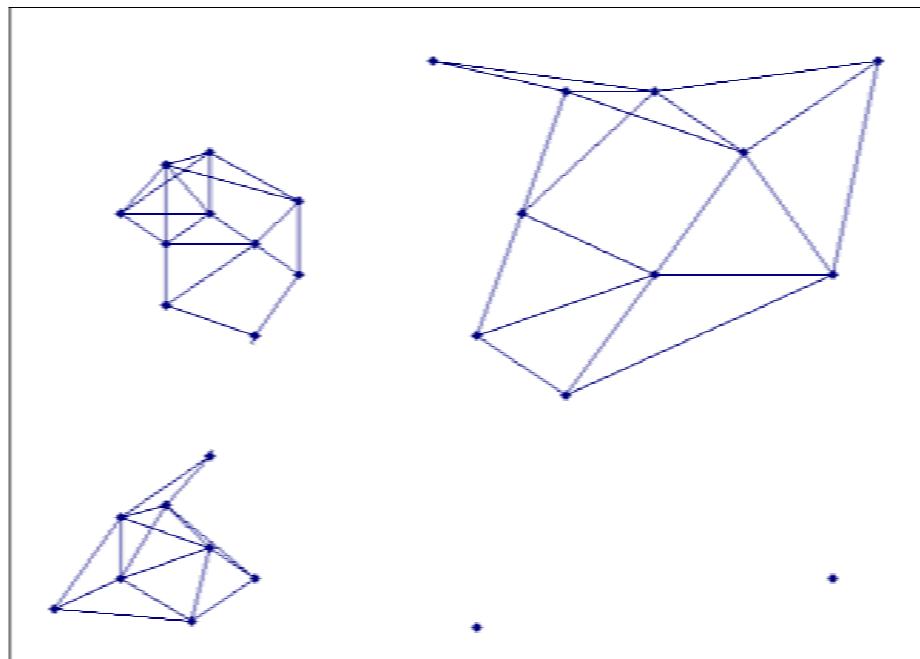


Creating the SNN Graph



Sparse Graph

**Link weights are similarities
between neighboring points**



Shared Near Neighbor Graph

**Link weights are number of
Shared Nearest Neighbors**

SNN Clustering

- 1. Compute the similarity matrix**

This corresponds to a similarity graph with data points for nodes and edges whose weights are the similarities between data points

- 2. Sparsify the similarity matrix by keeping only the k most similar neighbors**

This corresponds to only keeping the k strongest links of the similarity graph

- 3. Construct the shared nearest neighbor graph from the sparsified similarity matrix.**

At this point, we could apply a similarity threshold and find the connected components to obtain the clusters

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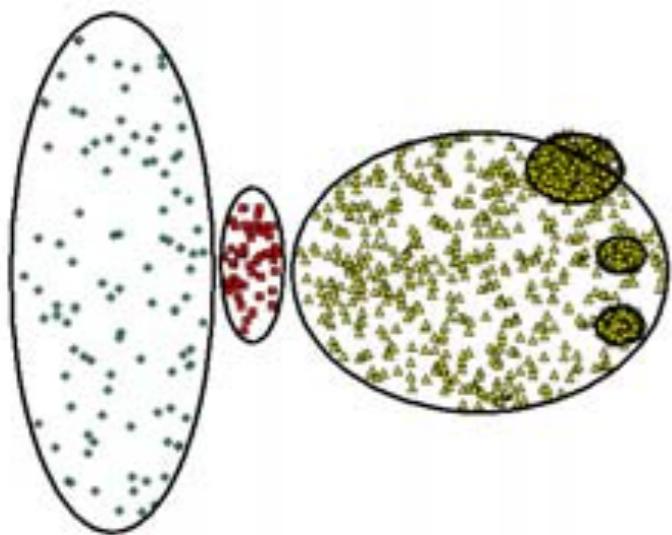
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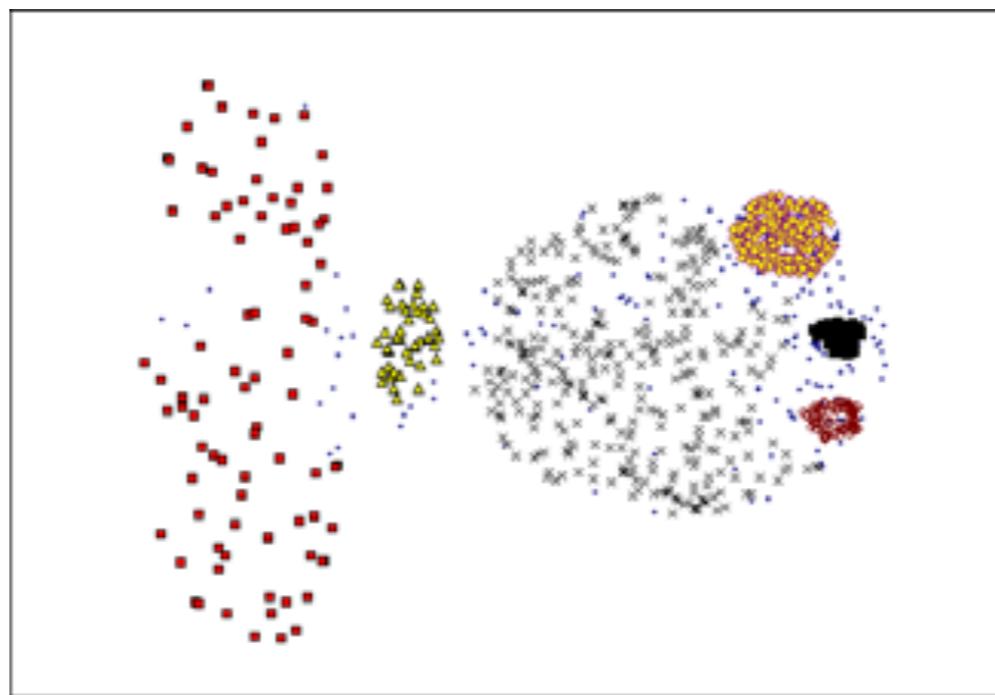
At this point, we could apply a similarity threshold and find the connected components to obtain the clusters

Or some other clustering algorithm

SNN Clustering: Differing Densities



Original Points



SNN Clustering

SNN Clustering: Other difficult scenarios

