

Data mining fundamentals



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Data analysis

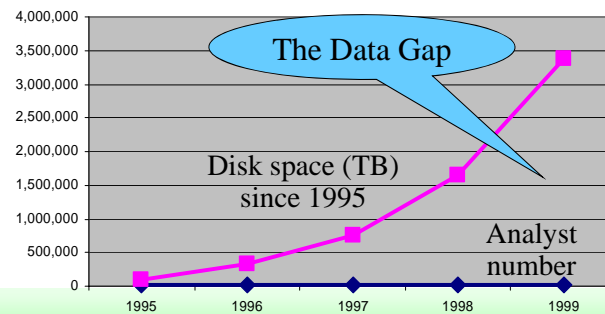
- Most companies own huge databases containing
 - operational data
 - textual documents
 - experiment results
- These databases are a potential source of useful information





Data analysis

- Information is “hidden” in huge datasets
 - not immediately evident
 - human analysts need a large amount of time for the analysis
 - most data *is never analyzed at all*



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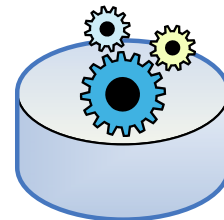
From R. Grossman, C. Kamath, V. Kumar, "Data Mining for Scientific and Engineering Applications"

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Data mining

- Non trivial extraction of
 - implicit
 - previously unknown
 - potentially usefulinformation from available data
- Extraction is automatic
 - performed by appropriate algorithms
- Extracted information is represented by means of abstract models
 - denoted as *pattern*



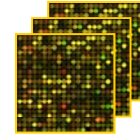
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Example: biological data

- Microarray
 - expression level of genes in a cellular tissue
 - various types (mRNA, DNA)
- Patient clinical records
 - personal and demographic data
 - exam results
- Textual data in public collections
 - heterogeneous formats, different objectives
 - scientific literature (PubMed)
 - ontologies (Gene Ontology)



CLD	PATIENT ID	shv013	shv002	shv077	shv009	shv014	shv002	shv003	shv008
	49434	4549	52428	4434	61431	9946	40415	41431	
IMAGE:741SG20 R		-1.02	-2.34	1.44	0.57	-0.13	0.12	0.34	-0.51
IMAGE:767NPSF13		-0.52	-4.09	-0.29	0.71	1.03	-0.67	0.22	-0.09
IMAGE:361LOC30346		-0.25	-4.09	0.06	0.13	0.09	0.06	-0.09	-0.06
IMAGE:221TG44 R		-1.375	-1.605	0.155	-0.019	0.035	-0.035	0.505	-0.865



Biological analysis objectives

- Clinical analysis
 - detecting the causes of a pathology
 - monitoring the effect of a therapy
 - ⇒ diagnosis improvement and definition of new specific therapies
- Bio-discovery
 - gene network discovery
 - analysis of multifactorial genetic pathologies
- Pharmacogenesis
 - lab design of new drugs for genic therapies



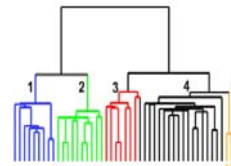
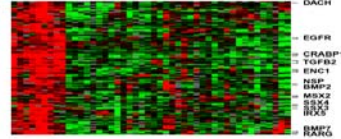
How can data mining contribute?





Data mining contributions

- Pathology diagnosis
 - classification
- Selecting genes involved in a specific pathology
 - feature selection
 - clustering
- Grouping genes with similar functional behavior
 - clustering
- Multifactorial pathologies analysis
 - association rules
- Detecting chemical components appropriate for specific therapies
 - classification

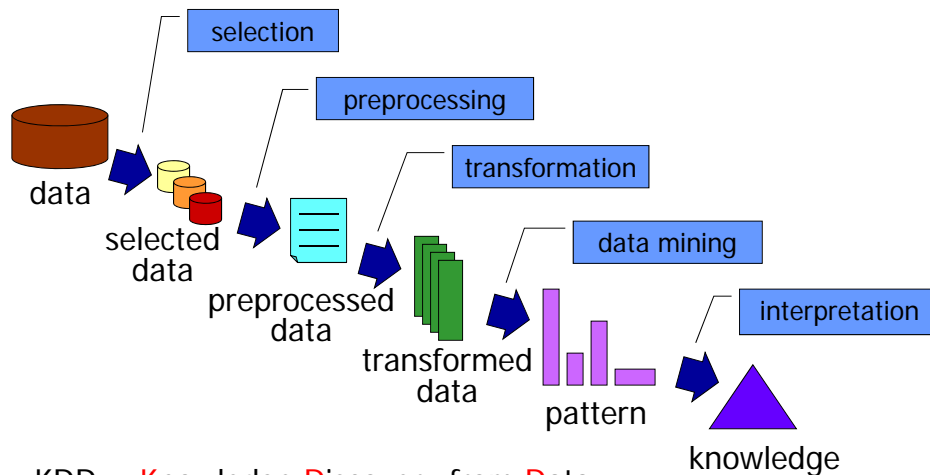


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Knowledge Discovery Process

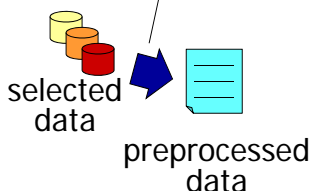


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Preprocessing



selected data


preprocessed data


preprocessing

- data cleaning
 - reduces the effect of noise
 - identifies or removes outliers
 - solves inconsistencies
- data integration
 - reconciles data extracted from different sources
 - integrates metadata
 - identifies and solves data value conflicts
 - manages redundancy

Real world data is "dirty"

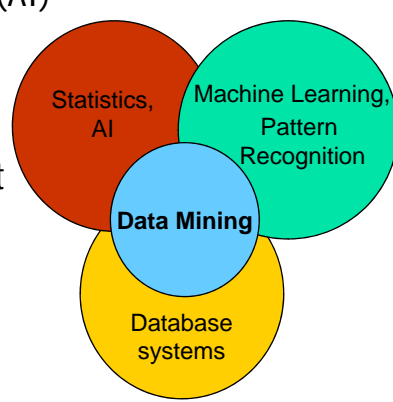
Without good quality data, no good quality pattern



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Data mining origins

- Draws from
 - statistics, artificial intelligence (AI)
 - pattern recognition, machine learning
 - database systems
- Traditional techniques are not appropriate because of
 - significant data volume
 - large data dimensionality
 - heterogeneous and distributed nature of data




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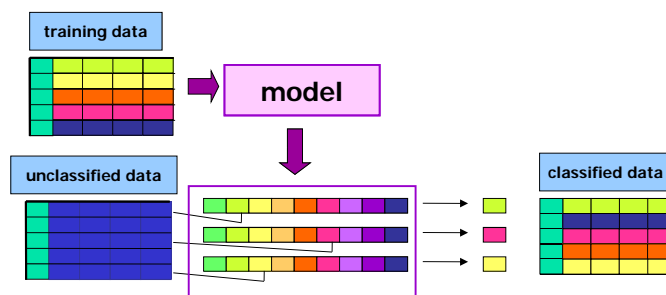
Analysis techniques

- Descriptive methods
 - Extract interpretable models describing data
 - Example: client segmentation
- Predictive methods
 - Exploit some known variables to predict unknown or future values of (other) variables
 - Example: "spam" email detection



Classification

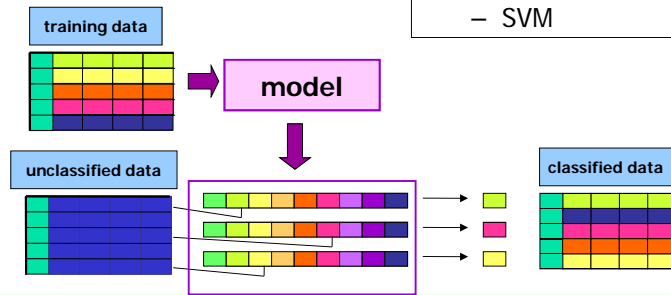
- Objectives
 - prediction of a class label
 - definition of an interpretable model of a given phenomenon





Classification

- Approaches
 - decision trees
 - bayesian classification
 - classification rules
 - neural networks
 - k-nearest neighbours
 - SVM



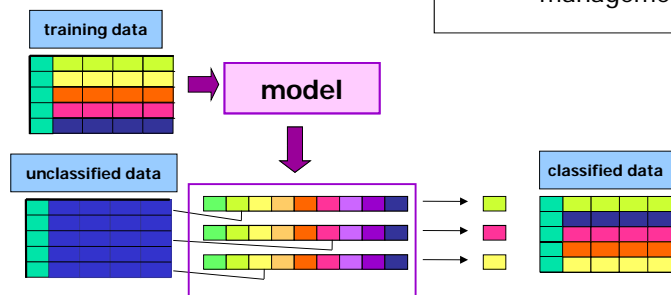
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Classification

- Requirements
 - accuracy
 - interpretability
 - scalability
 - noise and outlier management



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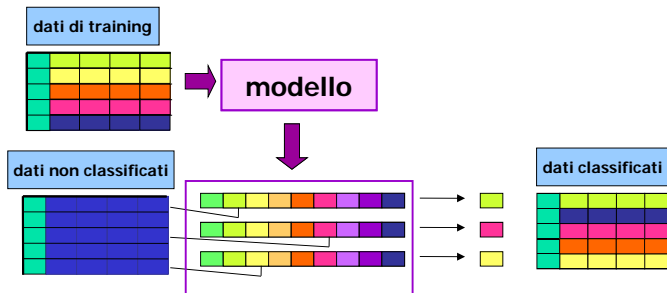
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Classification

■ Applications

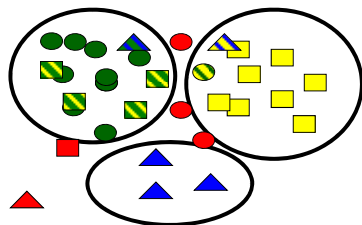
- detection of customer propension to leave a company (churn or attrition)
- fraud detection
- classification of different pathology types
- ...



Clustering

■ Objectives

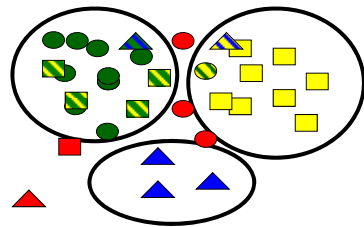
- detecting groups of similar data objects
- identifying exceptions and outliers





Clustering

- Approaches
 - partitional (K-means)
 - hierarchical
 - density-based (DBSCAN)
 - SOM

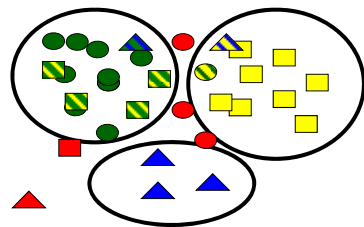


- Requirements
 - scalability
 - management of
 - noise and outliers
 - large dimensionality
 - interpretability



Clustering

- Applications
 - customer segmentation
 - clustering of documents containing similar information
 - grouping genes with similar expression pattern
 - ...





Association rules

- Objective

- extraction of frequent correlations or pattern from a transactional database

Tickets at a supermarket counter

TID	Items
1	Bread, Coke, Milk
2	Beer, Bread
3	Beer, Coke, Diapers, Milk
4	Beer, Bread, Diapers, Milk
5	Coke, Diapers, Milk
...	...

- Association rule

diapers \Rightarrow beer

- 2% of transactions contains both items
- 30% of transactions containing diapers also contains beer



Association rules

- Applications

- market basket analysis
- cross-selling
- shop layout or catalogue design

Tickets at a supermarket counter

TID	Items
1	Bread, Coca Cola, Milk
2	Beer, Bread
3	Beer, Coca Cola, Diapers, Milk
4	Beer, Bread, Diapers, Milk
5	Coca Cola, Diapers, Milk
...	...

- Association rule

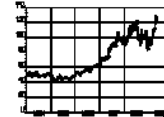
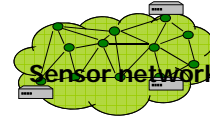
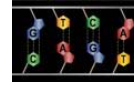
diapers \Rightarrow beer

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Other data mining techniques

- Sequence mining
 - ordering criteria on analyzed data are taken into account
 - example: motif detection in proteins
- Time series and geospatial data
 - temporal and spatial information are considered
 - example: sensor network data
- Regression
 - prediction of a continuous value
 - example: prediction of stock quotes
- Outlier detection
 - example: intrusion detection in network traffic analysis



Open issues

- Scalability to *huge* data volumes
- Data dimensionality
- Complex data structures, heterogeneous data formats
- Data quality
- Privacy preservation
- Streaming data