Data Mining

Lecture 2: data and data preprocessing

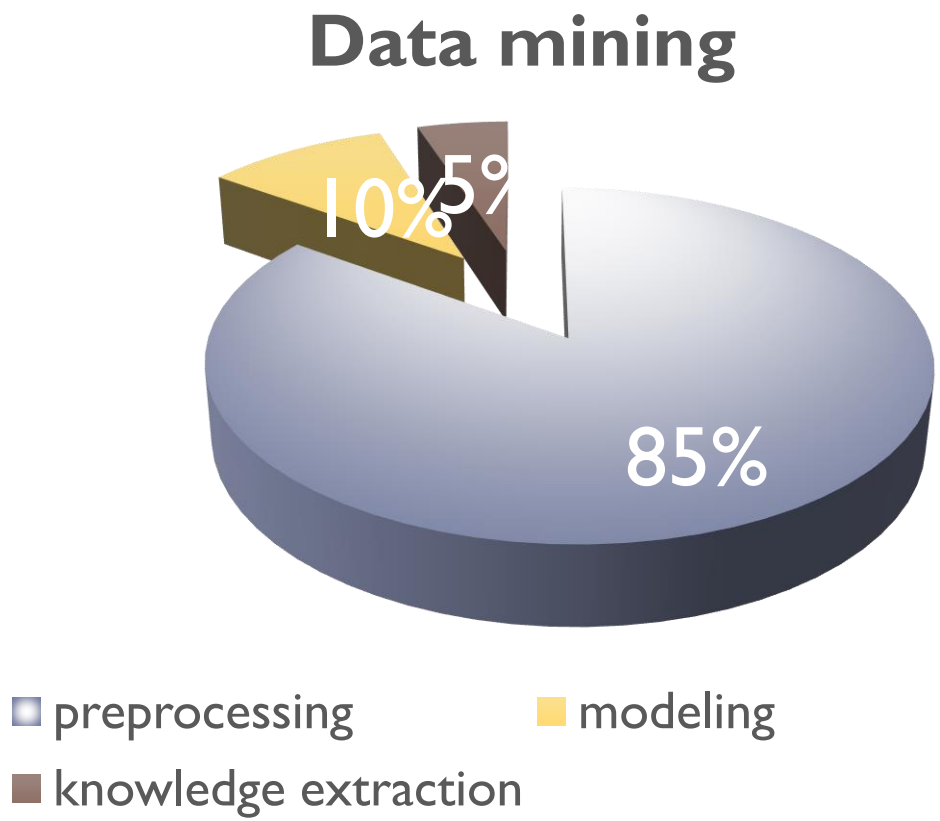
Data mining analysis steps CRISP-dm

1. Determining the purpose of the analysis,
2. Preliminary selection of variables, data cleaning (preprocessing),
3. Analytical form selection, on the basis of descriptive data analysis, correlation matrix, and knowledge,
4. Final variable and model selection,
5. Model parameters estimation,
6. Model verification (statistical, substantive),
7. Practical model uses (dependence analysis, prediction).

GIGO

Garbage in- Garbage out

Time-consuming data mining phases



Data preprocessing

- Preparation of data variables from the preliminary, raw data and the final data set that will be used in all subsequent phases.
- Cases selection and variables that will be analysed and which are suitable for analysis.
- Variable transformations, if necessary.
- Clear raw data so that it is ready to be used by modelling tools.

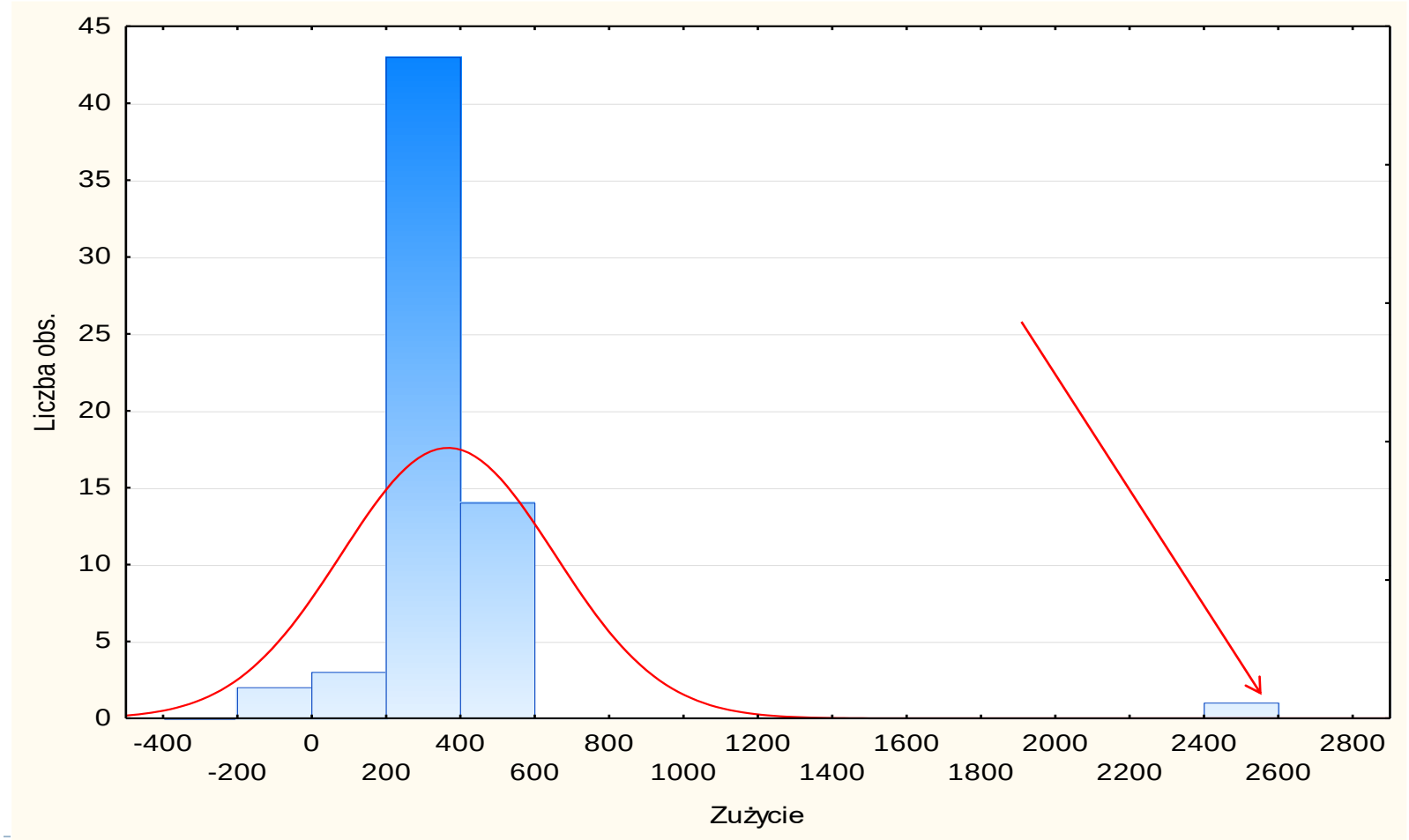
Motivation of data preprocessing

- Preparation of data variables from the preliminary, raw data and the final data set that will be used in all subsequent phases.
- Cases selection and variables that will be analysed and which are suitable for analysis.
- Variable transformations, if necessary.
- Clear the raw data so that it is ready to be used by the modelling tools.

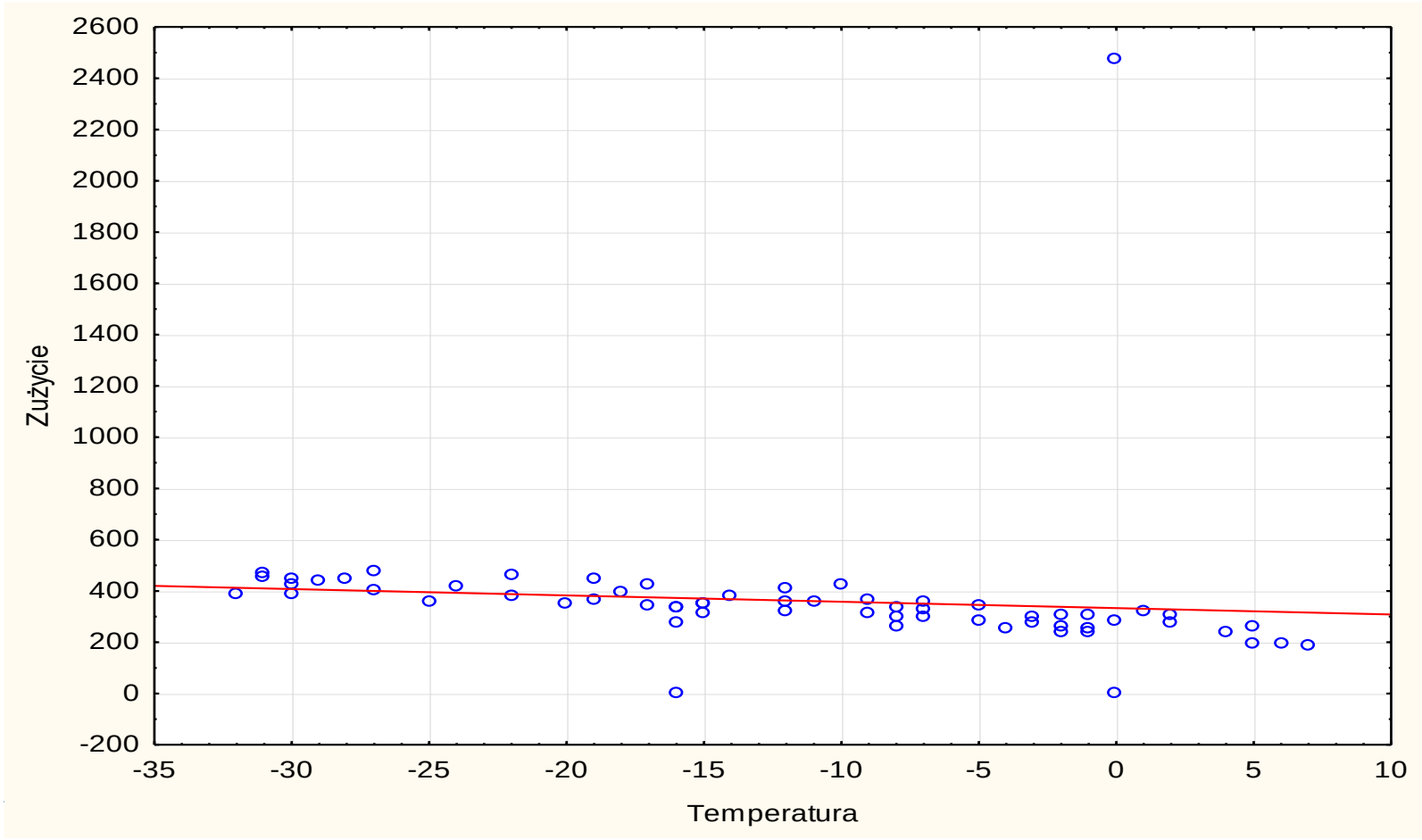
Data cleaning

- Analytical and graphical detection of erroneous and unusual observations,
- Handling and replacing missing data,
- Identification and removal of duplicate records.

Analytical and graphical detection of erroneous and unusual observations



Analytical and graphical detection of erroneous and unusual observations

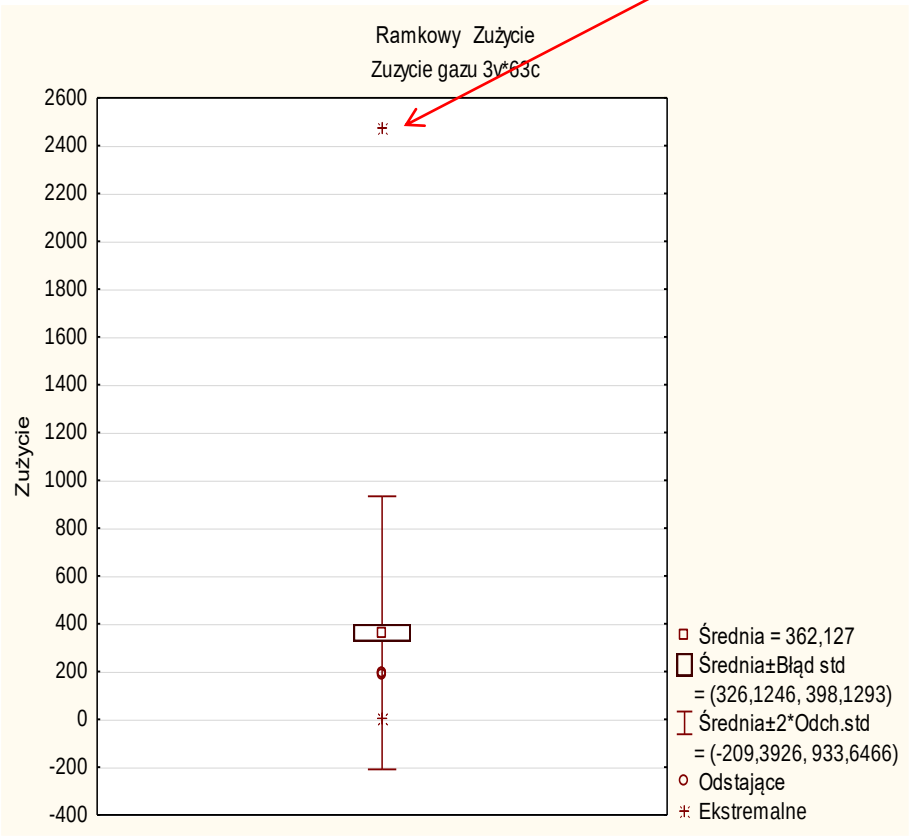


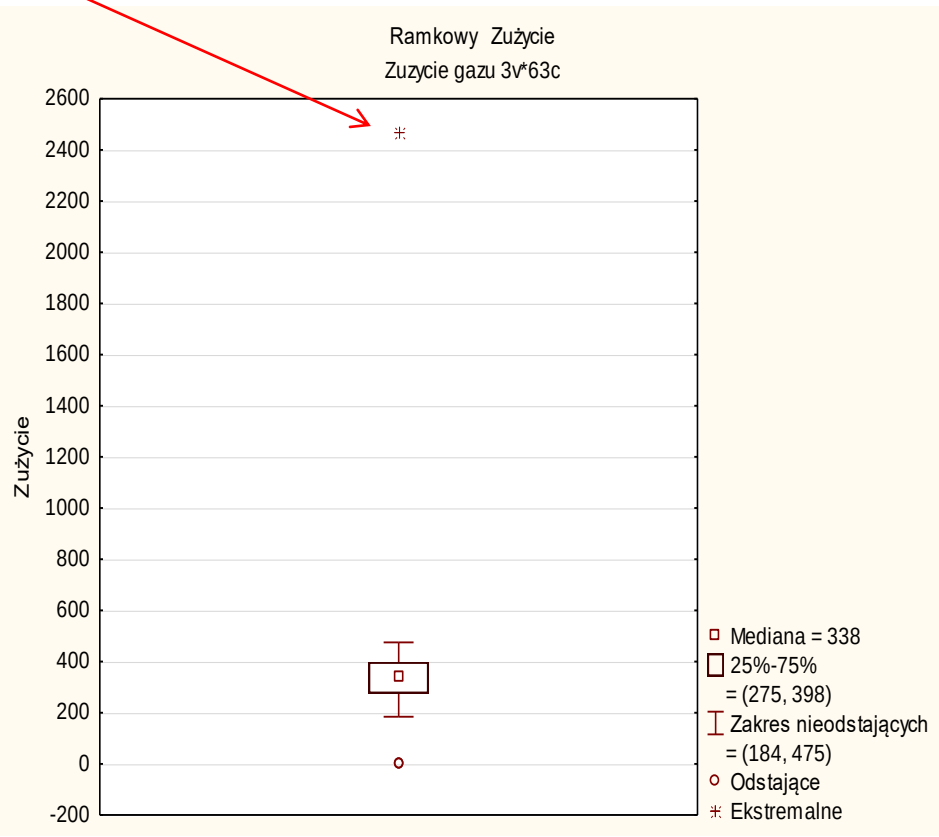
Analytical and graphical detection of erroneous and unusual observations

Descriptive statistics						
	N	Mean	Median	Min.	Max.	Std. Dev.
Dataset	63	362,1270	338,0000	0,00	2471,000	285,7598

Analytical and graphical detection of erroneous and unusual observations

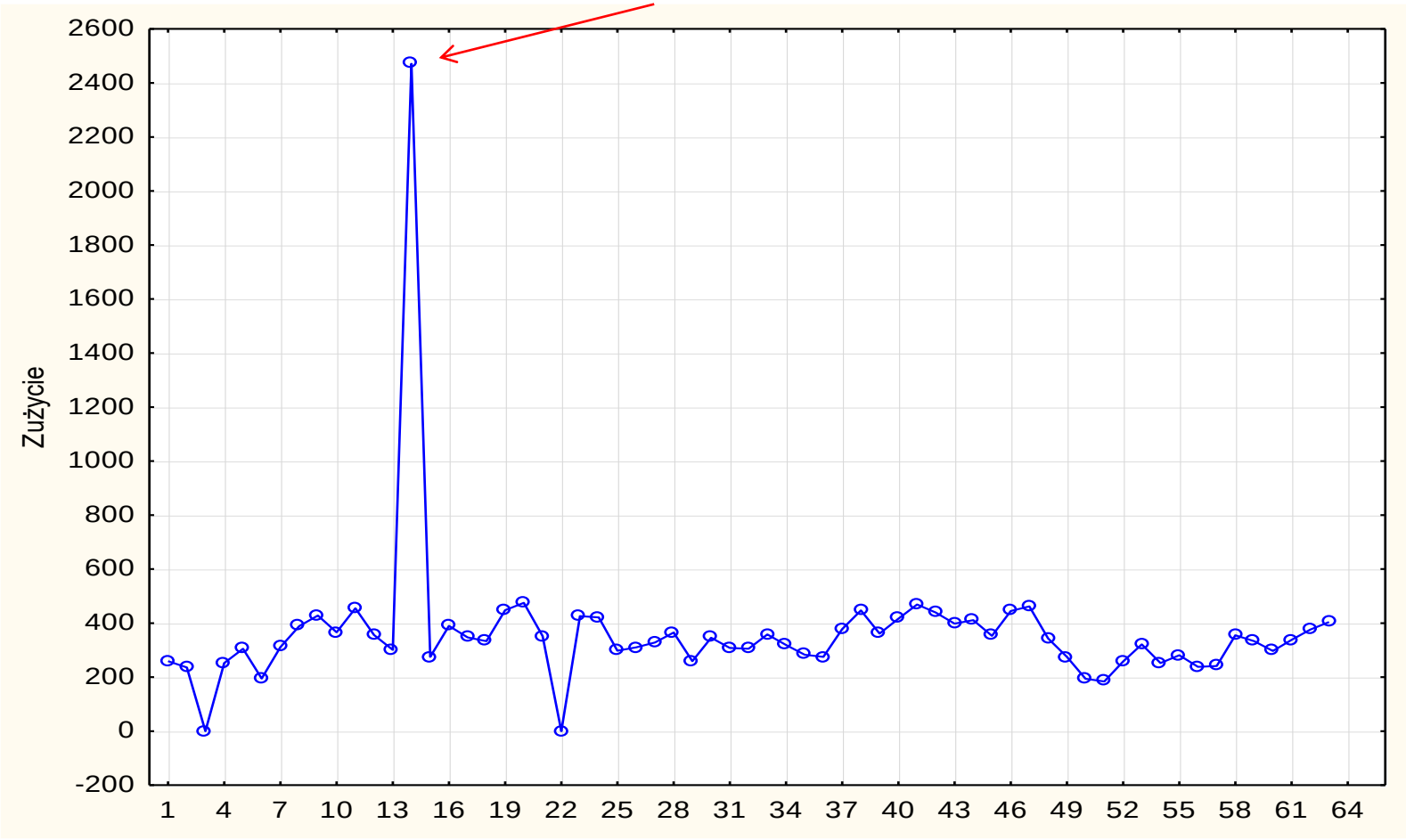
Extreme values





Analytical and graphical detection of erroneous and unusual observations

Extreme values



Missing data

Methods for missing data:

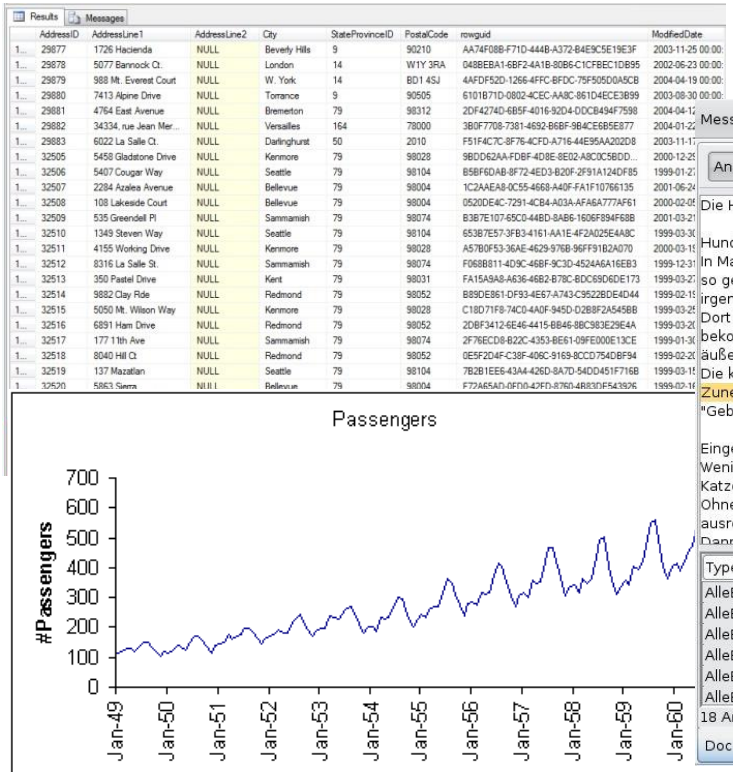
- Omit rows with empty values,
- Replacement of the missing value determined by the analyst,
- Replace with mean or median - for numbers,
- Modal value substitution for qualitative variables,
- Generation of a random value from the observed distribution of the variable,
- Link the blank data to the rest of the object data and give the most probable value.

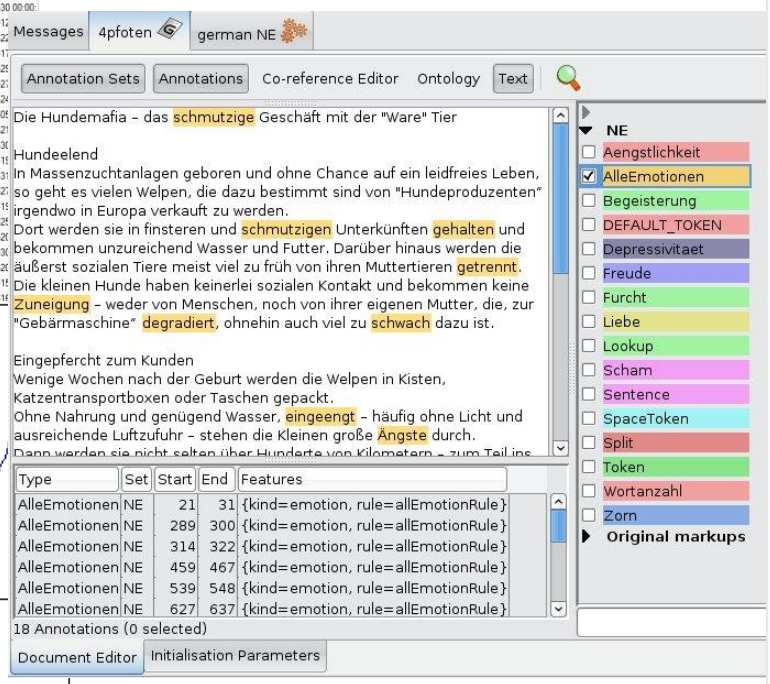
Missing data

Omit rows with empty values- only for „table data”,

Omit columns with empty values- user criterion,

UDL, LDL (ADL, UDL), right censored, left censored.

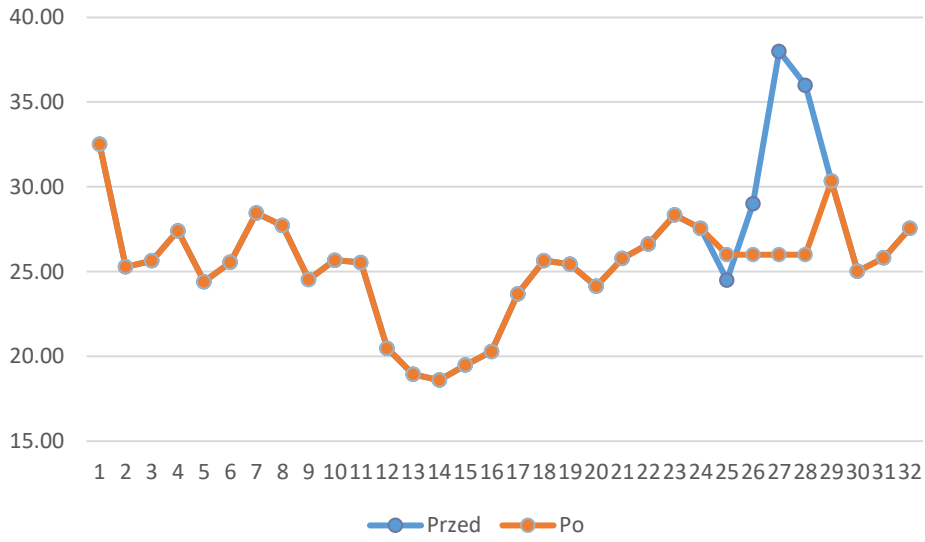





```
-1.874245 -0.720522 1.320000
-1.875611 -0.725702 1.320000
-1.874892 -0.726973 1.320000
-1.874719 -0.727607 1.320000
-1.874402 -0.728346 1.320000
-1.874867 -0.729290 1.320000
-1.872839 -0.729469 1.320000
-1.860018 -0.726470 1.320000
-1.855396 -0.724986 1.320000
-1.850084 -0.722925 1.320000
-1.846013 -0.721343 1.320000
-1.824383 -0.708679 1.320000
-1.817987 -0.705040 1.320000
-1.814000 -0.703601 1.320000
-1.812101 -0.702367 1.320000
-1.805846 -0.697926 1.320000
-1.810271 -0.694846 1.320000
-1.817248 -0.690754 1.320000
-1.818047 -0.690215 1.320000
-1.817510 -0.689569 1.320000
-1.814984 -0.690510 1.320000
-1.810443 -0.690922 1.320000
```

Missing data

Replacement of the missing value determined by the analyst



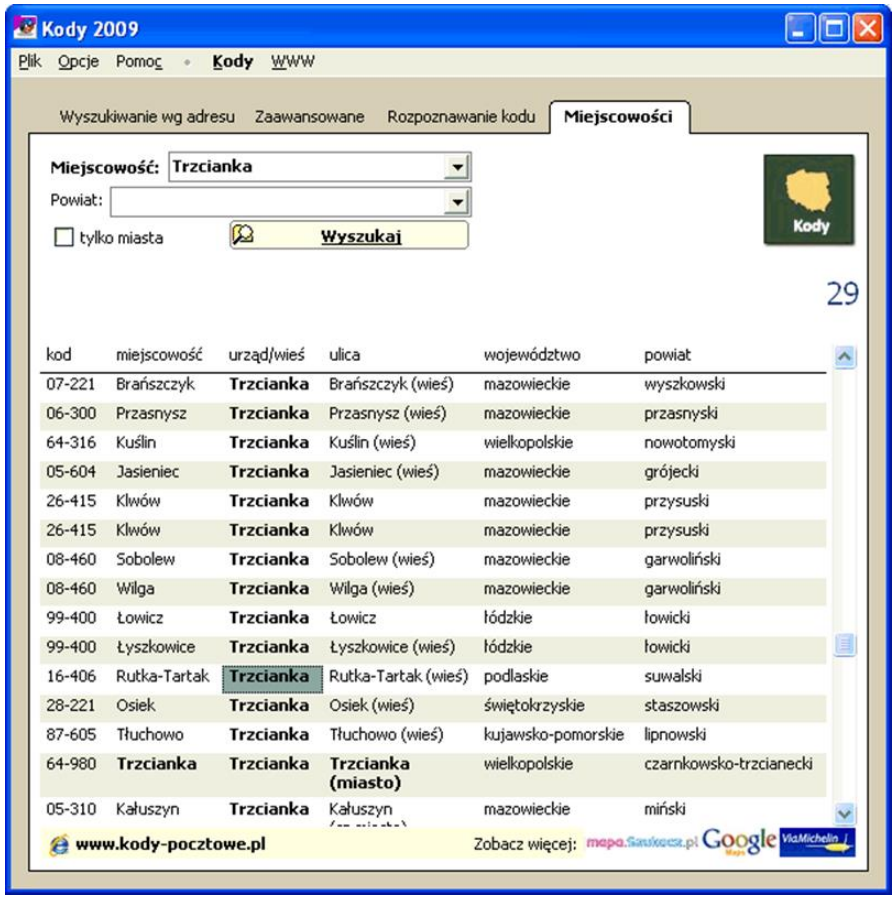
Data transformations

Calculation of derived variables:

- Differentiation of time series,
- Logarithms,
- Roots,
- Calculation of indicators.

Data transformations

Change assignment category (transcoding)



Data transformations

Rank assignment

ZADANIE 6

22

Badano zależność między wykształceniem a zasobem słownictwa. Przyjęto następujące oznaczenia:

wykształcenie		Zasób słownictwa	
Podstawowe	1	Bardzo mały	1
Gimnazjalne	2	Raczej mały	2
Zawodowe	3	Średni	3
Średnie	4	Raczej duży	4
Wyższe	5	Bardzo duży	5

	wykształcenie	Zasób słownictwa
01	1	2
02	2	1
03	3	4
04	3	3
05	3	2
06	4	3
07	4	4
08	5	5
09	5	5
010	5	4

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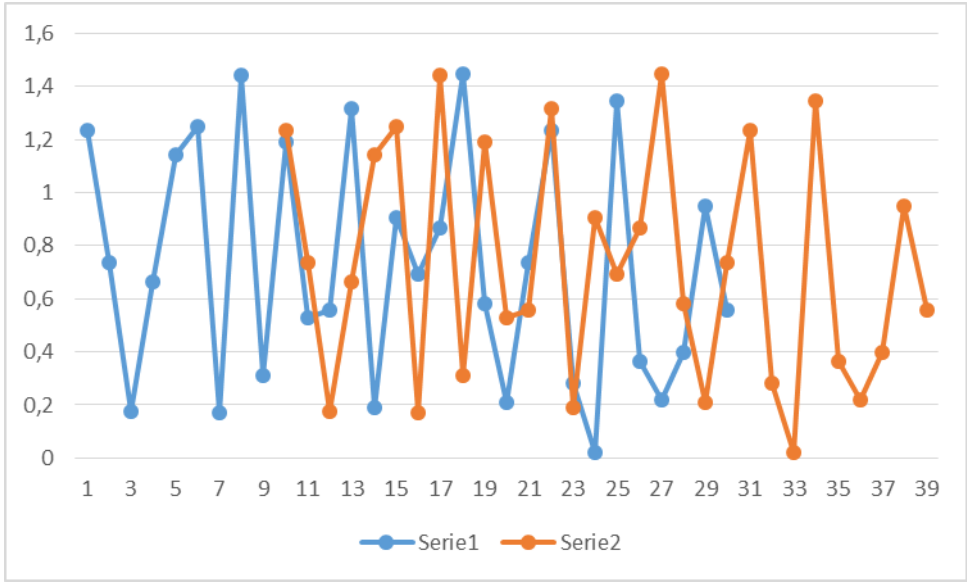
Data transformations

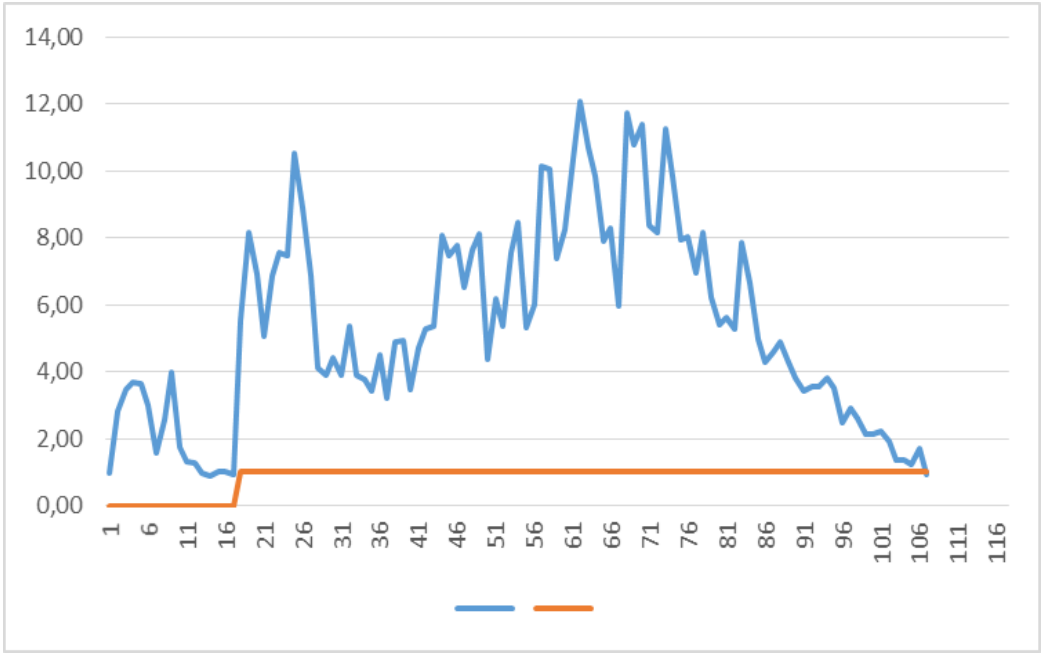
Latent variables



Data transformations

Text variables operations:

- Counting,
- Conversion to numbers (recoding),
- Complete the information,
- Analysis of descriptions.



Data analysis

It is a knowledge discovery about:

- pure data, data type,
- data collection,
- data preparation,
- factors that affect the development of the phenomenon,
- seasonality, trend, events and incidents.

Data in Matrix Form

This data type having one (dependent) variable described by one or many (independent /predictors) variables.

Example: Runners finish time on 100 meters (dependent variable) described by: height, weight, number of workouts, leg length (independent variables).

Regression problems can also be written as binary variables (they replace all variables that are not quantitative).

Time-Series Data

Time-series database

- Consists of sequences of values or events changing with time,
- Data is recorded at regular intervals,
- Characteristic time-series components,

  Trend, cycle, seasonal, irregular.

Applications

- Financial: stock price, inflation,
- Industry: power consumption,
- Scientific: experiment results,
- Meteorological: precipitation.

Categories of Time-Series Movements

Categories of Time-Series Movements

- Long-term or trend movements (trend curve): general direction in which a time series is moving over a long interval of time,
- Cyclic movements or cycle variations: long term oscillations about a trend line or curve,

  e.g., business cycles, may or may not be periodic.
- Seasonal movements or seasonal variations,

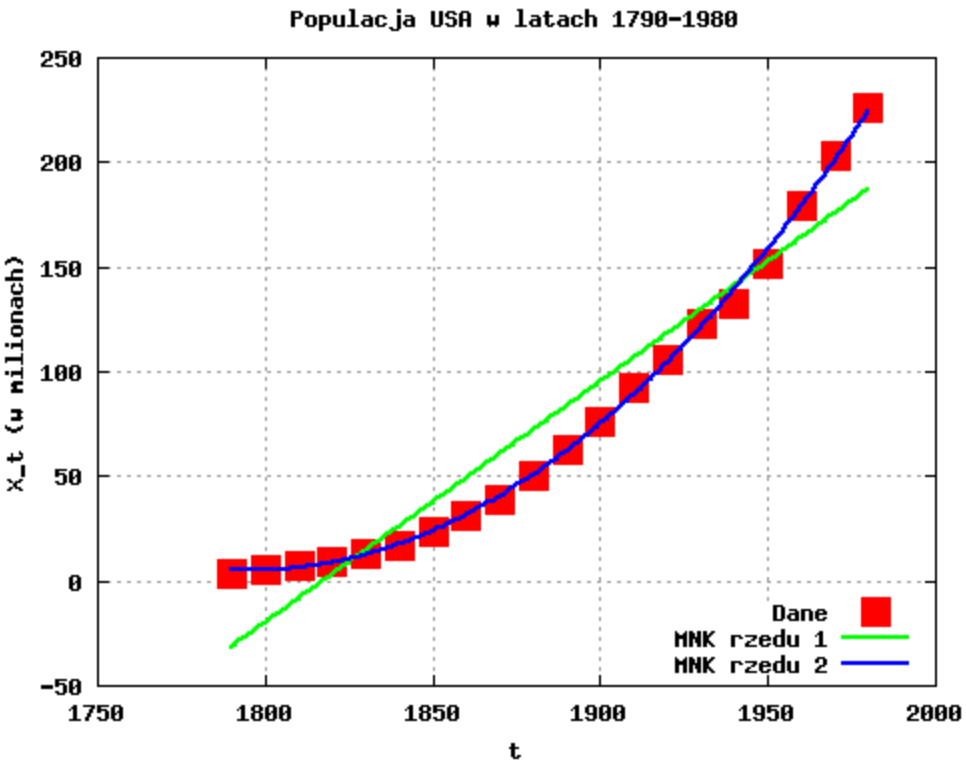
  almost identical patterns that a time series appears to follow during corresponding months of successive years.
- Irregular or random movements,

Time series analysis: decomposition of a time series into these four basic movements:

- Additive Modal: $TS = T + C + S + I$
- Multiplicative Modal: $TS = T \times C \times S \times I$

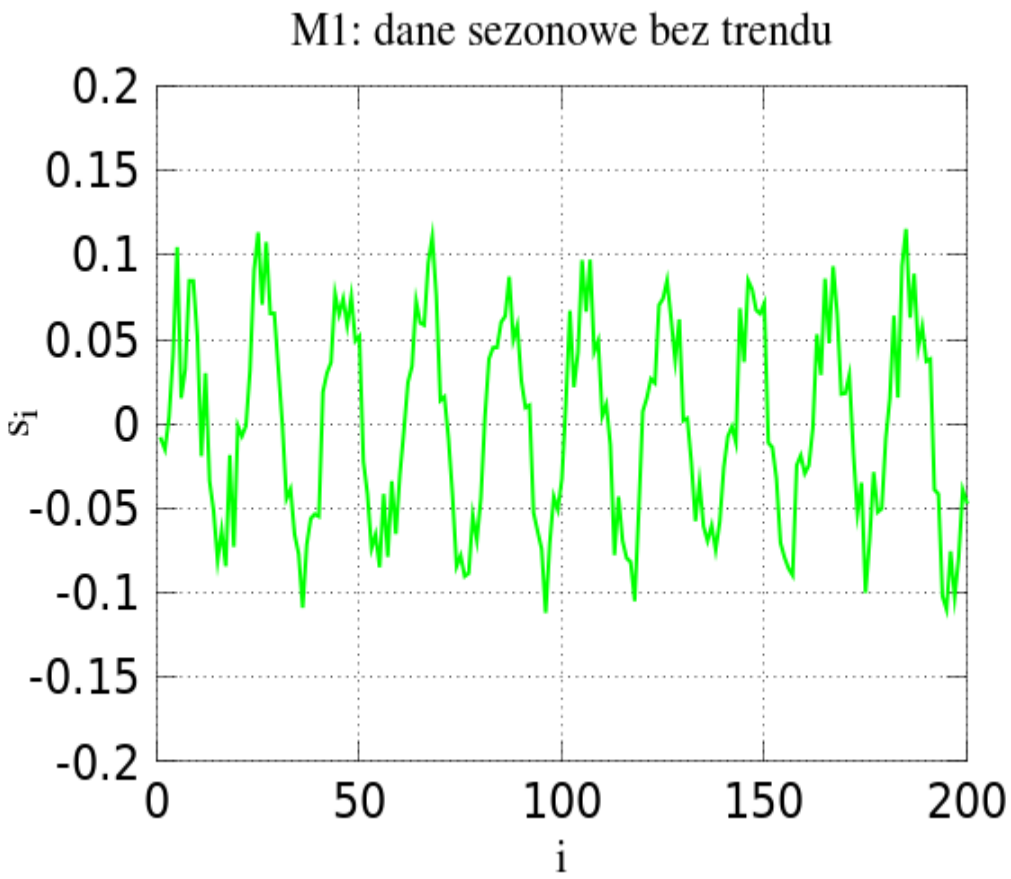
Categories of Time-Series Movements

- Long-term or trend movements,
- Average level,



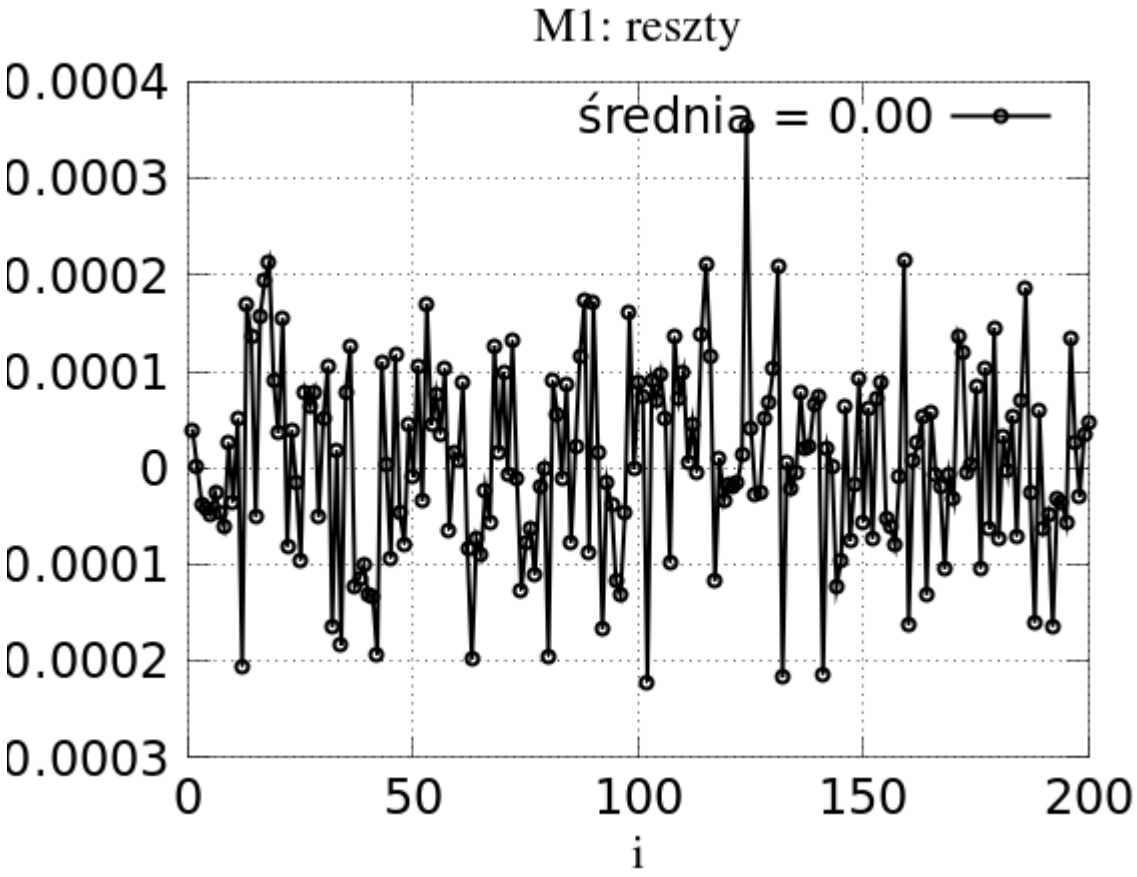
Categories of Time-Series Movements

- Cyclic movements or cycle variations



Categories of Time-Series Movements

- Irregular or random movements

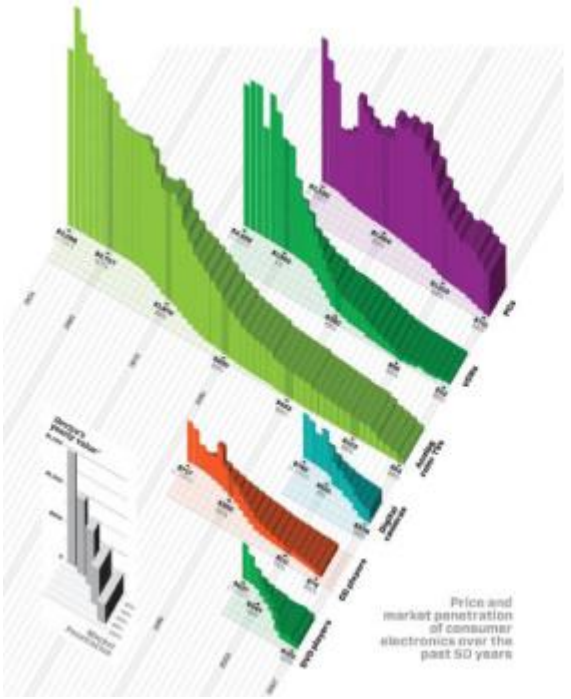


Aim of the Time series analysis

- Modelling of a certain phenomenon / process based on observed changes in some measurable quantities describing this process,
- Isolation and measurement of time series components (decomposition of time series),
- Prediction of future values using the obtained model.

How to get information about data?

- Descriptive analysis,
- Data visualizations: graphs, plots, histograms.



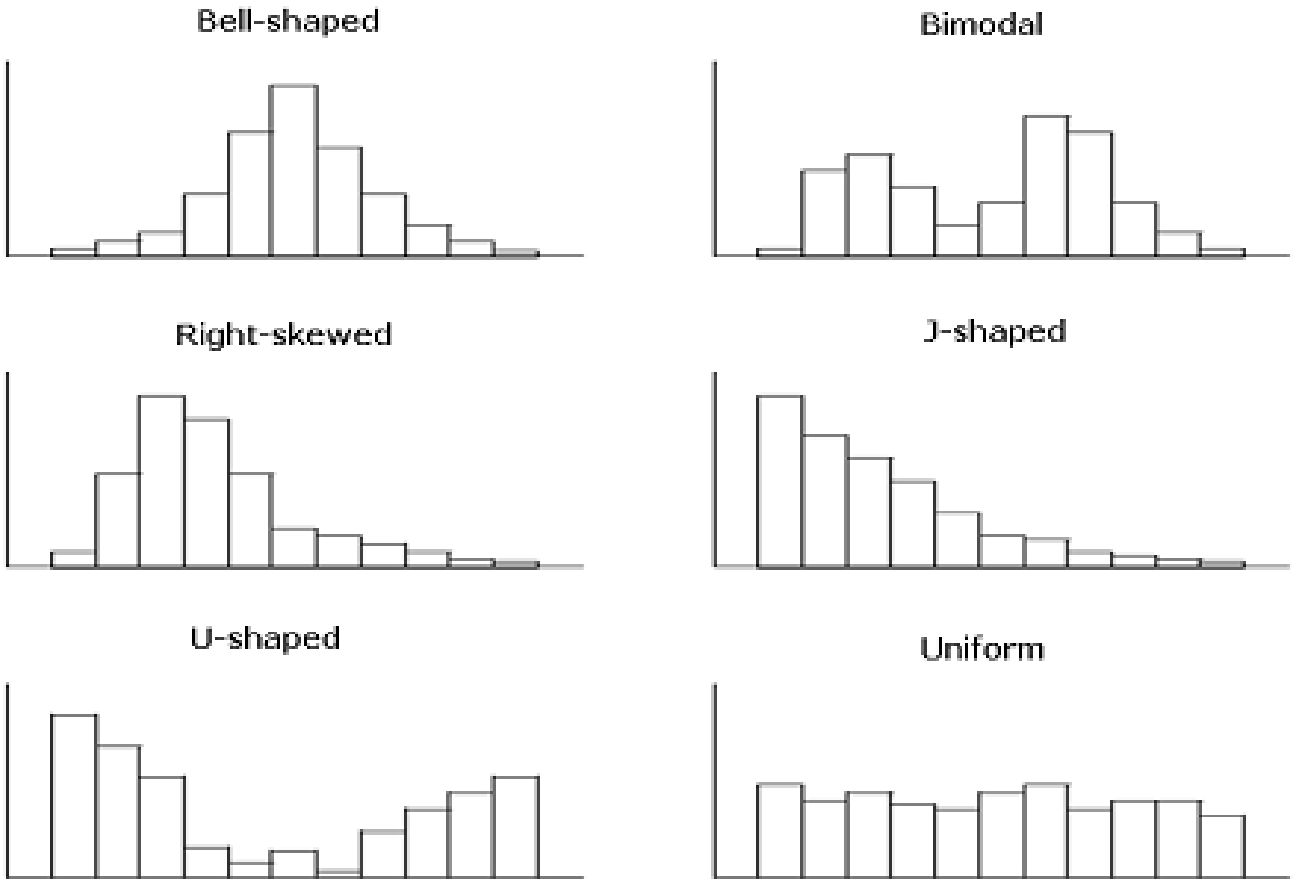
Data analysis, what to do?

1. Plots: linear, spot, column, box and whiskers,
2. Descriptive statistics (mean, median, max., min., std. dev.,…), tables, crosstabulation tables,
3. Histograms, normality graph,
4. ACF and PACF graphs, Fourier analysis – for time series,
5. Correlation matrices,
6. Cluster analysis.

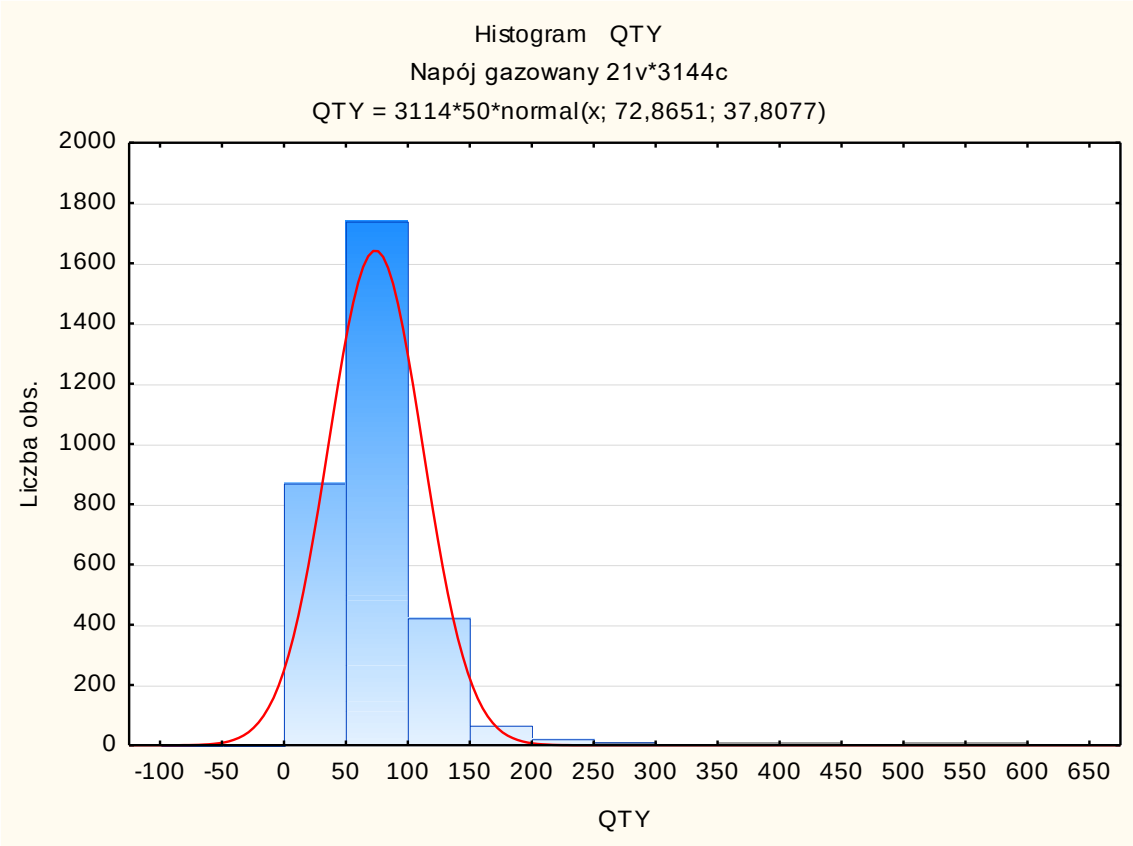
Descriptive statistics

Descriptive statistics (chronologie jesiony)										
	N	Mean	Median	Mode	Min.	Max.	Variance	Std. dev.	Variation coefficient	Skewness
ry1fr_n	116	0,977	0,961	Wielokr.	0,499	1,650	0,033	0,181	18,486	0,249
ry1fr_r	116	1,002	1,003	Wielokr.	0,547	1,632	0,029	0,172	17,156	0,365
ry1fr_c	116	0,963	0,954	Wielokr.	0,236	1,754	0,106	0,326	33,862	-0,193

Histograms -shapes

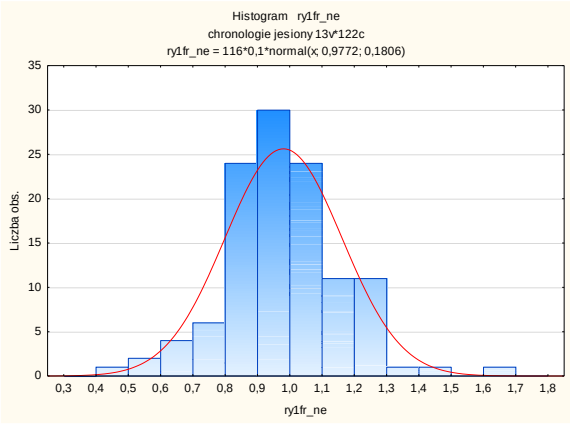


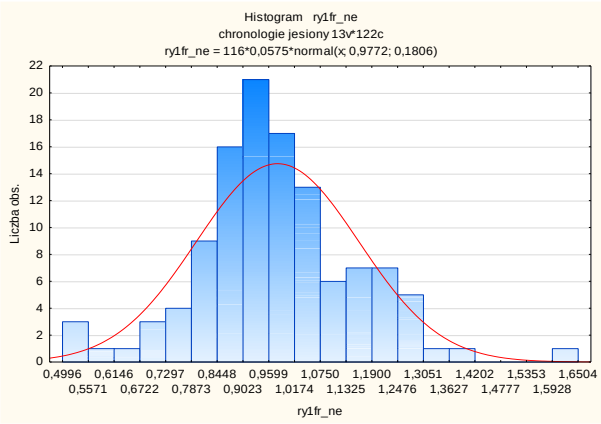
Data analysis

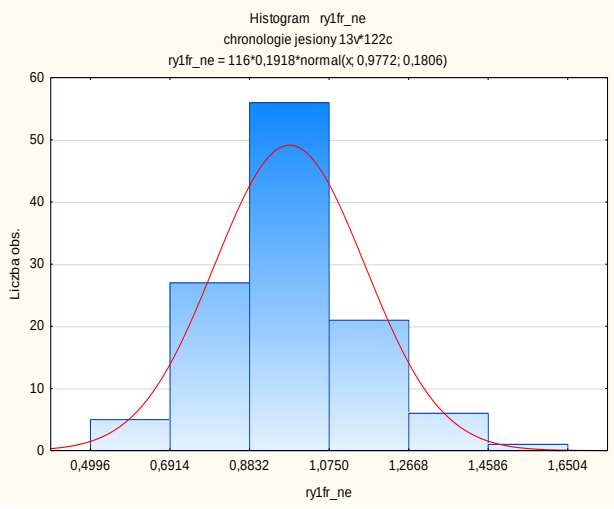


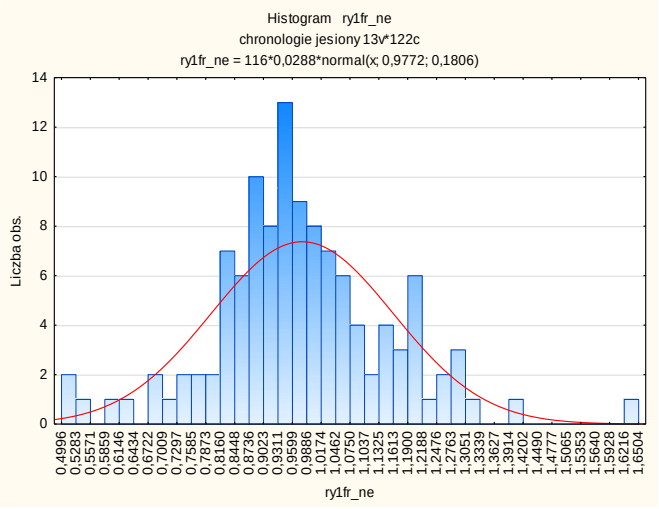
Data analysis

Histogram - numbers of bars









Histograms- numer of bars

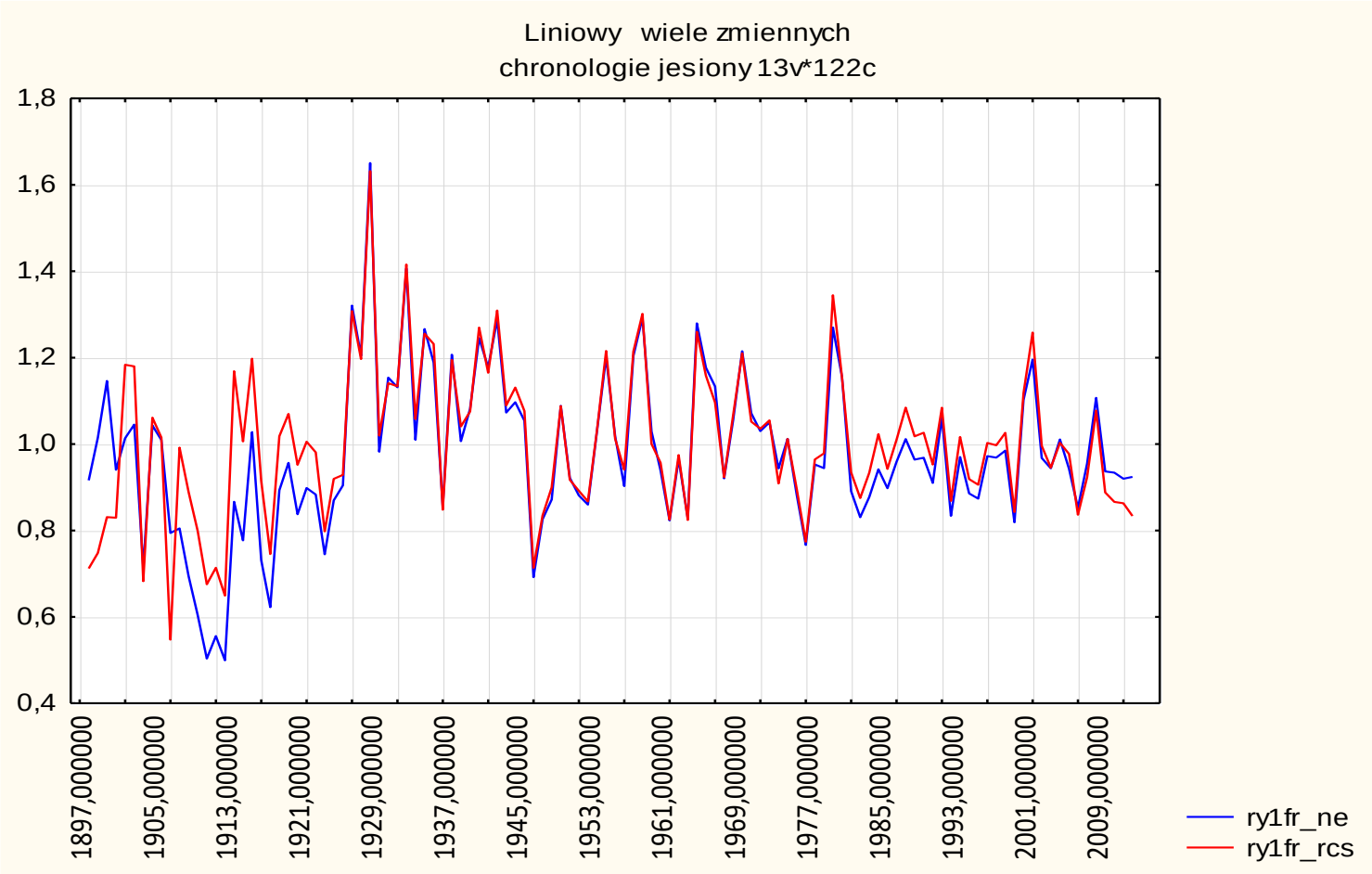
Juran's Quality Control Handbook provides these guidelines for the number of bars and states that they are not "rigid" and should be adjusted when necessary.

Number of Data Points	Number of Bars		Number of Data Points	Number of Bars
20-50	6		201-500	9
51-100	7		501-1000	10
101-200	8		1000+	11-20

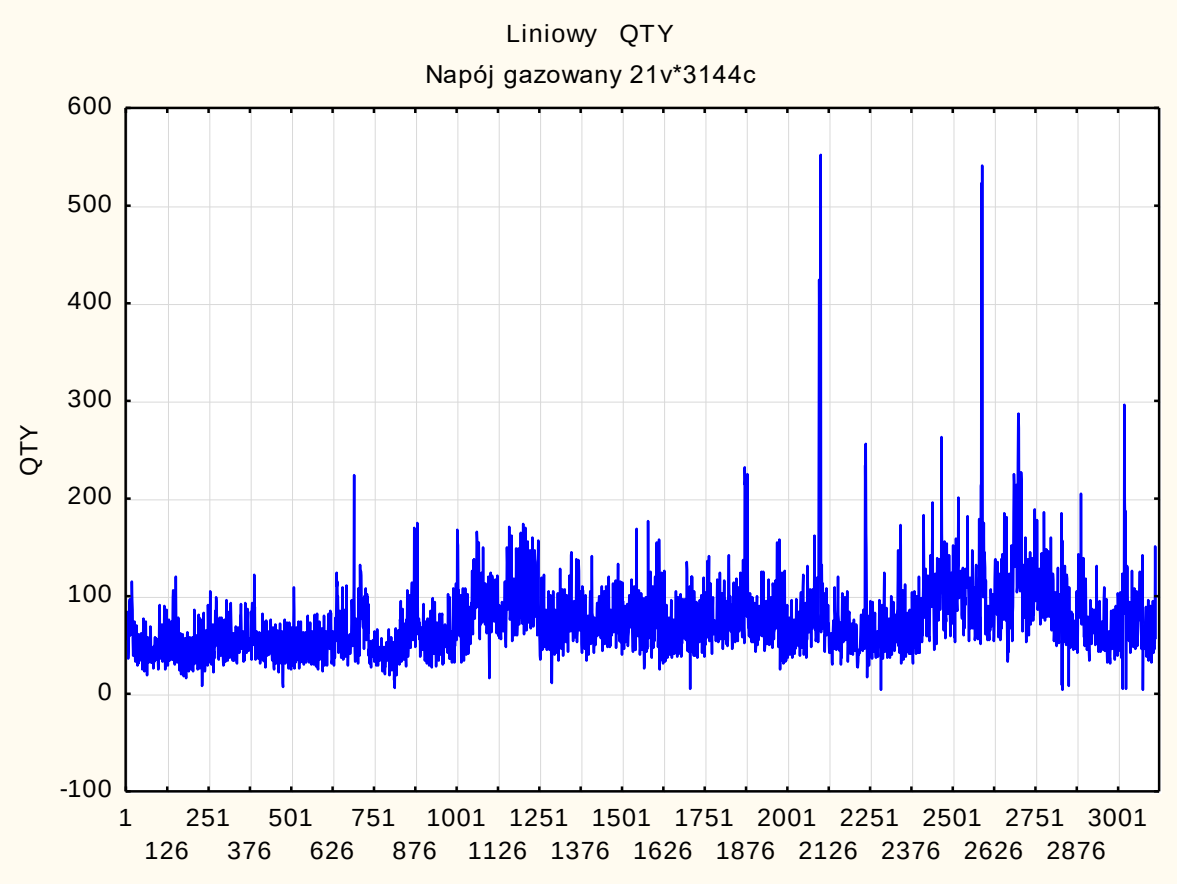
$$k < 5\log n \qquad k \approx \sqrt{n} \qquad k \approx 1 + 3{,}3\log n \qquad k \leq \frac{n}{10}$$

Szerokość klasy: $\approx (x_{max} - x_{min})/k$

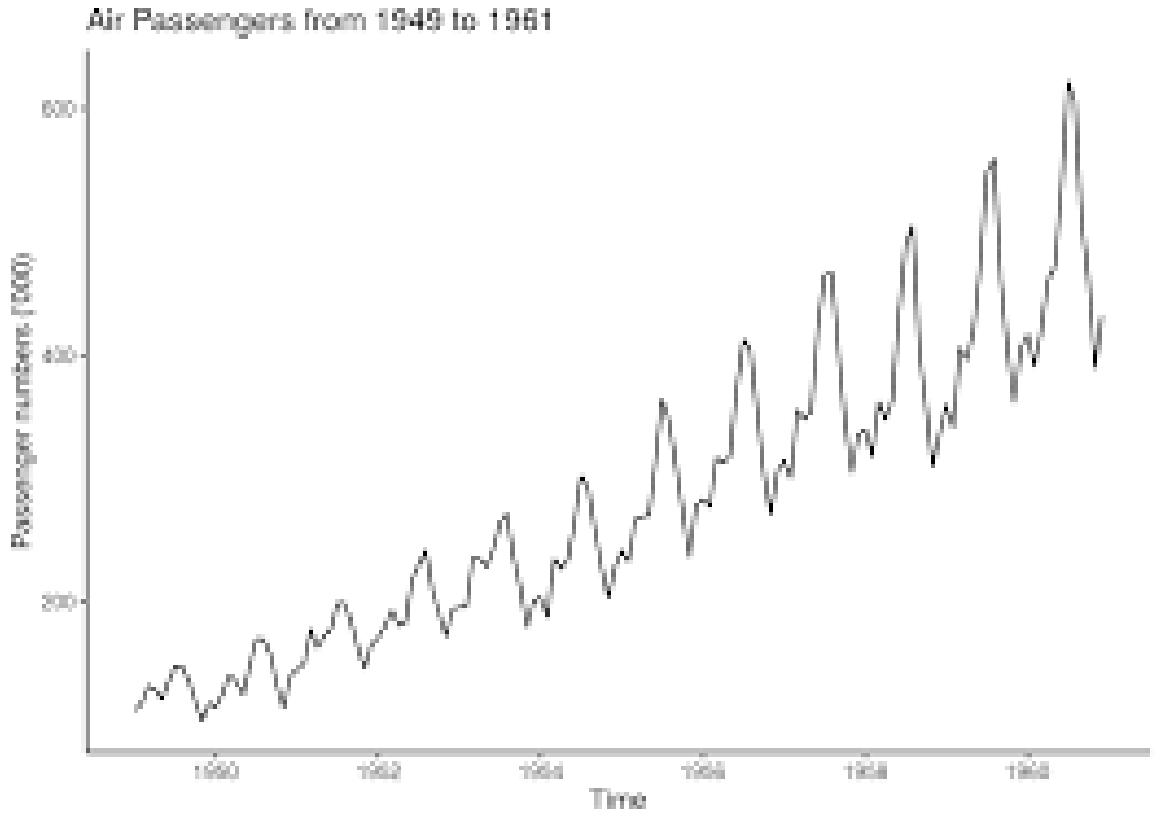
Data analysis



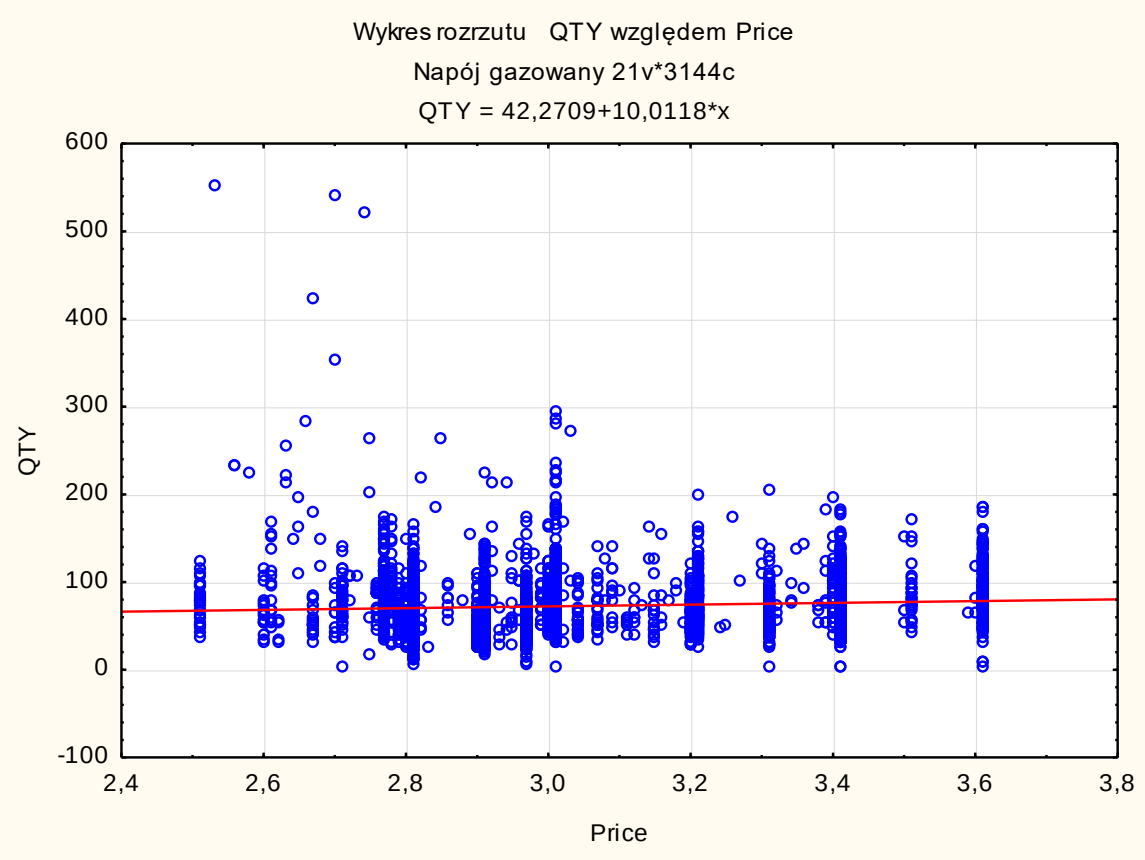
Data analysis



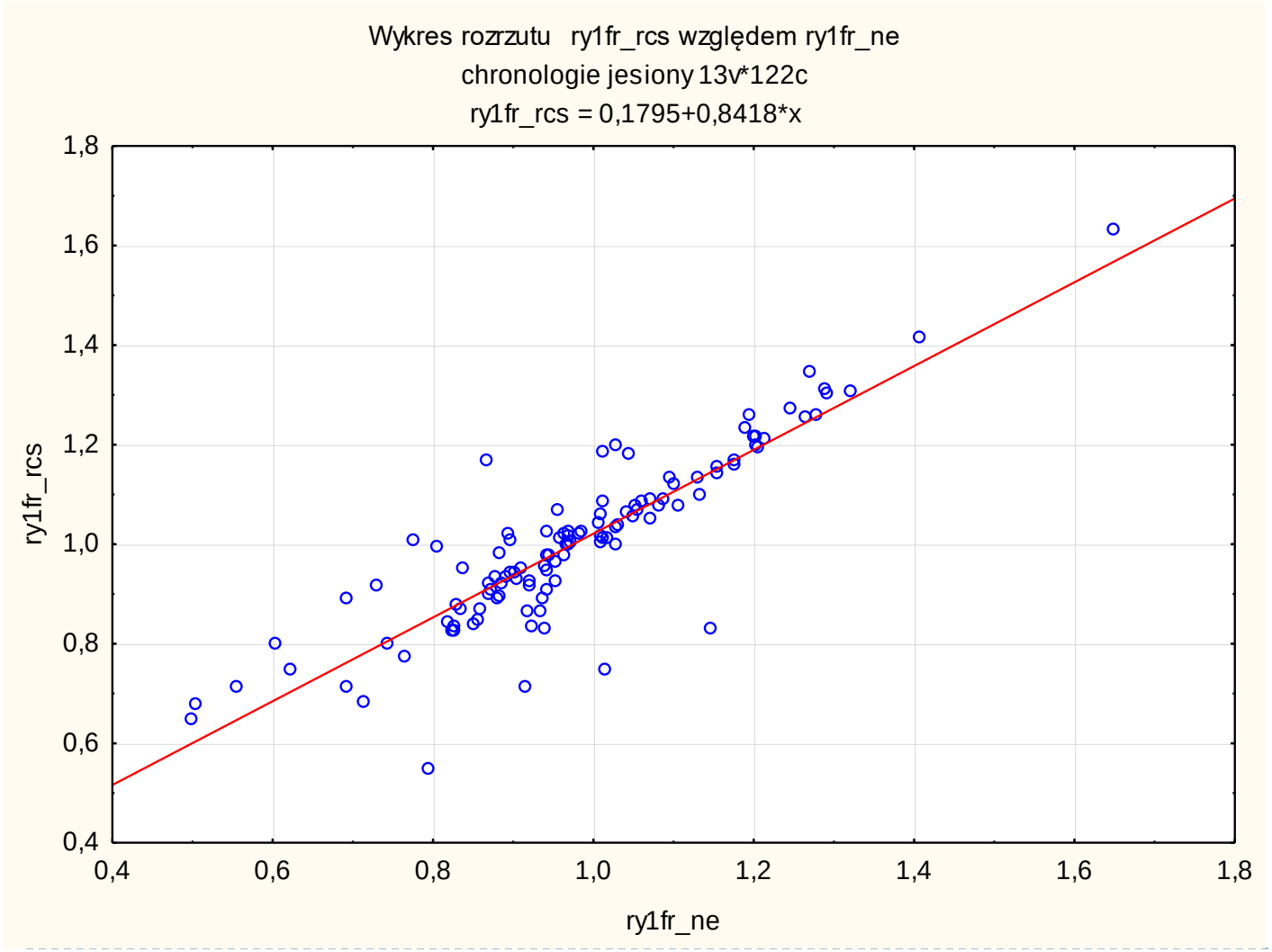
Data analysis



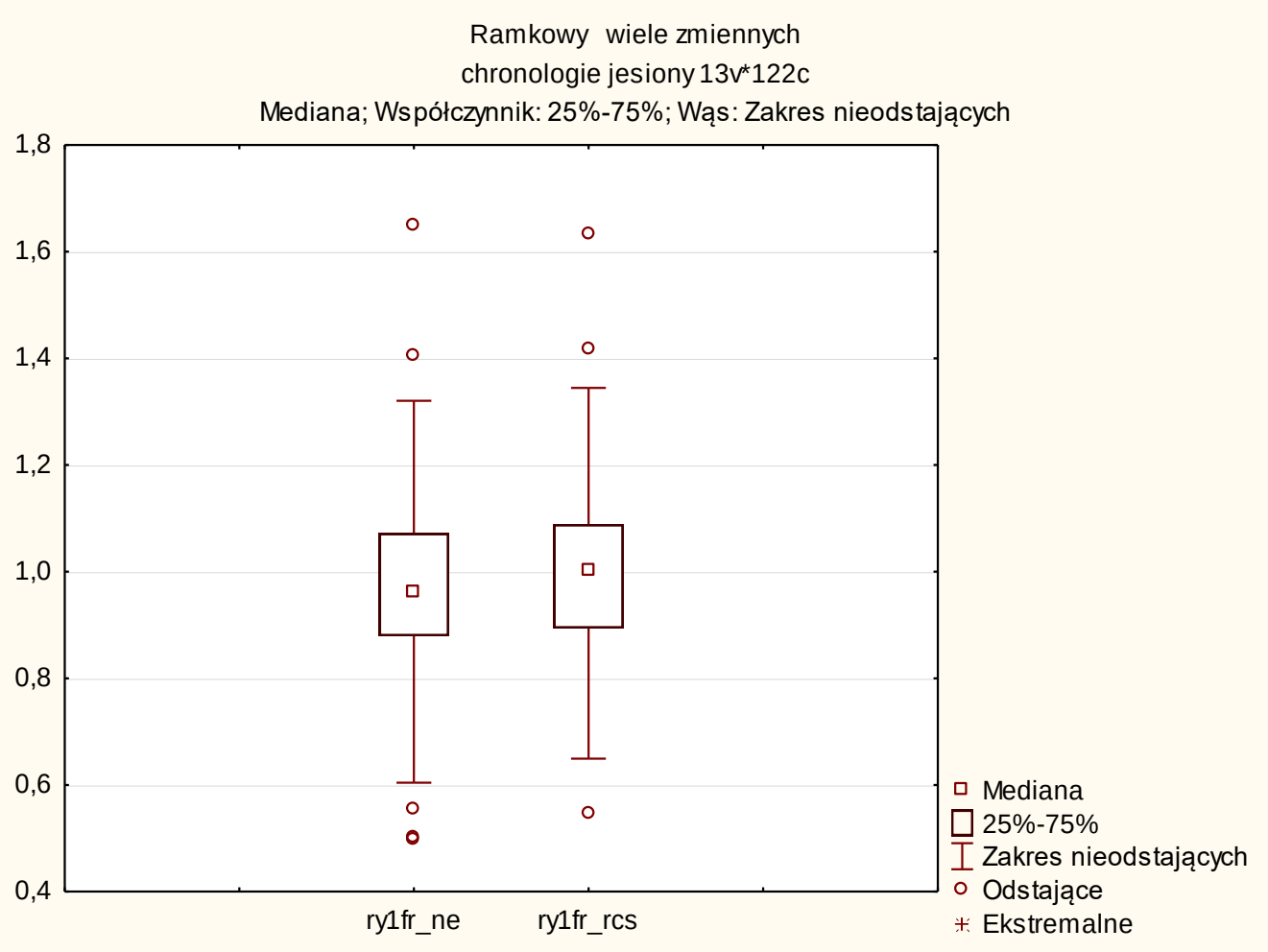
Data analysis



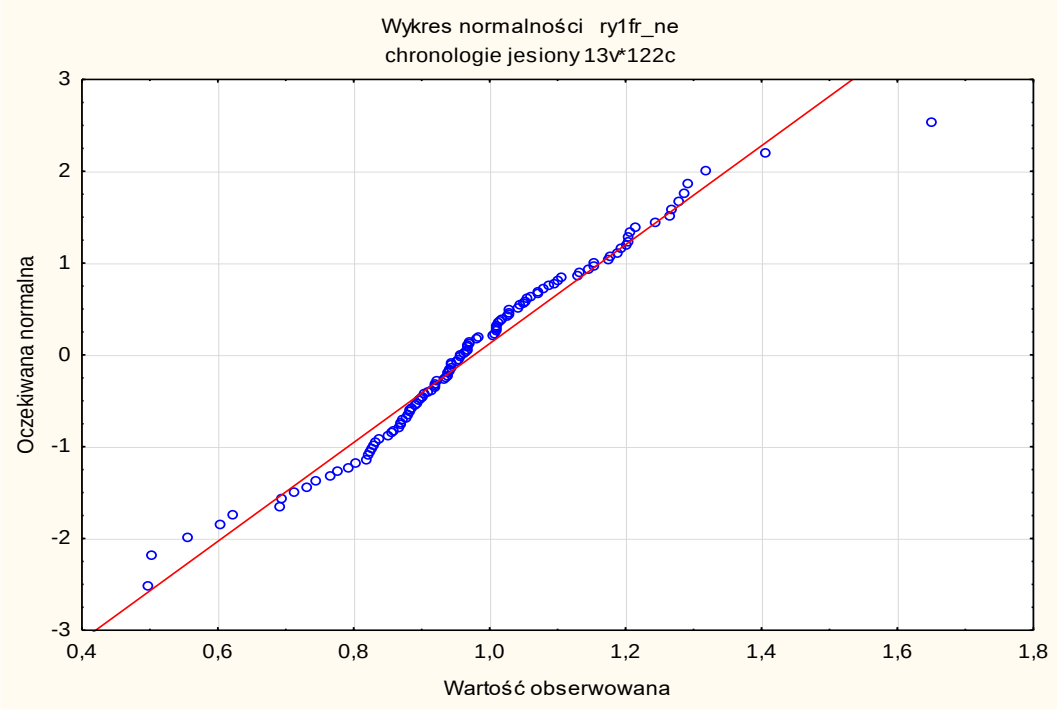
Data analysis



Data analysis

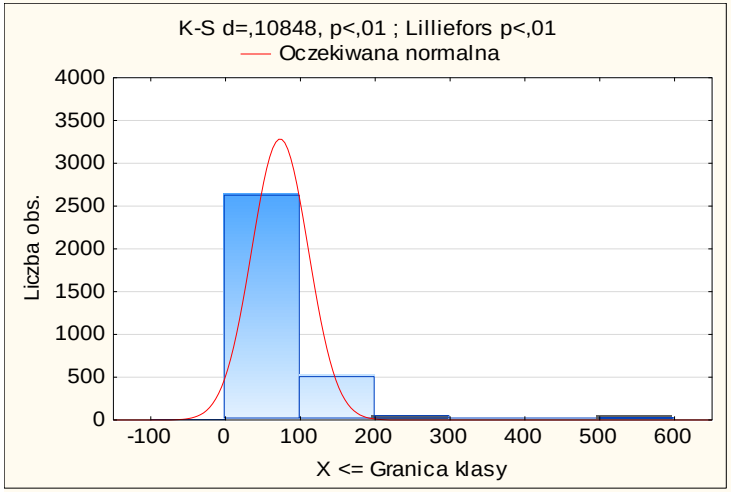


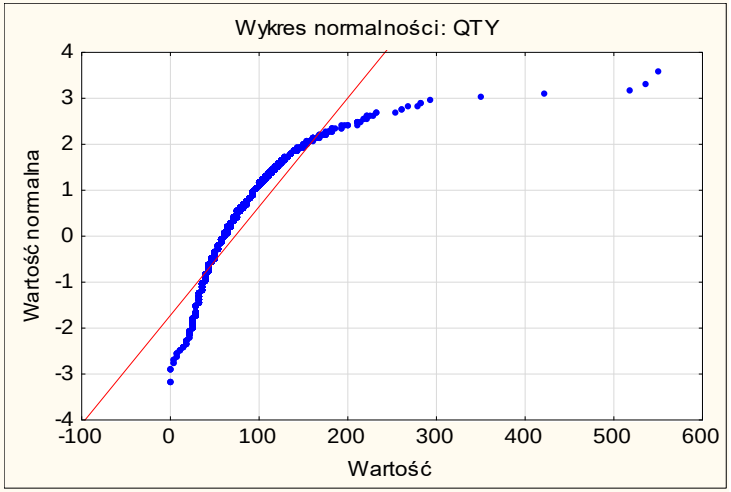
Data analysis



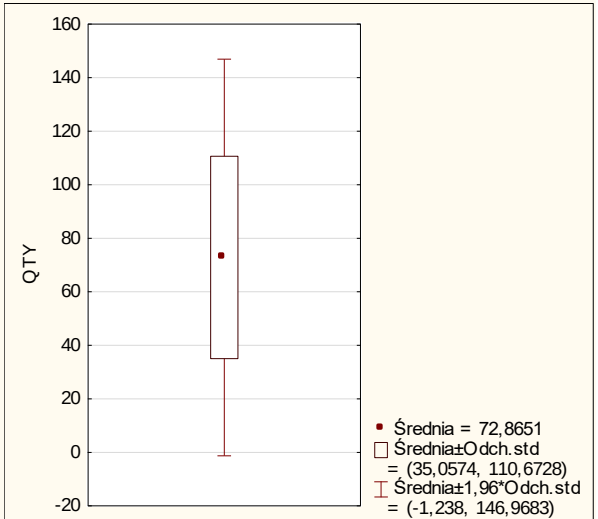
Data analysis

Podsumowanie:QTY: ilość sprzedanyh w tyś.





Statystyki:QTY
N ważnych=3114,000000
Średnia= 72,865125
Minimum= 4,000000
Maksimum=552,000000
Odch.std= 37,807717



Autocorrelation

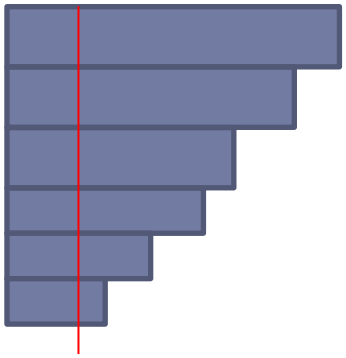
Autocorrelation correlogram. Seasonal patterns of time series can be examined via correlograms. The correlogram (autocorrelogram) displays graphically and numerically the autocorrelation function (*ACF*), that is, serial correlation coefficients (and their standard errors) for consecutive lags in a specified range of lags (e.g., 1 through 30). Ranges of two standard errors for each lag are usually marked in correlograms but typically the size of auto correlation is of more interest than its reliability because we are usually interested only in very strong (and thus highly significant) autocorrelations.

Partial autocorrelations

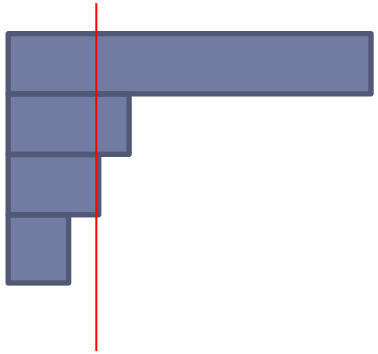
Partial autocorrelations. Another useful method to examine serial dependencies is to examine the partial autocorrelation function (*PACF*) - an extension of autocorrelation, where the dependence on the intermediate elements (those *within* the lag) is removed. In other words, the partial autocorrelation is similar to autocorrelation, except that when calculating it, the (auto) correlations with all the elements within the lag are partially out.

If a lag of 1 is specified (i.e., there are no intermediate elements within the lag), then partial autocorrelation is equivalent to autocorrelation. In a sense, the partial autocorrelation provides a "cleaner" picture of serial dependencies for individual lags (not confounded by other serial dependencies).

Autocorelation



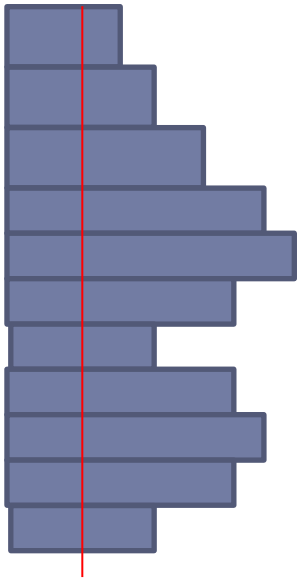
ACF



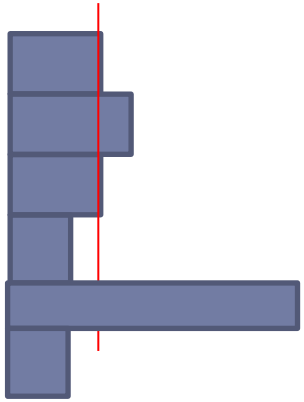
PACF

TREND

Autocorelation



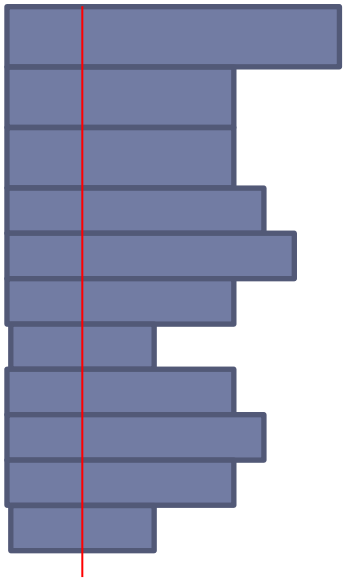
ACF



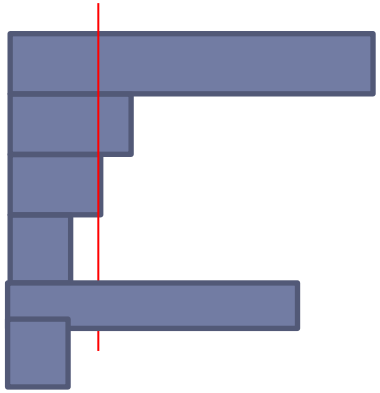
PACF

seasonality

Autocorelation



ACF

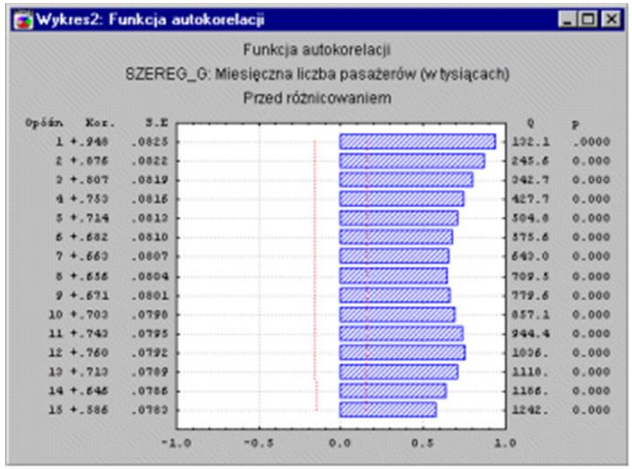


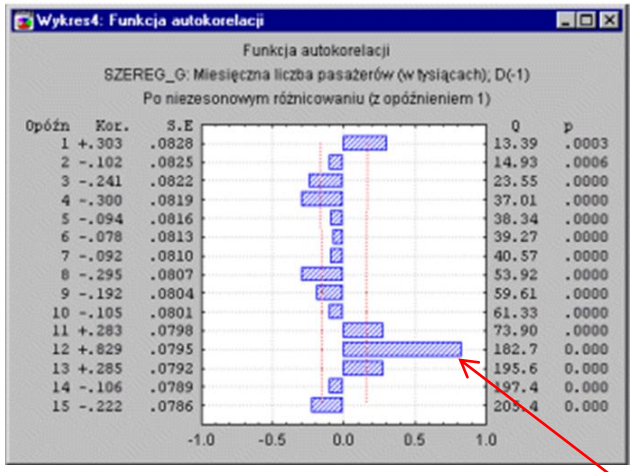
PACF

TREND + SEASONALITY

Autocorrelations/ Partial autocorrelations

Brak trendu i sezonowości

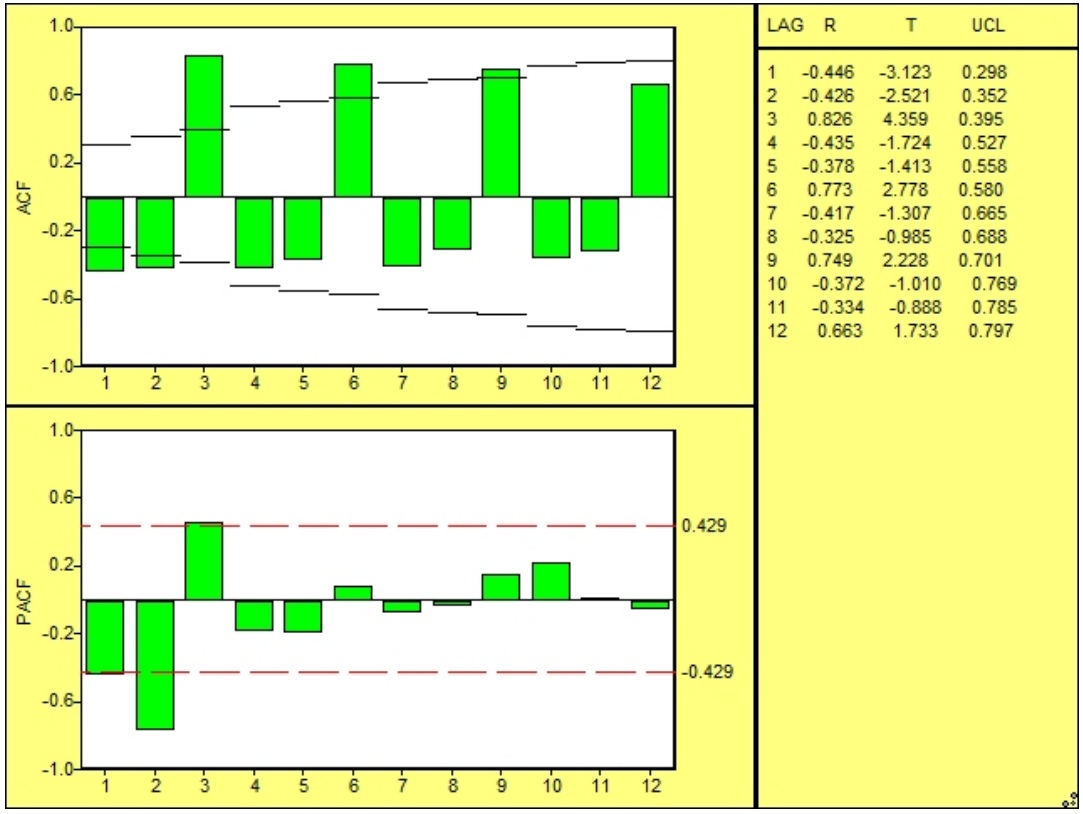




Date: 05/11/07 Time: 22:15
Sample: 5 56
Included observations: 52
Q-statistic probabilities adjusted for 3 ARMA term(s)

Autocorrelation	Partial Correlation		AC	PAC	Q-Stat	Prob
		1	0.019	0.019	0.0196	
		2	0.115	0.115	0.7664	
		3	0.061	0.058	0.9790	
		4	-0.181	-0.199	2.8901	0.089
		5	-0.082	-0.095	3.2933	0.193
		6	-0.102	-0.060	3.9312	0.269
		7	0.151	0.214	5.3620	0.252
		8	-0.336	-0.382	12.582	0.028
		9	0.020	-0.022	12.607	0.050
		10	-0.302	-0.362	18.705	0.009
		11	-0.207	-0.061	21.639	0.006
		12	-0.005	-0.121	21.641	0.010
		13	-0.061	-0.016	21.906	0.016
		14	0.300	0.128	28.560	0.003
		15	0.008	-0.008	28.565	0.005
		16	0.196	-0.041	31.573	0.003

Autocorrelations/ Partial autocorrelations



LAG	R	T	UCL
1	-0.446	-3.123	0.298
2	-0.426	-2.521	0.352
3	0.826	4.359	0.395
4	-0.435	-1.724	0.527
5	-0.378	-1.413	0.558
6	0.773	2.778	0.580
7	-0.417	-1.307	0.665
8	-0.325	-0.985	0.688
9	0.749	2.228	0.701
10	-0.372	-1.010	0.769
11	-0.334	-0.888	0.785
12	0.663	1.733	0.797

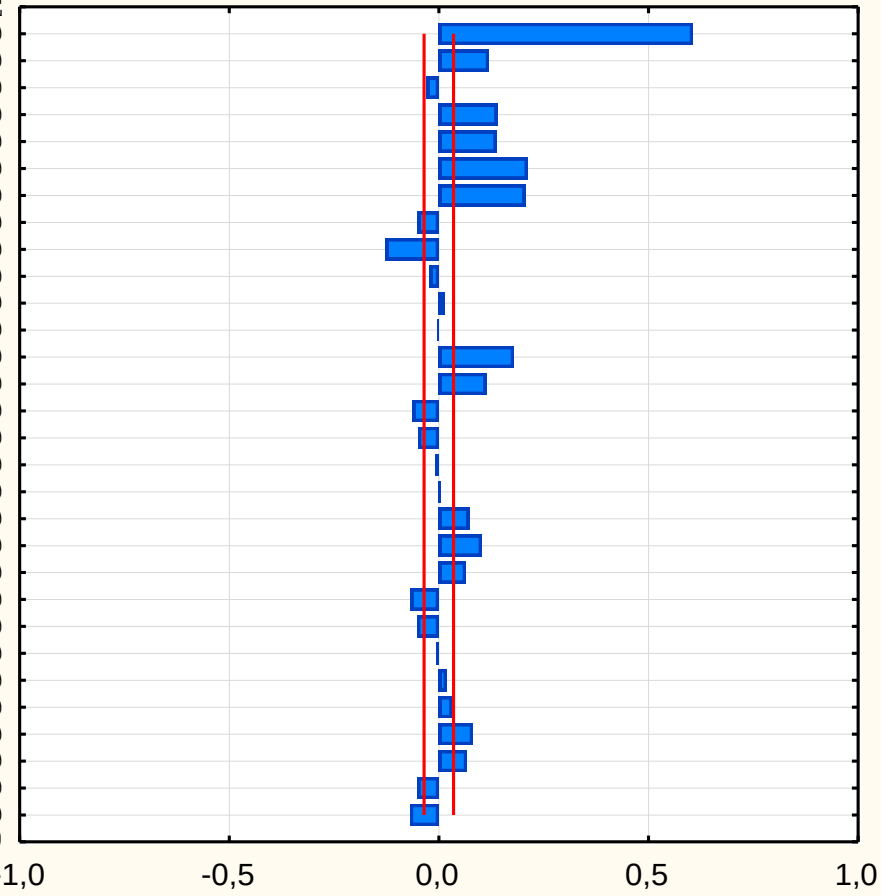
Partial autocorrelations

Funkcja autokorelacji cząstkowej

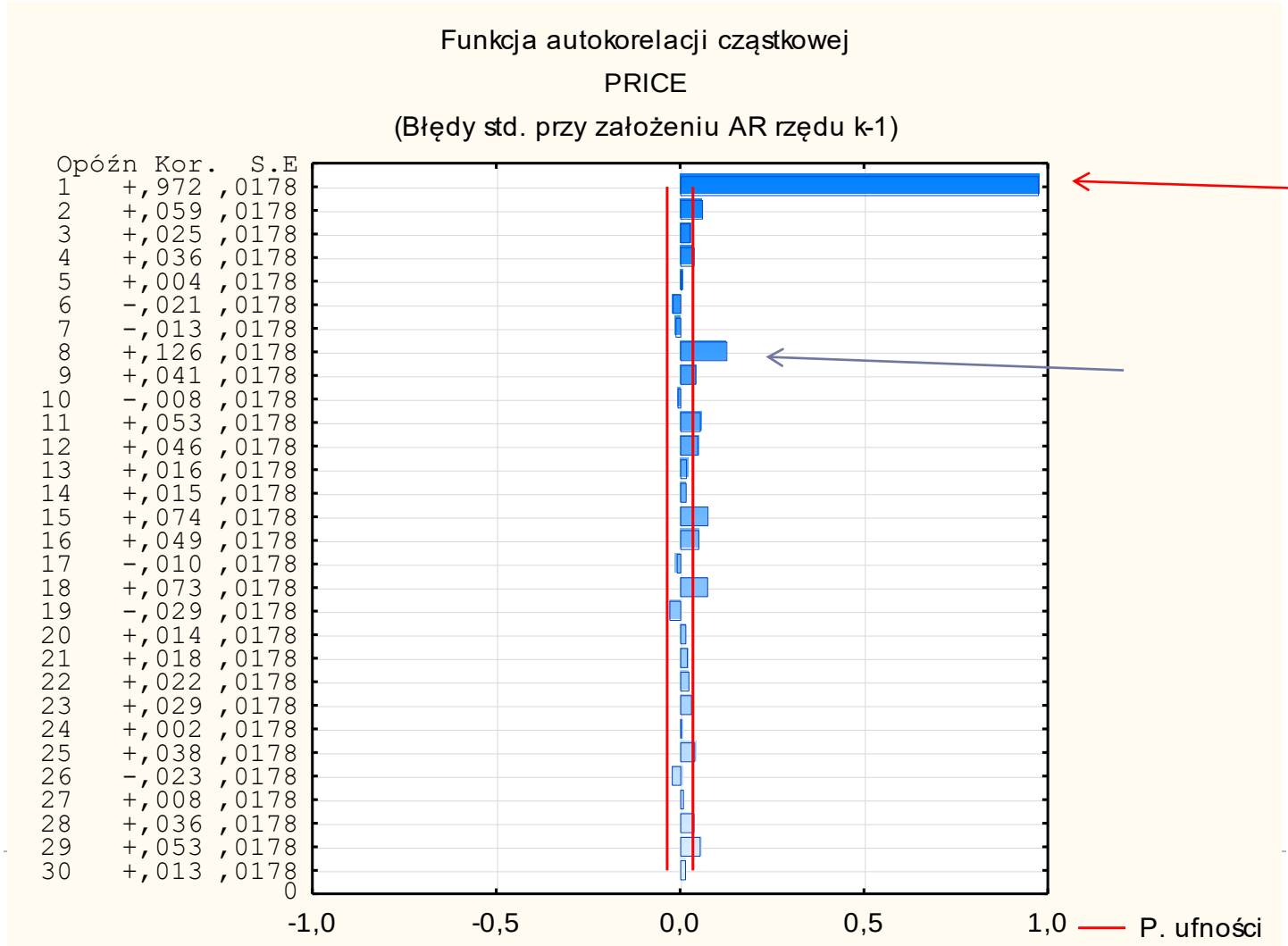
QTY : ilość sprzedanyh w tyś.

(Błędy std. przy założeniu AR rzędu k-1)

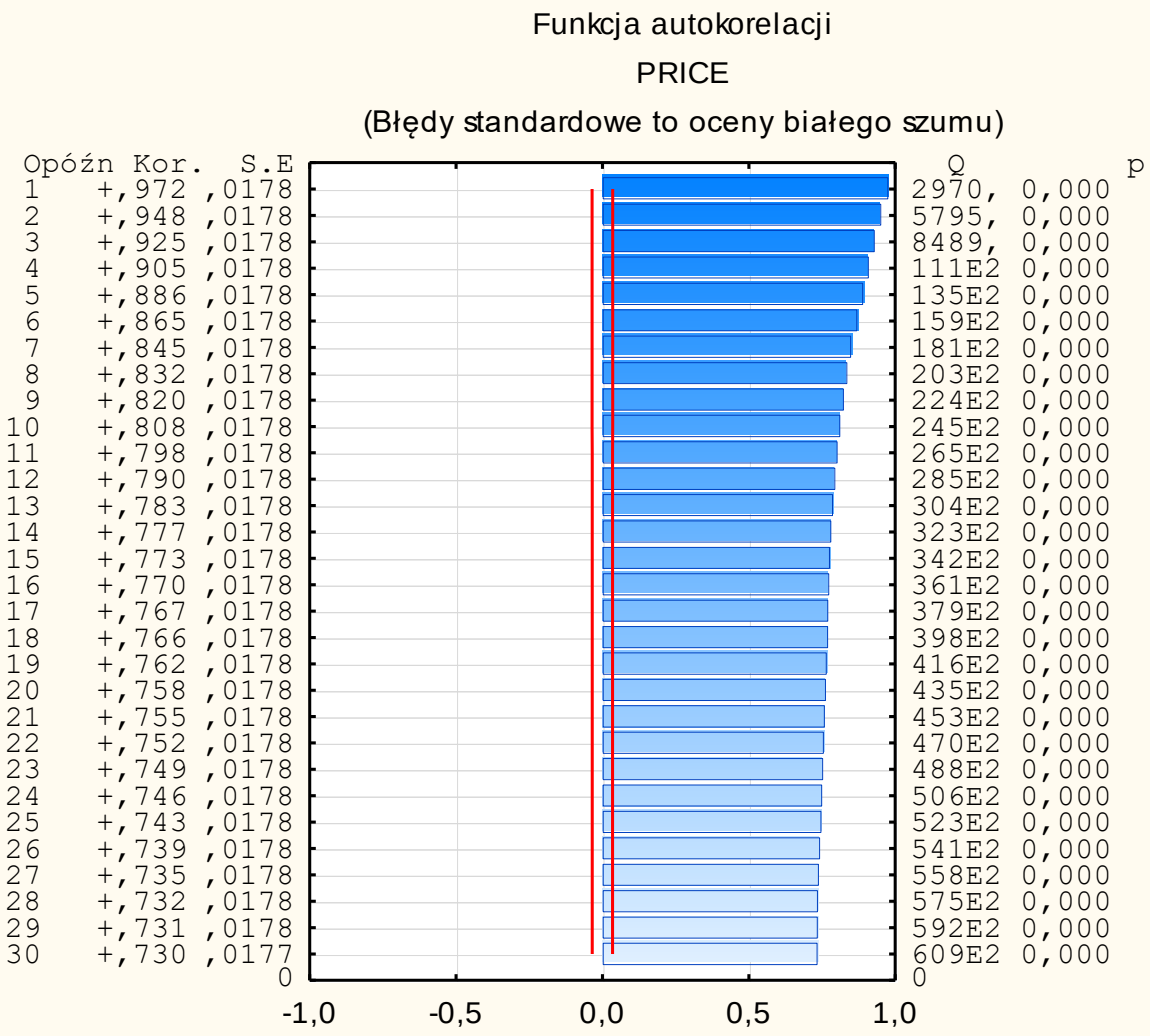
Opóźn	Kor.	S.E
1	+,606	,0179
2	+,120	,0179
3	-,029	,0179
4	+,139	,0179
5	+,137	,0179
6	+,212	,0179
7	+,206	,0179
8	-,050	,0179
9	-,126	,0179
10	-,021	,0179
11	+,014	,0179
12	-,002	,0179
13	+,179	,0179
14	+,113	,0179
15	-,062	,0179
16	-,049	,0179
17	-,007	,0179
18	+,004	,0179
19	+,072	,0179
20	+,102	,0179
21	+,065	,0179
22	-,067	,0179
23	-,051	,0179
24	-,005	,0179
25	+,019	,0179
26	+,032	,0179
27	+,081	,0179
28	+,067	,0179
29	-,051	,0179
30	-,068	,0179



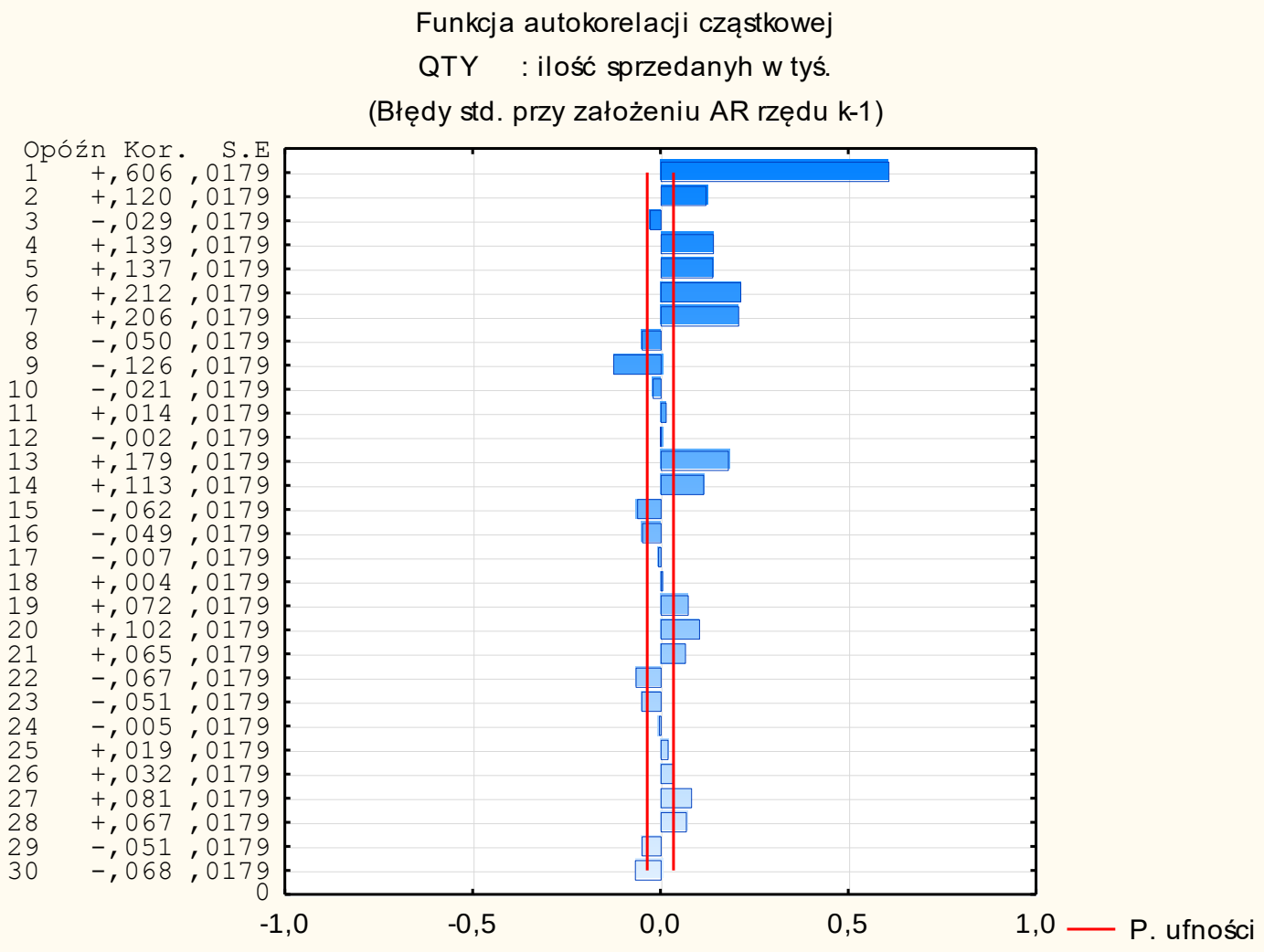
Partial autocorrelations



Autocorrelations



Partial autocorrelations

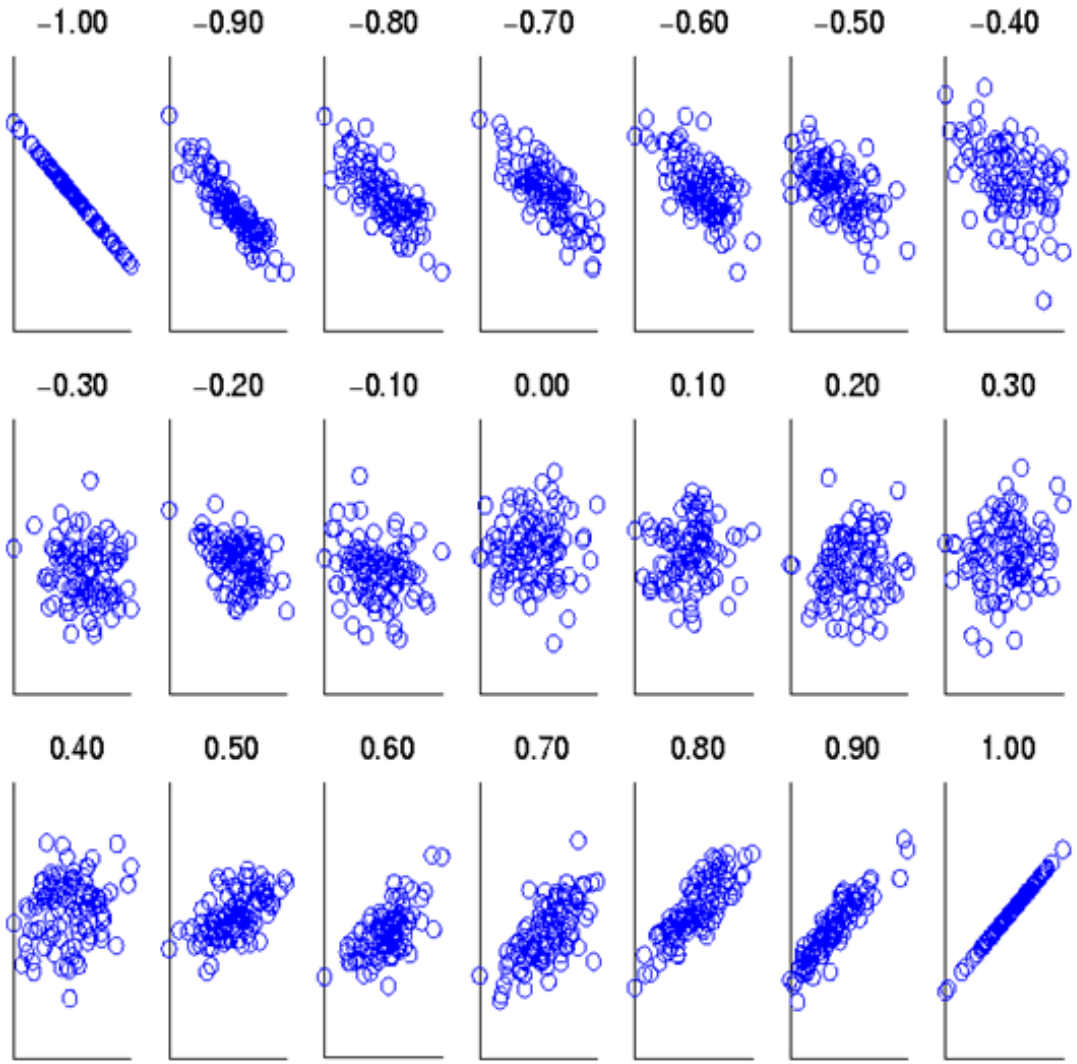


Correlation

Correlation is a measure of the relation between two or more variables. The measurement scales used should be at least interval scales, but other correlation coefficients are available to handle other types of data. Correlation coefficients can range from -1.00 to +1.00. The value of -1.00 represents a perfect *negative* correlation while a value of +1.00 represents a perfect *positive* correlation. A value of 0.00 represents a lack of correlation.

Both datasets should have the same numer of observations.

Correlation

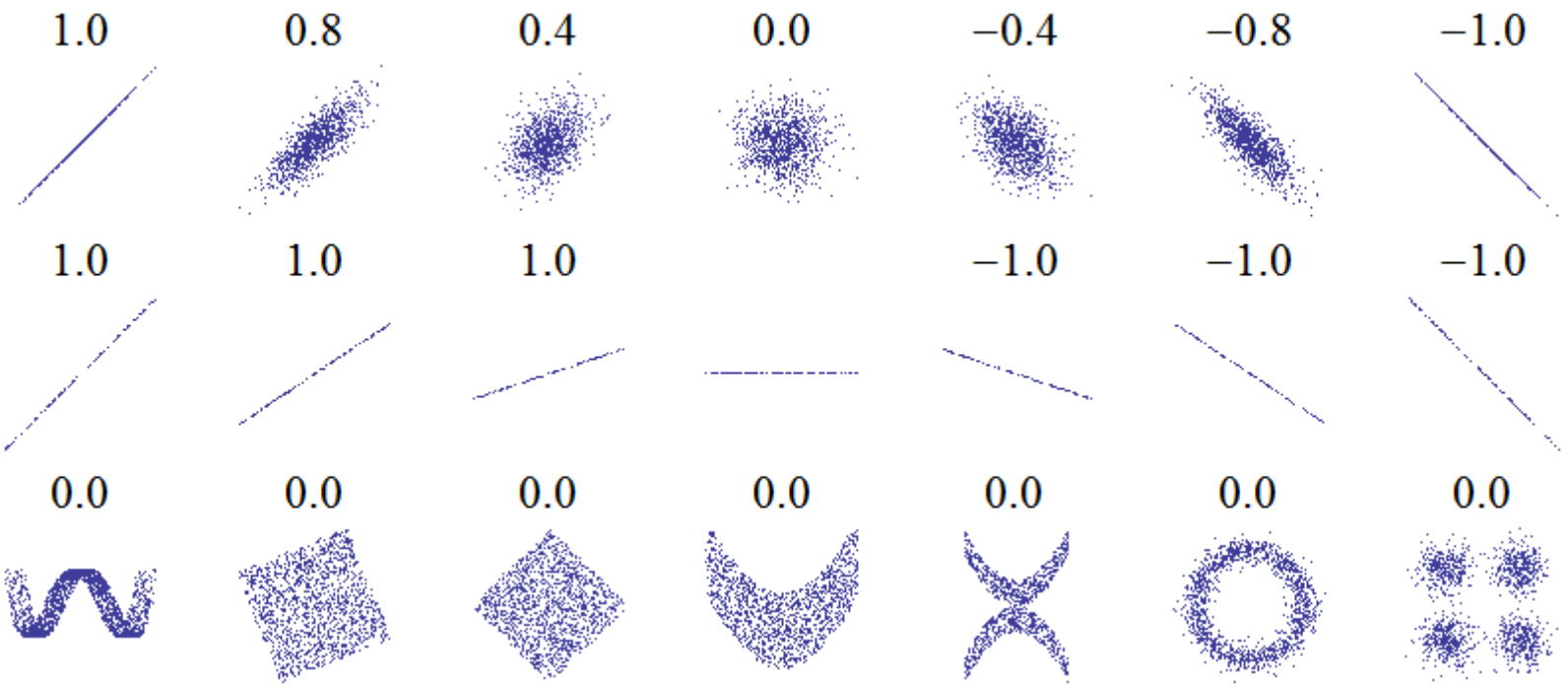


Pearson linear correlation coefficient

$$\rho_{X,Y} = corr(X,Y) = \frac{cov(X,Y)}{\sigma_X \sigma_Y} = \frac{E[(X-\mu_X)(Y-\mu_Y)]}{\sigma_X \sigma_Y}$$

$$r_{xy} = \frac{\sum_{i=1}^{n}(x_i - \overline{x})(y_i - \overline{y})}{\sqrt{\sum_{i=1}^{n}(x_i - \overline{x})^2}\sqrt{\sum_{i=1}^{n}(y_i - \overline{y})^2}},$$

Pearson linear correlation coefficient



Nonparametric correlations

- Could be used to find nonlinear dependences in two datasets for many data types.
- Correlation coefficients can range from -1.00 to +1.00.
- The following are three types of commonly used nonparametric correlation coefficients (Spearman R, Kendall Tau, and Gamma coefficients).

Spearman R.

$$r_S = 1 - \frac{6 \sum_{i=1}^{n} d_i^2}{n(n^2 - 1)},$$

$$d_i = \mathrm{R}\, x_i - \mathrm{R}\, y_i$$

di is a difference between ranks variables *x* and *y* for *i* observation

Spearman R.

IQ, X_i	Hours of TV per week, Y_i	Rank x_i	Rank y_i	d_i	d_i^2
86	0	1	1	0	0
97	20	2	6	-4	16
99	28	3	8	-5	25
100	27	4	7	-3	9
101	50	5	10	-5	25
103	29	6	9	-3	9
106	7	7	3	4	16
110	17	8	5	3	9
112	6	9	2	7	49
113	12	10	4	6	36

Spearman R.

$$\rho = 1 - \frac{6 \times 194}{10(10^2 - 1)}$$

ρ = -29/165 = −0.175757575... With p = 0.627188 (using t distribution)

tau Kendal correlation

To calculate Kendal correlations, data should be compiled into all possible pairs and then divide these pairs into three possible categories:

- **Concordant pairs-** ordered in the same way (P),
- **Discordant pairs** – ordered differently (Q),
- **Bonded pairs** – the same values in pair for both pairs (T).

tau Kendal correlation

$$\tau = \frac{P - Q}{P + Q + T}$$

$$P + Q + T = \binom{N}{2} = \frac{N(N-1)}{2}$$

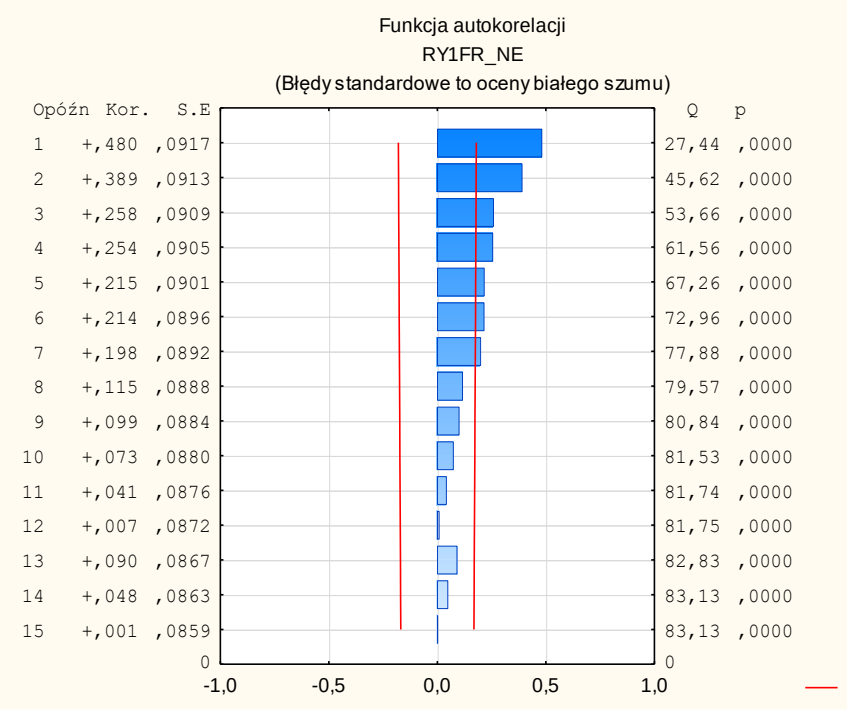
$$\tau = 2\frac{P - Q}{N(N-1)}$$

Correlations

	Korelacje (chronologie jesiony) Oznaczone wsp. korelacji są istotne z p < ,05000 N=116 (Braki danych usuwano przypadkami)			
Zmienna	Średnia	Odch.std	ry1fr_ne	ry1fr_rcs
ry1fr_ne	0,977198	0,180644	1,000000	0,884473
ry1fr_rcs	1,002135	0,171929	0,884473	1,000000

	Korelacja porządku rang Spearmana (chronologie jesiony BD usuwane parami Oznaczone wsp. korelacji są istotne z p <,05000	
Zmienna	ry1fr_ne	ry1fr_rcs
ry1fr_ne	1,000000	0,866205
ry1fr_rcs	0,866205	1,000000

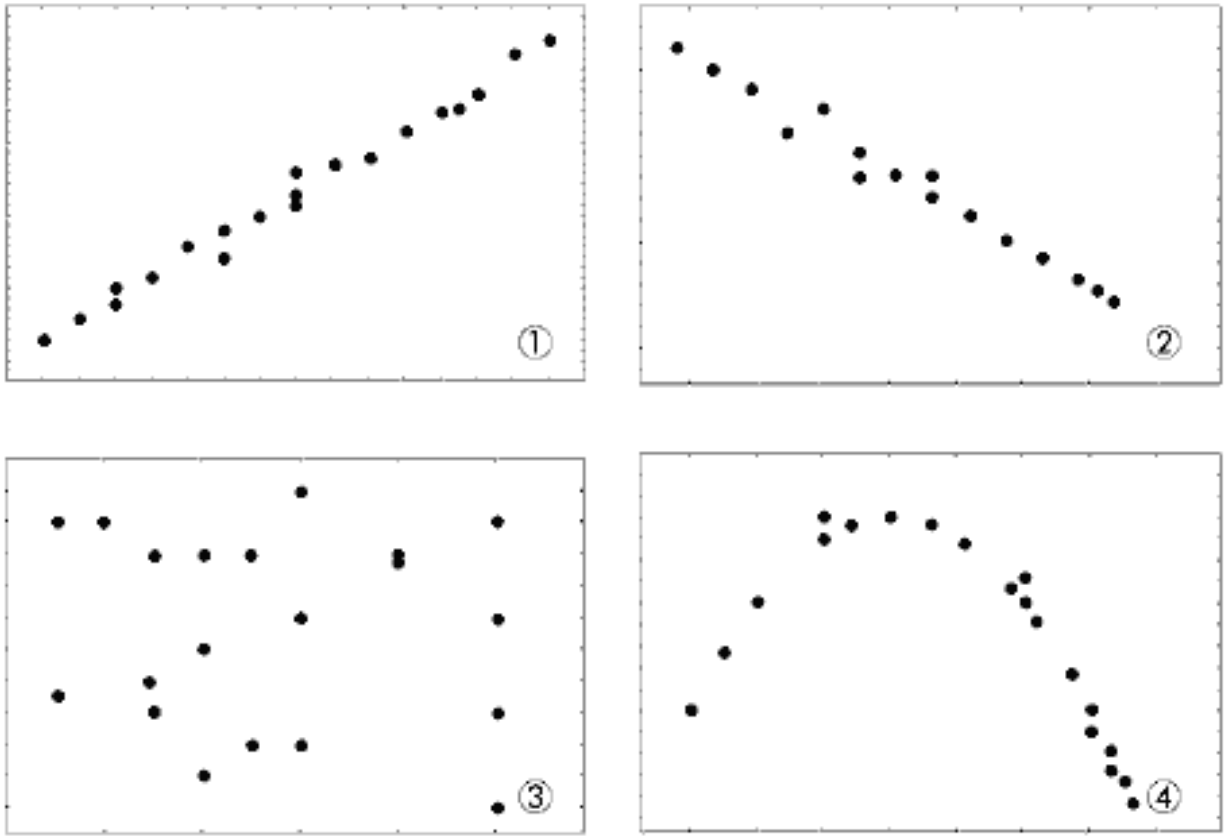
	Korelacja tau Kendalla (chronologie jesiony) BD usuwane parami Oznaczone wsp. korelacji są istotne z p <,05000	
Zmienna	ry1fr_ne	ry1fr_rcs
ry1fr_ne	1,000000	0,731634
ry1fr_rcs	0,731634	1,000000



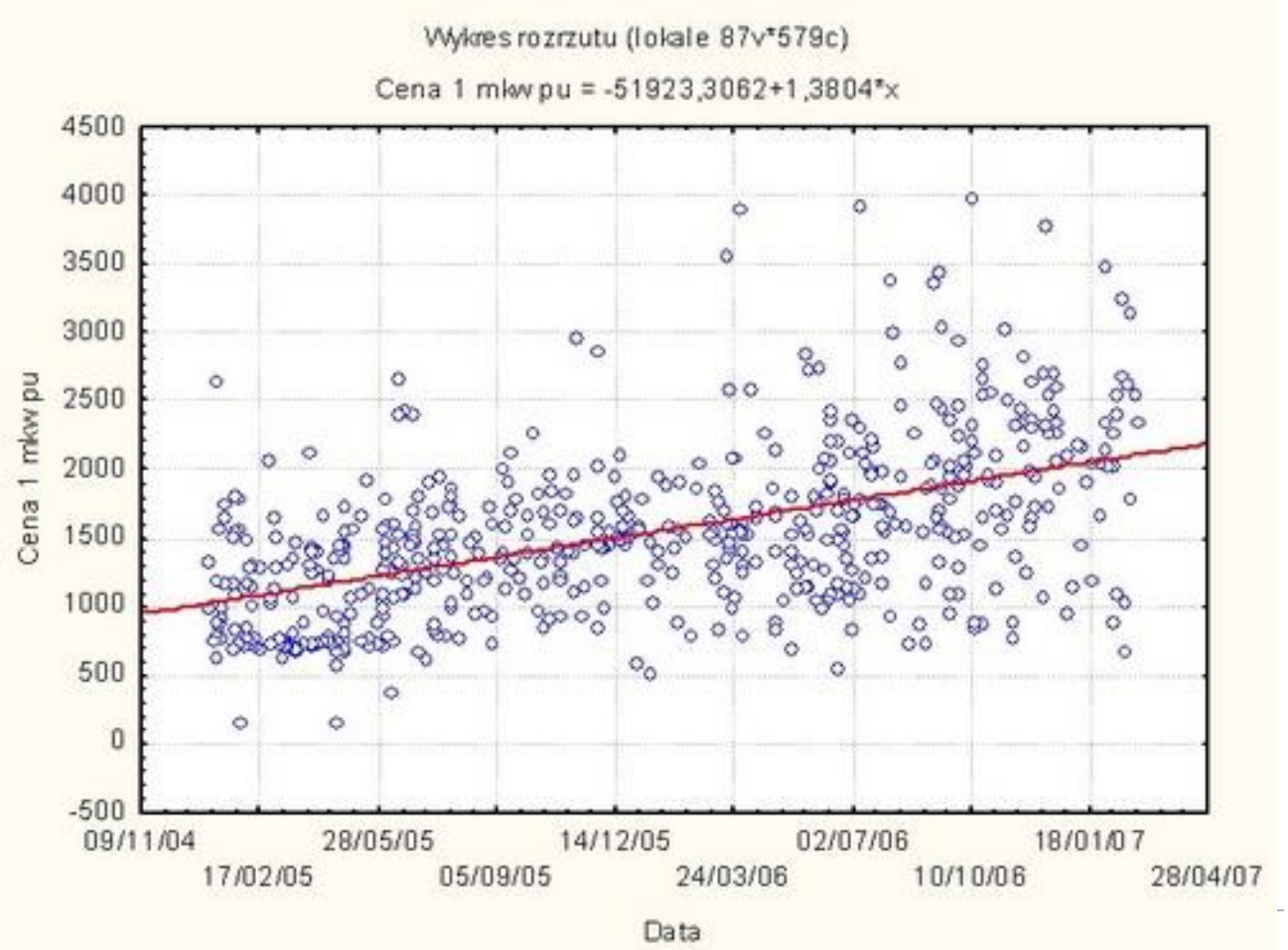
Measures similar to correlation:

- Fi coefficient,
- V Cramer's coefficient.

Scatter plot- correlation

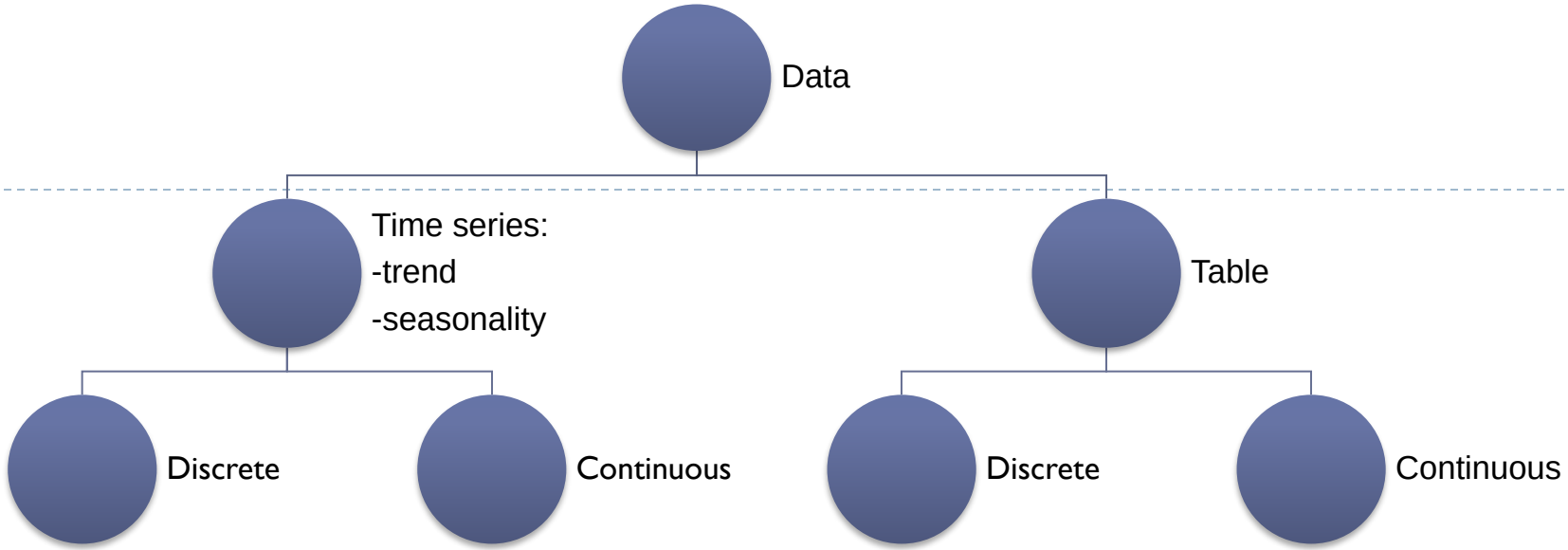


Scatter plot- correlation



More correlation coefficients

The Point-Biserial Correlation Coefficient is a correlation measure of the strength of association between a continuous-level variable (ratio or interval data) and a binary variable,
The phi coefficient (or mean square contingency coefficient) is a measure of association for two binary variables. It is known as the Matthews correlation coefficient (MCC),
Tetrachoric Correlation: Used to calculate the correlation between binary categorical variables.
Polychoric Correlation: Used to calculate the correlation between ordinal categorical variables.
Cramer's V: Used to calculate the correlation between nominal categorical variables.



NO TREND, SEAS.
-mode
-random v.
-choosen v.

TREND, SEAS.
-interpolation from Neighborhood v./seas.

NO TREND, SEAS.
-mean, median…
-random v.
-choosen v.

TREND, SEAS.
-interpolation from Neighborhood v./seas.

-mode
-random v.
-choosen v.
-row deletion

-mean, median
-random v.
-choosen v.
-row deletion

Pytania?

Do zastanowienia się:
-Jaki jest wpływ wykonania preprocessingu na dalsze modelowanie
-Jaką różnicę w wynikach możemy uzyskać pracując z próbą zamiast populacji i czym jest ona spowodowana

Na ćwiczenia wiadomości:
-Preprocessing w zależności od typu danych i ich formy
-W jaki sposób analizujemy dane (na co zwracamy uwagę, jakie analizy wykonujemy)

Lecture 3:
Regression model