Pronalaženje skrivenog znanja Bojan Furlan

SUPERVISED VERSUS UNSUPERVISED METHODS

- In unsupervised methods, no target variable is identified (e.g. clustering).
- Most data mining methods are supervised methods meaning that:
 - there is a particular prespecified target variable
 - the algorithm is given many examples
 - where the value of the target variable is provided
 - learning which values of the target variable are associated with which values of the predictor variables.
- Supervised methods are including decision trees, neural networks and k-nearest neighbors.

CLASSIFICATION TASK

Subject	Age	Gender	Occupation	Income Bracket
001	47	F	Software engineer	High
002	28	М	Marketing consultant	Middle
003	35	М	Unemployed	Low

Excerpt from Data Set for Classifying Income

- Classifying the income bracket of persons not currently in the database
 - based on the other characteristics associated with that person such as age, gender, and occupation.



Methodology for supervised modeling

METHODOLOGY FOR SUPERVISED MODELING

- Training set is necessarily incomplete, it doesn't include future data that we want to classify.
- Algorithm needs to guard against "memorizing" the training set
 - E.g. all customers named "David" in a training set may be in the high-income bracket.
 - If the customer's first name is David, the customer has a high income."



The optimal level of model complexity is at the minimum error rate on the validation set

- Overfitting results when the model tries to account for every possible trend or structure in the training set
 "David" example.
- Increasing the complexity of the model leads to a degradation in the <u>generalizability</u>.

COMPLEXITY TRADE-OFF Example



Low-complexity separator with high error rate

 Constructing the optimal curve (or straight line) that will separate the dark gray points from the light gray points.

COMPLEXITY TRADE-OFF Example



High-complexity separator with low error rate

COMPLEXITY TRADE-OFF Example



With more data: Low-complexity separator doesn't need to change much; High-complexity separator needs much revision

- k -Nearest neighbor is an example of instance-based learning
- classification for a new unclassified record is done by comparing it to the most similar records in the training set. (S kim si, takav si ⁽²⁾)



Plot of Na/K ratio against age, with drug overlay



Close-up of three nearest neighbors to new patient 2

- Patient 2 who is 17 years old with a Na/K ratio of 12.5.
- Let k = 1,2,3 for our k-nearest neighbor algorithm
- Classification assigned for new patient 2 differed based on which value we chose for k .



Close-up of three nearest neighbors to new patient 3

- Patient 3, who is 47 years old and has a Na/K ratio of 13.5.
- For k = 2 voting would not help.
- Voting would not help for k = 3 in this case either, since the three nearest neighbors to new patient 3 are of three different classifications.

some of the issues involved in building a classifier:

- How do we measure distance?
- How do we combine the information from more than one observation?
- Should all points be weighted equally, or should some points have more influence than others?
- How many neighbors should we consider? That is, what is k?

DISTANCE FUNCTION

- For a new record, the k-nearest neighbor algorithm assigns the classification of the most similar record or records.
- How do we define similar?
- The most common distance function is Euclidean distance:

$$d_{\text{Euclidean}}(\mathbf{x}, \mathbf{y}) = \sqrt{\sum_{i} (x_i - y_i)^2}$$

where $x = x_1, x_2, \ldots, x_m$, and $y = y_1, y_2, \ldots, y_m$ represent the m attribute values of two records.

DISTANCE FUNCTION – Problems

- Attributes with large values can overwhelm the influence of attributes measured on a smaller scale:
 - e.g. income vs. age
- To avoid this normalize the attribute values.
- For continuous variables, the min-max normalization or Z-score standardization.
- For categorical variables, Euclidean distance metric is not appropriate.
- we define a function, "different from," used to compare the ith attribute values of a pair of records:

different $(x_i, y_i) = \begin{cases} 0 & \text{if } x_i = y_i \\ 1 & \text{otherwise} \end{cases}$

where x_i and y_i are categorical values.

DISTANCE FUNCTION - Example

Patient	Age	Age _{MMN}	Age _{Zscore}	Gender
А	50	$\frac{50 - 10}{50} = 0.8$	$\frac{50 - 45}{15} = 0.33$	Male
В	20	$\frac{20 - 10}{50} = 0.2$	$\frac{20-45}{15} = -1.67$	Male
С	50	$\frac{50 - 10}{50} = 0.8$	$\frac{50 - 45}{15} = 0.33$	Female

Variable Values for Age and Gender

- Which patient is more similar to a 50-year-old male: a 20-year-old male or a 50-year-old female?
- The original variable values, with the min-max normalization (age_{MMN}) and Z -score standardization (age_{Zscore}) in the table.

DISTANCE FUNCTION - Example

 What happens when we forget to normalize the age variable? Distance between patients A and B is:

$$d(A,B)^{I} = \sqrt{(50-20)^{2}+0^{2}} = 30$$

Distance between patients A and C is:

$$d(A,C) = \sqrt{(50 - 50)^2 + 1^2} = 1$$

• The problem is that the age variable is measured on a larger scale

DISTANCE FUNCTION - Example

min-max normalization:

$$\dot{d}_{MMN}(A,B) = \sqrt{(0.8 - 0.2)^2 + 0^2} = 0.6$$

 $d_{MMN}(A,C) = \sqrt{(0.8 - 0.8)^2 + 1^2} = 1.0$

Means that patient B is now more similar to patient A.Z -score standardization:

$$d_{Zscore}(A,B) = \sqrt{[0.33 - (-1.67)]^2 + 0^2} = 2.0$$
$$d_{Zscore}(A,C) = \sqrt{(0.33 - 0.33)^2 + 1^2} = 1.0$$

Means that patient C is again closer.

DISTANCE FUNCTION – Conclusion

- The min-max normalization will almost always lie between zero and 1.
- Z -score standardization, takes values -3 < z < 3, representing a wider scale than that of the min-max normalization.
- When mixing categorical and continuous variables, the min-max normalization may be preferred.
 - "different from" function is in range [0,1].
- Other distance measures:

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

COMBINATION FUNCTION

How to combine similar records to provide a classification decision for the new record?

Simple Unweighted Voting

- The classification would be made with confidence 2/3 = 66.67%,
- where the confidence level represents the count of records, with the winning classification divided by k .



COMBINATION FUNCTION

Weighted Voting

- Neighbors that are closer or more similar to the new record are weighted more heavily than more distant neighbors.
 - Eg A is closer than C



COMBINATION FUNCTION – Example

Record	Age	Na/K	Age _{MMN}	Na/K _{MMN}
New	17	12.5	0.05	0.25
A (dark gray)	16.8	12.4	0.0467	0.2471
B (medium gray)	17.2	10.5	0.0533	0.1912
C (medium gray)	19.5	13.5	0.0917	0.2794

Age and Na/K Ratios for Records from Figure

Example, drug classification for a new record, using the k = 3 nearest neighbors.

$$d(new, A) = \sqrt{(0.05 - 0.0467)^2 + (0.25 - 0.2471)^2} = 0.004393$$

$$d(new, B) = \sqrt{(0.05 - 0.0533)^2 + (0.25 - 0.1912)^2} = 0.58893$$

$$d(new, C) = \sqrt{(0.05 - 0.0917)^2 + (0.25 - 0.2794)^2} = 0.051022$$

COMBINATION FUNCTION – Example

- The votes of these records are then weighted according to the inverse square of their distances.
- One record (A)

votes (dark gray) =
$$\frac{1}{d(\text{new}, A)^2} = \frac{1}{0.004393^2} \simeq 51817.63$$

• Two records (B and C)

votes (medium gray) =
$$\frac{1}{d(\text{new}, \text{B})^2} + \frac{1}{d(\text{new}, \text{C})^2} = \frac{1}{0.058893^2} + \frac{1}{0.051022^2}$$

 $\simeq 672$

Dark gray – winner !!!

QUANTIFYING ATTRIBUTE RELEVANCE: STRETCHING THE AXES

- Not all attributes may be relevant to the classification.
- By default in the k -nearest neighbor algorithm, the distances are calculated on all the attributes.
- Determining which fields are more or less important is equivalent to finding a coefficient z_j by which to multiply the jth axis
 - larger values of $z_j =>$ more important variable axes.

STRETCHING THE AXES - Example

From experts: zNa/K = 3 and zAge = 1.

 $d(\text{new}, A) = \sqrt{(0.05 - 0.0467)^2 + [3(0.25 - 0.2471)]^2} = 0.009305$ $d(\text{new}, B) = \sqrt{(0.05 - 0.0533)^2 + [3(0.25 - 0.1912)]^2} = 0.17643$

 $d(\text{new}, \text{C}) = \sqrt{(0.05 - 0.0917)^2 + [3(0.25 - 0.2794)]^2} = 0.09756$



DATABASE CONSIDERATIONS

- Rare classifications must be represented sufficiently
 - so algorithm does not only predict common classifications.
- On the other hand, big amount of data can take significant time to process -> Because of distance calculation
- Optimization One method to is to reduce the proportion of records with more common classifications.
- E.g. New records with Na/K ratio > 19 could be omitted, because all can be classified similarly.



k-NEAREST NEIGHBOR ALGORITHM FOR ESTIMATION AND PREDICTION

Locally weighted averaging method

$$\hat{y}_{\text{new}} = \frac{\sum_{i} w_i y_i}{\sum_{i} w_i}$$

- weighted average for the k nearest neighbors
- Wi inverse square of the distances from i-th neighbor
- Yi value of the i-th neighbor for estimated attribute

k-NEAREST NEIGHBOR ESTIMATION - Example

Record	Age	Na/K	BP	Age _{MMN}	Na/K _{MMN}
New	17	12.5	?	0.05	0.25
A	16.8	12.4	120	0.0467	0.2471
В	17.2	10.5	122	0.0533	0.1912
С	19.5	13.5	130	0.0917	0.2794

k = 3 Nearest Neighbors of the New Record

Estimating Blood Presure - from range [80,160]

 z_{Na/K} = three-axis-stretching to reflect greater importance of the Na/K ratio.

$$\hat{y}_{\text{new}} = \frac{\sum_{i}^{i} w_{i} y_{i}}{\sum_{i} w_{i}} = \frac{\frac{120}{0.009305^{2}} + \frac{122}{0.17643^{2}} + \frac{130}{0.09756^{2}}}{\frac{1}{0.09756^{2}} + \frac{1}{0.17643^{2}} + \frac{1}{0.09756^{2}}} = 120.0954.$$

CHOOSING k

- Small k (e.g., k = 1), the algorithm will return the target value of the nearest observation
 - the algorithm may reach overfitting
 - tending to memorize the training data set
 => lack of generalizability.
- Choosing a value of k that is too large, locally interesting behavior will be overlooked.
- Choose the value of k that can be decidable (3,5...)
- Choose the value of k that minimizes the classification or estimation error on validation set.