



# Introduction to Data Mining

## Web Chapter Exploring Data

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Based in Slides by Tan,  
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# R Code Examples

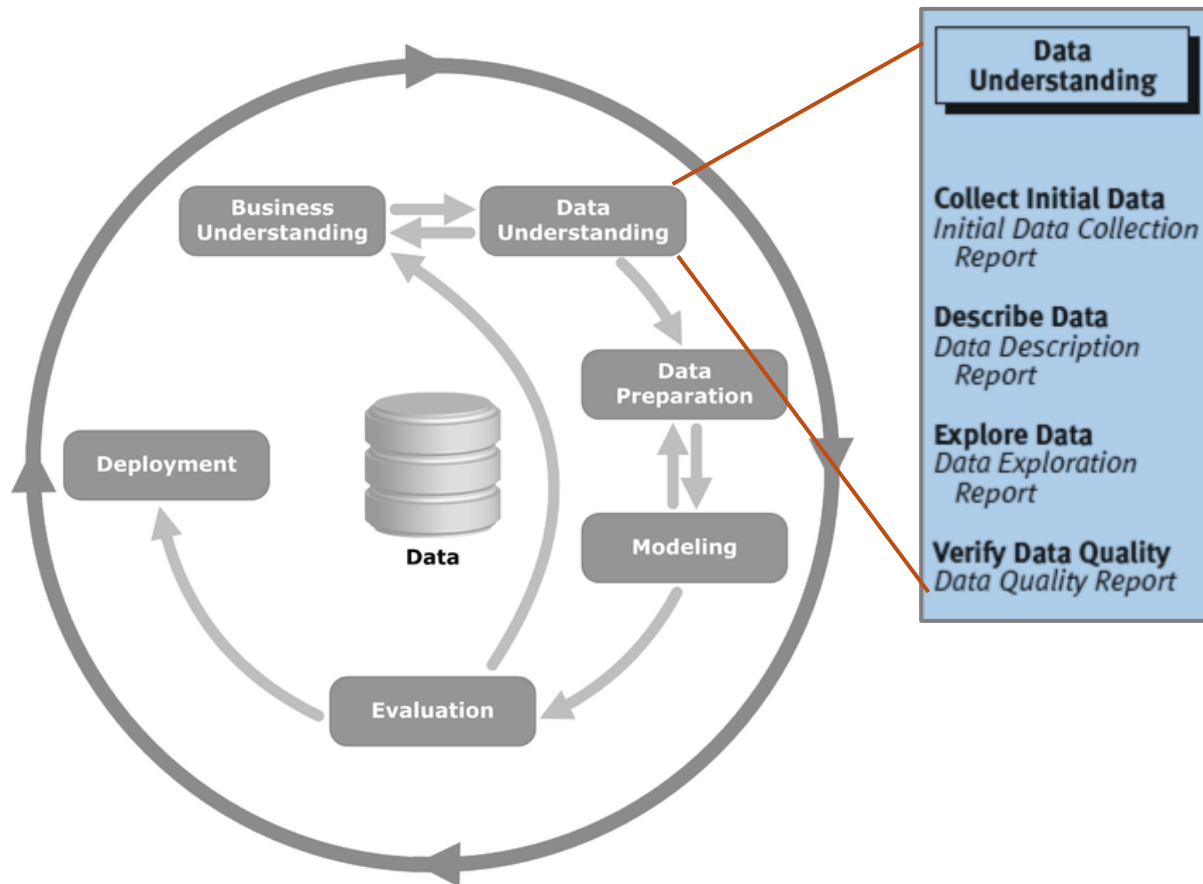
- Available R Code examples are indicated on slides by the R logo



- The Examples are available at [https://mhahsler.github.io/Introduction\\_to\\_Data\\_Mining\\_R\\_Examples/](https://mhahsler.github.io/Introduction_to_Data_Mining_R_Examples/)



# Exploring Data in the Data Mining Process



# Topics

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- **Exploratory Data Analysis**
- Summary Statistics
- Visualization



# What is Data Exploration?

**“A preliminary exploration of the data to better understand its characteristics.”**

- Key motivations of data exploration include
  - Helping to select the right tool for preprocessing or analysis
  - Making use of humans’ abilities to recognize patterns.
    - People can recognize patterns not captured by data analysis tools
- Related to the area of Exploratory Data Analysis (EDA)
  - Created by statistician John Tukey
  - Seminal book is "Exploratory Data Analysis" by Tukey
  - A nice online introduction can be found in Chapter 1 of the NIST Engineering Statistics Handbook
  - <http://www.itl.nist.gov/div898/handbook/index.htm>

# Topics

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- Exploratory Data Analysis
- **Summary Statistics**
- Visualization



# Summary Statistics

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Summary statistics are numbers that summarize properties of the data



Summarized properties include location and spread for continuous data

Examples:      location - mean  
                     spread - standard deviation



Most summary statistics can be calculated in a single pass through the data

# Categorical Features: Frequency and Mode

- The frequency of an attribute value is the percentage of time the value occurs in the data set
  - For example, given the attribute 'gender' and a representative population of people, the gender 'female' occurs about 60% of the time.
- The mode of an attribute is the most frequent attribute value



## Continuous/Ordinal Features: Measures of Location - Mean and Median

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- The mean is the most common measure of the location of a set of points.
- However, the mean is very sensitive to outliers.
- Thus, the median or a trimmed mean is also commonly used.

$$\text{mean}(x) = \bar{x} = \frac{1}{m} \sum_{i=1}^m x_i$$

$$\text{median}(x) = \begin{cases} x_{(r+1)} & \text{if } m \text{ is odd, i.e., } m = 2r + 1 \\ \frac{1}{2}(x_{(r)} + x_{(r+1)}) & \text{if } m \text{ is even, i.e., } m = 2r \end{cases}$$



Robust against outliers

# Measures of Spread: Range and Variance

- Range is the difference between the max and min
- The variance or standard deviation is the most common measure of the spread of a set of points.

$$\text{variance}(x) = s_x^2 = \frac{1}{m-1} \sum_{i=1}^m (x_i - \bar{x})^2$$

- Other measures are often used.

$$\text{AAD}(x) = \frac{1}{m} \sum_{i=1}^m |x_i - \bar{x}|$$

$$\text{MAD}(x) = \text{median}\left(\{|x_1 - \bar{x}|, \dots, |x_m - \bar{x}|\}\right)$$

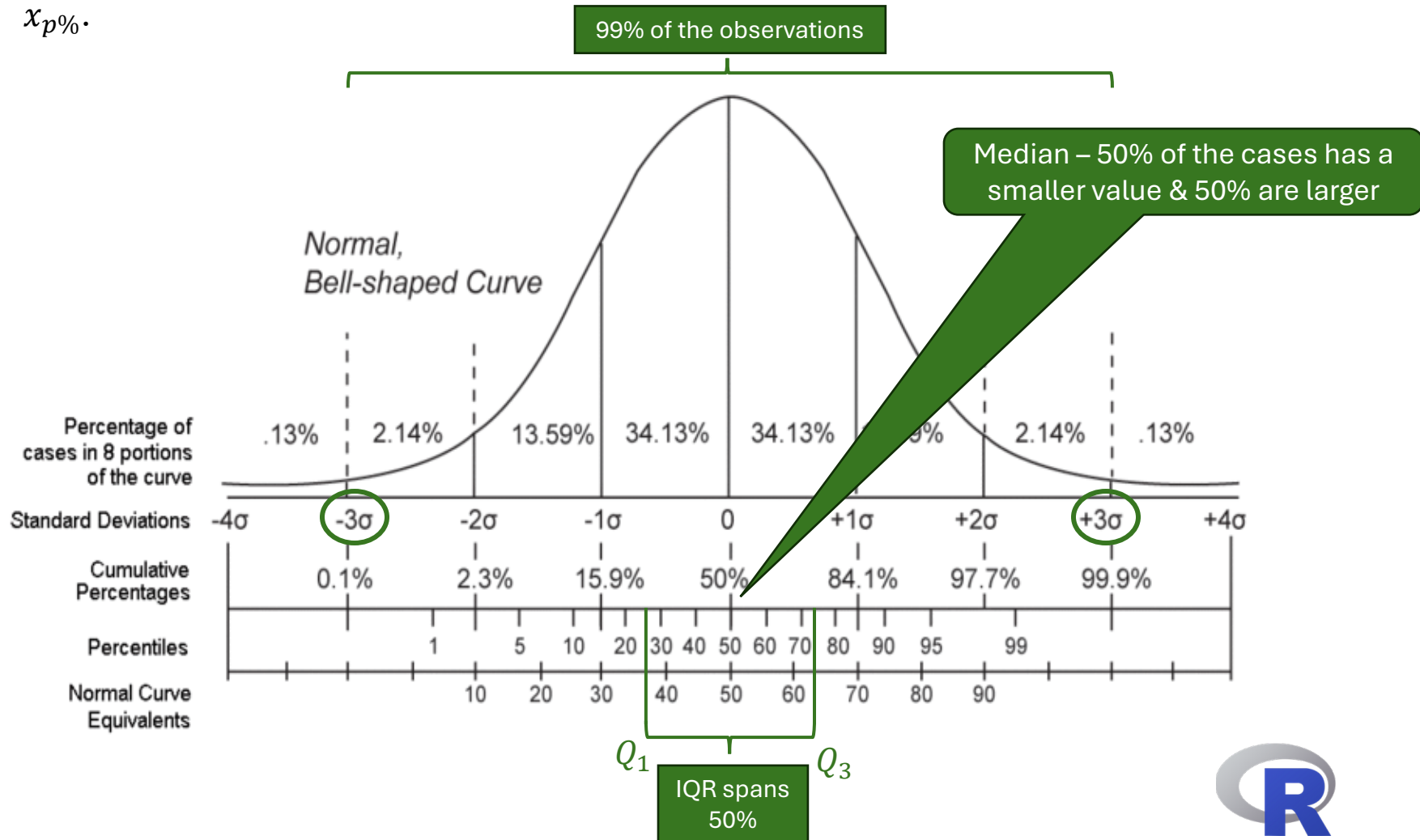
$$\text{IQR interquartile range}(x) = x_{75\%} - x_{25\%}$$

Robust against outliers



# Percentiles of a Distribution

- Given an ordinal or continuous attribute  $x$  and a number  $p$  between 0 and 100, the  $p^{th}$  percentile is a value  $x_{p\%}$  of  $x$  such that  $p\%$  of the observed values of  $x$  are less than  $x_{p\%}$ .



# Pearson Correlation

- The Pearson correlation coefficient measures the (linear) relationship between two variables.
- To compute Pearson correlation (Pearson's Product Moment Correlation), we standardize data objects,  $p$  and  $q$ , and then take their dot product

$$\rho = \frac{\text{cov}(X, Y)}{\text{sd}(X) \text{sd}(Y)}$$

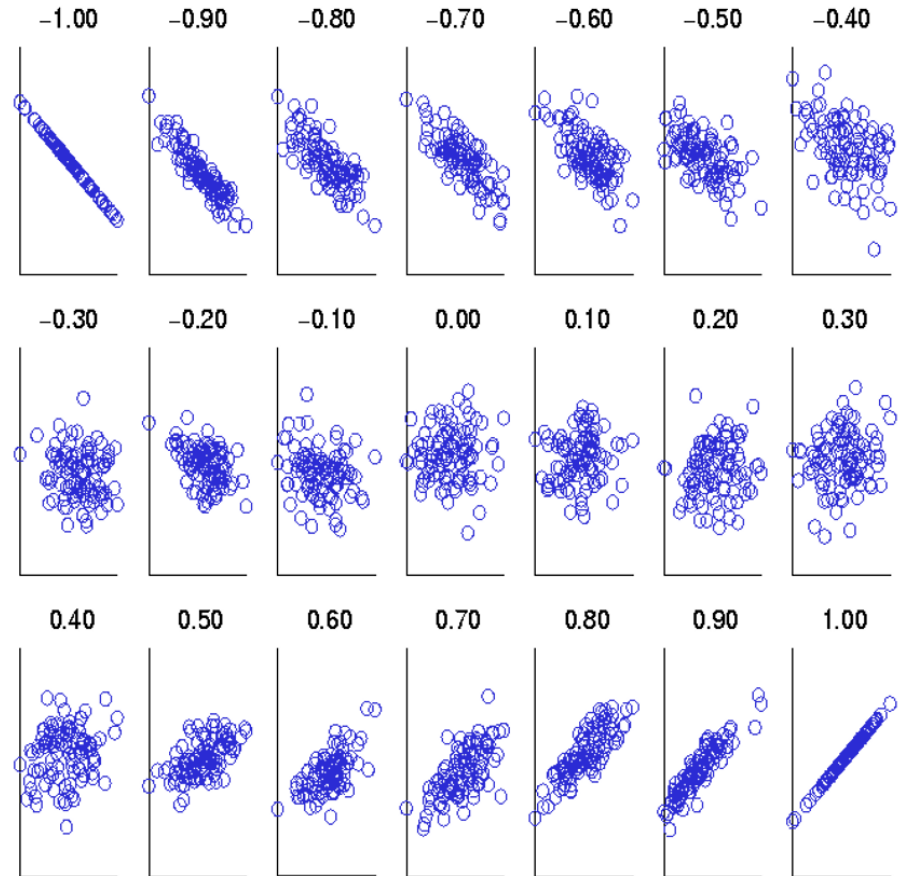
- Estimation:

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

- Correlation is often used as a measure of similarity.

# Visually Evaluating Correlation

Scatter plots showing data  
with correlation from  $-1$  to  $1$ .



# Rank Correlation

- Measure the degree of similarity between two ratings (e.g., ordinal data).
- Is more robust against outliers and does not assume normality of data or linear relationship like Pearson Correlation.
- Measures (all are between -1 and 1)
  - Spearman's Rho: Pearson correlation between ranked variables.
  - Kendall's Tau

$$\tau = \frac{N_s - N_d}{\frac{1}{2}n(n-1)}$$

$N_s$ ... concordant pair  
 $N_d$ ... discordant pair

- Goodman and Kruskal's Gamma

$$\gamma = \frac{N_s - N_d}{N_s + N_d}$$



# Topics

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- Exploratory Data Analysis
- Summary Statistics
- **Visualization**



# Visualization

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Visualization is the conversion of data into a **visual or tabular** format so that the characteristics of the data and the **relationships among data items or attributes** can be analyzed or reported.



Visualization of data is one of the most powerful and appealing techniques for data exploration.

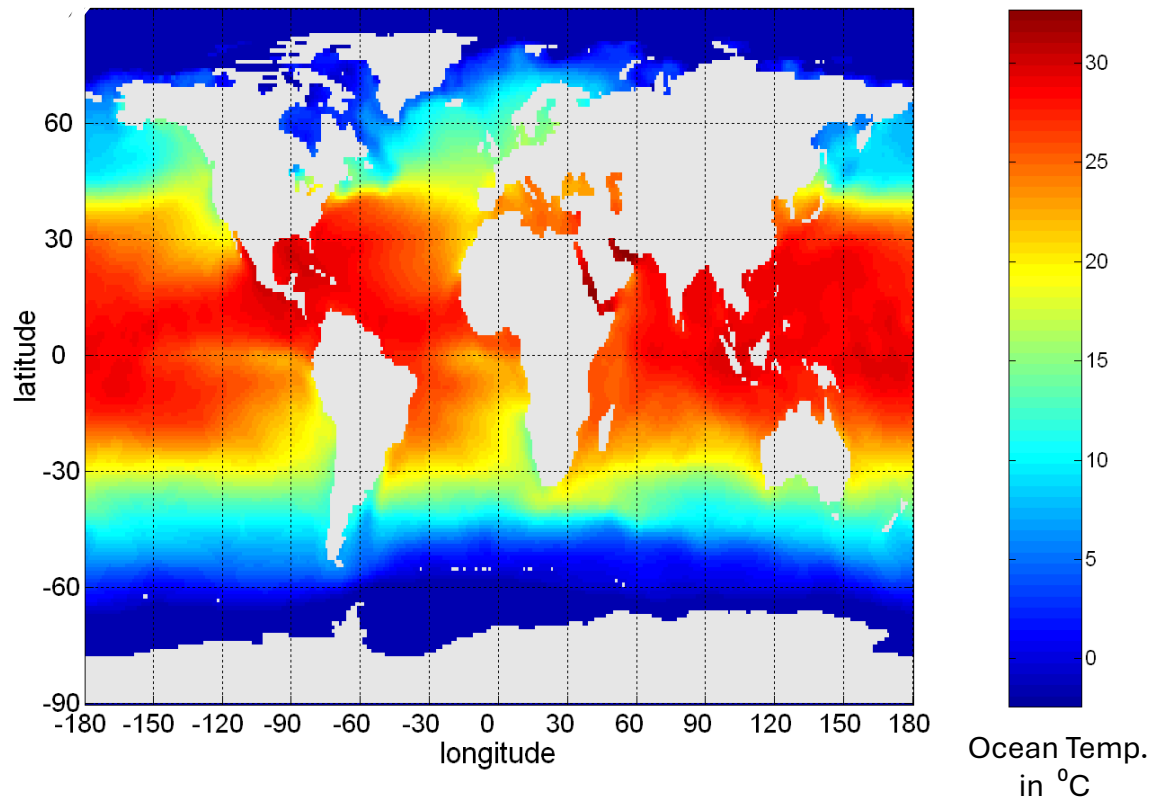
Humans have a well-developed ability to analyze large amounts of information that is presented visually

- \* Can detect general patterns and trends
- \* Can detect outliers and unusual patterns



# Example: Sea Surface Temperature

- The following shows the Sea Surface Temperature (SST) for July 1982
- Tens of thousands of data points are summarized in a single figure



# Representation

- Is the mapping of information to a visual format
- Data objects, their attributes, and the relationships among data objects are translated into graphical elements such as **points, lines, shapes, and colors.**
- Examples:
  - Objects are often represented as points.
  - Their attribute values can be represented as the position of the points or the characteristics of the points, e.g., color, size, and shape.
  - If position is used, then the relationships of points, i.e., whether they form groups or a point is an outlier, is easily perceived.

# Arrangement

- Is the placement of visual elements within a display
- Can make a large difference in how easy it is to understand the data

Example:

	1	2	3	4	5	6
1	0	1	0	1	1	0
2	1	0	1	0	0	1
3	0	1	0	1	1	0
4	1	0	1	0	0	1
5	0	1	0	1	1	0
6	1	0	1	0	0	1
7	0	1	0	1	1	0
8	1	0	1	0	0	1
9	0	1	0	1	1	0

	6	1	3	2	5	4
4	1	1	1	0	0	0
2	1	1	1	0	0	0
6	1	1	1	0	0	0
8	1	1	1	0	0	0
5	0	0	0	1	1	1
3	0	0	0	1	1	1
9	0	0	0	1	1	1
1	0	0	0	1	1	1
7	0	0	0	1	1	1

# The Iris Dataset

Many of the exploratory data techniques are illustrated with the Iris Plant data set.

- Included as a demo dataset in many tools (R, scikit-learn, Rapidminer, ...).
- Can be obtained from the UCI Machine Learning Repository  
<http://www.ics.uci.edu/~mlearn/MLRepository.html>
- From the statistician R.A. Fisher
- 150 flowers, three types (classes).
- Four (non-class) attributes

	▲	Sepal.Length	◄	Sepal.Width	◄	Petal.Length	◄	Petal.Width	◄	Species	◄
1		5.1		3.5		1.4		0.2		setosa	
2		4.9		3.0		1.4		0.2		setosa	
3		4.7		3.2		1.3		0.2		setosa	

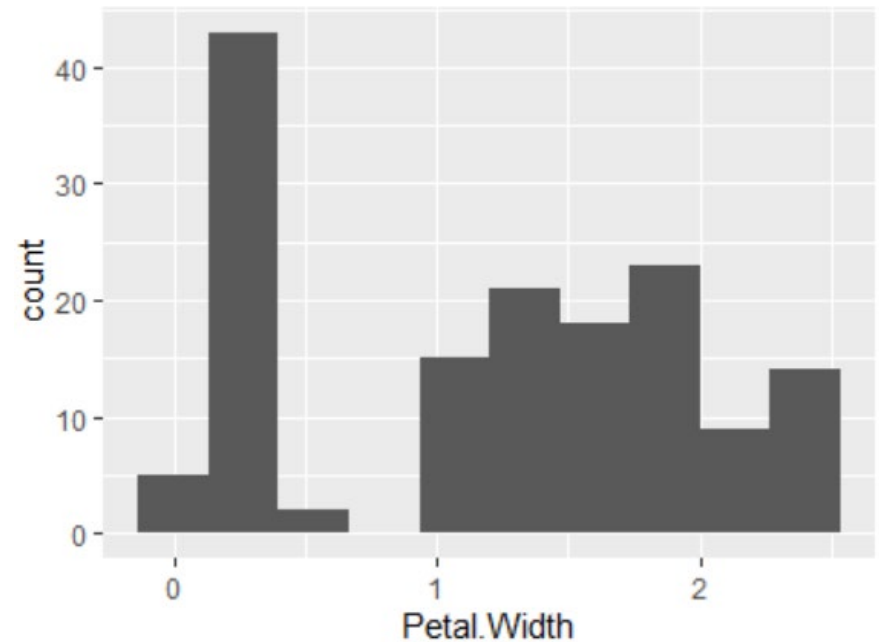
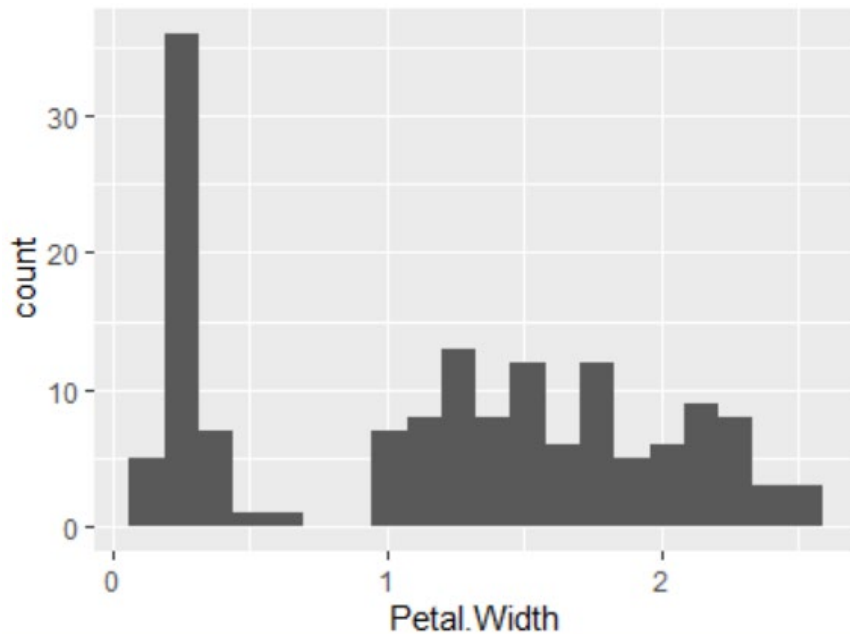
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# Distribution: Histograms

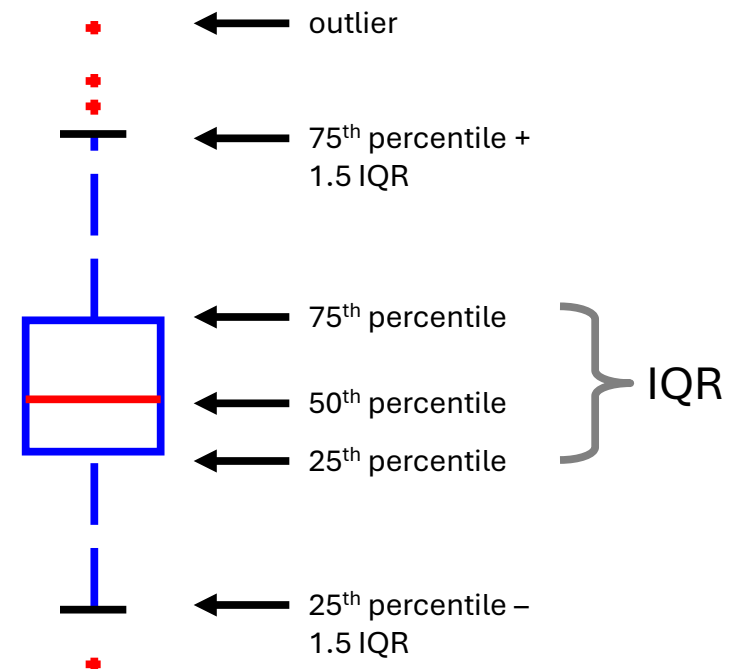
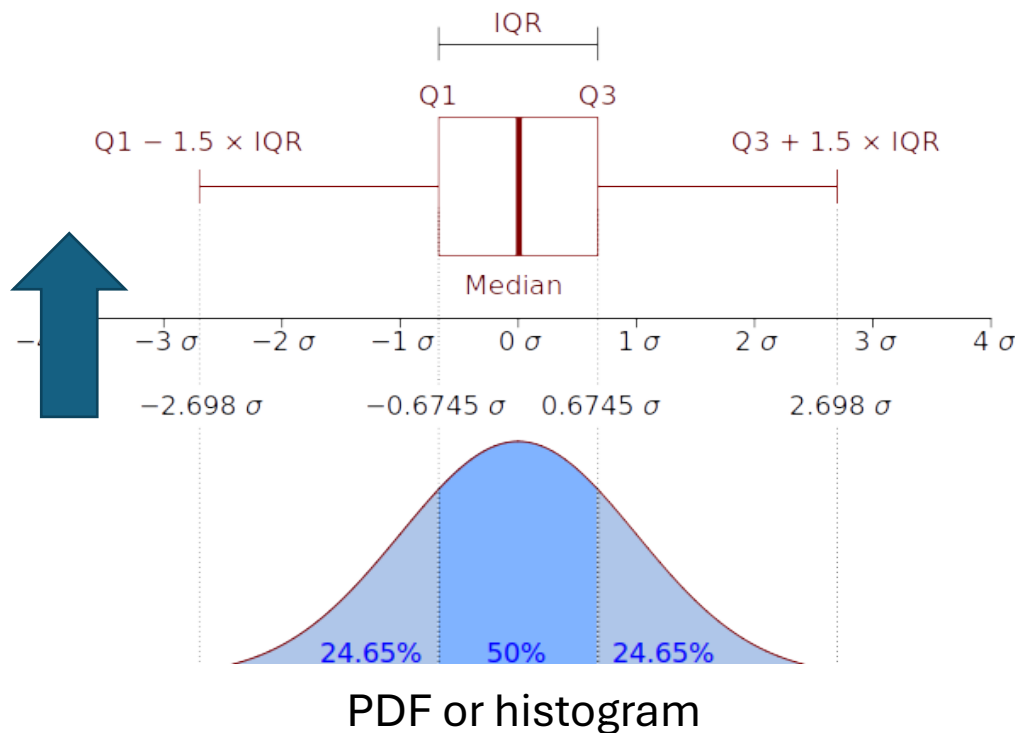
- Usually shows the distribution of values of a single variable
- Divide the values into bins and show a bar plot of the number of objects in each bin.
- The height of each bar indicates the number of objects
- Shape of histogram depends on the number of bins

Example: Petal Width (10 and 20 bins, respectively)



# Distribution Box Plots

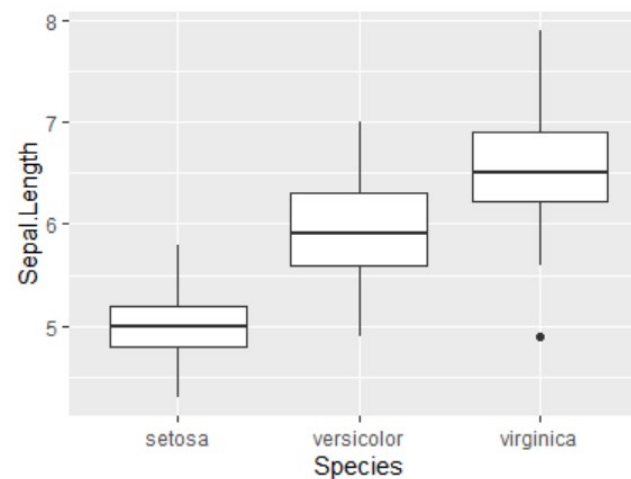
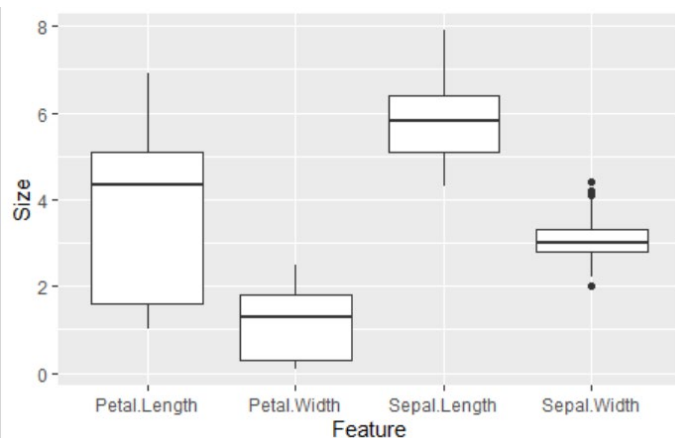
- Invented by J. Tukey as a simplified version of a PDF/histogram that is robust against outliers.



## Examples of Box Plots

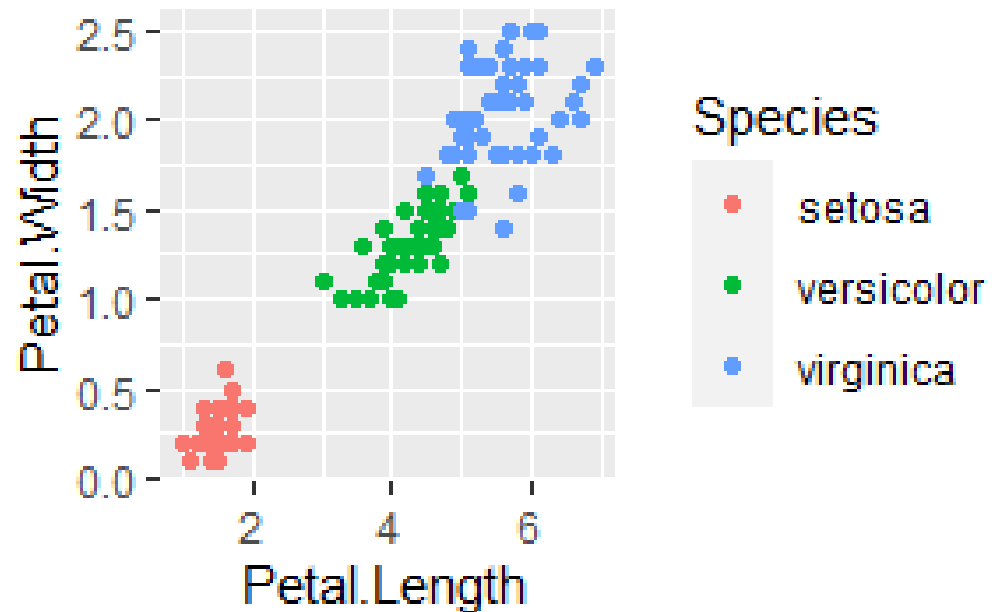
- Box plots can be used to compare the distribution of attributes or subgroups.

	Sepal.Length	Sepal.Width	Petal.Length	Petal.Width	Species
1	5.1	3.5	1.4	0.2	setosa
2	4.9	3.0	1.4	0.2	setosa
3	4.7	3.2	1.3	0.2	setosa



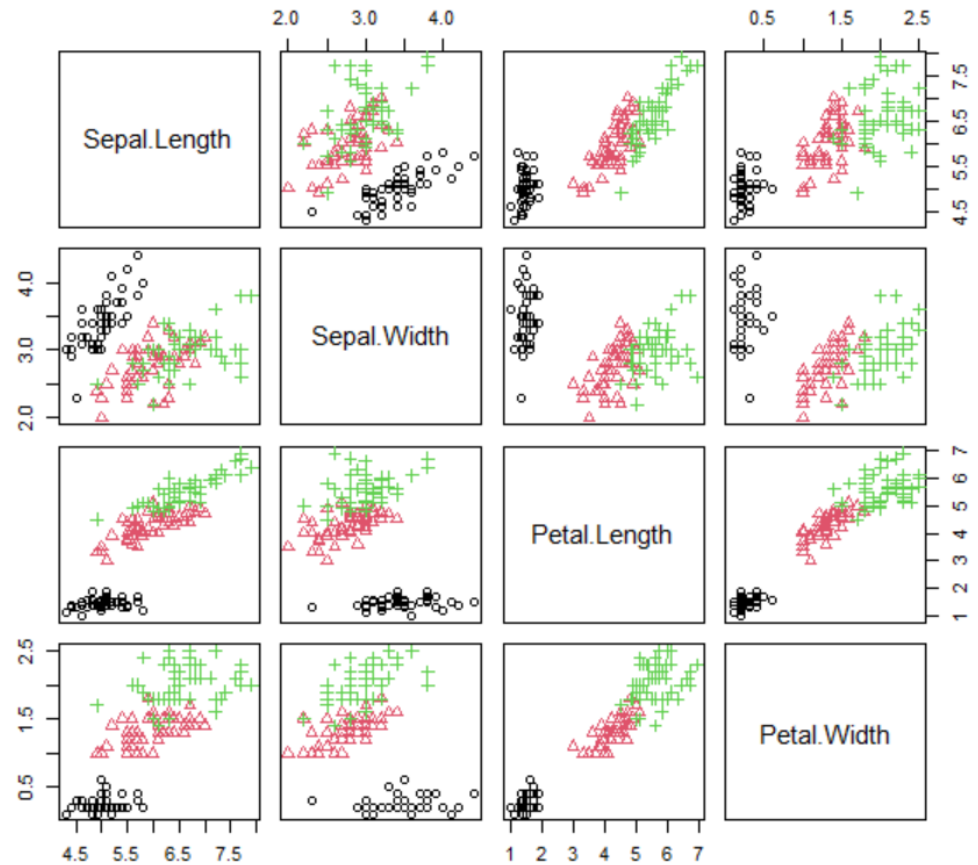
## Scatter Plots

- Attributes values determine the position
- Two-dimensional scatter plots most common, but can have three-dimensional scatter plots
- Often additional attributes can be displayed by using the size, shape, and color of the markers that represent the objects





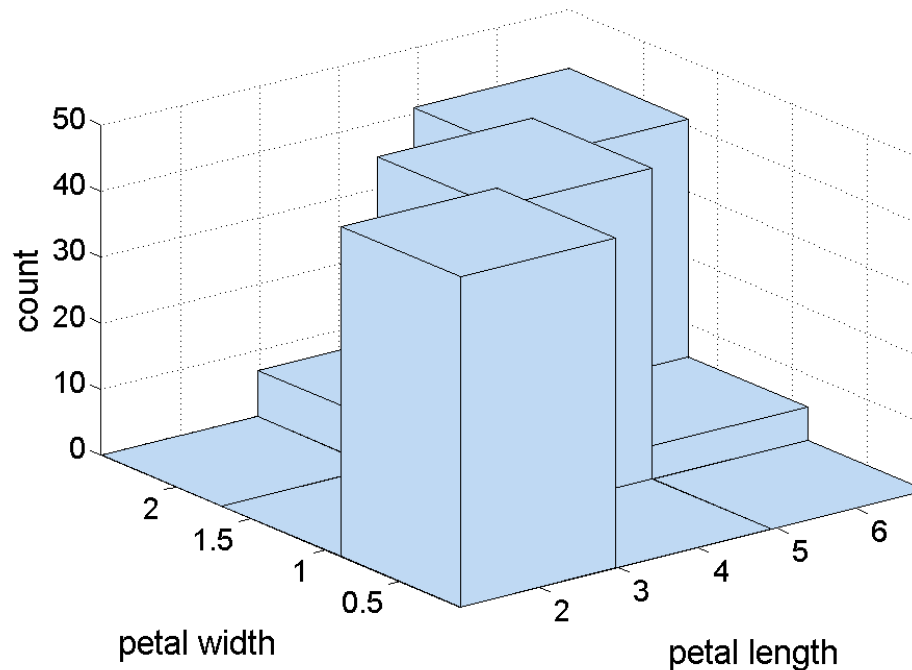
# Scatter Plot Array of Iris Attributes



# Two-Dimensional Histograms

- Show the joint distribution of the values of two attributes

Example: petal width and petal length. What does this tell us?

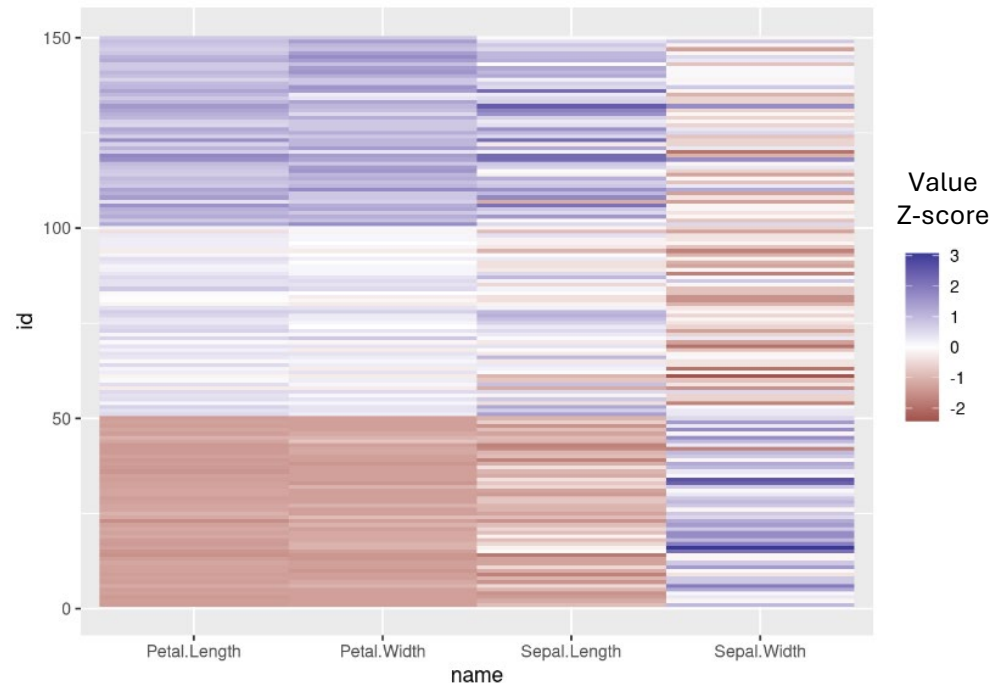


**Note:** Matrix visualizations are often preferred.

# Matrix Plots

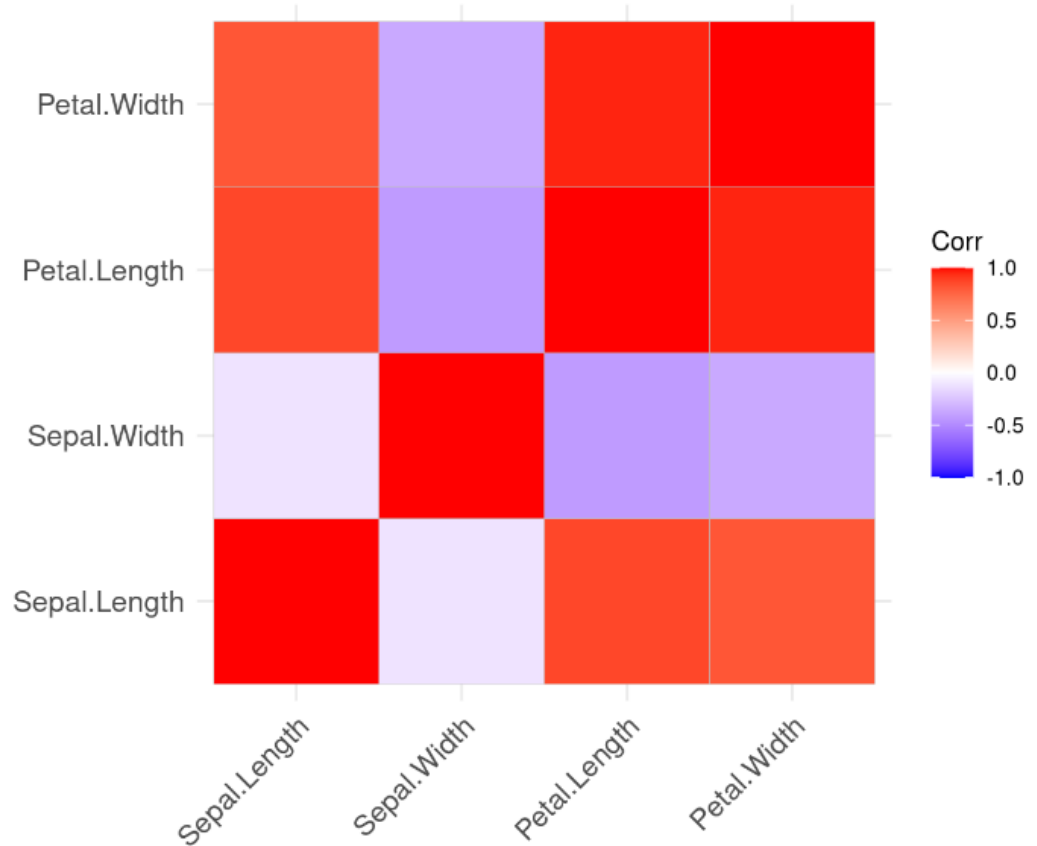
- Can plot a data matrix
- Can be useful when objects are sorted according to class
- Typically, the attributes are normalized to prevent one attribute from dominating the plot
- Plots of similarity or distance matrices can also be useful for visualizing the relationships between objects

## Example: The Iris Data Matrix



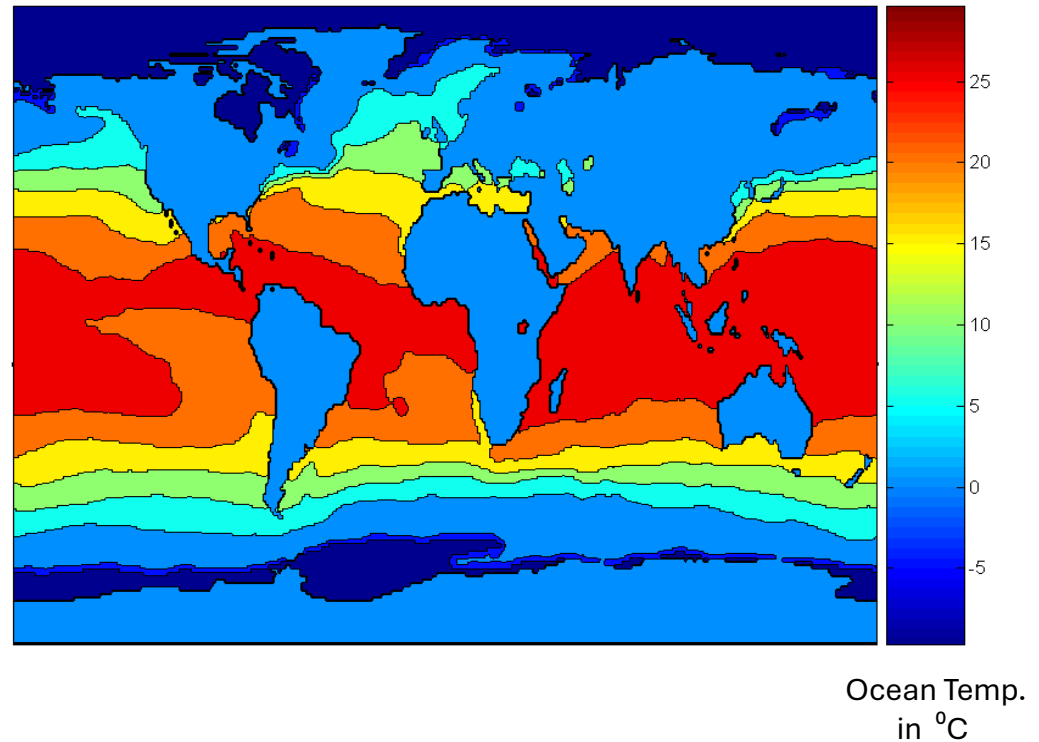
# Example: The Iris Correlation Matrix

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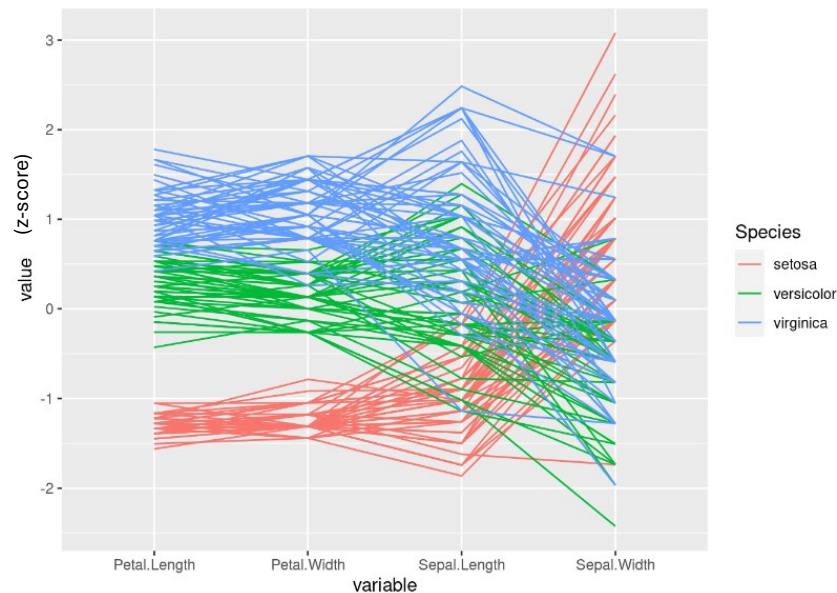
# Contour Plots

- Useful when a continuous attribute is measured on a **spatial grid**
- They partition the plane into regions of similar values
- The contour lines that form the boundaries of these regions connect points with equal values
- The most common example is contour maps of elevation
- Can also display temperature, rainfall, air pressure, etc.

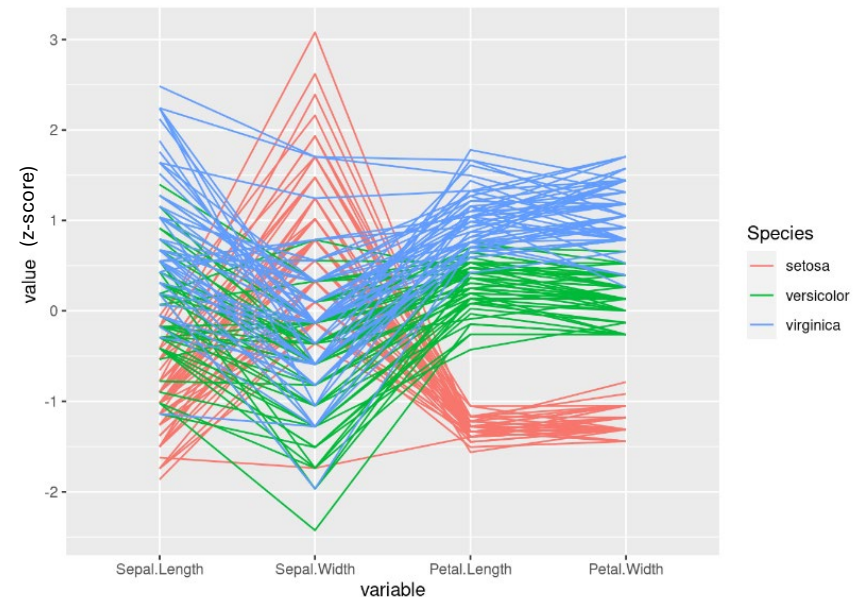


# Parallel Coordinates

- Used to plot the attribute values of high-dimensional data
- Instead of using perpendicular axes, use a set of parallel axes
- The attribute values of each object are plotted as a point on each corresponding coordinate axis and the points are connected by a line
- Thus, each object is represented as a line
- Often, the lines representing a distinct class of objects group together, at least for some attributes
- Ordering of attributes is important in seeing such groupings



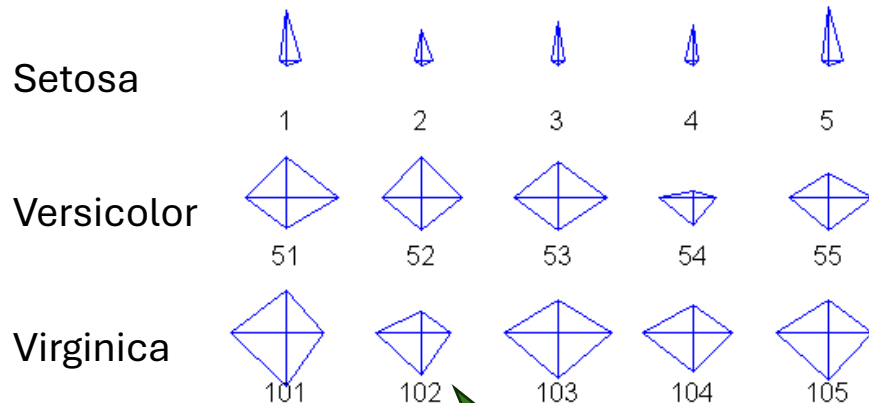
+ Reordered features



# Other Visualization Techniques

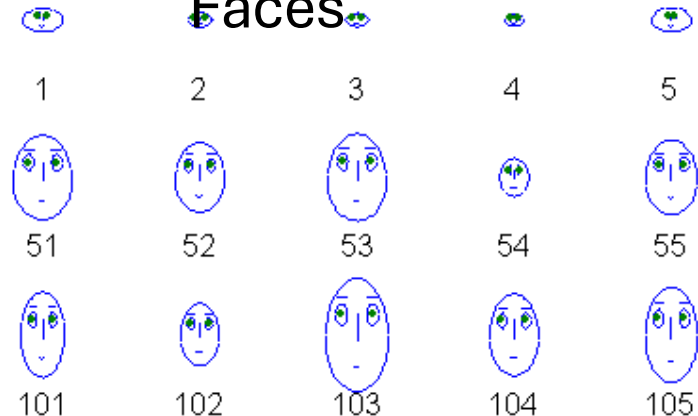
- Translate each feature to a feature (a length or size) of a glyph.

## Star Plots

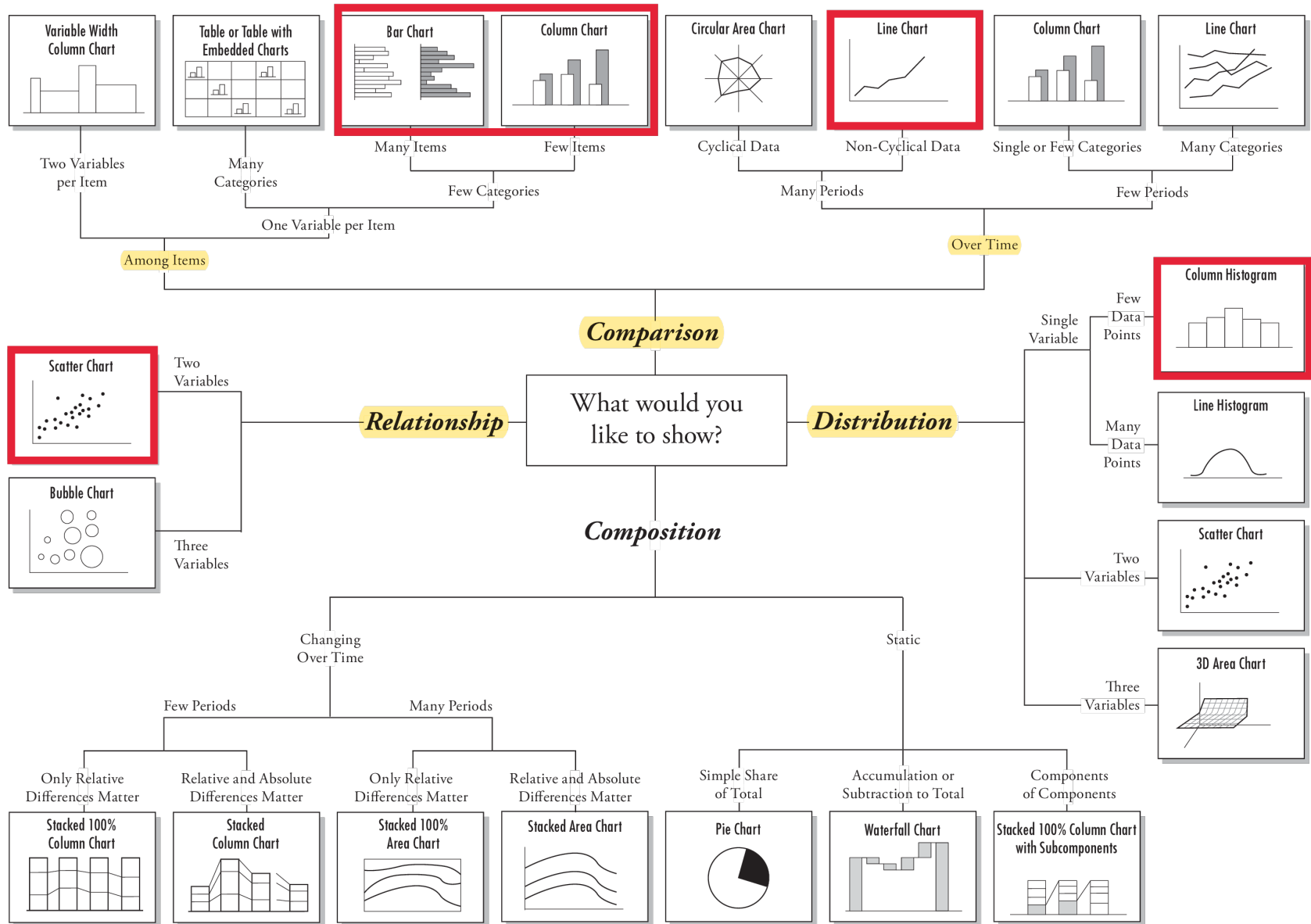


Also called  
radar  
charts

## Chernoff Faces



# Chart Suggestions—A Thought-Starter







# Conclusion

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- Exploring data is the first step when working with data.
- The goal is to:
  1. Understand what data is available.
  2. Assess data distributions and how variables relate to each other.
  3. Assess data quality.
- Understanding the data is necessary to decide on data preparation and modeling.