CS 412 Intro. to Data Mining

Chapter 8. Classification: Basic Concepts

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Chapter 8. Classification: Basic Concepts

- Classification: Basic Concepts
- Decision Tree Induction
- Bayes Classification Methods
- Linear Classifier
- Model Evaluation and Selection
- Techniques to Improve Classification Accuracy: Ensemble Methods
- Additional Concepts on Classification
- Summary

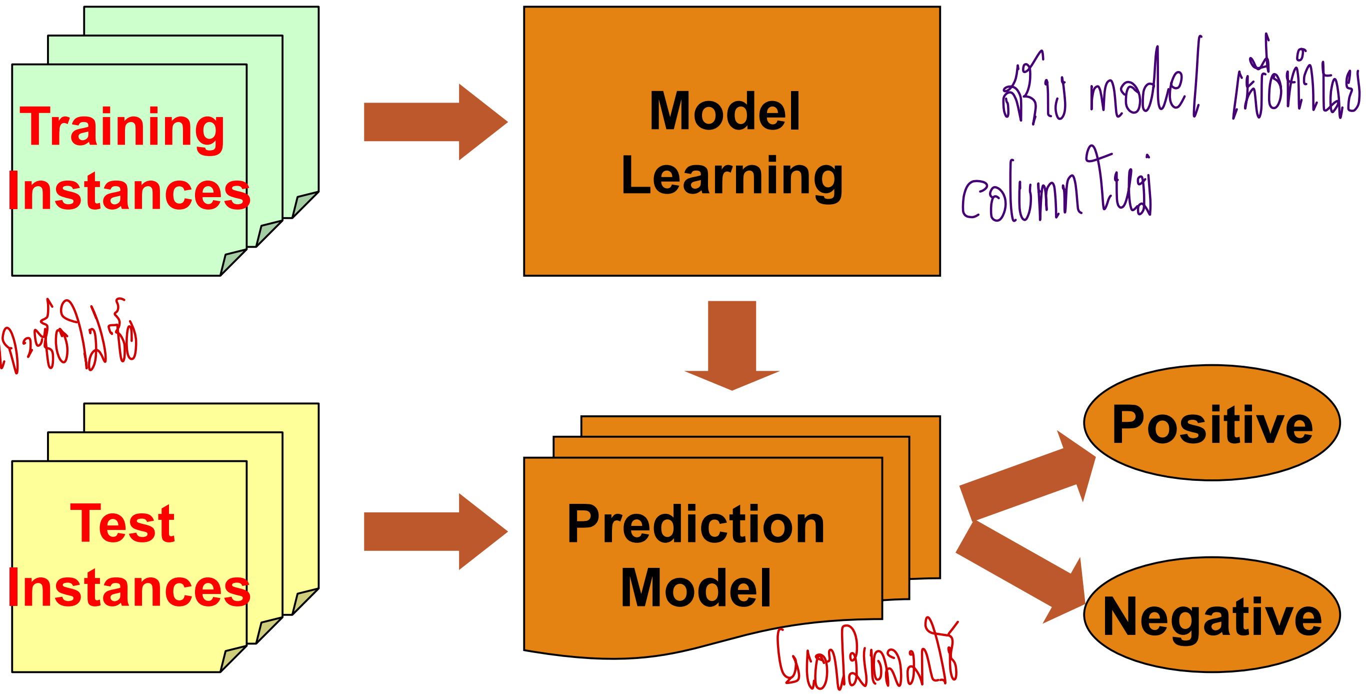
Supervised vs. Unsupervised Learning (1)

- Supervised learning (classification) มีจุดมุ่งหมายในการทำนาย โดยการเรียนรู้จากข้อมูลที่มีอยู่
  - มีผู้สอน
  - Supervision: The training data such as observations or measurements are accompanied by **labels** indicating the classes which they belong to
  - New data is classified based on the models built from the training set

Training Data with class label:

age	income	student	credit_rating	buys_computer
<=30	high	no	fair	no
<=30	high	no	excellent	no
31…40	high	no	fair	yes
>40	medium	no	fair	yes
>40	low	yes	fair	yes
>40	low	yes	excellent	no
31…40	low	yes	excellent	yes
<=30	medium	no	fair	no
<=30	low	yes	fair	yes
>40	medium	yes	fair	yes
<=30	medium	yes	excellent	yes
31…40	medium	no	excellent	yes
31…40	high	yes	fair	yes
>40	medium	no	excellent	no

ทำนาย ว่าจะซื้อไม่ซื้อ



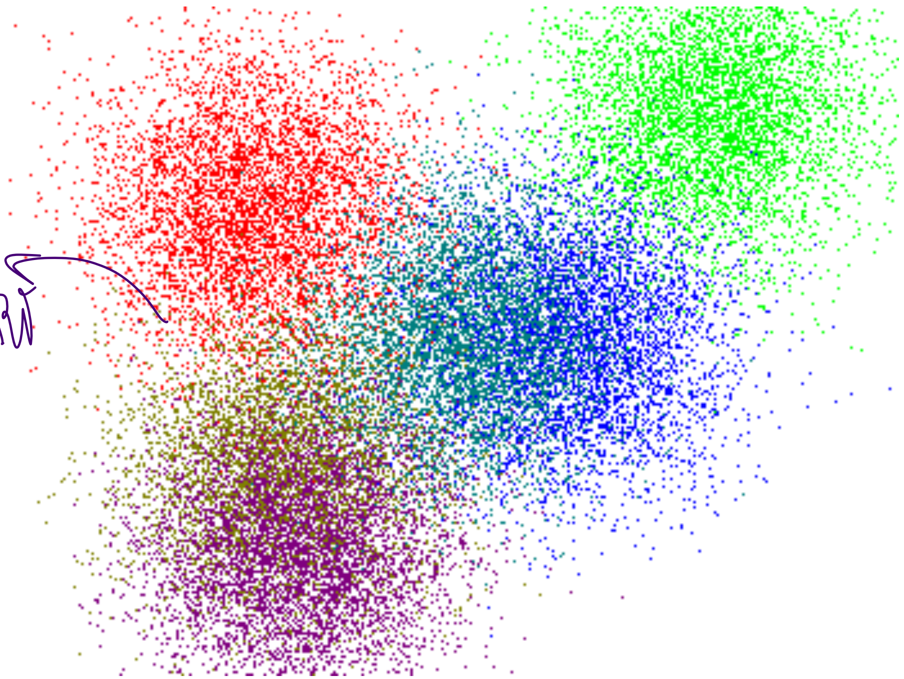
สร้าง model เพื่อทำนายข้อมูลใน column ใหม่

โมเดลที่ได้

Supervised vs. Unsupervised Learning (2)

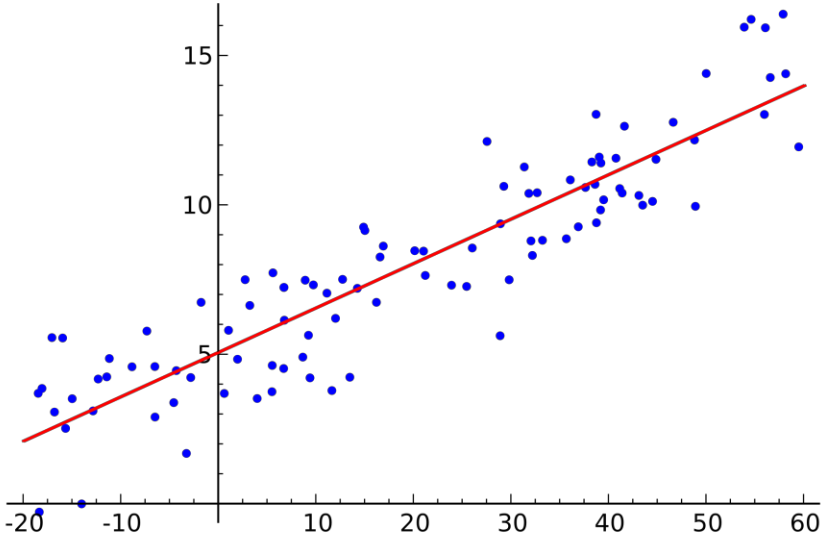
- Unsupervised learning (clustering) ไม่มีผู้เชี่ยวชาญในการสอน ส่วนใหญ่เรียกว่า clustering
  - The class labels of training data are unknown
  - Given a set of observations or measurements, establish the possible existence of classes or clusters in the data

ใส่ข้อมูลลงไปแล้ว
มันจะทำการแบ่งกลุ่มให้



Prediction Problems: Classification vs. Numeric Prediction

- Classification การทำนายว่าอยู่กลุ่มไหน ใช่,ไม่ใช่
  - Predict categorical class labels (discrete or nominal)
  - Construct a model based on the training set and the **class labels** (the values in a classifying attribute) and use it in classifying new data
- Numeric prediction การทำนายเป็นตัวเลข
  - Model continuous-valued functions (i.e., predict unknown or missing values)
- Typical applications of classification
  - Credit/loan approval
  - Medical diagnosis: if a tumor is cancerous or benign
  - Fraud detection: if a transaction is fraudulent
  - Web page categorization: which category it is



Classification—Model Construction, Validation and Testing

- **Model construction** เอา Data ที่มีคำตอบ, preder มาสร้าง model
  - Each sample is assumed to belong to a predefined class (shown by the **class label**)
  - The set of samples used for model construction is **training set**
  - Model: Represented as decision trees, rules, mathematical formulas, or other forms
- **Model Validation and Testing**:
  - **Test:** Estimate accuracy of the model
    - The known label of test sample is compared with the classified result from the model
    - *Accuracy:* % of test set samples that are correctly classified by the model
    - Test set is independent of training set
  - **Validation**: If *the test set* is used to select or refine models, it is called **validation** (or development) **(test) set**
- **Model Deployment:** If the accuracy is acceptable, use the model to classify new data

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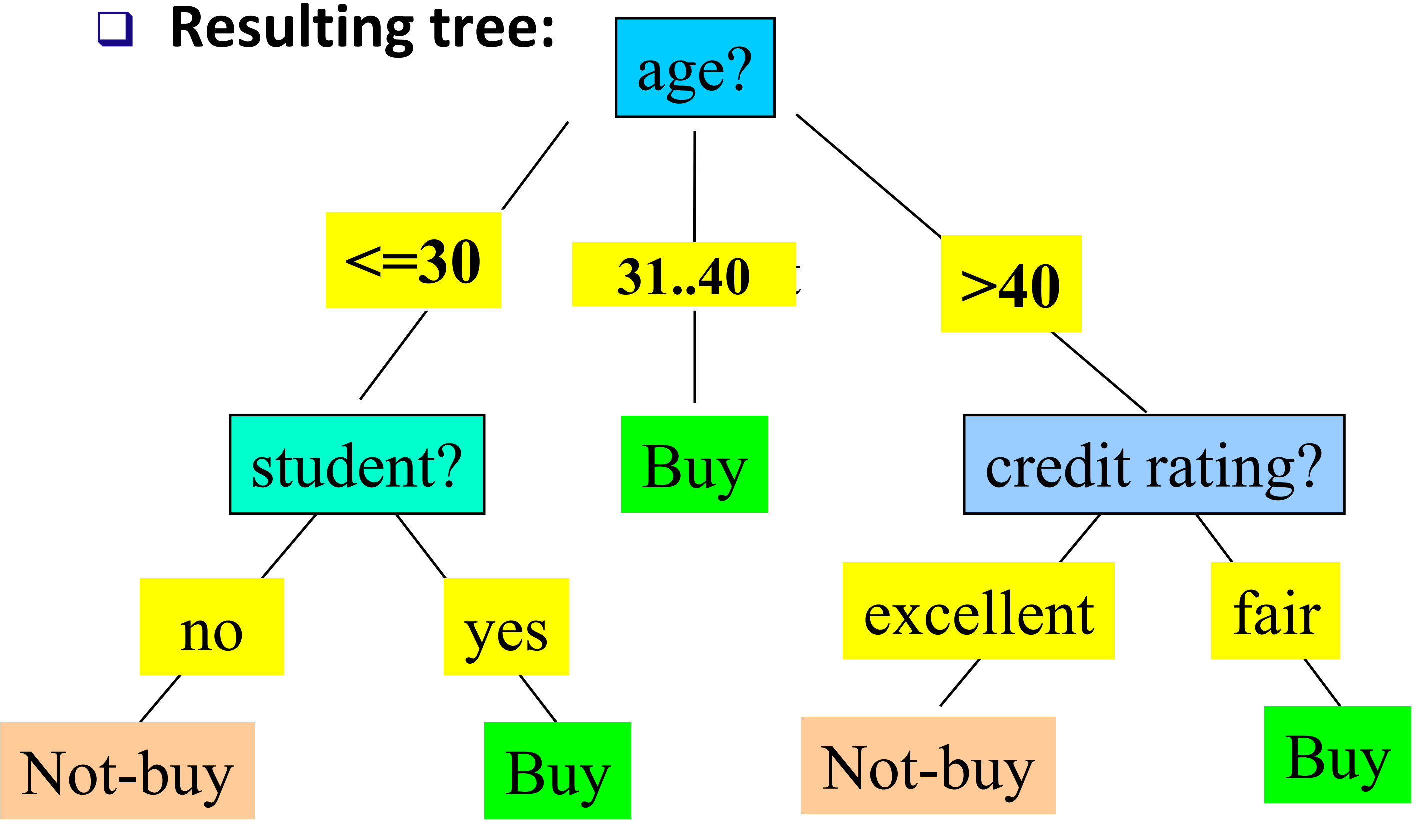
Decision Tree Induction: An Example

- **Decision tree construction:** $y = f(X)$
  - A top-down, recursive, divide-and-conquer process
- **Resulting tree:**



X (Feature) Y (label)

Training data set: Who buys computer?

age	income	student	credit_rating	buys_computer
<=30	high	no	fair	no
<=30	high	no	excellent	no
31…40	high	no	fair	yes
>40	medium	no	fair	yes
>40	low	yes	fair	yes
>40	low	yes	excellent	no
31…40	low	yes	excellent	yes
<=30	medium	no	fair	no
<=30	low	yes	fair	yes
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31…40	medium	no	excellent	yes
31…40	high	yes	fair	yes
>40	medium	no	excellent	no

Note: The data set is adapted from "Playing Tennis" example of R. Quinlan

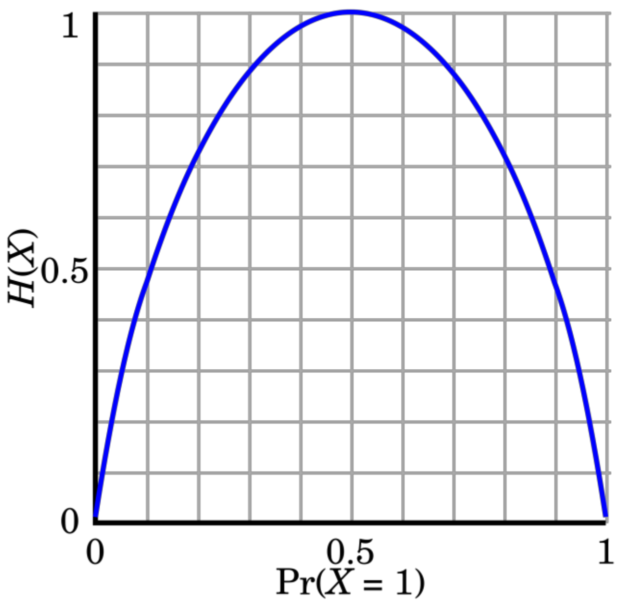
From Entropy to Info Gain: A Brief Review of Entropy

- Entropy (Information Theory)
  - A measure of uncertainty associated with a random number
  - Calculation: For a discrete random variable Y taking m distinct values $\{y_1, y_2, \ldots, y_m\}$

$$H(Y) = -\sum_{i=1}^{m} p_i \log(p_i) \quad where\ p_i = P(Y = y_i)$$

  - Interpretation
    - Higher entropy → higher uncertainty
    - Lower entropy → lower uncertainty
- Conditional entropy

$$H(Y|X) = \sum_{x} p(x) H(Y|X = x)$$



m = 2

Information Gain: An Attribute Selection Measure

- Select the attribute with the highest information gain (used in typical decision tree induction algorithm: ID3/C4.5)
- Let p_i be the probability that an arbitrary tuple in D belongs to class C_i, estimated by $|C_{i, D}|/|D|$
- Expected information (entropy) needed to classify a tuple in D:

$$Info(D) = -\sum_{i=1}^{m} p_i \log_2(p_i)$$ → 1 ครั้ง

- Information needed (after using A to split D into v partitions) to classify D:

$$Info_A(D) = \sum_{j=1}^{v} \frac{|D_j|}{|D|} \times Info(D_j)$$ → ทำการแยกหลายทีละ feature

- Information gained by branching on attribute A

$$Gain(A) = Info(D) - Info_A(D)$$

Example: Attribute Selection with Information Gain

- Class P: buys_computer = "yes"
- Class N: buys_computer = "no"

yes, no

$$Info(D) = I(9,5) = -\frac{9}{14}\log_2(\frac{9}{14}) - \frac{5}{14}\log_2(\frac{5}{14}) = 0.940$$

age	p_i	n_i	$I(p_i, n_i)$
<=30	2	3	0.971
31…40	4	0	0
>40	3	2	0.971

s=14 (row)

age	income	student	credit_rating	buys_computer
<=30 1	high	no	fair	no
<=30 2	high	no	excellent	no
31…40 1	high	no	fair	yes
>40 1	medium	no	fair	yes
>40 2	low	yes	fair	yes
>40 3	low	yes	excellent	no
31…40 2	low	yes	excellent	yes
<=30 3	medium	no	fair	no
<=30 4	low	yes	fair	yes
>40 4	medium	yes	fair	yes
<=30 5	medium	yes	excellent	yes
31…40 3	medium	no	excellent	yes
31…40 4	high	yes	fair	yes
>40 5	medium	no	excellent	no

$$Info_{age}(D) = \underbrace{\frac{5}{14}I(2,3)}_{\le 30} + \underbrace{\frac{4}{14}I(4,0)}_{31-40} + \underbrace{\frac{5}{14}I(3,2)}_{>40} = 0.694$$

$\frac{5}{14}I(2,3)$ means "age <=30" has 5 out of 14 samples, with 2 yes'es and 3 no's.

Hence

$$Gain(age) = Info(D) - Info_{age}(D) = 0.246$$

Similarly, we can get

$$Gain(income) = 0.029$$

$$Gain(student) = 0.151$$

$$Gain(credit\_rating) = 0.048$$

$I(A,B,C) \ldots \frac{A}{S}\log\frac{A}{S} - \ldots - \frac{C}{S}\log\frac{C}{S}$; ใส่ที่ label แต่ละ yes, no