Data Mining
Classification: Alternative Techniques

Lecture Notes for Chapter 5

Introduction to Data Mining
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Rule-Based Classifier

- Classify records by using a collection of "if…then…" rules
- Rule: (*Condition*) → *y*
  - where
    - *Condition* is a conjunctions of attributes
    - *y* is the class label
  - *LHS*: rule antecedent or condition
  - *RHS*: rule consequent
  - Examples of classification rules:
    - (Blood Type=Warm) ∧ (Lay Eggs=Yes) → Birds
    - (Taxable Income < 50K) ∧ (Refund=Yes) → Evade=No

Rule-based Classifier (Example)

Name	Blood Type	Give Birth	Can Fly	Live in Water	Class
human	warm	yes	no	no	mammals
python	cold	no	no	no	reptiles
salmon	cold	no	no	yes	fishes
whale	warm	yes	no	yes	mammals
frog	cold	no	no	sometimes	amphibians
komodo	cold	no	no	no	reptiles
bat	warm	yes	yes	no	mammals
pigeon	warm	no	yes	no	birds
cat	warm	yes	no	no	mammals
leopard shark	cold	yes	no	yes	fishes
turtle	cold	no	no	sometimes	reptiles
penguin	warm	no	no	sometimes	birds
porcupine	warm	yes	no	no	mammals
eel	cold	no	no	yes	fishes
salamander	cold	no	no	sometimes	amphibians
gila monster	cold	no	no	no	reptiles
platypus	warm	no	no	no	mammals
owl	warm	no	yes	no	birds
dolphin	warm	yes	no	yes	mammals
eagle	warm	no	yes	no	birds

R1: (Give Birth = no) ∧ (Can Fly = yes) → Birds
R2: (Give Birth = no) ∧ (Live in Water = yes) → Fishes
R3: (Give Birth = yes) ∧ (Blood Type = warm) → Mammals
R4: (Give Birth = no) ∧ (Can Fly = no) → Reptiles
R5: (Live in Water = sometimes) → Amphibians

Application of Rule-Based Classifier

- A rule *r* covers an instance **x** if the attributes of the instance satisfy the condition of the rule

R1: (Give Birth = no) ∧ (Can Fly = yes) → Birds
R2: (Give Birth = no) ∧ (Live in Water = yes) → Fishes
R3: (Give Birth = yes) ∧ (Blood Type = warm) → Mammals
R4: (Give Birth = no) ∧ (Can Fly = no) → Reptiles
R5: (Live in Water = sometimes) → Amphibians

Name	Blood Type	Give Birth	Can Fly	Live in Water	Class
hawk	warm	no	yes	no	?
grizzly bear	warm	yes	no	no	?

The rule R1 covers a hawk => Bird
The rule R3 covers the grizzly bear => Mammal

Rule Coverage and Accuracy

- Coverage of a rule:
  - Fraction of records that satisfy the antecedent of a rule
- Accuracy of a rule:
  - Fraction of records that satisfy both the antecedent and consequent of a rule

Tid	Refund	Marital Status	Taxable Income	Class
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

(Status=Single) → No

Coverage = 40%, Accuracy = 50%

How does Rule-based Classifier Work?

R1: (Give Birth = no) ∧ (Can Fly = yes) → Birds
R2: (Give Birth = no) ∧ (Live in Water = yes) → Fishes
R3: (Give Birth = yes) ∧ (Blood Type = warm) → Mammals
R4: (Give Birth = no) ∧ (Can Fly = no) → Reptiles
R5: (Live in Water = sometimes) → Amphibians

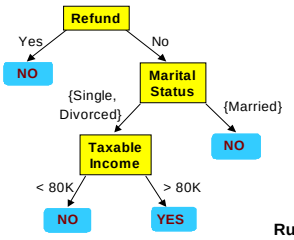
Name	Blood Type	Give Birth	Can Fly	Live in Water	Class
lemur	warm	yes	no	no	?
turtle	cold	no	no	sometimes	?
dogfish shark	cold	yes	no	yes	?

A lemur triggers rule R3, so it is classified as a mammal
A turtle triggers both R4 and R5
A dogfish shark triggers none of the rules

Characteristics of Rule-Based Classifier

- Mutually exclusive rules
  - Classifier contains mutually exclusive rules if the rules are independent of each other
  - Every record is covered by at most one rule
- Exhaustive rules
  - Classifier has exhaustive coverage if it accounts for every possible combination of attribute values
  - Each record is covered by at least one rule

From Decision Trees To Rules



Classification Rules

(Refund=Yes) ==> No

(Refund=No, Marital Status={Single,Divorced}, Taxable Income<80K) ==> No

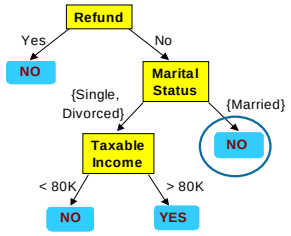
(Refund=No, Marital Status={Single,Divorced}, Taxable Income>80K) ==> Yes

(Refund=No, Marital Status={Married}) ==> No

Rules are mutually exclusive and exhaustive

Rule set contains as much information as the tree

Rules Can Be Simplified



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

Initial Rule: **(Refund=No) ∧ (Status=Married) → No**

Simplified Rule: **(Status=Married) → No**

Effect of Rule Simplification

- Rules are no longer mutually exclusive
  - A record may trigger more than one rule
  - Solution?
    - Ordered rule set
    - Unordered rule set – use voting schemes
- Rules are no longer exhaustive
  - A record may not trigger any rules
  - Solution?
    - Use a default class

Ordered Rule Set

- Rules are rank ordered according to their priority
  - An ordered rule set is known as a decision list
- When a test record is presented to the classifier
  - It is assigned to the class label of the highest ranked rule it has triggered
  - If none of the rules fired, it is assigned to the default class

R1: (Give Birth = no) ∧ (Can Fly = yes) → Birds
R2: (Give Birth = no) ∧ (Live in Water = yes) → Fishes
R3: (Give Birth = yes) ∧ (Blood Type = warm) → Mammals
R4: (Give Birth = no) ∧ (Can Fly = no) → Reptiles
R5: (Live in Water = sometimes) → Amphibians

Name	Blood Type	Give Birth	Can Fly	Live in Water	Class
turtle	cold	no	no	sometimes	?

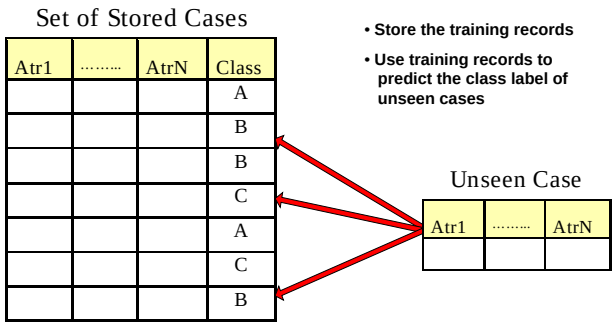
Building Classification Rules

- Direct Method:
  - Extract rules directly from data
  - e.g.: RIPPER, CN2, Holte's 1R
- Indirect Method:
  - Extract rules from other classification models (e.g. decision trees, neural networks, etc).
  - e.g: C4.5rules

Advantages of Rule-Based Classifiers

- As highly expressive as decision trees
- Easy to interpret
- Easy to generate
- Can classify new instances rapidly
- Performance comparable to decision trees

Instance-Based Classifiers

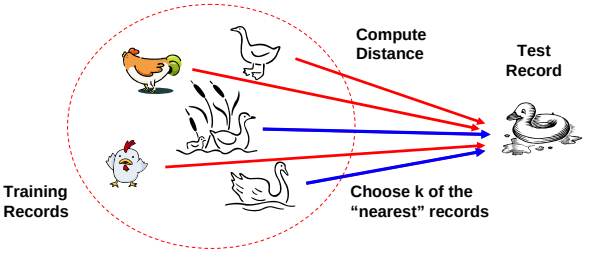


Instance Based Classifiers

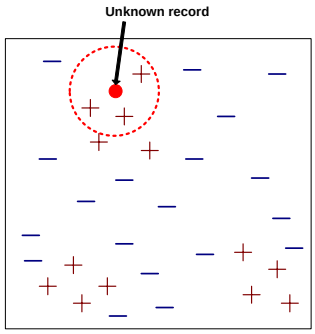
- Examples:
  - Rote-learner
    - Memorizes entire training data and performs classification only if attributes of record match one of the training examples exactly
  - Nearest neighbor
    - Uses k "closest" points (nearest neighbors) for performing classification

Nearest Neighbor Classifiers

- Basic idea:
  - If it walks like a duck, quacks like a duck, then it's probably a duck

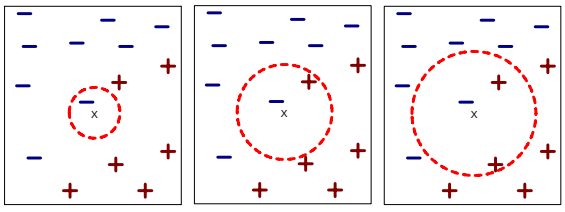


Nearest-Neighbor Classifiers



- Requires three things
  - The set of stored records
  - Distance Metric to compute distance between records
  - The value of *k*, the number of nearest neighbors to retrieve
- To classify an unknown record:
  - Compute distance to other training records
  - Identify *k* nearest neighbors
  - Use class labels of nearest neighbors to determine the class label of unknown record (e.g., by taking majority vote)

Definition of Nearest Neighbor

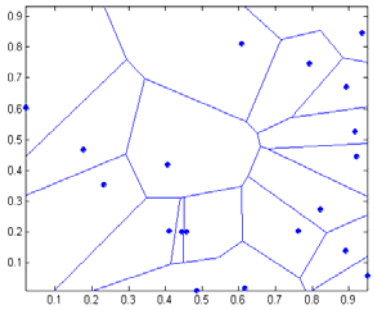


(a) 1-nearest neighbor (b) 2-nearest neighbor (c) 3-nearest neighbor

K-nearest neighbors of a record x are data points that have the k smallest distance to x

1 nearest-neighbor

Voronoi Diagram



Nearest Neighbor Classification

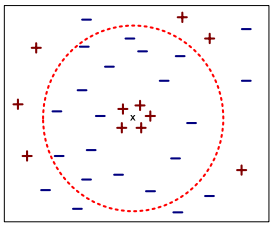
- Compute distance between two points:
  - Euclidean distance

$$d(p,q) = \sqrt{\sum_i (p_i - q_i)^2}$$

- Determine the class from nearest neighbor list
  - take the majority vote of class labels among the k-nearest neighbors
  - Weigh the vote according to distance
    - weight factor, $w = 1/d^2$

Nearest Neighbor Classification…

- Choosing the value of k:
  - If k is too small, sensitive to noise points
  - If k is too large, neighborhood may include points from other classes



Nearest Neighbor Classification…

- Scaling issues
  - Attributes may have to be scaled to prevent distance measures from being dominated by one of the attributes
  - Example:
    - height of a person may vary from 1.5m to 1.8m
    - weight of a person may vary from 90lb to 300lb
    - income of a person may vary from $10K to $1M

Nearest Neighbor Classification…

- Problem with Euclidean measure:
  - High dimensional data
    - curse of dimensionality
  - Can produce counter-intuitive results

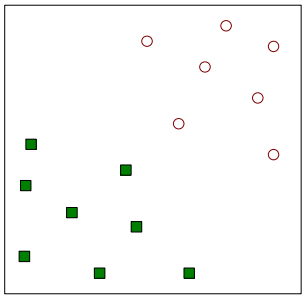
1 1 1 1 1 1 1 1 1 1 1 0		1 0 0 0 0 0 0 0 0 0 0 0	
0 1 1 1 1 1 1 1 1 1 1 1	vs	0 0 0 0 0 0 0 0 0 0 0 1	
d = 1.4142		d = 1.4142	

- Solution: Normalize the vectors to unit length

Nearest neighbor Classification…

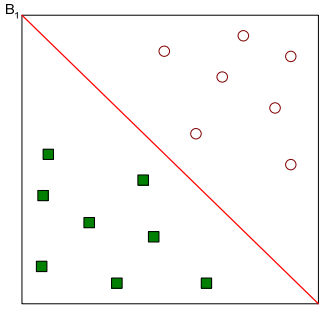
- k-NN classifiers are lazy learners
  - It does not build models explicitly
  - Unlike eager learners such as decision tree induction and rule-based systems
  - Classifying unknown records are relatively expensive

Support Vector Machines



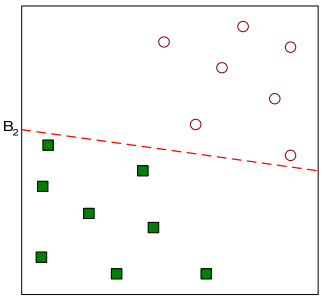
- Find a linear hyperplane (decision boundary) that will separate the data

Support Vector Machines



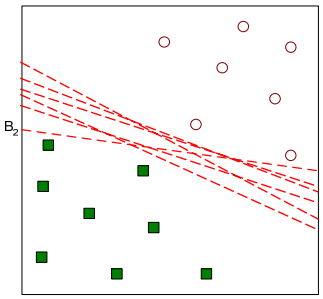
- One Possible Solution

Support Vector Machines



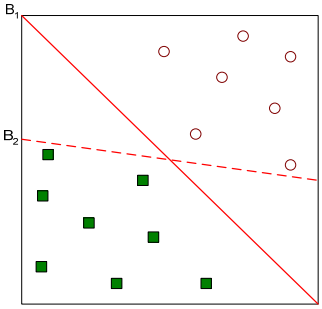
- Another possible solution

Support Vector Machines



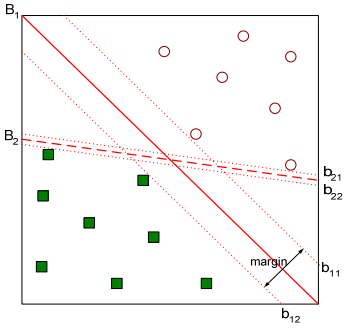
- Other possible solutions

Support Vector Machines



- Which one is better? B1 or B2?
- How do you define better?

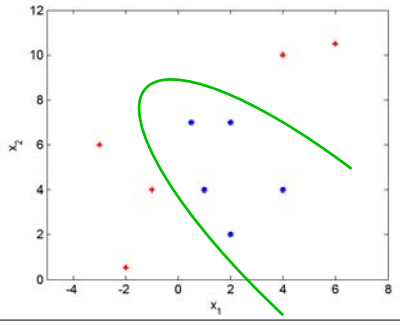
Support Vector Machines



- Find hyperplane maximizes the margin => B1 is better than B2

Nonlinear Support Vector Machines

- What if decision boundary is not linear?



Nonlinear Support Vector Machines

- Transform data into higher dimensional space