SS-ZG548: ADVANCED DATA MINING

Lecture-01: Introduction

Dr. Kamlesh Tiwari,
Assistant Professor,
Department of Computer Science and Information Systems,
BITS Pilani, Rajasthan-333031 INDIA

Jan 12, 2019 (WILP @ BITS-Pilani Jan-Apr 2019)

Data Mining: Introduction

What is data?

Fact or values

What is Information?

Processed output of date

What is Knowledge?

Understanding of information.

What is data-mining?

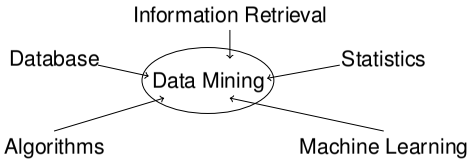
Computation to facilitate Knowledge Discovery in Databases (KDD)

Goal of Data Mining

To provide efficient tools and techniques for KDD

Data Mining: Introduction

Data mining is fairly involved discipline. It includes many fields such as database, information retrieval, statistics, and machine learning.



It differs from traditional query processing

- **Query:** not well formed. Miner may not know what he wants.
- **Data:** different version. Preprocessed and modified.
- **Output:** may not a subset. It could be an analysis.

Data Mining: Introduction

Data Mining has three parts

1. **Model:** is to be fit on data
2. **Search:** technique to evaluate data point
3. **Preference:** criteria to select one model over other

Example:

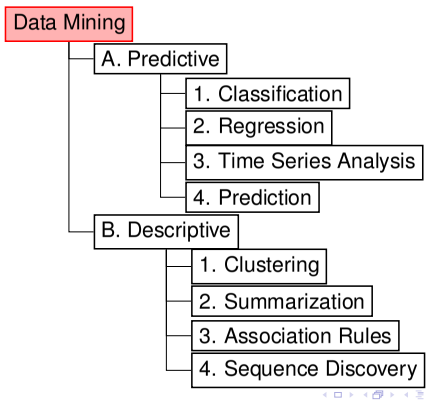
Assume a credit card company wants to decide whether a transaction should be

1. Authorized
2. Ask for more information
3. Decline

Search requires evaluation of past data. **Model** associates with the criteria to decide for one of the categories. **Preference** is given to criteria that suits the data best (want to reduce number of frauds or amount of fraud).

Data Mining: Tasks

Two broad categories of data mining models are *Predictive* and *Descriptive*. Some of the related tasks are



Classification

Classification maps data into *predefined* labels.

Example: Lots of mails are there in my mail box. Can you tell me which are SPAM?

- Task of supervised learning
- Often based on some patterns or characteristics
- We can use the frequency of words
- Assumption is that some words appears more or less frequently in SPAM

Regression

Regression is used to map data into *real valued* variable.

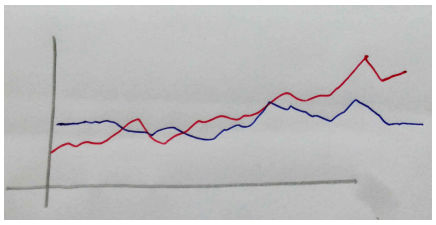
Example: What is the cost of my house?

- Task of supervised learning
- We have data about the cost of house based on features such as
  - location
  - Plot area
  - number of rooms
  - garden available or not
  - how old it is
- Current economical conditions can also matter
- Dimensionality is high

Time Series Analysis

In time series analysis the value of attribute is examined over time.

Example: Which stock is more profitable?



- The values are obtained as evenly spaced time points (daily, weekly, hourly, etc.)
- Distance measures are used to find similarity
- Structural analysis is done

Prediction

Predicting future data states based on current or historical data.

Example: What comes next?

$$2, 4, 6, 8, 10, ...?...$$

$$2, 3, 5, 7, ...?..., 13$$

$$(10jul, rain), (11jul, rain), (12jul, no - rain), (13jul, ...?...)$$

- Predication can sometimes be seen as classification
- Application includes weather, flood, pattern recognition.

Clustering

Clustering is similar to classification except the groups are not pre-defined.

Example: How many kind of files are there in my directory?

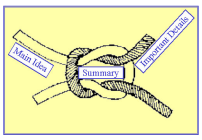
- Unsupervised learning setting
- We can use file name
- Words it has

Example: Who would take my offer?

- The database has information about age, gender, income, location, .. etc.

Summarization

Summarization maps data into subsets with associated simple descriptions. It is also called characterization or generalization.



Example: How to compare two universities?

- Average JEE rank
- Average number of publication
- Student/Faculty ratio
- Combination

Association Rules

Association rules tries to do linked analysis.

Example: Whether sames products are selling together?

- $I = \{i_1, i_2, i_3, ...i_m\}$, $T = \{t_1, t_2, t_3, ..., t_n\}$ and $t_i \subseteq I$
- Minimum support count should be maintained
- Can you see: Subset of frequent items is also frequent
- Apriori analysis

Let's do it:

$t_1 = (1, 3, 4)$, $t_2 = (2, 3, 5)$, $t_3 = (1, 2, 3, 5)$, $t_4 = (2, 5)$, $t_5 = (1, 3, 5)$ and minimum support count be 2

Association Rules

$t_1 = (1,3,4)$, $t_2 = (2,3,5)$, $t_3 = (1,2,3,5)$, $t_4 = (2,5)$, $t_5 = (1,3,5)$

Symb	Sup
{1}	3 ✓
{2}	3 ✓
{3}	4 ✓
{4}	1
{5}	4 ✓

Symb	Sup
{1,2}	1
{1,3}	3 ✓
{1,5}	2 ✓
{2,3}	2 ✓
{2,5}	3 ✓
{3,5}	3 ✓

Symb	Sup
{1,2,3}	1
{1,2,5}	1
{1,3,5}	2 ✓
{2,3,5}	3 ✓

Symb	Sup
{1,2,3,5}	1

Try yourself:

Let $I = \{A, B, C, D, E, F\}$ and $T = \{ t_1 = (A, B, C), t_2 = (A, F), t_3 = (A, B, C, E), t_4 = (A, B, D, F), t_5 = (C, F), t_6 = (A, B, C), t_7 = (A, B, C, E), t_8 = (C, D, E), t_9 = (B, D, E) \}$ and min support 3

Sequence Discovery

Sequence Discovery is used to discover sequential patterns in the data.

Example: what is my website access pattern?

- Pattern is based on a time sequence of a action
- It is pattern discovery problem

KDD involves

KDD involves following

- **Selection:** collection of data
- **Preprocessing:** deal with incorrect/missing data
- **Transformation:** common format and preprocessing
- **Data Mining:** algorithmic tools
- **Interpretation/Evaluation:** presentation and visualization

Issues

Human interaction, Overfitting, Outliers, Large dataset, High dimension, Multimedia data, missing data, irrelevant data, noisy data, changing data.

Syllabus

1. Introduction and basics
2. Stream data mining
3. Distributed data mining
4. Sequence mining
5. Text mining
6. Web Search
7. Mining complex structures
   - Mining Trees
   - Mining Graphs
   - Case study on information retrieval
   - Case study on social network mining

Evaluation Scheme

- 3 Quiz/Assignment: 5% Each. Feb 14, March 14, Apr 14
- Mid-Semester Test: 35% (2H, Closed Book) March 08 (or 22)
- Comprehensive Exam: 50% (3H, Open Book) May 03 (or 10)

Thank You!

Thank you very much for your attention!

Queries ?