# What's it all about?

Most of these slides (used with permission) are based on the book:

*Data Mining: Practical Machine Learning Tools and Techniques*
by I. H. Witten, E. Frank, M. A. Hall, and C. J. Pal

1

## Chapter 1: What's it all about?

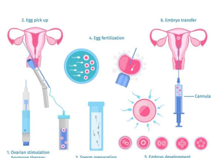
- Data mining and machine learning
- Simple examples: the weather problem and others
- Fielded applications
- The data mining process
- Machine learning and statistics
- Generalization as search
- Data mining and ethics

2

2

## Information is crucial

- Example 1: *in vitro* fertilization
  - Given: embryos described by 60 features
  - Problem: selection of embryos that will survive
  - Data: historical records of embryos and outcome

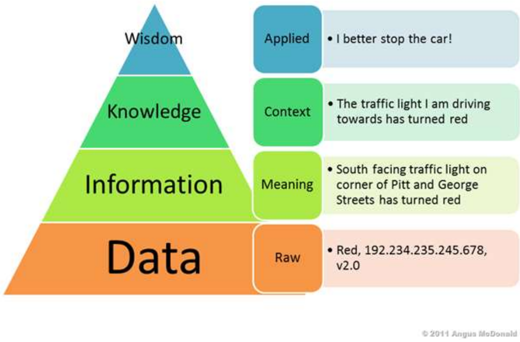


- Example 2: cow culling
  - Given: cows described by 700 features
  - Problem: selection of cows that should be culled
  - Data: historical records and farmers' decisions

3

3

## Data – Information – Knowledge - Wisdom




4

## From data to information

- Society produces huge amounts of data
  - Sources: business, science, medicine, economics, geography, environment, sports, …
- This data is a potentially valuable resource
- Raw data is useless: need techniques to automatically extract information from it
  - Data: recorded facts
  - Information: patterns underlying the data
- We are concerned with machine learning techniques for automatically finding patterns in data
- Patterns that are found may be represented as *structural descriptions* or as black-box models

5

## Structural descriptions

- Example: if-then rules

```
If tear production rate = reduced
   then recommendation = none
Otherwise, if age = young and astigmatic = no
   then recommendation = soft
```

| Age | Spectacle prescription | Astigmatism | Tear production rate | Recommended lenses |
|---|---|---|---|---|
| Young | Myope | No | Reduced | None |
| Young | Hypermetrope | No | Normal | Soft |
| Pre-presbyopic | Hypermetrope | No | Reduced | None |
| Presbyopic | Myope | Yes | Normal | Hard |
| … | … | … | … | … |

6

## Machine learning

- Definitions of “learning” from dictionary:

To get knowledge of by study, experience, or being taught } Difficult to measure

To become aware by information or from observation
To commit to memory
To be informed of, ascertain; to receive instruction } Trivial for computers

- Operational definition:

Things learn when they change their behavior in a way that makes them perform better in the future. } Does a slipper learn?

- Does learning imply intention?

7

## Data mining

- Finding patterns in data that provide insight or enable fast and accurate decision making
- Strong, accurate patterns are needed to make decisions
  - Problem 1: most patterns are not interesting
  - Problem 2: patterns may be inexact (or spurious)
  - Problem 3: data may be garbled or missing
- Machine learning techniques identify patterns in data and provide many tools for data mining
- Of primary interest are machine learning techniques that provide structural descriptions

8

## The weather problem

- Conditions for playing a certain game

| Outlook | Temperature | Humidity | Windy | Play |
|---|---|---|---|---|
| Sunny | Hot | High | False | No |
| Sunny | Hot | High | True | No |
| Overcast | Hot | High | False | Yes |
| Rainy | Mild | Normal | False | Yes |
| … | … | … | … | … |

```
If outlook = sunny and humidity = high then play = no
If outlook = rainy and windy = true then play = no
If outlook = overcast then play = yes
If humidity = normal then play = yes
If none of the above then play = yes
```

9

## Classification vs. association rules

- Classification rule:
  predicts value of a given attribute (the classification of an example)

```
If outlook = sunny and humidity = high
   then play = no
```

- Association rule:
  predicts value of arbitrary attribute (or combination)

```
If temperature = cool then humidity = normal
If humidity = normal and windy = false
   then play = yes
If outlook = sunny and play = no
   then humidity = high
If windy = false and play = no
   then outlook = sunny and humidity = high
```

10

10

## Weather data with mixed attributes

- Some attributes have numeric values

| Outlook | Temperature | Humidity | Windy | Play |
|---|---|---|---|---|
| Sunny | 85 | 85 | False | No |
| Sunny | 80 | 90 | True | No |
| Overcast | 83 | 86 | False | Yes |
| Rainy | 75 | 80 | False | Yes |
| … | … | … | … | … |

```
If outlook = sunny and humidity > 83 then play = no
If outlook = rainy and windy = true then play = no
If outlook = overcast then play = yes
If humidity < 85 then play = yes
If none of the above then play = yes
```

11

11

## The contact lenses data

| Age | Spectacle prescription | Astigmatism | Tear production rate | Recommended lenses |
|---|---|---|---|---|
| Young | Myope | No | Reduced | None |
| Young | Myope | No | Normal | Soft |
| Young | Myope | Yes | Reduced | None |
| Young | Myope | Yes | Normal | Hard |
| Young | Hypermetrope | No | Reduced | None |
| Young | Hypermetrope | No | Normal | Soft |
| Young | Hypermetrope | Yes | Reduced | None |
| Young | Hypermetrope | Yes | Normal | hard |
| Pre-presbyopic | Myope | No | Reduced | None |
| Pre-presbyopic | Myope | No | Normal | Soft |
| Pre-presbyopic | Myope | Yes | Reduced | None |
| Pre-presbyopic | Myope | Yes | Normal | Hard |
| Pre-presbyopic | Hypermetrope | No | Reduced | None |
| Pre-presbyopic | Hypermetrope | No | Normal | Soft |
| Pre-presbyopic | Hypermetrope | Yes | Reduced | None |
| Pre-presbyopic | Hypermetrope | Yes | Normal | None |
| Presbyopic | Myope | No | Reduced | None |
| Presbyopic | Myope | No | Normal | None |
| Presbyopic | Myope | Yes | Reduced | None |
| Presbyopic | Myope | Yes | Normal | Hard |
| Presbyopic | Hypermetrope | No | Reduced | None |
| Presbyopic | Hypermetrope | No | Normal | Soft |
| Presbyopic | Hypermetrope | Yes | Reduced | None |
| Presbyopic | Hypermetrope | Yes | Normal | None |

12

12

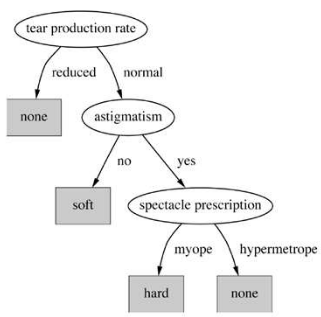
## A complete and correct rule set

```
If tear production rate = reduced then recommendation = none
If age = young and astigmatic = no
    and tear production rate = normal then recommendation = soft
If age = pre-presbyopic and astigmatic = no
    and tear production rate = normal then recommendation = soft
If age = presbyopic and spectacle prescription = myope
    and astigmatic = no  then recommendation = none
If spectacle prescription = hypermetrope and astigmatic = no
    and tear production rate = normal then recommendation = soft
If spectacle prescription = myope and astigmatic = yes
    and tear production rate = normal then recommendation = hard
If age young and astigmatic = yes
    and tear production rate = normal then recommendation = hard
If age = pre-presbyopic
    and spectacle prescription = hypermetrope
    and astigmatic = yes then recommendation = none
If age = presbyopic and spectacle prescription = hypermetrope
    and astigmatic = yes then recommendation = none
```

13

13

## A decision tree for this problem




14

14

## Classifying iris flowers

| | Sepal length | Sepal width | Petal length | Petal width | Type |
|---|---|---|---|---|---|
| 1 | 5.1 | 3.5 | 1.4 | 0.2 | Iris setosa |
| 2 | 4.9 | 3.0 | 1.4 | 0.2 | Iris setosa |
| … | | | | | |
| 51 | 7.0 | 3.2 | 4.7 | 1.4 | Iris versicolor |
| 52 | 6.4 | 3.2 | 4.5 | 1.5 | Iris versicolor |
| … | | | | | |
| 101 | 6.3 | 3.3 | 6.0 | 2.5 | Iris virginica |
| 102 | 5.8 | 2.7 | 5.1 | 1.9 | Iris virginica |
| … | | | | | |

```
If petal length < 2.45 then Iris setosa
If sepal width < 2.10 then Iris versicolor
...
```

15

15

## Predicting CPU performance

- Example: 209 different computer configurations

| | Cycle time (ns) | Main memory (Kb) | | Cache (Kb) | Channels | | Performance |
|---|---|---|---|---|---|---|---|
| | MYCT | MMIN | MMAX | CACH | CHMIN | CHMAX | PRP |
| 1 | 125 | 256 | 6000 | 256 | 16 | 128 | 198 |
| 2 | 29 | 8000 | 32000 | 32 | 8 | 32 | 269 |
| … | | | | | | | |
| 208 | 480 | 512 | 8000 | 32 | 0 | 0 | 67 |
| 209 | 480 | 1000 | 4000 | 0 | 0 | 0 | 45 |

- Linear regression function

```
PRP = -55.9 + 0.0489 MYCT + 0.0153 MMIN + 0.0056 MMAX
      + 0.6410 CACH - 0.2700 CHMIN + 1.480 CHMAX
```

16

16

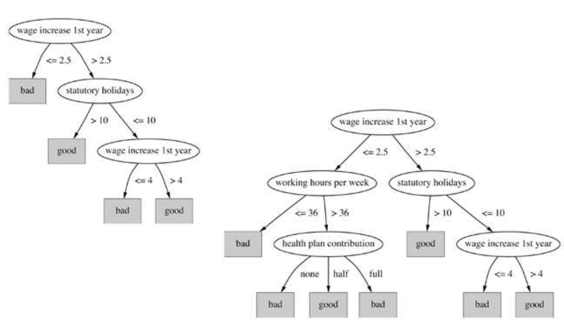
## Data from labor negotiations

| Attribute | Type | 1 | 2 | 3 | … | 40 |
|---|---|---|---|---|---|---|
| Duration | (Number of years) | 1 | 2 | 3 | | 2 |
| Wage increase first year | Percentage | 2% | 4% | 4.3% | | 4.5 |
| Wage increase second year | Percentage | ? | 5% | 4.4% | | 4.0 |
| Wage increase third year | Percentage | ? | ? | ? | | ? |
| Cost of living adjustment | {none,tcf,tc} | none | tcf | ? | | none |
| Working hours per week | (Number of hours) | 28 | 35 | 38 | | 40 |
| Pension | {none,ret-allw, empl-cntr} | none | ? | ? | | ? |
| Standby pay | Percentage | ? | 13% | ? | | ? |
| Shift-work supplement | Percentage | ? | 5% | 4% | | 4 |
| Education allowance | {yes,no} | yes | ? | ? | | ? |
| Statutory holidays | (Number of days) | 11 | 15 | 12 | | 12 |
| Vacation | {below-avg,avg,gen} | avg | gen | gen | | avg |
| Long-term disability assistance | {yes,no} | no | ? | ? | | yes |
| Dental plan contribution | {none,half,full} | none | ? | full | | full |
| Bereavement assistance | {yes,no} | no | ? | ? | | yes |
| Health plan contribution | {none,half,full} | none | ? | full | | half |
| Acceptability of contract | {good,bad} | bad | good | good | | good |

17

17

## Decision trees for the labor data




18

18

## Soybean classification

| | Attribute | Number of values | Sample value |
|---|---|---|---|
| *Environment* | Time of occurrence | 7 | July |
| | Precipitation | 3 | Above normal |
| … | | | |
| *Seed* | Condition | 2 | Normal |
| | Mold growth | 2 | Absent |
| … | | | |
| *Fruit* | Condition of fruit pods | 4 | Normal |
| | Fruit spots | 5 | ? |
| *Leaf* | Condition | 2 | Abnormal |
| | Leaf spot size | 3 | ? |
| … | | | |
| *Stem* | Condition | 2 | Abnormal |
| | Stem lodging | 2 | Yes |
| … | | | |
| *Root* | Condition | 3 | Normal |
| *Diagnosis* | | 19 | Diaporthe stem canker |

19

19

## The role of domain knowledge

```
If leaf condition is normal
   and stem condition is abnormal
   and stem cankers is below soil line
   and canker lesion color is brown
then
   diagnosis is rhizoctonia root rot
```

```
If leaf malformation is absent
   and stem condition is abnormal
   and stem cankers is below soil line
   and canker lesion color is brown
then
   diagnosis is rhizoctonia root rot
```

But in this domain, "leaf condition is normal" implies "leaf malformation is absent"!

20

20

## Fielded applications

- The result of learning—or the learning method itself—is deployed in practical applications
  - Processing loan applications
  - Screening images for oil slicks
  - Electricity supply forecasting
  - Diagnosis of machine faults
  - Marketing and sales
  - Separating crude oil and natural gas
  - Reducing banding in rotogravure printing
  - Finding appropriate technicians for telephone faults
  - Scientific applications: biology, astronomy, chemistry
  - Automatic selection of TV programs
  - Monitoring intensive care patients

21

21

## Processing loan applications (American Express)

- Given: questionnaire with financial and personal information
- Question: should money be lent?
- Simple statistical method covers 90% of cases
- Borderline cases referred to loan officers
- But: 50% of accepted borderline cases defaulted!
- Solution: reject all borderline cases?
  - No! Borderline cases are most active customers

22

22

## Enter machine learning

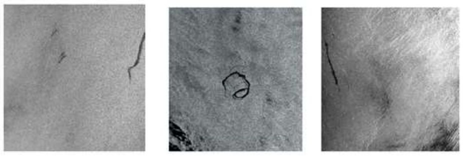
- 1000 training examples of borderline cases
- 20 attributes:
  - age
  - years with current employer
  - years at current address
  - years with the bank
  - other credit cards possessed,…
- Learned rules: correct on 70% of cases
  - human experts only 50%
- Rules could be used to explain decisions to customers

23

23

## Screening images

- Given: radar satellite images of coastal waters
- Problem: detect oil slicks in those images
- Oil slicks appear as dark regions with changing size and shape
- Not easy: lookalike dark regions can be caused by weather conditions (e.g. high wind)
- Expensive process requiring highly trained personnel



24

24

## Enter machine learning

- Extract dark regions from normalized image
- Attributes:
  - size of region
  - shape, area
  - intensity
  - sharpness and jaggedness of boundaries
  - proximity of other regions
  - info about background
- Constraints:
  - Few training examples—oil slicks are rare!
  - Unbalanced data: most dark regions aren't slicks
  - Regions from same image form a batch
  - Requirement: adjustable false-alarm rate

25

25

## Load forecasting

- Electricity supply companies need forecast of future demand for power
- Forecasts of min/max load for each hour => significant savings
- Given: manually constructed load model that assumes "normal" climatic conditions
- Problem: adjust for weather conditions
- Static model consist of:
  - base load for the year
  - load periodicity over the year
  - effect of holidays

26

26

## Enter machine learning

- Prediction corrected using "most similar" days
- Attributes:
  - temperature
  - humidity
  - wind speed
  - cloud cover readings
  - plus difference between actual load and predicted load
- Average difference among three "most similar" days added to static model
- Linear regression coefficients form attribute weights in similarity function

27

27

## Diagnosis of machine faults

- Diagnosis: classical domain of expert systems
- Given: Fourier analysis of vibrations measured at various points of a device's mounting
- Question: which fault is present?
- Preventative maintenance of electromechanical motors and generators
- Information very noisy
- So far: diagnosis by expert/hand-crafted rules

28

28

## Enter machine learning

- Available: 600 faults with expert's diagnosis
- ~300 unsatisfactory, rest used for training
- Attributes augmented by intermediate concepts that embodied causal domain knowledge
- Expert not satisfied with initial rules because they did not relate to his domain knowledge
- Further background knowledge resulted in more complex rules that were satisfactory
- Learned rules outperformed hand-crafted ones

29

29

## Marketing and sales I

- Companies precisely record massive amounts of marketing and sales data
- Applications:
  - Customer loyalty:
    identifying customers that are likely to defect by detecting changes in their behavior
    (e.g. banks/phone companies)
  - Special offers:
    identifying profitable customers
    (e.g. reliable owners of credit cards that need extra money during the holiday season)

30

30

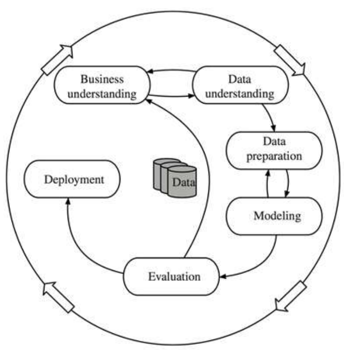
## Marketing and sales II

- Market basket analysis
  - Association techniques find groups of items that tend to occur together in a transaction
    (used to analyze checkout data)
- Historical analysis of purchasing patterns
- Identifying prospective customers
  - Focusing promotional mailouts
    (targeted campaigns are cheaper than mass-marketed ones)

31

31

## The data mining process




32

32

## Machine learning and statistics

- Historical difference (grossly oversimplified):
  - Statistics: testing hypotheses
  - Machine learning: finding the right hypothesis
- But: huge overlap
  - Decision trees (C4.5 and CART)
  - Nearest-neighbor methods
- Today: perspectives have converged
  - Most machine learning algorithms employ statistical techniques

33

33

## Generalization as search

- Inductive learning: find a concept description that fits the data
- Example: rule sets as description language
  - Enormous, but finite, search space
- Simple solution:
  - enumerate the concept space
  - eliminate descriptions that do not fit examples
  - surviving descriptions contain target concept

34

34

## Enumerating the concept space

- Search space for weather problem
  - 4 x 4 x 3 x 3 x 2 = 288 possible combinations
  - With 14 rules => $2.7 \times 10^{34}$ possible rule sets
- Other practical problems:
  - More than one description may survive
  - No description may survive
    - Language is unable to describe target concept
    - *or* data contains noise
- Another view of generalization as search:
  hill-climbing in description space according to pre-specified matching criterion
  - Many practical algorithms use heuristic search that cannot guarantee to find the optimum solution

35

35

## Bias

- Important decisions in learning systems:
  - Concept description language
  - Order in which the space is searched
  - Way that overfitting to the particular training data is avoided
- These form the "bias" of the search:
  - Language bias
  - Search bias
  - Overfitting-avoidance bias

36

36

## Language bias

- Important question:
  - is language universal
    or does it restrict what can be learned?
- Universal language can express arbitrary subsets of examples
- If language includes logical *or* (“disjunction”), it is universal
- Example: rule sets
- Domain knowledge can be used to exclude some concept descriptions *a priori* from the search

37

37

## Search bias

- Search heuristic
  - “Greedy” search: performing the best single step
  - “Beam search”: keeping several alternatives
  - …
- Direction of search
  - *General-to-specific*
    - E.g. specializing a rule by adding conditions
  - *Specific-to-general*
    - E.g. generalizing an individual instance into a rule

38

38

## Overfitting-avoidance bias

- Can be seen as a form of search bias
- Modified evaluation criterion
  - E.g., balancing simplicity and number of errors
- Modified search strategy
  - E.g., pruning (simplifying a description)
    - Pre-pruning: stops at a simple description before search proceeds to an overly complex one
    - Post-pruning: generates a complex description first and simplifies it afterwards

39

39

## Data mining and ethics I

- Ethical issues arise in practical applications
- Anonymizing data is difficult
  - 85% of Americans can be identified from just zip code, birth date and sex
- Data mining often used to discriminate
  - E.g., loan applications: using some information (e.g., sex, religion, race) is unethical
- Ethical situation depends on application
  - E.g., same information ok in medical application
- Attributes may contain problematic information
  - E.g., area code may correlate with race

40

40

## Data mining and ethics II

- Important questions:
  - Who is permitted access to the data?
  - For what purpose was the data collected?
  - What kind of conclusions can be legitimately drawn from it?
- Caveats must be attached to results
- Purely statistical arguments are never sufficient!
- Are resources put to good use?

41

41