**HLT\_WK\_7**

Select one or more choices from the list of common Machine Learning Algorithms, do some investigations and write me a short summary. I am looking for the following:

1. Linear Regression
2. Logistic Regression
3. Decision Tree
4. SVM (Support Vector Machine)
5. Naive Bayes
6. KNN (K- Nearest Neighbours)
7. K-Means
8. Random Forest

* Is it Supervised/Unsupervised/Reinforcement learning?
* What does the algorithm do?
* In which situations will it be most useful?
* (Optional) Can you find any examples of where this algorithm has been used?

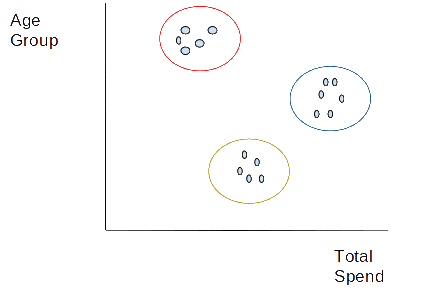
**Task 7**

* **K-Means**

Clustering is a type of unsupervised learning where the references need to be drawn from unlabelled datasets. Generally, it is used to capture meaningful structure, underlying processes, and grouping inherent in a dataset. In clustering, the task is to divide the population into several groups in such a way that the data points in the same groups are more similar to each other than the data points in other groups.  In short, it is a collection of objects based on their similarities and dissimilarities.

K-means is a centroid-based clustering algorithm, where we calculate the distance between each data point and a centroid to assign it to a cluster. The goal is to identify the K number of groups in the dataset.  It is an iterative process of assigning each data point to the groups and slowly data points get clustered based on similar features. The objective is to minimize the sum of distances between the data points and the cluster centroid, to identify the correct group each data point should belong to. Here, we divide a data space into K clusters and assign a mean value to each. The data points are placed in the clusters closest to the mean value of that cluster. There are several distance metrics available that can be used to calculate the distance.

For example, imagine you work in a Sainsbury’s Store as a manager and would like to better understand your customers to scale up your business by using new and improved marketing strategies. It is difficult to segment your customers manually. You have some data that contains their age and purchase history, here clustering can help to group customers based on their spending. Once the customer segmentation will be done, you can define different marketing strategies for each of the groups as per target audiences.

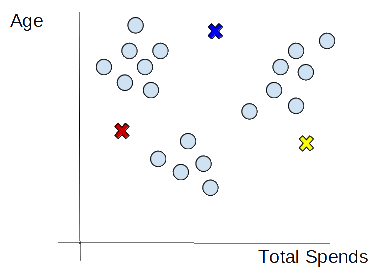


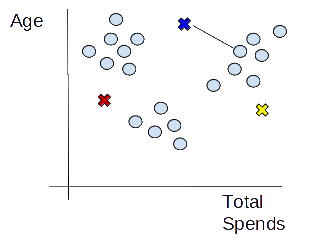
**How K-Means Work**

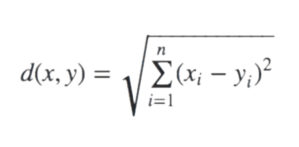
Datasets can contain millions of records and not all algorithms scale efficiently. [K-Means](https://developers.google.com/machine-learning/clustering/clustering-algorithms) is one of the most popular algorithms and it is also scale-efficient as it has a complexity of O(n).

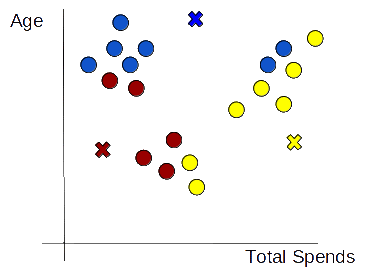
Let’s take an example to understand how K-means work step by step. The algorithm can be broken down into 4-5 steps.

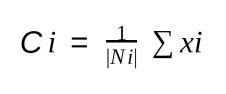
1. Choosing the number of clusters:
   * The first step is to define the K number of clusters in which we will group the data. Let’s select K=3.
2. Initializing centroids:
   * Centroid is the centre of a cluster but initially, the exact centre of data points will be unknown so, we select random data points and define them as centroids for each cluster. We will initialize 3 centroids in the dataset.

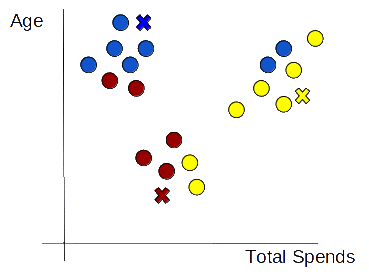


1. Assign data points to the nearest cluster:
   * Now thatcentroids are initialized, the next step is to assign data points Xn to their closest cluster centroid Ck

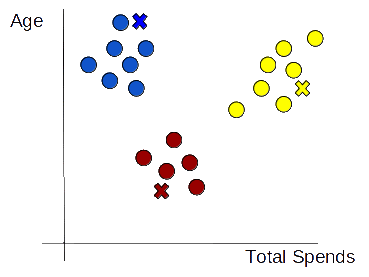
In this step, we will first calculate the distance between data point X and centroid C using Euclidean Distance metric.

And then choose the cluster for data points where the distance between the data point and the centroid is minimum.

1. Re-Initialize centroids:
   * Next, we will re-initialize the centroids by calculating the average of all data points of that cluster.



1. Repeat steps 3 and 4:
   * We will keep repeating steps 3 and 4 until we have optimal centroids and the assignments of data points to correct clusters are not changing anymore.



**References:**

<https://neptune.ai/blog/k-means-clustering#:~:text=%E2%80%9CK%2Dmeans%20clustering%20is%20a,prototype%20of%20the%20cluster.%E2%80%9D%20%E2%80%93>

Summary:

1. Is it Supervised/Unsupervised/Reinforcement learning?
   * **UNSUPERVISED LEARNING**
2. What does the algorithm do?
   * **K-means is a centroid-based clustering algorithm, where we calculate the distance between each data point and a centroid to assign it to a cluster.** The objective is to minimize the sum of distances between the data points and the cluster centroid, to identify the correct group each data point should belong to. Here, we divide a data space into K clusters and assign a mean value to each. The data points are placed in the clusters closest to the mean value of that cluster.
3. In which situations will it be most useful?
   * **k-means can be applied to data that has a smaller number of dimensions, is numeric, and is continuous.**
4. (Optional) Can you find any examples of where this algorithm has been used?
   * Document clustering, identifying crime-prone areas, customer segmentation, insurance fraud detection, public transport data analysis, clustering of IT alerts

* **Linear Regression**

Regression analysis is a form of predictive modelling technique which investigates the relationship between a dependent and independent variable. A regression analysis involves graphing a line over a set of data points that most closely fits the overall shape of the data or regression shows the changes in a dependent variable on the y-axis to the changes in the explanatory variable on the x-axis.

There are three (3) major uses of regression analysis:

1. **Determining the strength of predictors:** Used to identify the strength of the effect that the independent variables have on the dependent variable. (e.g What is the strength of relationship between sales and marketing spending or what is the relationship between age and income.
2. **Forecasting an effect:** To forecast effects or impact of changes. This analysis help us to understand how much the dependent variable changes with the change in one or more independent variable. (e.g How much additional sale income will I get for each thousand dollars spent on marketing.
3. **Trend Forecasting:** This analysis predicts Trends and Future values. The regression analysis can be used to get Point estimates (e.g what will be the price of Bitcoin in the next six (6) months.

**LINEAR REGRESSION vs LOGISTIC REGRESSION**

|  |  |  |
| --- | --- | --- |
| **Basis** | **LINEAR REGRESSION** | **LOGISTIC REGRESSION** |
| **Core Concept** | The data is modelled using a straight line | The probability of some obtained event is represented as a linear function of a combination of predictor variables |
| **Used with** | Continuous Variable | Categorical Variable |
| **Output/Prediction** | Value of the variable | Probability of occurrence of event |
| **Accuracy and Goodness of Fit** | Measured by loss, R squared, Adjusted R squared e.t.c | Accuracy, Precision, Recall, F1 score, ROC Curve, Confusion Matrix e.t.c |

**Simple Linear Regression**: Interested in things like **Y = MX + C.** What we are trying to find out is the correlation between X and Y variables. It implies every value of X has a corresponding value of Y in it if it is continuous. However, in **Logistic Regression** we are not fitting our data to a straight line like linear regression instead we are mapping Y vs X to a sigmoid function. What we are finding out is Y 1 or 0 for this particular value of X, that’s we are essentially deciding **True or False** value for a given value of X. In summary as a core concept of Linear Regression, we can say that the data is model using a straight line while in the case of Logistic Regression data is model using a sigmoid function.

Summarizing the differences between **Linear Regression** and **Logistic Regression,** we can say the type of function we are mapping to is the main point of difference between the two. A **Linear Regression** maps a continuous X to a continuous Y, on the other hand a **Logistic Regression** maps a continuous X to a binary Y.

**LINEAR REGRESSION SELECTION CRITERIA**

1. Classification and Regression Capabilities: It is not good for classification model because for each new data point, the model must change.
2. Data Quality: Each missing value removes one data point that could optimize the regression. The outliers can significantly disrupt the outcome. If you remove the outliers your model will come very good.
3. Computational Complexity: It is often not computationally expensive as compared to decision trees and other clustering algorithm. The order of complexity for **n** training example and X features usually falls in either O(x) square or Oxn
4. Comprehensible and Transparent. They are easily comprehensible and transparent in nature. They can be represented by a simple mathematical notation to anyone and can be understood easily

**APPLICATION OF LINEAR REGRESSION**

1. **Evaluating Trends and Sales Estimates:**  Linear Regression can be used in business to evaluates trends and make estimates or focused. For, example if a company sale has increased steadily every month for the past few years, then conducting a linear analysis on the sales data with monthly sales on the y-axis and time on the x-axis, this will give you a line that predicts the upward Trends in the sale after creating the trendline the Company could use the slope of the lines to focus sales in future months.
2. **Analysing the impact of Price changes:** It can be used to analyse the effect of pricing on consumer behaviour. For instance, if a company changes the price on certain products several times, then it can record the quantity itself for each price level and then perform a linear regression with sold quantity as a dependent variable and price as the independent variable. This will result in a line that depicts the extent to which the customer reduced their consumption of the product as the price is increasing. This result will help us in future pricing decisions.
3. **Assessment of Risks in financial services and insurance domain:** For example a health insurance company might conduct a linear regression algorithm by plotting the number of claims per customer against its age and they might discover that the old customers tends to make more health insurance claim.

**Finding the best fit line:** The Linear regression analysis will perform several iterations for different values of the slope m, for different values of m it will calculate the equation of the line where y=mx + c. As the value of m changes the equation of the line changes. For every iteration it will calculate the predicted value according to the line and compare the distance of the actual value to the predicted value and the value of m for which the distance between the actual and predicted value is minimum will be selected as the best fit line.

**To check the Goodness of the Fit:** This is checked using the R-Square Method

* **R-Squared** value is a statistical measure of how close the data are to the fitted regression line. It is generally considered that high r-squared value model is a good model but you can also have a lower r-squared value for a good model or higher r-squared value for a model that does not fit at all.
* **It is also** known as coefficient of determination, or the coefficient of multiple determination

Summary:

1. Is it Supervised/Unsupervised/Reinforcement learning?
   * **SUPERVISED LEARNING**
2. What does the algorithm do?
   * Perform several iterations for different values of the slope m, for different values of m it will calculate the equation of the line where y=mx + c. As the value of m changes the equation of the line changes. For every iteration it will calculate the predicted value according to the line and compare the distance of the actual value to the predicted value and the value of m for which the distance between the actual and predicted value is minimum will be selected as the best fit line.
3. In which situations will it be most useful?
   * **can be applied to** Continuous data Variable
4. (Optional) Can you find any examples of where this algorithm has been used?
   * Evaluating Trends and Sales Estimates, Analysing the impact of Price changes, Assessment of Risks in financial services and insurance domain

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REGRESSION PICTURES**

**![Chart, scatter chart

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**![Chart, scatter chart

Description automatically 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![Chart, scatter chart

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![Chart

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![Chart, scatter chart

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![Chart, scatter chart

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