



# DATA MINING

# LECTURE 1

Introduction

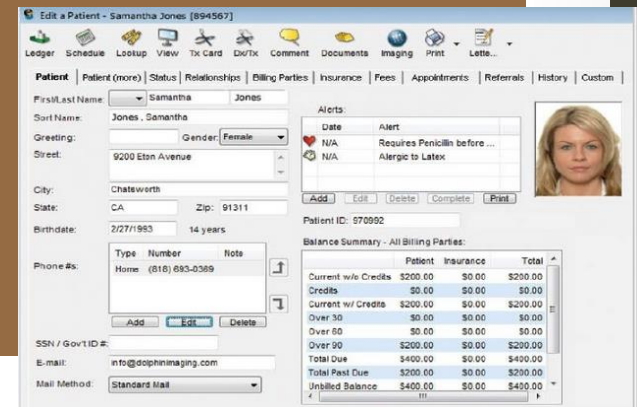
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Chapters 1,2 from the book "[Introduction to Data Mining](#)" by Tan Steinbach Kumar.

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# Introduction of data mining

- Data base is any organized collection of data
- *What is data?*
- *Data is unprocessed information*
- *What is information?*
- *Information is data that have been organized and communicated in coherent and meaningful manner*
- *Data is converted into information, and information converted into knowledge.*



# Why do we need a database

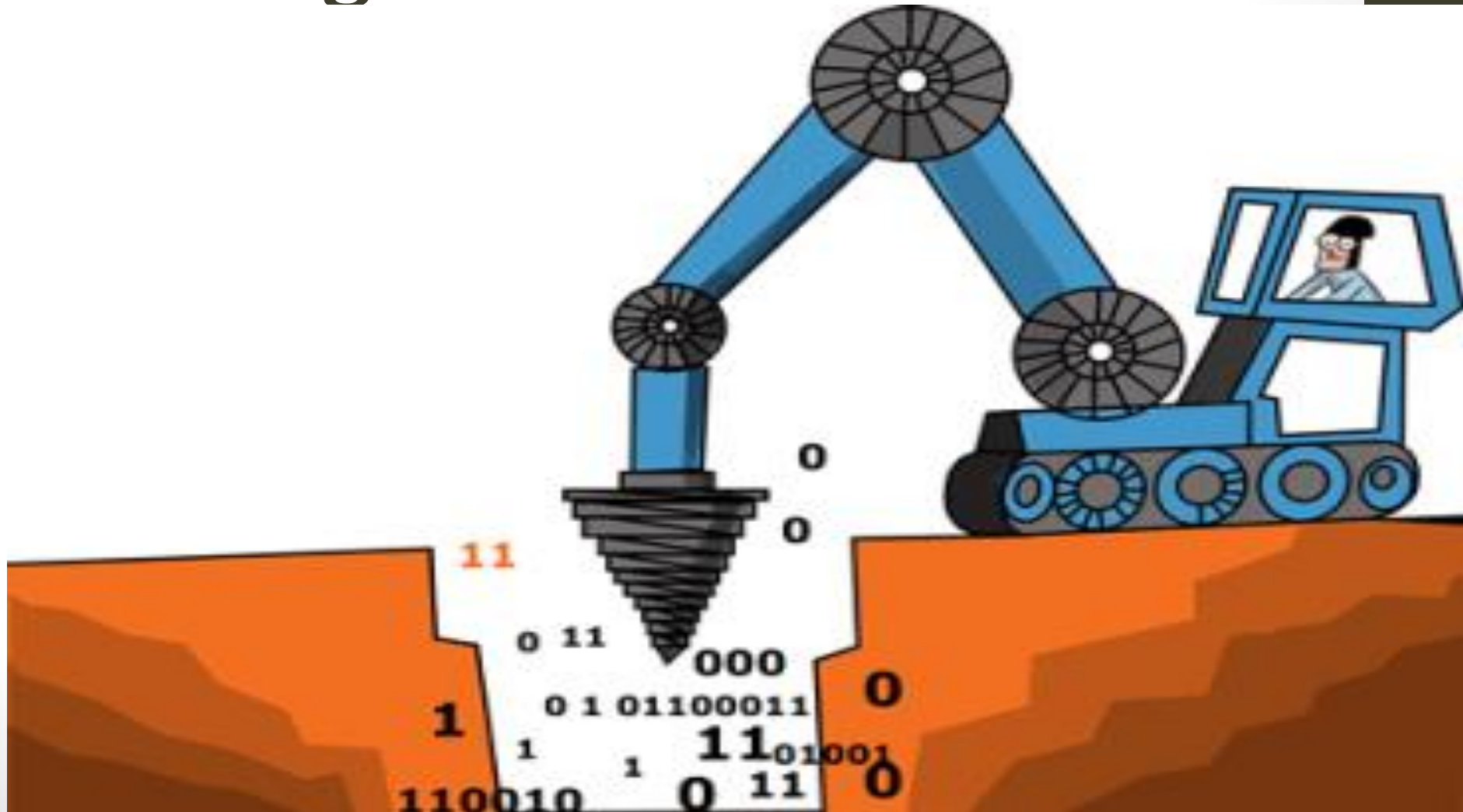
- To keep a record of activities and interventions
- **Database** : shared collection of logically related data (and a description of this data), designed to meet the information needs of an organization.
- **Database management system** : A software system that enables users to define, create, and maintain the database and that provides controlled access to this database.

# Who and How to do it

DBMS does this job

Using software tools : access, FileMaker, Lotus, Notes, Oracle, SQL Server

# Hmmm...lets Jump to data mining



# What is data mining?

- After years of data mining there is still no unique answer to this question.



- A tentative definition:

*Data mining is the use of efficient techniques for the analysis of very large collections of data and the extraction of useful and possibly unexpected patterns in data.*

# What is Data Mining again?

- “**Data mining** is the analysis of (often large) observational data sets to find **unsuspected relationships** and to **summarize** the data in novel ways that are both **understandable and useful** to the data analyst” (Hand, Mannila, Smyth)
- “**Data mining** is the discovery of **models** for data” (Rajaraman, Ullman)
  - We can have the following types of models
    - Models that **explain** the data (e.g., a single function)
    - Models that **predict** the future data instances.
    - Models that **summarize** the data
    - Models the **extract** the most prominent **features** of the data.



# Why data mining?

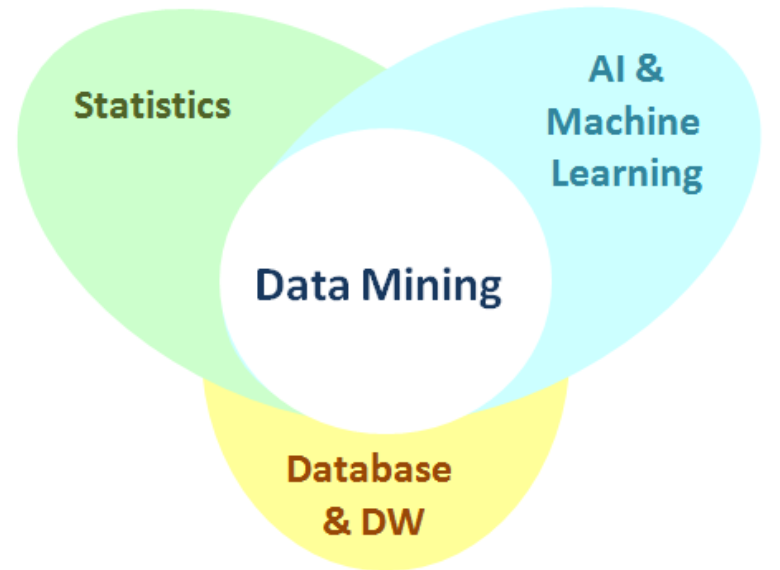
- **Commercial point of view**
  - Data has become the key competitive advantage of companies
    - Examples: Facebook, Google, Amazon
  - Being able to extract useful information out of the data is key for exploiting them commercially.
- **Scientific point of view**
  - Scientists are at an unprecedented position where they can collect TB of information
    - Examples: Sensor data, astronomy data, social network data, gene data
  - We need the tools to analyze such data to get a better understanding of the world and advance science
- **Scale (in data size and feature dimension)**
  - Why not use traditional analytic methods?
  - Enormity of data, **curse of dimensionality**
  - The amount and the complexity of data does not allow for manual processing of the data. We need automated techniques.

# Why do we need data mining?

- Really, really huge amounts of raw data!!
  - In the digital age, TB of data is generated by the second
    - *Mobile devices, digital photographs, web documents.*
    - *Facebook updates, Tweets, Blogs, User-generated content*
    - *Transactions, sensor data, surveillance data*
    - *Queries, clicks, browsing*
  - Cheap storage has made possible to maintain this data
- Need to analyze the raw data to extract knowledge

# Why do we need data mining?

- **“The data is the computer”**
  - Large amounts of data can be more powerful than complex algorithms and models
- **Data is power!**
  - Today, the collected data is one of the biggest assets of an online company
- **We need a way to harness the collective intelligence**



# What can we do with data mining?

- **Some examples:**
  - *Frequent itemsets and Association Rules extraction*
  - *Coverage*
  - *Clustering*
  - *Classification*
  - *Ranking*
  - *Exploratory analysis*
  - *Ontology (KDD)*

# Data Mining Process



# The data is also very complex

- Multiple **types** of data: tables, time series, images, graphs, etc
- **Spatial** and **temporal** aspects
- **Interconnected** data of different types:
  - *From the mobile phone we can collect, location of the user, friendship information, check-ins to venues, opinions through twitter, images through cameras, queries to search engines*

# Example: transaction data

- Billions of real-life customers:
  - **WALMART**: 20M transactions per day
  - **AT&T** 300 M calls per day
  - Credit card companies: billions of transactions per day.
- The point cards allow companies to collect information about specific users



# Example: document data

- **Web as a document repository:** estimated 50 billions of web pages
- **Wikipedia:** 4 million articles (and counting)
- **Online news portals:** steady stream of 100's of new articles every day
- **Twitter:** ~300 million tweets every day



**WIKIPEDIA**  
The Free Encyclopedia





# Example: network data

- **Web:** 50 billion pages linked via hyperlinks
- **Facebook:** 500 million users
- **Twitter:** 300 million users
- **Instant messenger:** ~1billion users
- **Blogs:** 250 million blogs worldwide, presidential candidates run blogs



# Behavioral data

- **Mobile phones today record a large amount of information about the user behavior**
  - *GPS records position*
  - *Camera produces images*
  - *Communication via phone and SMS*
  - *Text via facebook updates*
  - *Association with entities via check-ins*
- **Amazon** collects all the items that you browsed, placed into your basket, read reviews about, purchased.
- **Google and Bing** record all your browsing activity via toolbar plugins. They also record the queries you asked, the pages you saw and the clicks you did.
- Data collected for millions of users on a daily basis

# So, what is Data?

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

Attributes

<i>Tid</i>	Refund	Marital Status	Taxable Income	Cheat
1	Yes	Single	125K	No
2	No	Married	100K	No
3	No	Single	70K	No
4	Yes	Married	120K	No
5	No	Divorced	95K	Yes
6	No	Married	60K	No
7	Yes	Divorced	220K	No
8	No	Single	85K	Yes
9	No	Married	75K	No
10	No	Single	90K	Yes

Objects

**Size:** Number of objects

**Dimensionality:** Number of attributes

**Sparsity:** Number of populated object-attribute pairs

# Types of Attributes

- There are different types of attributes
  - **Categorical**
    - Examples: eye color, zip codes, words, rankings (e.g, good, fair, bad), height in {tall, medium, short}
    - **Nominal** (no order or comparison) vs **Ordinal** (order but not comparable)
  - **Numeric**
    - Examples: dates, temperature, time, length, value, count.
    - **Discrete** (counts) vs **Continuous** (temperature)
    - Special case: **Binary** attributes (yes/no, exists/not exists)

# Numeric Record Data

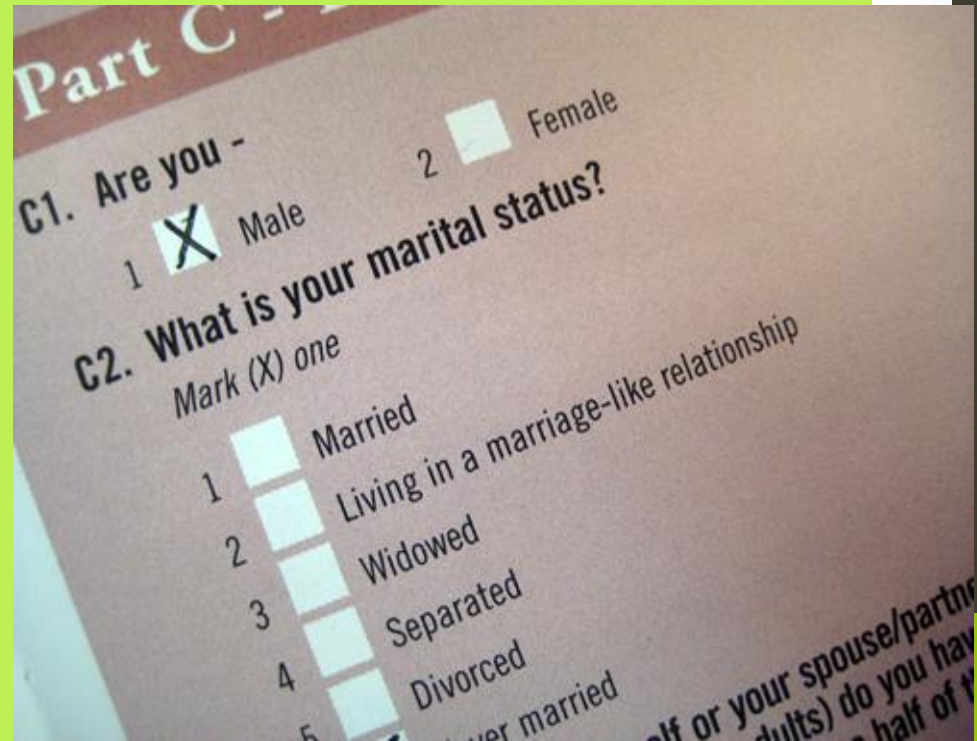
- If data objects have the same **fixed set** of **numeric attributes**, then the data objects can be thought of as **points** in a multi-dimensional space, where each **dimension** represents a distinct attribute
- Such data set can be represented by an **n-by-d data matrix**, where there are **n** rows, one for each object, and **d** columns, one for each attribute

Projection of x Load	Projection of y load	Distance	Load	Thickness
10.23	5.27	15.22	2.7	1.2
12.65	6.25	16.22	2.2	1.1

# Categorical Data

- Data that consists of a collection of records, each of which consists of a **fixed set** of **categorical** attributes

<i>Tid</i>	Refund	Marital Status	Taxable Income	Cheat
1	Yes	Single	High	No
2	No	Married	Medium	No
3	No	Single	Low	No
4	Yes	Married	High	No
5	No	Divorced	Medium	Yes
6	No	Married	Low	No
7	Yes	Divorced	High	No
8	No	Single	Medium	Yes
9	No	Married	Medium	No
10	No	Single	Medium	Yes



# Document Data

- Each document becomes a **'term'** vector,
  - each term is a component (attribute) of the vector,
  - the value of each component is the number of times the corresponding term occurs in the document.
  - **Bag-of-words** representation – no ordering

	team	coach	play	ball	score	game	win	lost	timeout	season
Document 1	3	0	5	0	2	6	0	2	0	2
Document 2	0	7	0	2	1	0	0	3	0	0
Document 3	0	1	0	0	1	2	2	0	3	0



# Transaction Data

- Each record (transaction) is a **set of items**.

<i>TID</i>	<i>Items</i>
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diaper, Milk
4	Beer, Bread, Diaper, Milk
5	Coke, Diaper, Milk

- A set of items can also be represented as a **binary vector**, where each attribute is an item.
- A document can also be represented as a **set of words** (no counts)





# What can you do with the data?

- Suppose that you are the **owner of a supermarket** and you have collected billions of **market basket** data. What information would you extract from it and how would you use it?

<i>TID</i>	<i>Items</i>
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diaper, Milk
4	Beer, Bread, Diaper, Milk
5	Coke, Diaper, Milk

- What if this was an online store?

Product placement

Catalog creation

Recommendations



# What can you do with the data?

- Suppose **you are a search engine** and you have a **toolbar log** consisting of
  - pages browsed,
  - queries,
  - pages clicked,
  - ads clicked

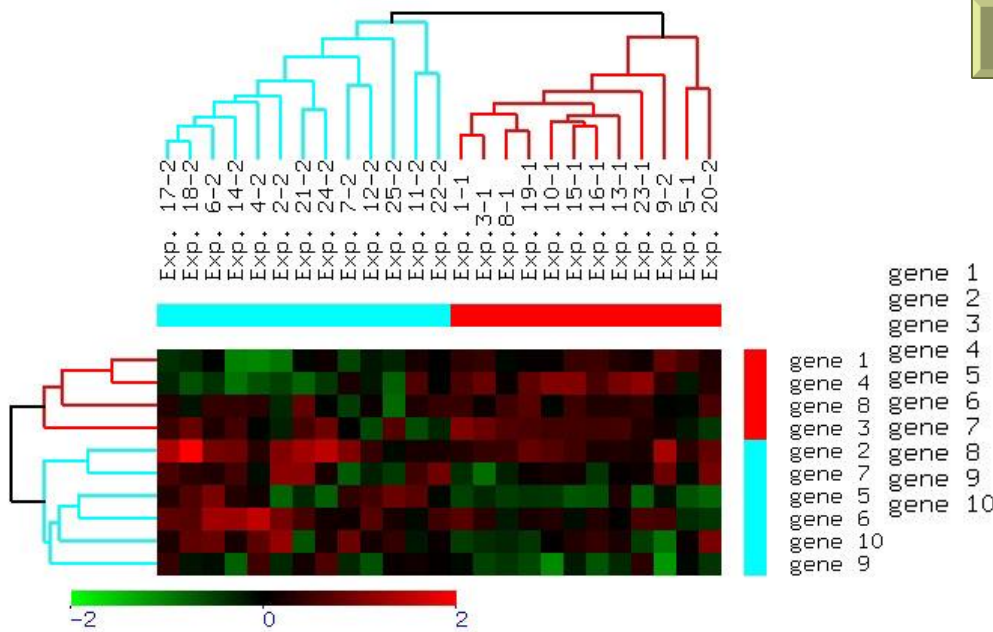
each with a **user id** and a **timestamp**. What information would you like to get out of the data?

Ad click prediction

Query reformulations

# What can you do with the data?

- Suppose **you are biologist** who has **microarray expression data**: thousands of genes, and their expression values over thousands of different settings (e.g. tissues). What information would you like to get out of your data?



Groups of genes and tissues

# What can you do with the data?

- Suppose **you are a stock broker** and you observe the fluctuations of multiple stocks over time. What information would you like to get out of your data?

Clustering of stocks

Correlation of stocks

Stock Value prediction



# What can you do with the data?

- **You are the owner of a social network**, and you have full access to the social graph, what kind of information do you want to get out of your graph?
  - *Who is the most important node in the graph?*
  - *What is the shortest path between two nodes?*
  - *How many friends two nodes have in common?*
  - *How does information spread on the network?*



# Choose this example

- Suppose that you are the **owner of a supermarket** and you have collected billions of **market basket** data. What information would you extract from it and how would you use it?

<i>TID</i>	<i>Items</i>
1	Bread, Coke, Milk
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- What if this was an online store?



Product placement

Catalog creation

Recommendations

# Frequent Itemsets and Association Rules

- Given a set of records each of which contain some number of items from a given collection;
  - Identify sets of items (**itemsets**) occurring frequently together*
  - Produce **dependency rules** which will predict occurrence of an item based on occurrences of other items.*

<i>TID</i>	<i>Items</i>
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diaper, Milk
4	Beer, Bread, Diaper, Milk
5	Coke, Diaper, Milk

Itemsets Discovered:

{Milk,Coke}  
{Diaper, Milk}

Rules Discovered:

{Milk} --> {Coke}  
{Diaper, Milk} --> {Beer}

# Frequent Itemsets: Applications

- **Text mining:** *finding associated phrases in text*
  - There are lots of documents that contain the phrases “association rules”, “data mining” and “efficient algorithm”
- **Recommendations:**
  - *Users who buy this item often buy this item as well*
  - *Users who watched James Bond movies, also watched Jason Bourne movies.*
  - Recommendations make use of **item and user similarity**



# Association Rule Discovery: Application

- **Supermarket shelf management.**
  - **Goal:** To identify items that are bought together by sufficiently many customers.
  - **Approach:** Process the point-of-sale data collected with barcode scanners to find dependencies among items.
  - **A classic rule --**
    - *If a customer buys diaper and milk, then he is very likely to buy beer.*
    - *So, don't be surprised if you find six-packs stacked next to diapers!*

# Clustering Definition

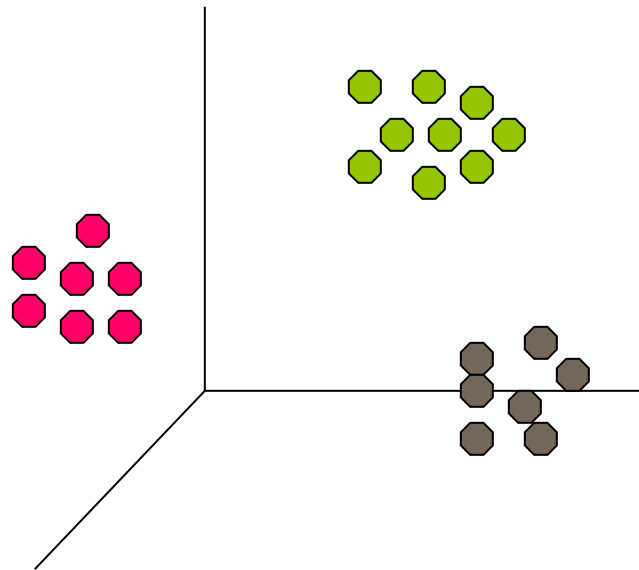
- Given a set of data points, each having a set of attributes, and a similarity measure among them, find clusters such that
  - Data points in one cluster are more similar to one another.
  - Data points in separate clusters are less similar to one another.
- Similarity Measures?
  - Euclidean Distance if attributes are continuous.
  - Other Problem-specific Measures.

# Illustrating Clustering

Euclidean Distance Based Clustering in 3-D space.

Intracluster distances  
are minimized

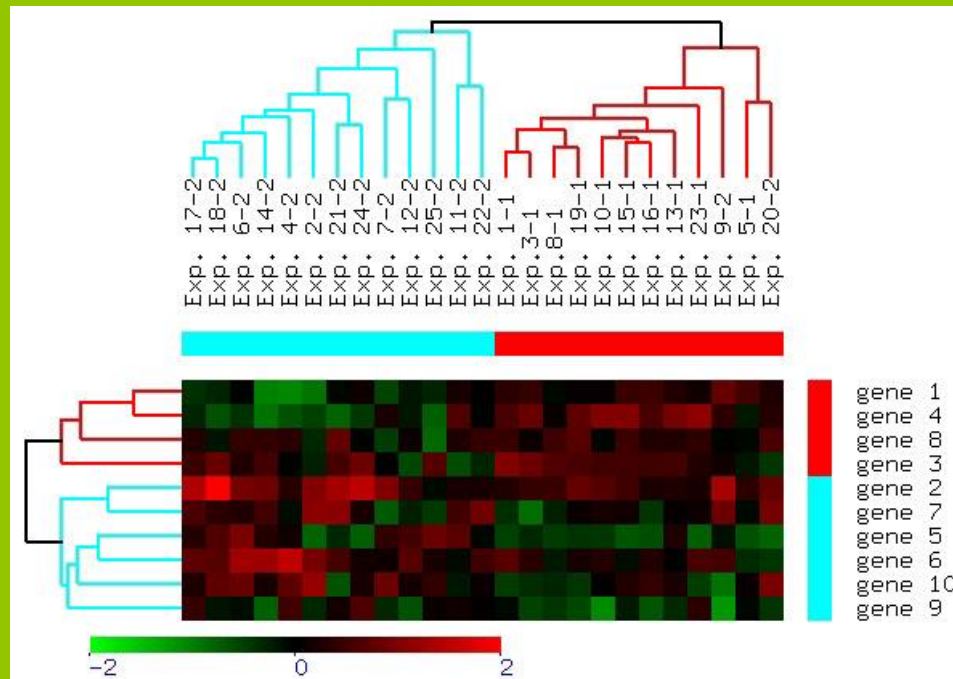
Intercluster distances  
are maximized



# Clustering: Application 1

## **Bioinformatics applications:**

- **Goal:** Group genes and tissues together such that genes are coexpressed on the same tissues



# Clustering: Application 2

- **Document Clustering:**
  - **Goal:** To find groups of documents that are similar to each other based on the important terms appearing in them.
  - **Approach:** To identify frequently occurring terms in each document. Form a similarity measure based on the frequencies of different terms. Use it to cluster.
  - **Gain:** Information Retrieval can utilize the clusters to relate a new document or search term to clustered documents.

# Clustering of S&P 500 Stock Data

- Observe Stock Movements every day.
- Cluster stocks if they change similarly over time.

	<i>Discovered Clusters</i>	<i>Industry Group</i>
<b>1</b>	Applied-Matl-DOWN, Bay-Net work-Down, 3-COM-DOWN, Cabletron-Sys-DOWN, CISCO-DOWN, HP-DOWN, DSC-Comm-DOWN, INTEL-DOWN, LSI-Logic-DOWN, Micron-Tech-DOWN, Texas-Inst-Down, Tellabs-Inc-Down, Natl-Semiconduct-DOWN, Orac1-DOWN, SGI-DOWN, Sun-DOWN	Technology1-DOWN
<b>2</b>	Apple-Comp-DOWN, Autodesk-DOWN, DEC-DOWN, ADV-Micro-Device-DOWN, Andrew-Corp-DOWN, Computer-Assoc-DOWN, Circuit-City-DOWN, Compaq-DOWN, EMC-Corp-DOWN, Gen-Inst-DOWN, Motorola-DOWN, Microsoft-DOWN, Scientific-Atl-DOWN	Technology2-DOWN
<b>3</b>	Fannie-Mae-DOWN, Fed-Home-Loan-DOWN, MBNA-Corp-DOWN, Morgan-Stanley-DOWN	Financial-DOWN
<b>4</b>	Baker-Hughes-UP, Dresser-Inds-UP, Halliburton-HLD-UP, Louisiana-Land-UP, Phillips-Petro-UP, Unocal-UP, Schlumberger-UP	Oil-UP

# Coverage

- Given a set of customers and items and the transaction relationship between the two, select a small set of items that “covers” all users.
  - For each user there is at least one item in the set that the user has bought.
- **Application:**
  - Create a catalog to send out that has at least one item of interest for every customer.

# Classification: Definition

- Given a collection of records (*training set*)
  - Each record contains a set of *attributes*, one of the attributes is the *class*.
- Find a *model* for class attribute as a function of the values of other attributes.
- Goal: previously unseen records should be assigned a class as accurately as possible.
  - A *test set* is used to determine the accuracy of the model. Usually, the given data set is divided into training and test sets, with training set used to build the model and test set used to validate it.

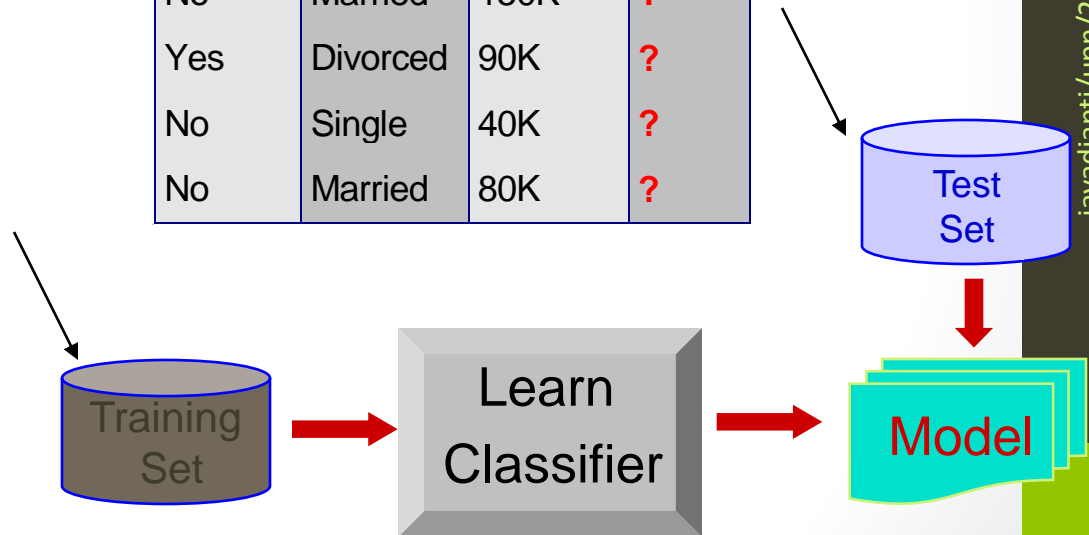


# Classification Example

categorical      categorical      continuous  
class

<i>Tid</i>	Refund	Marital Status	Taxable Income	Cheat
1	Yes	Single	125K	No
2	No	Married	100K	No
3	No	Single	70K	No
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5	No	Divorced	95K	Yes
6	No	Married	60K	No
7	Yes	Divorced	220K	No
8	No	Single	85K	Yes
9	No	Married	75K	No
10	No	Single	90K	Yes

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



# Classification: Application 1

- Ad Click Prediction
  - Goal: Predict if a user that visits a web page will click on a displayed ad. Use it to target users with high click probability.
  - Approach:
    - Collect data for users over a period of time and record who clicks and who does not. The {click, no click} information forms the **class attribute**.
    - Use the history of the user (web pages browsed, queries issued) as the features.
    - Learn a classifier model and test on new users.

# Classification: Application 2

- Fraud Detection
  - Goal: Predict fraudulent cases in credit card transactions.
  - Approach:
    - Use credit card transactions and the information on its account-holder as attributes.
      - When does a customer buy, what does he buy, how often he pays on time, etc
    - **Label** past transactions as fraud or fair transactions. This forms the class attribute.
    - Learn a model for the class of the transactions.
    - Use this model to detect fraud by observing credit card transactions on an account.

# Link Analysis Ranking

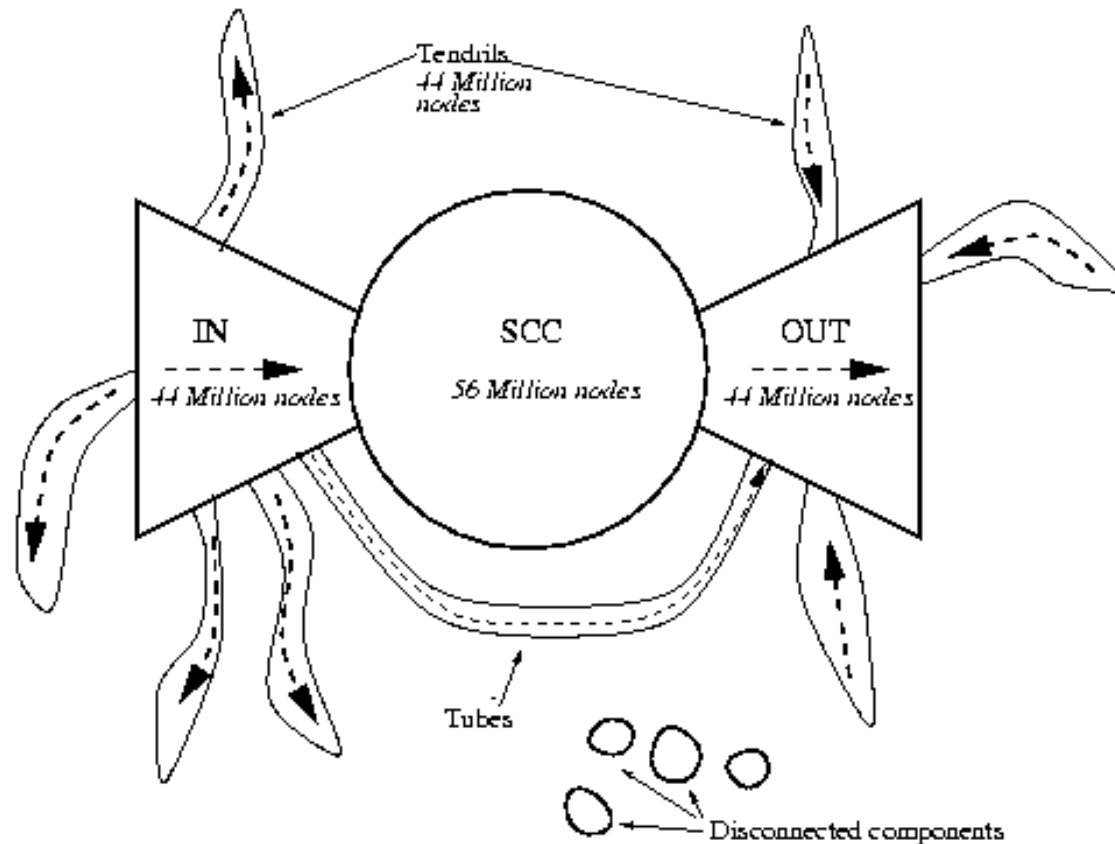
- Given a collection of web pages that are linked to each other, rank the pages according to importance (**authoritativeness**) in the graph
  - Intuition: A page gains authority if it is linked to by another page.
- Application: When retrieving pages, the authoritativeness is factored in the ranking.

# Exploratory Analysis

- Trying to understand the data as a **physical phenomenon**, and describe them with simple metrics
  - What does the web graph look like?
  - How often do people repeat the same query?
  - Are friends in facebook also friends in twitter?
- The important thing is to find the right **metrics** and ask the right **questions**
- It helps our understanding of the world, and can lead to **models** of the phenomena we observe.

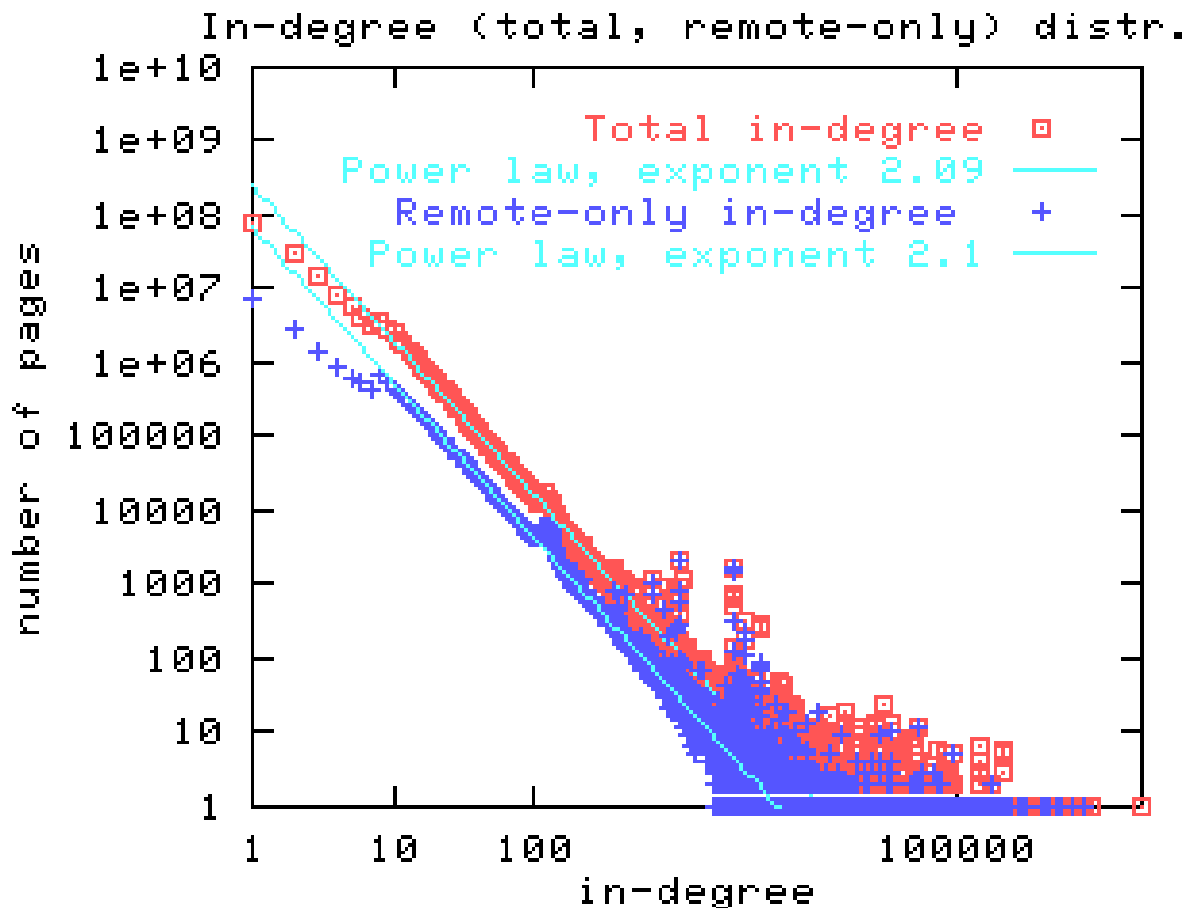
# Exploratory Analysis: The Web

- What is the structure and the properties of the web?



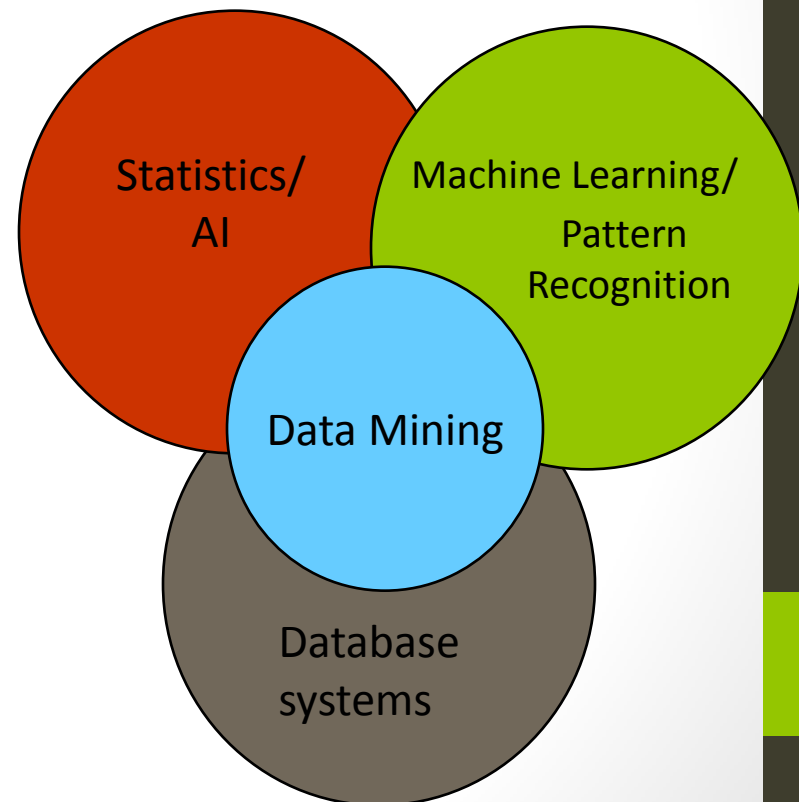
# Exploratory Analysis: The Web

- What is the distribution of the incoming links?



# Connections of Data Mining with other areas

- Draws ideas from machine learning/AI, pattern recognition, statistics, and database systems
- Traditional Techniques may be unsuitable due to
  - *Enormity of data*
  - *High dimensionality of data*
  - *Heterogeneous, distributed nature of data*
  - *Emphasis on the use of data*





# Cultures

*Databases: concentrate on large-scale (non-main-memory) data.*

*AI (machine-learning): concentrate on complex methods, small data.*

- *In today's world data is more important than algorithms*

*Statistics: concentrate on models.*

# Models vs. Analytic Processing

- **To a database person** → data-mining is an extreme form of **analytic processing** – queries that examine large amounts of data.

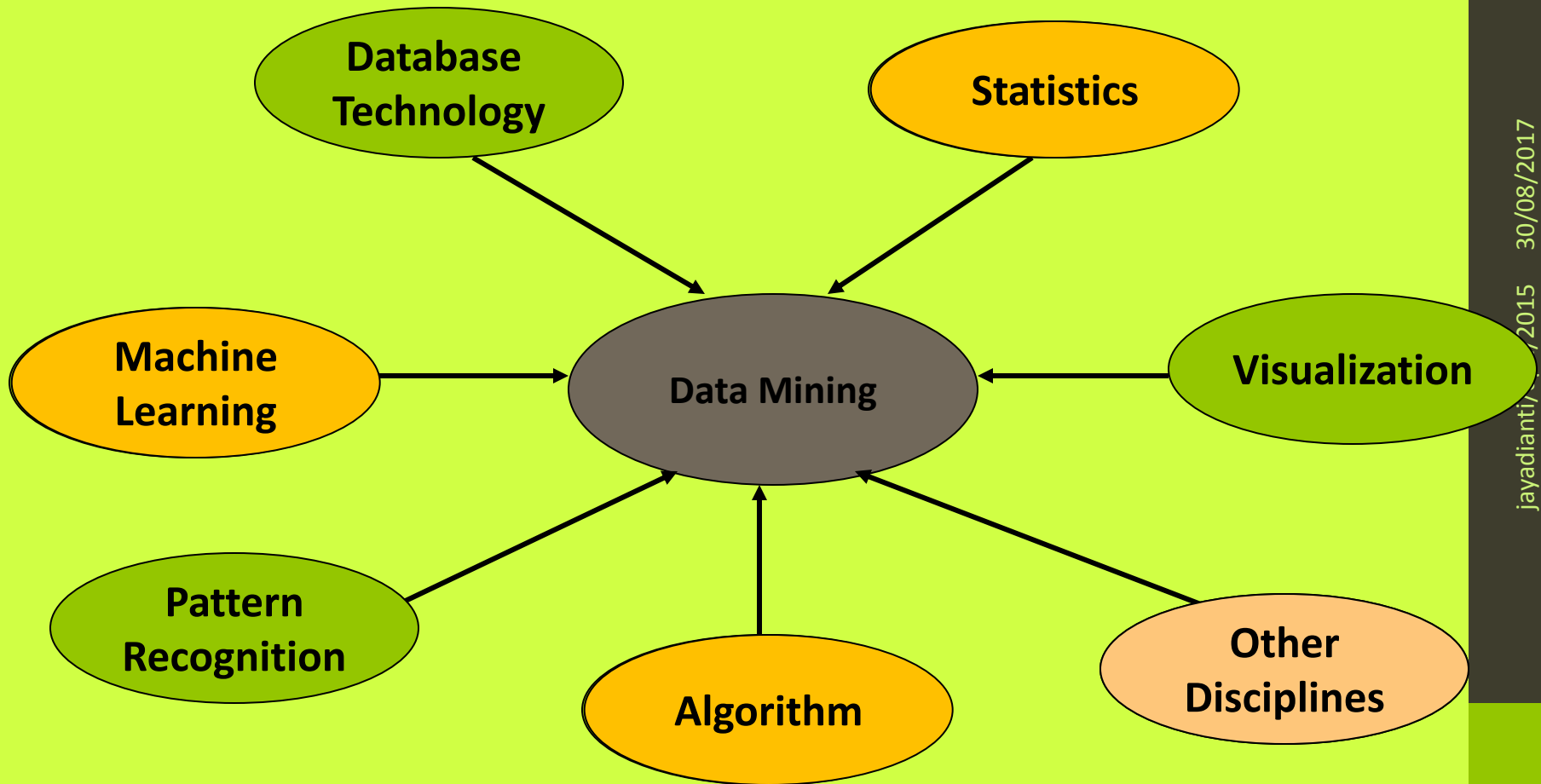
Result is the query answer.

- **To a statistician** → data-mining is the inference of models.

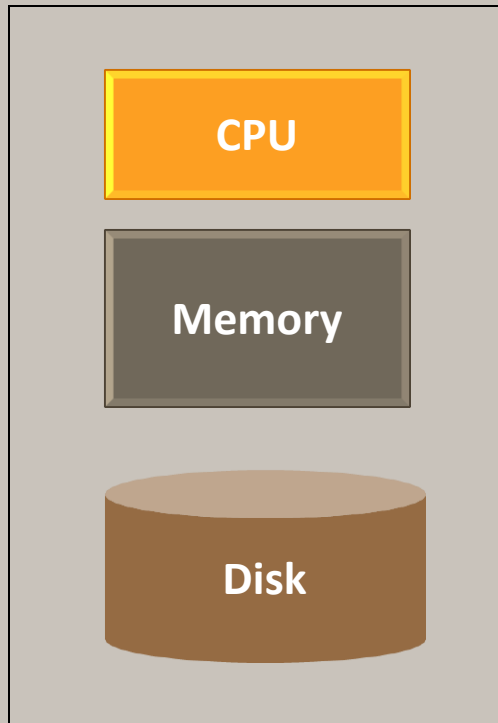
Result is the parameters of the model.

- Given a billion numbers, a DB person would compute their average and standard deviation.
- A statistician might fit the billion points to the best Gaussian distribution and report the mean and standard deviation *of that distribution*.

# Data Mining: Confluence of Multiple Disciplines



# Single-node architecture



**Machine Learning, Statistics**

**“Classical” Data Mining**

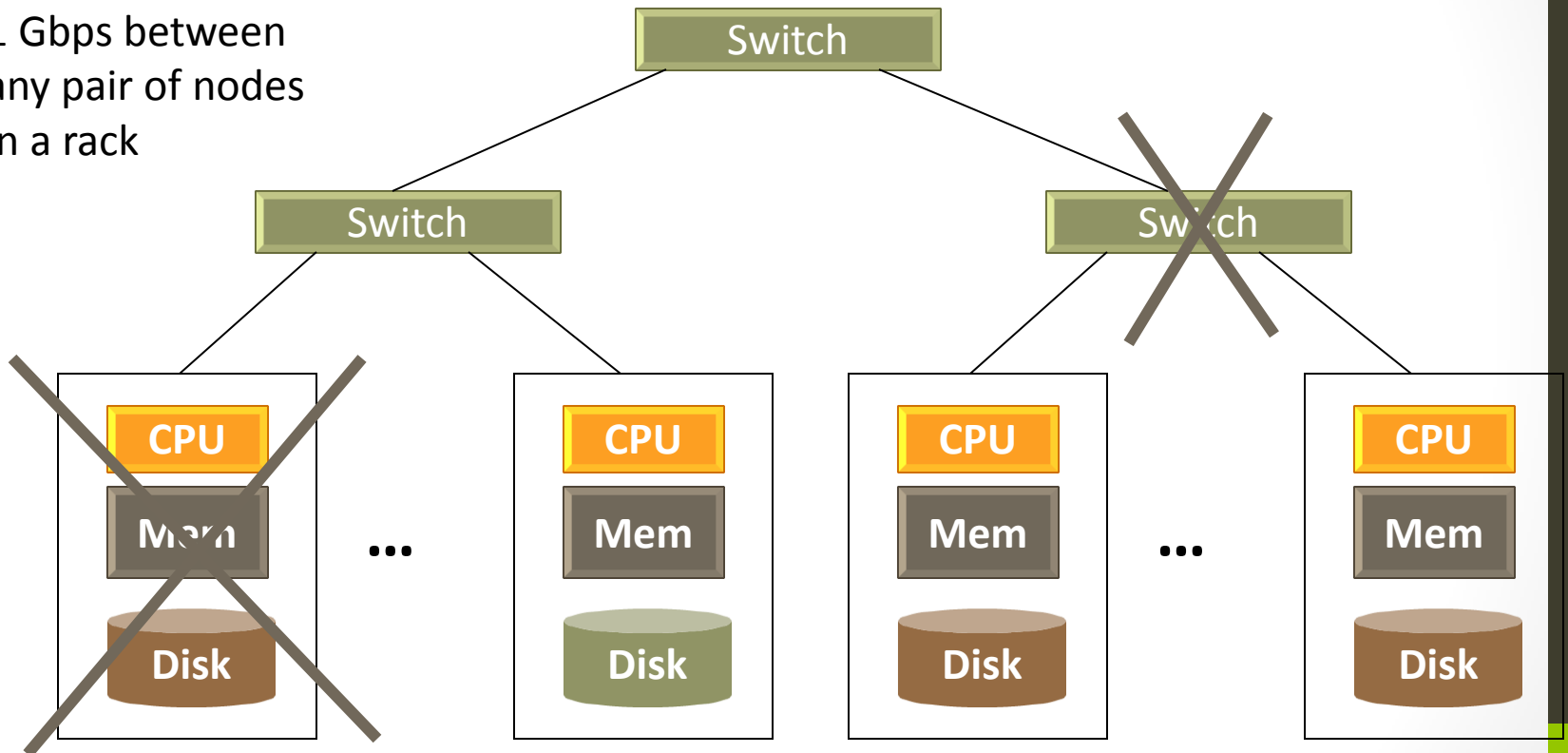
# Commodity Clusters

- Web data sets can be very large
  - Tens to hundreds of terabytes
  - Cannot mine on a single server
- Standard architecture emerging:
  - Cluster of commodity Linux nodes, Gigabit ethernet interconnect
  - Google GFS; Hadoop HDFS; Kosmix KFS
- Typical usage pattern
  - Huge files (100s of GB to TB)
  - Data is rarely updated in place
  - Reads and appends are common
- How to organize computations on this architecture?
  - [Map-Reduce](#) paradigm

# Cluster Architecture

2-10 Gbps backbone between racks

1 Gbps between  
any pair of nodes  
in a rack



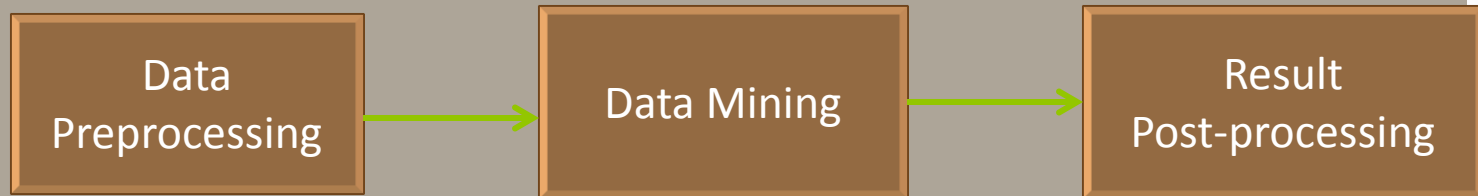
Each rack contains 16-64 nodes

# Map-Reduce paradigm

- **Map the data into key-value pairs**
  - E.g., map a document to word-count pairs
- **Group by key**
  - Group all pairs of the same word, with lists of counts
- **Reduce by aggregating**
  - E.g. sum all the counts to produce the total count.

# The data analysis pipeline

- *Mining is not the only step in the analysis process*

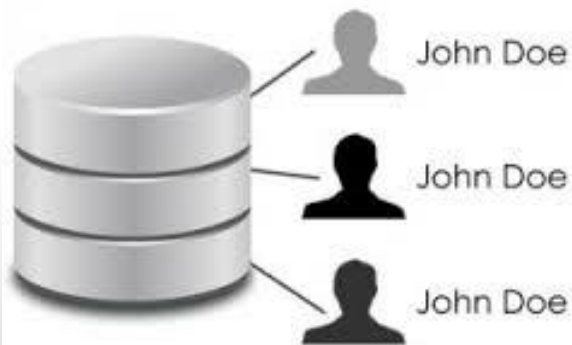


- **Preprocessing:** real data is noisy, incomplete and inconsistent. **Data cleaning** is required to make sense of the data
  - Techniques: Sampling, Dimensionality Reduction, Feature selection.
  - A dirty work, but it is often the most important step for the analysis.
- **Post-Processing:** Make the data actionable and useful to the user
  - Statistical analysis of importance
  - Visualization.
- Pre- and Post-processing are often data mining tasks as well



# Data Quality

- **Examples of data quality problems:**
  - Noise and outliers
  - missing values
  - duplicate data



# Sampling

- **Sampling is the main technique employed for data selection.**
  - It is often used for both the preliminary investigation of the data and the final data analysis.
- Statisticians sample because **obtaining** the entire set of data of interest is too expensive or time consuming.
- Sampling is used **in data mining because processing** the entire set of data of interest is too expensive or time consuming.

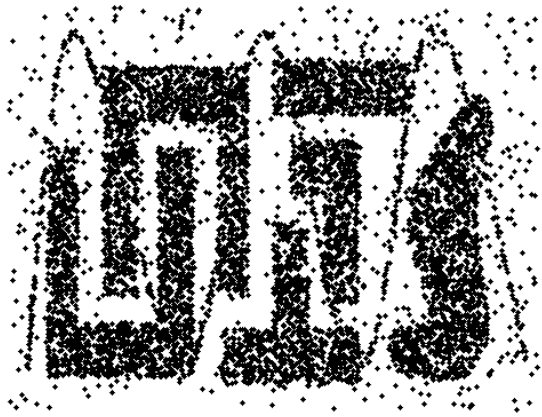
# Sampling ...

- The key principle for effective sampling is the following:
  - using a sample will work almost as well as using the entire data sets, if the sample is representative
  - A sample is representative if it has approximately the same property (of interest) as the original set of data

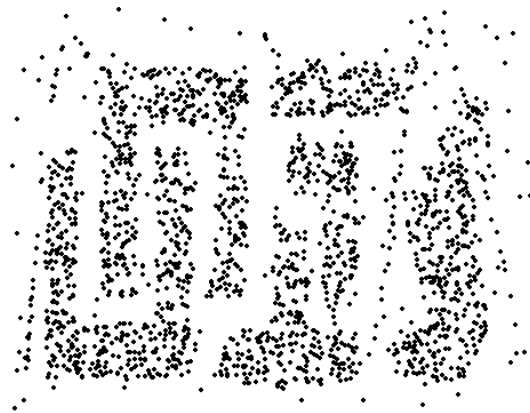
# Types of Sampling

- **Simple Random Sampling**
  - There is an equal probability of selecting any particular item
- **Sampling without replacement**
  - As each item is selected, it is removed from the population
- **Sampling with replacement**
  - Objects are not removed from the population as they are selected for the sample.
    - In sampling with replacement, the same object can be picked up more than once
- **Stratified sampling**
  - Split the data into several partitions; then draw random samples from each partition

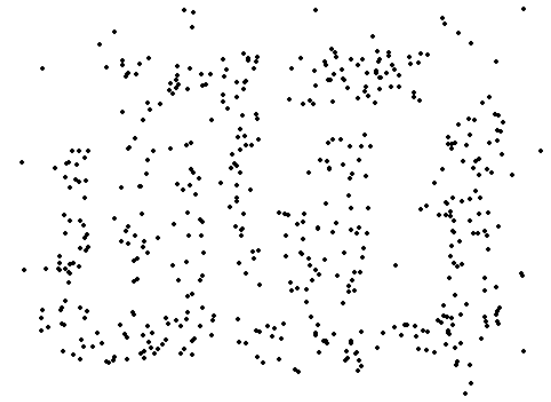
# Sample Size



8000 points



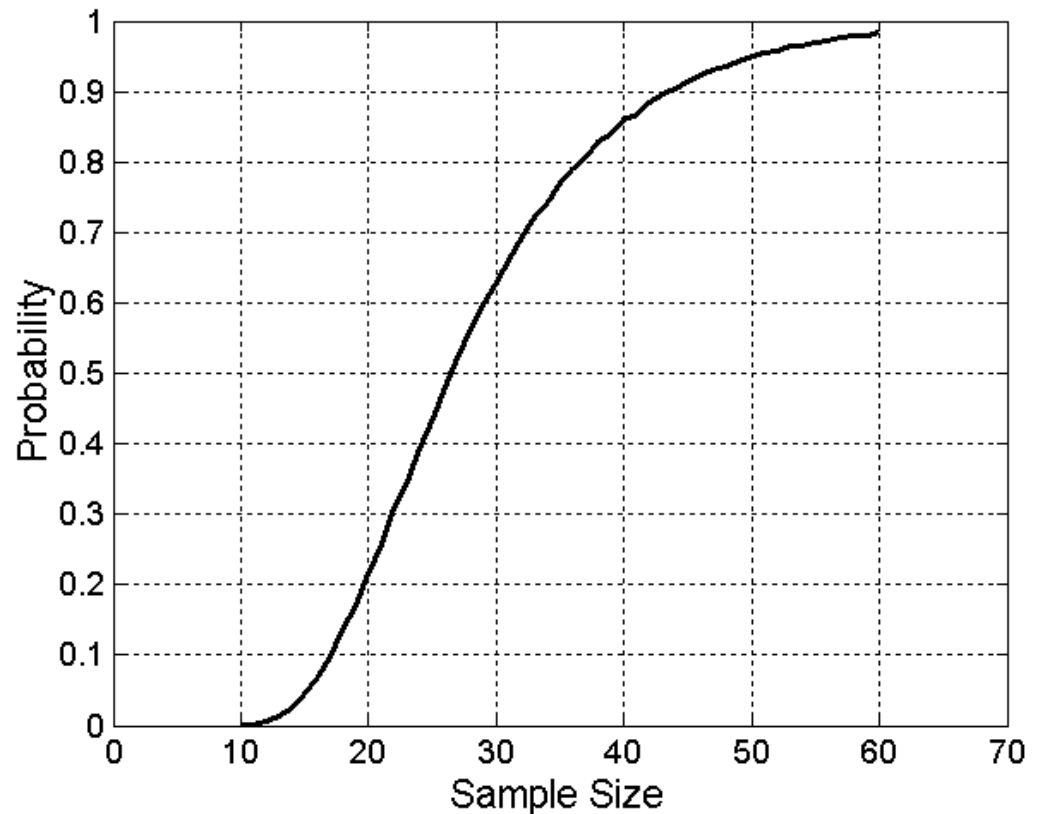
2000 Points



500 Points

# Sample Size

- What sample size is necessary to get at least one object from each of 10 groups.



# A data mining challenge

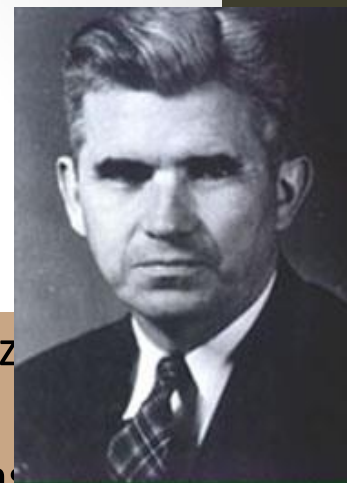
- You are reading a stream of integers, and you want to sample one integer uniformly at random but you do not know the size (N) of the stream in advance. You can only keep a constant amount of integers in memory
- **How do you sample?**
  - Hint: the last integer in the stream should have probability  $1/N$  to be selected.
- **Reservoir Sampling:**
  - Standard interview question

# Meaningfulness of Answers

- A big data-mining risk is that you will “**Discover**” patterns that are meaningless.
- Statisticians call it **Bonferroni’s principle**: (roughly) if you look in more places for interesting patterns than your amount of data will support, you are bound to find crap.
- The **Rhine Paradox**: a great example of how not to conduct scientific research.



# Rhine Paradox – (1)



- Joseph Rhine was a parapsychologist in the 1950's who hypothesized some people had **Extra-Sensory Perception**.
- He devised (something like) an experiment where subjects were asked to **guess 10 hidden cards** – red or blue.
- He discovered that almost **1 in 1000 had ESP** – they were able to get all **10 right!**
- He told these people they had **ESP and called them in for another test of the same type.**
- He discovered that almost all of them had lost their ESP.
- What did he conclude?

*He concluded that you shouldn't tell people they have ESP; it causes them to lose it.*

# Rhine Paradox – (2)

## The Details

- $10^9$  people being tracked.
- 1000 days.
- Each person stays in a hotel 1% of the time (10 days out of 1000).
- Hotels hold 100 people (so  $10^5$  hotels).
- If everyone behaves randomly (i.e., no evil-doers) will the data mining detect anything suspicious?

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Calculations – (1)

$p$  at some hotel

$q$  at some hotel

Same hotel

- Probability that given persons  $p$  and  $q$  will be at the same hotel on given day  $d$ :  
–  $\frac{1}{100} \times \frac{1}{100} \times 10^{-5} = 10^{-9}$ .
- Probability that  $p$  and  $q$  will be at the same hotel on given days  $d_1$  and  $d_2$ :  
–  $10^{-9} \times 10^{-9} = 10^{-18}$ .
- Pairs of days:  
–  $5 \times 10^5$ .

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Calculations – (2)

- Probability that  $p$  and  $q$  will be at the same hotel on **some** two days:  
–  $5 \times 10^5 \times 10^{-18} = 5 \times 10^{-13}$ .
- Pairs of people:  
–  $5 \times 10^{17}$ .
- Expected number of “suspicious” pairs of people:  
–  $5 \times 10^{17} \times 5 \times 10^{-13} = 250,000$ .

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**Thank you...See you next  
week**

