DATA MINING CLUSTERING

PRESENTED BY

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OBJECTIVE

To understand-

- What is clustering?
- K-Means Cluster?

What is Cluster Analysis?

- Cluster: a collection of data objects
  - Similar to one another within the same cluster
  - Dissimilar to the objects in other clusters
- Cluster analysis
  - Finding similarities between data according to the characteristics found in the data and grouping similar data objects into clusters
- Unsupervised learning: no predefined classes
- Typical applications
  - As a stand-alone tool to get insight into data distribution
  - As a preprocessing step for other algorithms

Clustering: Rich Applications and Multidisciplinary Efforts

- Pattern Recognition
- Spatial Data Analysis
  - Create thematic maps in GIS by clustering feature spaces
  - Detect spatial clusters or for other spatial mining tasks
- Image Processing
- Economic Science (especially market research)
- WWW
  - Document classification
  - Cluster Weblog data to discover groups of similar access patterns

Examples of Clustering Applications

- Marketing: Help marketers discover distinct groups in their customer bases, and then use this knowledge to develop targeted marketing programs
- Land use: Identification of areas of similar land use in an earth observation database
- Insurance: Identifying groups of motor insurance policy holders with a high average claim cost
- City-planning: Identifying groups of houses according to their house type, value, and geographical location
- Earth-quake studies: Observed earth quake epicenters should be clustered along continent faults

Quality: What Is Good Clustering?

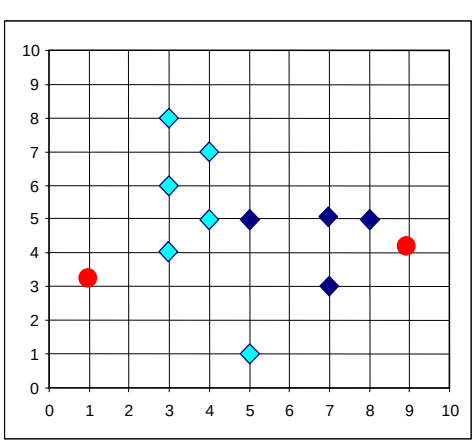
- A good clustering method will produce high quality clusters with
  - high intra-class similarity
  - low inter-class similarity
- The quality of a clustering result depends on both the similarity measure used by the method and its implementation
- The quality of a clustering method is also measured by its ability to discover some or all of the hidden patterns

The *K-Means* Clustering Method

- Given *k*, the *k-means* algorithm is implemented in four steps:
  - Partition objects into *k* nonempty subsets
  - Compute seed points as the centroids of the clusters of the current partition (the centroid is the center, i.e., *mean point*, of the cluster)
  - Assign each object to the cluster with the nearest seed point
  - Go back to Step 2, stop when no more new assignment

The *K-Means* Clustering Method

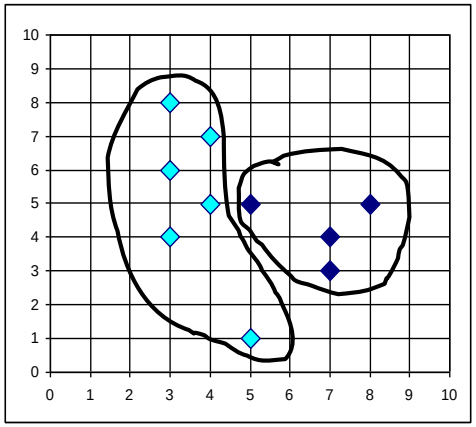
- Example



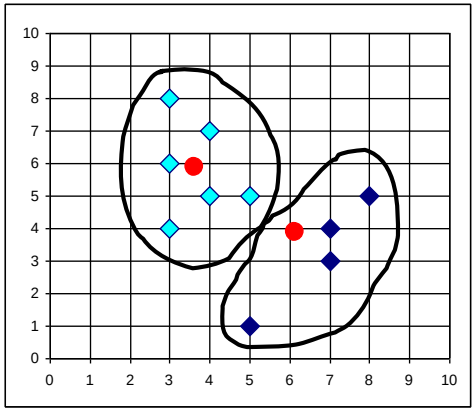
K=2

Arbitrarily choose K object as initial cluster center

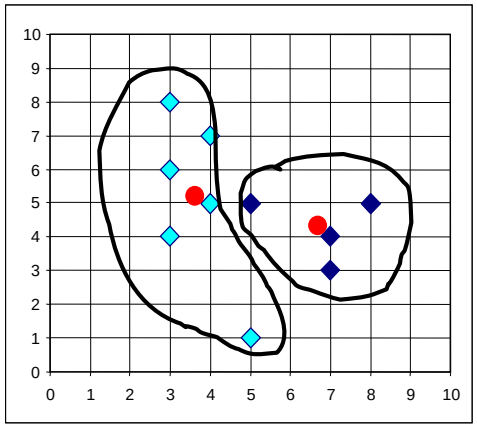
Assign each objects to most similar center



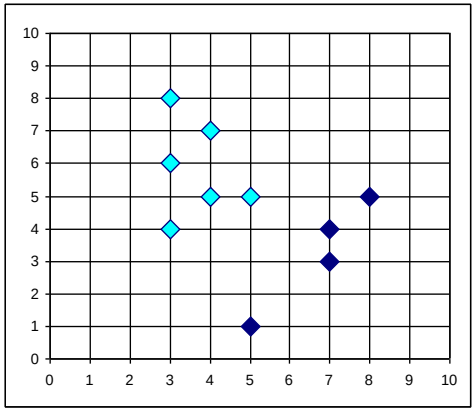
reassign



Update the cluster means



reassign



Update the cluster means

Comments on the *K-Means* Method

- Strength: *Relatively efficient*: *O*(*tkn*), where *n* is # objects, *k* is # clusters, and *t* is # iterations. Normally, *k*, *t* << *n*.
  - Comparing: PAM: $O(k(n-k)^2)$, CLARA: $O(ks^2 + k(n-k))$
- Comment: Often terminates at a *local optimum*. The *global optimum* may be found using techniques such as: *deterministic annealing* and *genetic algorithms*
- Weakness
  - Applicable only when *mean* is defined, then what about categorical data?
  - Need to specify *k,* the *number* of clusters, in advance
  - Unable to handle noisy data and *outliers*
  - Not suitable to discover clusters with *non-convex shapes*

Example - 1

Apply K-Means Clustering for following dataset for 2 clusters. Tabulate the assignments.

Sample No	X	Y
1	185	72
2	170	56
3	168	60
4	179	68
5	182	72
6	188	77

Assignment - 1

Apply K-Means Clustering for following dataset for 2 clusters. Tabulate the assignments.

	Driver_ID	Distance_Feature	Speeding_Feature
0	3423311935	71.24	28
1	3423313212	52.53	25
2	3423313724	64.54	27
3	3423311373	55.69	22
4	3423310999	54.58	25

Thank you

QUESTIONS????