Anomaly Detection Techniques to Find Influential Users

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Table of Contents

[A. Project Highlights 4](#_Toc1868160802)

[B. Project Execution 5](#_Toc2011082291)

[C. Data Collection Process 5](#_Toc1191971028)

[C.1 Advantages and Limitations of Data Set 6](#_Toc10980602)

[D. Data Extraction and Preparation 6](#_Toc512824111)

[E. Data Analysis Process 6](#_Toc1571068809)

[E.1 Data Analysis Methods 6](#_Toc1409685802)

[E.2 Advantages and Limitations of Tools and Techniques 7](#_Toc737998485)

[E.3 Application of Analytical Methods 7](#_Toc825242289)

[F Data Analysis Results 7](#_Toc1939531306)

[F.1 Statistical Significance 7](#_Toc109772385)

[F.2 Practical Significance 8](#_Toc1419440648)

[F.3 Overall Success 8](#_Toc1210557849)

[G. Conclusion 9](#_Toc1495356842)

[G.1 Summary of Conclusions 9](#_Toc613065263)

[G.2 Effective Storytelling 9](#_Toc16322062)

[G.3 Recommended Courses of Action 9](#_Toc660897025)

[H Panopto Presentation 9](#_Toc2048387211)

[References 12](#_Toc1410715514)

[Appendix A 12](#_Toc1695981861)

[Title of Appendix 13](#_Toc1655579738)

[Appendix B 13](#_Toc1686431257)

[Title of Appendix 14](#_Toc334098601)

[Appendix C 14](#_Toc1371871733)

[Title of Appendix 15](#_Toc38061623)

[Appendix D 15](#_Toc724305577)

[Title of Appendix 16](#_Toc1812292947)

# A. Project Highlights

Which users are influencing others the most with their reviews and recommendations of video games on the Steam platform?

In this fictitious scenario based on real a real company, Valve Corporation and Steam gaming platform need help discovering user patterns in their recommendation and review systems data to better understand who their most influential users are. They have asked for a compact list of the most influential users for study by their selves and other game development companies that use the Steam platform to sell their games. The hope is that this will help game companies develop better games and marketing strategies to increase sales. Since this data is not known currently, they have asked to do some discovery and provide them a list of users with proper rational and methods. The value of this study could improve success for all parties.

The scope of the project will be limited to acquiring de-identified user data with minimal features. The only hard deliverable here is the final list of users in Excel format, no more than one thousand. If the client is not satisfied, a review process will ensue and a new iteration will begin. Bringing in identifiable data and doing further analysis will be the responsibility of the client. These attributes are not provided and thus would be impossible to analyze.

Rapid Application Development was used as the project management strategy. Data was collected that was needed to complete the project. A CSV file was downloaded with helpof a browser from the Kaggle website. A WSL Ubuntu environment was used to isolate our workspace in Windows 11. Miniconda was utilized to create a python and Jupyter Notebook environment for performing and displaying the analysis. Standard data science python packages were used including, Pandas, Polars, Seaborn, Matplotlib, Scikit-Learn, and full list below:

* **Windows 11**: This is the main operating system of my laptop.
* **Windows Subsystem for Linux (WSL) with Ubuntu 20.04.6 LTS**: I want to isolate my process from my main OS. I will run the project in a Linux virtual machine.
* **Miniconda**: This is a free installer for a minimal version of conda. This is a package and environment management system. We will want to create our conda environment separate from any others. We will also need it to install Jupyter Notebooks and other python packages.
* **Python 3.10.14**: This is the python version we will use for this project.
* **GitHub**: GitHub is where we will keep all our work. We need some place to store our code and changes and be able to roll back to a previous version if needed.
* **Jupyter Notebook**: This tool helps present your data process, visualizations, and run most any python script needed for this project. Our EDA and final file creation will be all here.
* **Matplotlib**: For visualization of data.
* **NumPy**: It has many mathematical functions that will be useful for data analytics.
* **Pandas**: It helps read and store data in a structure that is ready to be consumed by python.
* **Scikit-learn**: This is a popular machine learning library for python, and we will use it for PCA, t-SNE, and Isolation Forests.
* **Seaborn**: This extends Matplotlib with a richer feature set and a much better presentation.
* **SciPy**: This has many uses. Among them is the test we plan to use to compare to skewed distributions. Another is the bootstrapping we will use to simulate normal distributions for our skewed data.
* **Polars**: A faster implementation and alternative for large data sets. It will be used to import the raw data.
* **OpenPyXL**: Needed to write our file to Excel. It extends Pandas and adds an Excel method to export the data frame.

Raw data was explored and assessed to understand what needed to be done. The data was summarized at the user level. Cleaning was completed after assessment. A Single PCA component was created over the relevant features and the right five percent of users were sampled based on the PCA component. An Isolation Forest model was created with the appropriate contamination rate set and features to obtain enough users for our final sample and label them as outliers or not. The Mann-Whitney U Test was used to compare the outliers with the non-outliers. Finally, each features’ distribution was independently compared to the sample visually and the result file created for the client.

# B. Project Execution

Rapid Application Development process was employed to deliver this project. Consisted of a design session, code, review, and iterations until client was satisfied and a sign-off was obtained.

The project was originally slated to take one hundred ours and start on June 24th. Instead the client wanted to finish before the July 4th weekend, so the start time was moved up to June 10th. After starting the project, it was realized that the tasks were not as complicated as first thought and they took much less time than originally expected. The project was therefore completed in thirty and a half hours. Almost a third of the original estimate. The largest areas of variance were the design meeting and client review sessions. Also, there were no other iterations needed and the client signed off on the first draft. See the deliverables and timeline below.

*Project Goals, Objectives, and Deliverables*

* Goal 1: The goal is to select a set of users with the most influence among the others.
  + Objective 1.0: Client discussions centering around plan, design, and expectations.
    - Deliverable 1.0.1: Meeting notes and transcript with client.
    - Deliverable 1.0.2: Project plan and timelines.
  + Objective 1.1: Acquire the data.
    - Deliverable 1.1.1: The data will be downloaded in its original CSV format.
    - Deliverable 1.1.2: The data will be saved in parquet format for faster processing.
  + Objective 1.2: Analyze available features and clean the data.
    - Deliverable 1.2.1: Features will be selected with descriptive statistics, correlation, and basic understanding of the data structure used to get a sense of the data.
  + Objective 1.3: Sample enough data to run machine learning algorithms on.
    - Deliverable 1.3.1: A sample of data with the highest impactful users will be selected and stored in memory.
    - Deliverable 1.3.2: The sample will be much smaller than the original for faster processing during machine learning.
  + Objective 1.4: Reduce the data to two dimensions and visualize for an understanding of the outliers.
    - Deliverable 1.4.1: PCA will be used to reduce dimensions to two dimensions and a scatter plot displayed to show the pattern of our sample.
    - Deliverable 1.4.2: t-SNE will be used to reduce to two dimensions and a scatter be displayed of the results to see how it agrees with the PCA version.
  + Objective 1.5: Create an Isolation Forest model.
    - Deliverable 1.5.1: An isolation forest model shall be created using the relevant features and appropriate contamination parameter.
    - Deliverable 1.5.2: A pickle file shall be saved of the model to disk.
  + Objective 1.6: Select the outliers and ensure count is below one thousand.
    - Deliverable 1.6.1: A dataset shall be created of the outliers predicted by the model.
    - Deliverable 1.6.2: The dataset shall be saved as an Excel file per the client.
  + Objective 1.7: Meet with clients and deliver the result.
    - Deliverable 1.7.1: Obtain sign-off on work or feedback about revisions.
    - Deliverable 1.7.2: Wrap up project or deliver a new plan based on feedback.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Milestone or deliverable | Duration  (hours or days) | Projected  start date | Anticipated  end date | Deviation |
| Deliverable 1.0.1 | 16 hours | *June 24th 2024* | *June 25th 2024* | *This project was moved up to start on th June 10th. Only took 4 hours to meet with client.* |
| Deliverable 1.0.2 | 24 hours | *June 26th 2024* | *June 28th 2024* | *Project planning took less time. Only 4 hours.* |
| Deliverable 1.1.1 | 2 hours | *July 1st 2024* | *July 2nd 2024* | *File acquisition only took 0.5 hours.* |
| Deliverable 1.1.2 | 2 hours | *July 1st 2024* | *July 2nd 2024* | *Saving data to parquet only took 0.5 hours.* |
| Deliverable 1.2.1 | 8 hours | *July 1st 2024* | *July 2nd 2024* | *There was no deviation here. It was as expected.* |
| Deliverable 1.3.1 | 7.5 hours | *July 3rd 2024* | *July 3rd 2024* | *Sampling the data only took 2 hours.* |
| Deliverable 1.3.2 | 0.5 hours | *July 3rd 2024* | *July 3rd 2024* | *Verifying the sample was smaller did not deviate.* |
| Holiday | 0 hours | *July 4th 2024* | *July 7th 2024* | *Started earlier, should not factor in.* |
| Deliverable 1.4.1 | 4 hours | *July 8th 2024* | *July 8th 2024* | *PCA visual took 2 hours.* |
| Deliverable 1.4.2 | 4 hours | *July 8th 2024* | *July 8th 2024* | *t-SNE visual to 2 hours.* |
| Deliverable 1.5.1 | 15 hours | *July 9th* | *July 10th 2024* | *Isolation forest only took 4 hours to train and validate.* |
| Deliverable 1.5.2 | 1 hours | *July 10th 2024* | *July 10th 2024* | *Only took 0.5 hours to save to pickle file.* |
| Deliverable 1.6.1 | 6 hours | *July 11th 2024* | *July 11th 2024* | *Only took 2 hours to review the results.* |
| Deliverable 1.6.2 | 2 hours | *July 11th 2024* | *July 11th 2024* | *Only took 0.5 hours to save the final file.* |
| Deliverable 1.7.1 | 6 hours | *July 12th 2024* | *July 12th 2024* | *Meeting with clients was not necessary after sending them the results.* |
| Deliverable 1.7.2 | 2 hours | *July 12th 2024* | *July 12th 2024* | *No further planning was needed as the client signed off on the work.* |

# C. Data Collection Process

**Rubric C:** The discussion of the data selection and collection process includes specific details for *each*of the given elements.

This part summarizes the data selection, collection, processing, and governance issues. The “given” elements to summarize are provided in the task directions as follows:

* How the data selection and collection differed from your plan (see Task 2 section D3).
* How you handled any obstacles encountered while collecting your data (see Task 2 section D4).
* How you handled any unplanned data governance issues (see Task 2 section D5).

If the element did not vary from Task 2 or you did not encounter any unplanned issues, explain why. You can reuse content from Task 2 as needed. You are allowed and encouraged to reuse any of your work. The similarity check will not check for plagiarism against your content.

## C.1 Advantages and Limitations of Data Set

**Rubric C1:** The discussion addresses *both*the advantages and limitations of the data set, including specific examples of *both*. *All* discussed advantages and limitations apply to the data set that was used.

* Discuss at least one advantage of your data set, and provide at least one example of an advantage.
* Discuss at least one disadvantage of your data set, and provide at least one example of an advantage.

# D. Data Extraction and Preparation

**Rubric D:** The submission explains *both* the data extraction and data preparation processes, including details on why the processes were appropriate for the data. The explanation includes the tools and techniques that were used for *both*processes.

Discuss the data extraction and preparation process and their appropriateness (see Task 2 part D), and discuss the tools used for both extractions. If little or no extraction or processing was necessary, explain why.

# E. Data Analysis Process

## E.1 Data Analysis Methods

**Rubric E1:** The submission includes a thorough and accurate description of data analysis methods that are appropriate for the intended goals of the project.

Name and describe each method used to analyze the data. Include the method(s) used to support your hypothesis in Task 3 part F (below; also see Task 2 part C). Explain why each method was appropriate.

## E.2 Advantages and Limitations of Tools and Techniques

**Rubric E2:** The submission accurately discusses the advantages and the limitations of the tools and techniques used to analyze the data.

Discuss at least one advantage and one limitation of each tool used during the analysis (see Task 2 section C3).

## E.3 Application of Analytical Methods

**Rubric E3:** The submission includes a thorough step-by-step explanation of how the analytical methods were applied to the data and how *all* assumptions or requirements were verified.

Describe the steps used to complete each method used for the data analysis in part F of Task 3 (see Task 2 section C2). Describe the requirements for each method and how they were verified.

# F Data Analysis Results

## F.1 Statistical Significance

**Rubric F1:** A thorough evaluation of the statistical significance of the analysis is provided, and the evaluation uses accurate calculations.

This section should report the results of the planned statistical test(s) or model(s) from Task 2 section C4. For at least one analytic method provide all the items for a *statistical test* or a *model*:

For *statistical tests*, provide the following information:

* The null hypothesis (the opposite of your hypothesis).
* The name of the statistical test.
* The metric(s) generated from that test (e.g., a t-stat and the derived probability).
* The *alpha* value (denoted α; usually 1% or 5%) given in Task 2 section C4.
* The conclusion drawn, e.g., “There is sufficient evidence to reject the null hypothesis and support the claim that (your hypothesis).”

For *models*, provide the following information:

* The type of model, e.g., supervised regression, supervised classification, etc.
* The algorithm(s) and process used to develop the model.
* The metric(s) used to assess performance.
* The benchmark for the success of the above metric is given in Task 2 section C4
* The conclusion is drawn from that metric and how it supports or does not support your hypothesis.

## F.2 Practical Significance

**Rubric F2:** A thorough and accurate evaluation of the practical significance of the data analytics solution is provided, and the evaluation is supported by specific examples.

Discuss the practical significance of the results from F1. This can repeat what you wrote in Task 2 section C5 adjusting as necessary according to the results. Practical significance refers to how meaningful your findings are in practical application. Results are practically significant when the difference is large enough to be meaningful in real life. This is subjective; so try your best to frame the results as a success.

Include an example of how the client might apply your work discussed in section F1.

## F.3 Overall Success

**Rubric F3:** A thorough and accurate evaluation of the overall success and effectiveness of the project is provided.

Based on the results presented in F1 and F2, discuss how the project was successful. This section may repeat content from sections F1, and F2 above, and Task 2 section B6.

# G. Conclusion

## G.1 Summary of Conclusions

**Rubric G1:** The conclusions drawn from the analysis are summarized and are appropriate and logically consistent with the data set, chosen analytic methods, and stated goals of the project.

Summarize your conclusions resulting from the entire project. This section can combine, repeat, and expand on content from throughout Task 3.

## G.2 Effective Storytelling

**Rubric G2:** The explanation includes logical reasons why the chosen tools and graphical representations for visually communicating the findings support effective storytelling.

Summarize your visualizations and how they support effective storytelling. Discuss all graphical representations and the tools used for the development.

## G.3 Recommended Courses of Action

**Rubric G3:** The submission recommends *2*courses of action, and *both* are logical, based on the findings, follow logically from the analysis, and directly address the research question or organizational need of the project.

Provide TWO recommendations based on the results (section F2) and conclusion (section G1) of your data analysis. Explain how each recommendation relates to the research question or organizational need given in Task 2 section A1 or redefined in Task 3 part A.

# H Panopto Presentation

**Rubric H:** A link to a Panopto recording is provided, and the summary includes *each* of the given elements. The summary is appropriate for an audience of data analytics peers.

Provide a link to your Panopto video.

* You are required to use Panopto, and you need to first request access, [Panopto Access](https://wgu.hosted.panopto.com/). Gaining permission may take up to 48 hours.
* Your recording should include your voice, but showing your face is not required. If you need special accommodations, please contact [Assessment Services](mailto:assessmentservices@wgu.edu?subject=D195%20task%203%20Panopto%20Video) and alert your assigned course faculty.
* There is no minimum length, but it is not meant to be long. Depending on your project, approximately 5-15 minutes is a good length.

The video should provide the viewer with a bird’s-eye view of your project and how you conducted your analysis. Here are the points you should cover:

1. A summary of your research question or organizational need.
2. A summary demonstration of the functionality of any code you used for your data analytics solution.
3. An outline of the findings and implications of your analysis.

The video should summarize your question and findings. You can think of this as a “water cooler” version of your report. The evaluator should be able to watch the video and understand your project’s purpose and main argument. Then, for step 2, bring your code (or software analysis) on screen and step through how you conducted your analysis. Unfortunately, we don’t have an example video. However, I never see the video rejected unless it’s missing step 2 above.   
 

# References

No sources were cited.

# Appendix A

# Title of Appendix

Put any supporting material in these appendices. Add additional or delete superfluous appendices as needed.

# Appendix B

# Title of Appendix

Put any supporting material in these appendices. Add additional or delete superfluous appendices as needed.

# Appendix C

# Title of Appendix

Put any supporting material in these appendices. Add additional or delete superfluous appendices as needed.

# Appendix D

# Title of Appendix

Put any supporting material in these appendices. Add additional or delete superfluous appendices as needed.