

whoami

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Research topics

- Big data / database
- Geo-spatial analytics

<https://big.csr.unibo.it/>



Data Strategy & Analytics (VI ed.)

Integrated Analytics Lab

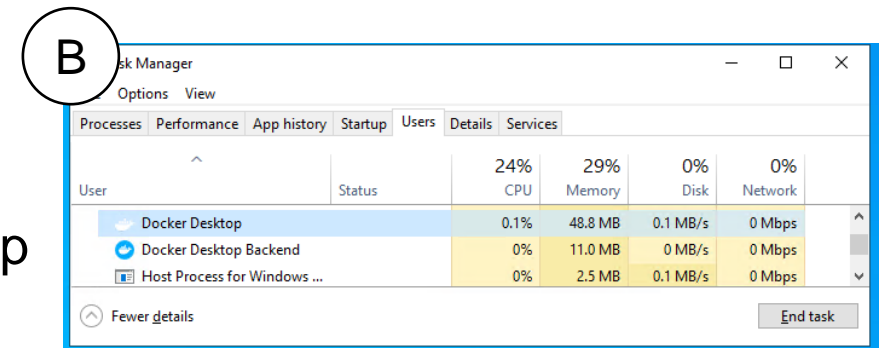
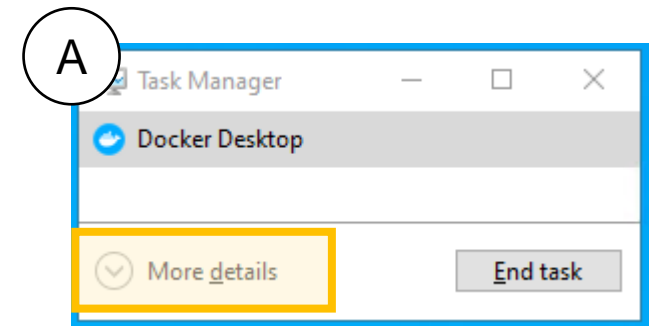
Before starting...

1. Turn on the virtual machine
2. Log in the virtual machine
 - *We will work on the virtual machine*

Before starting...

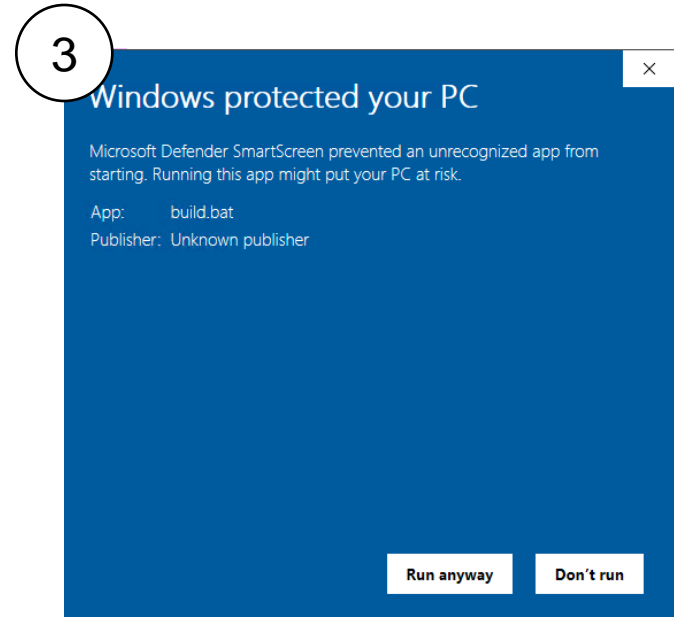
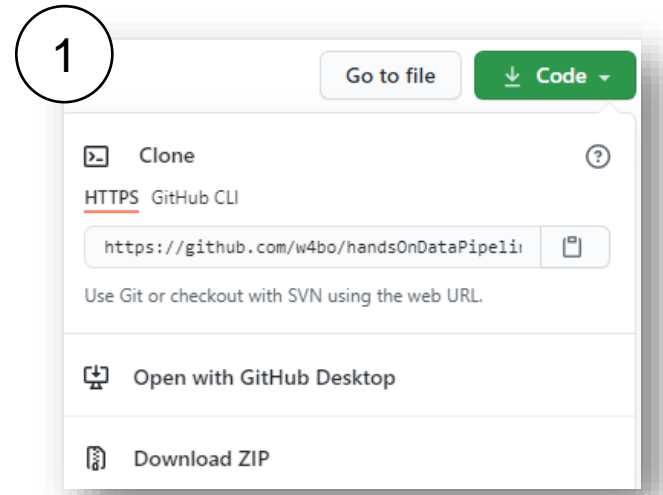
Run docker

1. In the Windows desktop, double click on Docker Desktop
2. After some minutes the Docker Engine will fail
3. Open the task manager (CTRL + SHIFT + ESC)
 - A. Click on `More details`
 - B. Click on `Users`
 - C. Expand `bbsstudent`
 - D. Click on `Docker Desktop`
 - E. Click on `End Task`
4. In the Windows desktop, double click on Docker Desktop
5. Wait until the Docker icon becomes green



Before starting...

1. Download the content from <https://github.com/w4bo/2021-bbs-dsaa>
 - Use Google Chrome (if possible)
 - Click `Code` and then `Download Zip`
 - Extract the zip in the `Downloads` folder
 - Make sure that the path does not contain any spaces
2. Enter the project directory
3. Double click on `build.bat`
 - If Windows complains, click on `More info` and then `Run anyway`
 - This will take some minutes, let's switch to the slides



Analytics

Business intelligence

- Strategies to **transform** raw data into decision-making insights

Analytics

- A catch-all term for a variety of different business intelligence and application-related initiatives
- The **process** of analyzing data from a particular domain (e.g., sales and supply chain)

Advanced Analytics

- (Semi-)Autonomous **transformation** of data using techniques and tools, to discover deeper insights, make predictions, or generate recommendations

Integrated Analytics (Lab)

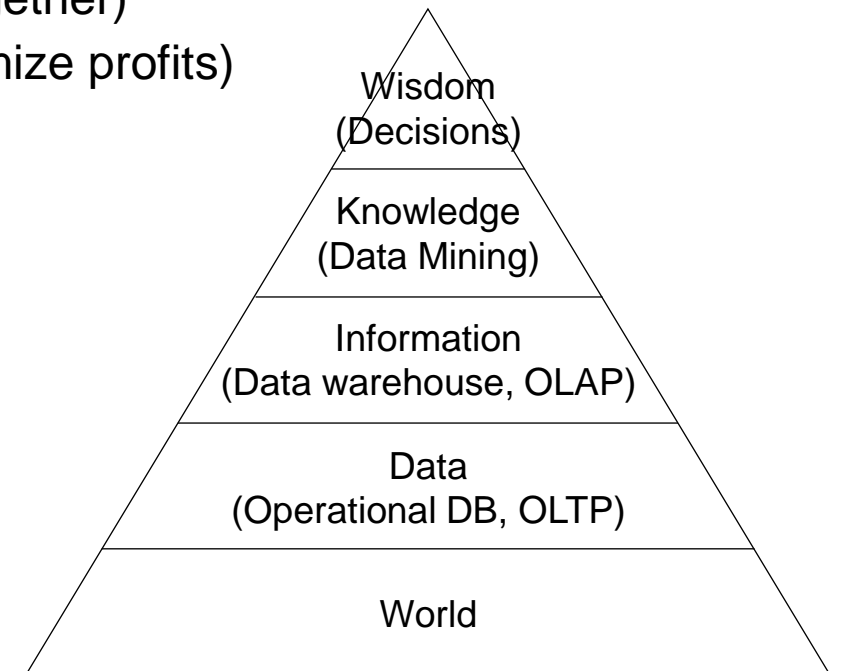
- Analytics are based on the usage of statistics, machine learning, operational research, and advanced visualization techniques

<https://www.gartner.com/en/information-technology/glossary?glossarykeyword=analytics>

The knowledge pyramid

Family of transformations are usually abstracted in the “knowledge pyramid”

- **Data:** symbols representing real-world objects (e.g., store product sales)
- **Information:** processed data (e.g., query the product with highest profit)
- **Knowledge:** understanding (e.g., mine products often sold together)
- **Wisdom:** knowledge in action (e.g., discount products to optimize profits)



[1] Jennifer E. Rowley: The wisdom hierarchy: representations of the DIKW hierarchy. J. Inf. Sci. 33(2): 163-180 (2007)

[2] Martin Frické: The knowledge pyramid: a critique of the DIKW hierarchy. J. Inf. Sci. 35(2): 131-142 (2009)

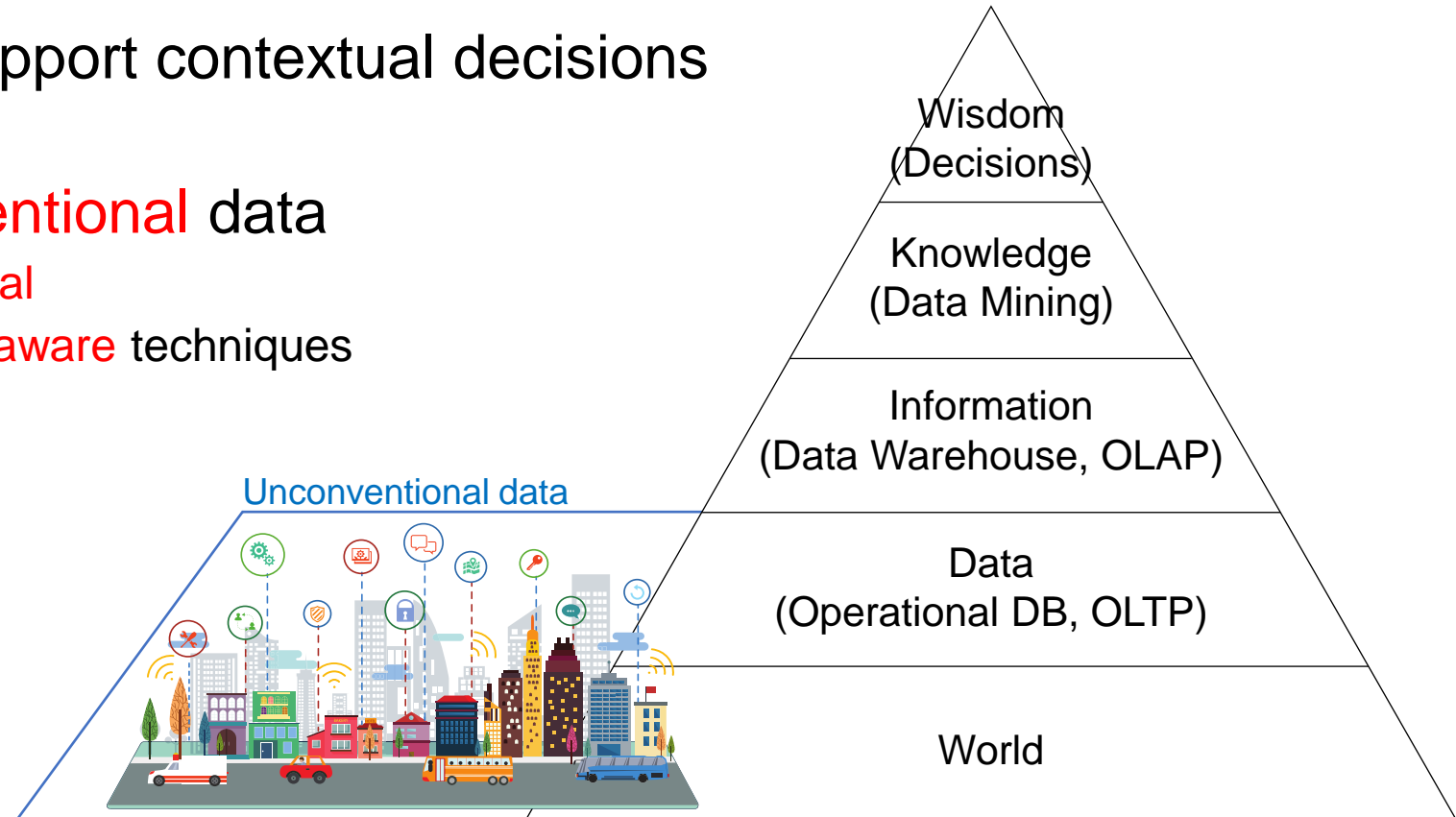
Challenges: unconventional data

Sensing provides data to support contextual decisions

- “World” and “Data” levels

New challenges on **unconventional** data

- **Unstructured** and **non-relational**
- Transformation requires **type-aware** techniques



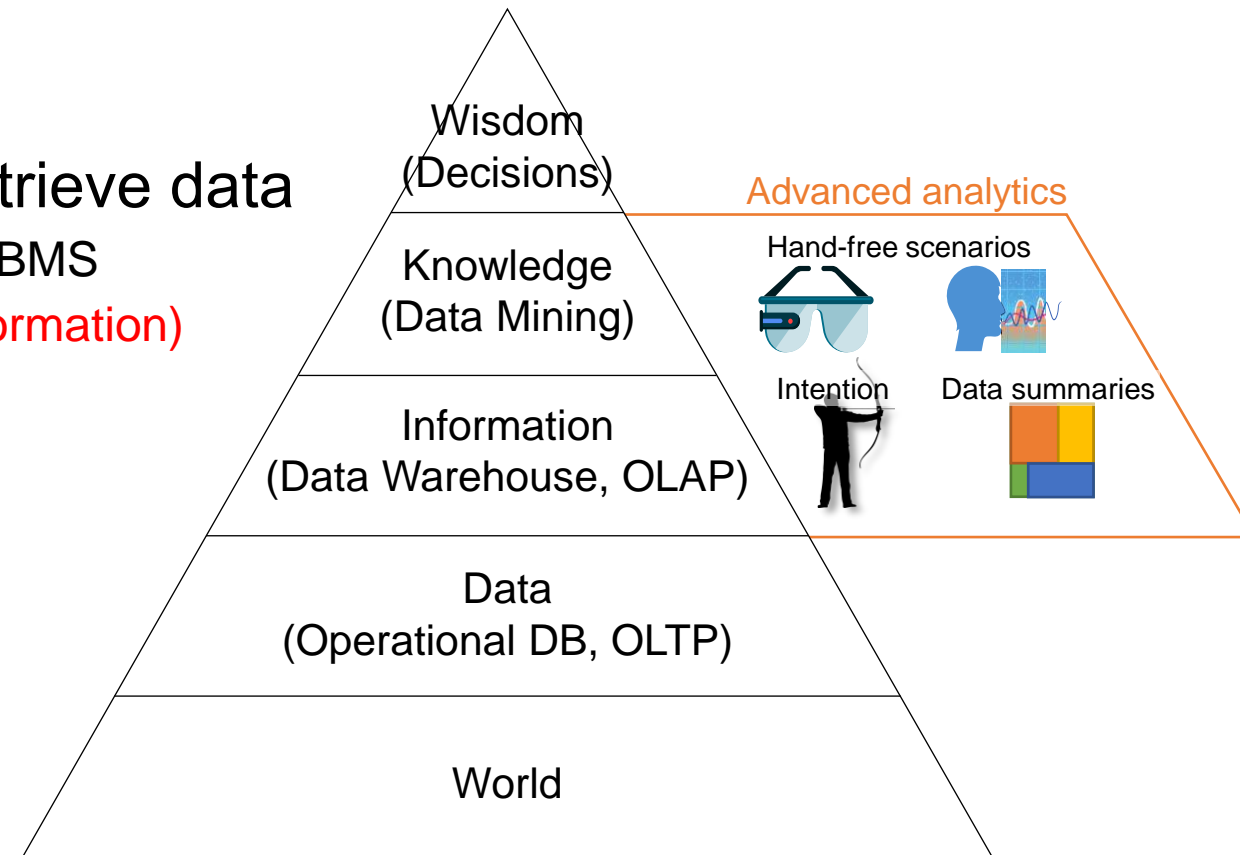
Challenges: advanced analytics

High availability and accessibility attract new data scientists

- **High** competence in business domain
- **Low** competence in computer science

Since the '70s, relational queries to retrieve data

- Comprehension of formal languages and DBMS
- **Advanced analytics (semi-automatic transformation)**



CRISP-DM

Data transformation requires a structured approach

- Choosing the best algorithm is only one of the success factors

Cross-industry standard process for data mining (CRISP-DM) is a model that describes common approaches used by data mining experts



CRISP-DM

CRISP-DM breaks the process of data mining into six major phases

- Business Understanding
- Data Understanding
- Data Preparation
- Modeling
- Evaluation
- Deployment

The sequence of phases is not strict

- Arrows indicate the most important and frequent dependencies between phases
- The outer circle in the diagram symbolizes the cyclic nature of data mining itself



CRISP-DM

Understanding the domain

- Understanding **project goals** from the user's point of view, **translate** the user's problem into a data mining problem, and **define** a project plan

Understanding the data

- Preliminary data collection aimed at **identifying quality problems** and conducting **preliminary analyzes** to identify the salient characteristics

Data preparation

- Includes all the **tasks needed to create the final dataset**: selecting attributes and records, transforming and cleaning data



CRISP-DM

Model Creation

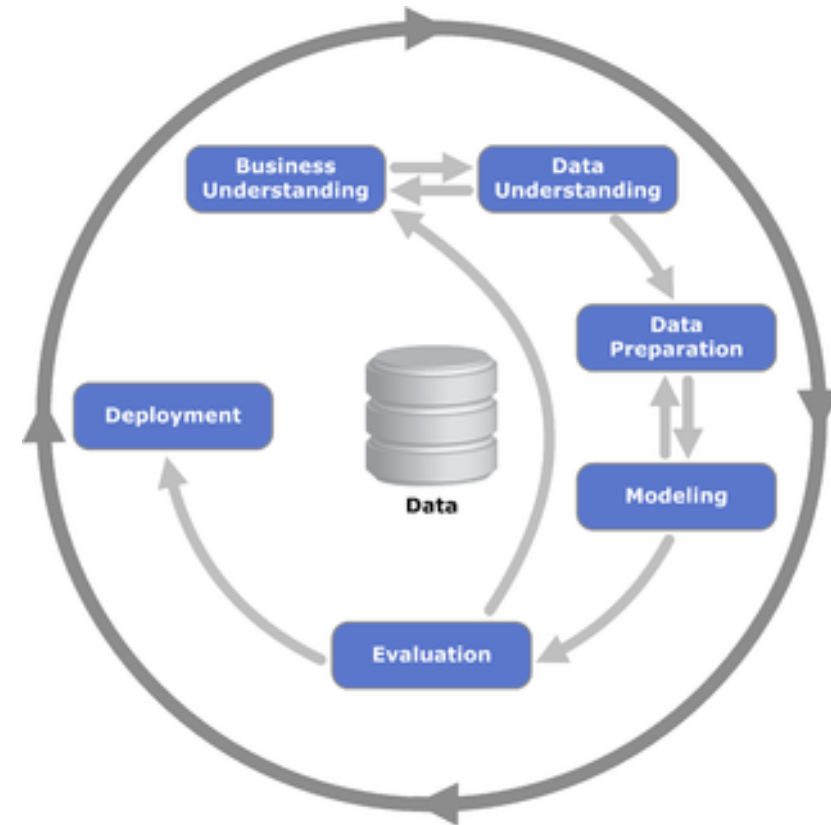
- Several data mining techniques are applied to the dataset also with different parameters in order to identify what makes the model more accurate

Evaluation of model and results

- The model(s) obtained from the previous phase are analyzed to verify that they are sufficiently precise and robust to respond adequately to the user's objectives

Deployment

- The built-in model and acquired knowledge must be made available to users. This phase can therefore simply lead to the creation of a report or may require implementation of a user-controlled data mining system



GOAL of this lab

Move through transformation phases

<https://forms.gle/EP4VJ9nvwJ2BpGTq8>

Integrated analytics lab



This checklist can help you while building your projects

- Frame the problem and look at the big picture
- Get the data
- Explore the data to gain insights
- Prepare the data
- Explore many different models and shortlist the best ones
- Fine-tune your models and combine them
- Present your solution
- Launch, monitor, and maintain your system

(Tentative) Time Schedule

Feel free to interrupt and ask questions

The time schedule can change

Time	Activity	
9:15 – 10:30	Introduction to integrated analytics	
10:30 – 10:40	Break	
10:40 - 11:30	Hands on data preprocessing	
11:30 – 11:40	Break	
11:40 – 13:00	Hands on machine learning	
13:00 – 14:00	Launch break	
14:15 – 15:30	Introduction to massive data processing	
15:30 – 15:40	Break	
15:40 – 16:30	Hands on big data	
16:30 – 16:40	Break	
16:40 – 17.45	Hands on OLAP and visualization	