Data Mining,
Data ware Housing

Introduction

- Data mining refers loosely to the process of semi automatically analyzing large data bases to find useful patterns Data ware house is a repository of information gathered from multiple sources , stored under a unified schema , at a single site

Applications

- Multimedia Data Mining
- Mining Raster Databases
- Mining Associations in Multimedia Data
- Audio and Video Data Mining
- Text Mining
- Mining the World Wide Web

Scope of research

- In data mining we can design Data Mining Models.
- Can develop data mining algorithms.
- Add privacy and security features in data mining.
- Scaling up for high dimensional data and high speed data streams.

Data Analysis and Mining

- Decision Support Systems
- Data Analysis and OLAP
- Data Warehousing
- Data Mining

Decision Support Systems

- Decision-support systems are used to make business decisions, often based on data collected by on-line transaction-processing systems.
- Examples of business decisions:
  - What items to stock?
  - What insurance premium to change?
  - To whom to send advertisements?
- Examples of data used for making decisions
  - Retail sales transaction details
  - Customer profiles (income, age, gender, etc.)

Decision-Support Systems: Overview

- **Data analysis** tasks are simplified by specialized tools and SQL extensions
  - Example tasks
    - For each product category and each region, what were the total sales in the last quarter and how do they compare with the same quarter last year
    - As above, for each product category and each customer category
- **Statistical analysis** packages (e.g., : S++) can be interfaced with databases
  - Statistical analysis is a large field, but not covered here
- **Data mining** seeks to discover knowledge automatically in the form of statistical rules and patterns from large databases.
- A **data warehouse** archives information gathered from multiple sources, and stores it under a unified schema, at a single site.
  - Important for large businesses that generate data from multiple divisions, possibly at multiple sites
  - Data may also be purchased externally

Data Analysis and OLAP

- **Online Analytical Processing (OLAP)**
  - Interactive analysis of data, allowing data to be summarized and viewed in different ways in an online fashion (with negligible delay)
- Data that can be modeled as dimension attributes and measure attributes are called **multidimensional data**.
  - **Measure attributes**
    - measure some value
    - can be aggregated upon
    - e.g. the attribute *number* of the *sales* relation
  - **Dimension attributes**
    - define the dimensions on which measure attributes (or aggregates thereof) are viewed
    - e.g. the attributes *item_name, color,* and *size* of the *sales* relation

Cross Tabulation of *sales* by *item-name* and *color*

size: **all**

color

item-name		dark	pastel	white	Total
	skirt	8	35	10	53
	dress	20	10	5	35
	shirt	14	7	28	49
	pant	20	2	5	27
	Total	62	54	48	164

- The table above is an example of a **cross-tabulation** (**cross-tab**), also referred to as a **pivot-table**.
  - Values for one of the dimension attributes form the row headers
  - Values for another dimension attribute form the column headers
  - Other dimension attributes are listed on top
  - Values in individual cells are (aggregates of) the values of the dimension attributes that specify the cell.

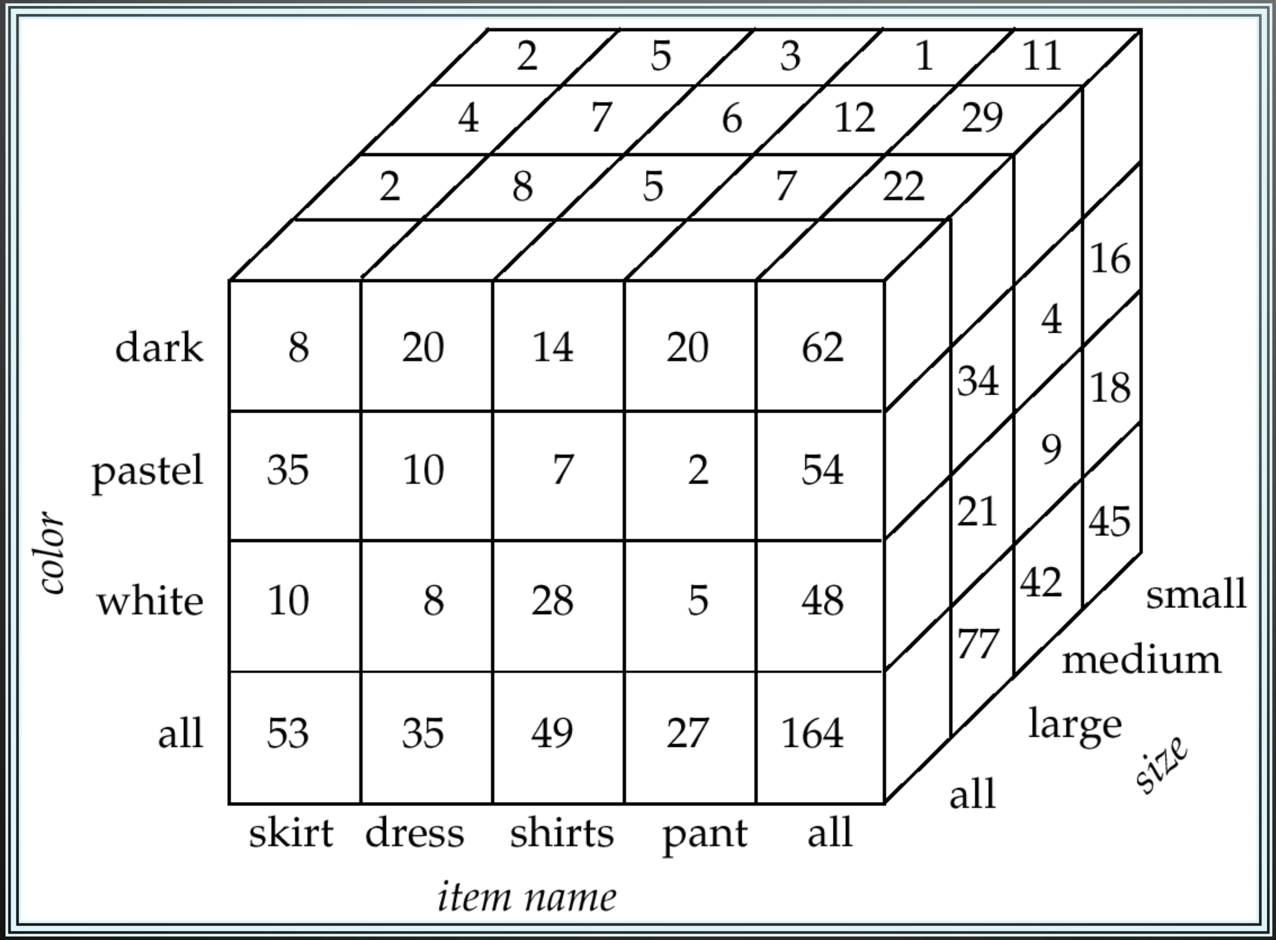
Relational Representation of Cross-tabs

- Cross-tabs can be represented as relations
  - We use the value **all** is used to represent aggregates
  - The SQL:1999 standard actually uses null values in place of **all** despite confusion with regular null values

item-name	*color*	*number*
skirt	dark	8
skirt	pastel	35
skirt	white	10
skirt	**all**	53
dress	dark	20
dress	pastel	10
dress	white	5
dress	**all**	35
shirt	dark	14
shirt	pastel	7
shirt	white	28
shirt	**all**	49
pant	dark	20
pant	pastel	2
pant	white	5
pant	**all**	27
all	dark	62
all	pastel	54
all	white	48
all	**all**	164

Data Cube

- A **data cube** is a multidimensional generalization of a cross-tab
- Can have *n* dimensions; we show 3 below
- Cross-tabs can be used as views on a data cube

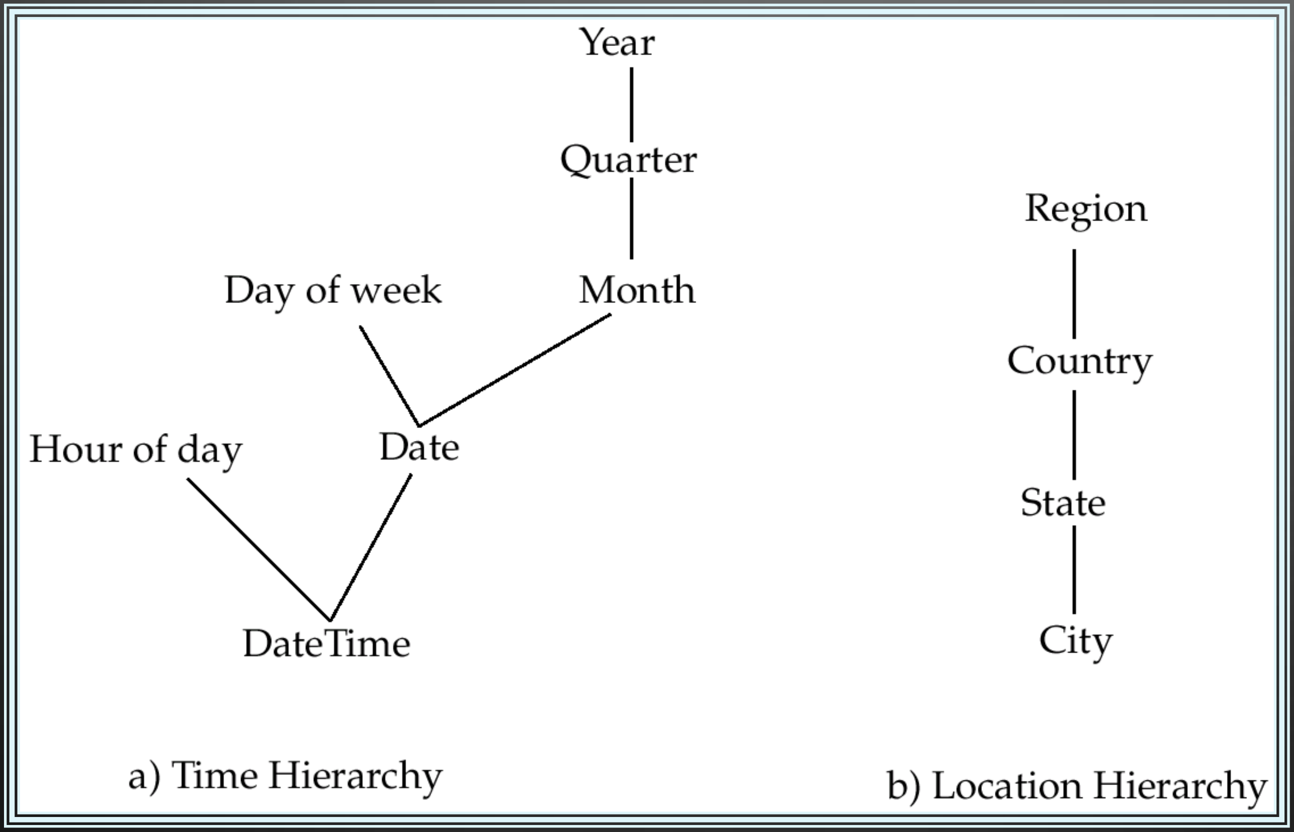


Online Analytical Processing

- **Pivoting**: changing the dimensions used in a cross-tab is called
- **Slicing:** creating a cross-tab for fixed values only
  - Sometimes called **dicing**, particularly when values for multiple dimensions are fixed.
- **Rollup:** moving from finer-granularity data to a coarser granularity
- **Drill down:** The opposite operation – that of moving from coarser-granularity data to finer-granularity data

Hierarchies on Dimensions

- **Hierarchy** on dimension attributes: lets dimensions to be viewed at different levels of detail
  - E.g. the dimension DateTime can be used to aggregate by hour of day, date, day of week, month, quarter or year



Cross Tabulation With Hierarchy

- Cross-tabs can be easily extended to deal with hierarchies
  - Can drill down or roll up on a hierarchy

category	*item-name*	dark	pastel	white	total	
womenswear	skirt	8	8	10	53	
	dress	20	20	5	35	
	subtotal	28	28	15		88
menswear	pants	14	14	28	49	
	shirt	20	20	5	27	
	subtotal	34	34	33		76
total		62	62	48		164

OLAP Implementation

- The earliest OLAP systems used multidimensional arrays in memory to store data cubes, and are referred to as **multidimensional OLAP (MOLAP)** systems.
- OLAP implementations using only relational database features are called **relational OLAP (ROLAP)** systems
- Hybrid systems, which store some summaries in memory and store the base data and other summaries in a relational database, are called **hybrid OLAP (HOLAP)** systems.

OLAP Implementation (Cont.)

- Early OLAP systems precomputed *all* possible aggregates in order to provide online response
  - Space and time requirements for doing so can be very high
    - 2^n combinations of **group by**
  - It suffices to precompute some aggregates, and compute others on demand from one of the precomputed aggregates
    - Can compute aggregate on (*item-name, color*) from an aggregate on (*item-name, color, size*)
      - For all but a few "non-decomposable" aggregates such as *median*
      - is cheaper than computing it from scratch
- Several optimizations available for computing multiple aggregates
  - Can compute aggregate on (*item-name, color*) from an aggregate on
    (*item-name, color, size*)
  - Can compute aggregates on (*item-name, color, size*), (*item-name, color*) and (*item-name*) using a single sorting of the base data

Extended Aggregation in SQL:1999

- The **cube** operation computes union of **group by**'s on every subset of the specified attributes
- E.g. consider the query

  select *item-name, color, size,* **sum**(*number*)
  from *sales*
  group by cube(*item-name, color, size*)

  This computes the union of eight different groupings of the *sales* relation:

  { (*item-name, color, size*), (*item-name, color*),
  (*item-name, size*), (*color, size*),
  (*item-name*), (*color*),
  (*size*), ( ) }

  where ( ) denotes an empty **group by** list.
- For each grouping, the result contains the null value for attributes not present in the grouping.

Extended Aggregation (Cont.)

- Relational representation of cross-tab that we saw earlier, but with *null* in place of **all**, can be computed by

    select *item-name*, *color*, **sum**(*number*)
    from *sales*
    group by cube(*item-name, color*)

- The function **grouping()** can be applied on an attribute
    - Returns 1 if the value is a null value representing all, and returns 0 in all other cases.

  select *item-name, color, size*, **sum**(*number*),
      grouping(*item-name*) **as** *item-name-flag*,
      grouping(*color*) **as** *color-flag*,
      grouping(*size*) **as** *size-flag*,
  from *sales*
  group by cube(*item-name, color, size*)

- Can use the function **decode()** in the **select** clause to replace such nulls by a value such as **all**
    - E.g. replace *item-name* in first query by

      decode(**grouping**(item*-name*), 1, 'all', *item-name*)

Extended Aggregation (Cont.)

- The **rollup** construct generates union on every prefix of specified list of attributes
- E.g.

  select *item-name*, *color*, *size*, **sum**(*number*)
  from *sales*
  group by rollup(*item-name, color, size*)

  Generates union of four groupings:

  { (*item-name, color, size*), (*item-name, color*), (*item-name*), ( ) }
- Rollup can be used to generate aggregates at multiple levels of a hierarchy.
- E.g., suppose table *itemcategory*(*item-name, category*) gives the category of each item. Then

  select *category, item-name*, **sum**(*number*)
  from *sales, itemcategory*
  where *sales.item-name = itemcategory.item-name*
  group by rollup(*category, item-name*)

  would give a hierarchical summary by *item-name* and by *category.*

Ranking

- Ranking is done in conjunction with an order by specification.
- Given a relation student-marks(student-id, marks) find the rank of each student.

  select *student-id*, **rank**( ) **over** (**order by** *marks* **desc**) **as** *s-rank*
  from *student-marks*
- An extra **order by** clause is needed to get them in sorted order

  select *student-id*, **rank** ( ) **over** (**order by** *marks* **desc**) **as** *s-rank*
  from *student-marks*
  order by *s-rank*
- Ranking may leave gaps: e.g. if 2 students have the same top mark, both have rank 1, and the next rank is 3
  - **dense_rank** does not leave gaps, so next dense rank would be 2

Ranking (Cont.)

- Ranking can be done within partition of the data.
- “Find the rank of students within each section.”

select *student-id, section*,
  rank ( ) **over** (**partition by** *section* **order by** *marks* **desc**)
    as *sec-rank*
from *student-marks, student-section*
where *student-marks.student-id* = *student-section.student-id*
order by *section, sec-rank*

- Multiple **rank** clauses can occur in a single **select** clause
- Ranking is done *after* applying **group by** clause/aggregation

Ranking (Cont.)

- Other ranking functions:
  - **percent_rank** (within partition, if partitioning is done)
  - **cume_dist** (cumulative distribution)
    - fraction of tuples with preceding values
  - **row_number** (non-deterministic in presence of duplicates)
- SQL:1999 permits the user to specify **nulls first** or **nulls last**

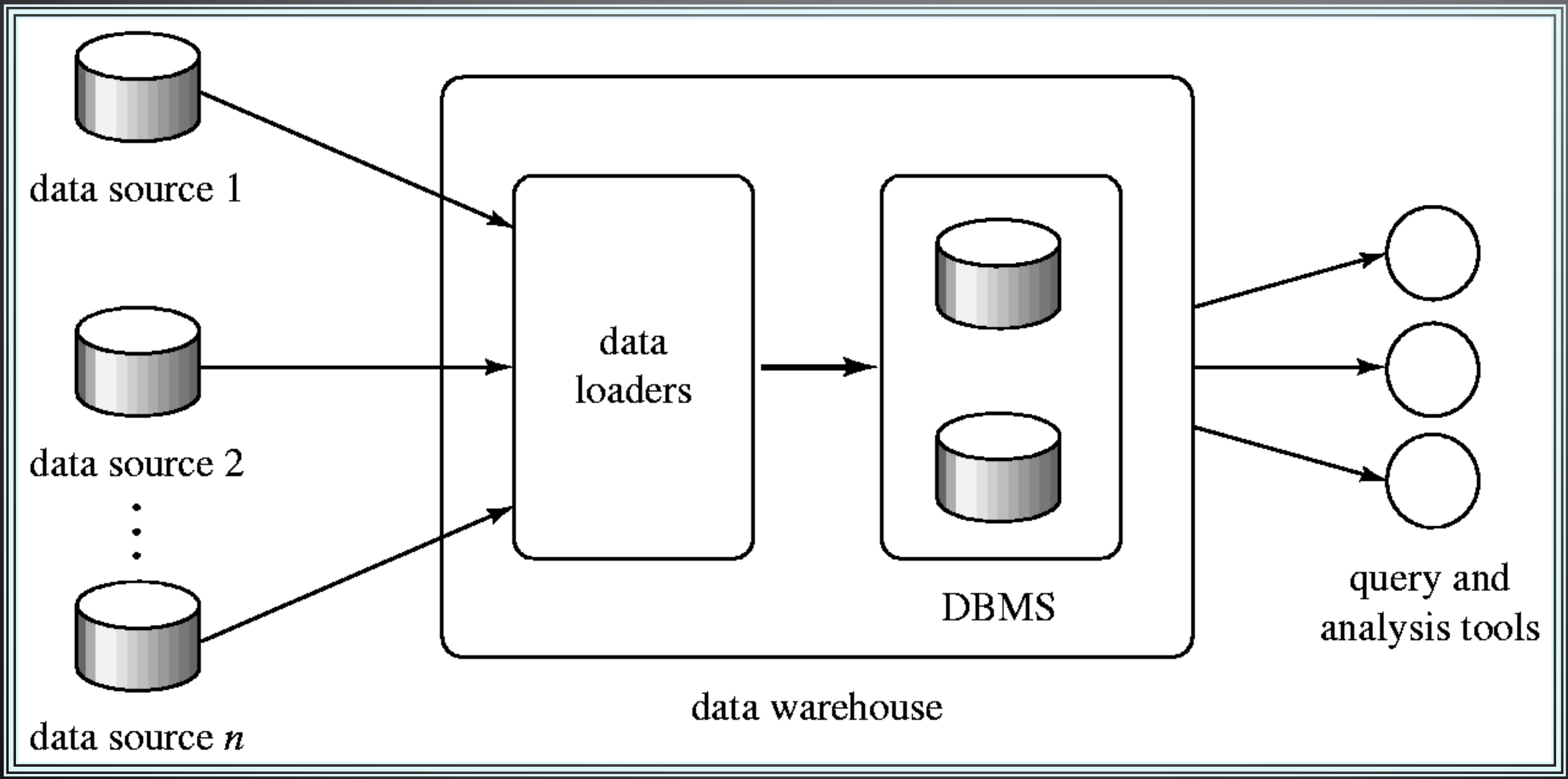
select *student-id*,
    rank ( ) **over** (**order by** *marks* **desc nulls last**) **as** *s-rank*
from *student-marks*

Ranking (Cont.)

- For a given constant *n*, the ranking the function *ntile*(*n*) takes the tuples in each partition in the specified order, and divides them into *n* buckets with equal numbers of tuples.
- E.g.:

select *threetile*, **sum**(*salary*)
from (
    select *salary*, **ntile**(3) **over** (**order by** *salary*) **as** *threetile*
    from *employee*) **as** *s*
group by *threetile*

Data Warehousing



Design Issues

- *When and how to gather data*
  - Source driven architecture: data sources transmit new information to warehouse, either continuously or periodically (e.g. at night)
  - Destination driven architecture: warehouse periodically requests new information from data sources
  - Keeping warehouse exactly synchronized with data sources (e.g. using two-phase commit) is too expensive
    - Usually OK to have slightly out-of-date data at warehouse
    - Data/updates are periodically downloaded form online transaction processing (OLTP) systems.
- *What schema to use*
  - Schema integration

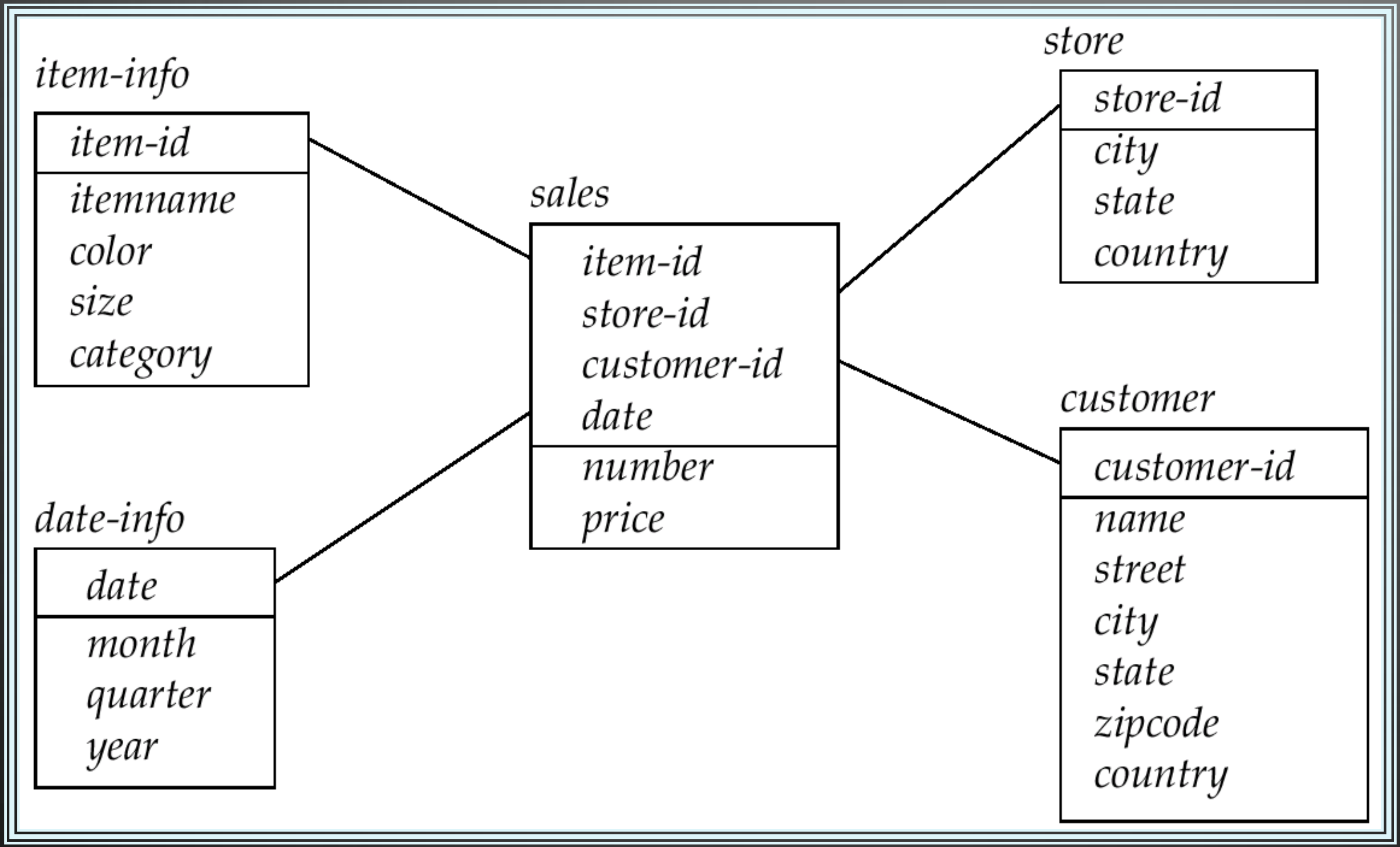
More Warehouse Design Issues

- *Data cleansing*
  - E.g. correct mistakes in addresses (misspellings, zip code errors)
  - Merge address lists from different sources and purge duplicates
- *How to propagate updates*
  - Warehouse schema may be a (materialized) view of schema from data sources
- *What data to summarize*
  - Raw data may be too large to store on-line
  - Aggregate values (totals/subtotals) often suffice
  - Queries on raw data can often be transformed by query optimizer to use aggregate values

Warehouse Schemas

- Dimension values are usually encoded using small integers and mapped to full values via dimension tables
- Resultant schema is called a **star schema**
  - More complicated schema structures
    - Snowflake schema: multiple levels of dimension tables
    - Constellation: multiple fact tables

Data Warehouse Schema



Data Mining

- Data mining is the process of semi-automatically analyzing large databases to find useful patterns
- **Prediction** based on past history
  - Predict if a credit card applicant poses a good credit risk, based on some attributes (income, job type, age, ..) and past history
  - Predict if a pattern of phone calling card usage is likely to be fraudulent
- Some examples of prediction mechanisms:
  - **Classification**
    - Given a new item whose class is unknown, predict to which class it belongs
  - **Regression** formulae
    - Given a set of mappings for an unknown function, predict the function result for a new parameter value

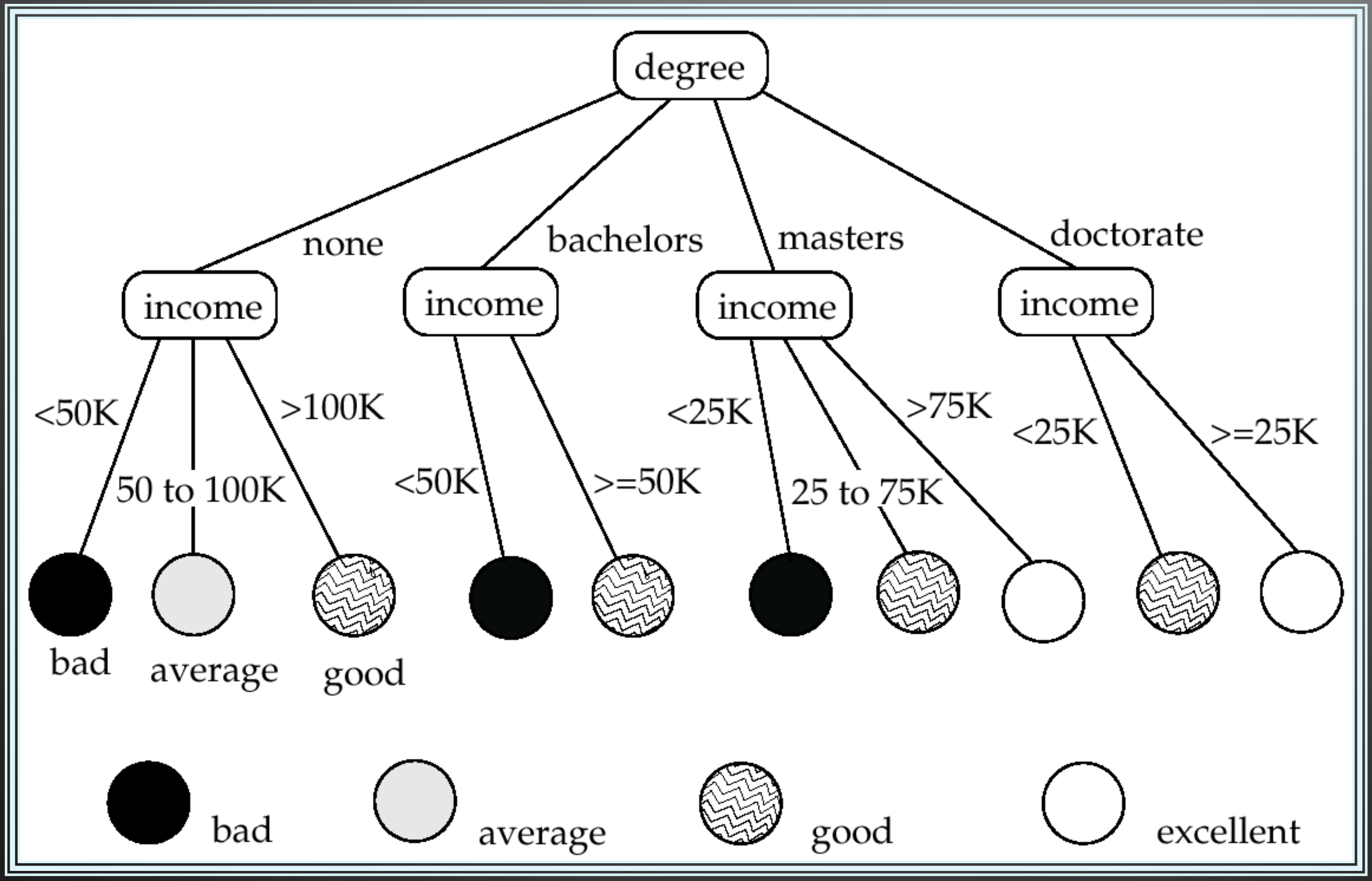
Data Mining (Cont.)

- **Descriptive Patterns**
  - Associations
    - Find books that are often bought by "similar" customers. If a new such customer buys one such book, suggest the others too.
  - Associations may be used as a first step in detecting **causation**
    - E.g. association between exposure to chemical X and cancer,
  - Clusters
    - E.g. typhoid cases were clustered in an area surrounding a contaminated well
    - Detection of clusters remains important in detecting epidemics

Classification Rules

- Classification rules help assign new objects to classes.
  - E.g., given a new automobile insurance applicant, should he or she be classified as low risk, medium risk or high risk?
- Classification rules for above example could use a variety of data, such as educational level, salary, age, etc.
  - $\forall$ person P, P.degree = masters **and** P.income > 75,000 $\Rightarrow$ P.credit = excellent
  - $\forall$ person P, P.degree = bachelors **and** (P.income $\geq$ 25,000 and P.income $\leq$ 75,000) $\Rightarrow$ P.credit = good
- Rules are not necessarily exact: there may be some misclassifications
- Classification rules can be shown compactly as a decision tree.

Decision Tree



Construction of Decision Trees

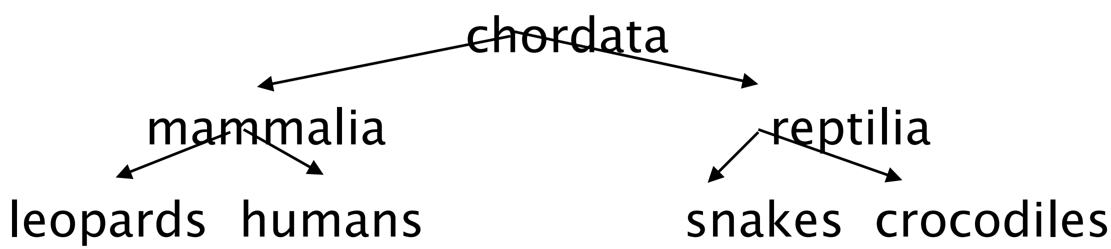
- **Training set**: a data sample in which the classification is already known.
- **Greedy** top down generation of decision trees.
  - Each internal node of the tree partitions the data into groups based on a **partitioning attribute**, and a **partitioning condition** for the node
  - **Leaf** node:
    - all (or most) of the items at the node belong to the same class, or
    - all attributes have been considered, and no further partitioning is possible.

Clustering

- Clustering: Intuitively, finding clusters of points in the given data such that similar points lie in the same cluster
- Can be formalized using distance metrics in several ways
  - Group points into *k* sets (for a given *k*) such that the average distance of points from the centroid of their assigned group is minimized
    - Centroid: point defined by taking average of coordinates in each dimension.
  - Another metric: minimize average distance between every pair of points in a cluster
- Has been studied extensively in statistics, but on small data sets
  - Data mining systems aim at clustering techniques that can handle very large data sets
  - E.g. the Birch clustering algorithm (more shortly)

Hierarchical Clustering

- Example from biological classification
  - (the word classification here does not mean a prediction mechanism)



- Other examples: Internet directory systems (e.g. Yahoo, more on this later)
- Agglomerative clustering algorithms
  - Build small clusters, then cluster small clusters into bigger clusters, and so on
- Divisive clustering algorithms
  - Start with all items in a single cluster, repeatedly refine (break) clusters into smaller ones

Clustering Algorithms

- Clustering algorithms have been designed to handle very large datasets
- E.g. the Birch algorithm
  - Main idea: use an in-memory R-tree to store points that are being clustered
  - Insert points one at a time into the R-tree, merging a new point with an existing cluster if is less than some δ distance away
  - If there are more leaf nodes than fit in memory, merge existing clusters that are close to each other
  - At the end of first pass we get a large number of clusters at the leaves of the R-tree
    - Merge clusters to reduce the number of clusters

Collaborative Filtering

- Goal: predict what movies/books/… a person may be interested in, on the basis of
  - Past preferences of the person
  - Other people with similar past preferences
  - The preferences of such people for a new movie/book/…
- One approach based on repeated clustering
  - Cluster people on the basis of preferences for movies
  - Then cluster movies on the basis of being liked by the same clusters of people
  - Again cluster people based on their preferences for (the newly created clusters of) movies
  - Repeat above till equilibrium
- Above problem is an instance of **collaborative filtering**, where users collaborate in the task of filtering information to find information of interest

Other Types of Mining

- **Text mining**: application of data mining to textual documents
  - cluster Web pages to find related pages
  - cluster pages a user has visited to organize their visit history
  - classify Web pages automatically into a Web directory
- **Data visualization** systems help users examine large volumes of data and detect patterns visually
  - Can visually encode large amounts of information on a single screen
  - Humans are very good a detecting visual patterns