

Data Mining

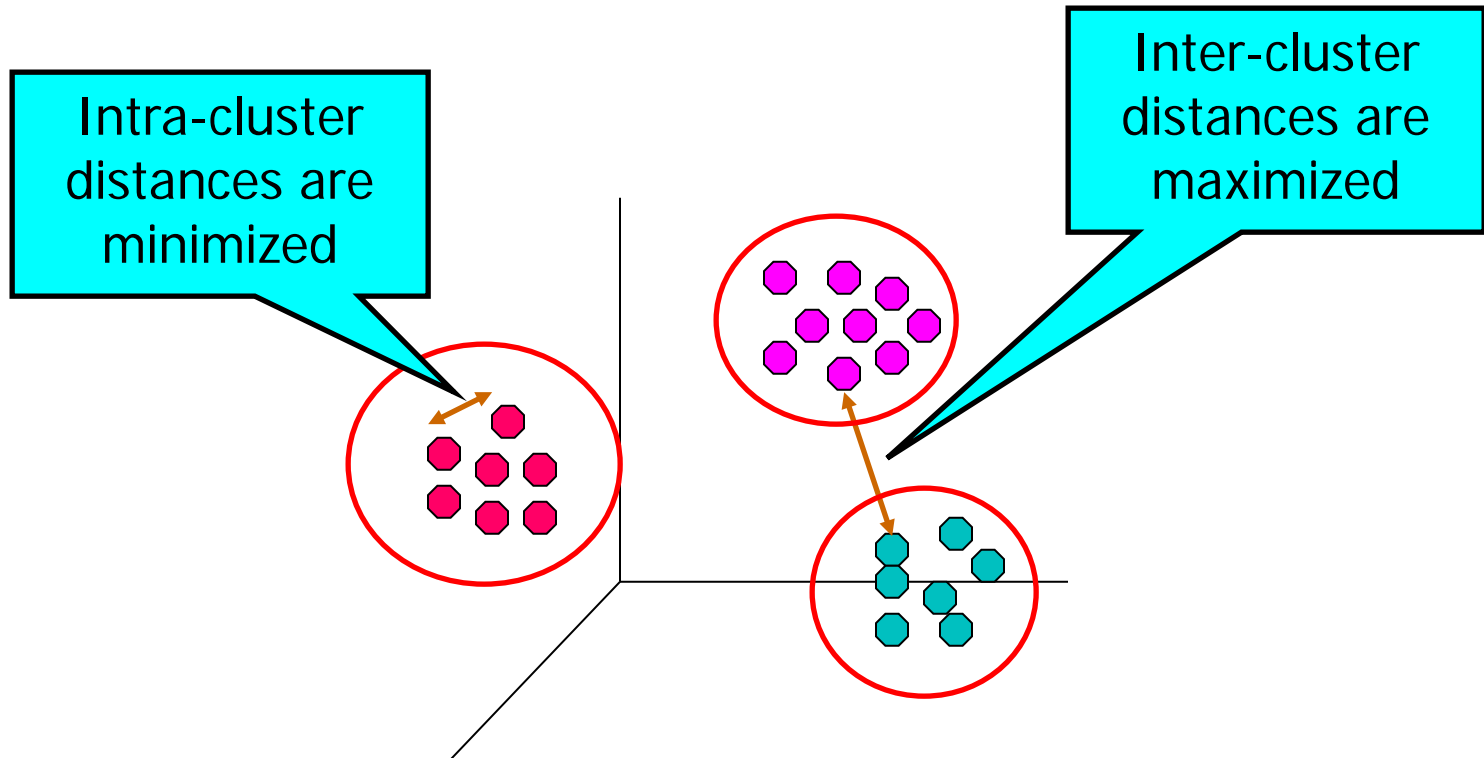
Cluster Analysis: Basic Concepts and Algorithms

Lecture Notes for Chapter 8
Introduction to Data Mining
By Tan, Steinbach, Kumar

Basic Cluster Analysis

What is Cluster Analysis?

- Finding groups of objects such that the objects in a group will be similar (or related) to one another and different from (or unrelated to) the objects in other groups



Applications of Cluster Analysis

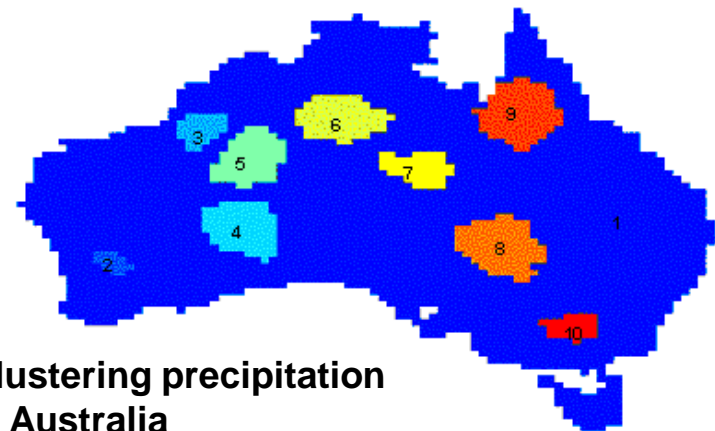
□ Understanding

- Group related documents for browsing, group genes and proteins that have similar functionality, or group stocks with similar price fluctuations

	<i>Discovered Clusters</i>	<i>Industry Group</i>
1	Applied-Matl-DOWN, Bay-Network-Down, 3-COM-DOWN, Cabletron-Sys-DOWN, CISCO-DOWN, HP-DOWN, DSC-Comm-DOWN, INTEL-DOWN, LSI-Logic-DOWN, Micron-Tech-DOWN, Texas-Inst-Down, Tellabs-Inc-Down, Natl-Semiconduct-DOWN, Oracl-DOWN, SGI-DOWN, Sun-DOWN	Technology1-DOWN
2	Apple-Comp-DOWN, Autodesk-DOWN, DEC-DOWN, ADV-Micro-Device-DOWN, Andrew-Corp-DOWN, Computer-Assoc-DOWN, Circuit-City-DOWN, Compaq-DOWN, EMC-Corp-DOWN, Gen-Inst-DOWN, Motorola-DOWN, Microsoft-DOWN, Scientific-Atl-DOWN	Technology2-DOWN
3	Fannie-Mae-DOWN, Fed-Home-Loan-DOWN, MBNA-Corp-DOWN, Morgan-Stanley-DOWN	Financial-DOWN
4	Baker-Hughes-UP, Dresser-Inds-UP, Halliburton-HLD-UP, Louisiana-Land-UP, Phillips-Petro-UP, Unocal-UP, Schlumberger-UP	Oil-UP

□ Summarization

- Reduce the size of large data sets



Clustering precipitation in Australia

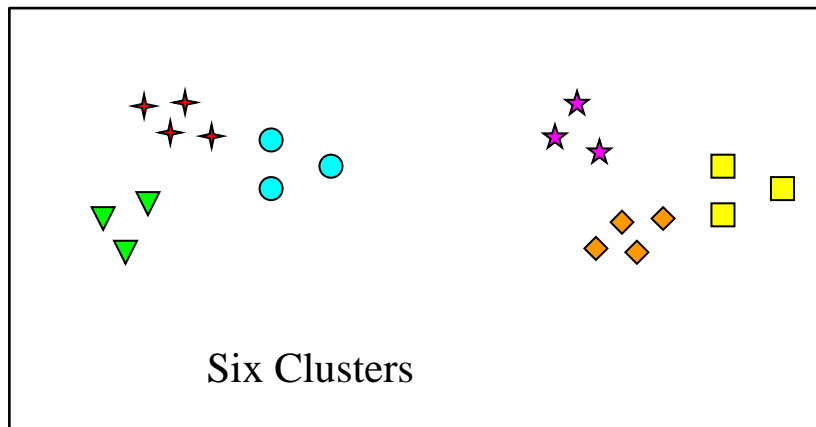
What is not Cluster Analysis?

- Supervised classification
 - Have class label information
- Simple segmentation
 - Dividing students into different registration groups alphabetically, by last name
- Results of a query
 - Groupings are a result of an external specification
- Graph partitioning
 - Some mutual relevance and synergy, but areas are not identical

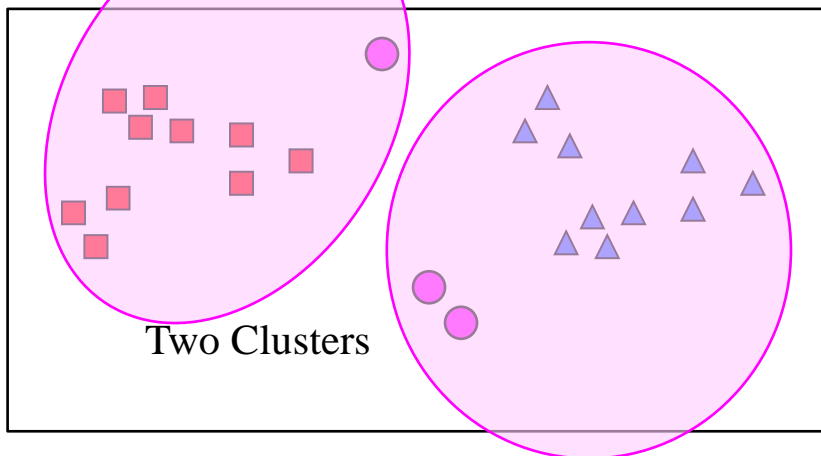
Notion of a Cluster can be Ambiguous



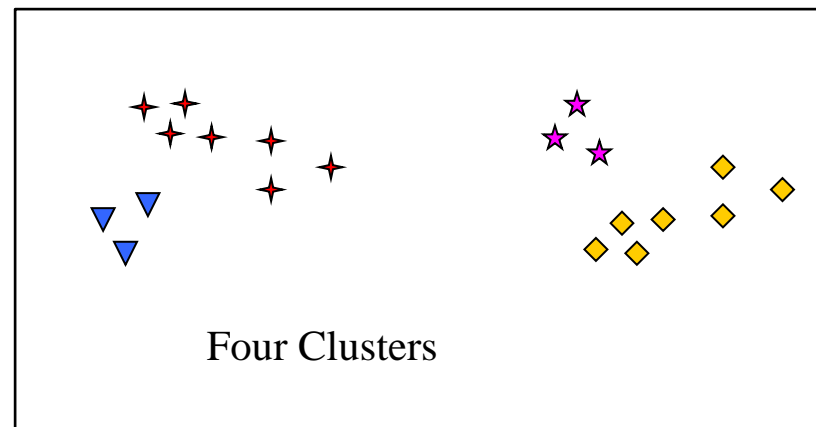
How many clusters?



Six Clusters



Two Clusters

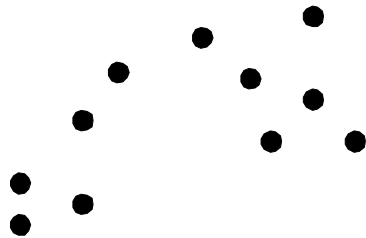


Four Clusters

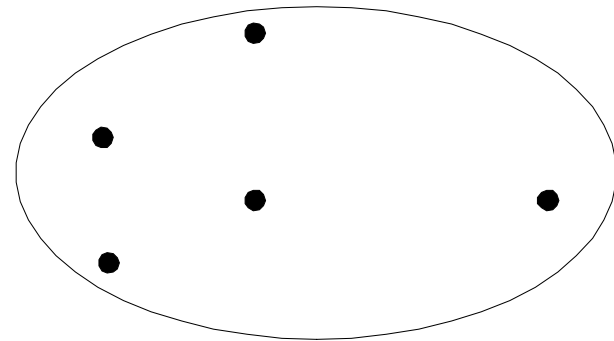
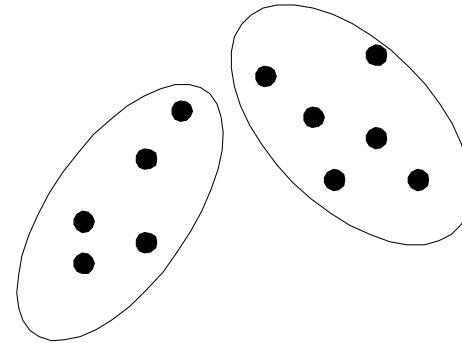
Types of Clusterings

- A **clustering** is a set of clusters
- Important distinction between **hierarchical** and **partitional** sets of clusters
- **Partitional Clustering**
 - A division data objects into non-overlapping subsets (clusters) such that each data object is in exactly one subset
- **Hierarchical clustering**
 - A set of nested clusters organized as a hierarchical tree

Partitional Clustering

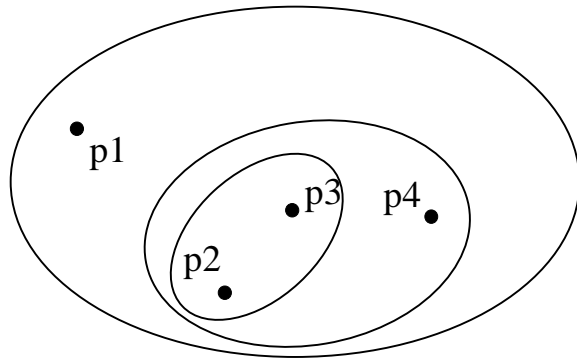


Original Points

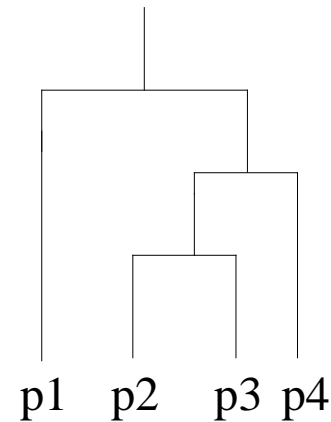


A Partitional Clustering

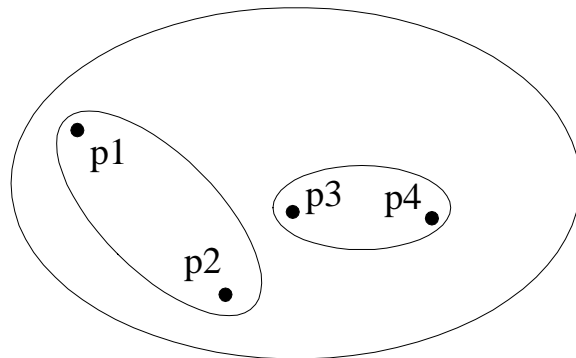
Hierarchical Clustering



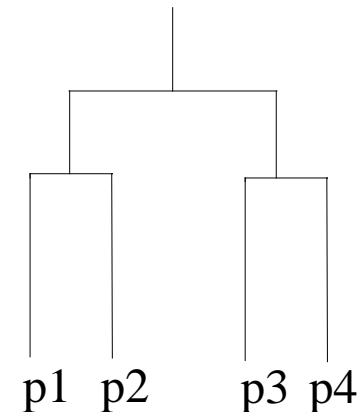
Traditional Hierarchical Clustering



Traditional Dendrogram



Non-traditional Hierarchical Clustering



Non-traditional Dendrogram

Other Distinctions Between Sets of Clusters

- Exclusive versus non-exclusive
 - In non-exclusive clusterings, points may belong to multiple clusters.
 - Can represent multiple classes or ‘border’ points
- Fuzzy versus non-fuzzy
 - In fuzzy clustering, a point belongs to every cluster with some weight between 0 and 1
 - Weights must sum to 1
 - Probabilistic clustering has similar characteristics
- Partial versus complete
 - In some cases, we only want to cluster some of the data
- Heterogeneous versus homogeneous
 - Cluster of widely different sizes, shapes, and densities

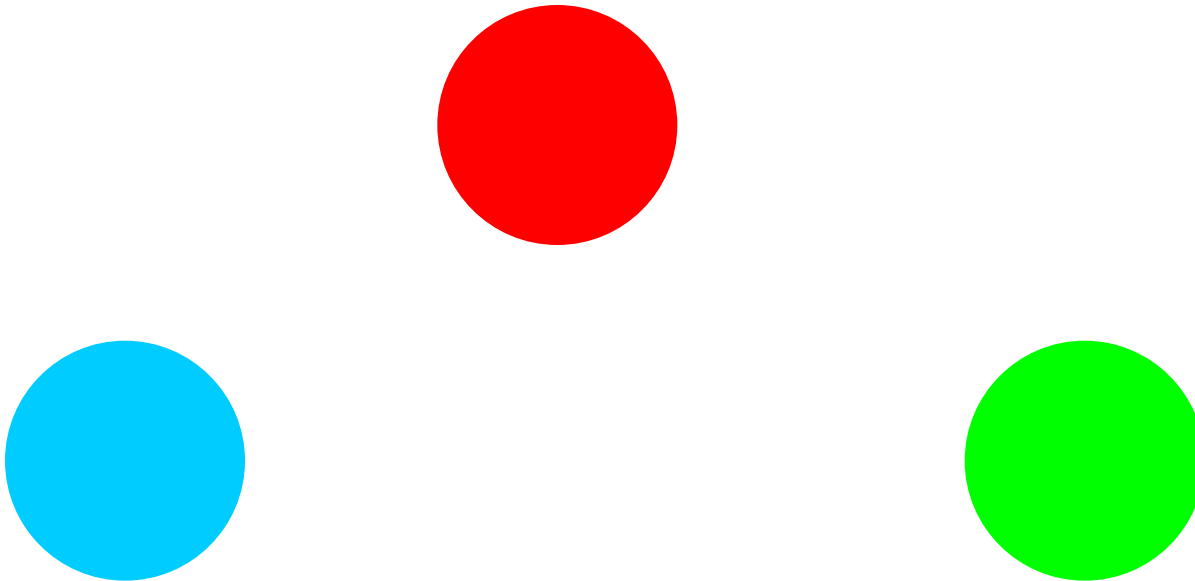
Types of Clusters

- Well-separated clusters
- Center-based clusters
- Contiguous clusters
- Density-based clusters
- Property or Conceptual
- Described by an Objective Function

Types of Clusters: Well-Separated

□ Well-Separated Clusters:

- A cluster is a set of points such that any point in a cluster is closer (or more similar) to every other point in the cluster than to any point not in the cluster.

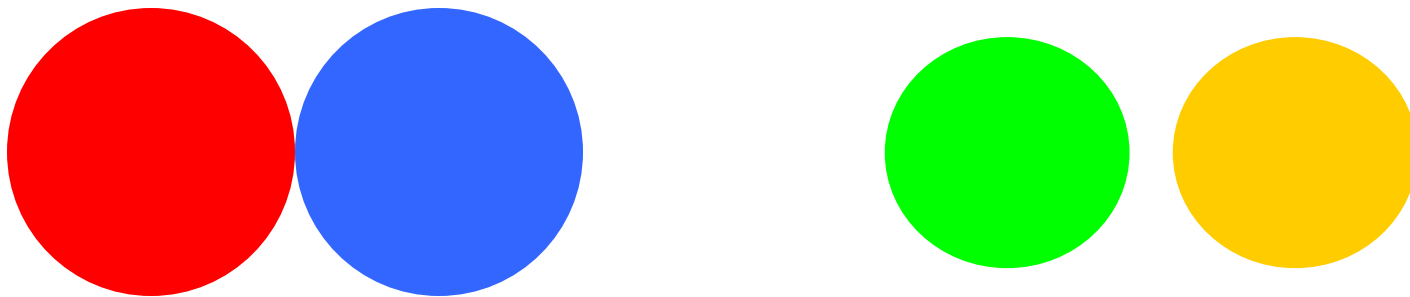


3 well-separated clusters

Types of Clusters: Center-Based

□ Center-based

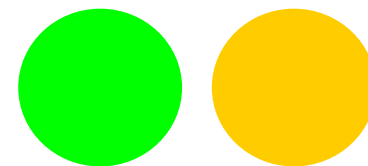
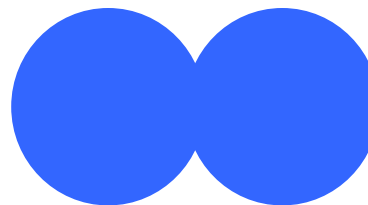
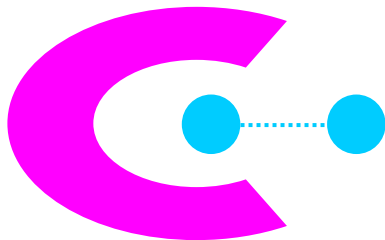
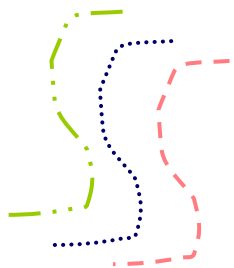
- A cluster is a set of objects such that an object in a cluster is closer (more similar) to the “center” of a cluster, than to the center of any other cluster
- The center of a cluster is often a **centroid**, the average of all the points in the cluster, or a **medoid**, the most “representative” point of a cluster



4 center-based clusters

Types of Clusters: Contiguity-Based

- Contiguous Cluster (Nearest neighbor or Transitive)
 - A cluster is a set of points such that a point in a cluster is closer (or more similar) to one or more other points in the cluster than to any point not in the cluster.

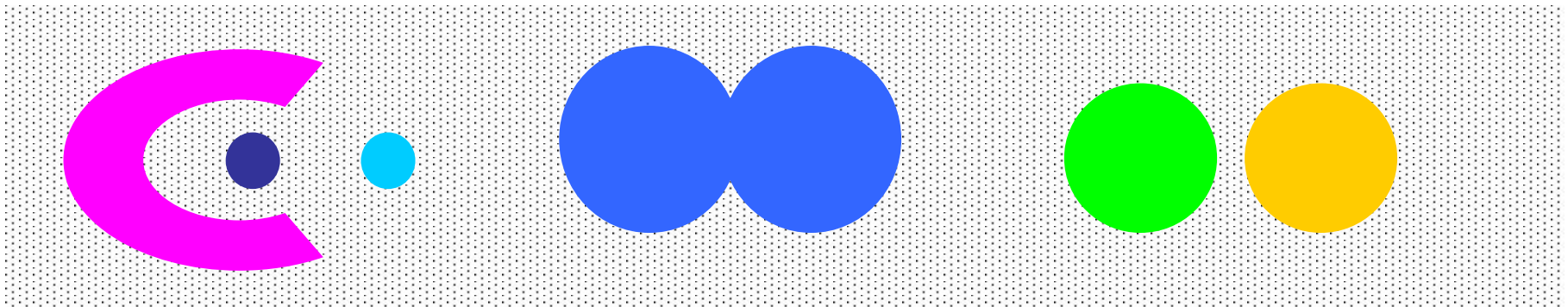


8 contiguous clusters

Types of Clusters: Density-Based

□ Density-based

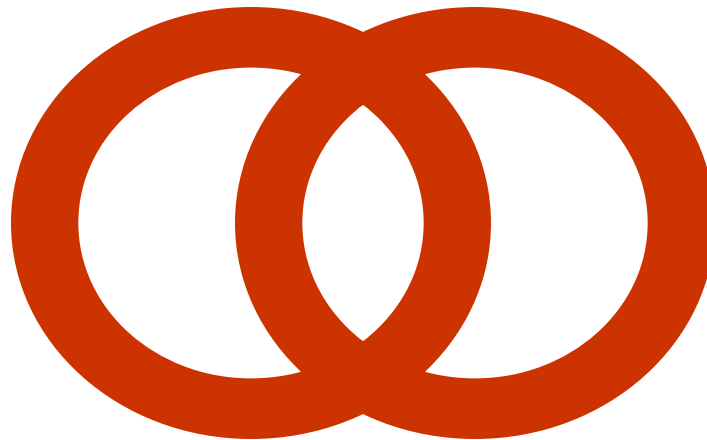
- A cluster is a dense region of points, which is separated by low-density regions, from other regions of high density.
- Used when the clusters are irregular or intertwined, and when noise and outliers are present.



6 density-based clusters

Types of Clusters: Conceptual Clusters

- Shared Property or Conceptual Clusters
 - Finds clusters that share some common property or represent a particular concept.



2 Overlapping Circles

Types of Clusters: Objective Function

□ Clusters Defined by an Objective Function

- Finds clusters that minimize or maximize an objective function.
- Enumerate all possible ways of dividing the points into clusters and evaluate the 'goodness' of each potential set of clusters by using the given objective function. (NP Hard)
- Can have global or local objectives.
 - ◆ Hierarchical clustering algorithms typically have local objectives
 - ◆ Partitional algorithms typically have global objectives
- A variation of the global objective function approach is to fit the data to a parameterized model.
 - ◆ Parameters for the model are determined from the data.
 - ◆ Mixture models assume that the data is a 'mixture' of a number of statistical distributions.

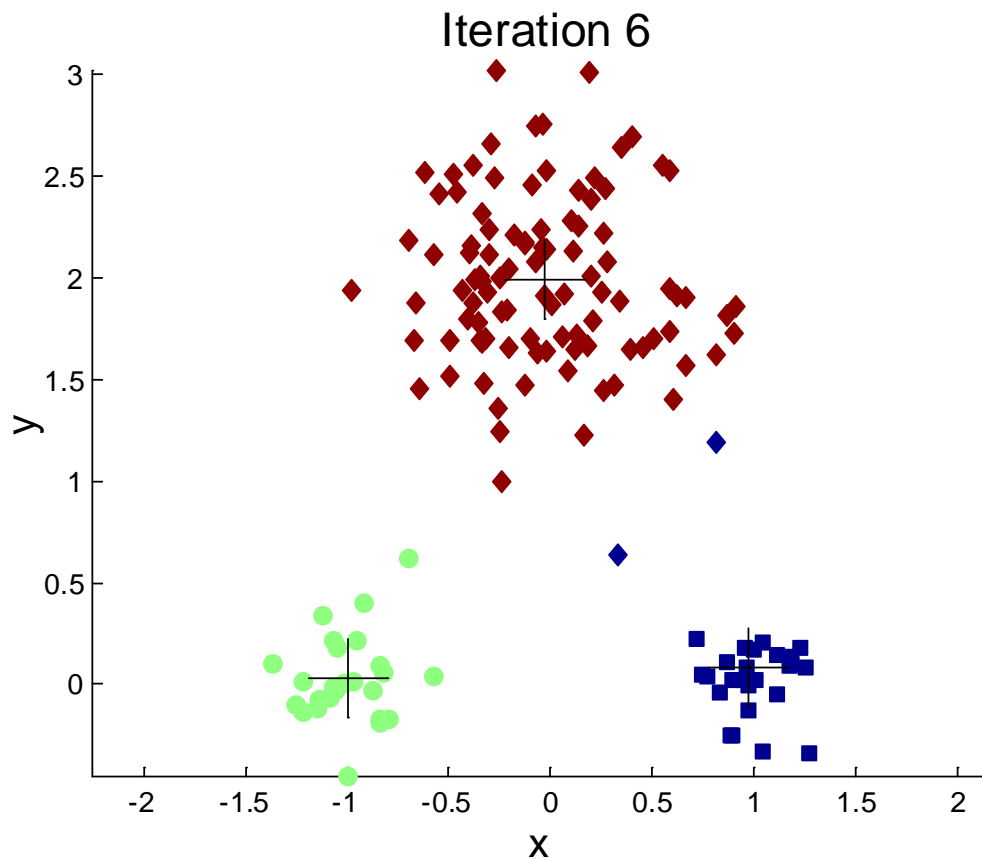
Types of Clusters: Objective Function ...

- Map the clustering problem to a different domain and solve a related problem in that domain
 - Proximity matrix defines a weighted graph, where the nodes are the points being clustered, and the weighted edges represent the proximities between points
 - Clustering is equivalent to breaking the graph into connected components, one for each cluster.
 - Want to minimize the edge weight between clusters and maximize the edge weight within clusters

Characteristics of the Input Data Are Important

- Type of proximity or density measure
 - This is a derived measure, but central to clustering
- Sparseness
 - Dictates type of similarity
 - Adds to efficiency
- Attribute type
 - Dictates type of similarity
- Type of Data
 - Dictates type of similarity
 - Other characteristics, e.g., autocorrelation
- Dimensionality
- Noise and Outliers
- Type of Distribution

Importance of Choosing Initial Centroids



Importance of Choosing Initial Centroids

