Data Mining, Lecture 1

Introduction & Distance Function

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Course organisation

- Mode of studies: in class attendance. Lectures are recorded and shared via MS Teams environment. No hybrid mode is offered.
- Closed book tests will be conducted in class only!!
- During first few practices the students will be given a lot of guidance in solving the exercises. While the course progresses amount of guidance will be decreased and practices will be used to overview students assignments, answer the questions and organize small competitions.
- Exception: there may be a few online lecture and practices.
- When joining online, please keep the microphone muted. **Only teacher or lecturer may initiate meeting and start recording.** If you wish to ask a question, use the chat option. It is recommended to attend lectures and practices in class.
- It is recommended to install MS Teams as stand-alone application.
- It is mandatory to use "R" for all the computational exercises. The students are encouraged to install "R-studio".

Course organization: (administrative part)

- For all correspondence concerning the course use email sven.nomm@taltech.ee Please avoid using phone.
- Grading:
  - 2x mandatory closed book tests. Each test gives 10% of the final grade. For each test one make-up attempt will be given. Tests are performed in class only.
  - 3x mandatory home assignments (Computational assignment + short write up.) 10% of the final grade each. Assignments are accepted up to one week after the deadline with the penalty of 10% for each day except Saturday and Sunday. Upon submission the assignment each student will be asked to defend it.
  - final exam (gives 50 % of the final grade): Computational assignment and written report on assigned topic + discussion with lecturer. Note examination date will be announced in the end of November - beginning of December. Prerequisites:
    - ⋆ all 2 closed book tests are accepted (graded as 51 or higher)
    - ⋆ all 3 home assignments are accepted (graded as 51 or higher)
  - In addition to the mandatory tests the lecturer may give grading points to the students active during the lectures and practices. Such grading points are usually assigned based on non-mandatory short tests given

Course organization: Tentative program

- 03.09.24 Introduction and Distance function.
- 10.09.24 Classification I.
- 17.09.24 Classification II.
- 24.09.24 Regression analysis.
- 01.10.24 Cluster analysis I.(03.10 Home assignment I defense.)
- 08.10.24 Cluster analysis II. (EM algorithm)
- 15.10.24 Anomaly and outlier analysis.
- 22.10.24 Association pattern mining.
- 29.10.24 Closed book test I. (31.10 Home assignment II defense.)
- 05.11.24 Distance function II.
- 12.11.24 Time series mining.
- 19.11.24 Data streams mining.
- 26.11.24 Text data mining.
- 03.12.24 Graph data mining and Social networks analysis.
- 10.12.24 Privacy preserving data mining.
- 17.12.24 Closed book test II (19.12 Home Assignment III defense.)

Course organization: Grading *vs.* expected knowledge

- **Excellent 91 -100** Able to apply all the methods and techniques, thought during the course, on practice. Interpret the results and explain theoretical foundations of the applied techniques Discuss achieved results with respect of possible further analysis. Able to learn new techniques independently and apply them on practice.
- **Very Good 81 -90** Able to apply all the methods and techniques, thought during the course, on practice. Interpret the results and explain theoretical foundations of the applied techniques. Discuss achieved results with respect of possible further studies.
- **Good 71 -80** Able to apply all the methods and techniques, thought during the course, on practice, interpret the results and explain theoretical foundations of the applied techniques.
- **Satisfactory 61-70** Able to apply all the methods and techniques, thought during the course, on practice. Interpret the results.
- **Acceptable 51-60** Able to apply all core methods and techniques, thought during the course, on practice. Interpret the results.

References

The structure of the present course, main notations and definitions are inherited from [1]. [7] provides basic knowledge of "R" for the data mining assignments. Implementation of different data mining algorithms in "R" is discussed by [3]. Some data mining methods are borrowed from the neighbouring fields of research, such as Machine Learning [2], Pattern Recognition [6] and Feature Extraction [4]. Lectures related to the networked data mining are based on [5].

[1] C.C. Aggarwal. *Data Mining: The Textbook*. Springer International Publishing, 2015.

[2] A. Agresti. *Categorical Data Analysis*. Wiley Series in Probability and Statistics. Wiley, 2013.

[3] P. Cichosz. *Data Mining Algorithms: Explained Using R*. Wiley, 2015.

[4] I. Guyon, S. Gunn, M. Nikravesh, and L.A. Zadeh. *Feature Extraction: Foundations and Applications*. Studies in Fuzziness and Soft Computing. Springer Berlin Heidelberg, 2008.

[5] E.D. Kolaczyk and G. Csárdi. *Statistical Analysis of Network Data with R*. Use R! Springer New York, 2014.

[6] S. Theodoridis and K. Koutroumbas. *Pattern Recognition*. Elsevier Science, 2008.

[7] G. Williams. *Data Mining with Rattle and R: The Art of Excavating Data for Knowledge Discovery*. Use R! Springer New York, 2011.

Course organization: administrative part (continued)

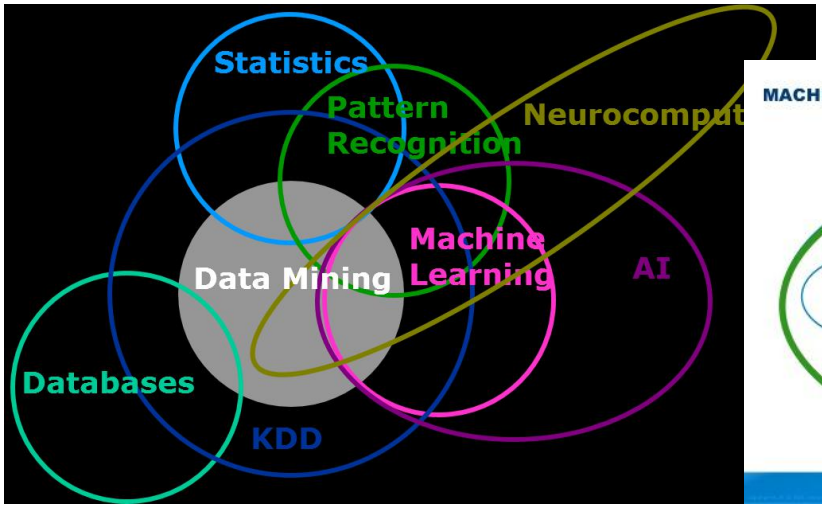
- You are expected to attend the lectures and practices. Lecture slides do not contain all the information. Also, this is the place where you can gain experience!
- Consultations: By appointment only! Please do not hesitate to ask if you need consultation.
- It is advisable to write your own notes!
- Mind academic 15 min!
- Many concepts introduced during the course require understanding of the probability theory and statistics.
- "R" and some related packages will be used to perform computational part of the assignments.
- **No Plagiarism in any of assignments and final project!!!**. You should cite all the references, including software and extra libraries. The student should be able to explain the meaning of all the computations performed, interpret and present the results.
- If you feel unwell or have any symptoms of infection diseases please do not come to the class!!!

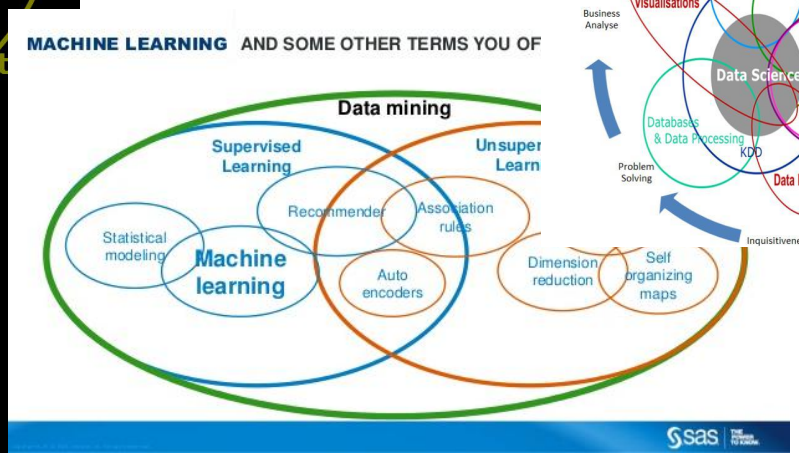
It is advisable to refresh your knowledge of:

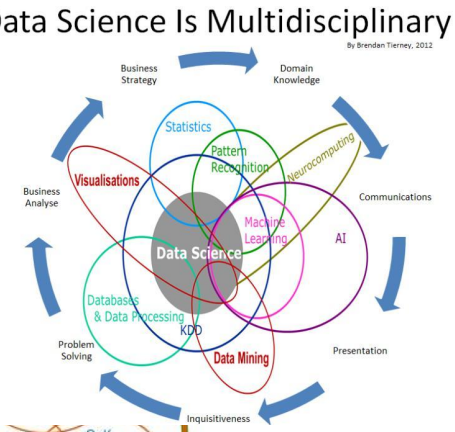
- Mathematics (calculus and linear algebra).
- Statistics.
- Programming.

What data mining is?

- Aggarwal: "Data mining is the study of collecting, cleaning, processing, analyzing and gaining useful insides from the data."
- Williams: "Data mining is the art and science of intelligent data analysis."







Data Types

- **Nondependency-oriented data** The simplest form of data usually refers to multidimensional data.
  - Quantitative multidimensional data
  - Binary and set data
  - Text data
- **Dependency-oriented data**
  - Time-series data
  - Discrete sequences and strings
  - Spatial data
  - Network and graph data

Nondependency-oriented data / multidimensional data

Definition (1)

Multidimensional Data: *A multidimensional data set $\mathcal{D}$ is a set of n records, $\bar{X}_1 \ldots \bar{X}_n$, such that each record $\bar{X}_i$ contains a set of features denoted $(x_i^1 \ldots x_i^d)$.*

- **Quantitative multidimensional data.** If each element x_i^j in Definition 1 is quantitative, then corresponding data set $\mathcal{D}$ is referred as *quantitative multidimensional* data.
- **Categorical and mixed attribute data.** If each element x_i^j in Definition 1 categorical (unordered discrete), then corresponding data set $\mathcal{D}$ is referred as *unordered discrete-valued* or *categorical*
- **Binary and set data.** may be considered as a special case of either multidimensional categorical data (each attribute may take only one of two values) or multidimensional quantitative data (ordering exists between two values).
- **Text data** belong to the dependency oriented data types but its vector-space representation (words correspond to attributes and their frequencies to the values of these attributes).

Dependency-Oriented Data

It is assumed that at least between two records of the data set explicit or implicit relations may exist.

- **Time-series data**

Definition

A time series of length n and dimensionality d is a $n \times d$ matrix Y, where each string corresponds to the certain time instance and each row corresponds to a certain numeric feature.

- **Discrete sequences and strings.** Categorical analog of time-series data. Each element of the matrix Y may take discrete or categorical value.

Dependency-Oriented Data

- **Spatial data**

Definition

Spatial data: *A d - dimensional spatial data record contains d behavioral attributes and one or more contextual attributes containing the spatial location. d- dimensional spatial data set is a set of d -dimensional records $\bar{X}_1 \dots \bar{X}_n$, together with the set of locations $L_1 \dots L_n$, such that the record $\bar{X}_i$ is associated with the location L_i.*
Important subclass spatiotemporal data.

- **Network and graph data**

Definition

A network $G = (N, A)$ is defined by the set of nodes N and a set of edges A, where edges represent th relationships between the nodes.

In some cases an attribute sets $\bar{X}_i$ and $\bar{Y}_{i,j}$ may be associated with node i and edge i, j correspondingly.

Problems (major building blocks)

- **Association Pattern Mining** Frequent pattern mining

Definition

Given a binary $n \times d$ data matrix $\mathcal{D}$, determine all subsets of columns such that all values in this columns take on the value of 1 for at least a fraction s of the rows in the matrix.

- **Data Clustering**

Definition

Given a data matrix or database $\mathcal{D}$, partition its rows (records) into sets $C_1 \ldots C_k$ such the rows (records) in each cluster are similar to one another.

- **Outlier Detection**

Definition

Given a data matrix $\mathcal{D}$, determine the rows that are "very" different from the remaining rows of the matrix

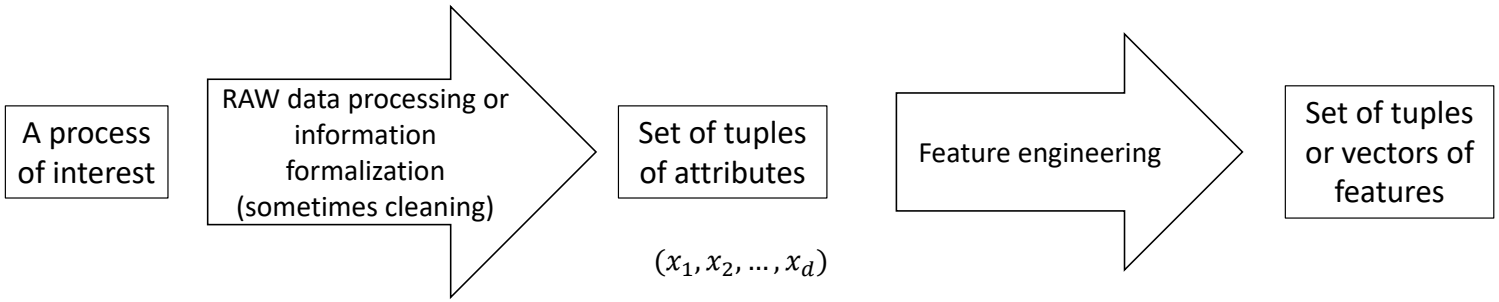
Problems (major building blocks)

- **Data Classification**

Definition

Given an $n \times d$ training data matrix (database) $\mathcal{D}$, and a class label volume in $\{1, \ldots, k\}$ associated with each of the n rows (records in case of database) in $\mathcal{D}$, create a training model $\mathcal{M}$ which can be used to predict the class label of a d dimensional row (record) $\bar{Y} \notin \mathcal{D}$.

The Data Mining Process



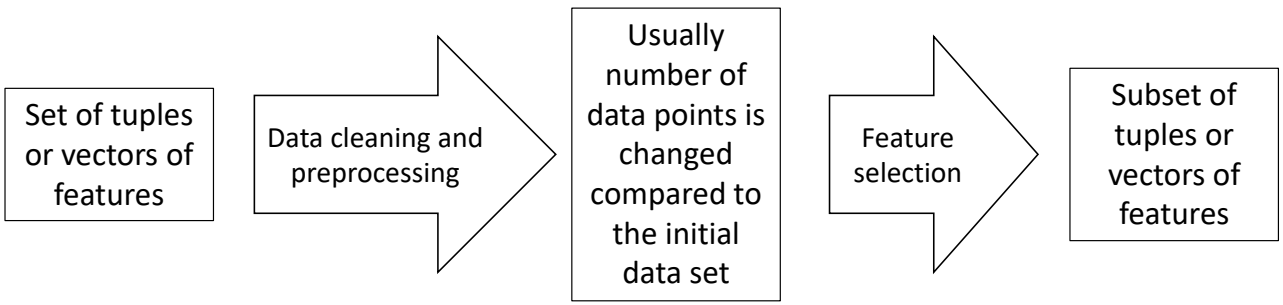
Each data (observation point) is represented by a tuple of values or by a vector. Here d is the dimensionality of the data set

One may use some or all attributes without any changes or design a new set, not necessarily of the same dimensionality as d. Each data point is represented by a vector which elements are features.

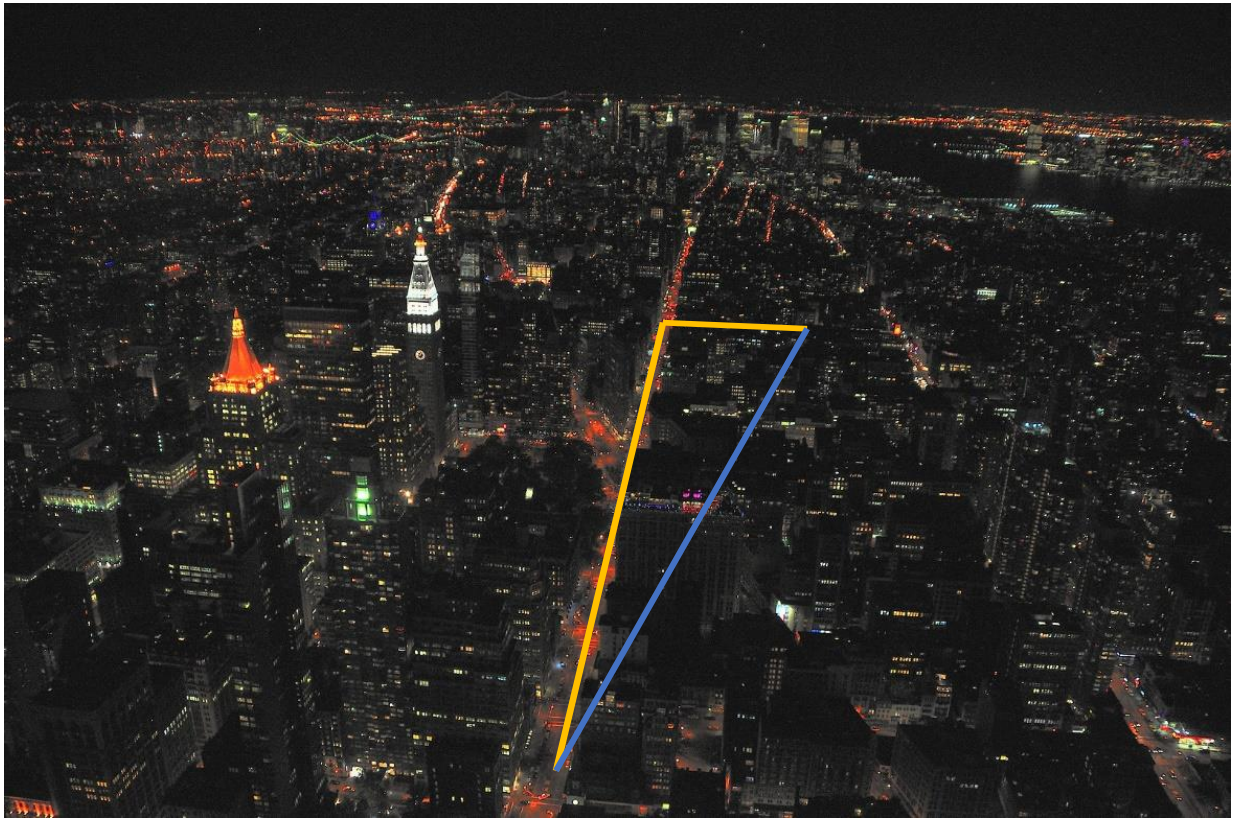
Attribute, Feature, Dimensionality

- **Widely used explanation** Different measured properties of the process are referred as *features*, *attributes* or *dimensions*.
- In order to avoid confusion, here and after, single measured property of the process will be referred as *attribute*, sets or tuples of attributes will be referred as *features*. Note! That feature may contain just one attribute therefore attribute is always a feature but not vice verse! *Dimensionality* is the property of the process describing number of attributes.

Data (pre)processing



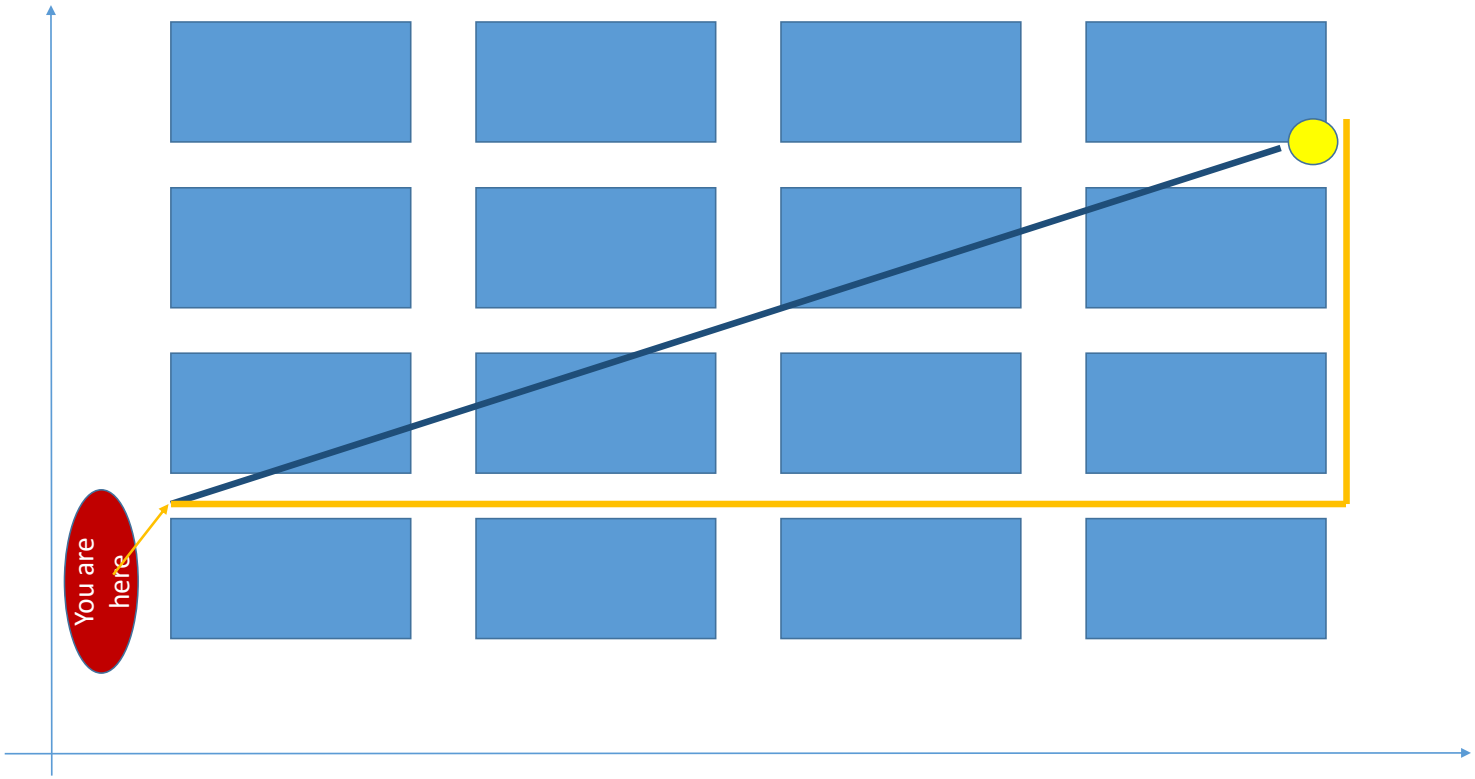
Distance ?



This is the distance used to compute the price of a taxi ride

Actual distance between the starting end ending points of your journey

Distance ?



Real world distances

- Euclidean distance

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

- Manhattan distance also referred as city block distance or taxicab distance

$$S(x,y) = \sum_{i=1}^{n} \mid x_i - y_i \mid$$

Let us suppose that $(2,3)$ are the coordinates of the starting point and (11,14) are the coordinates of the destination. Then Euclidian distance between the starting point and destination is: 14.21. At the same time Manhattan distance is 20.

Similarity or Distance

Problem statement: *Given two objects $\mathcal{O}_1$ and $\mathcal{O}_2$, determine a value of the similarity between two objects*

Distance function

Distance function is one of most fundamental notions in Machine learning and Data mining. Formally defined in pure mathematics as *metric* function. It provides measure of similarity or distance between two elements.

Definition

A function $S : X \times X \to \mathbb{R}$ is called metric if for any elements x, y and z of X the following conditions are satisfied.

1. Non-negativity or separation axiom

$$S(x, y) \geq 0$$

2. Identity of indiscernible, or coincidence axiom

$$S(x, y) = 0 \Leftrightarrow x = y$$

3. Symmetry

$$S(x, y) = S(y, x)$$

4. Subadditivity or triangle inequality

$$S(x, z) \leq S(x, y) + S(y, z)$$

Distance function: Examples 1 (Most common distance functions)

- Euclidean distance

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

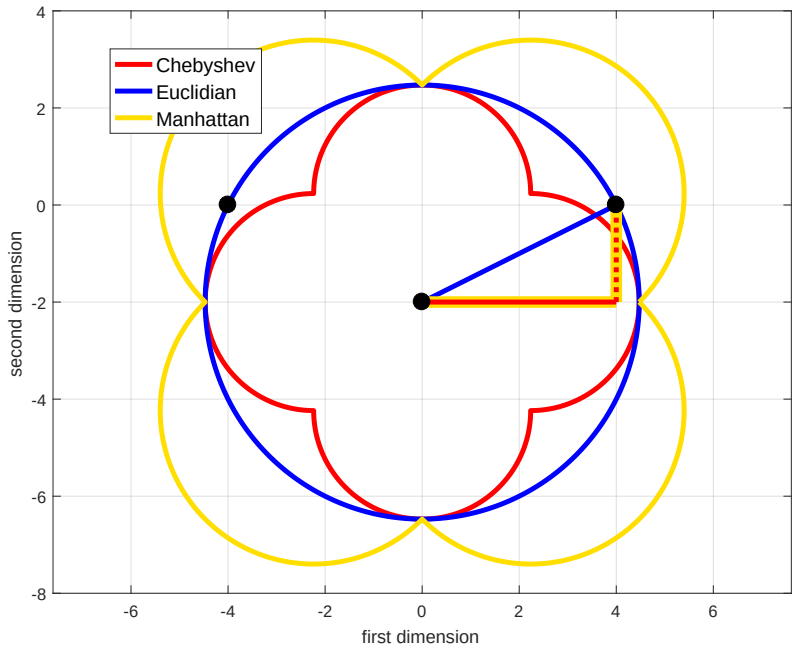
- Manhattan distance also referred as city block distance or taxicab distance

$$S(x,y) = \sum_{i=1}^{n} \mid x_i - y_i \mid$$

- Chebyshev distance

$$S(x,y) = \max_i(\mid x_i - y_i \mid)$$

Distance function: Examples 2



Euclidean distance

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

Manhattan distance

$$S(x,y) = \sum_{i=1}^{n} \mid x_i - y_i \mid$$

Chebyshev distance

$$S(x,y) = \max_i(\mid x_i - y_i \mid)$$

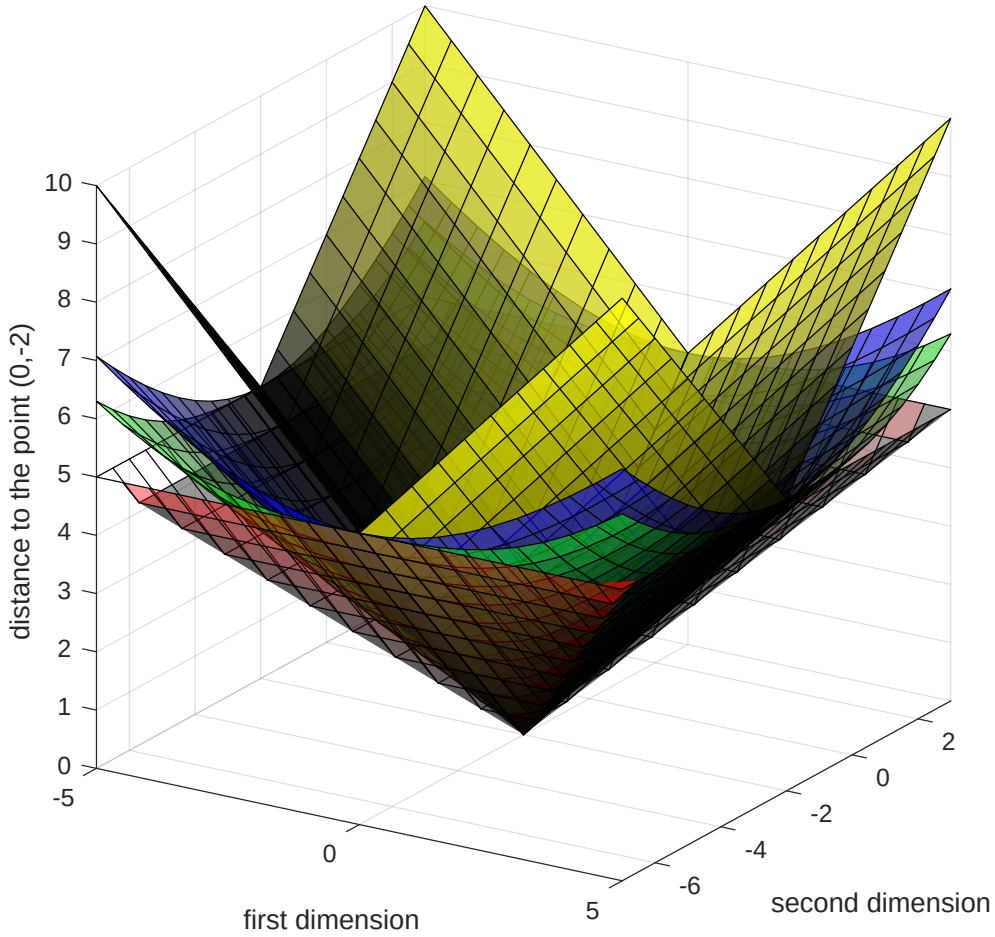
Distance function:Examples 3 Minkowsky distance

$$S(x,y) = \left(\sum_{i=1}^{d} \mid x_i - y_i \mid^p\right)^{1/p}$$

- $p < 1$ triangle inequality is violated, therefore for the values of p smaller than one, equation above is not a distance function.
- $p = 1$ case of Manhattan distance.
- $p = 2$ case of Euclidian distance.
- $p \to \infty$ case of Chebyshev distance.

Distance function: Examples 4

3D representation of the Minkovski distances for different values of parameter p. $p = 1$ - yellow surface, Manhattan; $p = 2$ - blue surface, Euclidean,; $p = 3$ - green surface; $p \to \infty$ - red surface, Chebyshev.



Computational exercises:

1. Program in "R" your own distance functions: Euclidean, Manhattan, Chebyshev.
2. Minkowsky for different p values.
3. Propose your own implementation to replicate figure from slide 25.
4. Propose your own implementation to replicate figures from slide 27.