

Data mining fundamentals



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Data analysis

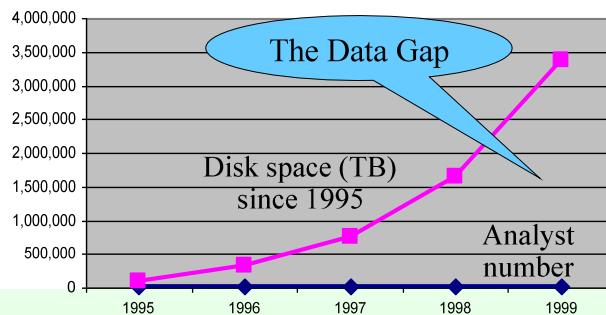
- Most companies own huge databases containing
 - operational data
 - textual documents
 - experiment results
- These databases are a potential source of useful information





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*



DBG

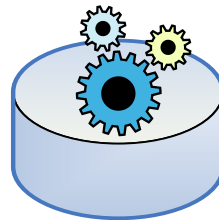
From R. Grossman, C. Kamath, V. Kumar, "Data Mining for Scientific and Engineering Applications"

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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*



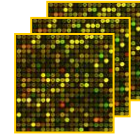
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Example: biological data

- 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)



CJD	PATIENT	shw013	shw060	shw077	shw093	shw014	shw082	shw083	shw008
ID	48A34	45A9	52A28	4A34	61A31	59A6	46A15	41A31	
IMAGE:74ISG20 H		-1.02	-2.34	1.44	0.57	-0.13	0.12	0.34	-0.51
IMAGE:787NFSF13		-0.52	-4.08	-0.29	0.71	1.03	-0.67	0.22	-0.09
IMAGE:39LOC3334		-0.28	-4.08	0.09	0.13	0.08	0.09	-0.08	-0.09
IMAGE:23ITGA4 H		-1.379	-1.608	0.159	-0.019	0.039	-0.039	0.508	-0.868



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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?

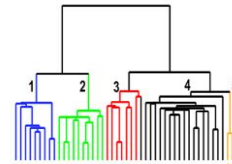
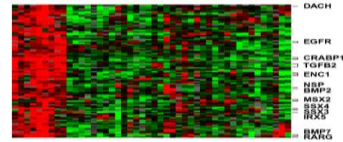


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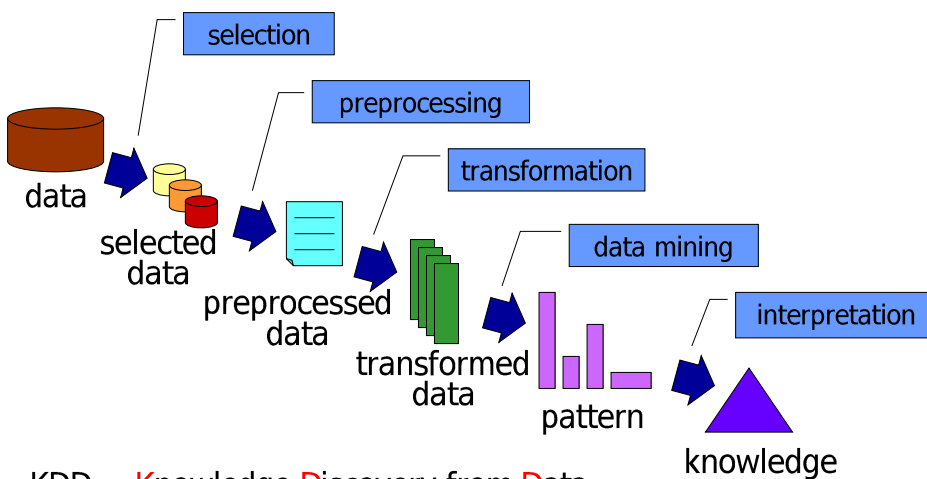


Data mining contributions

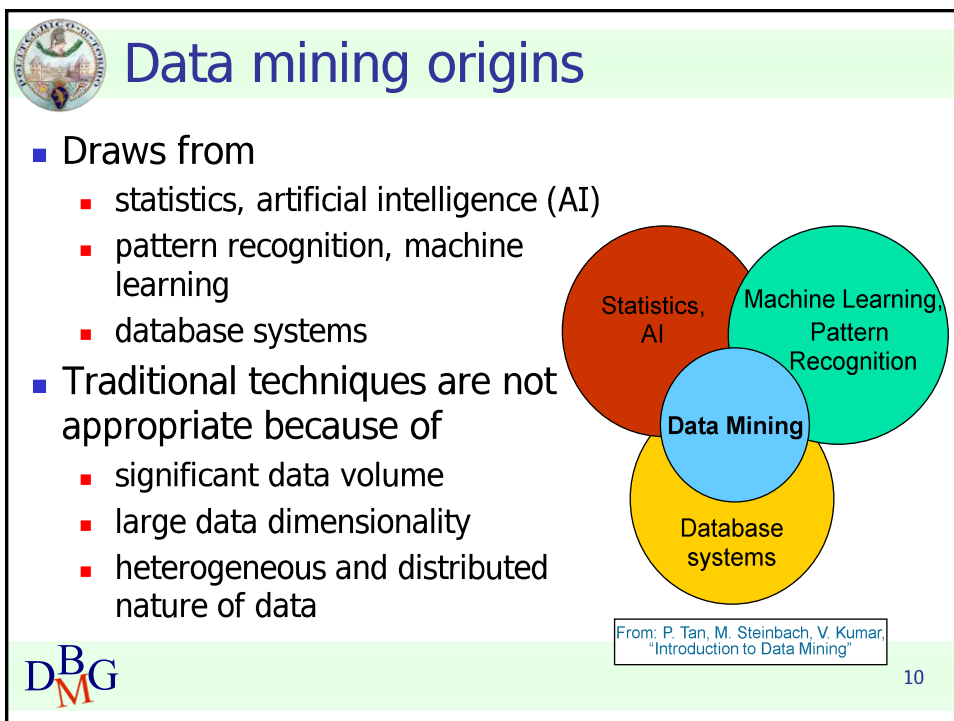
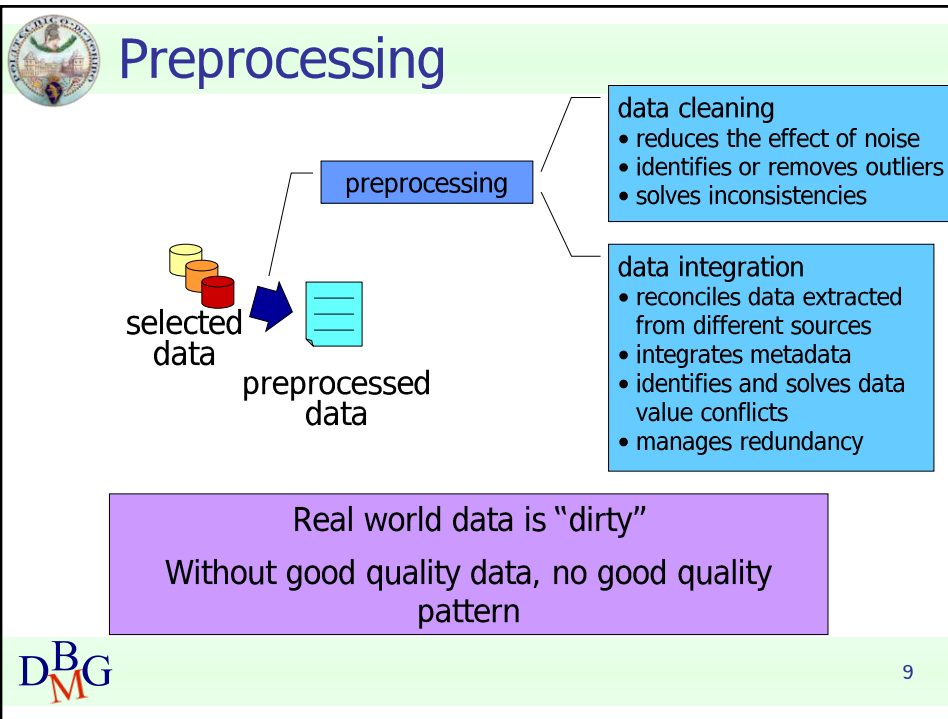
- Pathology diagnosis
 - classification
- Selecting genes involved in a specific pathology
 - feature selection
 - clustering
- Grouping genes with similar functional behavior
 - clustering
- Multifactorial pathologies analysis
 - association rules
- Detecting chemical components appropriate for specific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



Knowledge Discovery Process



KDD = Knowledge Discovery from Data





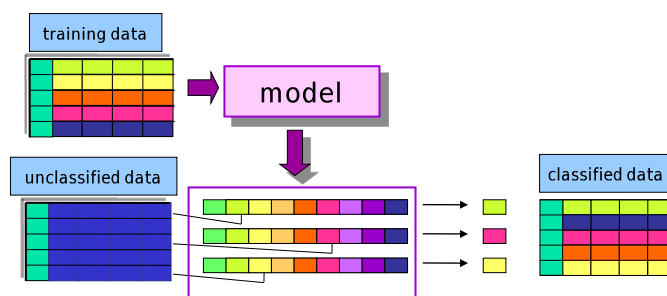
Analysis techniques

- 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

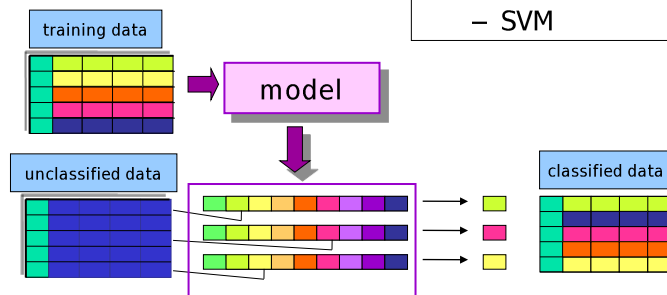
- Objectives
 - prediction of a class label
 - definition of an interpretable model of a given phenomenon





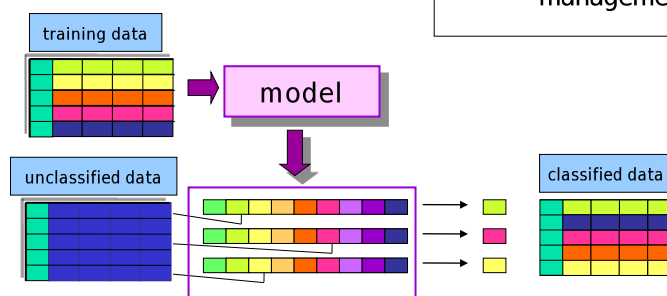
Classification

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



Classification

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

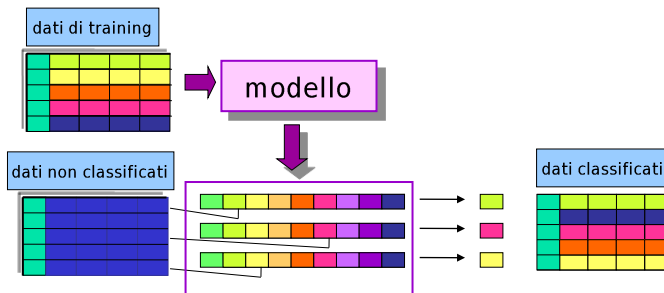




Classification

■ Applications

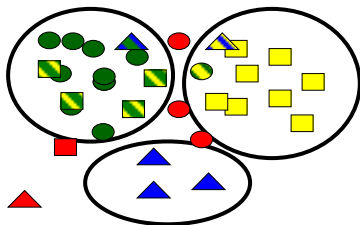
- detection of customer propension to leave a company (churn or attrition)
- fraud detection
- classification of different pathology types
- ...



Clustering

■ Objectives

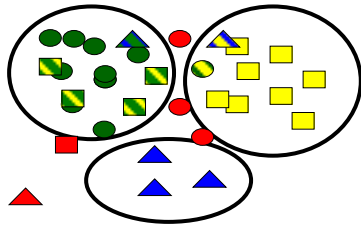
- detecting groups of similar data objects
- identifying exceptions and outliers





Clustering

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

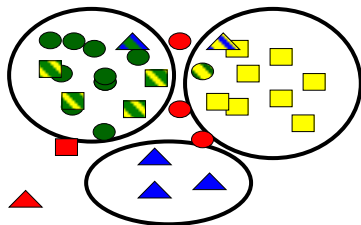


- Requirements
 - scalability
 - management of
 - noise and outliers
 - large dimensionality
 - interpretability



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 contain 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

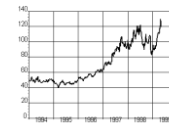
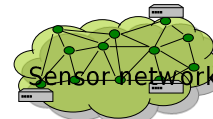
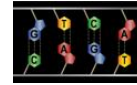
diapers \Rightarrow beer

- 2% of transactions contains both items
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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