

Data Mining: Concepts and Techniques

Chapter–1 Introduction

Course Schedule

- ▶ Introduction
- ▶ Data preprocessing
- ▶ Mining Frequent Patterns
- ▶ Mining Association Rules in Large Databases
- ▶ Classification
- ▶ Prediction
- ▶ Clustering analysis

Where to Find the contents

- ▶ **Text Book**

Jiawei Han & Micheline Kamber , Elsevier

- ▶ **Reference Book**

Arun Ku. Pujari , "Data Mining Techniques" , University Press.

- ▶ **Tutorial sections**

<http://www.cs.sfu.ca/~han/dmbook>

- ▶ **Other conference presentation slides (.ppt):**

<http://db.cs.sfu.ca/> or <http://www.cs.sfu.ca/~han>

- ▶ **Research papers, DBMiner system, and other related information:**

<http://db.cs.sfu.ca/> or <http://www.cs.sfu.ca/~han>

Chapter 1. Introduction

- ▶ Motivation: Why data mining?
- ▶ What is data mining?
- ▶ Data Mining: On what kind of data?
- ▶ Data mining functionality
- ▶ Are all the patterns interesting?
- ▶ Classification of data mining systems
- ▶ Major issues in data mining

Motivation: “Necessity is the Mother of Invention”

- ▶ Data explosion problem
 - Automated data collection tools and mature database technology lead to tremendous amounts of data stored in databases, data warehouses and other information repositories
- ▶ We are drowning in data, but starving for knowledge!
- ▶ Solution: Data warehousing and data mining
 - Data warehousing and on-line analytical processing
 - Extraction of interesting knowledge (rules, regularities, patterns, constraints) from data in large databases

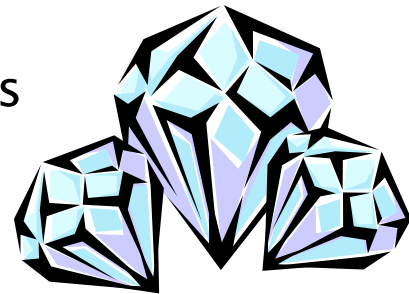
Evolution of Database Technology

- ▶ 1960s:
 - Data collection, database creation, IMS and network DBMS
- ▶ 1970s:
 - Relational data model, relational DBMS implementation
- ▶ 1980s:
 - RDBMS, advanced data models (extended-relational, OO, deductive, etc.) and application-oriented DBMS (spatial, scientific, engineering, etc.)
- ▶ 1990s—2000s:
 - Data mining and data warehousing, multimedia databases, and Web databases

What Is Data Mining?



- ▶ **Data mining (knowledge discovery in databases):**
 - Extraction of interesting (non-trivial, implicit, previously unknown and potentially useful) information or patterns from data in large databases
- ▶ **Alternative names and their “inside stories”:**
 - Data mining: a misnomer?
 - Knowledge discovery(mining) in databases (KDD), knowledge extraction, data/pattern analysis, data archeology, data dredging, information harvesting, business intelligence, etc.
- ▶ **What is not data mining?**
 - Query processing.
 - Expert systems or small ML/statistical programs



Why Data Mining? Potential Applications

► Database analysis and Decision Support

- Market analysis and management
 - target marketing, customer relation management, market basket analysis, cross selling, market segmentation
- Risk analysis and management
 - Forecasting, customer retention, improved underwriting, quality control, competitive analysis
- Fraud Detection and Management

► Other Applications

- Text mining (news group, email, documents) and Web analysis.
- Intelligent query answering

Market Analysis and Management (1)

- ▶ Where are the data sources for analysis?
 - Credit card transactions, loyalty cards, discount coupons, customer complaint calls, plus (public) lifestyle studies
- ▶ Target marketing
 - Find clusters of “model” customers who share the same characteristics: interest, income level, spending habits, etc.
- ▶ Determine customer purchasing patterns over time
 - Conversion of single to a joint bank account: marriage, etc.
- ▶ Cross-market analysis
 - Associations/co-relations between product sales
 - Prediction based on the association information

Market Analysis and Management (2)

- ▶ Customer profiling
 - data mining can tell you what types of customers buy what products (clustering or classification)
- ▶ Identifying customer requirements
 - identifying the best products for different customers
 - use prediction to find what factors will attract new customers
- ▶ Provides summary information
 - various multidimensional summary reports
 - statistical summary information (data central tendency and variation)

Corporate Analysis and Risk Management

- ▶ Finance planning and asset evaluation
 - cash flow analysis and prediction
 - contingent claim analysis to evaluate assets
 - cross-sectional and time series analysis (financial-ratio, trend analysis, etc.)
- ▶ Resource planning:
 - summarize and compare the resources and spending
- ▶ Competition:
 - monitor competitors and market directions
 - group customers into classes and a class-based pricing procedure
 - set pricing strategy in a highly competitive market

Fraud Detection and Management (1)

► Applications

- widely used in health care, retail, credit card services, telecommunications (phone card fraud), etc.

► Approach

- use historical data to build models of fraudulent behavior and use data mining to help identify similar instances

► Examples

- auto insurance: detect a group of people who stage accidents to collect on insurance
- money laundering: detect suspicious money transactions (US Treasury's Financial Crimes Enforcement Network)
- medical insurance: detect professional patients and ring of doctors and ring of references

Fraud Detection and Management (2)

▶ Detecting inappropriate medical treatment

- Australian Health Insurance Commission identifies that in many cases blanket screening tests were requested (save Australian \$1m/yr).

▶ Detecting telephone fraud

- Telephone call model: destination of the call, duration, time of day or week. Analyze patterns that deviate from an expected norm.
- British Telecom identified discrete groups of callers with frequent intra-group calls, especially mobile phones, and broke a multimillion dollar fraud.

▶ Retail

- Analysts estimate that 38% of retail shrink is due to dishonest employees.

Other Applications

▶ Sports

- IBM Advanced Scout analyzed NBA game statistics (shots blocked, assists, and fouls) to gain competitive advantage for New York Knicks and Miami Heat

▶ Astronomy

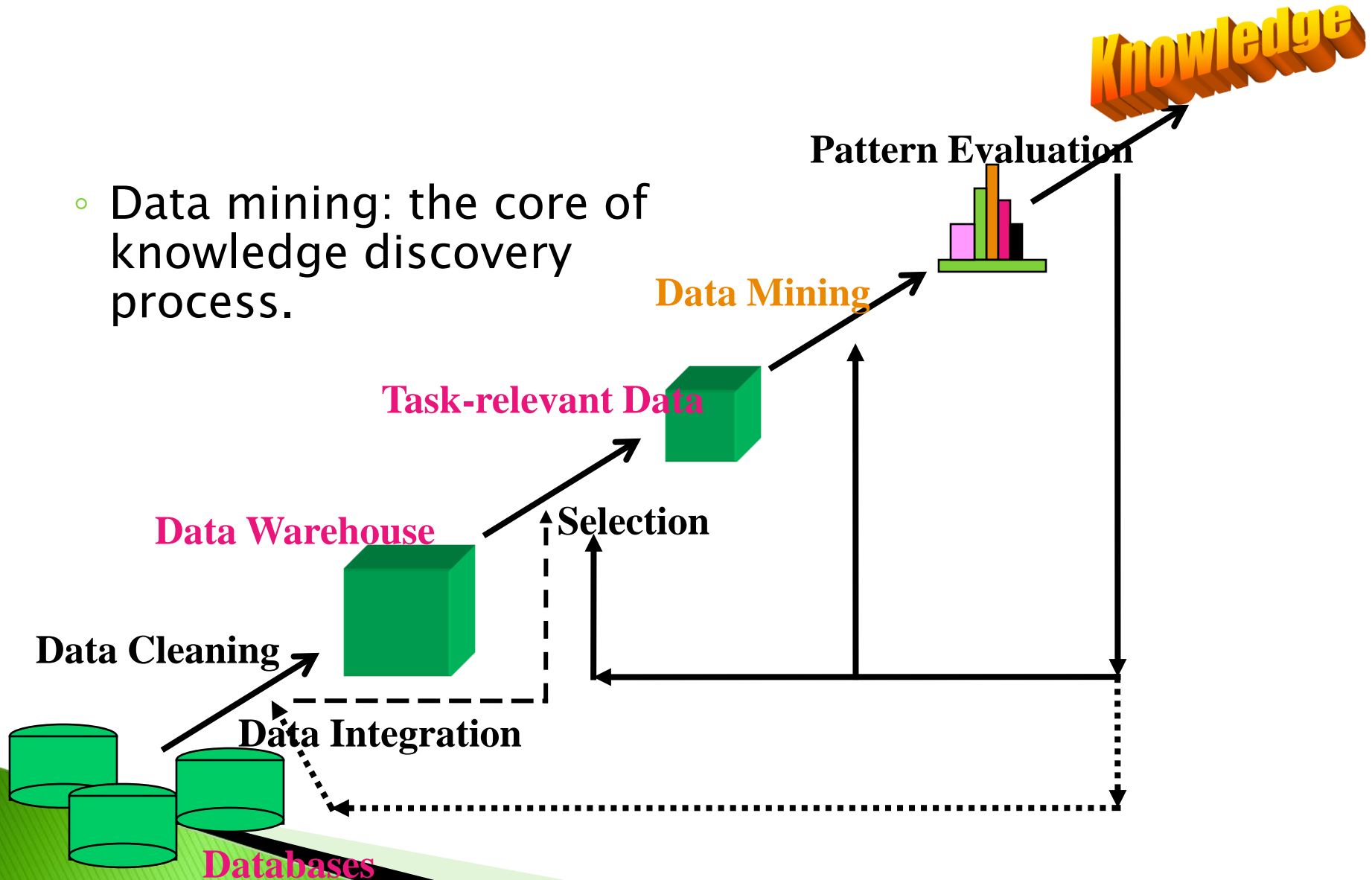
- JPL and the Palomar Observatory discovered 22 quasars with the help of data mining

▶ Internet Web Surf-Aid

- IBM Surf-Aid applies data mining algorithms to Web access logs for market-related pages to discover customer preference and behavior pages, analyzing effectiveness of Web marketing, improving Web site organization, etc.

Data Mining: A KDD Process

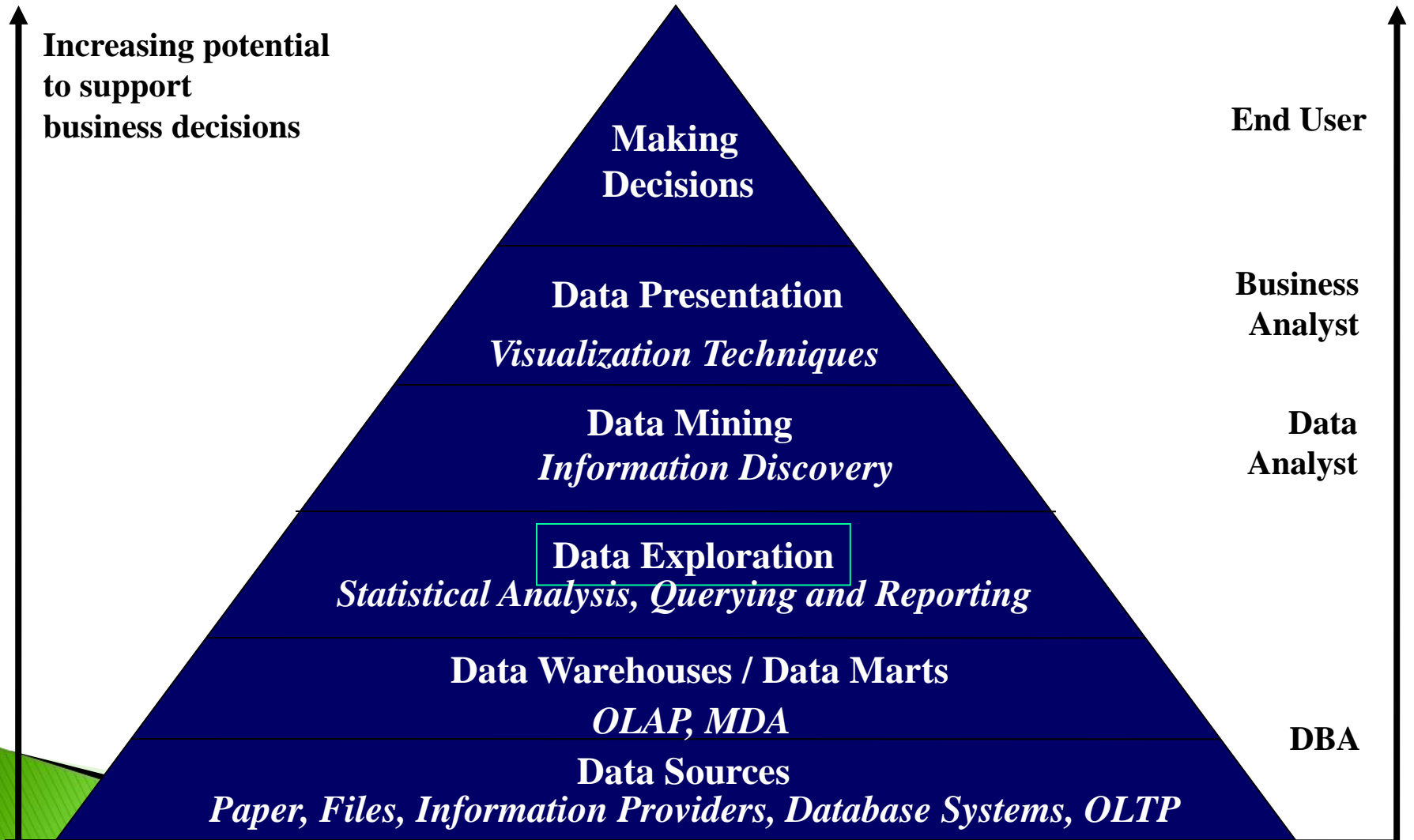
- Data mining: the core of knowledge discovery process.



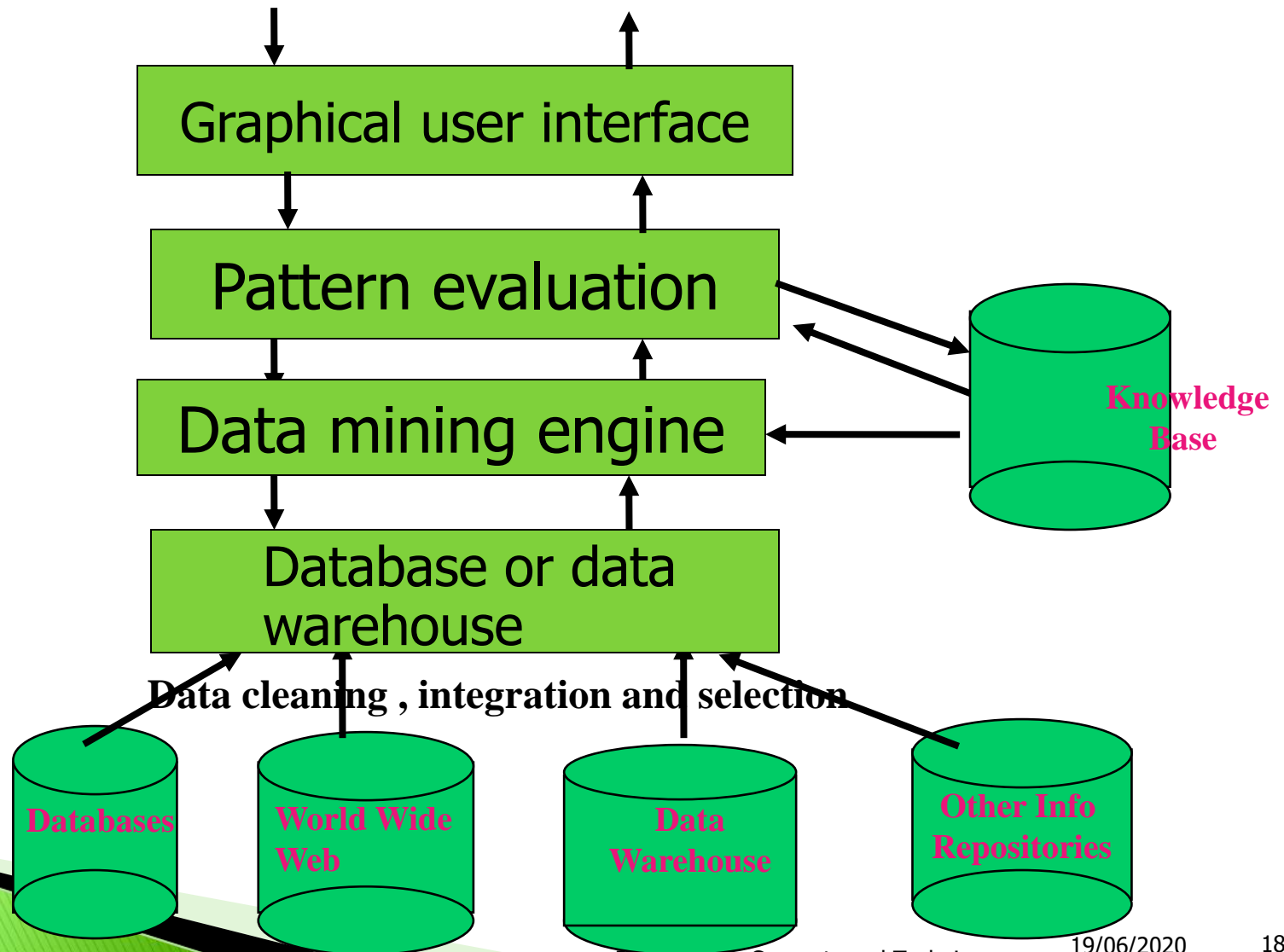
Steps of a KDD Process

- ▶ Learning the application domain:
 - relevant prior knowledge and goals of application
- ▶ Creating a target data set: data selection
- ▶ **Data cleaning** and preprocessing: (may take 60% of effort!)
- ▶ **Data reduction and transformation**:
 - Find useful features, dimensionality/variable reduction, invariant representation.
- ▶ Choosing functions of data mining
 - summarization, classification, regression, association, clustering.
- ▶ Choosing the mining algorithm(s)
- ▶ **Data mining**: search for patterns of interest
- ▶ **Pattern evaluation and knowledge presentation**
 - visualization, transformation, removing redundant patterns, etc.
- ▶ Use of discovered knowledge

Data Mining and Business Intelligence



Architecture of a Typical Data Mining System



Data Mining: On What Kind of Data?

- ▶ Relational databases
- ▶ Data warehouses
- ▶ Transactional databases
- ▶ Advanced DB and information repositories
 - Object-oriented and object-relational databases
 - Spatial databases
 - Time-series data and temporal data
 - Text databases and multimedia databases
 - Heterogeneous and legacy databases
 - WWW

Data Mining Functionalities (1)

- ▶ Concept description: Characterization and discrimination
 - Generalize, summarize, and contrast data characteristics, e.g., dry vs. wet regions
- ▶ Association (correlation)
 - Multi-dimensional vs. single-dimensional association
 - $\text{age}(X, \text{"20..29"}) \wedge \text{income}(X, \text{"20..29K"}) \rightarrow \text{buys}(X, \text{"PC"})$ [support = 2%, confidence = 60%]
 - $\text{contains}(T, \text{"computer"}) \rightarrow \text{contains}(x, \text{"software"})$ [1%, 75%]

Data Mining Functionalities (2)

► Classification and Prediction

- Finding models (functions) that describe and distinguish classes or concepts for future prediction
- E.g., classify countries based on climate, or classify cars based on gas mileage
- Presentation: decision-tree, classification rule, neural network
- Prediction: Predict some unknown or missing numerical values

► Cluster analysis

- Class label is unknown: Group data to form new classes, e.g., cluster houses to find distribution patterns
- Clustering based on the principle: *maximizing the intra-class similarity and minimizing the interclass similarity*

Data Mining Functionalities (3)

▶ Outlier analysis

- Outlier: a data object that does not comply with the general behavior of the data
- It can be considered as noise or exception but is quite useful in fraud detection, rare events analysis

▶ Trend and evolution analysis

- Trend and deviation: regression analysis
- Sequential pattern mining, periodicity analysis
- Similarity-based analysis

▶ Other pattern-directed or statistical analyses

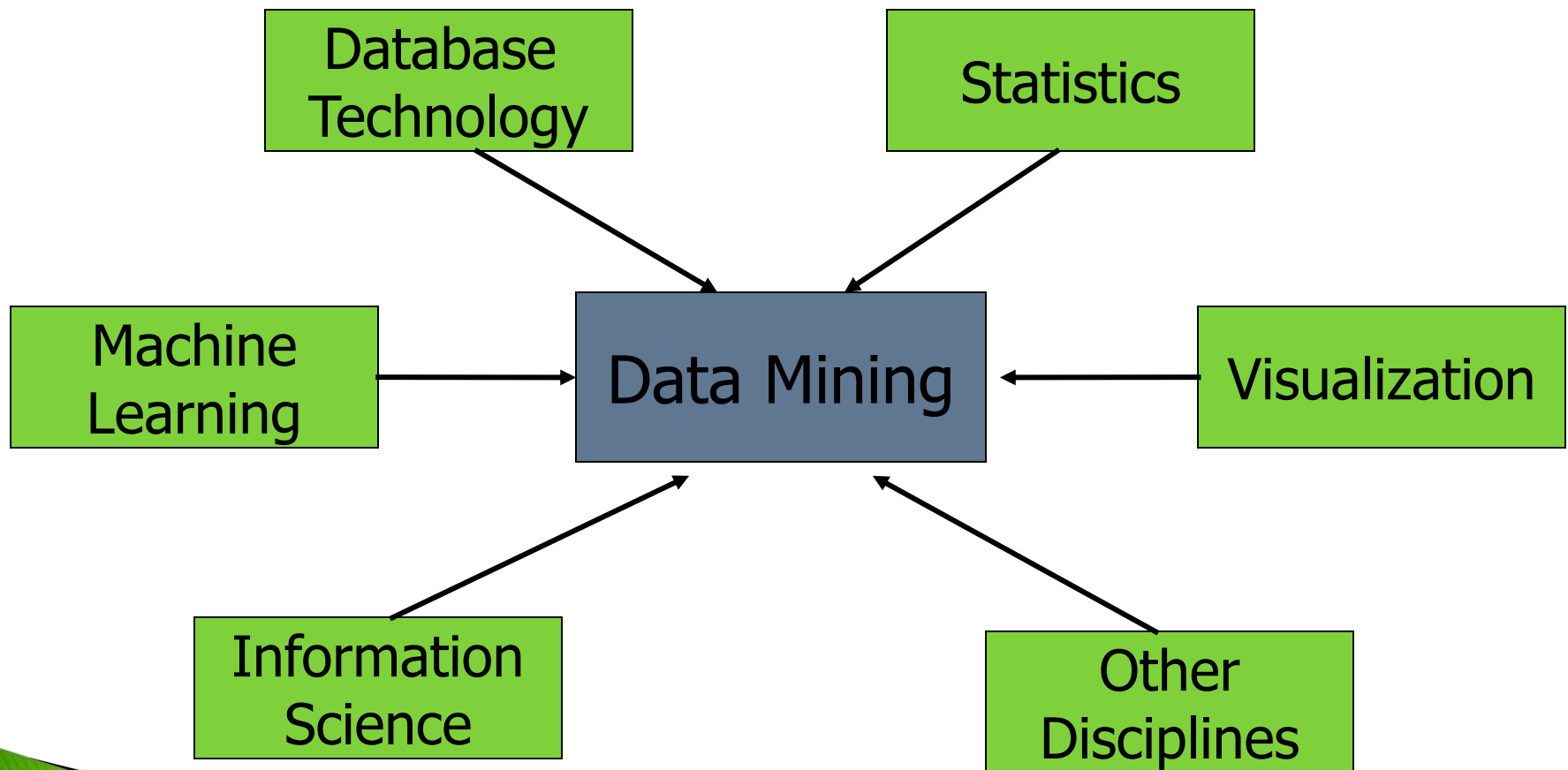
Are All the “Discovered” Patterns Interesting?

- ▶ A data mining system/query may generate thousands of patterns, not all of them are interesting.
- ▶ **Interestingness measures**: A pattern is **interesting** if it is easily understood by humans, valid on new or test data with some degree of certainty, potentially useful, novel, or validates some hypothesis that a user seeks to confirm
- ▶ **Objective vs. subjective interestingness measures**:
 - Objective: based on statistics and structures of patterns, e.g., support, confidence, etc.
 - Subjective: based on user's belief in the data, e.g., unexpectedness, novelty, action ability, etc.

Can We Find All and Only Interesting Patterns?

- ▶ Find all the interesting patterns: Completeness
 - Can a data mining system find all the interesting patterns?
- ▶ Search for only interesting patterns: Optimization
 - Can a data mining system find only the interesting patterns?
 - Approaches
 - First generate all the patterns and then filter out the uninteresting ones.
 - Generate only the interesting patterns—mining query optimization

Data Mining: Confluence of Multiple Disciplines



Data Mining: Classification Schemes

- ▶ General functionality
 - Descriptive data mining
 - Predictive data mining
- ▶ Different views, different classifications
 - Kinds of databases to be mined
 - Kinds of knowledge to be discovered
 - Kinds of techniques utilized
 - Kinds of applications adapted

A Multi-Dimensional View of Data Mining Classification

► Databases to be mined

- Relational, transactional, object-oriented, object-relational, active, spatial, time-series, text, multi-media, heterogeneous, legacy, WWW, etc.

► Knowledge to be mined

- Characterization, discrimination, association, classification, clustering, trend, deviation and outlier analysis, etc.
- Multiple/integrated functions and mining at multiple levels

► Techniques utilized

- Database-oriented, data warehouse (OLAP), machine learning, statistics, visualization, neural network, etc.

► Applications adapted

- Retail, telecommunication, banking, fraud analysis, DNA mining, stock market analysis, Web mining, Weblog analysis, etc.

Major Issues in Data Mining (1)

▶ Mining methodology and user interaction

- Mining different kinds of knowledge in databases
- Interactive mining of knowledge at multiple levels of abstraction
- Incorporation of background knowledge
- Data mining query languages and ad-hoc data mining
- Expression and visualization of data mining results
- Handling noise and incomplete data
- Pattern evaluation: the interestingness problem

▶ Performance and scalability

- Efficiency and scalability of data mining algorithms
- Parallel, distributed and incremental mining methods

Major Issues in Data Mining (2)

- ▶ Issues relating to the diversity of data types
 - Handling relational and complex types of data
 - Mining information from heterogeneous databases and global information systems (WWW)
- ▶ Issues related to applications and social impacts
 - Application of discovered knowledge
 - Domain-specific data mining tools
 - Intelligent query answering
 - Process control and decision making
 - Integration of the discovered knowledge with existing knowledge: A knowledge fusion problem
 - Protection of data security, integrity, and privacy

Summary

- ▶ Data mining: discovering interesting patterns from large amounts of data
- ▶ A natural evolution of database technology, in great demand, with wide applications
- ▶ A KDD process includes data cleaning, data integration, data selection, transformation, data mining, pattern evaluation, and knowledge presentation
- ▶ Mining can be performed in a variety of information repositories
- ▶ Data mining functionalities: characterization, discrimination, association, classification, clustering, outlier and trend analysis, etc.
- ▶ Classification of data mining systems
- ▶ Major issues in data mining

A Brief History of Data Mining Society

- ▶ 1989 IJCAI Workshop on Knowledge Discovery in Databases (Piatetsky-Shapiro)
 - Knowledge Discovery in Databases (G. Piatetsky-Shapiro and W. Frawley, 1991)
- ▶ 1991–1994 Workshops on Knowledge Discovery in Databases
 - Advances in Knowledge Discovery and Data Mining (U. Fayyad, G. Piatetsky-Shapiro, P. Smyth, and R. Uthurusamy, 1996)
- ▶ 1995–1998 International Conferences on Knowledge Discovery in Databases and Data Mining (KDD'95–98)
 - Journal of Data Mining and Knowledge Discovery (1997)
- ▶ 1998 ACM SIGKDD, SIGKDD'1999–2001 conferences, and SIGKDD Explorations
- ▶ More conferences on data mining
 - PAKDD, PKDD, SIAM–Data Mining, (IEEE) ICDM, etc.

Where to Find References?

- ▶ Data mining and KDD (SIGKDD member CDROM):
 - Conference proceedings: KDD, and others, such as PKDD, PAKDD, etc.
 - Journal: Data Mining and Knowledge Discovery
- ▶ Database field (SIGMOD member CD ROM):
 - Conference proceedings: ACM–SIGMOD, ACM–PODS, VLDB, ICDE, EDBT, DASFAA
 - Journals: ACM–TODS, J. ACM, IEEE–TKDE, JIIS, etc.
- ▶ AI and Machine Learning:
 - Conference proceedings: Machine learning, AAAI, IJCAI, etc.
 - Journals: Machine Learning, Artificial Intelligence, etc.
- ▶ Statistics:
 - Conference proceedings: Joint Stat. Meeting, etc.
 - Journals: Annals of statistics, etc.
- ▶ Visualization:
 - Conference proceedings: CHI, etc.
 - Journals: IEEE Trans. visualization and computer graphics, etc.

References

- ▶ U. M. Fayyad, G. Piatetsky-Shapiro, P. Smyth, and R. Uthurusamy. Advances in Knowledge Discovery and Data Mining. AAAI/MIT Press, 1996.
- ▶ J. Han and M. Kamber. Data Mining: Concepts and Techniques. Morgan Kaufmann, 2000.
- ▶ T. Imielinski and H. Mannila. A database perspective on knowledge discovery. Communications of ACM, 39:58–64, 1996.
- ▶ G. Piatetsky-Shapiro, U. Fayyad, and P. Smith. From data mining to knowledge discovery: An overview. In U.M. Fayyad, et al. (eds.), Advances in Knowledge Discovery and Data Mining, 1–35. AAAI/MIT Press, 1996.
- ▶ G. Piatetsky-Shapiro and W. J. Frawley. Knowledge Discovery in Databases. AAAI/MIT Press, 1991.



Thank you !!!

Difference between data mining and Data warehousing?

- ▶ Data mining is intended for users who are **statistically** inclined. These analysts look for **patterns hidden in data**, which they are able to extract using **statistical models**. Data miners engage in question formulation based primarily on the "law of large numbers" **to identify potentially useful relationships between data elements, which can be profitable to companies.**
- ▶ Data warehouse users, tend to be **data experts who analyze by business dimensions directly.** Data warehousing analysts are concerned with what kinds of purchases their customers make, and if the analyst can help the customer by improving the customer experience.