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Algorithms for Data Science
Introduction

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M2 Data Science

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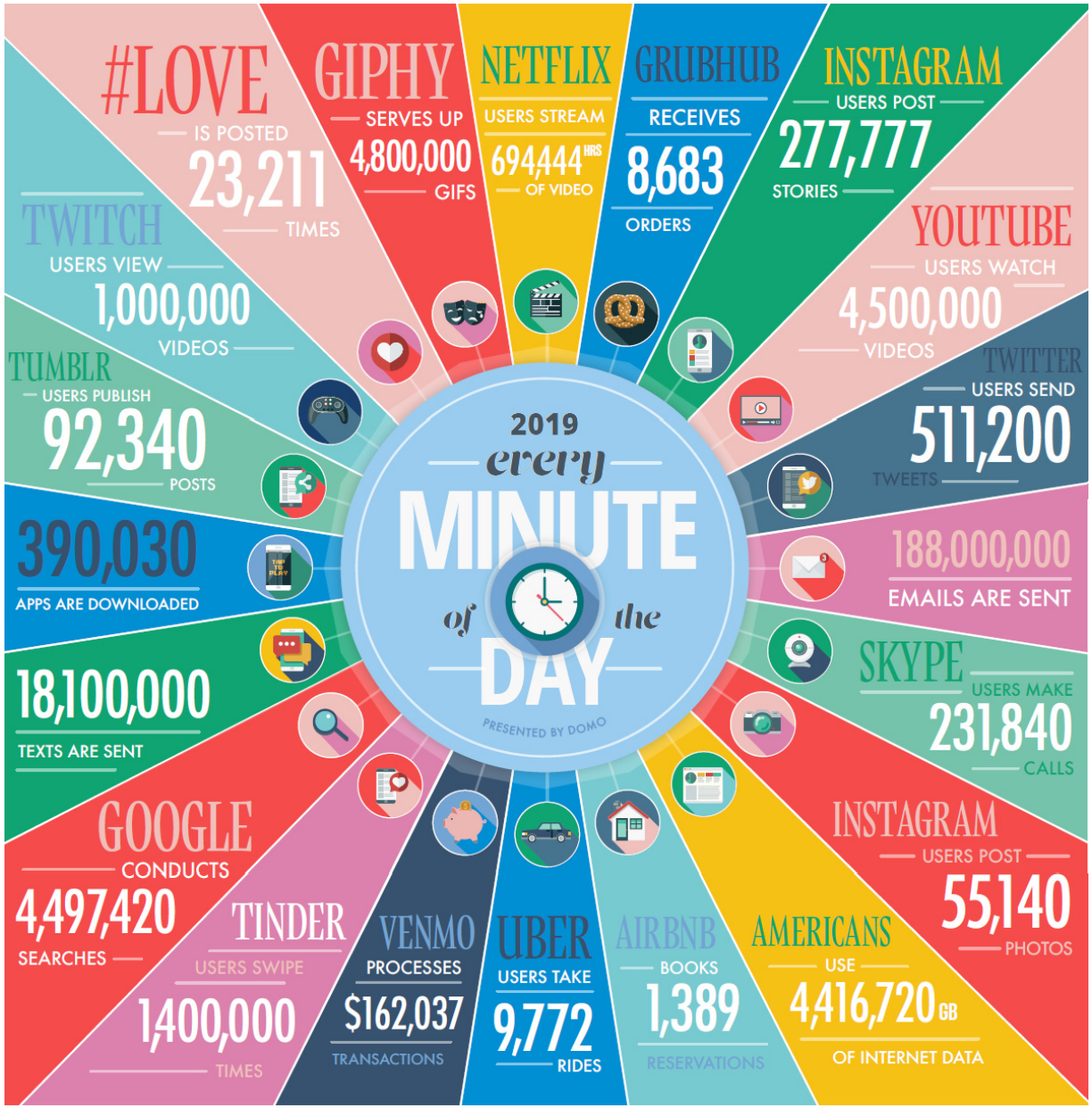
Data

Data = knowledge and value

In order to get the knowledge, data needs to be:

- stored
- managed
- **analyzed** – *the objective of this course*

Big Data


2019
every
MINUTE
of the
DAY
PRESENTED BY DOMO
#LOVE
IS POSTED
23,211
TIMES
GIPHY
SERVES UP
4,800,000
GIFS
NETFLIX
USERS STREAM
694,444 HRS
OF VIDEO
GRUBHUB
RECEIVES
8,683
ORDERS
INSTAGRAM
USERS POST
277,777
STORIES
TWITCH
USERS VIEW
1,000,000
VIDEOS
YOUTUBE
USERS WATCH
4,500,000
VIDEOS
TUMBLR
USERS PUBLISH
92,340
POSTS
TWITTER
USERS SEND
511,200
TWEETS
390,030
APPS ARE DOWNLOADED
188,000,000
EMAILS ARE SENT
18,100,000
TEXTS ARE SENT
SKYPE
USERS MAKE
231,840
CALLS
GOOGLE
CONDUCTS
4,497,420
SEARCHES
INSTAGRAM
USERS POST
55,140
PHOTOS
TINDER
USERS SWIPE
1,400,000
TIMES
VENMO
PROCESSES
$162,037
TRANSACTIONS
UBER
USERS TAKE
9,772
RIDES
AIRBNB
BOOKS
1,389
RESERVATIONS
AMERICANS
USE
4,416,720 GB
OF INTERNET DATA

Data Mining

Data Mining – use the most powerful hardware and the *most efficient algorithms* to analyze data

What does **analyze** the data mean?

– to discover **patterns** and **models**:

- valid, useful, unexpected (i.e., not trivial to find), understandable

A term that can be used interchangeably with **Big Data** or **data science**

Data Mining: Models

Data Mining relies on **modeling** the data – a way to generalize the knowledge we have **beyond the samples of data we currently have**

Two main views:

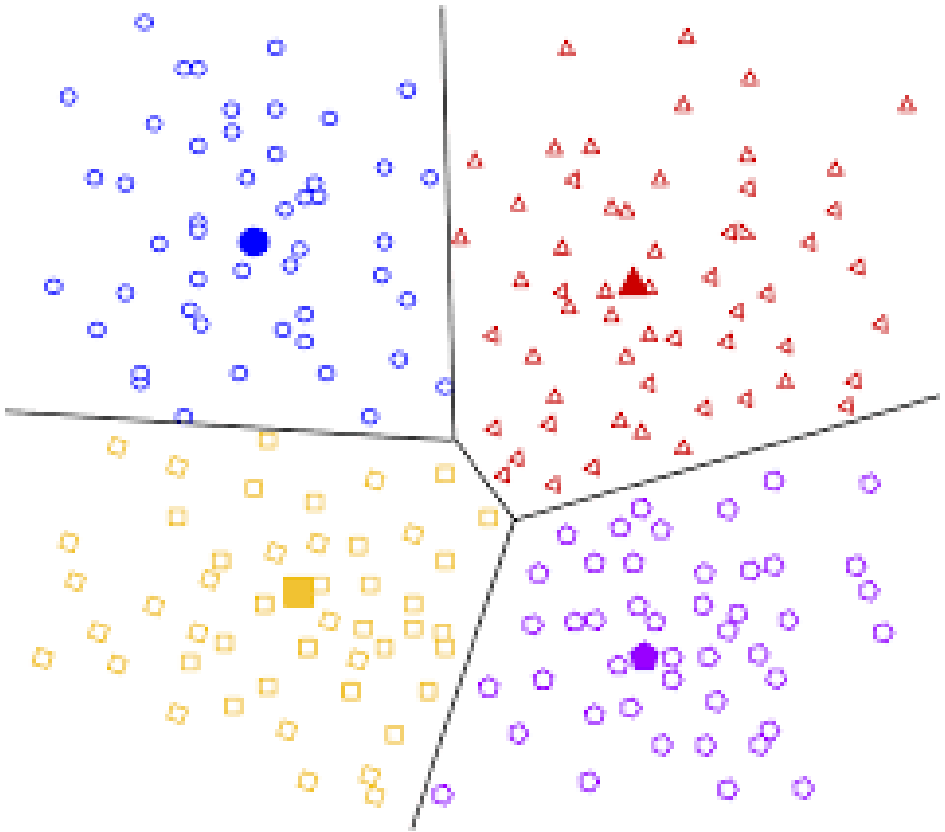
1. **statistical**: constructing a statistical model (e.g, fitting a distribution to data), machine learning (more complex functions over data) – look at data mining as a **statistical problem**
2. **computational**: summarization (summarizing the data succinctly and approximately), feature extraction (keeping only the most relevant features of the data)

– we care mostly about the **computational** case in this course

Data Mining: Tasks

Descriptive methods: find interpretable patterns that aim to describe the data

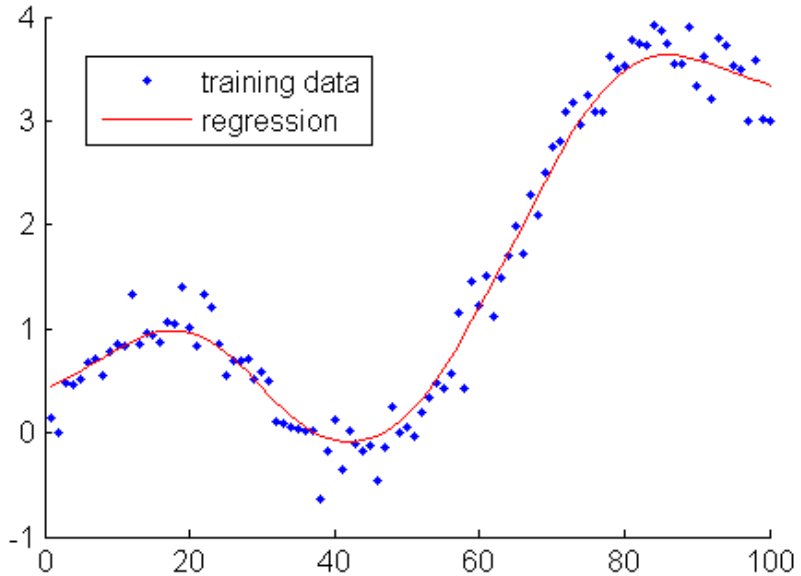
– clustering, PageRank



Data Mining: Tasks

Predictive methods: use features of the data to predict future values

– e.g., regression, recommendation



Data Mining Cultures

Large overlap of **Data Mining** with:

- **databases**: simple queries (SQL, based on mathematical logic), large data
- **machine learning**: complex models, (relatively) small data
- **theoretical CS**: randomized and approximation algorithms

In **databases**, data mining is large-scale analytic processing via queries – results are query answers

In **machine learning**, data mining reduces to **inferring models** – results are the model parameters

Dangers of Data Mining

If the analysis is not careful, a data analyst can use data mining and find patterns that are meaningless

Bonferroni's principle

- informally: the more data you have, the more likely you are that you find some pattern in the data (as it is more likely to occur randomly) – bogus (random data will always have patterns in it)
- principle: if the expected number of occurrences of the events you are looking for is significantly larger than the number of real instances – then *almost anything you will find is bogus*

One has to look only at events / data that are too rare to likely occur in random data.

Another major danger: the privacy-usefullness tradeoff of using data to make decisions

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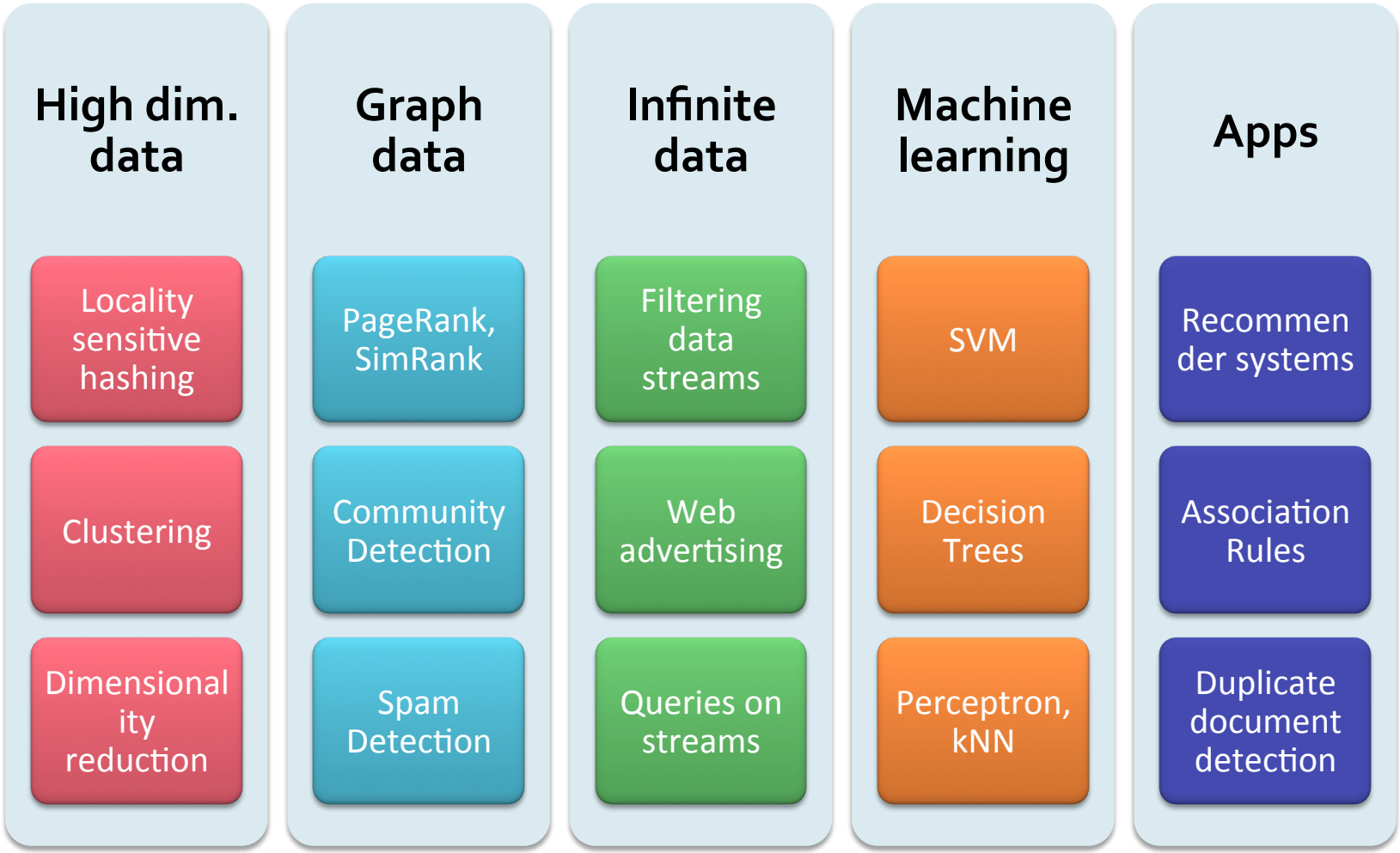
The Big Picture



Mining of Massive Datasets `https://www.mmds.org/`

Objectives

To present **data analysis methods** that are scalable to big data instances, *from a computational point of view*

Main topics in lectures:

- **item mining**: frequent items, finding similar items
- **advertising and recommendation on the Web**
- **data stream mining**

Structure

6 weeks of lectures/labs + 1 week for exam; Fridays afternoon 14:00 – 17:45

Practical labs: follow lectures; Python via Jupyter notebooks

Evaluation:

- **50% project** (programming assignment) – starting week 4
- **50% written exam** (exercises,) – week 7

Links

Class links: `http://silviu.maniu.info/teaching` and also on eCampus `https://ecampus.paris-saclay.fr`; homeworks/deadlines ony via eCampus!

Textbook: Mining of Massive Datasets, available at `https://www.mmds.org/`

Acknowledgments

The contents partly follows Chapter 1 of [Leskovec et al., 2020].

`https://www.mmds.org/`

References i


Leskovec, J., Rajaraman, A., and Ullman, J. (2020).
Mining of Massive Datasets.
Cambridge University Press.