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CS57300: Data Mining

Data Mining Process

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Thanks to Laura Squier, SPSS for some of the material used

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Data Mining as a *Process*

- Data mining involves many steps
  - Machine learning is only one aspect
  - Data exploration/understanding, evaluation, etc.
- This needs to be formalized so it is more science than art
  - Steps and tasks involved
- One approach: Process Model
  - Formalize steps
  - Document what is to be done at each step

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Data Mining Process

- Cross-Industry Standard Process for Data Mining (CRISP-DM)
- European Community funded effort to develop framework for data mining tasks
- Goals:
  - Encourage interoperable tools across entire data mining process
  - Take the mystery/high-priced expertise out of simple data mining tasks

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Why Should There be a Standard Process?

The data mining process must be reliable and repeatable by people with little data mining background.

- Framework for recording experience
  - Allows projects to be replicated
- Aid to project planning and management
- "Comfort factor" for new adopters
  - Demonstrates maturity of Data Mining
  - Reduces dependency on "stars"

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Process Standardization

- CRoss Industry Standard Process for Data Mining
- Initiative launched Sept.1996, document released Aug. 2000
- SPSS/ISL, NCR, Daimler-Benz, OHRA
- Funding from European commission
- Over 200 members of the CRISP-DM SIG worldwide
  - DM Vendors - SPSS, NCR, IBM, SAS, SGI, Data Distilleries, Syllogic, Magnify, ..
  - System Suppliers / consultants - Cap Gemini, ICL Retail, Deloitte & Touche, …
  - End Users - BT, ABB, Lloyds Bank, AirTouch, Experian, ...

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CRISP-DM

- Non-proprietary
- Application/Industry neutral
- Tool neutral
- Focus on business issues
  - As well as technical analysis
- Framework for guidance
- Experience base
  - Templates for Analysis

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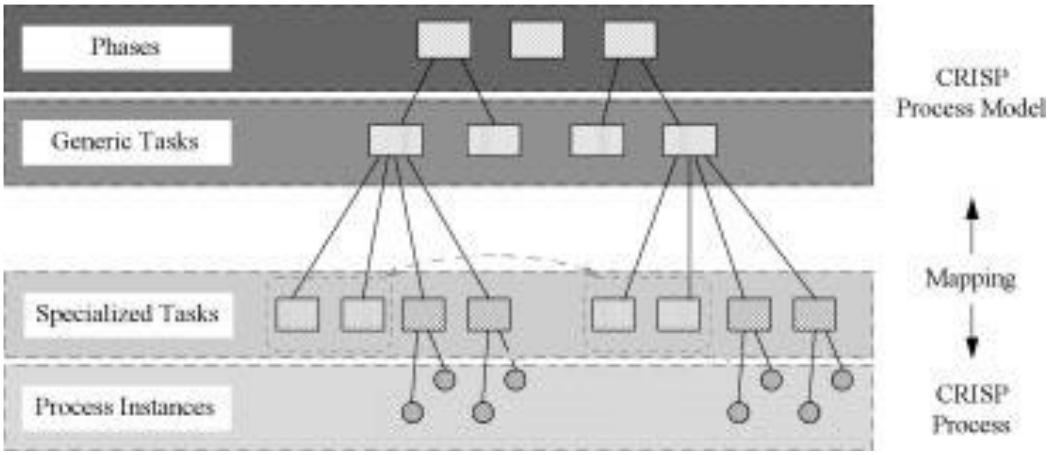
CRISP-DM: Overview

- Hierarchical Model



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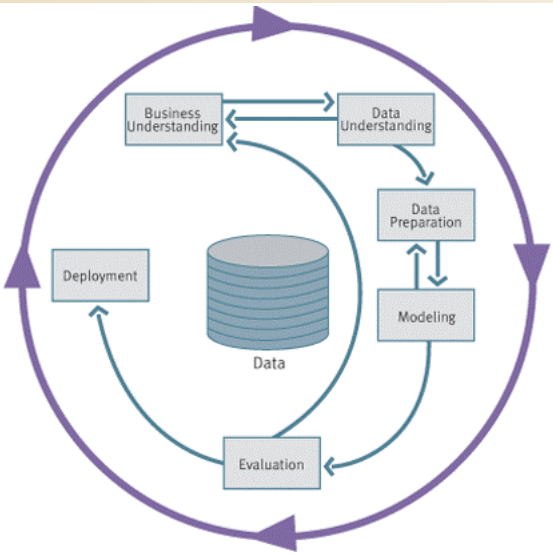
CRISP-DM: Phases



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CRISP-DM: Phases

1. Business Understanding
   - Understanding project objectives and requirements
   - Data mining problem definition
2. Data Understanding
   - Initial data collection and familiarization
   - Identify data quality issues
   - Initial, obvious results
3. Data Preparation
   - Record and attribute selection
   - Data cleansing
4. Modeling
   - Run the data mining tools
5. Evaluation
   - Determine if results meet business objectives
   - Identify business issues that should have been addressed earlier
6. Deployment
   - Put the resulting models into practice
   - Set up for repeated/continuous mining of the data

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Phases and Tasks

Business Understanding	Data Understanding	Data Preparation	Modeling	Evaluation	Deployment
Determine Business Objectives *Background* *Business Objectives* *Business Success Criteria*	**Collect Initial Data** *Initial Data Collection Report*	*Data Set* *Data Set Description*	**Select Modeling Technique** *Modeling Technique* *Modeling Assumptions*	**Evaluate Results** *Assessment of Data Mining Results w.r.t. Business Success Criteria* *Approved Models*	**Plan Deployment** *Deployment Plan*
Situation Assessment *Inventory of Resources* *Requirements, Assumptions, and Constraints* *Risks and Contingencies* *Terminology* *Costs and Benefits*	**Describe Data** *Data Description Report*	**Select Data** *Rationale for Inclusion / Exclusion*	**Generate Test Design** *Test Design*	**Review Process** *Review of Process*	**Plan Monitoring and Maintenance** *Monitoring and Maintenance Plan*
Determine Data Mining Goal *Data Mining Goals* *Data Mining Success Criteria*	**Explore Data** *Data Exploration Report*	**Clean Data** *Data Cleaning Report*	**Build Model** *Parameter Settings* *Models* *Model Description*	**Determine Next Steps** *List of Possible Actions* *Decision*	**Produce Final Report** *Final Report* *Final Presentation*
Produce Project Plan *Project Plan* *Initial Asessment of Tools and Techniques*	**Verify Data Quality** *Data Quality Report*	**Construct Data** *Derived Attributes* *Generated Records*	**Assess Model** *Model Assessment* *Revised Parameter Settings*		**Review Project** *Experience Documentation*
		Integrate Data *Merged Data*			
		Format Data *Reformatted Data*			

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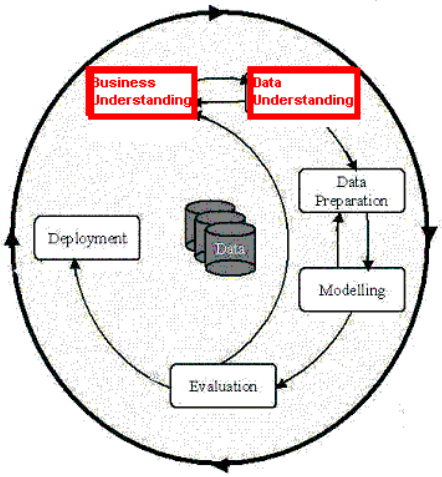
Phase 1: Business Understanding

- Business Understanding:
  - Statement of Business Objective
  - Statement of Data Mining objective
  - Statement of Success Criteria



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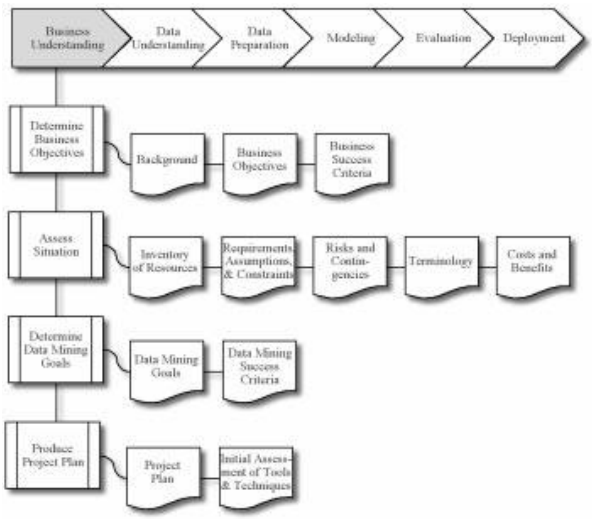
Business Understanding



- Determine Business Objectives
  - Background, Objectives, Success Criteria
- Assess Situation
- Determine Data Mining Goals
  - Success Criteria
- Produce Project Plan

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Business Understanding: Determine Business Objectives

Activities:

- Develop organizational charts identifying divisions, departments and project groups. The chart should also identify managers' names and responsibilities.
- Identify key persons in the business and their roles.
- Identify an internal sponsor (financial sponsor and primary user/domain expert).
- Is there a steering committee and who are the members?
- Identify the business units which are impacted by the data mining project (e.g., Marketing, Sales, Finance)

Current solution

- Describe any solution currently in use for the problem.
- Describe the advantages and disadvantages of the current solution and the level to which it is accepted by the users.

Problem area:

- Identify the problem area (e.g., Marketing, Customer Care, Business Development, etc.).
- Describe the problem in general terms.
- Check the current status of the project (e.g., Check if it is already clear within the business unit that we are performing a data mining project or do we need to advertise data mining as a key technology in the business?).
- Clarify prerequisites of the project (e.g., what is the motivation of the project? Does the business already use data mining?).
- If necessary, prepare presentations and present data mining to the business.
- Identify target groups for the project result (e.g., Do we expect a written report for top management or do we expect a running system that is used by naive end users?).
- Identify the users' needs and expectations.

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Business Understanding: Assess Situation

- Inventory of Resources
- Requirements Assumptions & Constraints
- Risks and Contingencies
- Terminology
- Costs and Benefits

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Business Understanding: Project Plan

- Stages of the project
  - Schedule
  - Resources
  - Dependencies
- Assessment of Tools and Techniques
- "Living Document"
  - Specific points for review/update

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Business Understanding: Phase Report

- Background
- Business objectives and success criteria
- Inventory of resources
- Requirements, assumptions, and constraints
- Risks and contingencies
- Terminology
- Costs and benefits
- Data mining goals and success criteria
- Initial assessment of tools and techniques

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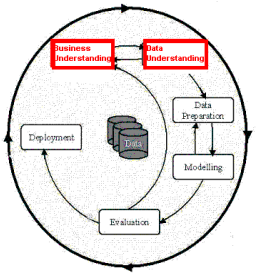
Phase 2: Data Understanding

- Business Understanding:
  - Statement of Business Objective
  - Statement of Data Mining objective
  - Statement of Success Criteria



- Data Understanding
  - Explore the data and verify the quality
  - Find outliers

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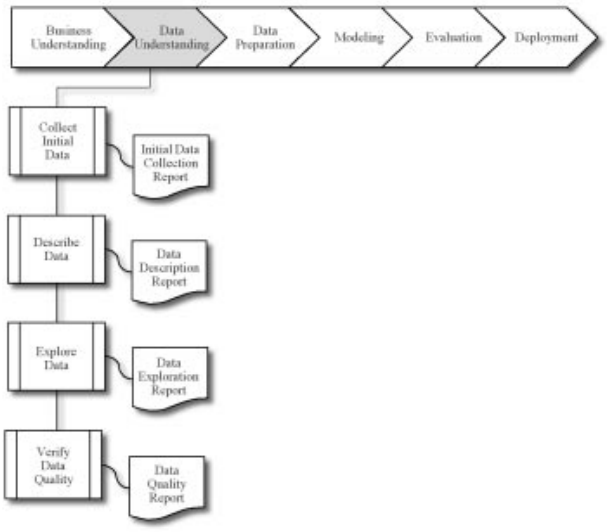
Data Understanding



- Collect Initial Data
- Describe Data
- Explore Data
- Verify Data Quality

Report at each stage

  - Capture information to ensure repeatability of process

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Data Understanding: Data Description Report

- Format of data
- Quantity of data
- Identity of fields, other surface features

Does the data acquired satisfy requirements?

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Data Understanding: Explore Data

- We've covered data exploration
  - Distribution, pairwise correlations, sub-populations
- Outcome
  - Need for further transformation/preparation?
  - Is quality sufficient for goals?
  - Initial findings / hypotheses

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Data Understanding: Verify Data Quality

- Completeness
- Correctness
  - Random errors
  - Systematic errors
  - Missing values
- Potential solutions

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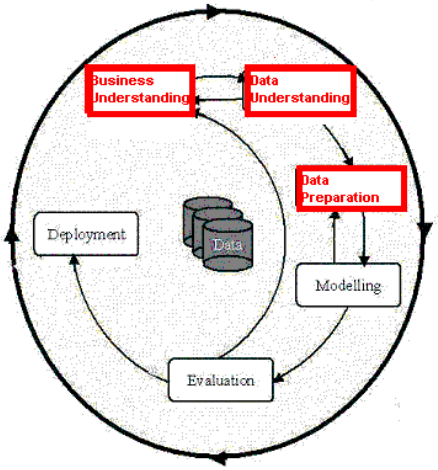
Phase 3: Data Preparation

- Data preparation:
- Takes usually over 90% of the time
  - Collection
  - Assessment
  - Consolidation and Cleaning
    - table links, aggregation level, missing values, etc
  - Data selection
    - active role in ignoring non-contributory data?
    - outliers?
    - Use of samples
    - visualization tools
  - Transformations - create new variables



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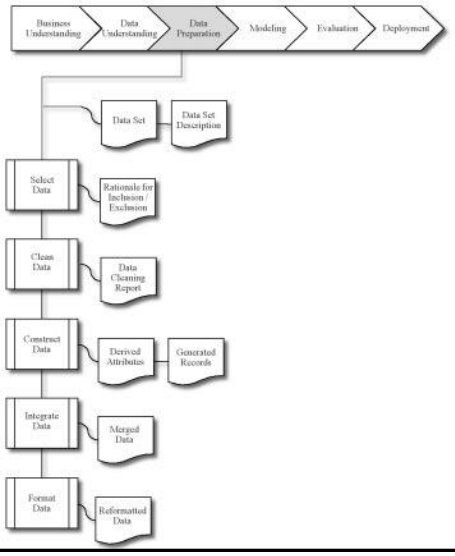
Data Preparation



- Select Data
- Clean Data
- Construct Data
- Integrate Data
- Format Data

Output: Dataset and Dataset Description

  – *Also reports on each stage*

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Data Preparation: Select Data

- Decide what to use for analysis
  – Data mining goals
  – Data quality
  – Technical constraints
- Report: Rationale for inclusion/exclusion

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Data Preparation: Clean Data

- Where data quality insufficient, improve
  - Select only good subsets
  - Obtain better data
  - Modeling / imputation of values
- Report: Process
  - What has been done
  - How might this impact validity of results?

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Data Preparation: Construct Data

- Feature construction
  - Document how this is done
- Generate records
  - E.g., will modeling technique require records for customers who have made no purchase during a year?

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Data Preparation: Integrate Data

- Data may come from multiple sources
  - Often dissimilar
- Different types of data about same entities
  - Record linkage
- Similar information about different subsets of entities
  - Feature mapping
  - Duplicate elimination
- Data Aggregation

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Data Preparation: Format Data

- (Primarily) syntactic modifications to satisfy tool requirements
  - Data format
  - Unique identifiers
- Normalization

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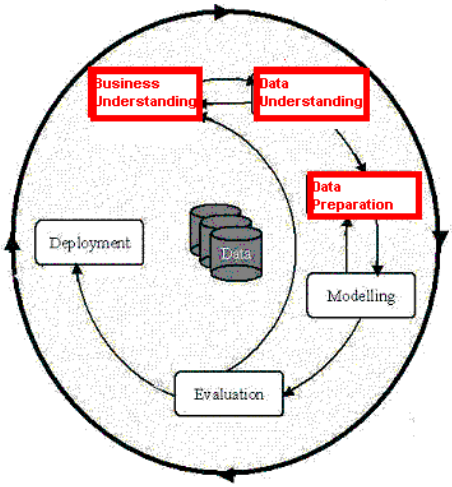
Phase 4: Modeling

- Model building
  - Selection of the modeling techniques is based upon the data mining objective
  - Modeling is an iterative process - different for supervised and unsupervised learning
    - May model for either description or prediction



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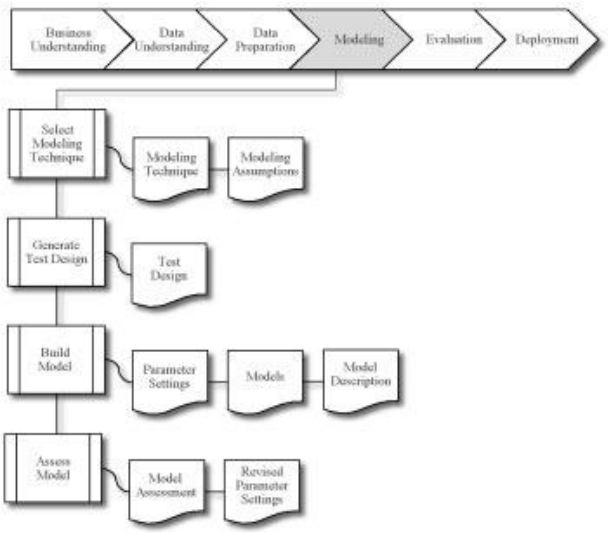
Modeling



- Select Modeling Technique
- Generate Test Design
- Build Model
  - Capture parameters
- Assess Model

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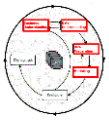
Types of Models



- Prediction Models for Predicting and Classifying
  - Regression algorithms (predict numeric outcome): neural networks, rule induction, CART (OLS regression, GLM)
  - Classification algorithm predict symbolic outcome): CHAID, C5.0 (discriminant analysis, logistic regression)
- Descriptive Models for Grouping and Finding Associations
  - Clustering/Grouping algorithms: K-means, Kohonen
  - Association algorithms: apriori, GRI

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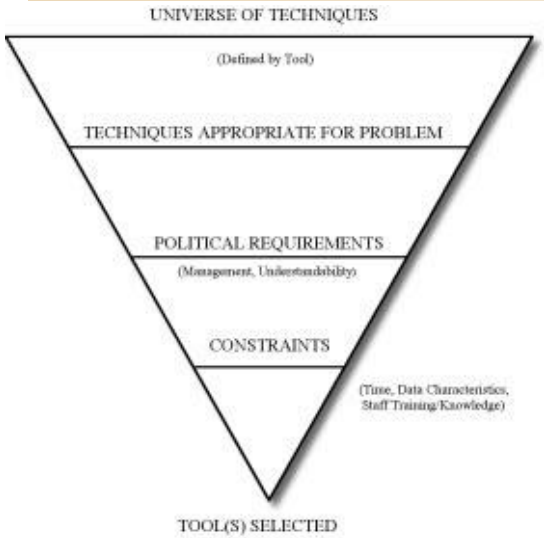
Modeling: Select Modeling Technique



- General task
- Specific tool
- Rationale

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How to Choose a Data Mining System?

- Commercial data mining systems have little in common
  - Different data mining functionality or methodology
  - May even work with completely different kinds of data sets
- Need multiple dimensional view in selection
- Data types: relational, transactional, text, time sequence, spatial?
- System issues
  - running on only one or on several operating systems?
  - a client/server architecture?
  - Provide Web-based interfaces and allow XML data as input and/or output?

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How to Choose a Data Mining System? (2)

- Data sources
  - ASCII text files, multiple relational data sources
  - support ODBC connections (OLE DB, JDBC)?
- Data mining functions and methodologies
  - One vs. multiple data mining functions
  - One vs. variety of methods per function
    - More data mining functions and methods per function provide the user with greater flexibility and analysis power
- Coupling with DB and/or data warehouse systems
  - Four forms of coupling: no coupling, loose coupling, semitight coupling, and tight coupling
    - Ideally, a data mining system should be tightly coupled with a database system

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How to Choose a Data Mining System? (3)

- Scalability
  - Row (or database size) scalability
  - Column (or dimension) scalability
  - Curse of dimensionality: it is much more challenging to make a system column scalable that row scalable
- Visualization tools
  - “A picture is worth a thousand words”
  - Visualization categories: data visualization, mining result visualization, mining process visualization, and visual data mining
- Data mining query language and graphical user interface
  - Easy-to-use and high-quality graphical user interface
  - Essential for user-guided, highly interactive data mining

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Modeling: Generate Test Design

- What are the metrics?
  - Success metrics
  - Confidence in that metric
- What data is needed to reliably evaluate?
  - Type
  - Test/validation/?
  - Quantity to satisfy requirements

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Modeling: Assess Model

- How does it fair on success metrics?
- Domain expert analysis
  - Does it make sense?
- Rank models
  - What will help business objective?
- *Iterate modeling process*
  - Does this invalidate your success metrics?

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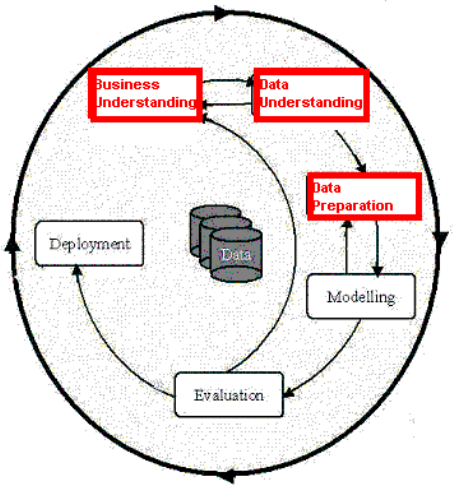
Phase 5: Evaluation

- Model Evaluation
  - Evaluation of model: how well it performed on test data
  - Methods and criteria depend on model type:
    - e.g., coincidence matrix with classification models, mean error rate with regression models
  - Interpretation of model: important or not, easy or hard depends on algorithm



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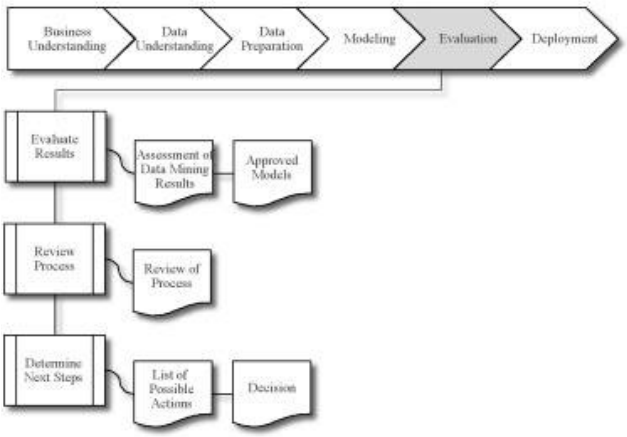
Evaluation



- Evaluate Results
- Review Process
  - Anything missed?
  - Quality assurance
  - Compliance
- Determine Next Steps

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Evaluation: Evaluate Results

- Does model meet business objectives?
- Test on real applications
- Findings of interest that may not relate to business objectives

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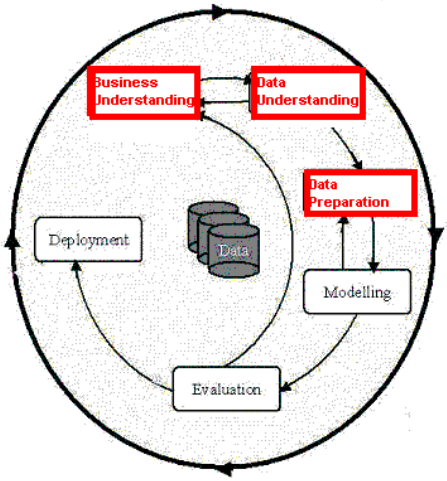
Phase 6: Deployment

- Deployment
  - Determine how the results need to be utilized
  - Who needs to use them?
  - How often do they need to be used
- Deploy Data Mining results by:
  - Scoring a database
  - Utilizing results as business rules
  - interactive scoring on-line



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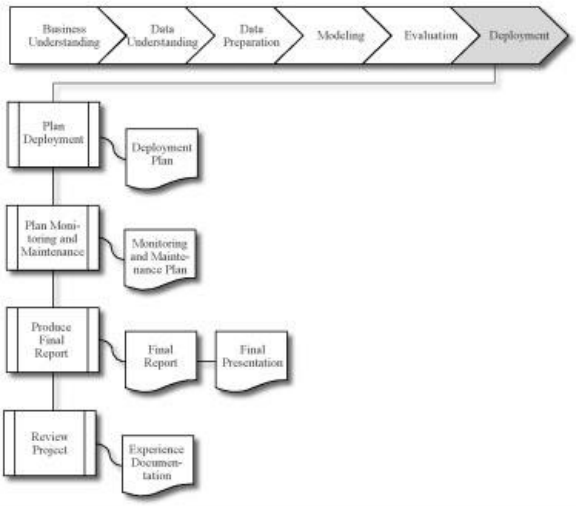
Deployment



- Plan Deployment
- Plan Monitoring and Maintenance
- Produce Final Report
  - Written report
    - Include (and update) previous deliverables
  - Presentation
- Review Project
  - Document experience

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Deployment: Plan Deployment

This is where projects typically fail!

- Do outcomes fit within existing business processes?
  - If not, what does it take to change processes?
- What might go wrong?
  - Are contingency plans needed?
- Cost of Deployment

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Deployment: Plan Monitoring and Maintenance

- Model update
  - Process to ensure correctness over time
- Are business objectives being satisfied?
- Unanticipated impacts?

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Why CRISP-DM?

- The data mining process must be reliable and repeatable by people with little data mining skills
- CRISP-DM provides a uniform framework for
  - guidelines
  - experience documentation
- CRISP-DM is flexible to account for differences
  - Different business/agency problems
  - Different data

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