Data Mining: Concepts and Techniques

— Slides for Textbook —

— Chapter 7 —

©Jiawei Han and Micheline Kamber

Intelligent Database Systems Research Lab

School of Computing Science

Simon Fraser University, Canada

http://www.cs.sfu.ca

Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

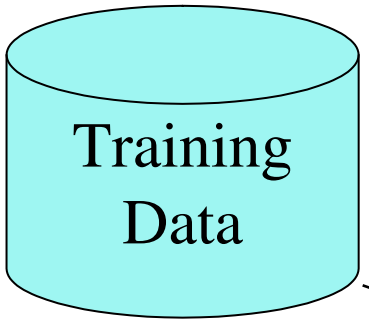
Classification vs. Prediction

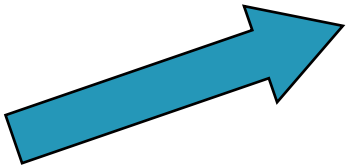
- Classification:
  - predicts categorical class labels
  - classifies data (constructs a model) based on the training set and the values (class labels) in a classifying attribute and uses it in classifying new data
- Prediction:
  - models continuous-valued functions, i.e., predicts unknown or missing values
- Typical Applications
  - credit approval
  - target marketing
  - medical diagnosis
  - treatment effectiveness analysis

Classification—A Two-Step Process

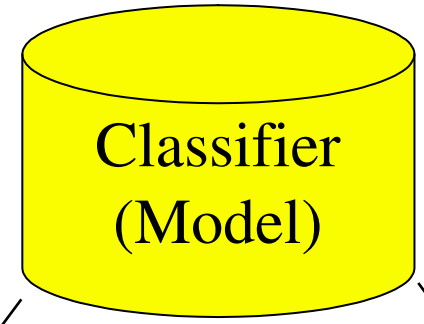
- Model construction: describing a set of predetermined classes
  - Each tuple/sample is assumed to belong to a predefined class, as determined by the class label attribute
  - The set of tuples used for model construction: training set
  - The model is represented as classification rules, decision trees, or mathematical formulae
- Model usage: for classifying future or unknown objects
  - Estimate accuracy of the model
    - The known label of test sample is compared with the classified result from the model
    - Accuracy rate is the percentage of test set samples that are correctly classified by the model
    - Test set is independent of training set, otherwise over-fitting will occur

Classification Process (1): Model Construction





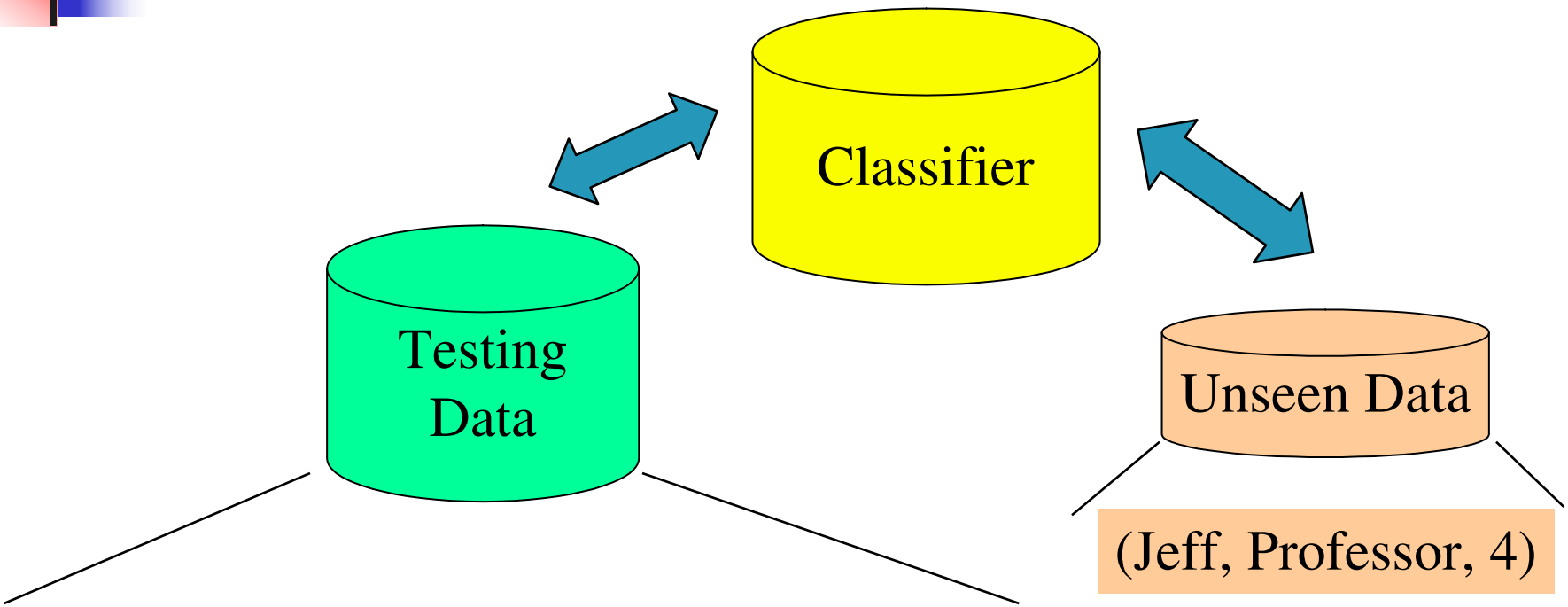
Classification Algorithms



NAME	RANK	YEARS	TENURED
Mike	Assistant Prof	3	no
Mary	Assistant Prof	7	yes
Bill	Professor	2	yes
Jim	Associate Prof	7	yes
Dave	Assistant Prof	6	no
Anne	Associate Prof	3	no

IF rank = ‘professor’
OR years > 6
THEN tenured = ‘yes’

Classification Process (2): Use the Model in Prediction



NAME	RANK	YEARS	TENURED
Tom	Assistant Prof	2	no
Merlisa	Associate Prof	7	no
George	Professor	5	yes
Joseph	Assistant Prof	7	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

Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Issues regarding classification and prediction (1): Data Preparation

- Data cleaning
  - Preprocess data in order to reduce noise and handle missing values
- Relevance analysis (feature selection)
  - Remove the irrelevant or redundant attributes
- Data transformation
  - Generalize and/or normalize data

Issues regarding classification and prediction (2): Evaluating Classification Methods

- Predictive accuracy
- Speed and scalability
  - time to construct the model
  - time to use the model
- Robustness
  - handling noise and missing values
- Scalability
  - efficiency in disk-resident databases
- Interpretability:
  - understanding and insight provded by the model
- Goodness of rules
  - decision tree size
  - compactness of classification rules

Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Classification by Decision Tree Induction

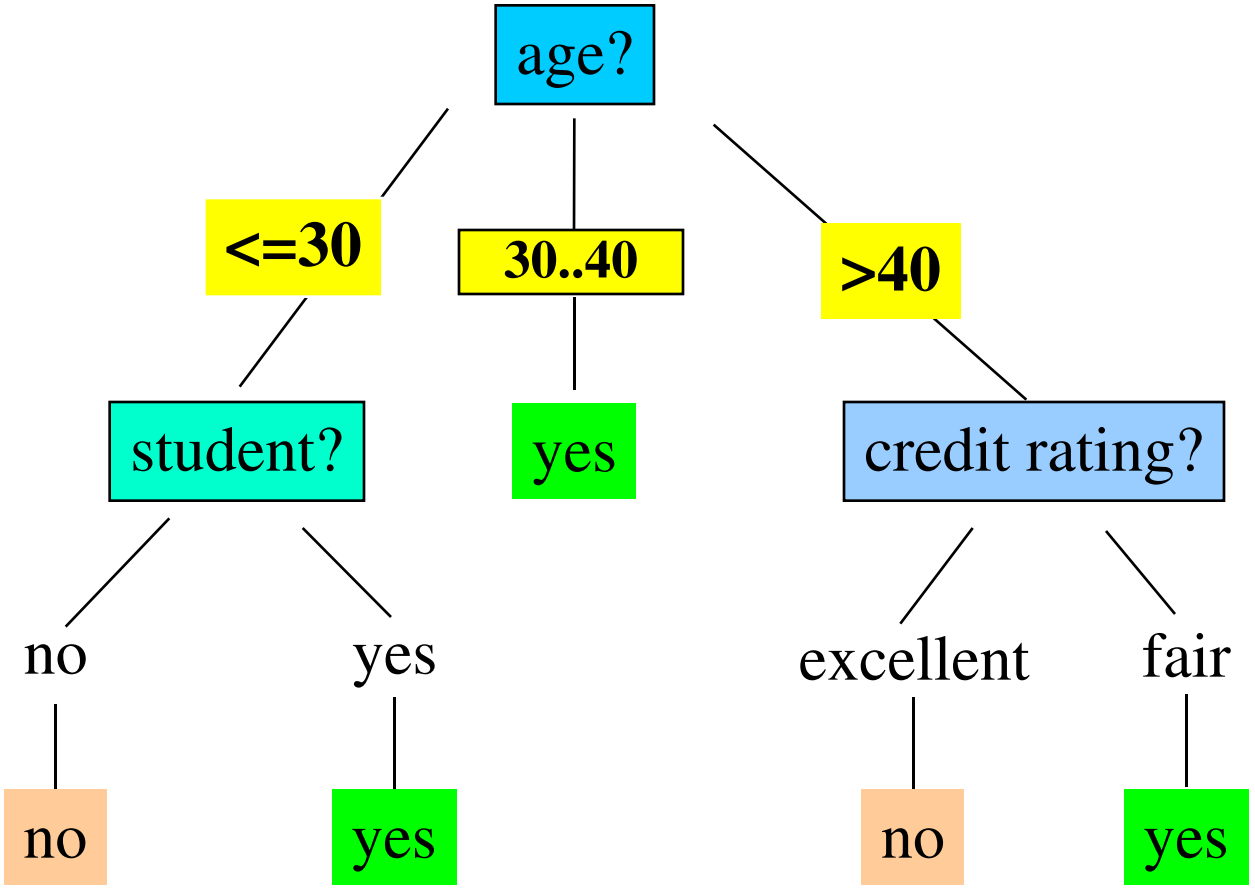
- Decision tree
  - A flow-chart-like tree structure
  - Internal node denotes a test on an attribute
  - Branch represents an outcome of the test
  - Leaf nodes represent class labels or class distribution
- Decision tree generation consists of two phases
  - Tree construction
    - At start, all the training examples are at the root
    - Partition examples recursively based on selected attributes
  - Tree pruning
    - Identify and remove branches that reflect noise or outliers
- Use of decision tree: Classifying an unknown sample
  - Test the attribute values of the sample against the decision tree

Training Dataset

This follows an example from Quinlan's ID3

age	income	student	credit_rating	buys_computer
<=30	high	no	fair	no
<=30	high	no	excellent	no
30…40	high	no	fair	yes
>40	medium	no	fair	yes
>40	low	yes	fair	yes
>40	low	yes	excellent	no
31…40	low	yes	excellent	yes
<=30	medium	no	fair	no
<=30	low	yes	fair	yes
>40	medium	yes	fair	yes
<=30	medium	yes	excellent	yes
31…40	medium	no	excellent	yes
31…40	high	yes	fair	yes
>40	medium	no	excellent	no

Output: A Decision Tree for "*buys_computer*"



Algorithm for Decision Tree Induction

- Basic algorithm (a greedy algorithm)
  - Tree is constructed in a top-down recursive divide-and-conquer manner
  - At start, all the training examples are at the root
  - Attributes are categorical (if continuous-valued, they are discretized in advance)
  - Examples are partitioned recursively based on selected attributes
  - Test attributes are selected on the basis of a heuristic or statistical measure (e.g., information gain)
- Conditions for stopping partitioning
  - All samples for a given node belong to the same class
  - There are no remaining attributes for further partitioning – majority voting is employed for classifying the leaf
  - There are no samples left

Attribute Selection Measure

- Information gain (ID3/C4.5)
  - All attributes are assumed to be categorical
  - Can be modified for continuous-valued attributes
- Gini index (IBM IntelligentMiner)
  - All attributes are assumed continuous-valued
  - Assume there exist several possible split values for each attribute
  - May need other tools, such as clustering, to get the possible split values
  - Can be modified for categorical attributes

Information Gain (ID3/C4.5)

- Select the attribute with the highest information gain
- Assume there are two classes, *P* and *N*
  - Let the set of examples *S* contain *p* elements of class *P* and *n* elements of class *N*
  - The amount of information, needed to decide if an arbitrary example in *S* belongs to *P* or *N* is defined as

$$I(p,n) = -\frac{p}{p+n}\log_2\frac{p}{p+n} - \frac{n}{p+n}\log_2\frac{n}{p+n}$$

Information Gain in Decision Tree Induction

- Assume that using attribute A a set S will be partitioned into sets $\{S_1, S_2, ..., S_v\}$
  - If S_i contains p_i examples of P and n_i examples of N, the entropy, or the expected information needed to classify objects in all subtrees S_i is

$$E(A) = \sum_{i=1}^{v} \frac{p_i + n_i}{p + n} I(p_i, n_i)$$

- The encoding information that would be gained by branching on A

$$Gain(A) = I(p, n) - E(A)$$

Attribute Selection by Information Gain Computation

- Class P: buys_computer = "yes"
- Class N: buys_computer = "no"
- I(p, n) = I(9, 5) =0.940
- Compute the entropy for *age*:

age	p_i	n_i	$I(p_i, n_i)$
<=30	2	3	0.971
30…40	4	0	0
>40	3	2	0.971

$$E(age) = \frac{5}{14} I(2,3) + \frac{4}{14} I(4,0) + \frac{5}{14} I(3,2) = 0.971$$

Hence

$$Gain(age) = I(p,n) - E(age)$$

Similarly

$$Gain(income) = 0.029$$
$$Gain(student) = 0.151$$
$$Gain(credit\_rating) = 0.048$$

Gini Index (IBM IntelligentMiner)

- If a data set *T* contains examples from *n* classes, gini index, *gini*(*T*) is defined as

$$gini\ (T) = 1 - \sum_{j=1}^{n} p_j^2$$

  where p_j is the relative frequency of class *j* in *T*.
- If a data set *T* is split into two subsets T_1 and T_2 with sizes N_1 and N_2 respectively, the *gini* index of the split data contains examples from *n* classes, the *gini* index *gini*(*T*) is defined as

$$gini_{split}(T) = \frac{N_1}{N} gini(T_1) + \frac{N_2}{N} gini(T_2)$$

- The attribute provides the smallest $gini_{split}(T)$ is chosen to split the node (*need to enumerate all possible splitting points for each attribute*).

Extracting Classification Rules from Trees

- Represent the knowledge in the form of IF-THEN rules
- One rule is created for each path from the root to a leaf
- Each attribute-value pair along a path forms a conjunction
- The leaf node holds the class prediction
- Rules are easier for humans to understand
- Example

IF *age* = "<=30" AND *student* = "*no*" THEN *buys_computer* = "*no*"

IF *age* = "<=30" AND *student* = "*yes*" THEN *buys_computer* = "*yes*"

IF *age* = "31...40" THEN *buys_computer* = "*yes*"

IF *age* = ">40" AND *credit_rating* = "*excellent*" THEN *buys_computer* = "*yes*"

IF *age* = "<=30" AND *credit_rating* = "*fair*" THEN *buys_computer* = "*no*"

Avoid Overfitting in Classification

- The generated tree may overfit the training data
  - Too many branches, some may reflect anomalies due to noise or outliers
  - Result is in poor accuracy for unseen samples
- Two approaches to avoid overfitting
  - Prepruning: Halt tree construction early—do not split a node if this would result in the goodness measure falling below a threshold
    - Difficult to choose an appropriate threshold
  - Postpruning: Remove branches from a “fully grown” tree—get a sequence of progressively pruned trees
    - Use a set of data different from the training data to decide which is the “best pruned tree”

Approaches to Determine the Final Tree Size

- Separate training (2/3) and testing (1/3) sets
- Use cross validation, e.g., 10-fold cross validation
- Use all the data for training
  - but apply a statistical test (e.g., chi-square) to estimate whether expanding or pruning a node may improve the entire distribution
- Use minimum description length (MDL) principle:
  - halting growth of the tree when the encoding

Enhancements to basic decision tree induction

- Allow for continuous-valued attributes
  - Dynamically define new discrete-valued attributes that partition the continuous attribute value into a discrete set of intervals
- Handle missing attribute values
  - Assign the most common value of the attribute
  - Assign probability to each of the possible values
- Attribute construction
  - Create new attributes based on existing ones that are sparsely represented
  - This reduces fragmentation, repetition, and replication

Classification in Large Databases

- Classification—a classical problem extensively studied by statisticians and machine learning researchers
- Scalability: Classifying data sets with millions of examples and hundreds of attributes with reasonable speed
- Why decision tree induction in data mining?
  - relatively faster learning speed (than other classification methods)
  - convertible to simple and easy to understand classification rules
  - can use SQL queries for accessing databases
  - comparable classification accuracy with other methods

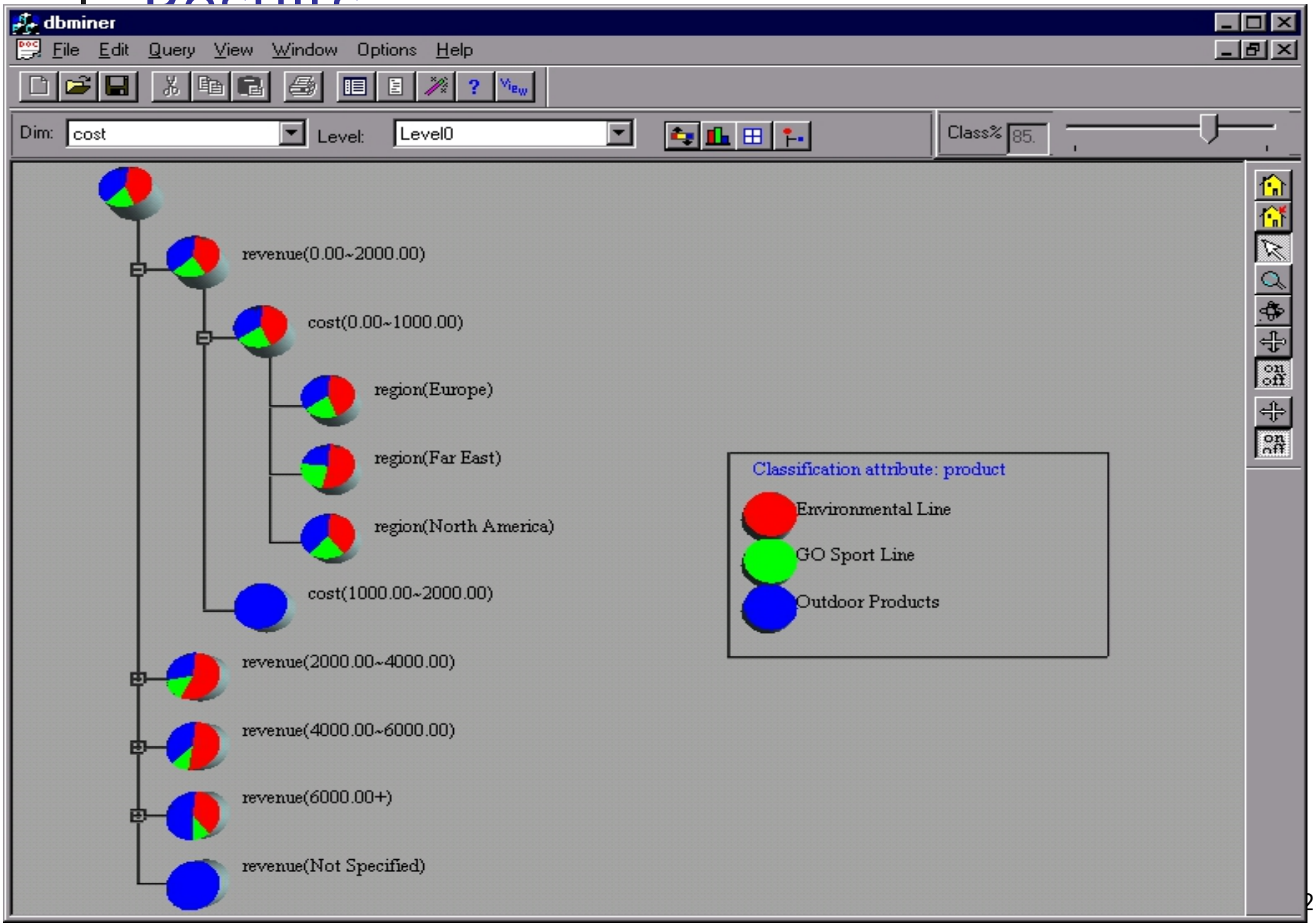
Scalable Decision Tree Induction Methods in Data Mining Studies

- SLIQ (EDBT'96 — Mehta et al.)
  - builds an index for each attribute and only class list and the current attribute list reside in memory
- SPRINT (VLDB'96 — J. Shafer et al.)
  - constructs an attribute list data structure
- PUBLIC (VLDB'98 — Rastogi & Shim)
  - integrates tree splitting and tree pruning: stop growing the tree earlier
- RainForest (VLDB'98 — Gehrke, Ramakrishnan & Ganti)
  - separates the scalability aspects from the criteria that determine the quality of the tree
  - builds an AVC-list (attribute, value, class label)

Data Cube-Based Decision-Tree Induction

- Integration of generalization with decision-tree induction (Kamber et al'97).
- Classification at primitive concept levels
  - E.g., precise temperature, humidity, outlook, etc.
  - Low-level concepts, scattered classes, bushy classification-trees
  - Semantic interpretation problems.
- Cube-based multi-level classification
  - Relevance analysis at multi-levels.
  - Information-gain analysis with dimension + level.

Presentation of Classification Results



Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Bayesian Classification: Why?

- Probabilistic learning: Calculate explicit probabilities for hypothesis, among the most practical approaches to certain types of learning problems
- Incremental: Each training example can incrementally increase/decrease the probability that a hypothesis is correct. Prior knowledge can be combined with observed data.
- Probabilistic prediction: Predict multiple hypotheses, weighted by their probabilities
- Standard: Even when Bayesian methods are computationally intractable, they can provide a standard of optimal decision making against which other methods can be measured

Bayesian Theorem

- Given training data *D, posteriori probability of a hypothesis h, P(h|D)* follows the Bayes theorem

$$P(h \mid D) = \frac{P(D \mid h)P(h)}{P(D)}$$

- MAP (maximum posteriori) hypothesis

$$h_{MAP} \equiv \arg\max_{h \in H} P(h \mid D) = \arg\max_{h \in H} P(D \mid h)P(h).$$

- Practical difficulty: require initial knowledge of many probabilities, significant computational cost

Naïve Bayes Classifier (I)

- A simplified assumption: attributes are conditionally independent:

$$P(C_j|V) \propto P(C_j)\prod_{i=1}^{n} P(v_i|C_j)$$

- Greatly reduces the computation cost, only count the class distribution.

Naive Bayesian Classifier (II)

- Given a training set, we can compute the probabilities

Outlook	P	N
sunny	2/9	3/5
overcast	4/9	0
rain	3/9	2/5
Tempreature		
hot	2/9	2/5
mild	4/9	2/5
cool	3/9	1/5

Humidity	P	N
high	3/9	4/5
normal	6/9	1/5
Windy		
true	3/9	3/5
false	6/9	2/5

Bayesian classification

- The classification problem may be formalized using a-posteriori probabilities:
- P(C|X) = prob. that the sample tuple $X=<x_1,\ldots,x_k>$ is of class C.
- E.g. P(class=N | outlook=sunny,windy=true,…)
- Idea: assign to sample X the class label C such that P(C|X) is maximal

Estimating a-posteriori probabilities

- Bayes theorem:

$$P(C|X) = P(X|C) \cdot P(C) / P(X)$$

- P(X) is constant for all classes
- P(C) = relative freq of class C samples
- C such that P(C|X) is maximum =
  C such that P(X|C)·P(C) is maximum
- Problem: computing P(X|C) is unfeasible!

Naïve Bayesian Classification

- Naïve assumption: attribute independence

$$P(x_1,...,x_k|C) = P(x_1|C)\cdot...\cdot P(x_k|C)$$

- If i-th attribute is categorical:
  $P(x_i|C)$ is estimated as the relative freq of samples having value x_i as i-th attribute in class C
- If i-th attribute is continuous:
  $P(x_i|C)$ is estimated thru a Gaussian density function
- Computationally easy in both cases

Play-tennis example: estimating $P(x_i|C)$

Outlook	Temperature	Humidity	Windy	Class
sunny	hot	high	false	N
sunny	hot	high	true	N
overcast	hot	high	false	P
rain	mild	high	false	P
rain	cool	normal	false	P
rain	cool	normal	true	N
overcast	cool	normal	true	P
sunny	mild	high	false	N
sunny	cool	normal	false	P
rain	mild	normal	false	P
sunny	mild	normal	true	P
overcast	mild	high	true	P
overcast	hot	normal	false	P
rain	mild	high	true	N

P(p) = 9/14
P(n) = 5/14

outlook	
P(sunny|p) = 2/9	**P(sunny|n) = 3/5**
P(overcast|p) = 4/9	**P(overcast|n) = 0**
P(rain|p) = 3/9	**P(rain|n) = 2/5**
temperature	
P(hot|p) = 2/9	**P(hot|n) = 2/5**
P(mild|p) = 4/9	**P(mild|n) = 2/5**
P(cool|p) = 3/9	**P(cool|n) = 1/5**
humidity	
P(high|p) = 3/9	**P(high|n) = 4/5**
P(normal|p) = 6/9	**P(normal|n) = 2/5**
windy	
P(true|p) = 3/9	**P(true|n) = 3/5**

Play-tennis example: classifying X

- An unseen sample X = <rain, hot, high, false>

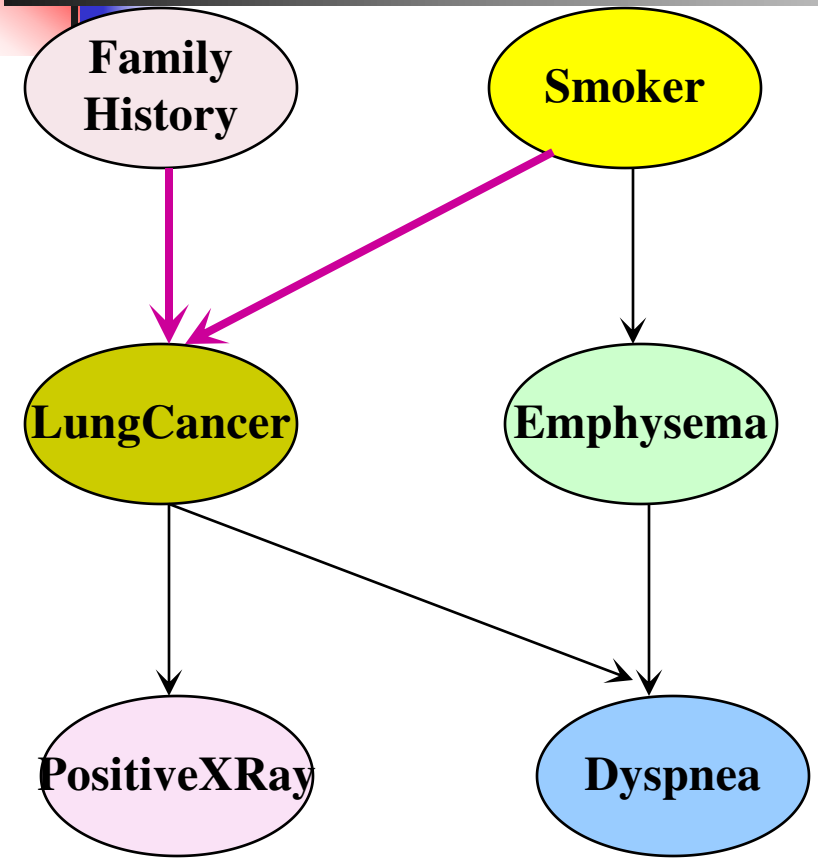
- P(X|p)·P(p) =
  P(rain|p)·P(hot|p)·P(high|p)·P(false|p)·P(p) =
  3/9·2/9·3/9·6/9·9/14 = 0.010582
- P(X|n)·P(n) =
  P(rain|n)·P(hot|n)·P(high|n)·P(false|n)·P(n) =
  2/5·2/5·4/5·2/5·5/14 = 0.018286

- Sample X is classified in class n (don't play)

The independence hypothesis...

- … makes computation possible
- … yields optimal classifiers when satisfied
- … but is seldom satisfied in practice, as attributes (variables) are often correlated.
- Attempts to overcome this limitation:
  - Bayesian networks, that combine Bayesian reasoning with causal relationships between attributes
  - Decision trees, that reason on one attribute at the time, considering most important attributes first

Bayesian Belief Networks (I)



Bayesian Belief Networks

	(FH, S)	(FH, ~S)	(~FH, S)	(~FH, ~S)
LC	0.8	0.5	0.7	0.1
~LC	0.2	0.5	0.3	0.9

The conditional probability table for the variable LungCancer

Bayesian Belief Networks (II)

- Bayesian belief network allows a *subset* of the variables conditionally independent
- A graphical model of causal relationships
- Several cases of learning Bayesian belief networks
  - Given both network structure and all the variables: easy
  - Given network structure but only some variables
  - When the network structure is not known in advance

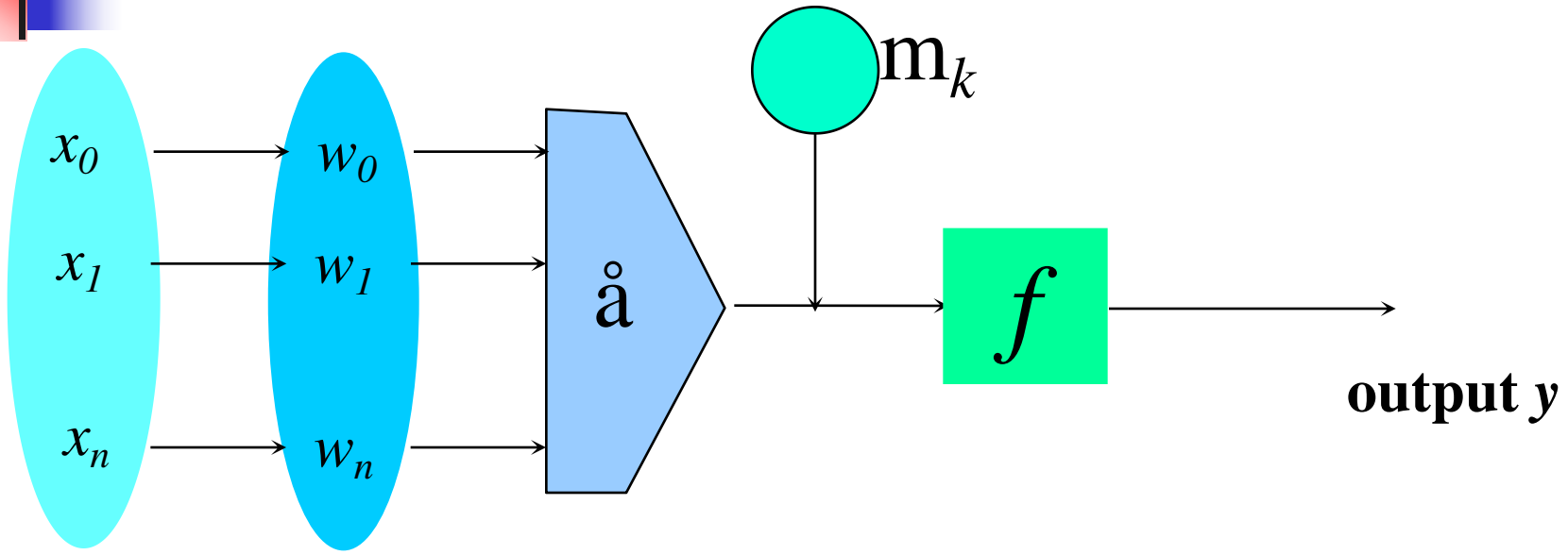
Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Neural Networks

- Advantages
  - prediction accuracy is generally high
  - robust, works when training examples contain errors
  - output may be discrete, real-valued, or a vector of several discrete or real-valued attributes
  - fast evaluation of the learned target function
- Criticism
  - long training time
  - difficult to understand the learned function (weights)
  - not easy to incorporate domain knowledge

A Neuron



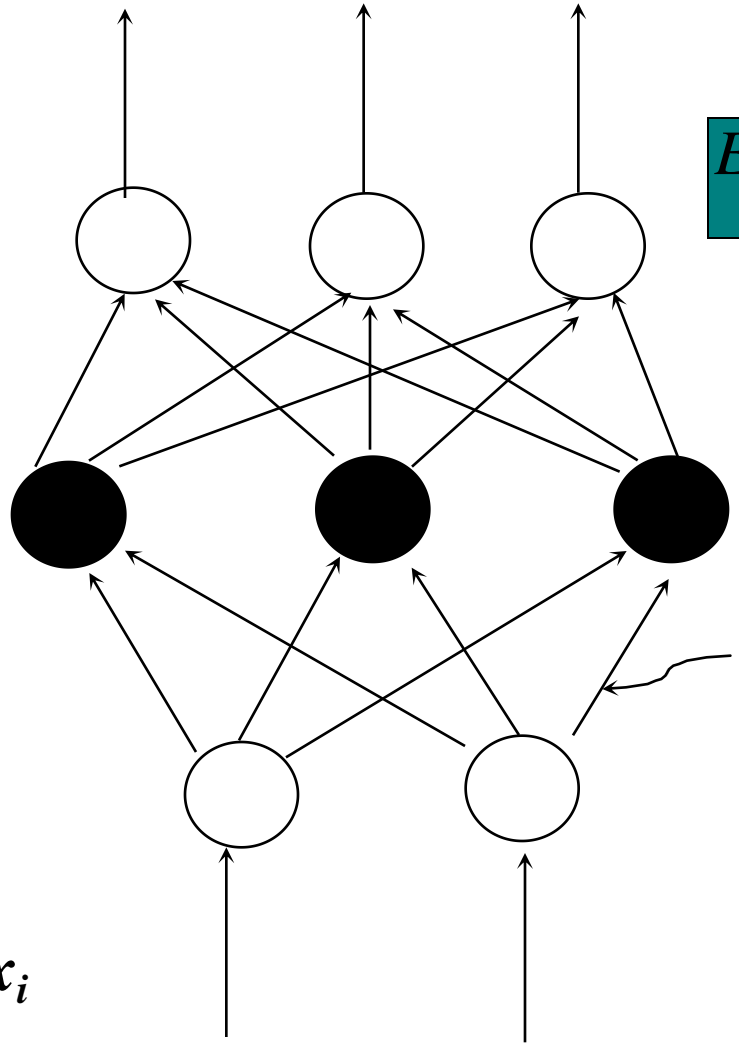
Input vector x **weight vector w** **weighted sum** **Activation function**

- The n-dimensional input vector x is mapped into variable y by means of the scalar product and a nonlinear function mapping

Network Training

- The ultimate objective of training
  - obtain a set of weights that makes almost all the tuples in the training data classified correctly
- Steps
  - Initialize weights with random values
  - Feed the input tuples into the network one by one
  - For each unit
    - Compute the net input to the unit as a linear combination of all the inputs to the unit
    - Compute the output value using the activation function
    - Compute the error
    - Update the weights and the bias

Multi-Layer Perceptron



$$Err_j = O_j(1-O_j)\sum_k Err_k w_{jk}$$

$$\theta_j = \theta_j + (l)Err_j$$

$$w_{ij} = w_{ij} + (l)Err_j O_i$$

$$Err_j = O_j(1-O_j)(T_j - O_j)$$

$$O_j = \frac{1}{1+e^{-I_j}}$$

$$I_j = \sum_i w_{ij} O_i + \theta_j$$

Network Pruning and Rule Extraction

- Network pruning
  - Fully connected network will be hard to articulate
  - N input nodes, h hidden nodes and m output nodes lead to $h(m+N)$ weights
  - Pruning: Remove some of the links without affecting classification accuracy of the network
- Extracting rules from a trained network
  - Discretize activation values; replace individual activation value by the cluster average maintaining the network accuracy
  - Enumerate the output from the discretized activation values to find rules between activation value and output
  - Find the relationship between the input and activation value
  - Combine the above two to have rules relating the output to input

Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Association-Based Classification

- Several methods for association-based classification
  - ARCS: Quantitative association mining and clustering of association rules (Lent et al'97)
    - It beats C4.5 in (mainly) scalability and also accuracy
  - Associative classification: (Liu et al'98)
    - It mines high support and high confidence rules in the form of "cond_set => y", where y is a class label
  - CAEP (Classification by aggregating emerging patterns) (Dong et al'99)
    - Emerging patterns (EPs): the itemsets whose support increases significantly from one class to another
    - Mine Eps based on minimum support and growth rate

Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Other Classification Methods

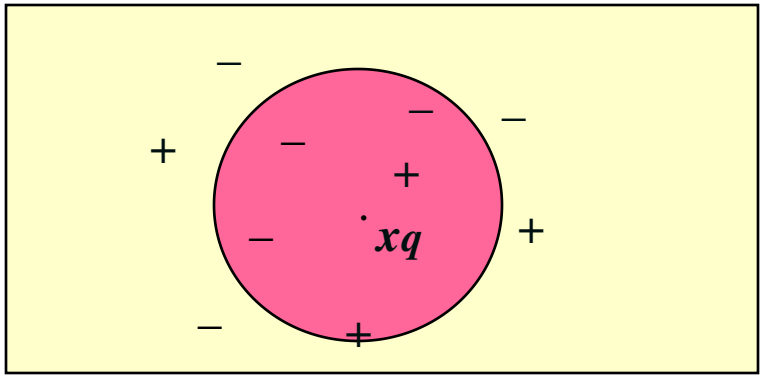
- k-nearest neighbor classifier
- case-based reasoning
- Genetic algorithm
- Rough set approach
- Fuzzy set approaches

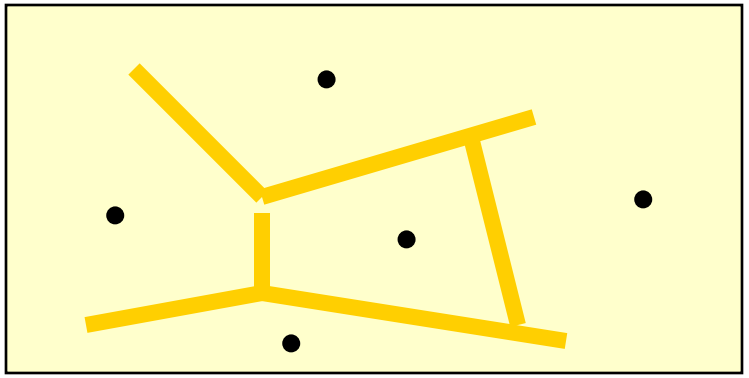
Instance-Based Methods

- Instance-based learning:
  - Store training examples and delay the processing ("lazy evaluation") until a new instance must be classified
- Typical approaches
  - *k*-nearest neighbor approach
    - Instances represented as points in a Euclidean space.
  - Locally weighted regression
    - Constructs local approximation
  - Case-based reasoning
    - Uses symbolic representations and knowledge-based inference

The *k*-Nearest Neighbor Algorithm

- All instances correspond to points in the n-D space.
- The nearest neighbor are defined in terms of Euclidean distance.
- The target function could be discrete- or real- valued.
- For discrete-valued, the *k*-NN returns the most common value among the k training examples nearest to x_q.
- Vonoroi diagram: the decision surface induced by 1-NN for a typical set of training examples.





Discussion on the *k*-NN Algorithm

- The k-NN algorithm for continuous-valued target functions
  - Calculate the mean values of the *k* nearest neighbors
- Distance-weighted nearest neighbor algorithm
  - Weight the contribution of each of the k neighbors according to their distance to the query point x_q
    - giving greater weight to closer neighbors $w \equiv \frac{1}{d(x_q, x_i)^2}$
  - Similarly, for real-valued target functions
- Robust to noisy data by averaging k-nearest neighbors
- Curse of dimensionality: distance between neighbors could be dominated by irrelevant attributes.
  - To overcome it, axes stretch or elimination of the least relevant attributes.

Case-Based Reasoning

- Also uses: lazy evaluation + analyze similar instances
- Difference: Instances are not “points in a Euclidean space”
- Example: Water faucet problem in CADET (Sycara et al’92)
- Methodology
  - Instances represented by rich symbolic descriptions (e.g., function graphs)
  - Multiple retrieved cases may be combined
  - Tight coupling between case retrieval, knowledge-based reasoning, and problem solving
- Research issues
  - Indexing based on syntactic similarity measure, and when failure, backtracking, and adapting to additional cases

Remarks on Lazy vs. Eager Learning

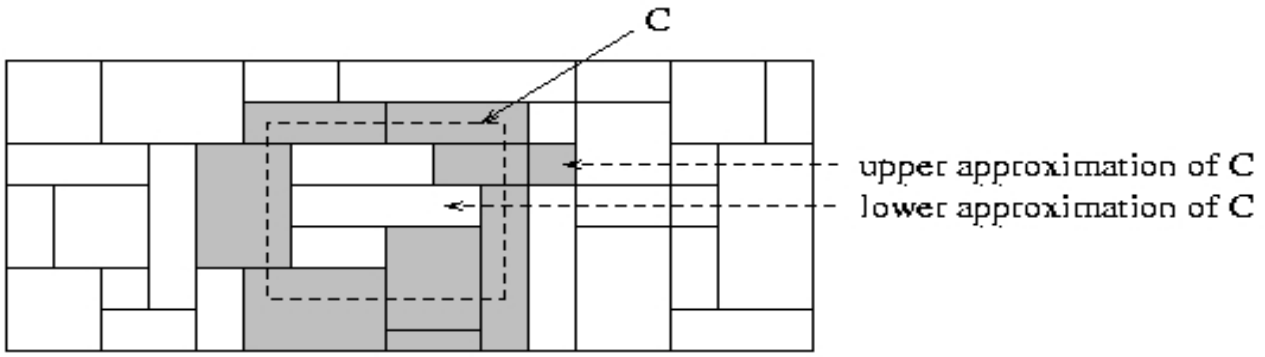
- Instance-based learning: lazy evaluation
- Decision-tree and Bayesian classification: eager evaluation
- Key differences
  - Lazy method may consider query instance *xq* when deciding how to generalize beyond the training data *D*
  - Eager method cannot since they have already chosen global approximation when seeing the query
- Efficiency: Lazy - less time training but more time predicting
- Accuracy
  - Lazy method effectively uses a richer hypothesis space since it uses many local linear functions to form its implicit global approximation to the target function
  - Eager: must commit to a single hypothesis that covers the entire instance space

Genetic Algorithms

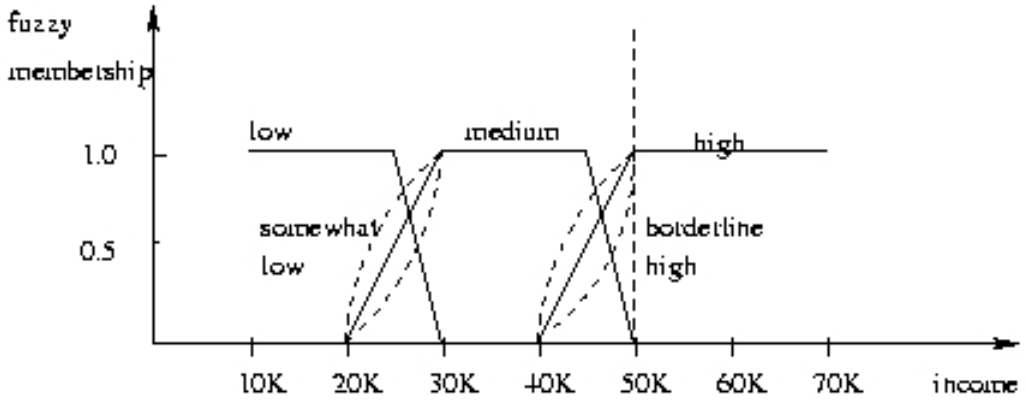
- GA: based on an analogy to biological evolution
- Each rule is represented by a string of bits
- An initial population is created consisting of randomly generated rules
  - e.g., IF A_1 and Not A_2 then C_2 can be encoded as 100
- Based on the notion of survival of the fittest, a new population is formed to consists of the fittest rules and their offsprings
- The fitness of a rule is represented by its classification accuracy on a set of training examples
- Offsprings are generated by crossover and mutation

Rough Set Approach

- Rough sets are used to approximately or “roughly” define equivalent classes
- A rough set for a given class C is approximated by two sets: a lower approximation (certain to be in C) and an upper approximation (cannot be described as not belonging to C)
- Finding the minimal subsets (reducts) of attributes (for feature reduction) is NP-hard but a discernibility matrix is used to reduce the computation intensity



Fuzzy Set Approaches



- Fuzzy logic uses truth values between 0.0 and 1.0 to represent the degree of membership (such as using fuzzy membership graph)
- Attribute values are converted to fuzzy values
  - e.g., income is mapped into the discrete categories {low, medium, high} with fuzzy values calculated
- For a given new sample, more than one fuzzy value may apply
- Each applicable rule contributes a vote for membership in the categories
- Typically, the truth values for each predicted category are summed

Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

What Is Prediction?

- Prediction is similar to classification
  - First, construct a model
  - Second, use model to predict unknown value
    - Major method for prediction is regression
      - Linear and multiple regression
      - Non-linear regression
- Prediction is different from classification
  - Classification refers to predict categorical class label
  - Prediction models continuous-valued functions

Predictive Modeling in Databases

- Predictive modeling: Predict data values or construct generalized linear models based on the database data.
- One can only predict value ranges or category distributions
- Method outline:
  - Minimal generalization
  - Attribute relevance analysis
  - Generalized linear model construction
  - Prediction
- Determine the major factors which influence the prediction
  - Data relevance analysis: uncertainty measurement, entropy analysis, expert judgement, etc.
  - Multi-level prediction: drill-down and roll-up analysis

Regress Analysis and Log-Linear Models in Prediction

- Linear regression: Y = + X
  - Two parameters , and specify the line and are to be estimated by using the data at hand.
  - using the least squares criterion to the known values of Y_1, Y_2, …, X_1, X_2, ….
- Multiple regression: Y = b0 + b1 X1 + b2 X2.
  - Many nonlinear functions can be transformed into the above.
- Log-linear models:
  - The multi-way table of joint probabilities is approximated by a product of lower-order tables.
  - Probability: *p(a, b, c, d) = ab ac ad bcd*

Locally Weighted Regression

- Construct an explicit approximation to *f* over a local region surrounding query instance x_q.
- Locally weighted linear regression:
  - The target function *f* is approximated near x_q using the linear function: $\hat{f}(x) = w_0 + w_1 a_1(x) + \cdots + w_n a_n(x)$
  - minimize the squared error: distance-decreasing weight *K*

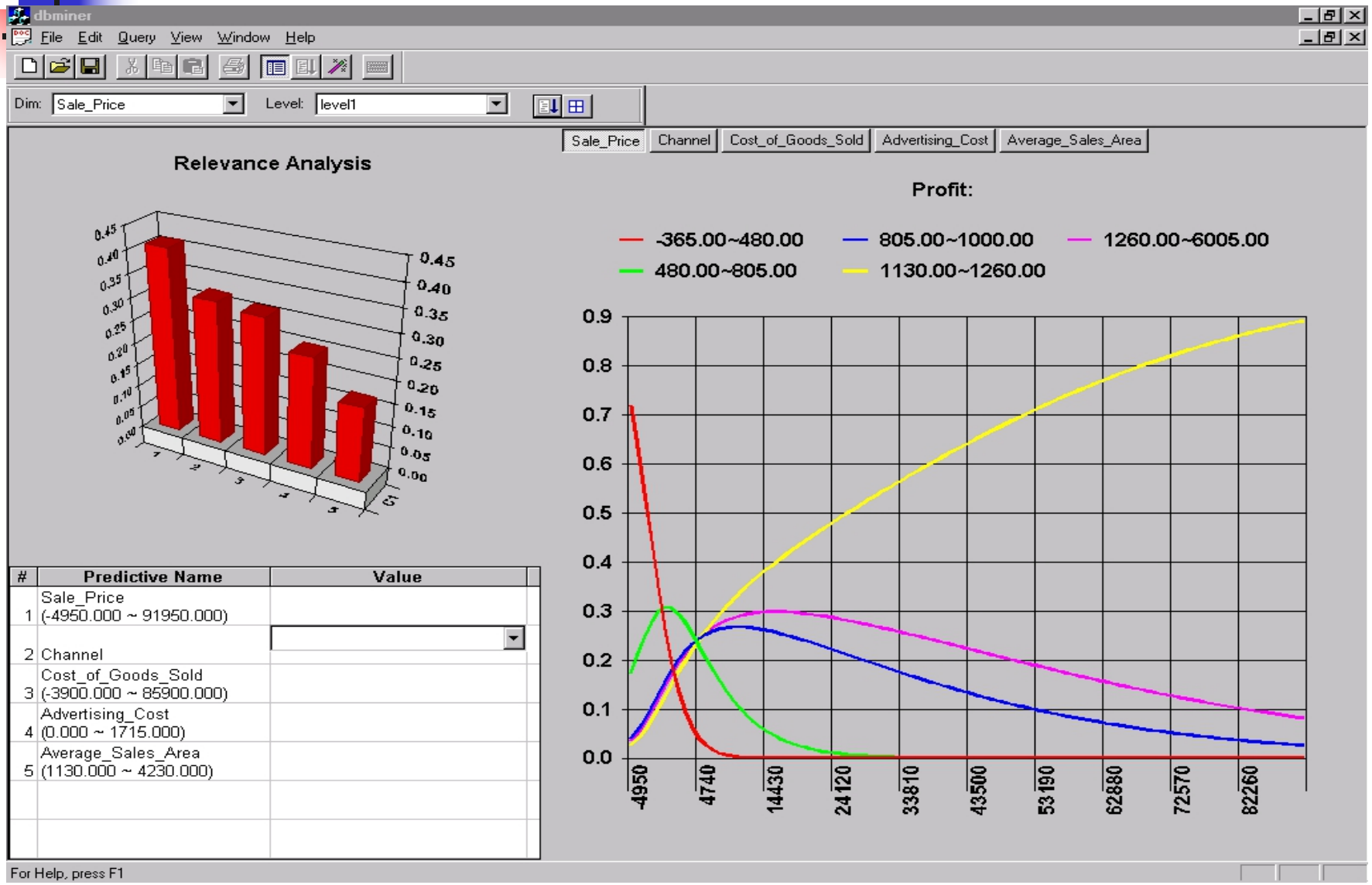
$$E(x_q) \equiv \frac{1}{2} \sum_{x \in k\_nearest\_neighbors\_of\_x_q} (f(x) - \hat{f}(x))^2 K(d(x_q, x))$$

  - the gradient descent training rule:

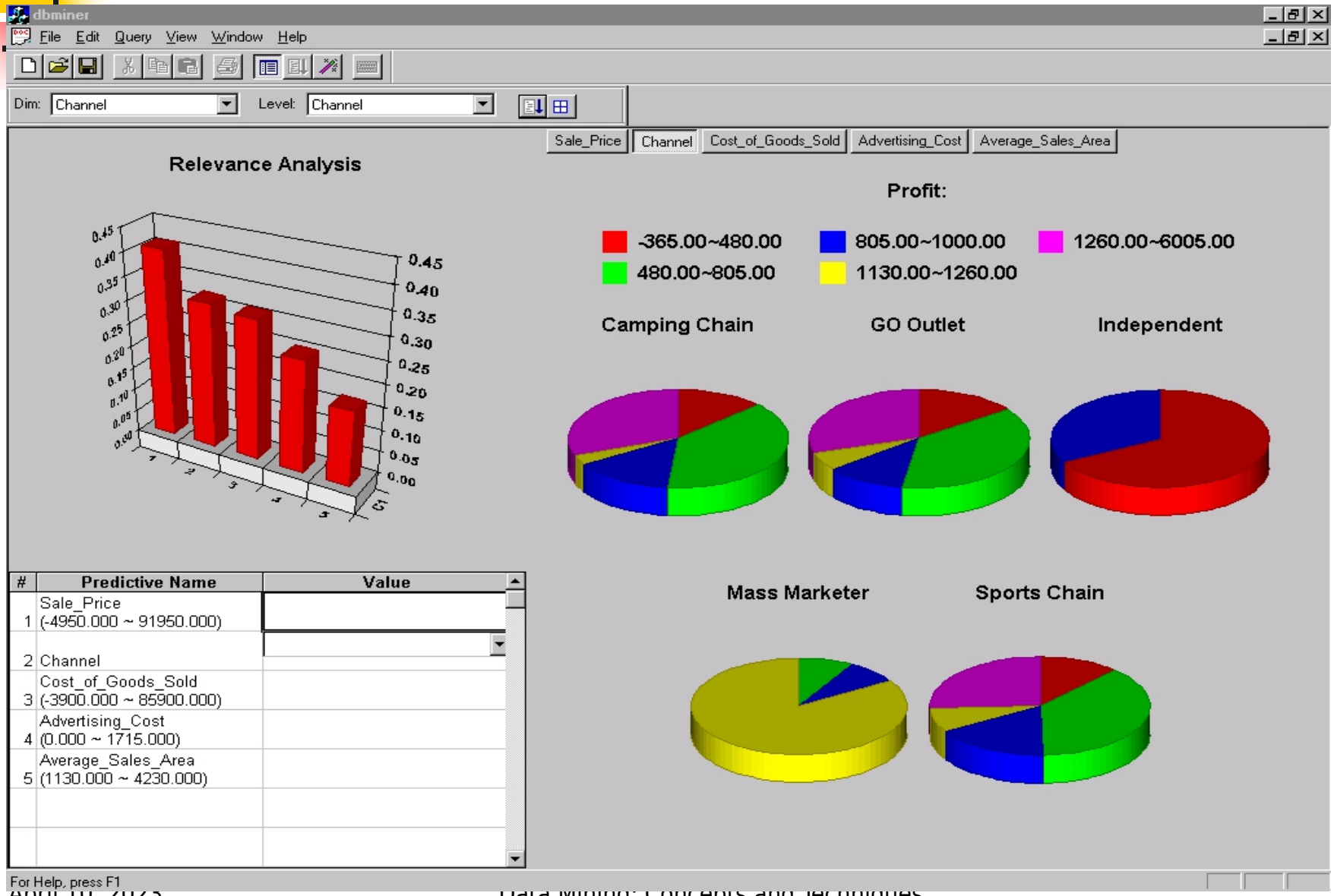
$$\Delta w_j \equiv \eta \sum_{x \in k\_nearest\_neighbors\_of\_x_q} K(d(x_q, x))((f(x) - \hat{f}(x))a_j(x)$$

- In most cases, the target function is approximated by a constant, linear, or quadratic function.

Prediction: Numerical Data



Prediction: Categorical Data



Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Classification Accuracy: Estimating Error Rates

- Partition: Training-and-testing
  - use two independent data sets, e.g., training set (2/3), test set(1/3)
  - used for data set with large number of samples
- Cross-validation
  - divide the data set into *k* subsamples
  - use *k-1* subsamples as training data and one sub-sample as test data --- *k*-fold cross-validation
  - for data set with moderate size
- Bootstrapping (leave-one-out)
  - for small size data

Boosting and Bagging

- Boosting increases classification accuracy
  - Applicable to decision trees or Bayesian classifier
- Learn a series of classifiers, where each classifier in the series pays more attention to the examples misclassified by its predecessor
- Boosting requires only linear time and constant space

Boosting Technique (II) — Algorithm

- Assign every example an equal weight *1/N*
- *For t = 1, 2, …, T Do*
  - Obtain a hypothesis (classifier) $h^{(t)}$ under $w^{(t)}$
  - Calculate the error of *h(t)* and re-weight the examples based on the error
  - Normalize $w^{(t+1)}$ to sum to 1
- Output a weighted sum of all the hypothesis, with each hypothesis weighted according to its accuracy on the training set

Chapter 7. Classification and Prediction

- What is classification? What is prediction?
- Issues regarding classification and prediction
- Classification by decision tree induction
- Bayesian Classification
- Classification by backpropagation
- Classification based on concepts from association rule mining
- Other Classification Methods
- Prediction
- Classification accuracy
- Summary

Summary

- Classification is an extensively studied problem (mainly in statistics, machine learning & neural networks)
- Classification is probably one of the most widely used data mining techniques with a lot of extensions
- Scalability is still an important issue for database applications: thus combining classification with database techniques should be a promising topic
- Research directions: classification of non-relational data, e.g., text, spatial, multimedia, etc..

References (I)

- C. Apte and S. Weiss. Data mining with decision trees and decision rules. Future Generation Computer Systems, 13, 1997.
- L. Breiman, J. Friedman, R. Olshen, and C. Stone. Classification and Regression Trees. Wadsworth International Group, 1984.
- P. K. Chan and S. J. Stolfo. Learning arbiter and combiner trees from partitioned data for scaling machine learning. In Proc. 1st Int. Conf. Knowledge Discovery and Data Mining (KDD'95), pages 39-44, Montreal, Canada, August 1995.
- U. M. Fayyad. Branching on attribute values in decision tree generation. In Proc. 1994 AAAI Conf., pages 601-606, AAAI Press, 1994.
- J. Gehrke, R. Ramakrishnan, and V. Ganti. Rainforest: A framework for fast decision tree construction of large datasets. In Proc. 1998 Int. Conf. Very Large Data Bases, pages 416-427, New York, NY, August 1998.
- M. Kamber, L. Winstone, W. Gong, S. Cheng, and J. Han. Generalization and decision tree induction: Efficient classification in data mining. In Proc. 1997 Int. Workshop Research Issues on Data Engineering (RIDE'97), pages 111-120, Birmingham, England, April 1997.

References (II)

- J. Magidson. The Chaid approach to segmentation modeling: Chi-squared automatic interaction detection. In R. P. Bagozzi, editor, Advanced Methods of Marketing Research, pages 118-159. Blackwell Business, Cambridge Massechusetts, 1994.
- M. Mehta, R. Agrawal, and J. Rissanen. SLIQ : A fast scalable classifier for data mining. In Proc. 1996 Int. Conf. Extending Database Technology (EDBT'96), Avignon, France, March 1996.
- S. K. Murthy, Automatic Construction of Decision Trees from Data: A Multi-Diciplinary Survey, Data Mining and Knowledge Discovery 2(4): 345-389, 1998
- J. R. Quinlan. Bagging, boosting, and c4.5. In Proc. 13th Natl. Conf. on Artificial Intelligence (AAAI'96), 725-730, Portland, OR, Aug. 1996.
- R. Rastogi and K. Shim. Public: A decision tree classifer that integrates building and pruning. In Proc. 1998 Int. Conf. Very Large Data Bases, 404-415, New York, NY, August 1998.
- J. Shafer, R. Agrawal, and M. Mehta. SPRINT : A scalable parallel classifier for data mining. In Proc. 1996 Int. Conf. Very Large Data Bases, 544-555, Bombay, India, Sept. 1996.
- S. M. Weiss and C. A. Kulikowski. Computer Systems that Learn: Classification and Prediction Methods from Statistics, Neural Nets, Machine Learning, and Expert Systems. Morgan Kaufman, 1991.

http://www.cs.sfu.ca/~han

Thank you !!!