Data Mining: Introduction

Lecture Notes for Chapter 1

Introduction to Data Mining,

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Large-scale Data is Everywhere!

- There has been enormous data growth in both commercial and scientific databases due to advances in data generation and collection technologies

- New mantra
  - Gather whatever data you can whenever and wherever possible.

- Expectations
  - Gathered data will have value either for the purpose collected or for a purpose not envisioned.
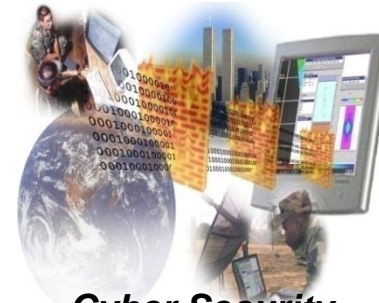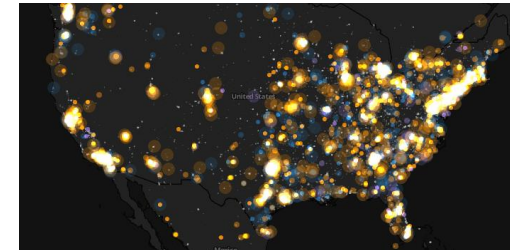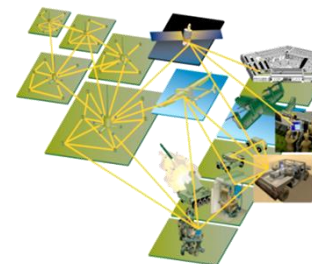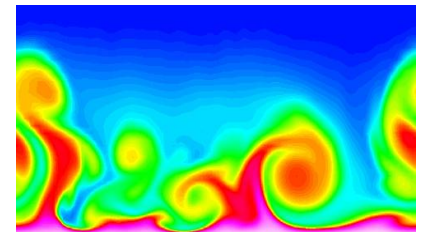

Cyber Security

E-Commerce
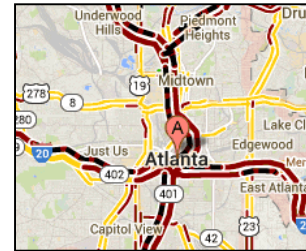
Traffic Patterns

Social Networking: Twitter

Sensor Networks

Computational Simulations

Why Data Mining? Commercial Viewpoint

- Lots of data is being collected and warehoused
  - Web data
    - Google has Peta Bytes of web data
    - Facebook has billions of active users
  - purchases at department/ grocery stores, e-commerce
    - Amazon handles millions of visits/day
  - Bank/Credit Card transactions
- Computers have become cheaper and more powerful
- Competitive Pressure is Strong
  - Provide better, customized services for an edge (e.g. in Customer Relationship Management)

Why Data Mining? Scientific Viewpoint

- Data collected and stored at enormous speeds

  - remote sensors on a satellite
    - NASA EOSDIS archives over petabytes of earth science data / year

  - telescopes scanning the skies
    - Sky survey data

  - High-throughput biological data

  - scientific simulations
    - terabytes of data generated in a few hours

- Data mining helps scientists
  - in automated analysis of massive datasets
  - In hypothesis formation
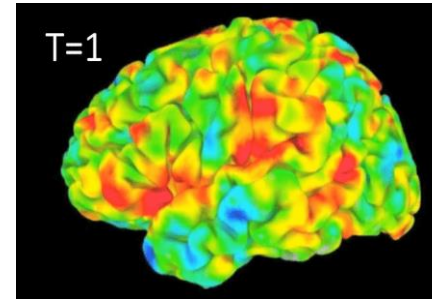
Data from Brain

Sky Survey Data
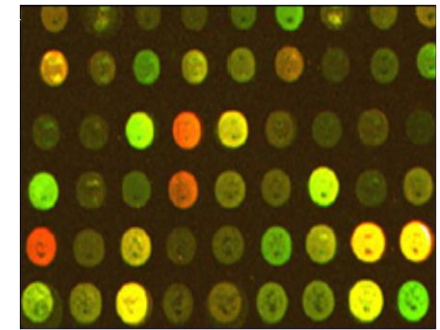
Gene Expression Data
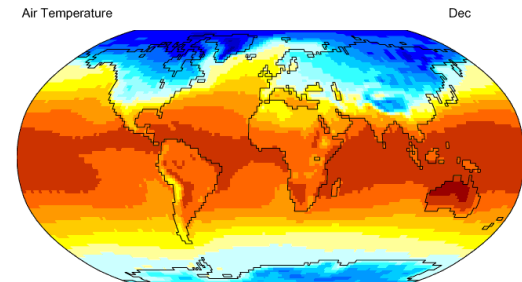
Surface Temperature of Earth

Great Opportunities to Solve Society's Major Problems

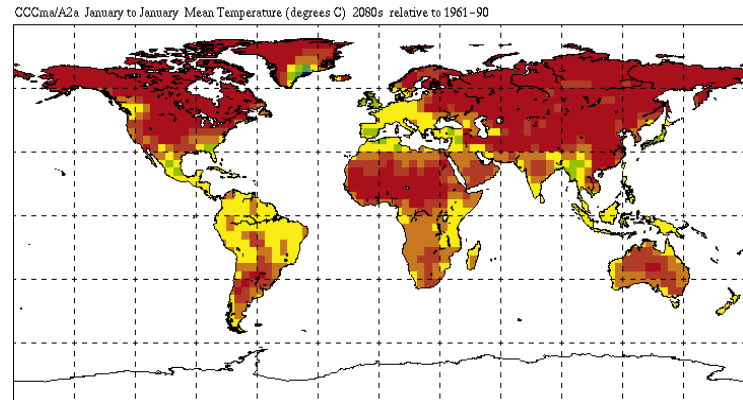**Improving health care and reducing costs**

CCCma/A2a January to January Mean Temperature (degrees C) 2080s relative to 1961~90

Predicting the impact of climate change

Finding alternative/ green energy sources

Reducing hunger and poverty by increasing agriculture production

What is Data Mining?

- Many Definitions
    - Non-trivial extraction of implicit, previously unknown and potentially useful information from data
    - Exploration & analysis, by automatic or semi-automatic means, of large quantities of data in order to discover meaningful patterns

Input Data → Data Preprocessing → Data Mining → Postprocessing → Information

Data Preprocessing:
Feature Selection
Dimensionality Reduction
Normalization
Data Subsetting

Postprocessing:
Filtering Patterns
Visualization
Pattern Interpretation
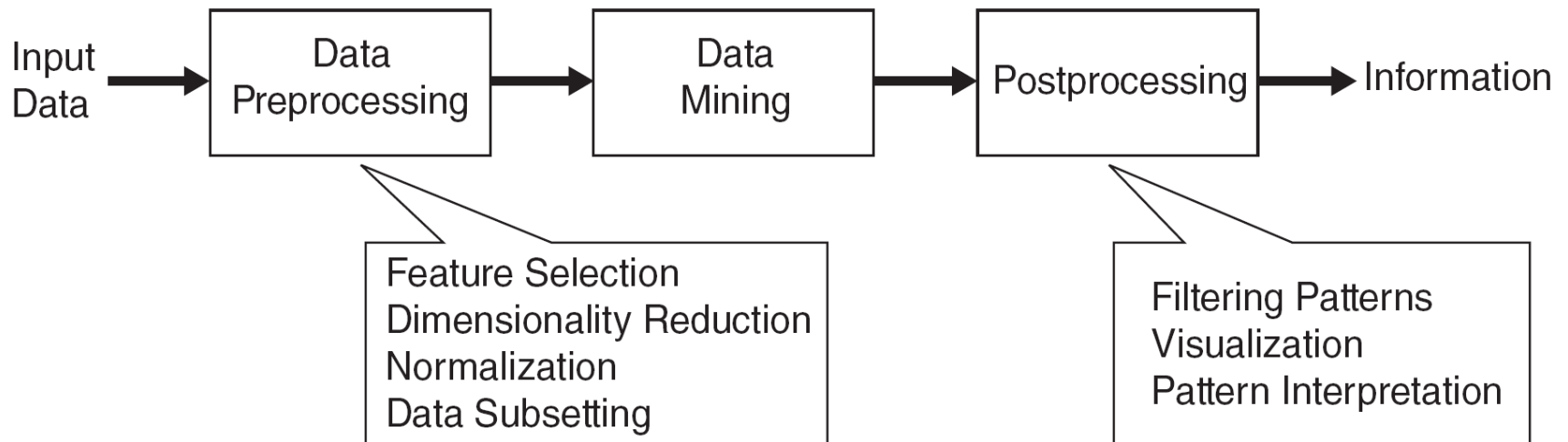
Origins of Data Mining

- Draws ideas from machine learning/AI, pattern recognition, statistics, and database systems

- Traditional techniques may be unsuitable due to data that is
  - Large-scale
  - High dimensional
  - Heterogeneous
  - Complex
  - Distributed

Statistics

Data Mining

AI, Machine Learning, and Pattern Recognition

Database Technology, Parallel Computing, Distributed Computing

- A key component of the emerging field of data science and data-driven discovery
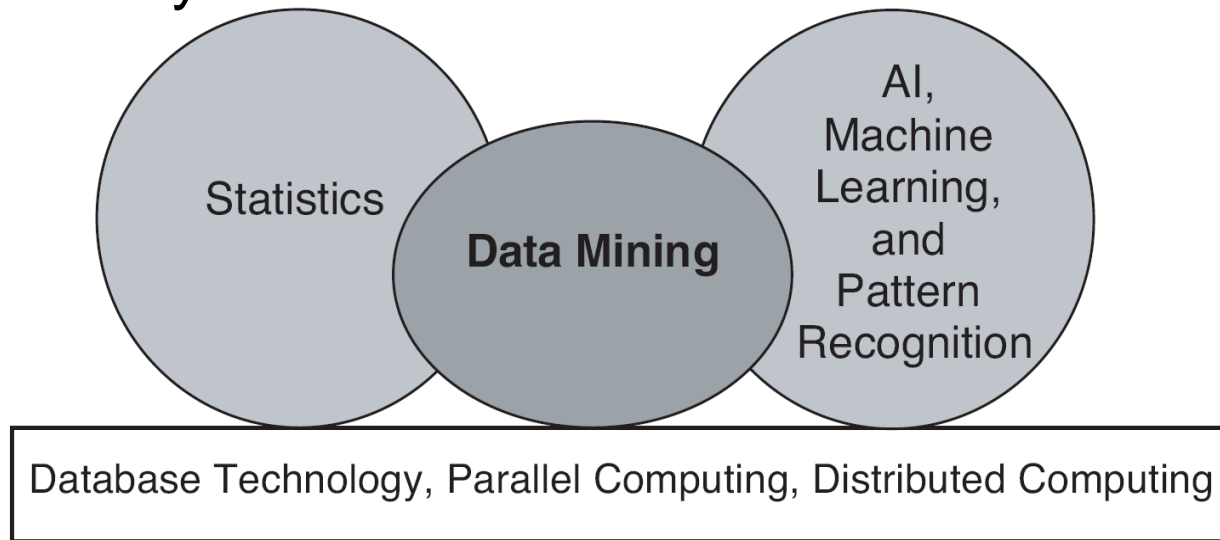
Data Mining Tasks

- Prediction Methods
  - Use some variables to predict unknown or future values of other variables.

- Description Methods
  - Find human-interpretable patterns that describe the data.

Data Mining Tasks ...

Clustering

Predictive Modeling

Association Rules

Anomaly Detection
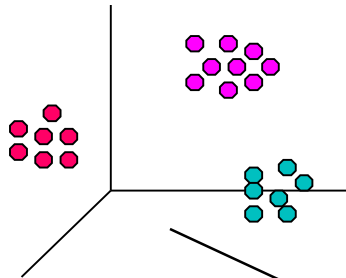
Data

Tid	Refund	Marital Status	Taxable Income	Cheat
1	Yes	Single	125K	No
2	No	Married	100K	No
3	No	Single	70K	No
4	Yes	Married	120K	No
5	No	Divorced	95K	Yes
6	No	Married	60K	No
7	Yes	Divorced	220K	No
8	No	Single	85K	Yes
9	No	Married	75K	No
10	No	Single	90K	Yes
11	No	Married	60K	No
12	Yes	Divorced	220K	No
13	No	Single	85K	Yes
14	No	Married	75K	No
15	No	Single	90K	Yes

Milk →
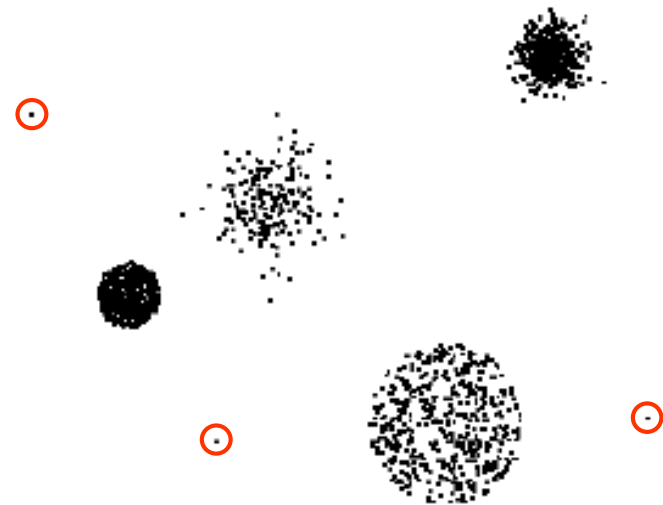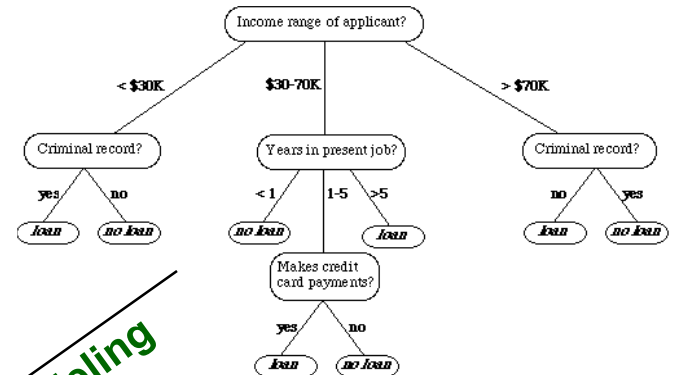
Predictive Modeling: Classification

● Find a model for class attribute as a function of the values of other attributes
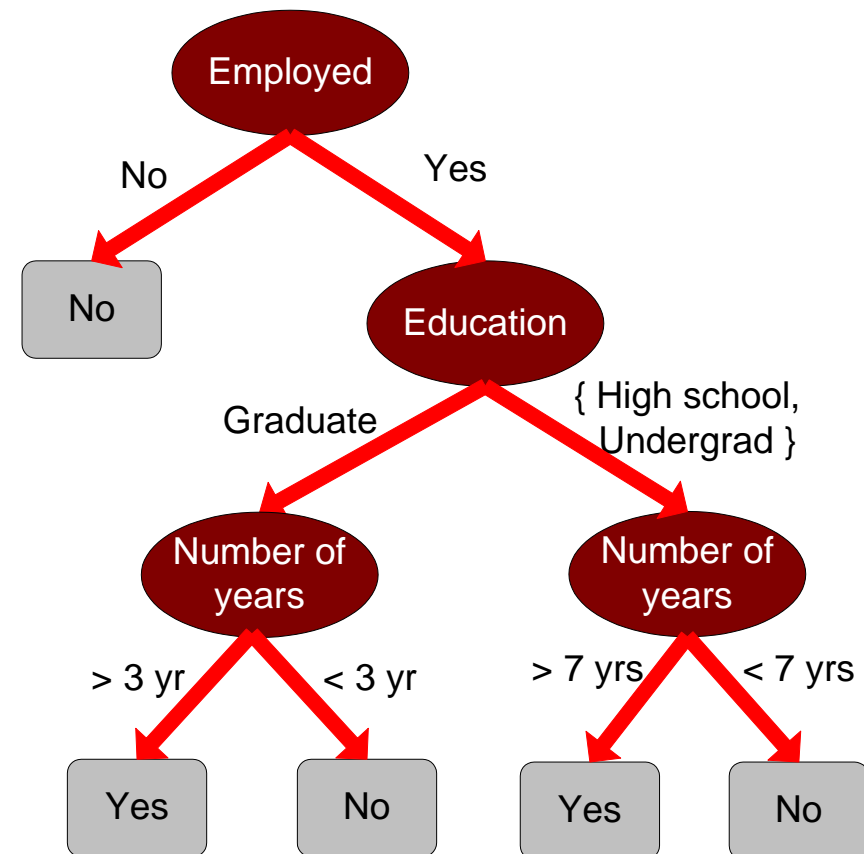
Model for predicting credit worthiness

Class

Tid	Employed	Level of Education	# years at present address	Credit Worthy
1	Yes	Graduate	5	Yes
2	Yes	High School	2	No
3	No	Undergrad	1	No
4	Yes	High School	10	Yes
…	…	…	…	…

Employed

No → No

Yes → Education

Graduate → Number of years

{ High school, Undergrad } → Number of years

> 3 yr → Yes

< 3 yr → No

> 7 yrs → Yes

< 7 yrs → No

Classification Example

Tid	Employed	Level of Education	# years at present address	Credit Worthy
1	Yes	Graduate	5	Yes
2	Yes	High School	2	No
3	No	Undergrad	1	No
4	Yes	High School	10	Yes
…	…	…	…	…

Tid	Employed	Level of Education	# years at present address	Credit Worthy
1	Yes	Undergrad	7	?
2	No	Graduate	3	?
3	Yes	High School	2	?
…	…	…	…	…

Test Set

Training Set → Learn Classifier → Model
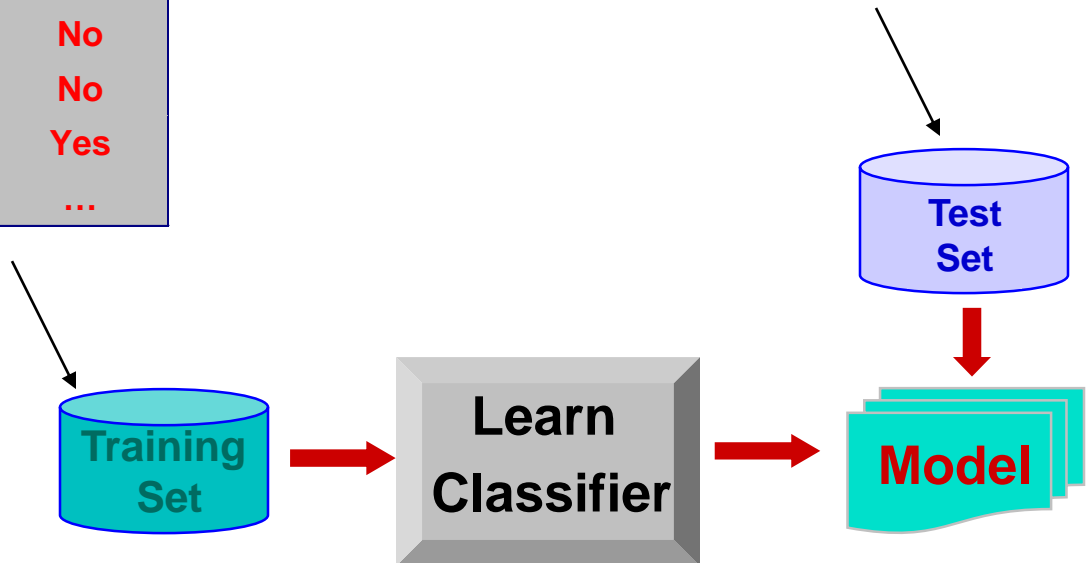
Examples of Classification Task

- Classifying credit card transactions as legitimate or fraudulent

- Classifying land covers (water bodies, urban areas, forests, etc.) using satellite data

- Categorizing news stories as finance, weather, entertainment, sports, etc

- Identifying intruders in the cyberspace

- Predicting tumor cells as benign or malignant

Classification: Application 1

- Fraud Detection
  - **Goal:** Predict fraudulent cases in credit card transactions.
  - **Approach:**
    - Use credit card transactions and the information on its account-holder as attributes.
      - When does a customer buy, what does he buy, how often he pays on time, etc
    - Label past transactions as fraud or fair transactions. This forms the class attribute.
    - Learn a model for the class of the transactions.
    - Use this model to detect fraud by observing credit card transactions on an account.

Classification: Application 2

- Churn prediction for telephone customers
  - **Goal:** To predict whether a customer is likely to be lost to a competitor.
  - **Approach:**
    - Use detailed record of transactions with each of the past and present customers, to find attributes.
      - How often the customer calls, where he calls, what time-of-the day he calls most, his financial status, marital status, etc.
    - Label the customers as loyal or disloyal.
    - Find a model for loyalty.

Regression

- Predict a value of a given continuous valued variable based on the values of other variables, assuming a linear or nonlinear model of dependency.

- Extensively studied in statistics, neural network fields.

- Examples:

  - Predicting sales amounts of new product based on advetising expenditure.

  - Predicting wind velocities as a function of temperature, humidity, air pressure, etc.

  - Time series prediction of stock market indices.

Clustering

- Finding groups of objects such that the objects in a group will be similar (or related) to one another and different from (or unrelated to) the objects in other groups

Intra-cluster distances are minimized

Inter-cluster distances are maximized
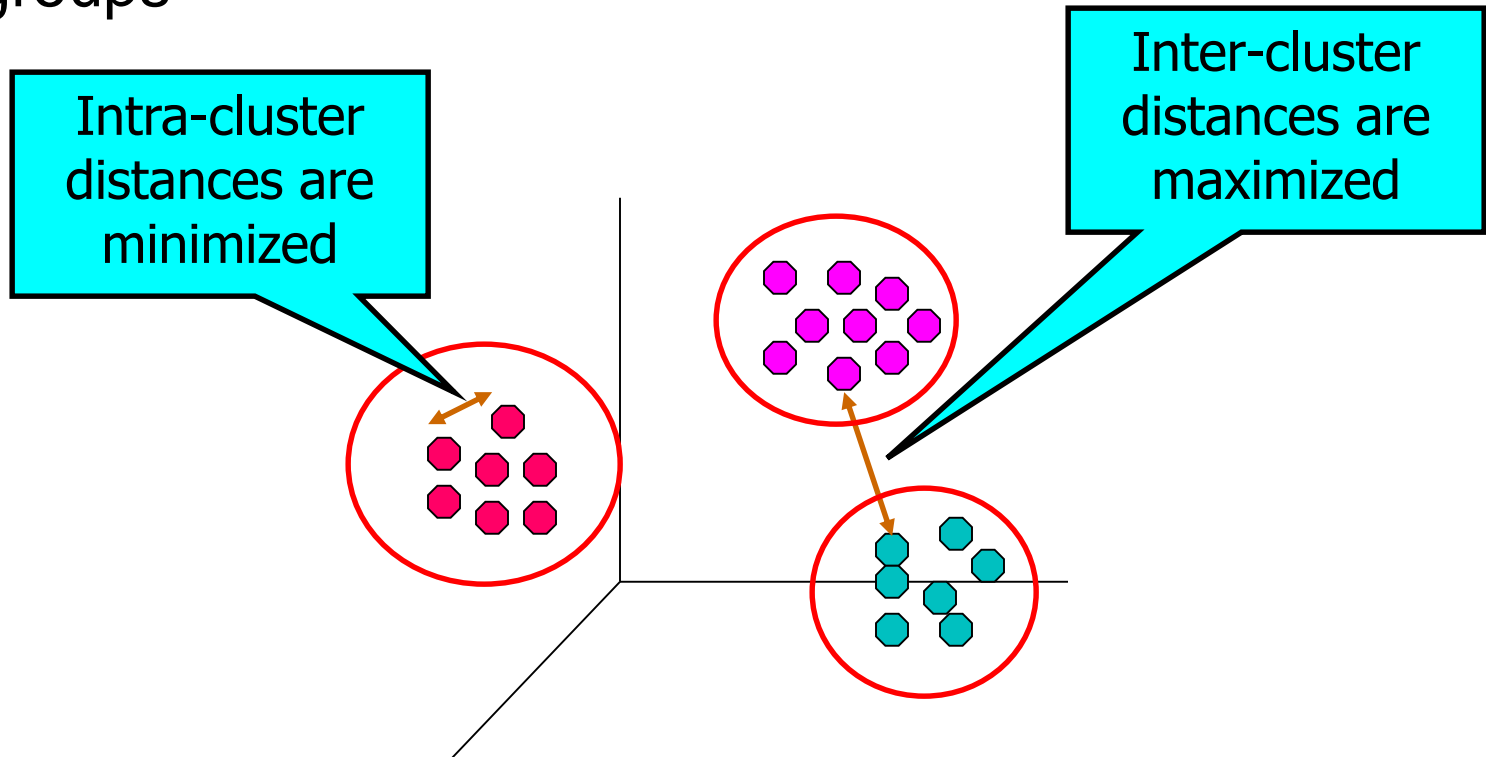
Applications of Cluster Analysis
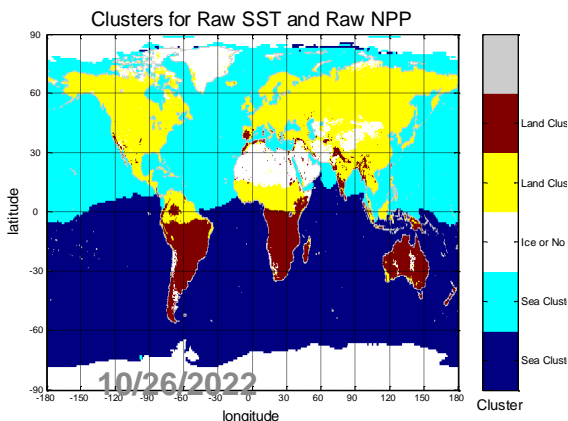
- **Understanding**
  - Custom profiling for targeted marketing
  - Group related documents for browsing
  - Group genes and proteins that have similar functionality
  - Group stocks with similar price fluctuations
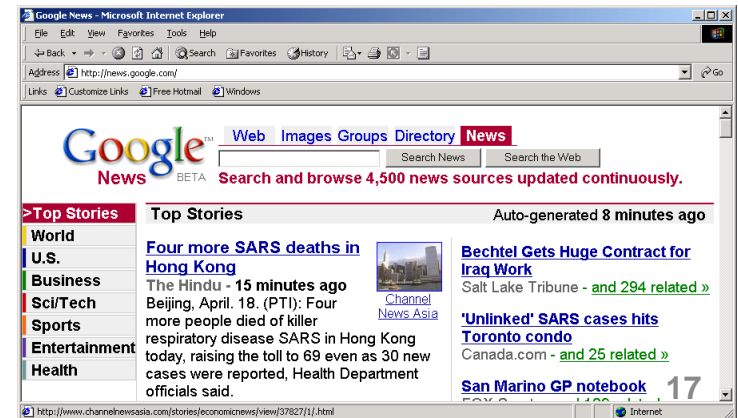
- **Summarization**
  - Reduce the size of large data sets

Courtesy: Michael Eisen

Clusters for Raw SST and Raw NPP
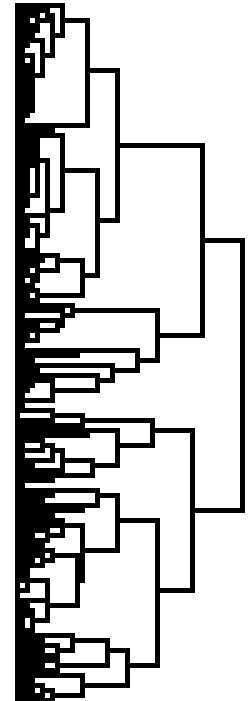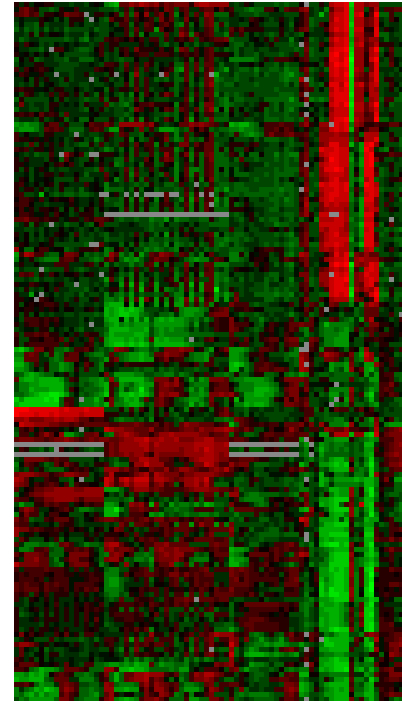
Use of K-means to partition Sea Surface Temperature (SST) and Net Primary Production (NPP) into clusters that reflect the Northern and Southern Hemispheres.

10/26/2022

Clustering: Application 1

- Market Segmentation:

  - **Goal:** subdivide a market into distinct subsets of customers where any subset may conceivably be selected as a market target to be reached with a distinct marketing mix.

  - **Approach:**

    - Collect different attributes of customers based on their geographical and lifestyle related information.

    - Find clusters of similar customers.

    - Measure the clustering quality by observing buying patterns of customers in same cluster vs. those from different clusters.

Clustering: Application 2

- Document Clustering:

  - **Goal:** To find groups of documents that are similar to each other based on the important terms appearing in them.

  - **Approach:** To identify frequently occurring terms in each document. Form a similarity measure based on the frequencies of different terms. Use it to cluster.

Enron email dataset
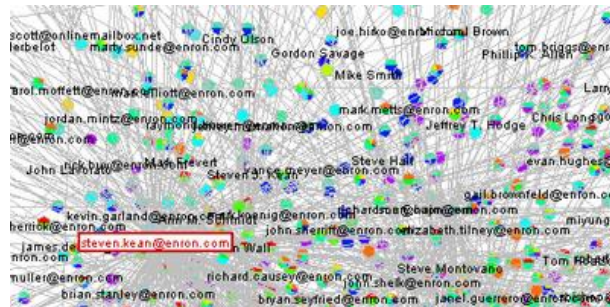
Association Rule Discovery: Definition

- Given a set of records each of which contain some number of items from a given collection
  - Produce dependency rules which will predict occurrence of an item based on occurrences of other items.

ID	Items
1	Bread, Coke, Milk
2	Juice , Bread
3	Juice, Coke, Diaper, Milk
4	Juice, Bread, Diaper, Milk
5	Coke, Diaper, Milk

Rules Discovered:
{Milk} --> {Coke}
{Diaper, Milk} --> {Juice}

Association Analysis: Applications

- **Market-basket analysis**
  - Rules are used for sales promotion, shelf management, and inventory management

- **Telecommunication alarm diagnosis**
  - Rules are used to find combination of alarms that occur together frequently in the same time period

- **Medical Informatics**
  - Rules are used to find combination of patient symptoms and test results associated with certain diseases

Deviation/Anomaly/Change Detection

- Detect significant deviations from normal behavior

- Applications:
    - Credit Card Fraud Detection
    - Network Intrusion Detection
    - Identify anomalous behavior from sensor networks for monitoring and surveillance.
    - Detecting changes in the global forest cover.
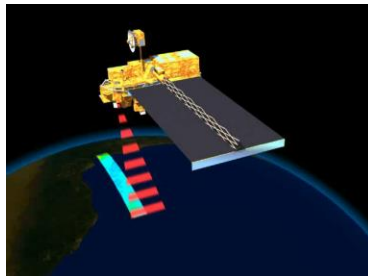
Motivating Challenges

- Scalability

- High Dimensionality

- Heterogeneous and Complex Data

- Data Ownership and Distribution

- Non-traditional Analysis