

13. Unsupervised Learning – Clustering

-- When we don't have the output of our training examples... we just have different input features... this is called **UNLABELLED DATASET**.

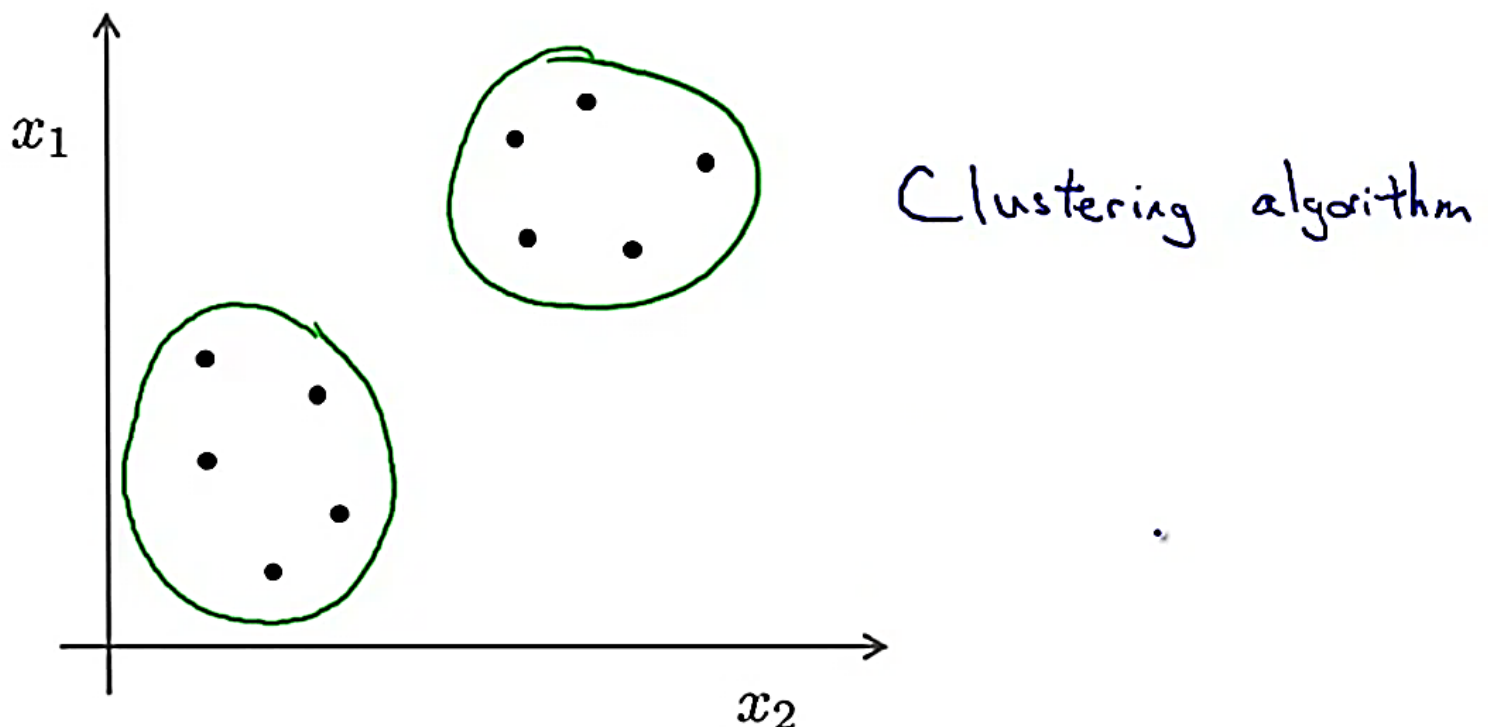
All we want is to group those inputs into different **clusters**

» In SUPERVISED LEARNING:

Training set: $\{(x^{(1)}, y^{(1)}), (x^{(2)}, y^{(2)}), (x^{(3)}, y^{(3)}), \dots, (x^{(m)}, y^{(m)})\}$.

» In UNSUPERVISED LEARNING:

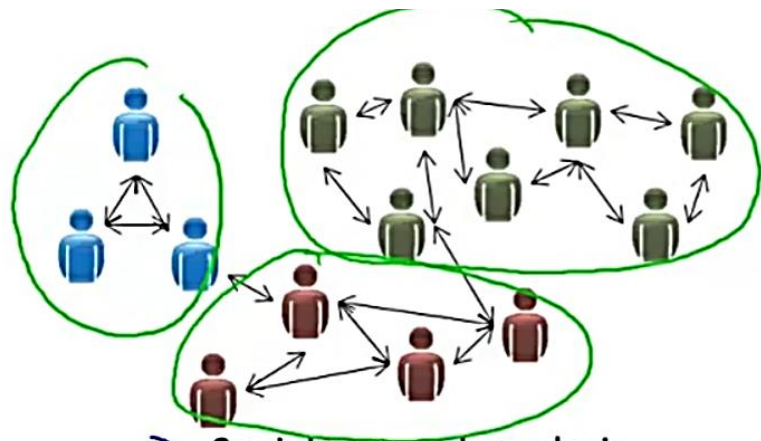
Training set: $\{x^{(1)}, x^{(2)}, x^{(3)}, \dots, x^{(m)}\}$



Applications of clustering



→ Market segmentation



→ Social network analysis



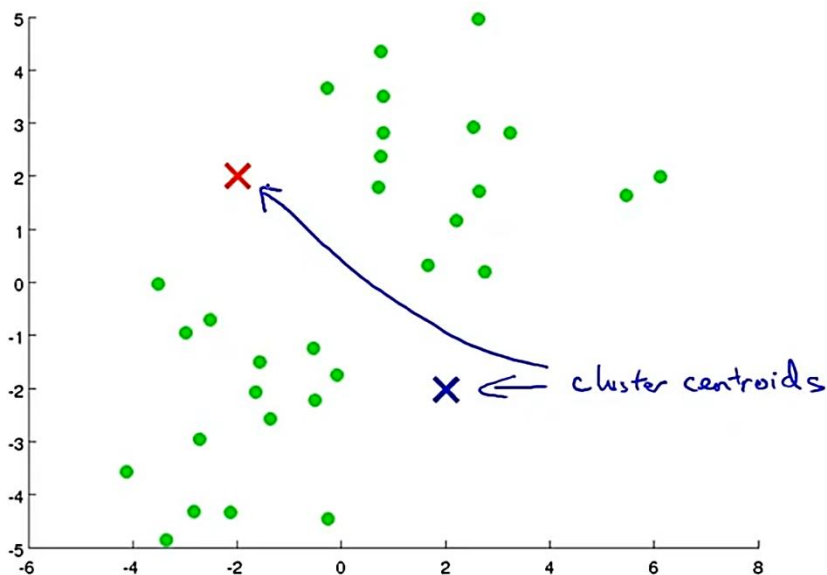
→ Organize computing clusters



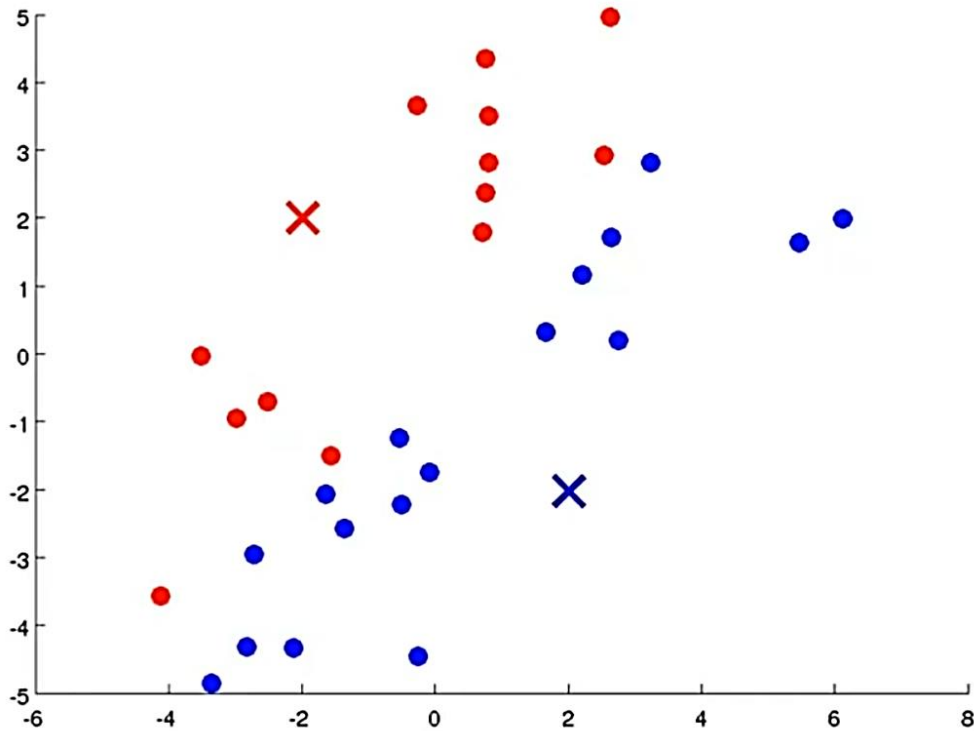
Astronomical data analysis

>> K-MEANS ALGORITHM:

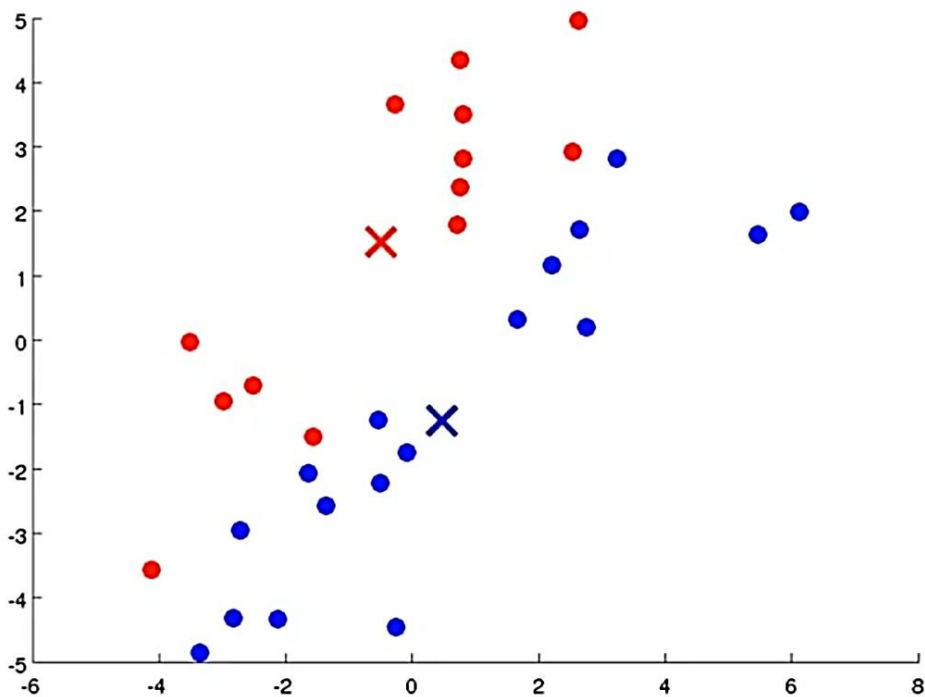
→ First, we **randomly** initialize two **cluster centroids** in the data plot:



➔ Now, we assign each data point to one of the cluster centroids, whichever is **closer**

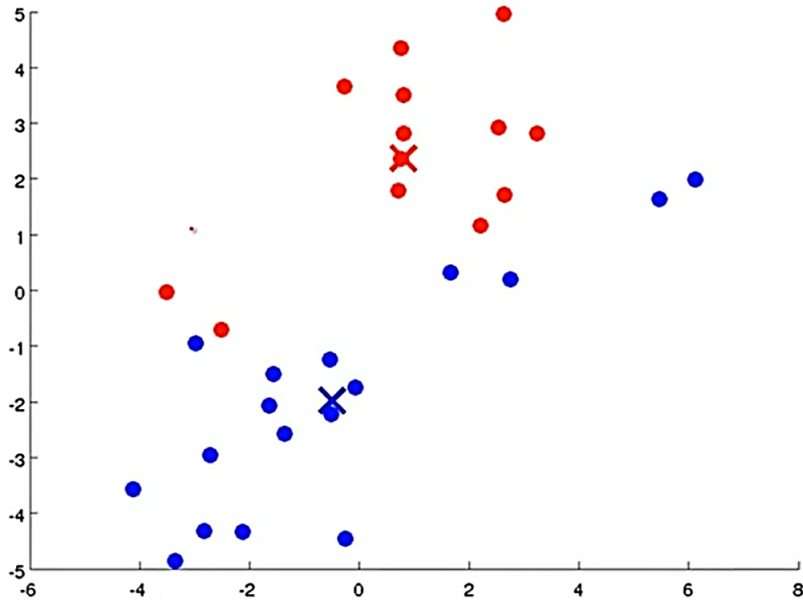


➔ Next, we **move the cluster centroids** to the **average** of that colour points

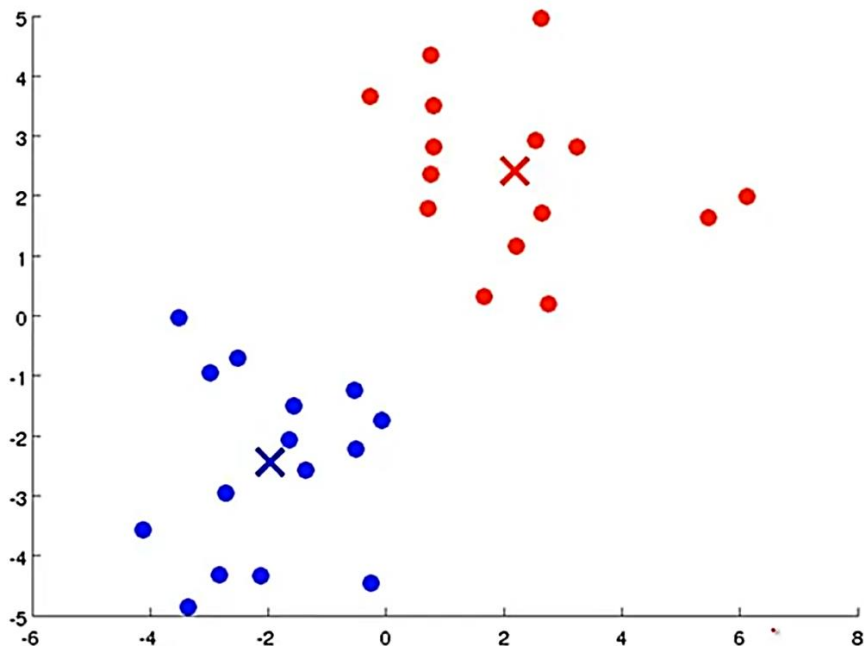


➔ Next, we **re-assign** each data point to one of the cluster centroids...

➔ Then we move the cluster centroids again.. to the average of that colour points



➔ We repeat these steps, until the cluster centroids **remain at the same point**, with each iteration.



ALGORITHM:

K-means algorithm

$$\mu_1 \quad \mu_2$$

Randomly initialize K cluster centroids $\mu_1, \mu_2, \dots, \mu_K \in \mathbb{R}^n$

Repeat {

Cluster assignment step

for $i = 1$ to m

$c^{(i)} :=$ index (from 1 to K) of cluster centroid closest to $x^{(i)}$

$$\min_k \|x^{(i)} - \mu_k\|^2$$

Move centroid

for $k = 1$ to K

$\rightarrow \mu_k :=$ average (mean) of points assigned to cluster k

$$x^{(1)}, x^{(5)}, x^{(6)}, x^{(10)}$$

$$\rightarrow c^{(1)}=2, c^{(5)}=2, c^{(6)}=2, c^{(10)}=2$$

$$\mu_2 = \frac{1}{4} [x^{(1)} + x^{(5)} + x^{(6)} + x^{(10)}] \in \mathbb{R}^n$$

In “cluster assignment” step \rightarrow We assign each example to a cluster:

$c^{(i)} \rightarrow$ holds the value from 1 to K .. whichever gives the smallest value of:

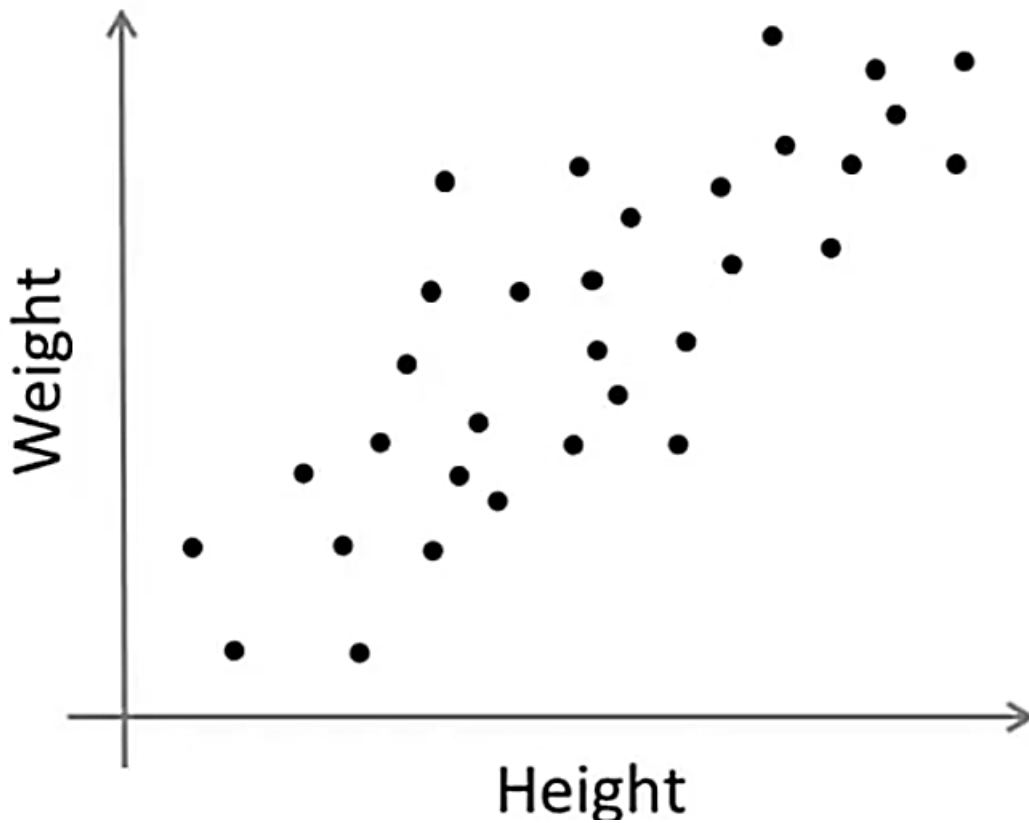
$$\min_k \|x^{(i)} - \mu_k\|^2$$

In “move centroid” step \rightarrow We find average of all the points assigned to that centroid.

Each $\mu_k \rightarrow$ k th cluster centroid \rightarrow is an **n-dimensional vector** \rightarrow corresponding to no of features.

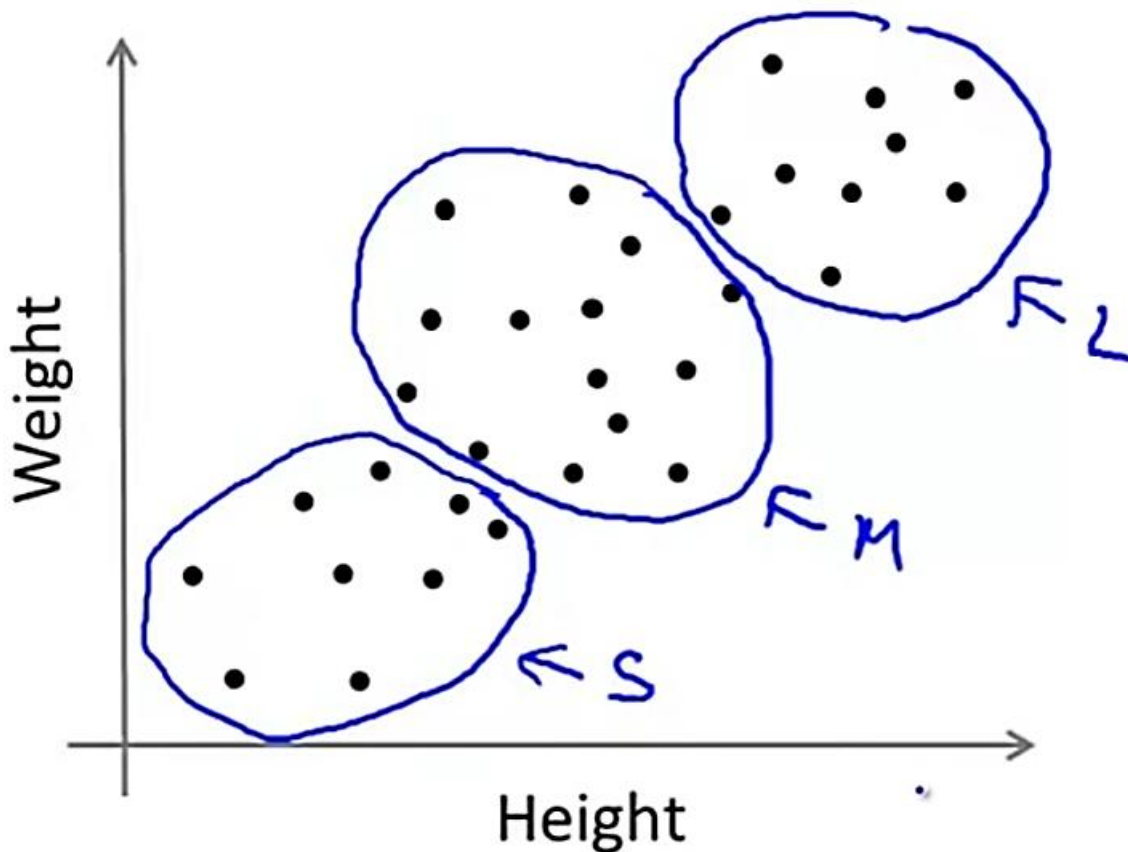
K-MEANS FOR NON-SEPARATED CLUSTERS:

T-shirt sizing



The algo will make 3 clusters → Small, Medium, Large

T-shirt sizing



OPTIMIZATION OBJECTIVE OF K-MEANS ALGORITHM:

K-means optimization objective

→ $c^{(i)}$ = index of cluster $(1, 2, \dots, K)$ to which example $x^{(i)}$ is currently assigned

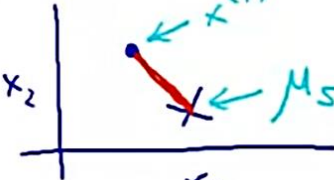
→ μ_k = cluster centroid \underline{k} ($\mu_k \in \mathbb{R}^n$) K $k \in \{1, 2, \dots, K\}$

$\mu_{c^{(i)}}$ = cluster centroid of cluster to which example $x^{(i)}$ has been assigned
 $x^{(i)} \rightarrow \underline{5}$ $\underline{c^{(i)}} = \underline{5}$ $\underline{\mu_{c^{(i)}}} = \underline{\mu_5}$

Optimization objective:

$$\rightarrow J(c^{(1)}, \dots, c^{(m)}, \mu_1, \dots, \mu_K) = \frac{1}{m} \sum_{i=1}^m \|x^{(i)} - \mu_{c^{(i)}}\|^2$$

$\min_{c^{(1)}, \dots, c^{(m)}, \mu_1, \dots, \mu_K} J(c^{(1)}, \dots, c^{(m)}, \mu_1, \dots, \mu_K)$



Here, the algo is trying to **minimize the squared distance** b/w data points and the cluster centroid assigned to them. → **by changing the values of “c” and “μ”.**

- We are choosing the value of “c” for each data point which is minimum for that data point.
- Then we are finding the value of “μ” for each centroid so that we can move the centroid.

The cost fxn **$J(c, \mu)$** is also called the **Distortion Cost function**

So, what the algorithm is actually doing is:

K-means algorithm

Randomly initialize K cluster centroids $\mu_1, \mu_2, \dots, \mu_K \in \mathbb{R}^n$

Repeat {

Cluster assignment step
Minimize $J(\dots)$ wrt $c^{(1)}, c^{(2)}, \dots, c^{(n)} \leftarrow$
(holding μ_1, \dots, μ_K fixed)

for $i = 1$ to m
 $c^{(i)} :=$ index (from 1 to K) of cluster centroid
 closest to $x^{(i)}$

for $k = 1$ to K
 $\mu_k :=$ average (mean) of points assigned to cluster k

} minimize $J(\dots)$ wrt μ_1, \dots, μ_K

move centroid

This means:

→ In the cluster assignment step: we are minimizing J wrt c so as to choose a centroid for each data point

→ In move centroid step: we are minimizing J wrt μ so as to find the mean of points associated with each centroid and move the centroid to that point

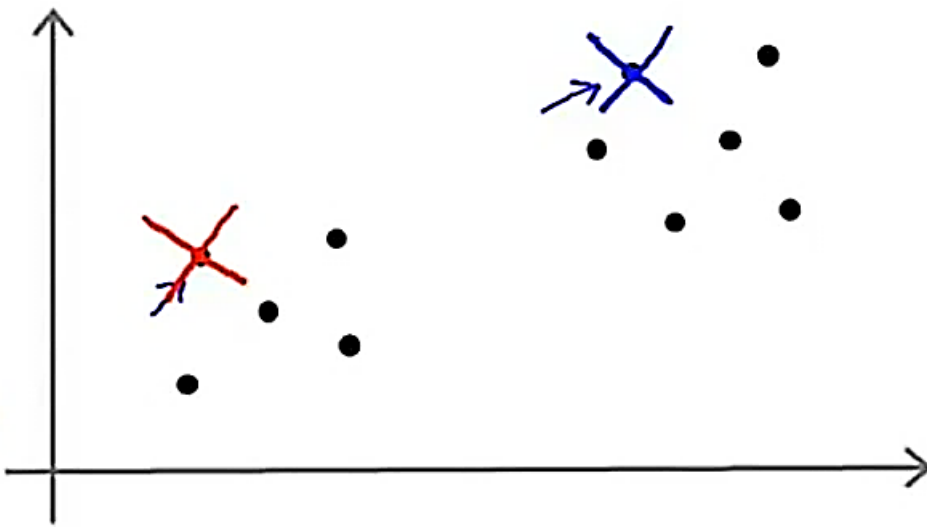
INITIALIZING THE CLUSTER CENTROIDS:

Random initialization

Should have $K < m$

$$\underline{K=2}$$

Randomly pick K training examples.

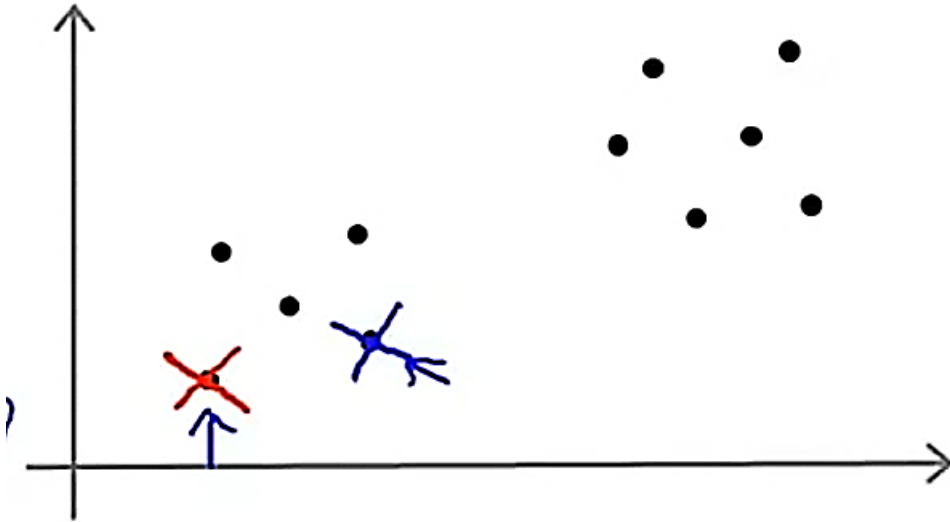


Set μ_1, \dots, μ_K equal to these K examples.

$$\begin{aligned}\mu_1 &= x^{(i)} \\ \mu_2 &= x^{(j)} \\ &\vdots\end{aligned}$$

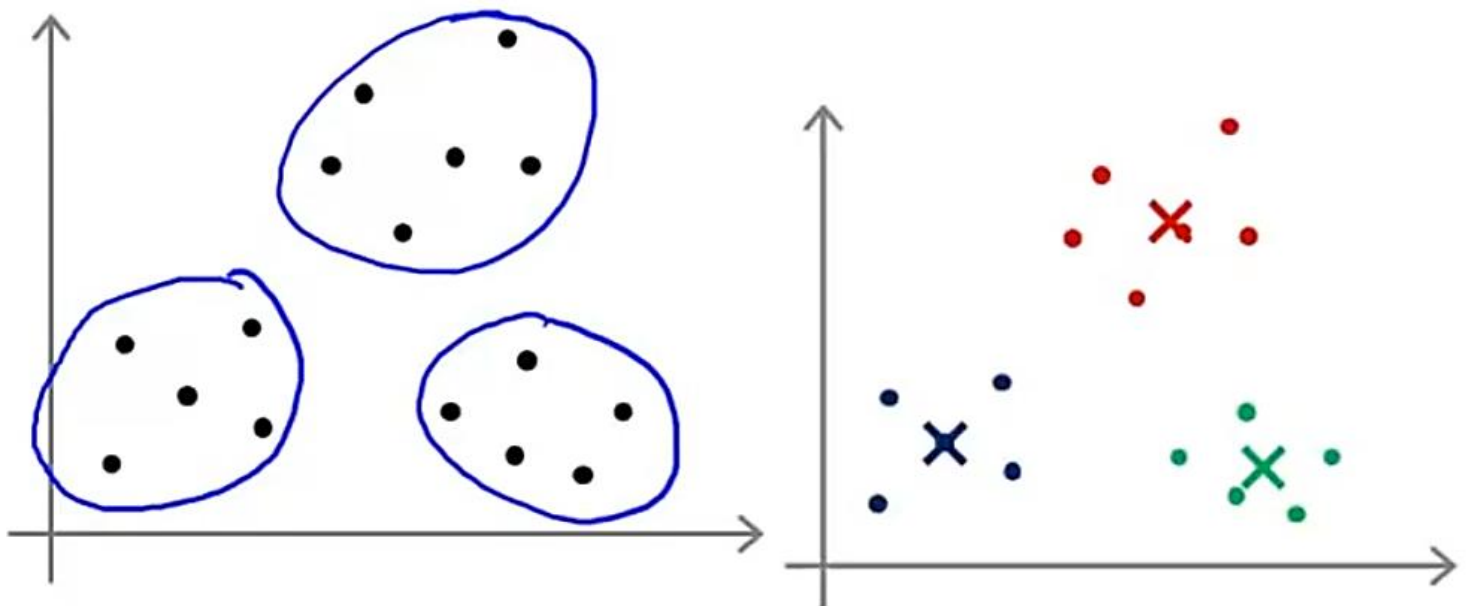
➤ Different values of centroids may lead to different results in the solution

➤ Sometimes, we may end up picking **close examples**, which will make the algorithm **converge to local optimum** instead of global optimum:

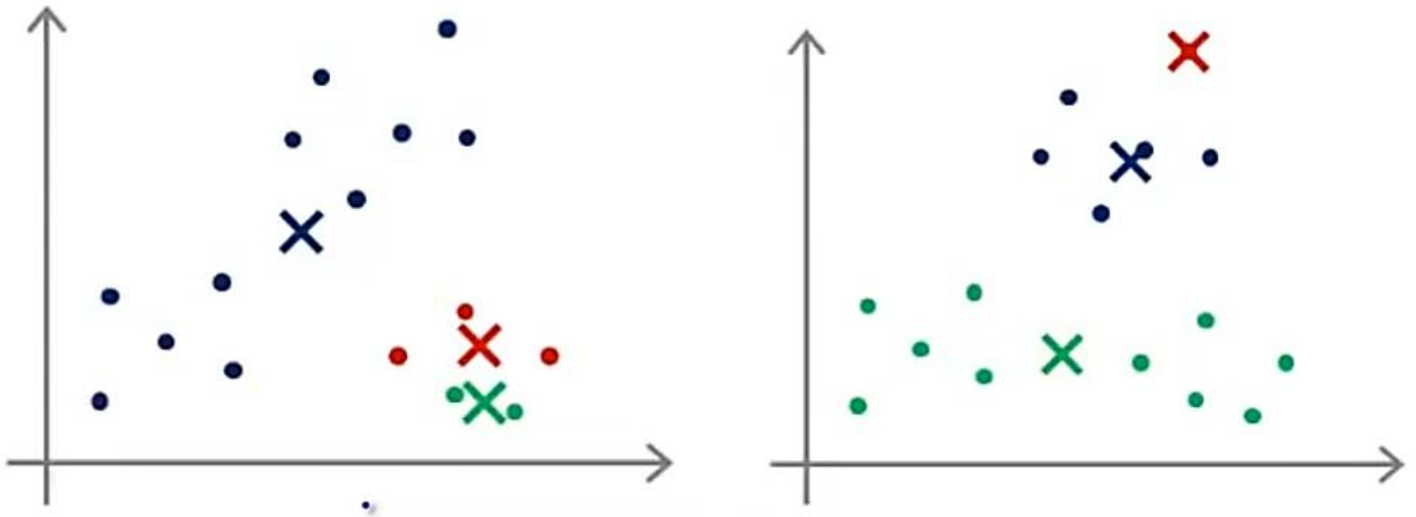


Example:

→ With a good choice of initial centroids, we get global optimum:



→ With other bad choices: we get local optimums like:



Solution for this: initialize K-clusters **many times** and choose the one which gives global optimum

For $i = 1$ to 100 { 50 - 1000

→ Randomly initialize K-means.

Run K-means. Get $c^{(1)}, \dots, c^{(m)}, \mu_1, \dots, \mu_K$.

Compute cost function (distortion)

→ $J(c^{(1)}, \dots, c^{(m)}, \mu_1, \dots, \mu_K)$

}

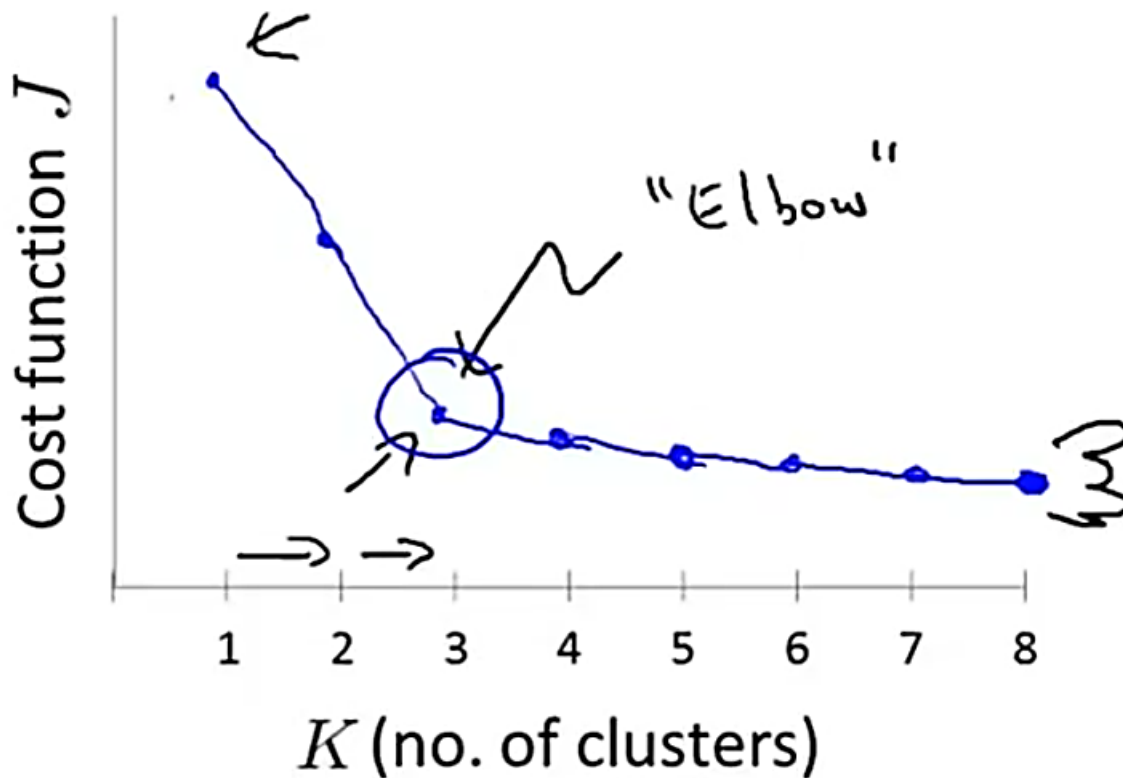
→ After this we have 100 different centroids and **their costs**:

Pick clustering that gave lowest cost $J(c^{(1)}, \dots, c^{(m)}, \mu_1, \dots, \mu_K)$

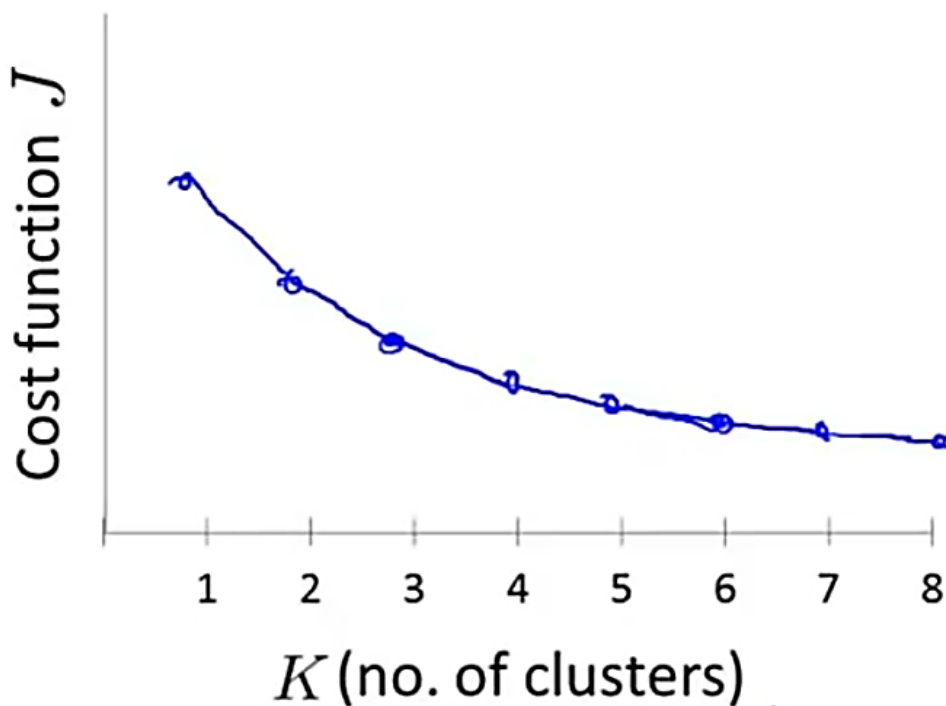
CHOOSING THE NO OF CLUSTERS:

Best way to choose the value of “K” is to **look at the visualizations** of data and **choose manually**.

Elbow method:



Elbow method is **not commonly used** because:



Sometimes, there is no clear elbow!

The more usual and reliable way: choose based on the problem

Choosing the value of K

Sometimes, you're running K-means to get clusters to use for some later/downstream purpose. Evaluate K-means based on a metric for how well it performs for that later purpose.

E.g.

