DATA MINING

Classification

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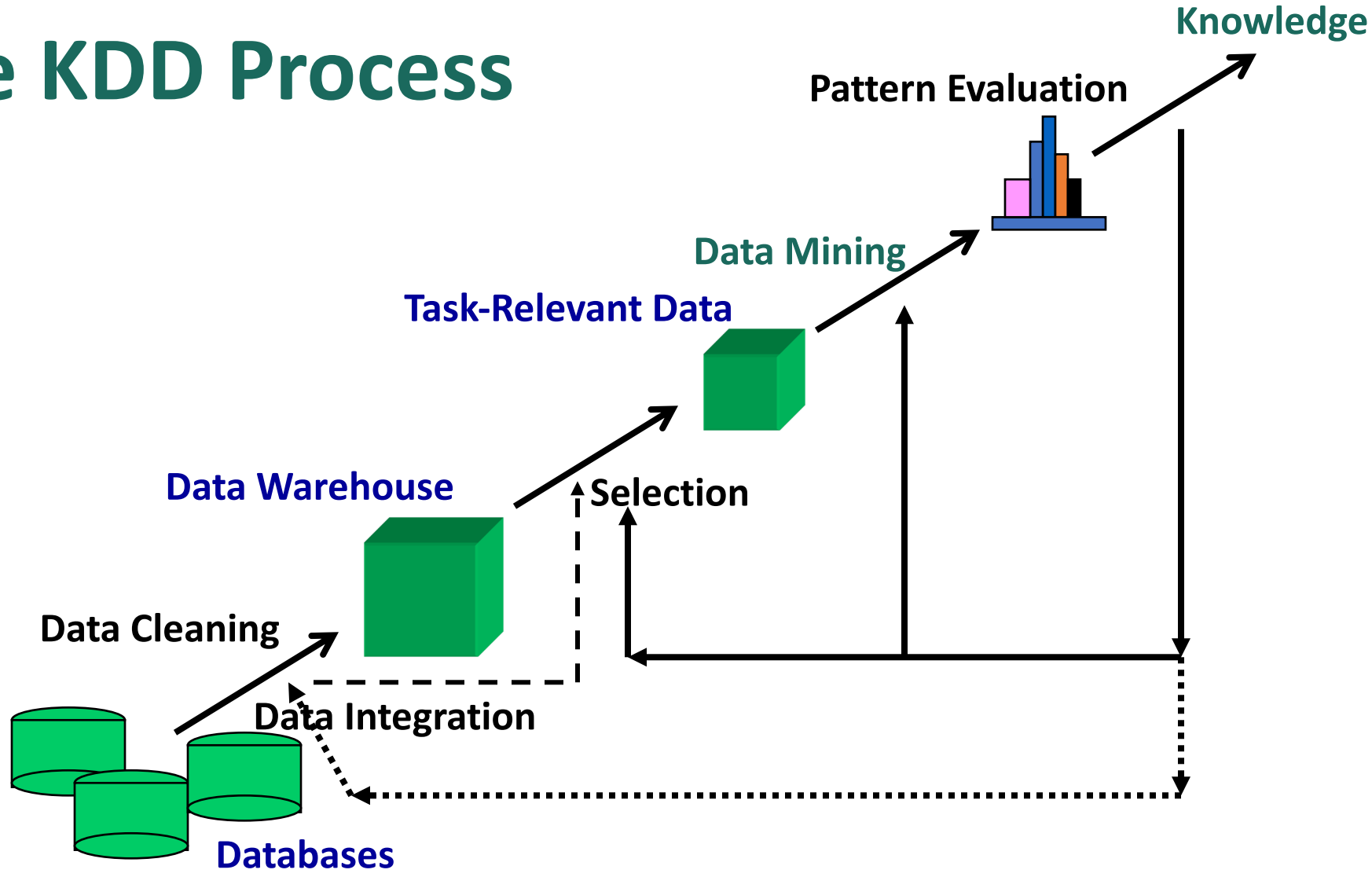
What Is Data Mining?

- Data mining (knowledge discovery from data)
- Data mining is the use of efficient techniques for the analysis of very large collections of data and the extraction of useful and possibly unexpected patterns in data (hidden knowledge).

The KDD Process



Data Mining Tasks...

- Clustering
- Classification
- Pattern Mining

Data

- Collection of data objects and their attributes
- An attribute is a property of an object
  - Examples: eye color of a person, temperature, etc.
  - Attribute is also known as variable, field, characteristic, or feature
- A collection of attributes describe an object
  - Object is also known as record, point, case, sample, entity, or instance

Attributes

Objects

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

Supervised vs. Unsupervised Learning

- **Supervised learning (classification)**
  - Supervision: The training data (observations, measurements, etc.) are accompanied by **labels** indicating the class of the observations
  - New data is classified based on the training set
- **Unsupervised learning (clustering)**
  - The class **labels** of training data is **unknown**
  - Given a set of measurements, observations, etc. with the aim of establishing the existence of classes or clusters in the data

Classification

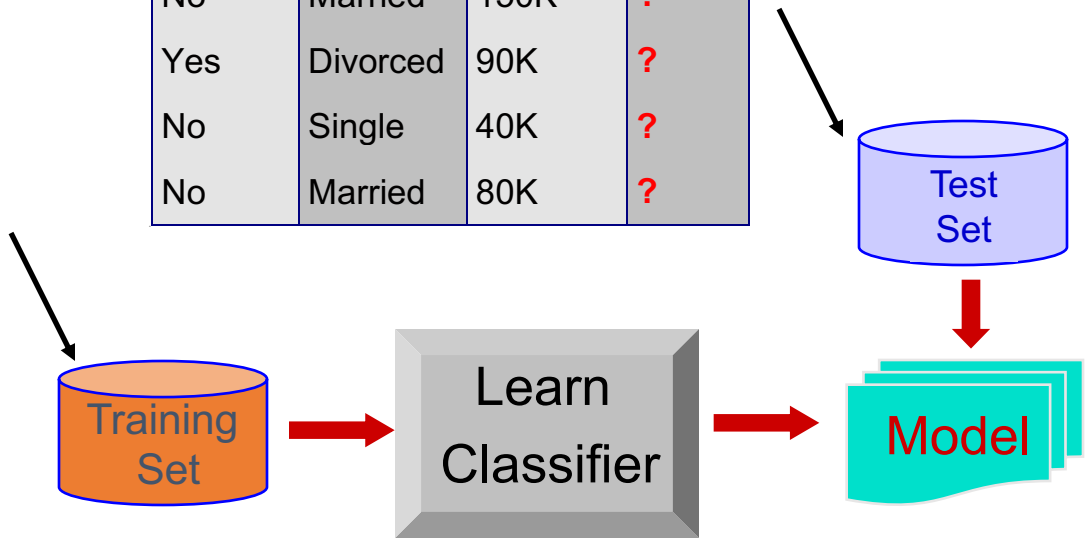
Classification: Definition

- **Learning:**
- Given a collection of records (**training set**)
  - Each record contains a set of **attributes**, one of the attributes is the **class**.
  - Find a **model** for predicting the class attribute as a function of the values of other attributes.
- **Classification/Prediction:**
- Use the model on previously unseen record to assign a class as accurately as possible.
  - A **test set** is used to determine the accuracy of the model.
  - The given data set is divided into **training** and **test** sets, with training set used to build the model and test set used to validate it.

Classification Example

Tid	Refund (categorical)	Marital Status (categorical)	Taxable Income (continuous)	Cheat (class)
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

Refund	Marital Status	Taxable Income	Cheat
No	Single	75K	?
Yes	Married	50K	?
No	Married	150K	?
Yes	Divorced	90K	?
No	Single	40K	?
No	Married	80K	?



Examples of Classification APPLICATIONS

Task	Attribute set, x	Class label, y
Categorizing email messages	Features extracted from email message header and content	spam or non-spam
Identifying tumor cells	Features extracted from MRI scans	malignant or benign cells
Cataloging galaxies	Features extracted from telescope images	Elliptical, spiral, or irregular-shaped galaxies

Classification Techniques

- **Base Classifiers**
  - Decision Tree based Methods
  - Rule-based Methods
  - Nearest-neighbor
  - Neural Networks
  - Deep Learning
  - Naïve Bayes and Bayesian Belief Networks
  - Support Vector Machines
- **Ensemble Classifiers**
  - Boosting, Bagging, Random Forests

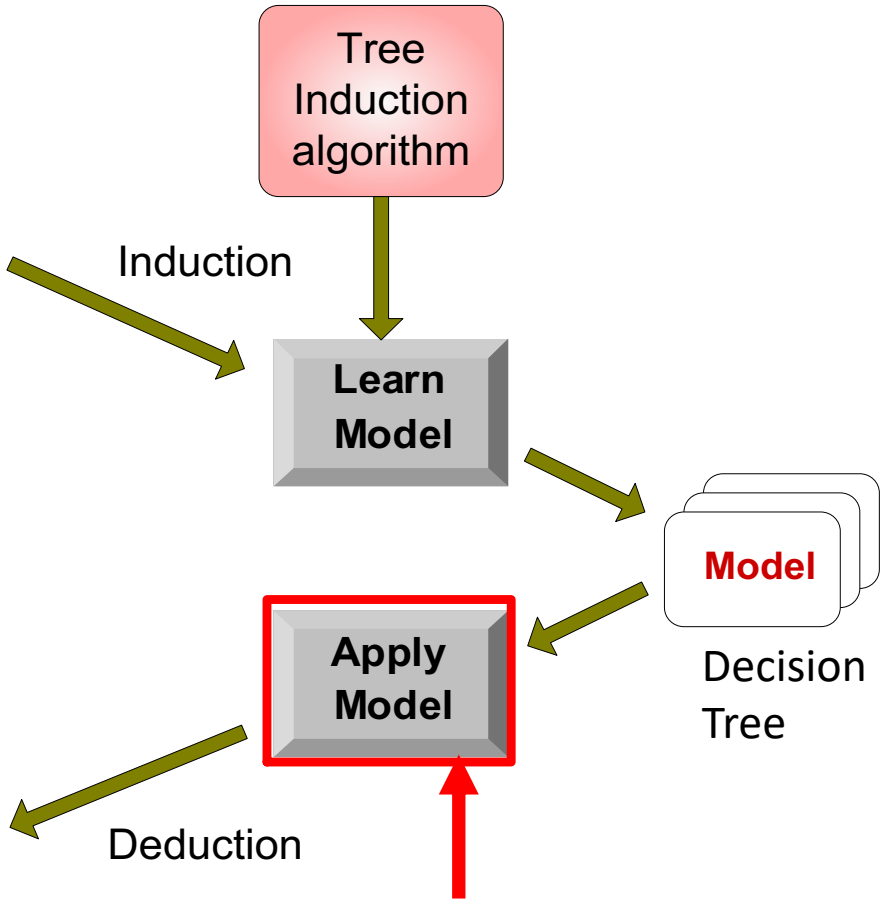
Decision Tree Classification Task

Tid	Attrib1	Attrib2	Attrib3	Class
1	Yes	Large	125K	No
2	No	Medium	100K	No
3	No	Small	70K	No
4	Yes	Medium	120K	No
5	No	Large	95K	Yes
6	No	Medium	60K	No
7	Yes	Large	220K	No
8	No	Small	85K	Yes
9	No	Medium	75K	No
10	No	Small	90K	Yes

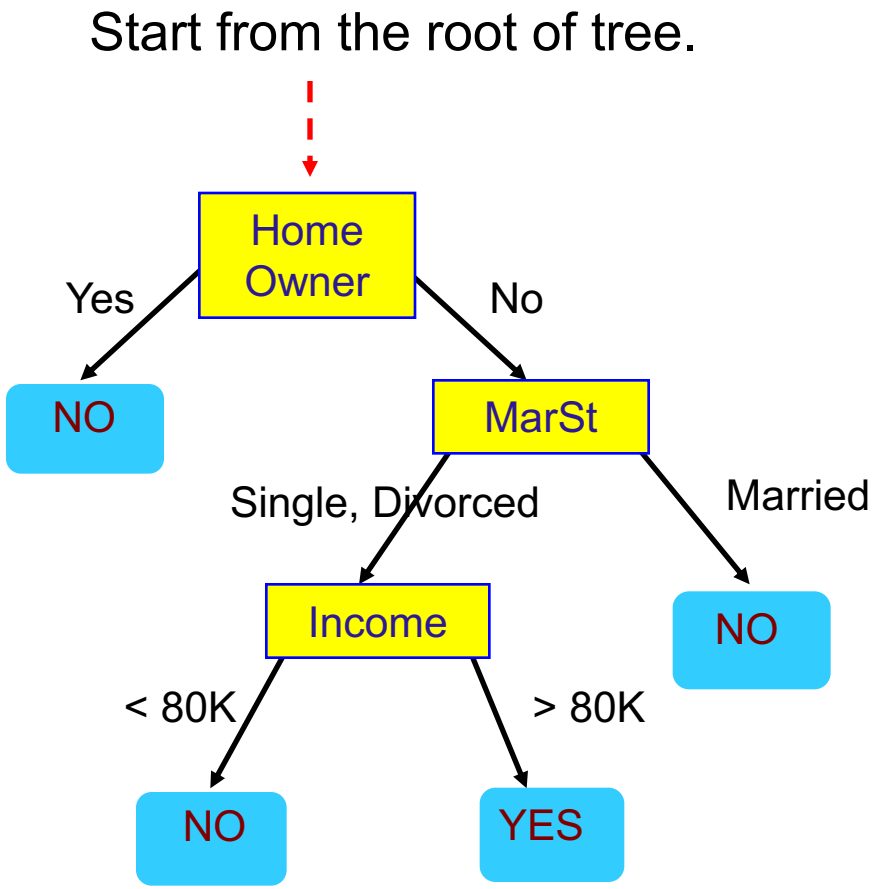
Training Set

Tid	Attrib1	Attrib2	Attrib3	Class
11	No	Small	55K	?
12	Yes	Medium	80K	?
13	Yes	Large	110K	?
14	No	Small	95K	?
15	No	Large	67K	?

Test Set

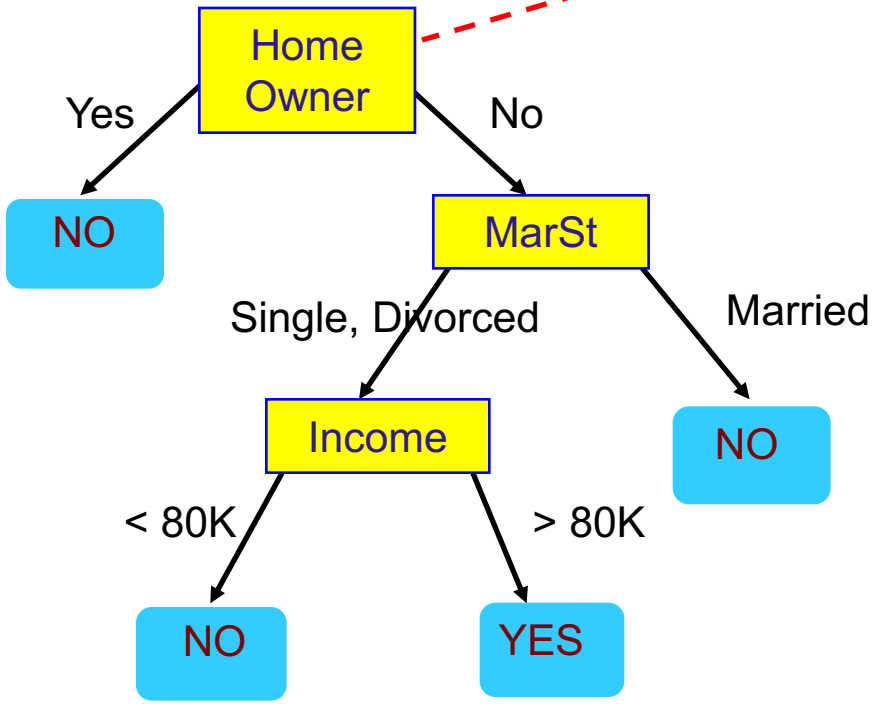


Apply Model to Test Data



Home Owner	Marital Status	Annual Income	Defaulted Borrower
No	Married	80K	?

Apply Model to Test Data



Home Owner	Marital Status	Annual Income	Defaulted Borrower
No	Married	80K	?

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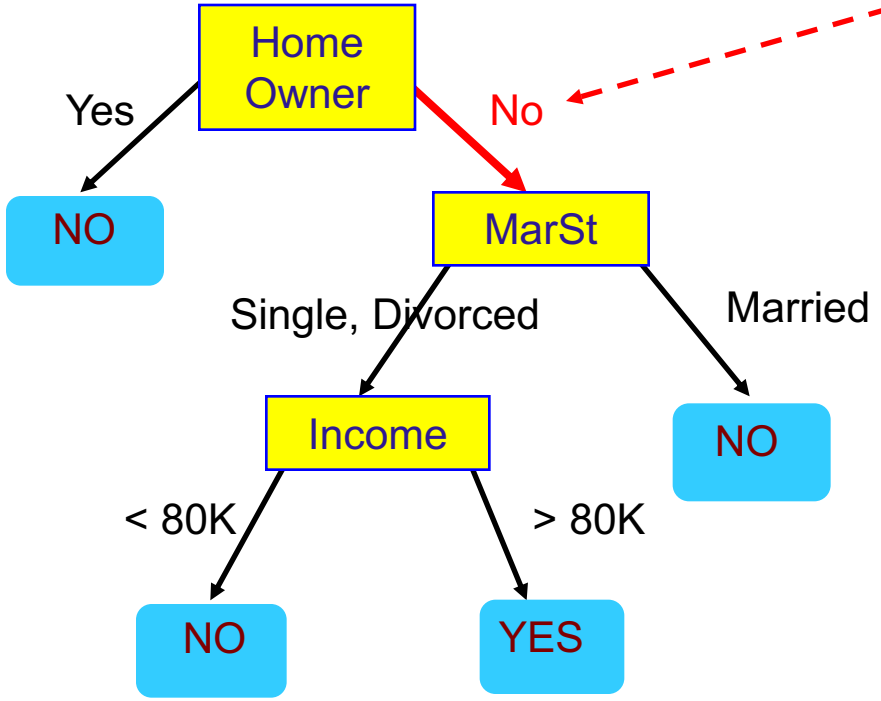

Home Owner	Marital Status	Annual Income	Defaulted Borrower
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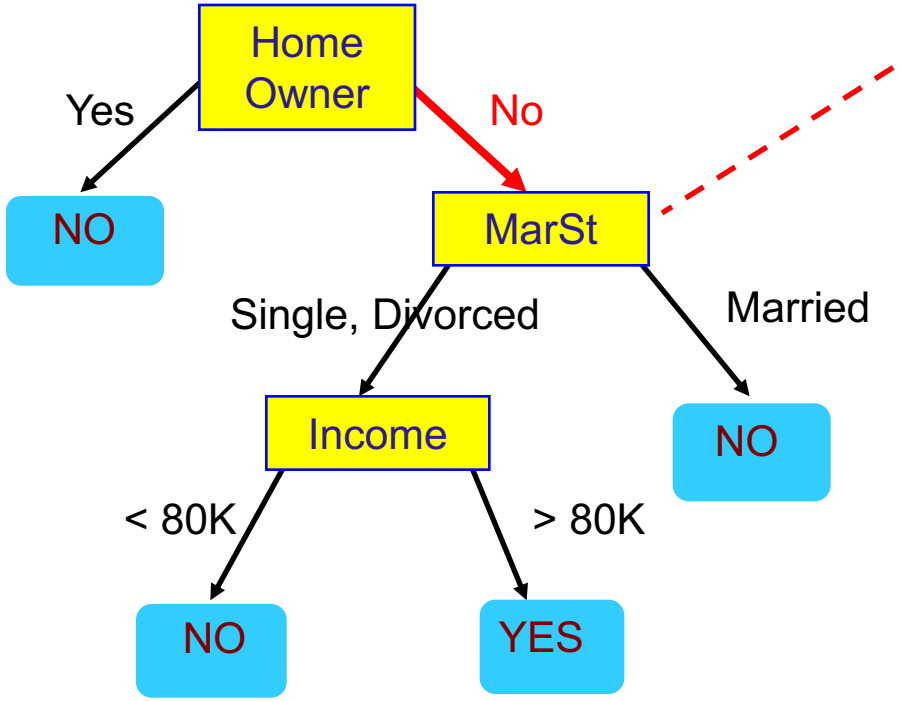

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Apply Model to Test Data

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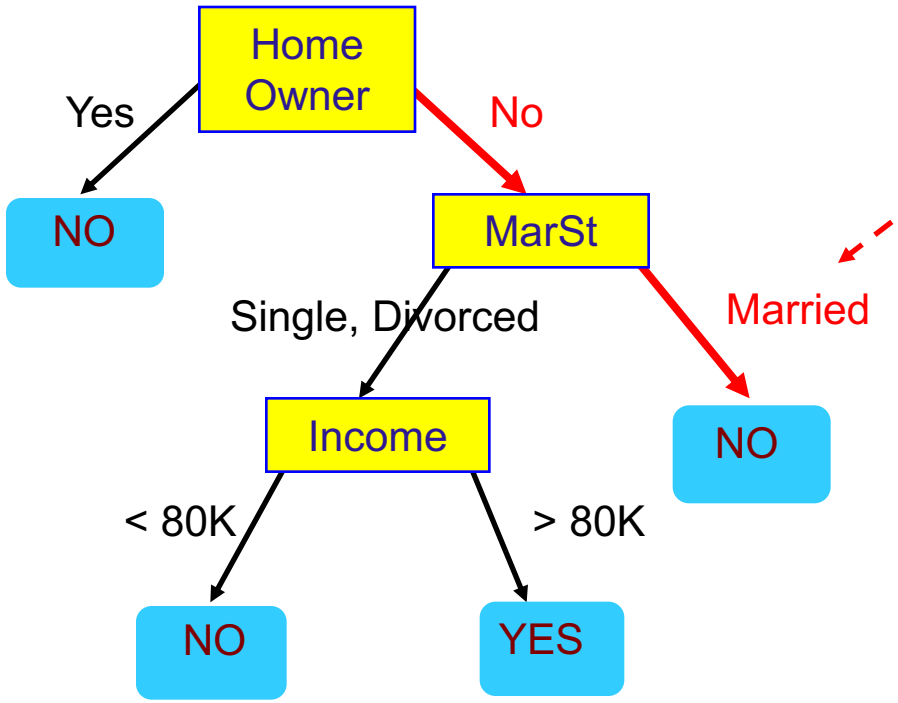

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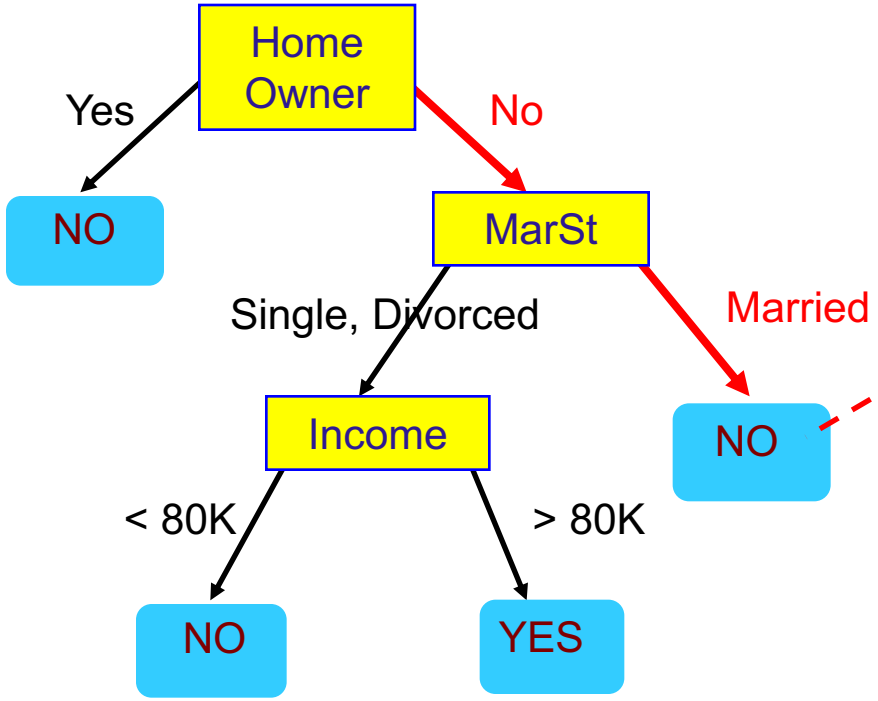


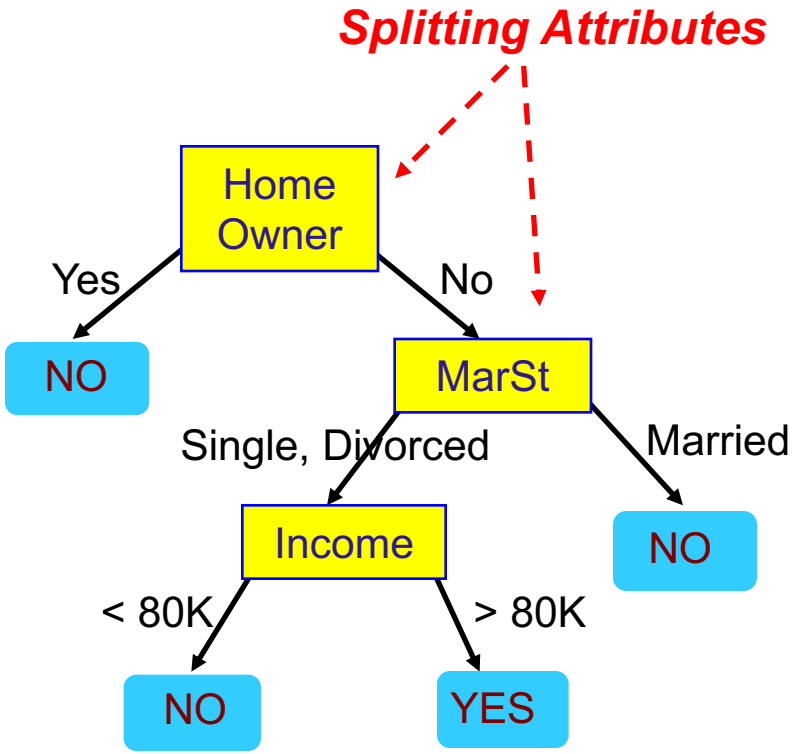
Home Owner	Marital Status	Annual Income	Defaulted Borrower
No	Married	80K	?

Assign Defaulted to "No"

Example of a Decision Tree

ID	Home Owner	Marital Status	Annual Income	Defaulted Borrower
	categorical	categorical	continuous	class
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

Training Data



Model: Decision Tree

Hunt's Algorithm

- Let D_t be the set of training records that reach a node t
- **General Procedure:**
  - If D_t contains records that belong the same class y_t, then t is a **leaf node** labeled as y_t
  - If D_t is an empty set, then t is a leaf node labeled by the **default class**, y_d
  - If D_t contains records that belong to more than one class, use an attribute test to **split** the data into smaller subsets. Recursively apply the procedure to each subset.

ID	Home Owner	Marital Status	Annual Income	Defaulted Borrower
1	Yes	Single	125K	No
2	No	Married	100K	No
3	No	Single	70K	No
4	Yes	Married	120K	No
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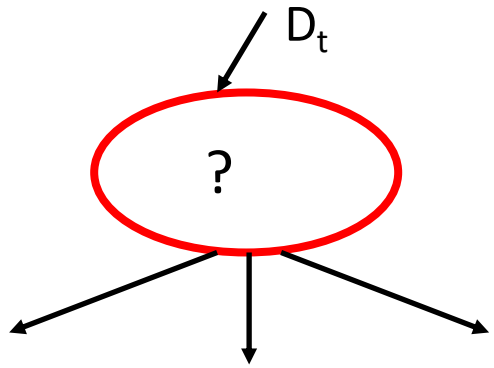


Design Issues of Decision Tree Induction

- **How should training records be split?**
  - Method for specifying test condition
    - depending on attribute types
  - Measure for evaluating the goodness of a test condition

- **How should the splitting procedure stop?**
  - Stop splitting if all the records belong to the same class or have identical attribute values
  - Early termination

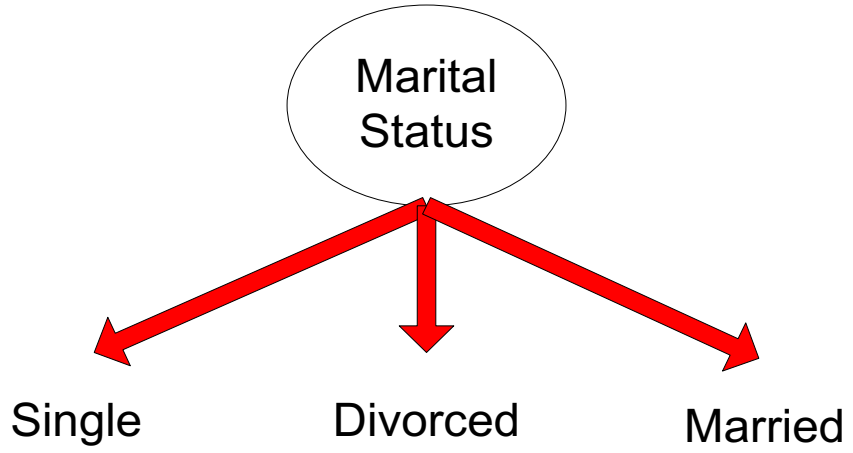
Methods for Expressing Test Conditions

- **Depends on attribute types**
  - Binary
  - Nominal
  - Ordinal
  - Continuous

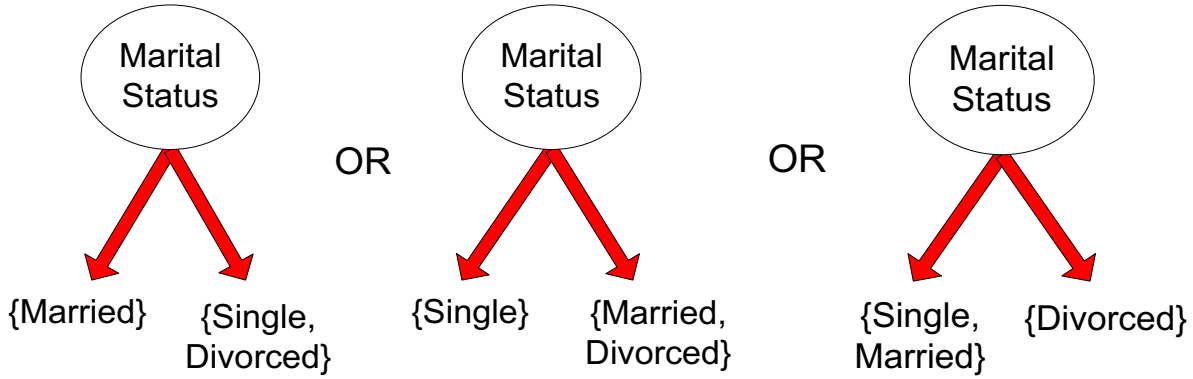
- **Depends on number of ways to split**
  - 2-way split
  - Multi-way split

Test Condition for Nominal Attributes

- **Multi-way split:**
  - Use as many partitions as distinct values.



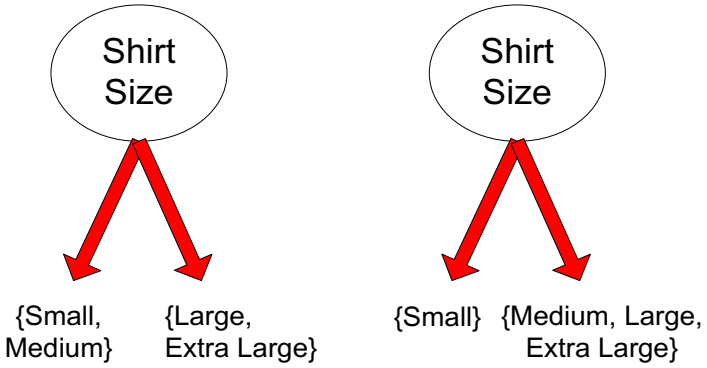
- **Binary split:**
  - Divides values into two subsets

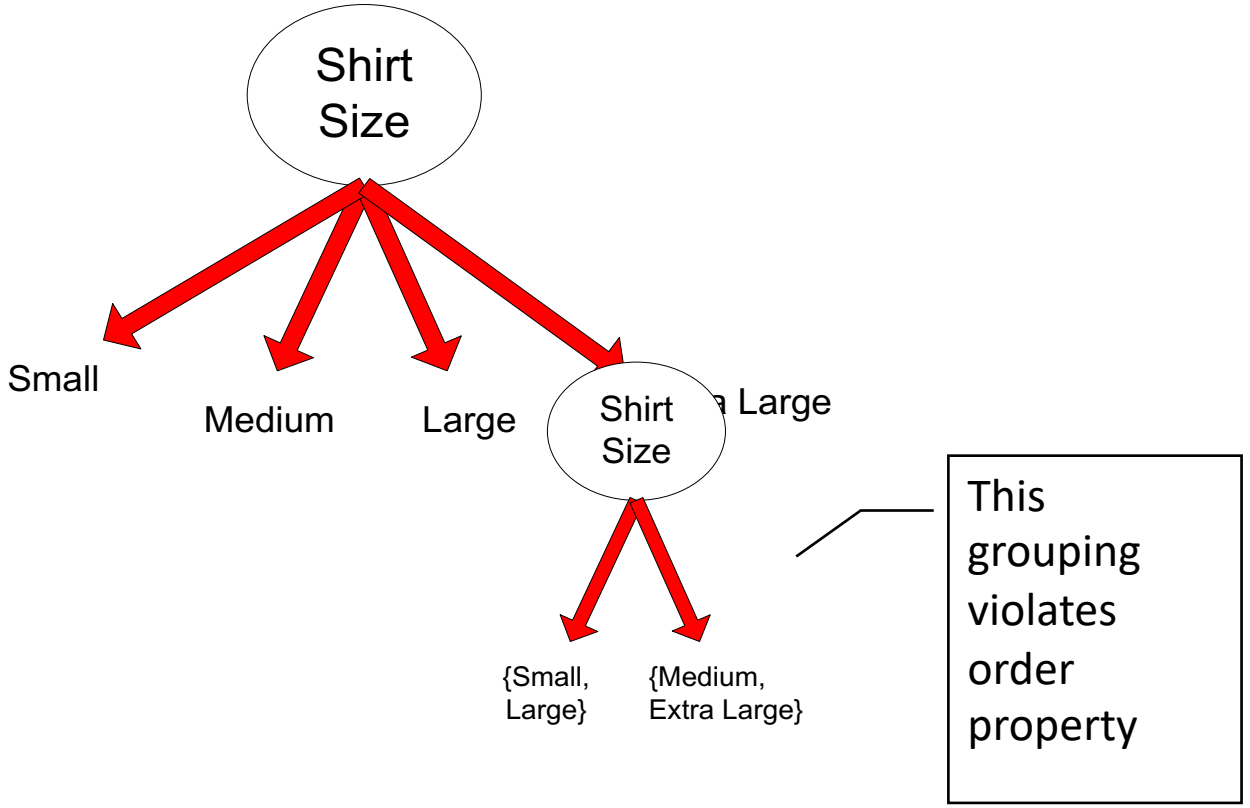


Test Condition for Ordinal Attributes

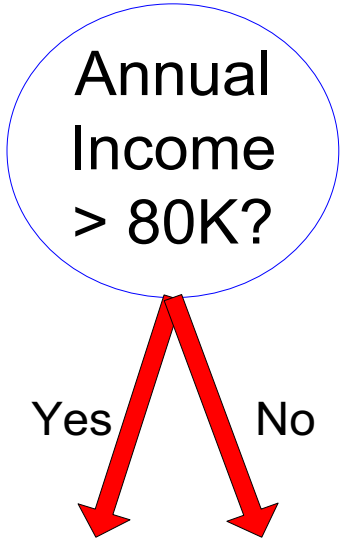
- **Multi-way split:**
  - Use as many partitions as distinct values

- **Binary split:**
  - Divides values into two subsets
  - Preserve order property among attribute values

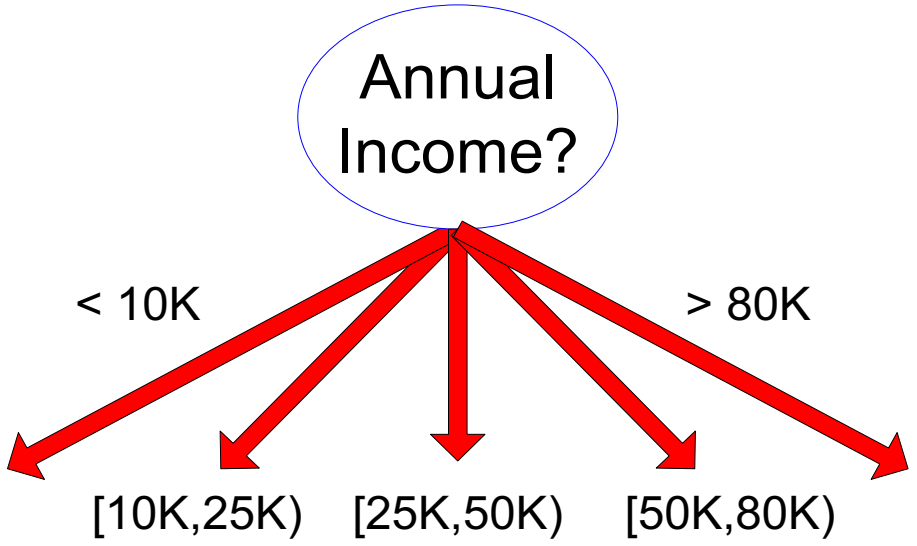




Test Condition for Continuous Attributes



(i) Binary split



(ii) Multi-way split

Splitting Based on Continuous Attributes

- **Discretization** to form an ordinal categorical attribute

  ranges can be found by equal interval bucketing, equal frequency bucketing (percentiles), or clustering.

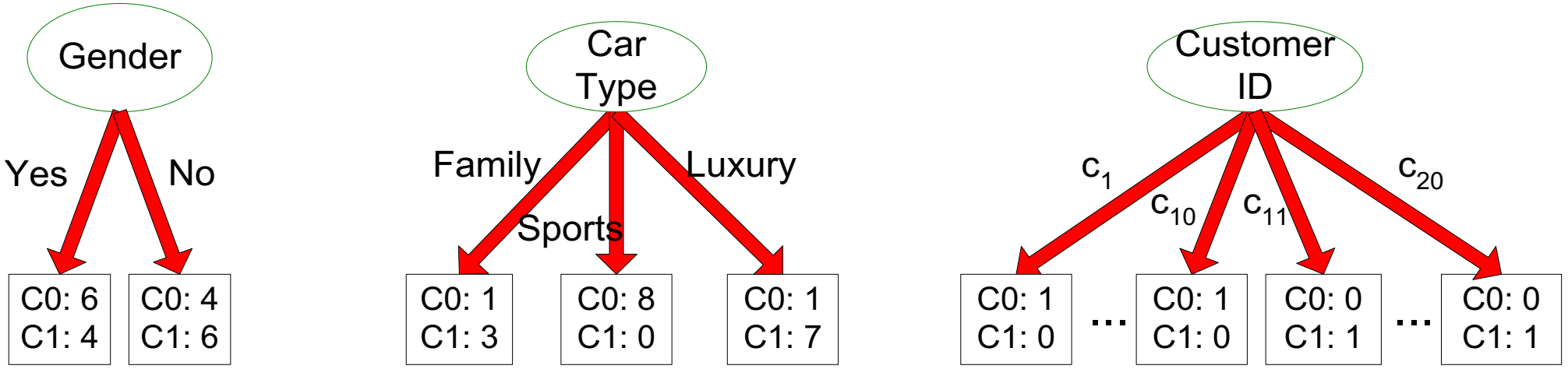
  - Static – discretize once at the beginning
  - Dynamic – repeat at each node

- **Binary Decision: (A < v) or (A ≥ v)**
  - consider all possible splits and finds the best cut
  - can be more compute intensive

How to determine the Best Split

Customer Id	Gender	Car Type	Shirt Size	Class
1	M	Family	Small	C0
2	M	Sports	Medium	C0
3	M	Sports	Medium	C0
4	M	Sports	Large	C0
5	M	Sports	Extra Large	C0
6	M	Sports	Extra Large	C0
7	F	Sports	Small	C0
8	F	Sports	Small	C0
9	F	Sports	Medium	C0
10	F	Luxury	Large	C0
11	M	Family	Large	C1
12	M	Family	Extra Large	C1
13	M	Family	Medium	C1
14	M	Luxury	Extra Large	C1
15	F	Luxury	Small	C1
16	F	Luxury	Small	C1
17	F	Luxury	Medium	C1
18	F	Luxury	Medium	C1
19	F	Luxury	Medium	C1
20	F	Luxury	Large	C1

Before Splitting: 10 records of class 0,
10 records of class 1



Which test condition is the best?

How to determine the Best Split

- Greedy approach:
  - Nodes with purer class distribution are preferred

- Need a measure of node impurity:

C0: 5 C1: 5	C0: 9 C1: 1
High degree of impurity	Low degree of impurity

Measures of Node Impurity

- Gini Index

$$GINI(t) = 1 - \sum_j [p(j \mid t)]^2$$

- Entropy

$$Entropy(t) = -\sum_j p(j \mid t) \log p(j \mid t)$$

- Misclassification error

$$Error(t) = 1 - \max_i P(i \mid t)$$

Finding the Best Split

1. Compute impurity measure (P) before splitting
2. Compute impurity measure (M) after splitting
   - Compute impurity measure of each child node
   - M is the weighted impurity of children
3. Choose the attribute test condition that produces the highest gain

   Gain = P – M

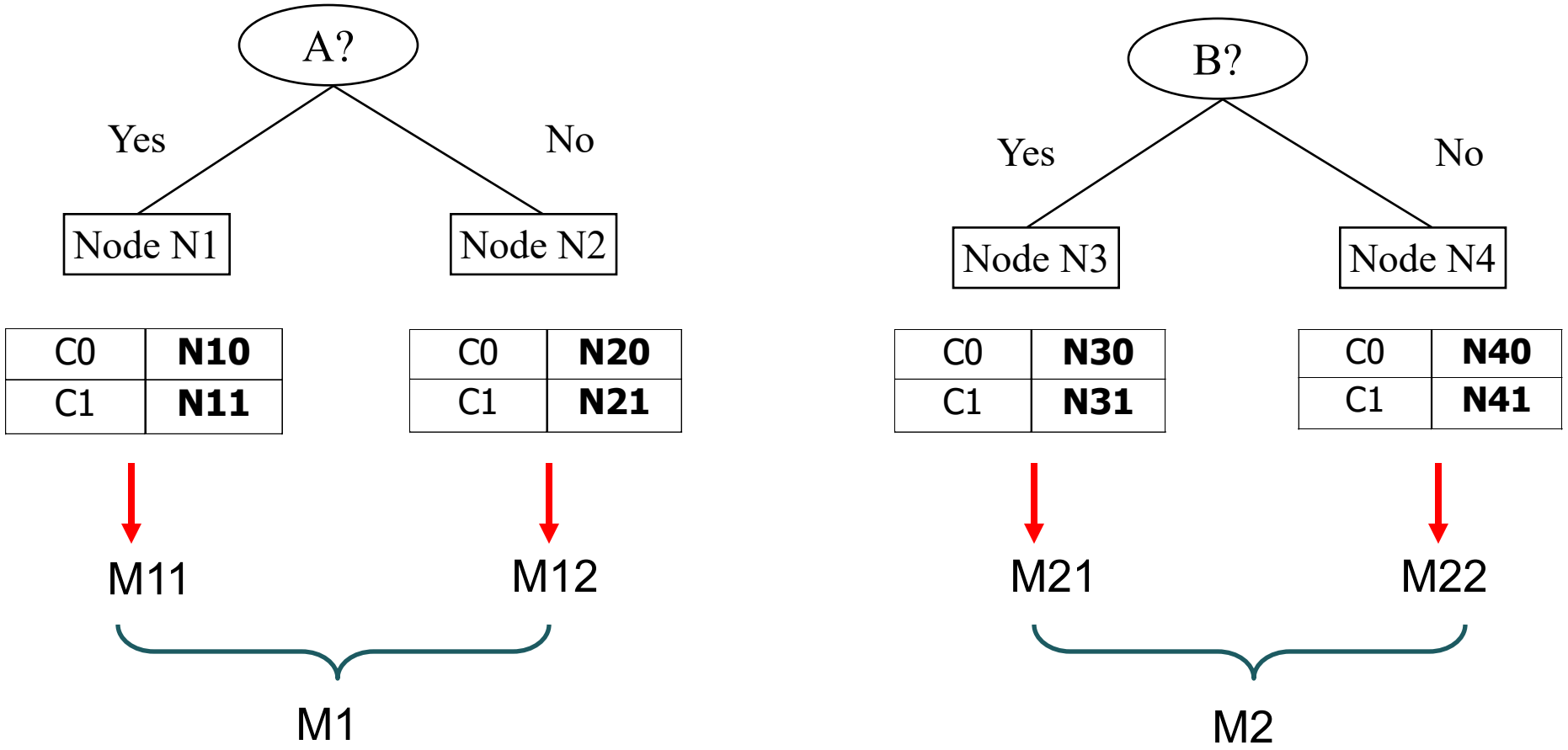
4. or equivalently, lowest impurity measure after splitting (M)

Finding the Best Split

Before Splitting:

C0	**N00**
C1	**N01**

→ P



Gain = P – M1 vs P – M2

Measure of Impurity: GINI

- Gini Index for a given node t : $$GINI(t) = 1 - \sum_j [p(j \mid t)]^2$$

(NOTE: $p(j \mid t)$ is the relative frequency of class j at node t).

- Maximum (1 - $1/n_c$) when records are equally distributed among all classes, implying least interesting information
- Minimum (0.0) when all records belong to one class, implying most interesting information

Measure of Impurity: GINI

- Gini Index for a given node t : $$GINI(t) = 1 - \sum_j [p(j \mid t)]^2$$

(NOTE: $p(j \mid t)$ is the relative frequency of class j at node t).

- For 2-class problem (p, 1 – p):
  - GINI = $1 - p^2 - (1 - p)^2 = 2p\,(1\text{-}p)$

C1	**0**
C2	**6**
Gini=0.000	

C1	**1**
C2	**5**
Gini=0.278	

C1	**2**
C2	**4**
Gini=0.444	

C1	**3**
C2	**3**
Gini=0.500	

Computing Gini Index of a Single Node

$$GINI(t) = 1 - \sum_j [p(j \mid t)]^2$$

C1	**0**
C2	**6**

P(C1) = 0/6 = 0 P(C2) = 6/6 = 1

Gini = 1 – $P(C1)^2$ – $P(C2)^2$ = 1 – 0 – 1 = 0

C1	**1**
C2	**5**

P(C1) = 1/6 P(C2) = 5/6

Gini = 1 – $(1/6)^2$ – $(5/6)^2$ = 0.278

C1	**2**
C2	**4**

P(C1) = 2/6 P(C2) = 4/6

Gini = 1 – $(2/6)^2$ – $(4/6)^2$ = 0.444

Gini Index for a Collection of Nodes

- When a node p is split into k partitions (children)

$$GINI_{split} = \sum_{i=1}^{k} \frac{n_i}{n} GINI(i)$$

where, n_i = number of records at child i,

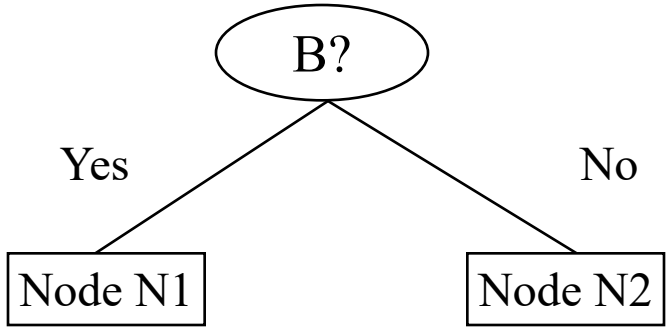
n = number of records at parent node p.

- Choose the attribute that minimizes weighted average Gini index of the children

- Gini index is used in decision tree algorithms such as CART, SLIQ, SPRINT

Binary Attributes: Computing GINI Index

- Splits into two partitions
- Effect of Weighing partitions:
  - Larger and Purer Partitions are sought for.



	Parent
C1	**7**
C2	**5**
Gini = 0.486	

Gini(N1)
= 1 – $(5/6)^2$ – $(1/6)^2$
= 0.278

Gini(N2)
= 1 – $(2/6)^2$ – $(4/6)^2$
= 0.444

	N1	N2
C1	**5**	**2**
C2	**1**	**4**
Gini=0.361		

Weighted Gini of N1 N2
= 6/12 * 0.278 +
6/12 * 0.444
= 0.361

Gain = 0.486 – 0.361 = 0.125

Categorical Attributes: Gini Index

- For each distinct value, gather counts for each class in the dataset
- Use the count matrix to make decisions

Multi-way split

	CarType		
	Family	Sports	Luxury
C1	1	8	1
C2	3	0	7
Gini	0.163		

Two-way split
(find best partition of values)

	CarType	
	{Sports, Luxury}	{Family}
C1	9	1
C2	7	3
Gini	0.468	

	CarType	
	{Sports}	{Family, Luxury}
C1	8	2
C2	0	10
Gini	0.167	

Which of these is the best?

Continuous Attributes: Gini Index

- Use Binary Decisions based on one value
- Several Choices for the splitting value
  - Number of possible splitting values
    = Number of distinct values
- Each splitting value has a count matrix associated with it
  - Class counts in each of the partitions, A < v and A ≥ v
- Simple method to choose best v
  - For each v, scan the database to gather count matrix and compute its Gini index
  - Computationally Inefficient! Repetition of work.

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1	Yes	Single	125K	No
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3	No	Single	70K	No
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5	No	Divorced	95K	Yes
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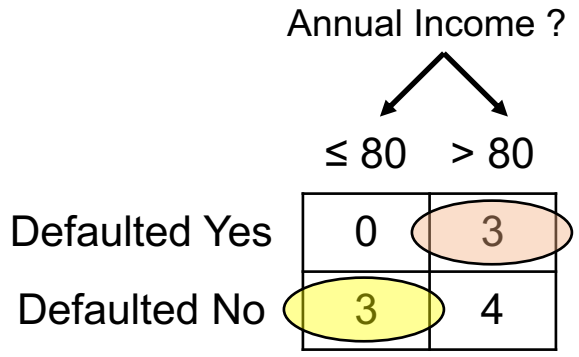

Continuous Attributes: Gini Index

- For efficient computation: for each attribute,
  - Sort the attribute on values
  - Linearly scan these values, each time updating the count matrix and computing gini index
  - Choose the split position that has the least Gini index

Cheat	No	No	No	Yes	Yes	Yes	No	No	No	No
Annual Income										
Sorted Values →	60	70	75	85	90	95	100	120	125	220

Continuous Attributes: Gini Index

- For efficient computation: for each attribute,
  - Sort the attribute on values
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Cheat	No	No	No	Yes	Yes	Yes	No	No	No	No
Annual Income										
Sorted Values →	60	70	75	85	90	95	100	120	125	220
Split Positions →	55	65	72	80	87	92	97	110	122	172	230
	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >

Continuous Attributes: Gini Index

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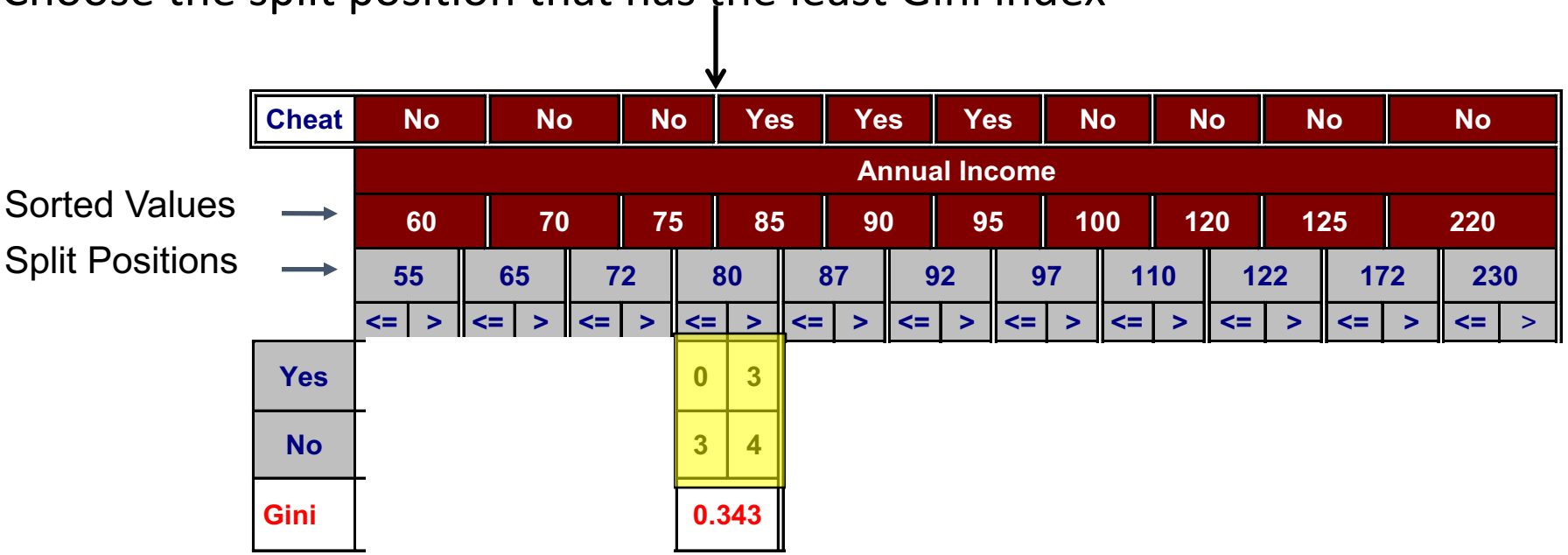

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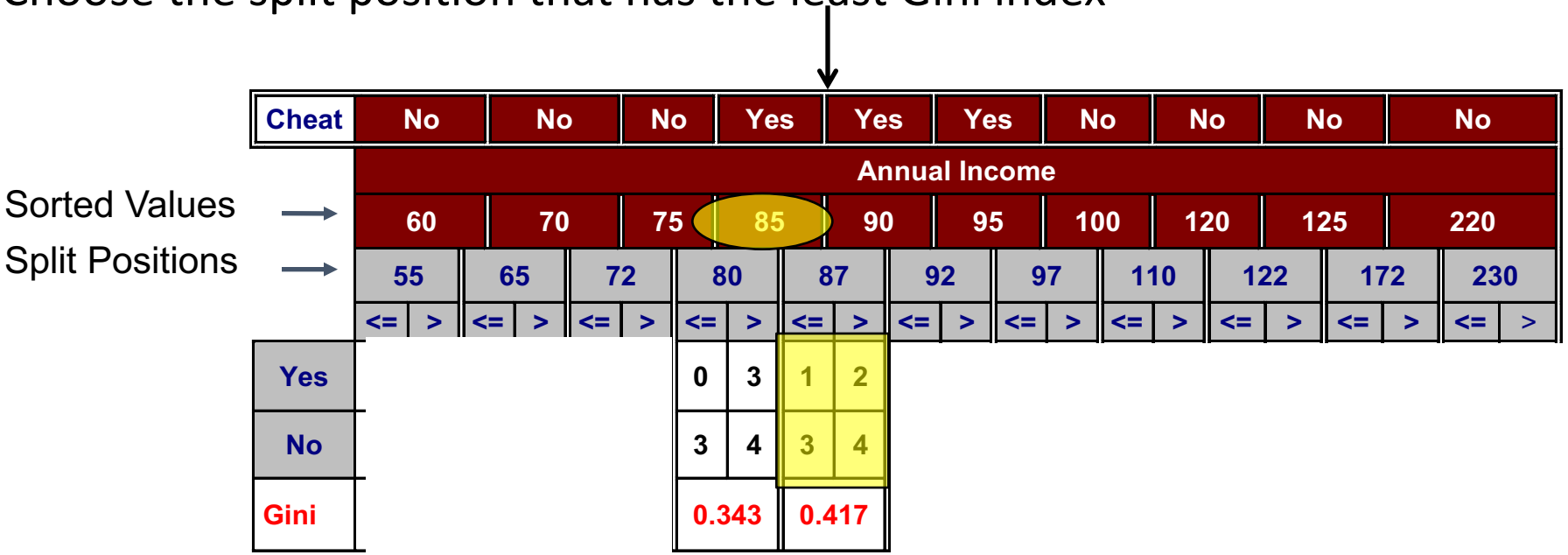
  - Linearly scan these values, each time updating the count matrix and computing gini index
  - Choose the split position that has the least Gini index



Continuous Attributes: Gini Index

- For efficient computation: for each attribute,
  - Sort the attribute on values
  - Linearly scan these values, each time updating the count matrix and computing gini index
  - Choose the split position that has the least Gini index

Cheat	No	No	No	Yes	Yes	Yes	No	No	No	No
Annual Income										
Sorted Values →	60	70	75	85	90	95	100	120	125	220
Split Positions →	55	65	72	80	87	92	97	110	122	172	230
	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >	<= >
Yes	0 3	0 3	0 3	0 3	1 2	2 1	3 0	3 0	3 0	3 0	3 0
No	0 7	1 6	2 5	3 4	3 4	3 4	3 4	4 3	5 2	6 1	7 0
Gini	0.420	0.400	0.375	0.343	0.417	0.400	***0.300***	0.343	0.375	0.400	0.420

Measure of Impurity: Entropy

- Entropy at a given node t:

$$Entropy(t) = -\sum_j p(j \mid t) \log p(j \mid t)$$

(NOTE: $p(j \mid t)$ is the relative frequency of class j at node t).

  - Maximum ($\log n_c$) when records are equally distributed among all classes implying least information
  - Minimum (0.0) when all records belong to one class, implying most information
  - Entropy based computations are quite similar to the GINI index computations

Computing Entropy of a Single Node

$$Entropy(t) = -\sum_j p(j \mid t) \log_2 p(j \mid t)$$

C1	**0**
C2	**6**

P(C1) = 0/6 = 0 P(C2) = 6/6 = 1

Entropy = – 0 log 0 – 1 log 1 = – 0 – 0 = 0

C1	**1**
C2	**5**

P(C1) = 1/6 P(C2) = 5/6

Entropy = – (1/6) $\log_2$ (1/6) – (5/6) $\log_2$ (1/6) = 0.65

C1	**2**
C2	**4**

P(C1) = 2/6 P(C2) = 4/6

Entropy = – (2/6) $\log_2$ (2/6) – (4/6) $\log_2$ (4/6) = 0.92

Information Gain After Splitting

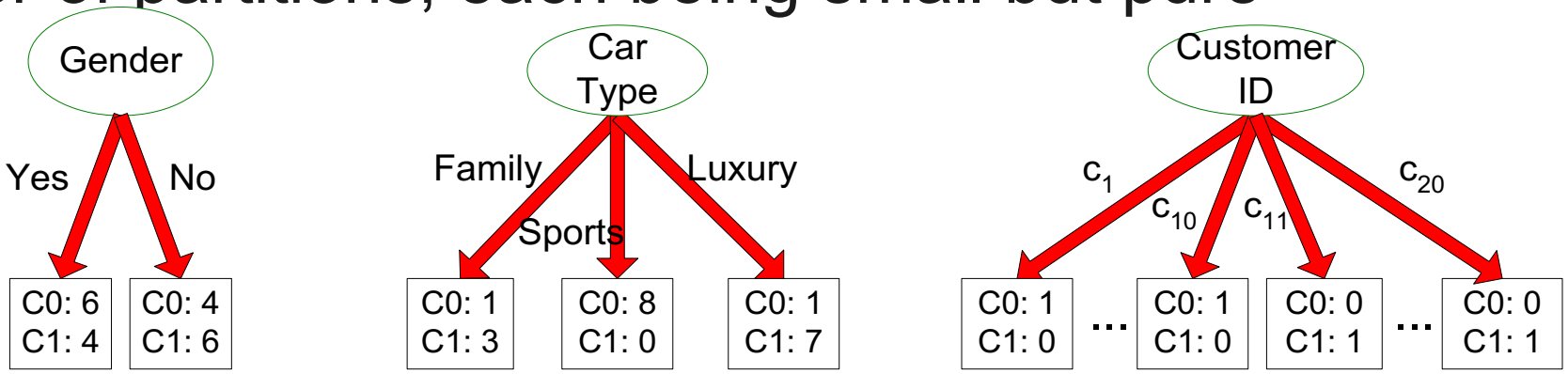
- Information Gain: $$GAIN_{split} = Entropy(p) - \left(\sum_{i=1}^{k} \frac{n_i}{n} Entropy(i) \right)$$

Parent Node, p is split into k partitions;
n_i is number of records in partition i

- Choose the split that achieves most reduction (maximizes GAIN)
- Used in the ID3 and C4.5 decision tree algorithms

Problem with large number of partitions

- Node impurity measures tend to prefer splits that result in large number of partitions, each being small but pure



- Customer ID has highest information gain because entropy for all the children is zero

Gain Ratio

- Gain Ratio

$$GainRATIO_{split} = \frac{GAIN_{Split}}{SplitINFO} \quad SplitINFO = -\sum_{i=1}^{k} \frac{n_i}{n} \log \frac{n_i}{n}$$

Parent Node, p is split into k partitions

n_i is the number of records in partition i

- Adjusts Information Gain by the entropy of the partitioning (SplitINFO).
  - Higher entropy partitioning (large number of small partitions) is penalized!
- Used in C4.5 algorithm
- Designed to overcome the disadvantage of Information Gain

Gain Ratio

- Gain Ratio:

$$GainRATIO_{split} = \frac{GAIN_{Split}}{SplitINFO} \quad SplitINFO = -\sum_{i=1}^{k} \frac{n_i}{n} \log \frac{n_i}{n}$$

Parent Node, p is split into k partitions
n_i is the number of records in partition i

	CarType		
	Family	Sports	Luxury
C1	1	8	1
C2	3	0	7
Gini	0.163		

SplitINFO = 1.52

	CarType	
	{Sports, Luxury}	{Family}
C1	9	1
C2	7	3
Gini	0.468	

SplitINFO = 0.72

	CarType	
	{Sports}	{Family, Luxury}
C1	8	2
C2	0	10
Gini	0.167	

SplitINFO = 0.97

Measure of Impurity: Classification Error

- Classification error at a node t :

$$Error(t) = 1 - \max_i P(i \mid t)$$

  - Maximum (1 - 1/n_c) when records are equally distributed among all classes, implying least interesting information
  - Minimum (0) when all records belong to one class, implying most interesting information

Computing Error of a Single Node

$$Error(t) = 1 - \max_i P(i \mid t)$$

C1	**0**
C2	**6**

P(C1) = 0/6 = 0 P(C2) = 6/6 = 1

Error = 1 – max (0, 1) = 1 – 1 = 0

C1	**1**
C2	**5**

P(C1) = 1/6 P(C2) = 5/6

Error = 1 – max (1/6, 5/6) = 1 – 5/6 = 1/6

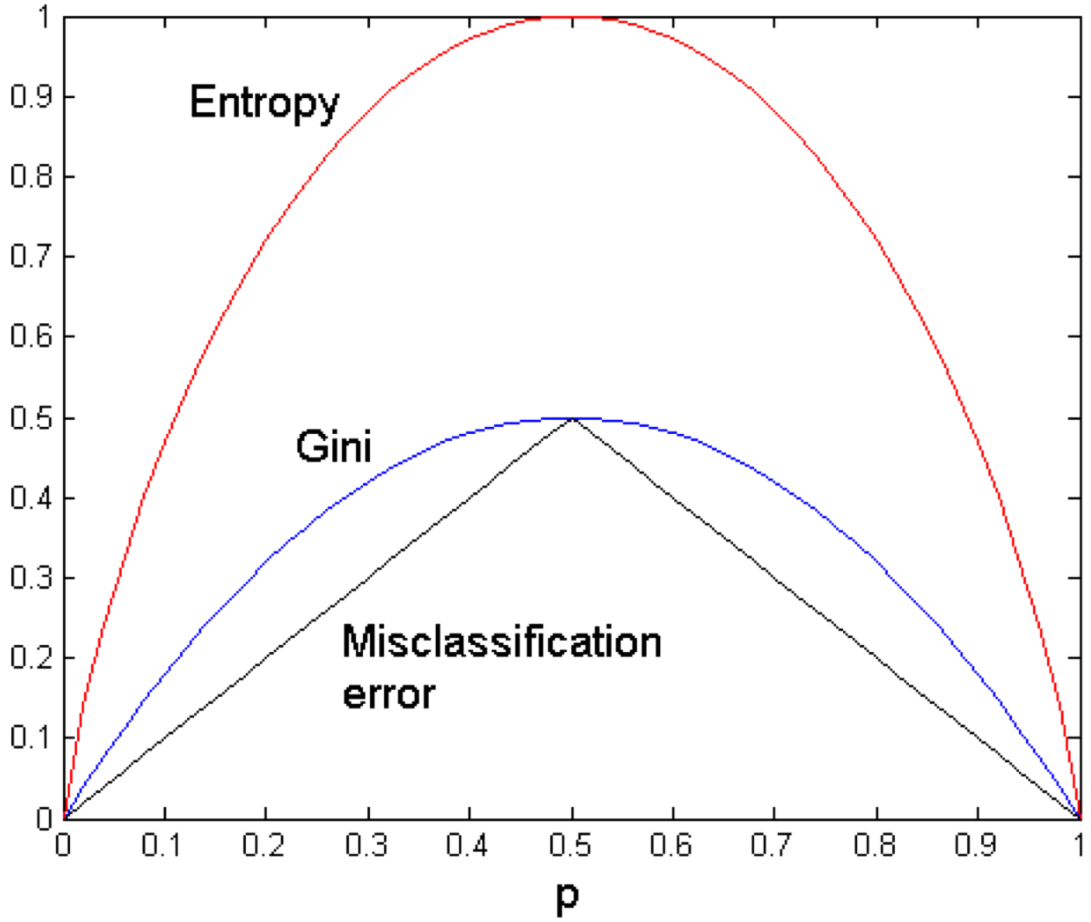
C1	**2**
C2	**4**

P(C1) = 2/6 P(C2) = 4/6

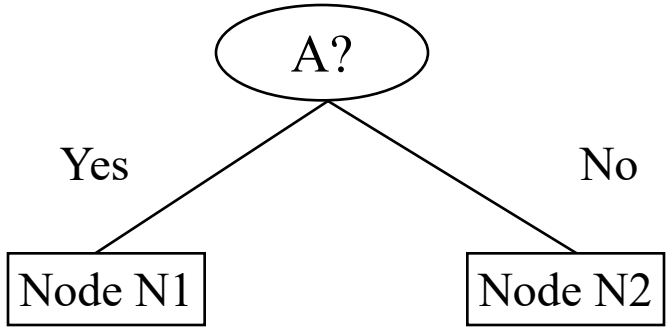
Error = 1 – max (2/6, 4/6) = 1 – 4/6 = 1/3

Comparison among Impurity Measures

For a 2-class problem:



Misclassification Error vs Gini Index



	Parent
C1	**7**
C2	**3**
Gini = 0.42	

Gini(N1)
= 1 – $(3/3)^2$ – $(0/3)^2$
= 0

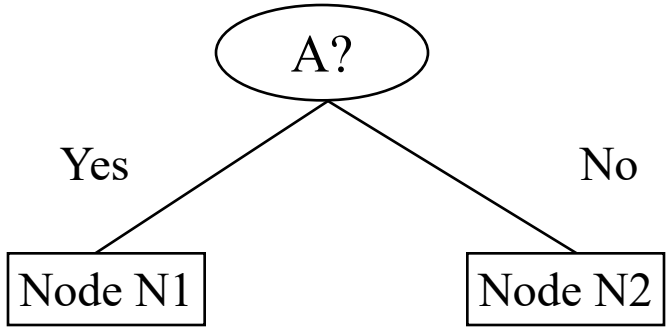
Gini(N2)
= 1 – $(4/7)^2$ – $(3/7)^2$
= 0.489

	N1	N2
C1	**3**	**4**
C2	**0**	**3**
Gini=0.342		

Gini(Children)
= 3/10 * 0
+ 7/10 * 0.489
= 0.342

Gini improves but error remains the same!!

Misclassification Error vs Gini Index



	Parent
C1	**7**
C2	**3**
Gini = 0.42	

	N1	N2
C1	**3**	**4**
C2	**0**	**3**
Gini=0.342		

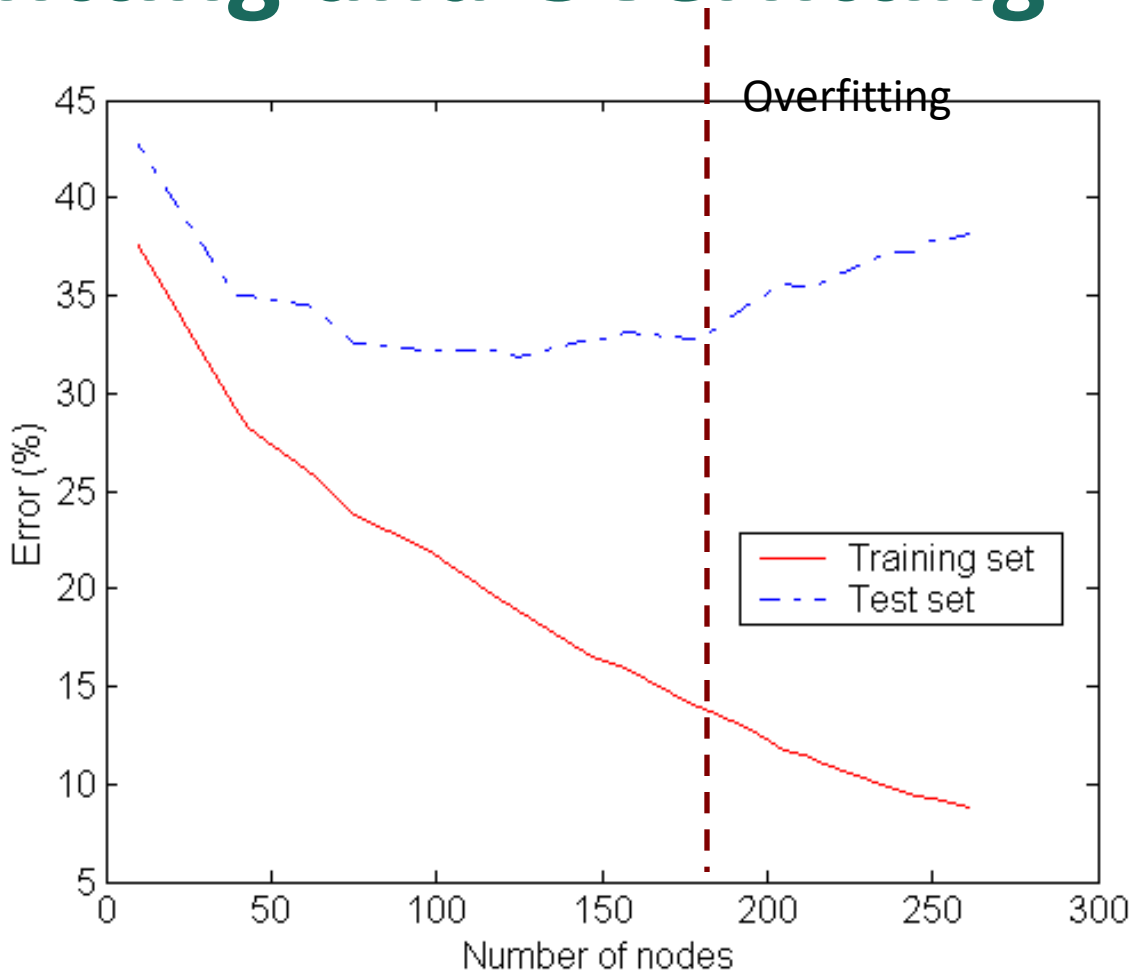
	N1	N2
C1	**3**	**4**
C2	**1**	**2**
Gini=0.416		

Misclassification error for all three cases = 0.3!

Decision Tree Based Classification

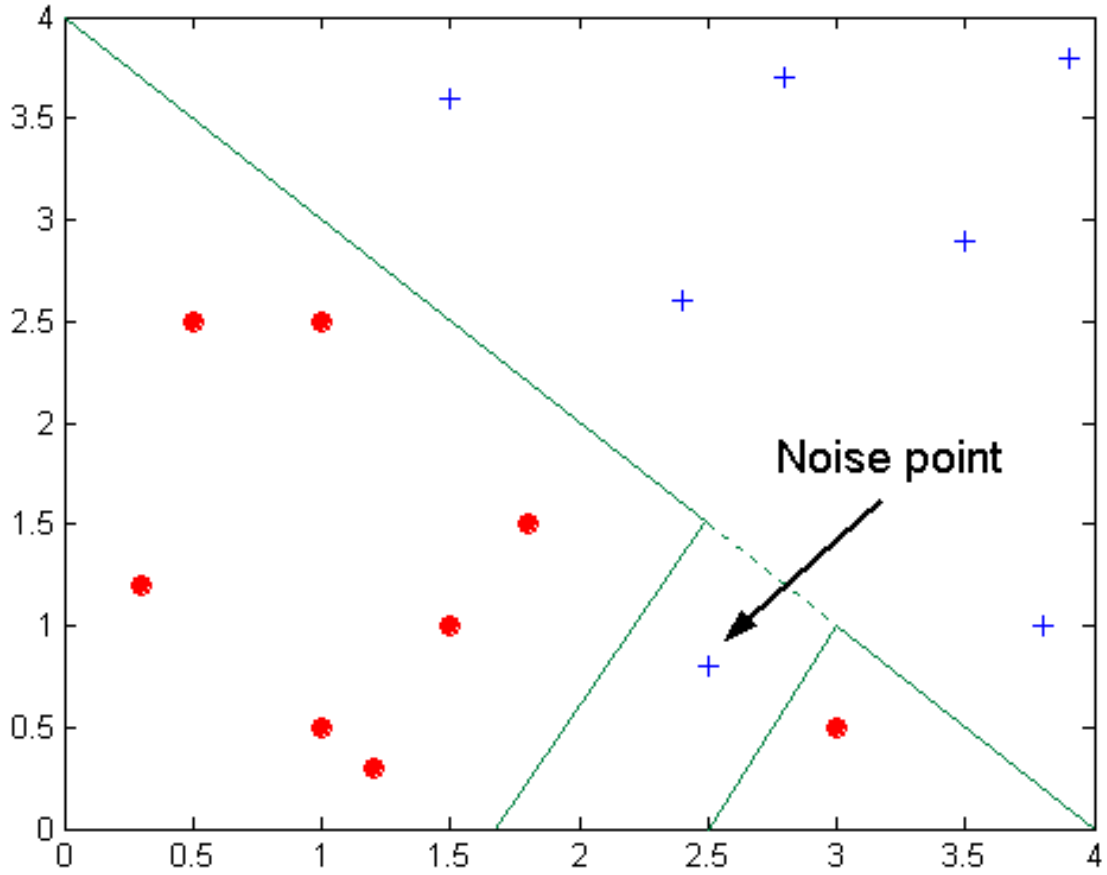
- Advantages:
  - Inexpensive to construct
  - Extremely fast at classifying unknown records
  - Easy to interpret for small-sized trees
  - Robust to noise (especially when methods to avoid overfitting are employed)
  - Can easily handle redundant or irrelevant attributes (unless the attributes are interacting)
- Disadvantages:
  - Space of possible decision trees is exponentially large. Greedy approaches are often unable to find the best tree.
  - Does not take into account interactions between attributes
  - Each decision boundary involves only a single attribute

Underfitting and Overfitting



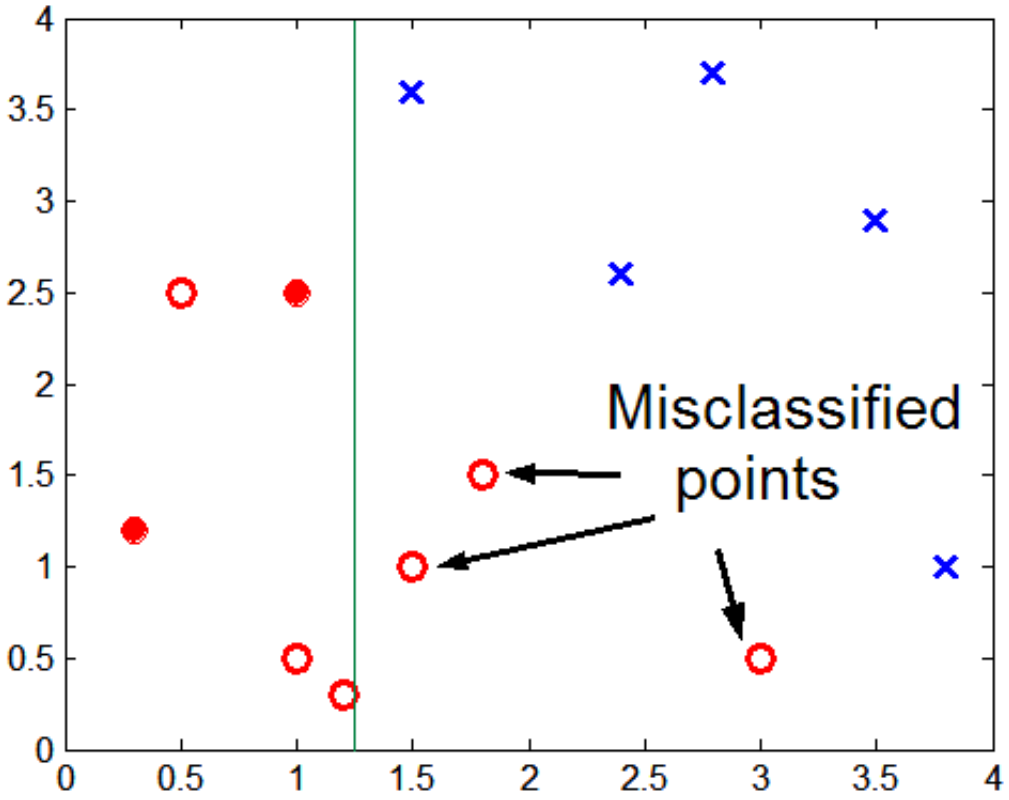
Underfitting: when model is too simple, both training and test errors are large

Overfitting due to Noise



Decision boundary is distorted by noise point

Overfitting due to Insufficient Examples



- Lack of data points in the lower half of the diagram makes it difficult to predict correctly the class labels of that region.
- Insufficient number of training records in the region causes the decision tree to predict the test examples using other training records that are irrelevant to the classification task.

Estimating Generalization Errors

- Re-substitution errors: error on training (Σ e(t))
- Generalization errors: error on testing (Σ e'(t))
- Methods for estimating generalization errors:
  - Optimistic approach: e'(t) = e(t)
  - Pessimistic approach:
    - For each leaf node: e'(t) = (e(t)+0.5)
    - Total errors: e'(T) = e(T) + N $\times$ 0.5 (N: number of leaf nodes)
    - For a tree with 30 leaf nodes and 10 errors on training (out of 1000 instances):
      Training error = 10/1000 = 1%
      Generalization error = (10 + 30$\times$0.5)/1000 = 2.5%
  - Reduced error pruning (REP):
    - uses validation data set to estimate generalization error

Occam's Razor

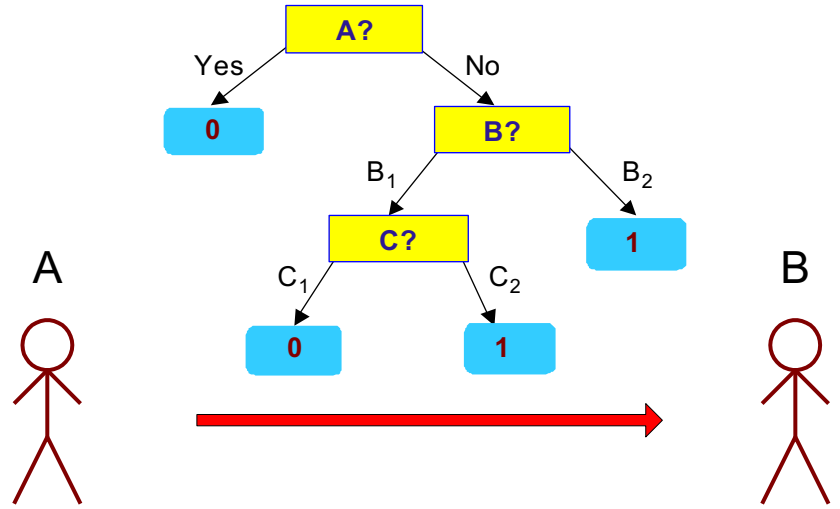
- Given two models of similar generalization errors, one should prefer the simpler model over the more complex model

- For complex models, there is a greater chance that it was fitted accidentally by errors in data

- Therefore, one should include model complexity when evaluating a model

Minimum Description Length (MDL)

X	y
X_1	1
X_2	0
X_3	0
X_4	1
…	…
X_n	1



X	y
X_1	?
X_2	?
X_3	?
X_4	?
…	…
X_n	?

- Cost(Model,Data) = Cost(Data|Model) + Cost(Model)
  - Cost is the number of bits needed for encoding.
  - Search for the least costly model.
- Cost(Data|Model) encodes the misclassification errors.
- Cost(Model) uses node encoding (number of children) plus splitting condition encoding.

How to Address Overfitting

- Pre-Pruning (Early Stopping Rule)
  - Stop the algorithm before it becomes a fully-grown tree
  - Typical stopping conditions for a node:
    - Stop if all instances belong to the same class
    - Stop if all the attribute values are the same
  - More restrictive conditions:
    - Stop if number of instances is less than some user-specified threshold
    - Stop if class distribution of instances are independent of the available features (e.g., using χ^2 test)
    - Stop if expanding the current node does not improve impuritY measures (e.g., Gini or information gain).

How to Address Overfitting…

- Post-pruning
  - Grow decision tree to its entirety
  - Trim the nodes of the decision tree in a bottom-up fashion
  - If generalization error improves after trimming, replace sub-tree by a leaf node.
  - Class label of leaf node is determined from majority class of instances in the sub-tree
  - Can use MDL for post-pruning

Example of Post-Pruning

Class = Yes	20
Class = No	10
Error = 10/30	

Training Error (Before splitting) = 10/30

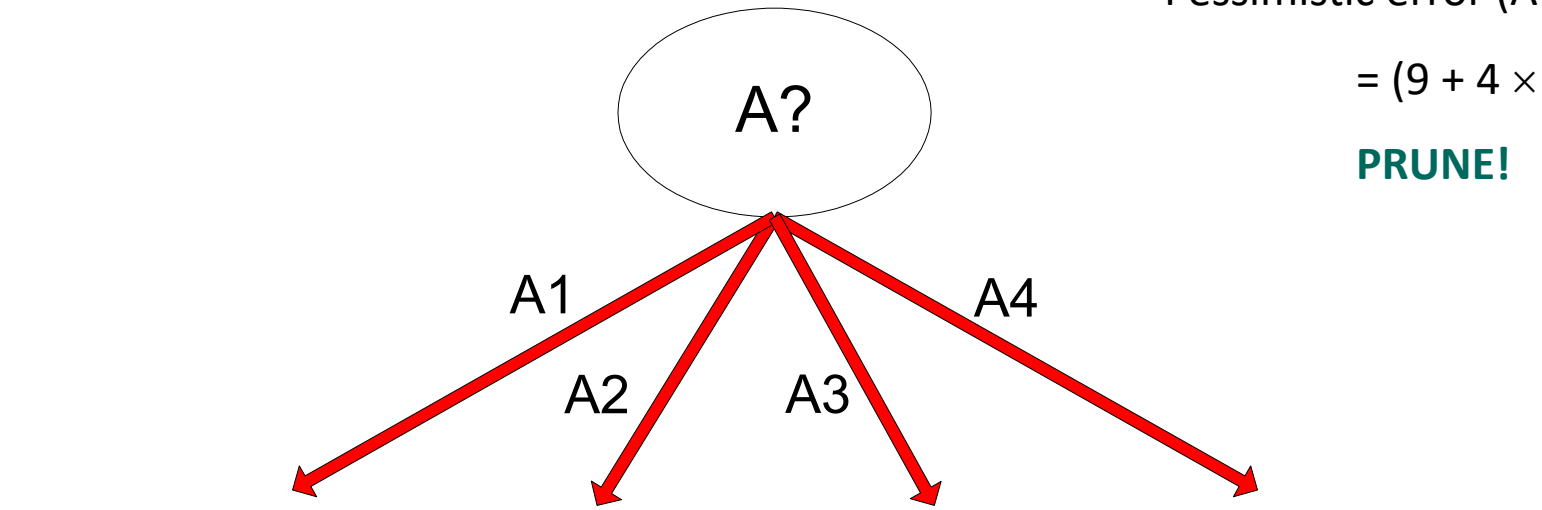
Pessimistic error = (10 + 0.5)/30 = 10.5/30

Training Error (After splitting) = 9/30

Pessimistic error (After splitting)

= (9 + 4 × 0.5)/30 = 11/30

PRUNE!



Class = Yes	8
Class = No	4

Class = Yes	3
Class = No	4

Class = Yes	4
Class = No	1

Class = Yes	5
Class = No	1

Model Evaluation

- Metrics for Performance Evaluation
  - How to evaluate the performance of a model?

- Methods for Performance Evaluation
  - How to obtain reliable estimates?

Metrics for Performance Evaluation

- Focus on the predictive capability of a model
  - Rather than how fast it takes to classify or build models, scalability, etc.
- Confusion Matrix:

		PREDICTED CLASS	
		Class=Yes	Class=No
ACTUAL CLASS	Class=Yes	a	b
	Class=No	c	d

a: TP (true positive)

b: FN (false negative)

c: FP (false positive)

d: TN (true negative)

Metrics for Performance Evaluation…

		PREDICTED CLASS	
		Class=Yes	Class=No
ACTUAL CLASS	Class=Yes	a (TP)	b (FN)
	Class=No	c (FP)	d (TN)

- Most widely-used metric:

$$\text{Accuracy} = \frac{a+d}{a+b+c+d} = \frac{TP+TN}{TP+TN+FP+FN}$$

Limitation of Accuracy

- Consider a 2-class problem
  - Number of Class 0 examples = 9990
  - Number of Class 1 examples = 10

- If model predicts everything to be class 0, accuracy is 9990/10000 = 99.9 %

  - Accuracy is misleading because model does not detect any class 1 example

Cost Matrix

		PREDICTED CLASS	
ACTUAL CLASS	C(i|j)	**Class=Yes**	**Class=No**
	Class=Yes	C(Yes|Yes)	C(No|Yes)
	Class=No	C(Yes|No)	C(No|No)

C(i|j): Cost of misclassifying class j example as class i

Computing Cost of Classification

Cost Matrix	PREDICTED CLASS		
	C(i|j)	+	-
ACTUAL CLASS	+	-1	100
	-	1	0

Model M_1	PREDICTED CLASS		
		+	-
ACTUAL CLASS	+	150	40
	-	60	250

Model M_2	PREDICTED CLASS		
		+	-
ACTUAL CLASS	+	250	45
	-	5	200

Accuracy = 80%

Cost = 3910

Accuracy = 90%

Cost = 4255

Cost vs Accuracy

Count	PREDICTED CLASS		
		Class=Yes	Class=No
ACTUAL CLASS	Class=Yes	a	b
	Class=No	c	d

Cost	PREDICTED CLASS		
		Class=Yes	Class=No
ACTUAL CLASS	Class=Yes	p	q
	Class=No	q	p

Accuracy is proportional to cost if
1. C(Yes|No)=C(No|Yes) = q
2. C(Yes|Yes)=C(No|No) = p

N = a + b + c + d

Accuracy = (a + d)/N

Cost = p (a + d) + q (b + c)

= p (a + d) + q (N – a – d)

= q N – (q – p)(a + d)

= N [q – (q-p) × Accuracy]

Cost-Sensitive Measures

$$\text{Precision (p)} = \frac{TP}{TP + FP}$$

$$\text{Recall (r)} = \frac{TP}{TP + FN}$$

$$\text{F-measure (F)} = \frac{2rp}{r + p} = \frac{2TP}{2TP + FN + FP}$$

$$\text{Weighted Accuracy} = \frac{w_1 a + w_4 d}{w_1 a + w_2 b + w_3 c + w_4 d}$$

Methods of Estimation

- Holdout
  - Reserve 2/3 for training and 1/3 for testing
- Random subsampling
  - Repeated holdout
- Cross validation
  - Partition data into k disjoint subsets
  - k-fold: train on k-1 partitions, test on the remaining one
  - Leave-one-out: k=n
- Stratified sampling
  - oversampling vs undersampling
- Bootstrap
  - Sampling with replacement

References

- The content of these slides is mainly based on the book

- **Introduction to Data Mining, 2nd Edition**
- Pang-Ning Tan, Michigan State University
- Michael Steinbach, University of Minnesota
- Anuj Karpatne, University of Minnesota
- Vipin Kumar, University of Minnesota