

# Clustering

## Introduction to Clustering

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ANTIHEDEN UND  
DOPPELMORAL



SCHARFER HUMOR UND  
DUNKLE VERBRECHEN



GEFÄHRliche WELTEN  
UND TIEFGREIFENDE  
KONSEQUENZEN



COMING-OF-AGE  
GESCHICHTEN

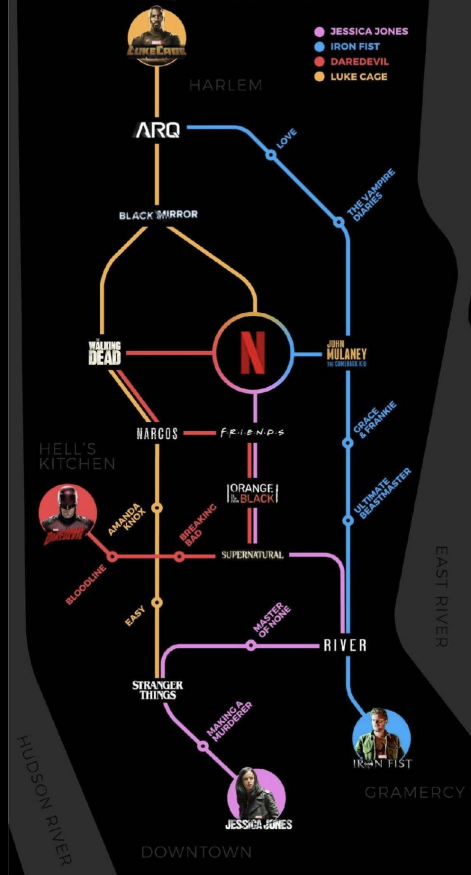


MARVEL

NETFLIX

# DER WEG ZU MARVEL'S DEFENDERS

Auf dem Weg zum Marvel-Binge gibt es einige unerwartete Haltepunkte, aber die Reise durch die Serienwelt bringt genauso viel Spaß wie die Ankunft bei den Defenders.





## Netflix Originals



## Derzeit beliebt



## Weil Ihnen „Unser Kosmos: Die Reise geht weiter“ gefallen hat

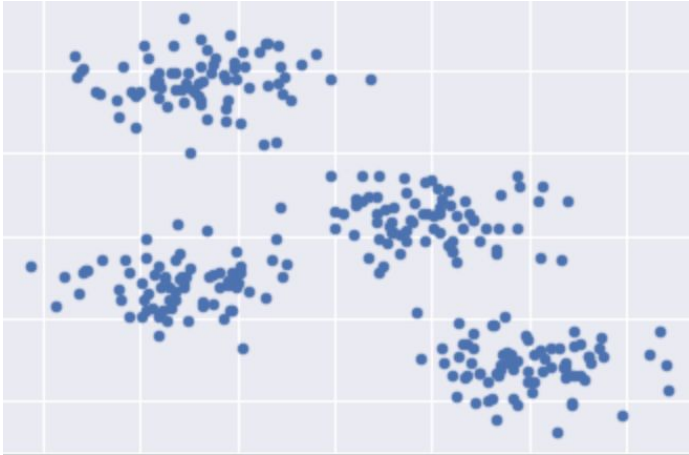


## Beliebt auf Netflix

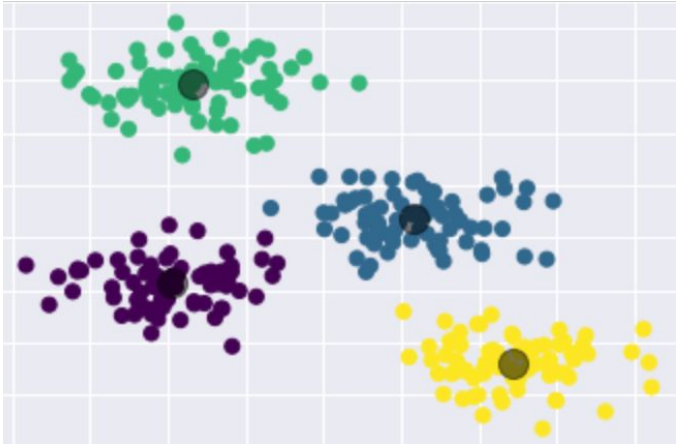


Discover unknown  
subgroups in data.

# Unlabeled examples (observations)



Grouping unlabeled examples is called clustering.





# Clustering is **unsupervised learning**

The goal is to discover interesting things about the observations:

- is there an informative way to **visualize** the data?
- Can we **discover subgroups** among the variables or among the observations?

# Use cases for cluster analysis

- **Customer segmentation** (understanding different customer segments to devise marketing strategies)
- **Recommender systems** (grouping together users with similar viewing patterns on Netflix, in order to recommend similar content)
- **Anomaly detection** (fraud detection, detecting defective mechanical parts)

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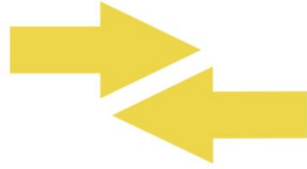
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# To cluster your data, you'll follow these steps:



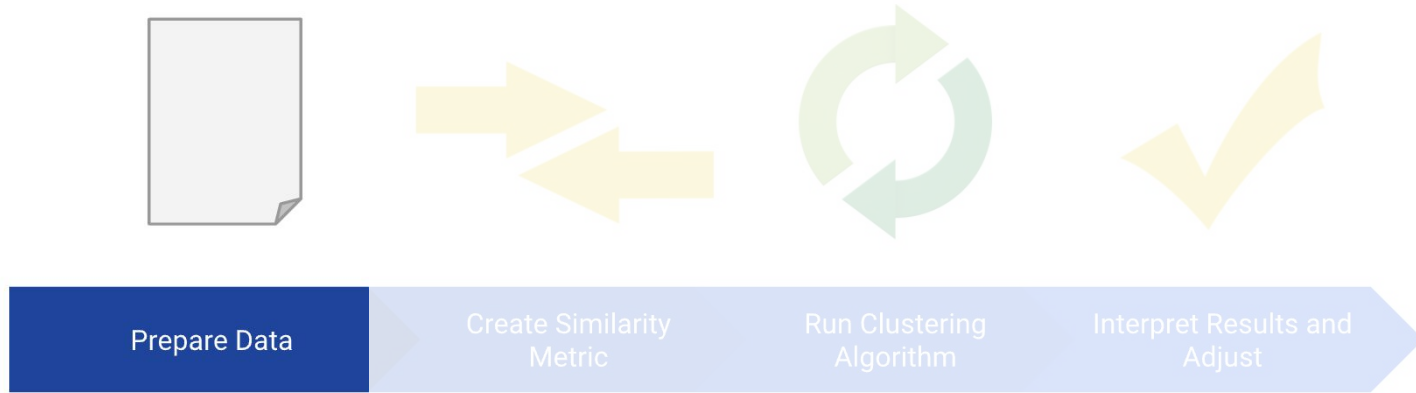
Prepare Data

Create Similarity  
Metric

Run Clustering  
Algorithm

Interpret Results and  
Adjust

# To cluster your data, you'll follow these steps:



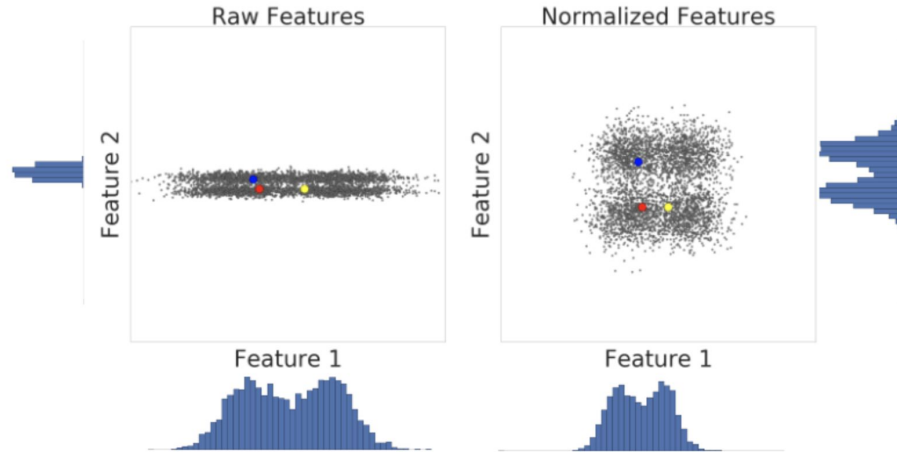
# Exclude all missing values and outliers



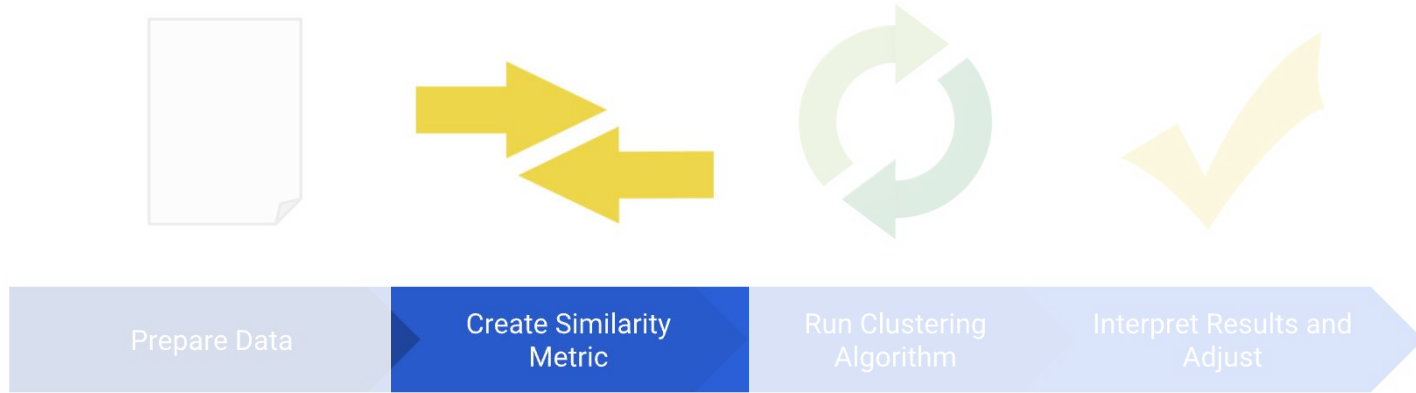
# Normalizing Data

$$x' = (x - \mu) / \sigma$$

where:  $\mu$  = mean  
 $\sigma$  = standard deviation



# To cluster your data, you'll follow these steps:



# How to create a similarity measure for a numeric feature?

- Feature  $X_1$ : shoe size

**Shoe A**



size: 8

**Shoe B**



size: 11

# How to create a similarity measure for a numeric feature?

- Feature  $X_1$ : shoe size



# Create a manual similarity measure for two numeric features

- Feature  $X_1$ : shoe size (numeric)
- Feature  $X_2$ : price (numeric)



size: 8  
price: 120



size: 11  
price: 150

# Create a manual similarity measure for two numeric features



# Create a manual similarity measure for two numeric features

Action	Method
Scale the size.	Assume a maximum possible shoe size of 20. Divide 8 and 11 by the maximum size 20 to get 0.4 and 0.55.
Scale the price.	Divide 120 and 150 by the maximum price 150 to get 0.8 and 1.
Find the difference in size.	$0.55 - 0.4 = 0.15$
Find the difference in price.	$1 - 0.8 = 0.2$
Find the RMSE.	$\sqrt{\frac{0.2^2 + 0.15^2}{2}} = 0.17$

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# Create a manual similarity measure for a categorical feature

- Feature  $X_3$ : color (categorical)



color: black



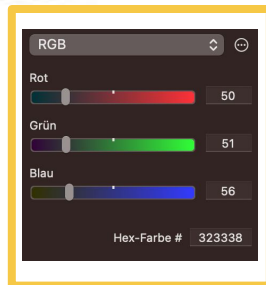
color: blue

# Create a manual similarity measure for a categorical feature

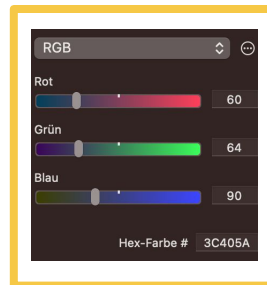
- Feature  $X_o$ : color (categorical)



color: black



color: blue



# Create a manual similarity measure for a categorical feature

Feature with multiple levels (multivalent)

- Movie genres: comedy, action, drama, non-fiction, biographical
- Can be "action" and "comedy" simultaneously, or just "action"

# Create a manual similarity measure for a categorical feature

- A: ["comedy","action"] and B: ["comedy","action"] = 1
- A: ["comedy","action"] and B: ["action"] =  $\frac{1}{2}$
- A: ["comedy","action"] and B: ["action", "drama"] =  $\frac{1}{3}$
- A: ["comedy","action"] and B: ["non-fiction","biographical"] = 0

Calculate similarity using the ratio of common values, called **Jaccard similarity**.



# Create a manual similarity measure for a categorical feature

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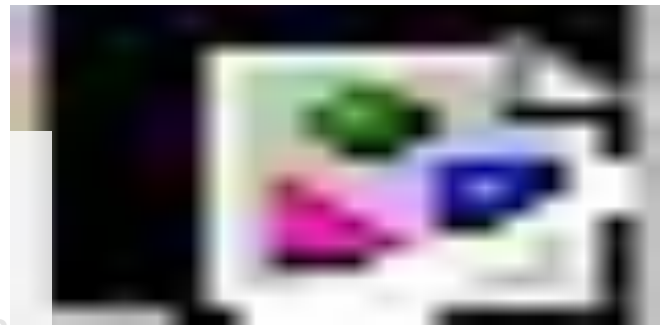




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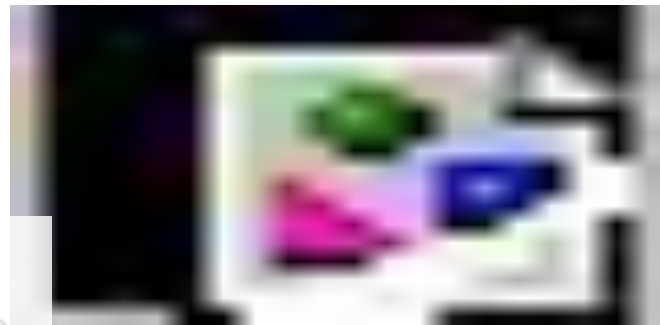
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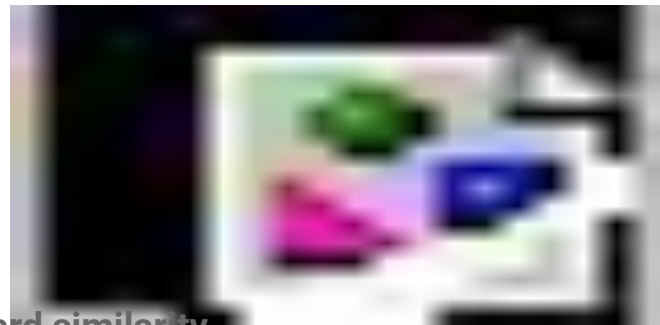
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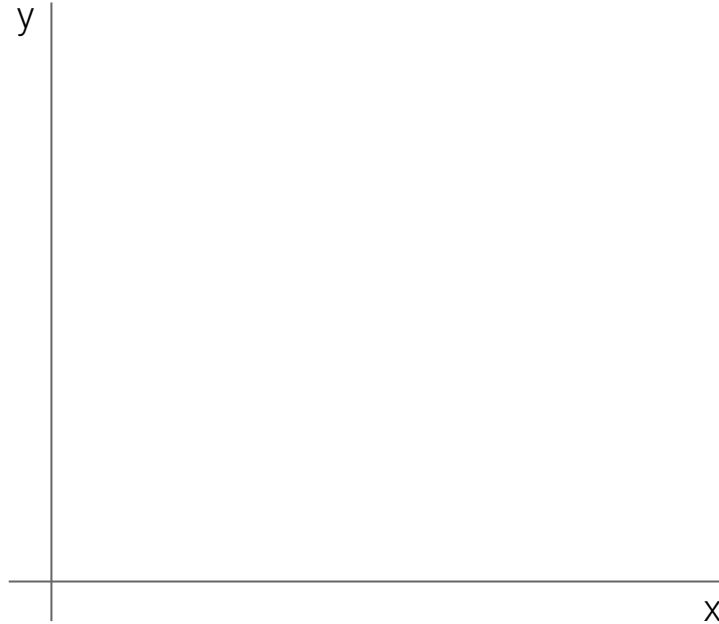
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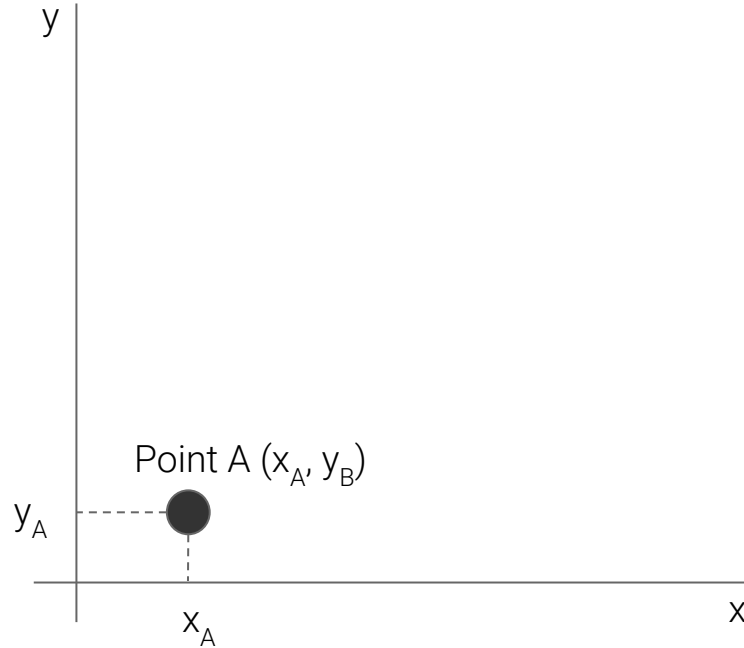


# Popular distance metrics for numerical features

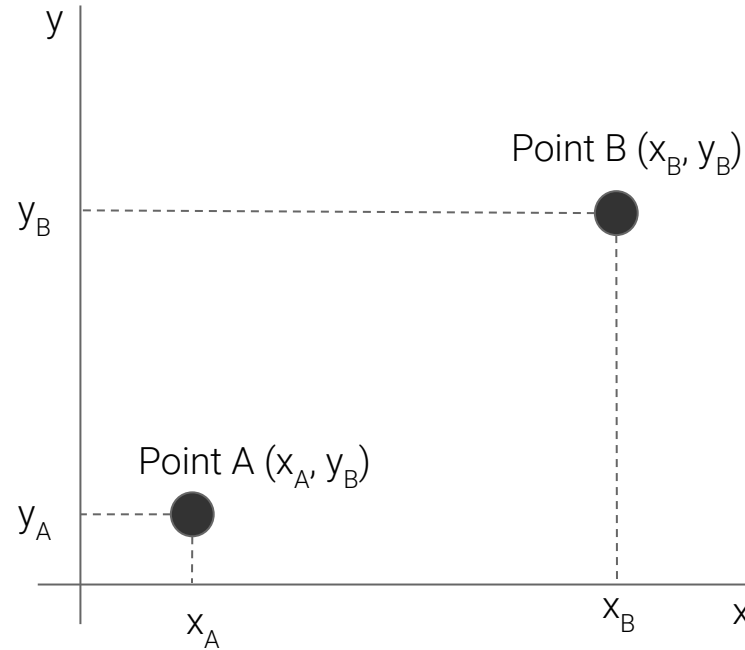
Let's start with a simple coordinate system (CS)



We include one observation “A”

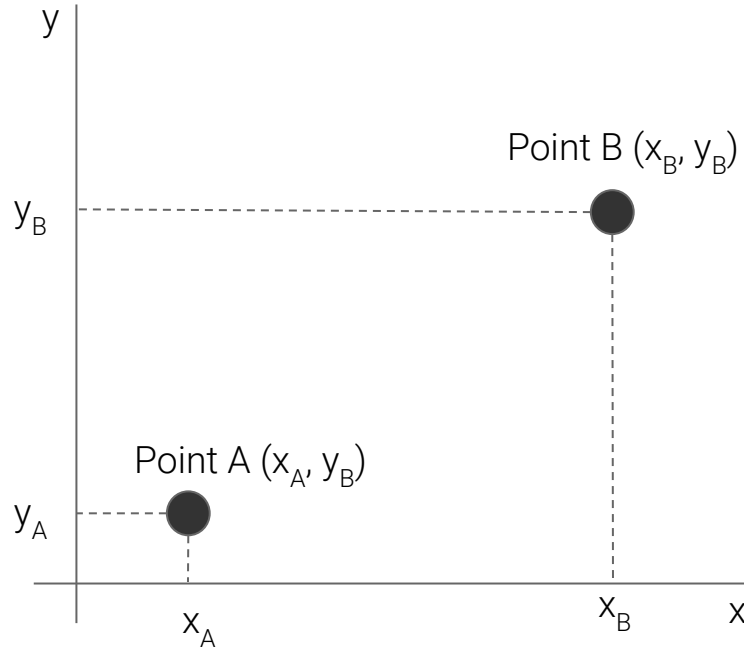


# And another observation "B"

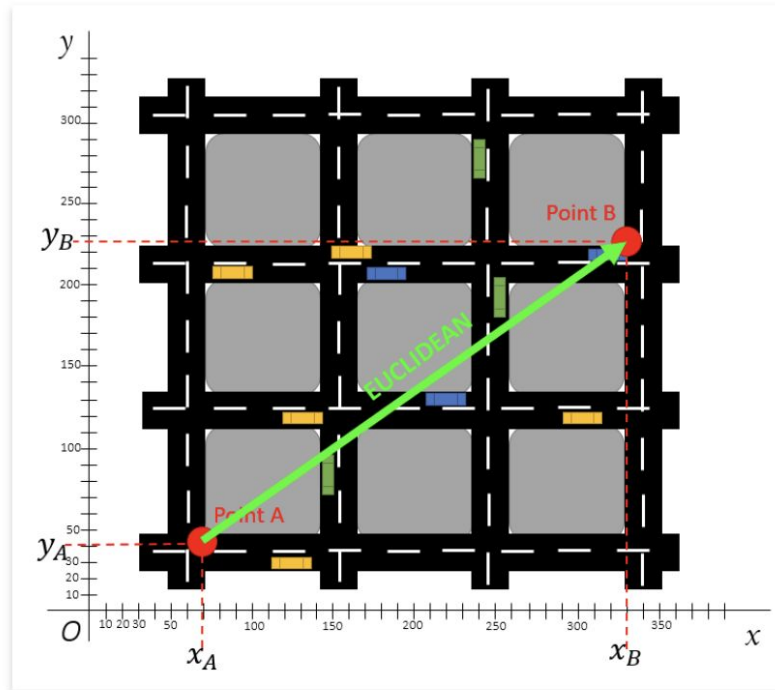




# How can we measure the distance between A and B?



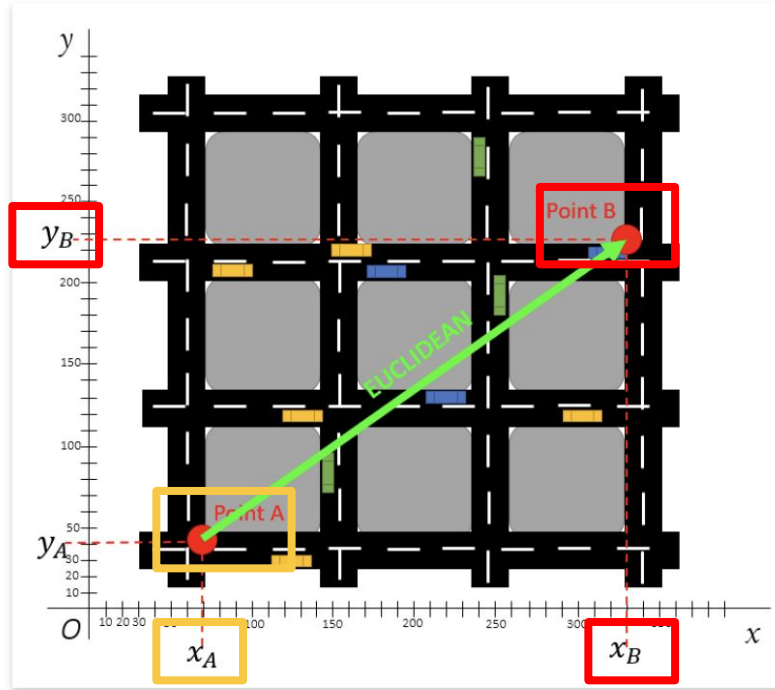
Imagine there are streets on the CS



# This would be the shortest distance

$$d(A, B) = \sqrt{\sum_{i=1}^n (A_i - B_i)^2}$$

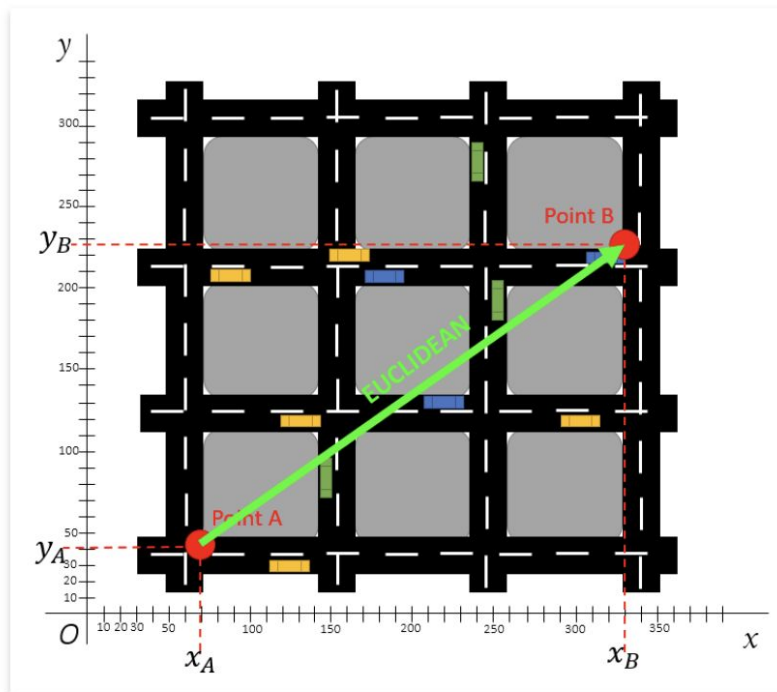
- $x_A = 70$
- $x_B = 330$
- $y_A = 40$
- $y_B = 228$



# Euclidean distance ( $L_2$ distance)

$$d(A, B) = \sqrt{\sum_{i=1}^n (A_i - B_i)^2}$$

- $x_A = 70$
- $x_B = 330$
- $y_A = 40$
- $y_B = 228$



$$d(A, B) = \sqrt{(x_A - x_B)^2 + (y_A - y_B)^2}$$

$$d(A, B) = \sqrt{(70 - 330)^2 + (40 - 228)^2}$$

$$d(A, B) = \sqrt{(-260)^2 + (-188)^2}$$

$$d(A, B) = \sqrt{(76600 + 35344)}$$

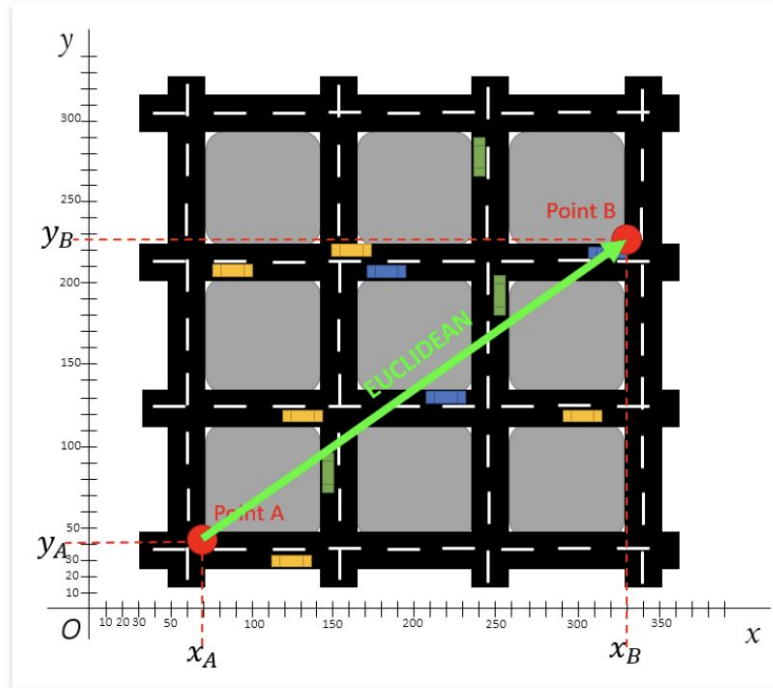
$$d(A, B) = \sqrt{112225}$$

$$d(A, B) = 335$$

# Squared Euclidean distance ( $L_2$ )

$$d^2(A, B) = \sum_{i=1}^n (A_i - B_i)^2$$

- $x_A = 70$
- $x_B = 330$
- $y_A = 40$
- $y_B = 228$



$$d^2(A, B) = (x_A - x_B)^2 + (y_A - y_B)^2$$

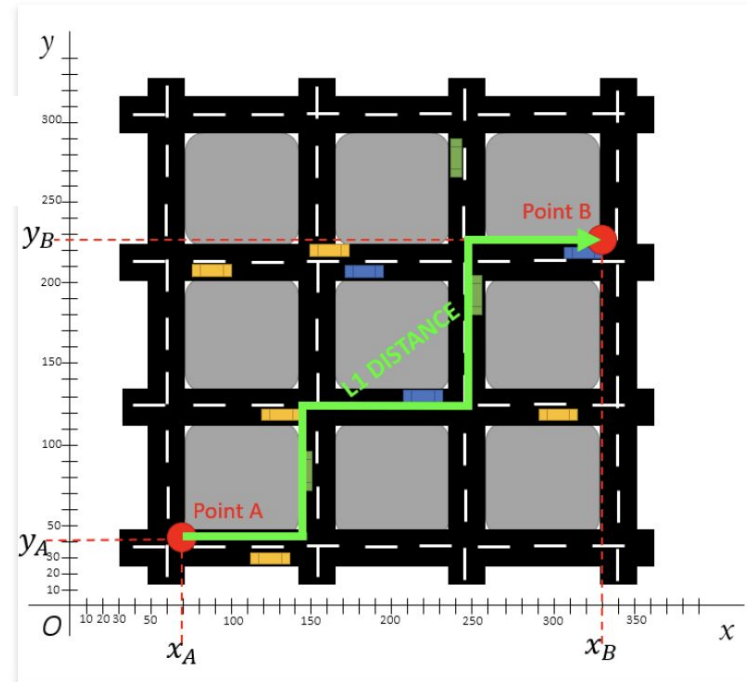
$$d^2(A, B) = (70 - 330)^2 + (40 - 228)^2$$

$$d^2(A, B) = 112225$$

# $L_1$ distance (Manhattan distance)

$$d(A, B) = \sum_i |A_i - B_i|$$

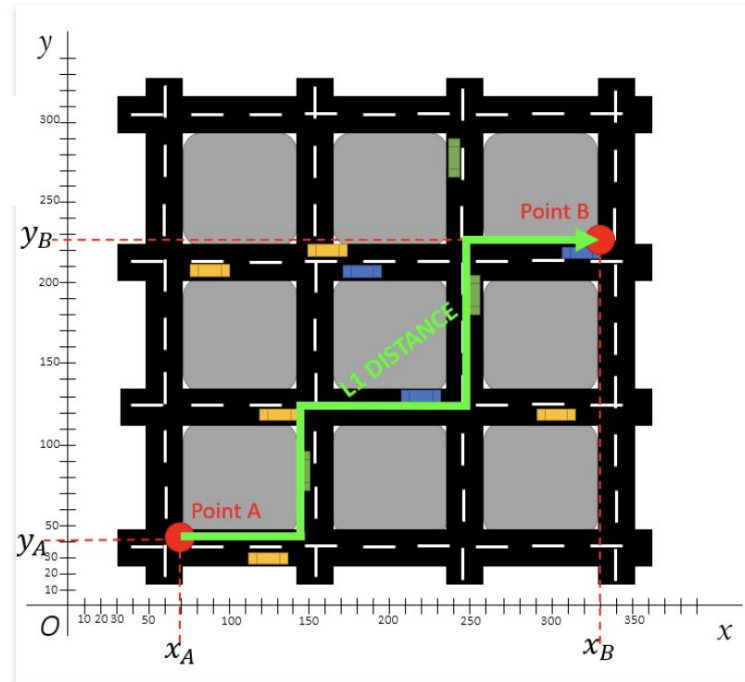
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# $L_1$ distance (Manhattan distance)

$$d(A, B) = \sum_i |A_i - B_i|$$

- $x_A = 70$
- $x_B = 330$
- $y_A = 40$
- $y_B = 228$



$$d(A, B) = |x_A - x_B| + |y_A - y_B|$$

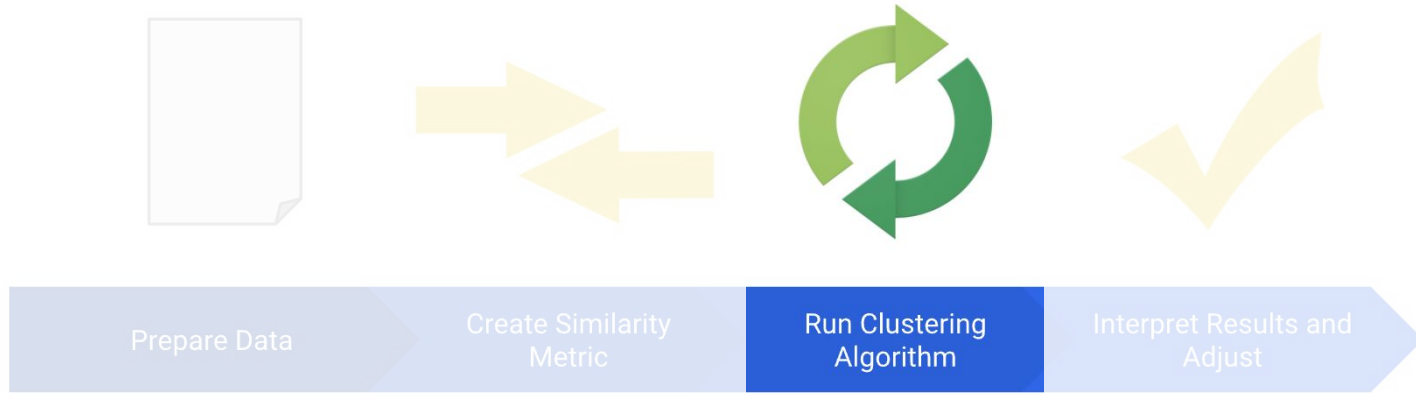
$$d(A, B) = |70 - 330| + |40 - 228|$$

$$d(A, B) = |-260| + |-188|$$

$$d(A, B) = 260 + 188$$

$$d(A, B) = 448$$

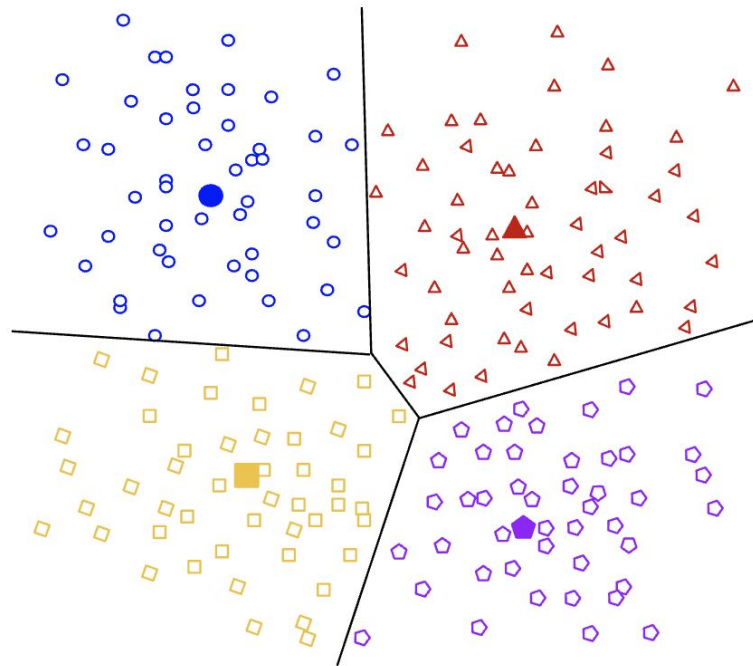
# To cluster your data, you'll follow these steps:





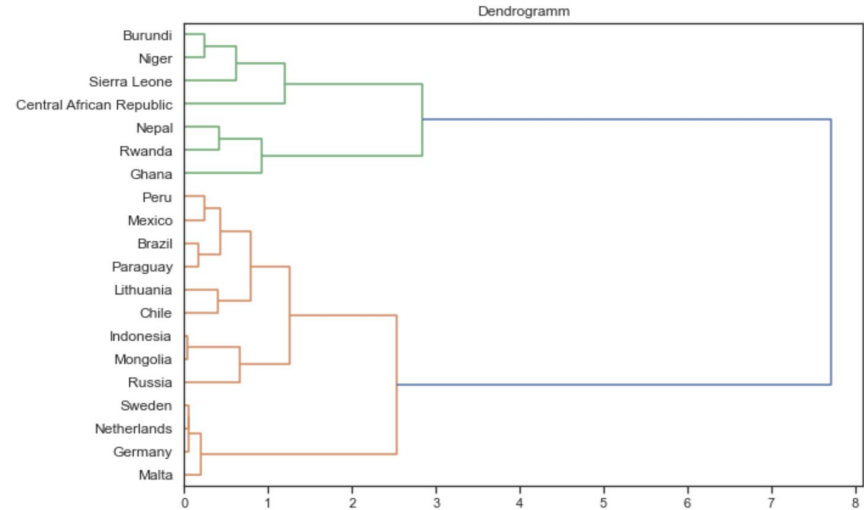
# Centroid-based Clustering

- Centroid-based algorithms are **efficient**
- But sensitive to **initial conditions** and **outliers**.
- **k-means** is the most widely-used centroid-based clustering algorithm.



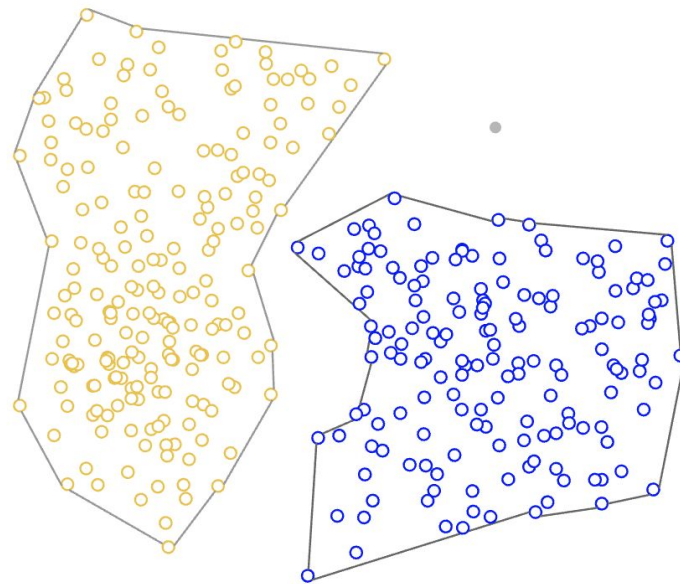
# Hierarchical Clustering

- Hierarchical clustering creates a **tree** of clusters.
- One advantage is that any number of clusters can be chosen by cutting the tree at the right level.

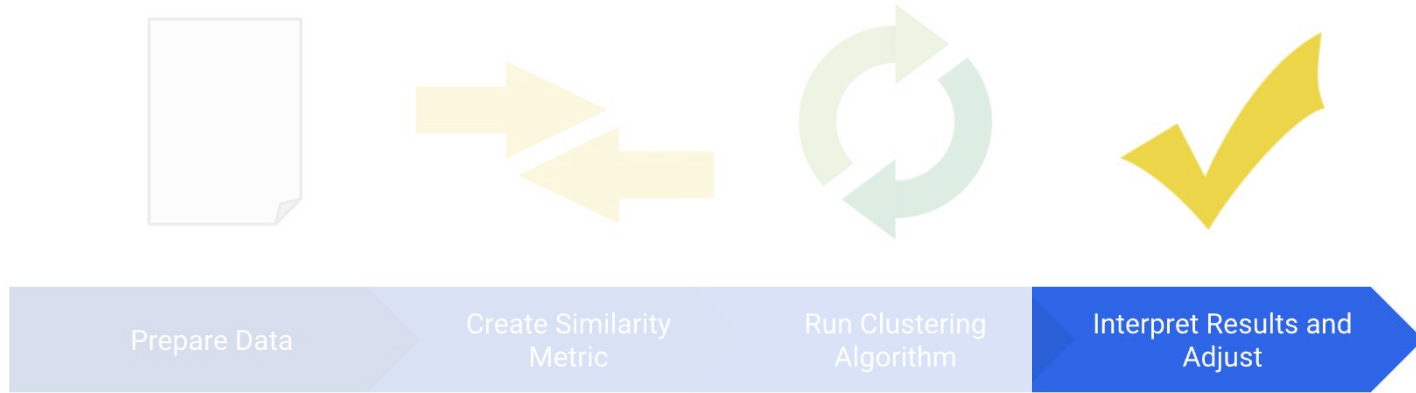


# Density-based Clustering

- Density-based clustering connects areas of high example **density** into clusters
- Advantage: they do not assign outliers to clusters.
- Disadvantage: have difficulty with data of varying densities and high dimensions.



# To cluster your data, you'll follow these steps:



# Because clustering is unsupervised, no “truth” is available to verify results

- It mainly depends on the subjective interpretability
- We have some kind of quality measures for some algorithms (like k-Means)

