DATA MINING LECTURE 1

Introduction

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.

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
    - Google has solved many Natural Language Processing problems, simply by looking at the data
    - Example: misspellings, synonyms
  - Data is power!
    - Today, the collected data is one of the biggest assets of an online company
      - Query logs of Google
      - The friendship and updates of Facebook
      - Tweets and follows of Twitter
      - Amazon transactions
  - We need a way to harness the collective intelligence

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 though 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: ~340 million tweets every day

Example: network data

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

Example: genomic sequences

- http://www.1000genomes.org/page.php
- Full sequence of 1000 individuals
- $3*10^9$ nucleotides per person → $3*10^{12}$ nucleotides
- Lots more data in fact: medical history of the persons, gene expression data

Example: environmental data

- Climate data (just an example)

http://www.ncdc.gov/oa/climate/ghcn-monthly/index.php

- “a database of temperature, precipitation and pressure records managed by the National Climatic Data Center, Arizona State University and the Carbon Dioxide Information Analysis Center”

- “6000 temperature stations, 7500 precipitation stations, 2000 pressure stations”
  - Spatiotemporal data

Example: 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

Objects

Tid	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

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

Tid	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.

TID	Items
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)

Sparsity: average number of products bought by a customer

Ordered Data

- Genomic sequence data

```
GGTTCCGCCTTCAGCCCCGCGCC
CGCAGGGCCCGCCCCGCGCCGTC
GAGAAGGGCCCGCCTGGCGGGCG
GGGGGAGGCGGGGCCGCCCGAGC
CCAACCGAGTCCGACCAGGTGCC
CCCTCTGCTCGGCCTAGACCTGA
GCTCATTAGGCGGCAGCGGACAG
GCCAAGTAGAACACGCGAAGCGC
TGGGCTGCCTGCTGCGACCAGGG
```

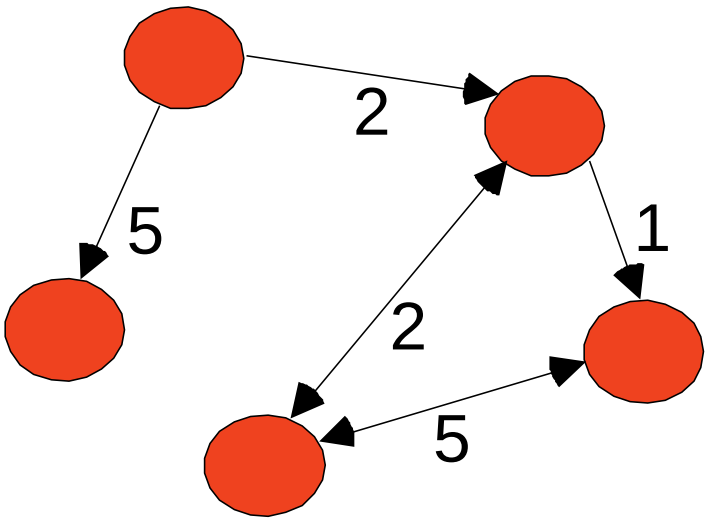
- Data is a long ordered string

Ordered Data

- Time series
  - Sequence of ordered (over “time”) numeric values.

Graph Data

- Examples: Web graph and HTML Links




```
<a href="papers/papers.html#bbbb">
Data Mining </a>
<li>
<a href="papers/papers.html#aaaa">
Graph Partitioning </a>
<li>
<a href="papers/papers.html#aaaa">
Parallel Solution of Sparse Linear System of Equations </a>
<li>
<a href="papers/papers.html#ffff">
N-Body Computation and Dense Linear System Solvers
```

Types of data

- Numeric data: Each object is a point in a multidimensional space
- Categorical data: Each object is a vector of categorical values
- Set data: Each object is a set of values (with or without counts)
  - Sets can also be represented as binary vectors, or vectors of counts
- Ordered sequences: Each object is an ordered sequence of values.
- Graph data

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?

TID	*Items*
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diaper, Milk
4	Beer, Bread, Diaper, Milk
5	Coke, Diaper, Milk

Product placement

Catalog creation

Recommendations

- What if this was an online store?

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

Ad click prediction

Query reformulations

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

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 our of your data?