

# Getting Real about Data Mining

Webinar

# Presenter

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--> [YouTube](#), [TikTok](#), [GitHub](#), [Kaggle](#), [Google Scholar](#)

# What is Data Mining?

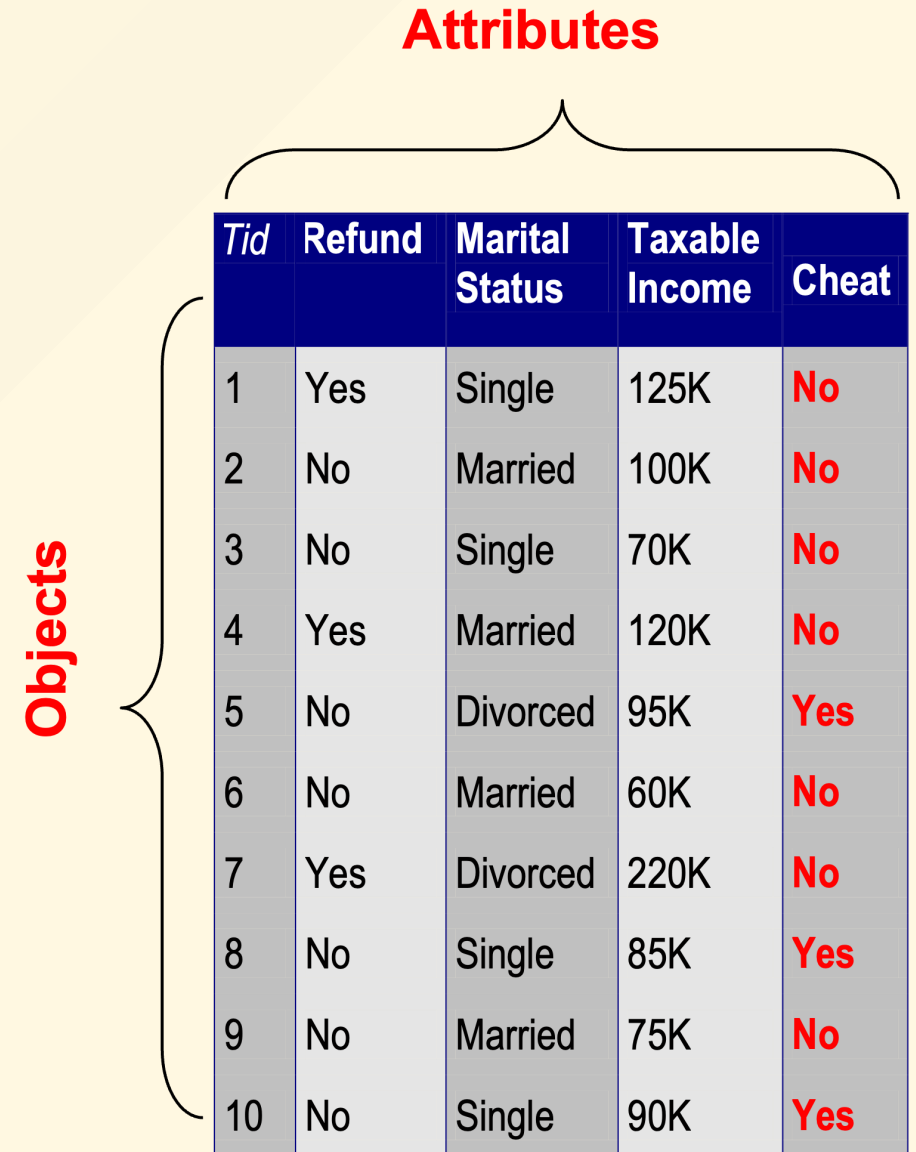
## Many Definitions

- 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

*Data Mining is a process of extracting insights from data.*

# What is Data?

- Collection of data objects and attributes
- An attribute is a property or characteristics of an object
- A collection of attributes describe an object



The diagram illustrates the relationship between data objects and attributes. A table is shown with five columns: *Tid*, Refund, Marital Status, Taxable Income, and Cheat. The columns are grouped under the label 'Attributes' with a bracket above them. The rows are grouped under the label 'Objects' with a bracket to the left of them. The 'Cheat' column contains values in red text.

Attributes				
<i>Tid</i>	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

# The Data Mining Process

For today's talk, we make it simple by separating the process into

## **Part 1: Data Preprocessing**

- Cleaning, transforming, visualizing

## **Part 2: Machine Learning**

- Create model, train, test, evaluate, use

# Technology/Tools

## Programming Language

*Python, R*

## Software

*Weka, RapidMiner, Excel*

## Cloud

*R Studio Cloud, Power BI, Tableau, Google Collab*

# Programming Language

## What is Python?

- High-Level Programming Language.
- Emphasizes on code readability.
- Rank = 1\* for 2021 \*[\(IEEE Spectrum\)](#).
- Consist of fantastic libraries!

# Part I: Preprocessing



# Python Library

## Pandas for Data Analysis and Manipulation

A Python library is a collection of related modules. It makes Python programming simpler and convenient for the programmer.

```
# importing Pandas library  
import pandas as pd
```

Pandas is the backbone of most python data mining projects.

# Reading Data

Usually we can use pandas library. Pandas store the imported data as DataFrame.

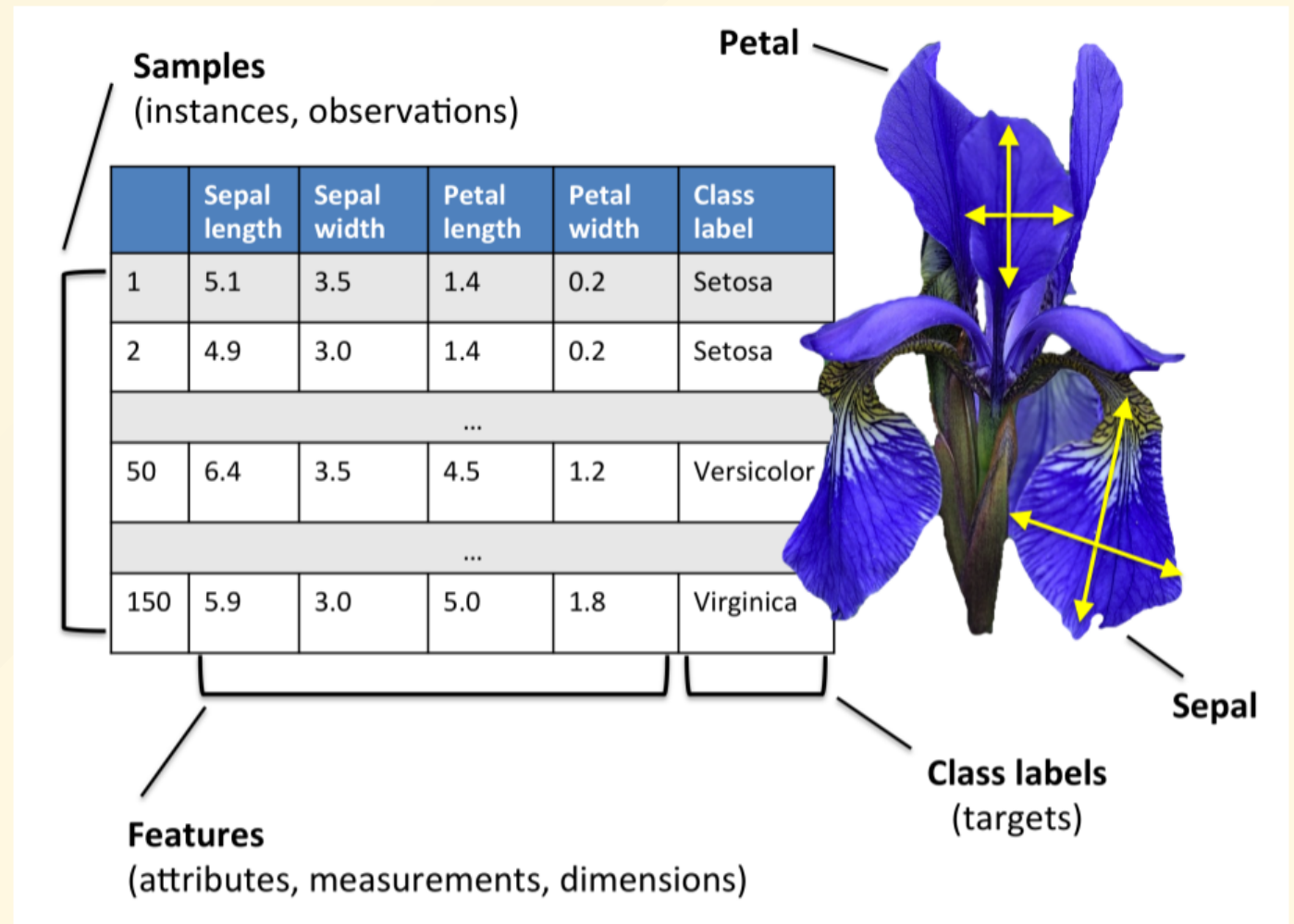
```
# Default sep = ','  
df = pd.read_csv("iris_dirty.csv")
```

or if you want to use another separator, simply add sep='\t'

```
df = pd.read_csv("file_name.csv", sep = '\t')
```

# Iris Flower Dataset

- Also known as Fisher's Iris dataset
- Introduced by Ronald Fisher in his 1936 paper.



# View Data

You can have a look at the first five rows with `.head()`:

```
# by default is 5 rows  
df.head()  
# you can also customize the #-rows  
df.head(10)
```

or the last five rows with `.tail()`:

```
df.tail()
```

# Data Info

The shape property returns the dimensionality of the DataFrame.

```
df.shape
```

The info() method prints information about the DataFrame.

```
df.info
```

# Statistical Description

All standard statistical operations are present in Pandas:

```
# Show the statistical summary on the numerical columns  
df.describe()  
# or individually  
df.mean()
```

```
# Show the statistical summary on the categorical columns  
df.describe(include = 'object')
```

# Data Cleaning

## Finding Missing Values

It is common to have not-a-number (NaN) values in your data set.

```
# Will give the total number of NaN in each column  
df.isna().sum()
```

# Data Cleaning

## Handling Missing Values

```
# Remove the rows with NaN, not recommended  
df.dropna()
```

```
# fill NaN with 0, also not recommended  
df.fillna(0)
```

```
# fill NaN with mean, better  
df1 = df.fillna(df.mean(numeric_only=True))
```



# Data Cleaning

## Problematic Values

Typo can be considered problematic.

```
# Count unique categorical values  
df1.Species.unique()  
df1['Species'].value_counts()  
  
# View problematic values  
df1.iloc[[7]]
```

# Data Cleaning

## Handling Problematic Values

We can replace with the correct value using `replace()`

```
df2 = df1.replace(['SETSA'], 'setosa')
```

Cleaning done!

Check out my [Kaggle post](#) for more data cleaning example.

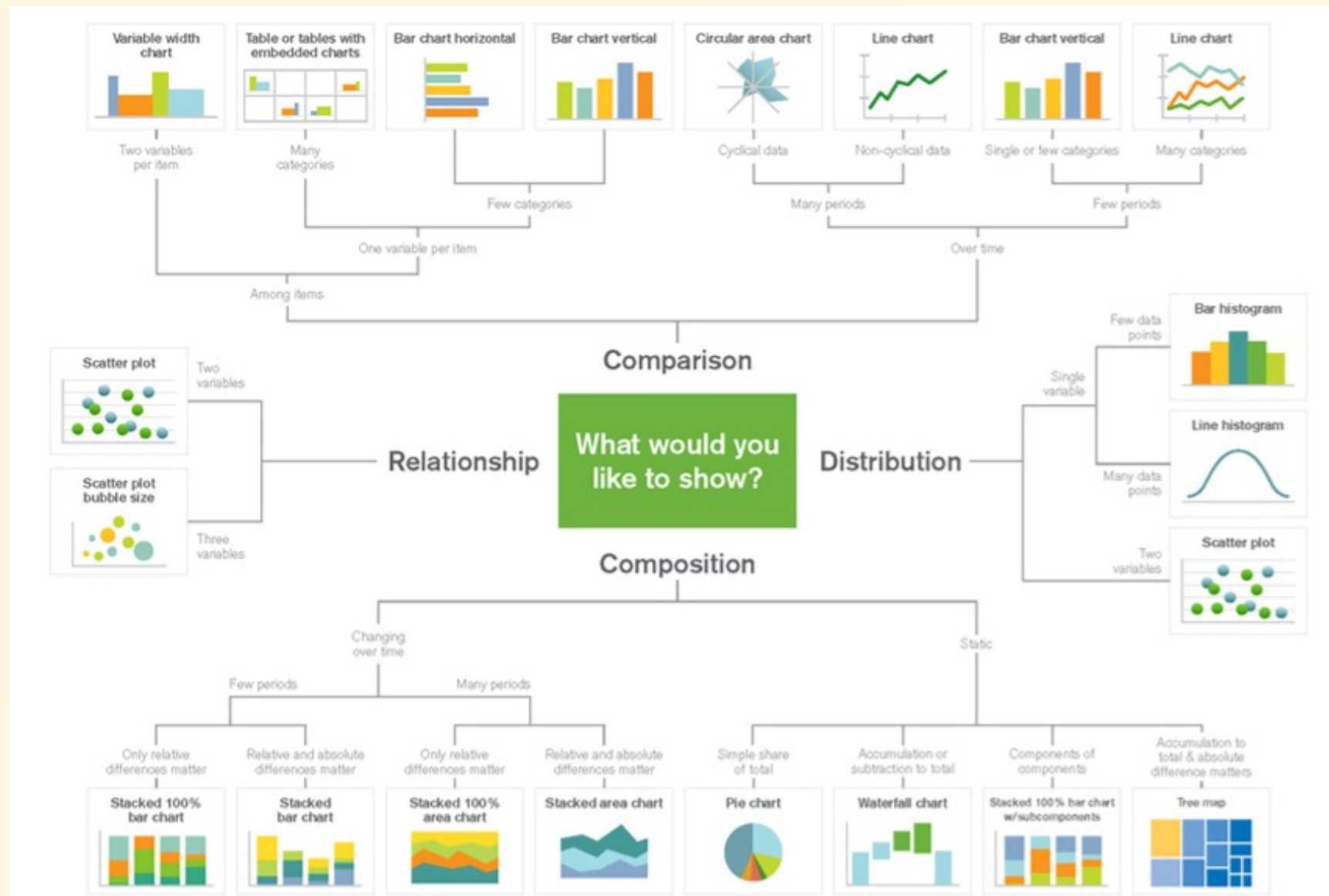
# Data Visualization

Why?

- Visualizing data prior to analysis is a good practice.
- Statistical description do not fully depict the data set in its entirety.

Check out my video [HERE](#) explaining the importance of visualizing data when analyzing it.

# Cheat Sheet



# Data Visualization

## Scatter plot

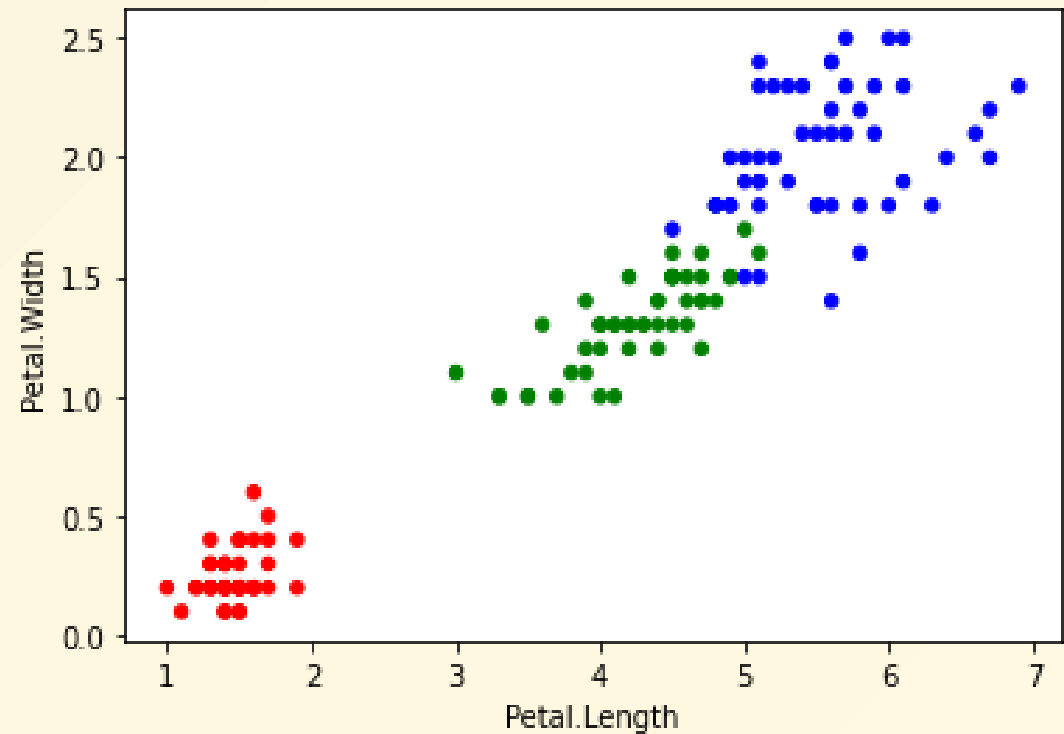
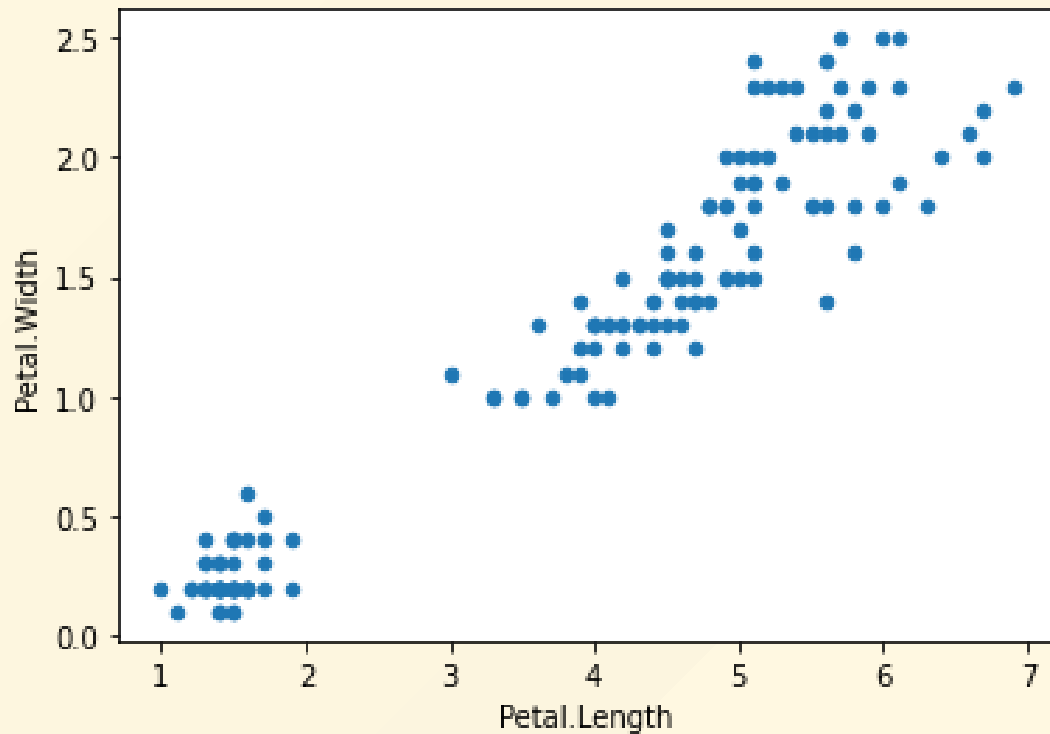
```
df2.plot.scatter(x = 'Petal.Length', y = 'Petal.Width')
```

## Using colour as third variable

```
# Dictionary mapping colour with categorical values  
colors = {'setosa': 'red', 'virginica': 'blue', 'versicolor': 'green'}  
  
df2.plot.scatter(x = 'Petal.Length', y = 'Petal.Width', c = df2['Species'].map(colors))
```

# Data Visualization

What do you see?



# **Part II: Machine Learning (ML)**

# Performing Classification

When you look at the petal measurements of the three species , what do you see?

- *It's pretty obvious to us humans that virginica has larger petals than versicolor and setosa. But machine cannot understand like we do. It needs some algorithm to do so.*

For that, we need to implement an algorithm that is able to classify the iris flowers into their corresponding classes.



# Python Library

## scikit-learn for Machine Learning

Scikit-learn provides various tools for model fitting, model selection, model evaluation, and many other utilities.

```
# import built-in machine learning algorithms, for example Logistic Regression  
from sklearn.linear_model import LogisticRegression
```

# Holdout Method

Randomly split the dataset into two sets; Training set and Test set

```
from sklearn.model_selection import train_test_split

# Separate/Assign the attributes into (X) and target (y)
X = df2.iloc[:, :-1]
y = df2.iloc[:, -1]

#split 80% training and 20 test
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2)
```

# Algorithm

**Logistic Regression** is used to predict a categorical target , given a set of independent variables.

```
# import Linear Regression  
from sklearn.linear_model import LogisticRegression  
  
# create model  
model = LogisticRegression(max_iter=150)  
  
# train model  
model.fit(X_train, y_train)
```

# Evaluation

Model evaluation is the process of using different evaluation metrics to understand a machine learning model's performance.

```
from sklearn import metrics  
# Find accuracy  
metrics.accuracy_score(y_test, y_pred)
```

```
#Find confusion matrix  
metrics.confusion_matrix(y_test, y_pred)
```

Check out my video \*[HERE](#) on how to calculate confusion matrix.

# Finally!

Our model ready to be used.

```
# Lets create a new data  
data = {'Sepal.Length': [4.7], 'Sepal.Width': [3.1], 'Petal.Length': [1.7], 'Petal.Width': [0.3]}  
  
newdf = pd.DataFrame(data)
```

```
# Now we can predict using our model  
ynew = model.predict(newdf)
```

# Next?

## Can we have a better classifier performance?

- Normalizing, scaling, feature selection, cross-validation, etc.

## Which algorithm is better?

- [Neural Network?](#), Check out my video on perceptron

## How to apply?

- create a "*machine learning*" capable web/mobile-based system

# Learning Materials

## Textbook

- [Introduction to Data Mining](#)

## Practical Books

- [Python for Data Analysis](#)
- [Machine Learning with Python Cookbook](#)