

INTRODUCTION TO DATA SCIENCE

This lecture is
based on course by E. Fox and C. Guestrin, Univ of Washington

14/11/2017

WFAiS UJ, Informatyka Stosowana
II stopień studiów

Classification

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❑ An intelligent restaurant review system

It's a big day & I want to book a table at a nice Japanese restaurant



What is a sentiment of the review

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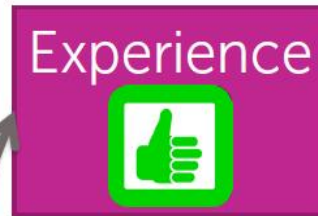
Positive reviews not positive about everything

Sample review:

Watching the chefs create incredible edible art made the experience very unique.

My wife tried their ramen and it was pretty forgettable.

All the sushi was delicious!
Easily best sushi in Seattle.



Topic sentiments

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From reviews to topic sentiments

All reviews
for restaurant

★★★★★ 7/21/2015

This is probably my favorite place to eat Japanese in Seattle. My boyfriend and I ordered right of scallop, Japanese snapper (seasonal), and the agodashi tofu and 2 special rolls. I would skip the special rolls, because the nigiri and sashimi cuts is where this place excels. The tofu, as recommended by other Yelpers was amazing. It's more chewy and the sauce/gravy is the perfect amount of flavor for the delicate tofu.

★★★★★ 9/1/2015

Dining here at the sushi bar made me feel like sitting front row to an amazing performance. We didn't have reservations, banged down to the ID after work, got here breathlessly at 5:10pm, and got the last two seats in the place.

★★★★★ 6/9/2015

I came here having high expectations due to the reviews of the place, but I was bit disappointed. The restaurant is small so do make reservations when you come here. Dishes cost from \$4-26 each and dishes are small.

Novel intelligent
restaurant review app

Experience

★★★★★

Ramen

★★★

Sushi

★★★★★

Easily best sushi
in Seattle.

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Intelligent restaurant review system

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Break all reviews into sentences

The seaweed salad was just OK, vegetable salad was just ordinary.

I like the interior decoration and the blackboard menu on the wall.

All the sushi was delicious.

My wife tried their ramen and it was pretty forgettable.

The sushi was amazing, and the rice is just outstanding.

The service is somewhat hectic.

Easily best sushi in Seattle.

Core building block

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Easily best sushi in Seattle.



Sentence Sentiment
Classifier



Easily best sushi in Seattle.



Intelligent restaurant review system

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All reviews for restaurant

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Easily best sushi in Seattle.

Sentence
Sentiment
Classifier

Average predictions

Sushi
★★★★★

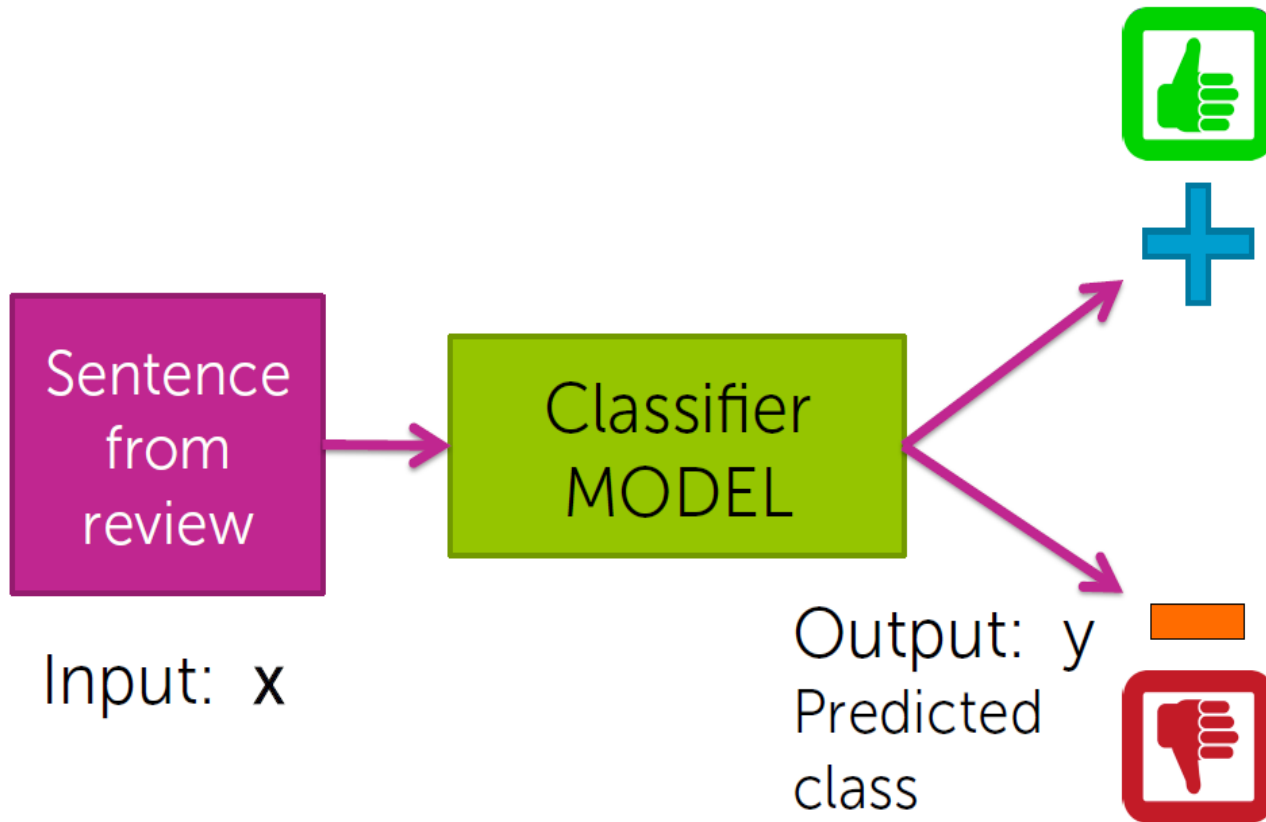
Most
👍 & 👎

Easily best
sushi
in Seattle.

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Classifier

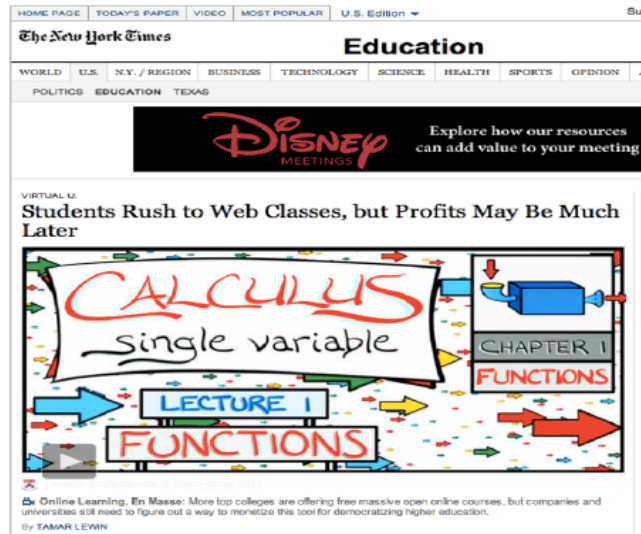
8



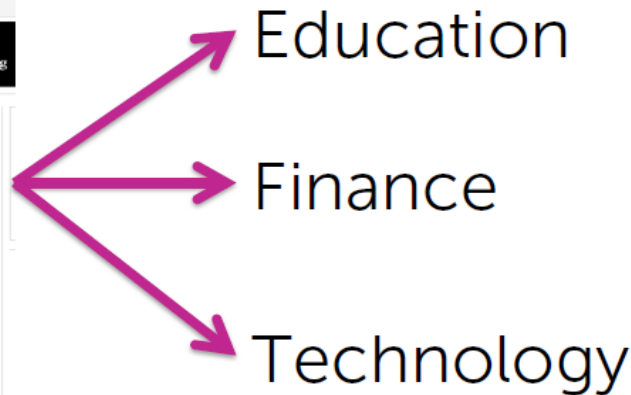
Multiclass classifier

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Output y has more than 2 categories



Input: x
Webpage



Output: y

Spam filtering

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Osman Khan to Carlos show details Jan 7 (6 days ago) Reply
sounds good
+OK
Carlos Guestrin wrote:
Let's try to chat on Friday a little to coordinate and more on Sunday in person?
Carlos

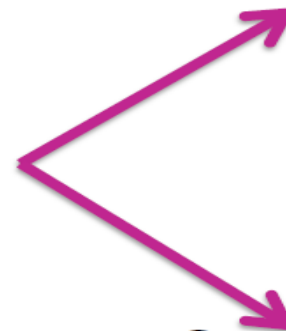
Welcome to New Media Installation: Art that Learns

Carlos Guestrin to 10615-announce, Osman, Miche show details 3:15 PM (8 hours ago) Reply
Hi everyone,
Welcome to New Media Installation:Art that Learns
The class will start tomorrow.
Make sure you attend the first class, even if you are on the Wait List
The classes are held in Doherty Hall C316, and will be Tue, Thu 01:30-4:20 PM.
By now, you should be subscribed to our course mailing list: 10615-announce@cs.cmu.edu.
You can contact the instructors by emailing: 10615-instructors@cs.cmu.edu

Natural_LoseWeight SuperFood Endorsed by Oprah Winfrey, Free Trial 1 bottle, pay only \$5.95 for shipping mfw rik spam

Jaquelyn Halley to nhamelin, bcc: thehorney, bcc: ariq show details 9:52 PM (1 hour ago) Reply
==== Natural WeightLOSS Solution ====
Vital Acai is a natural WeightLOSS product that Enables people to lose weight and cleansing their bodies faster than most other products on the market.
Here are some of the benefits of Vital Acai that You might not be aware of. These benefits have helped people who have been using Vital Acai daily to Achieve goals and reach new heights in there dieting that they never thought they could.
• Rapid WeightLOSS
• Increased metabolism - BurnFat & calories easily!
• Better Mood and Attitude
• More Self Confidence
• Cleanse and Detoxify Your Body
• Much More Energy

Not spam



Spam

Input: x

Text of email,
sender, IP, ...

Output: y

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Image classification

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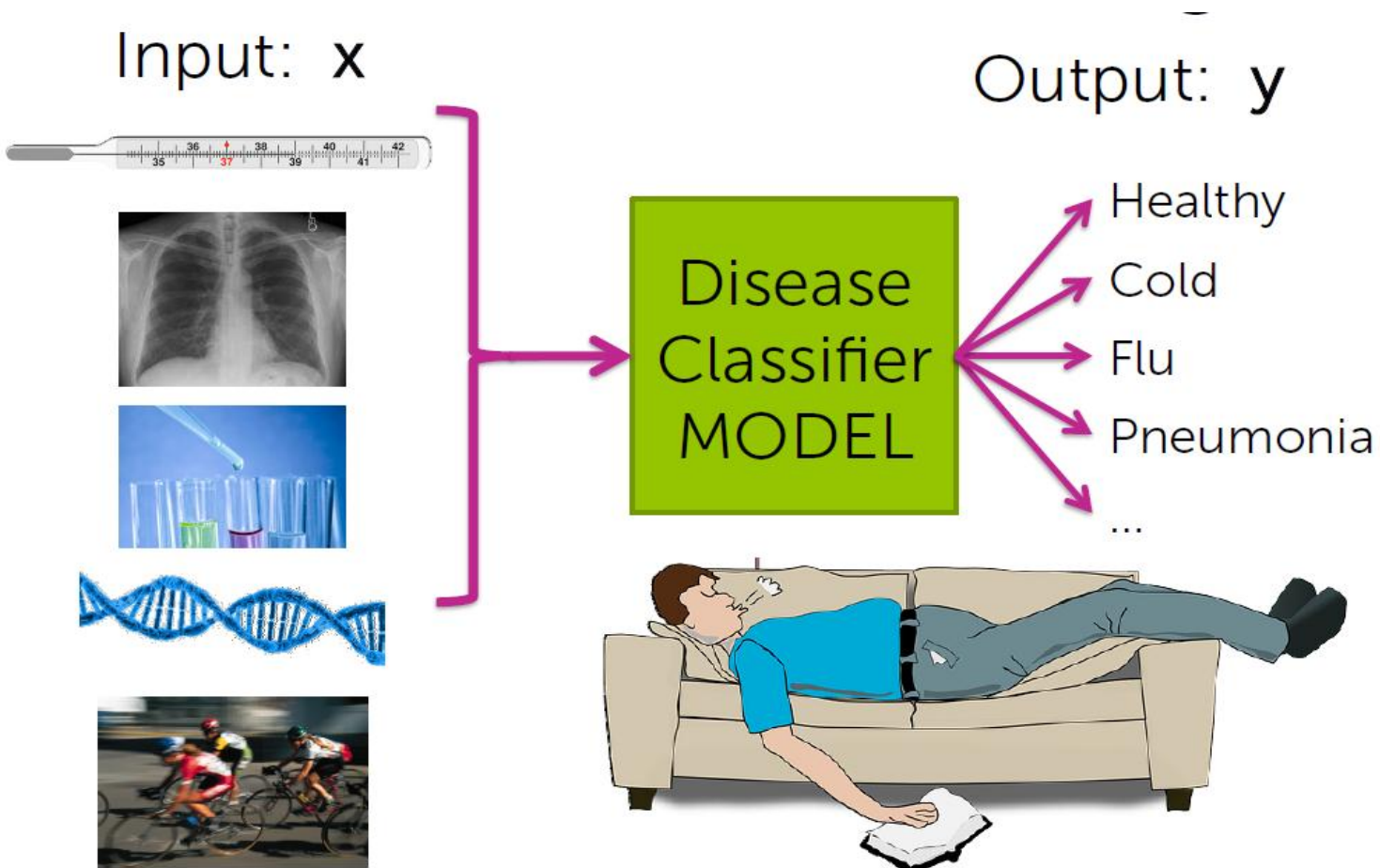


Input: x
Image pixels

Output: y
Predicted object

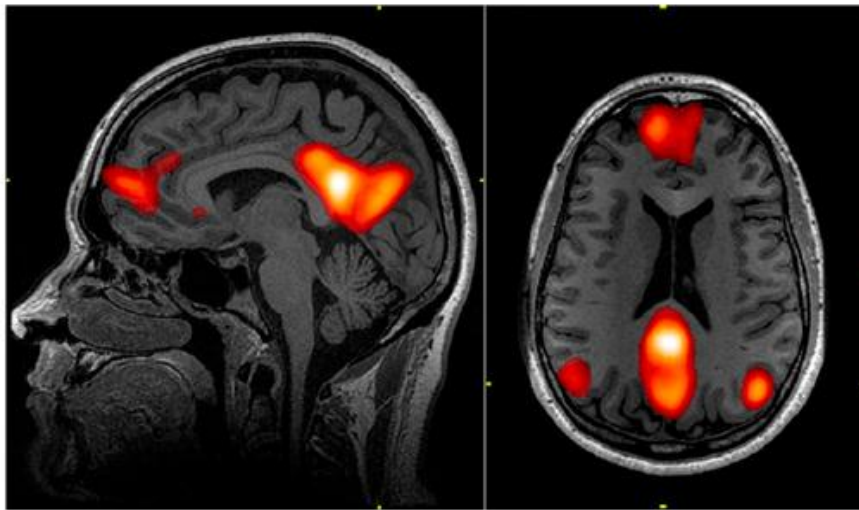
Personalized medical diagnosis

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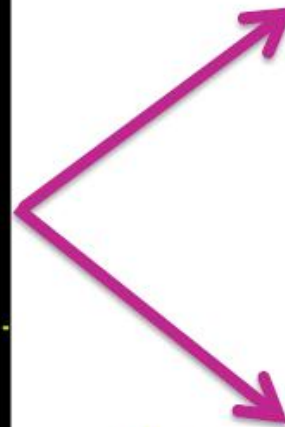


Reading your mind

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"Hammer"

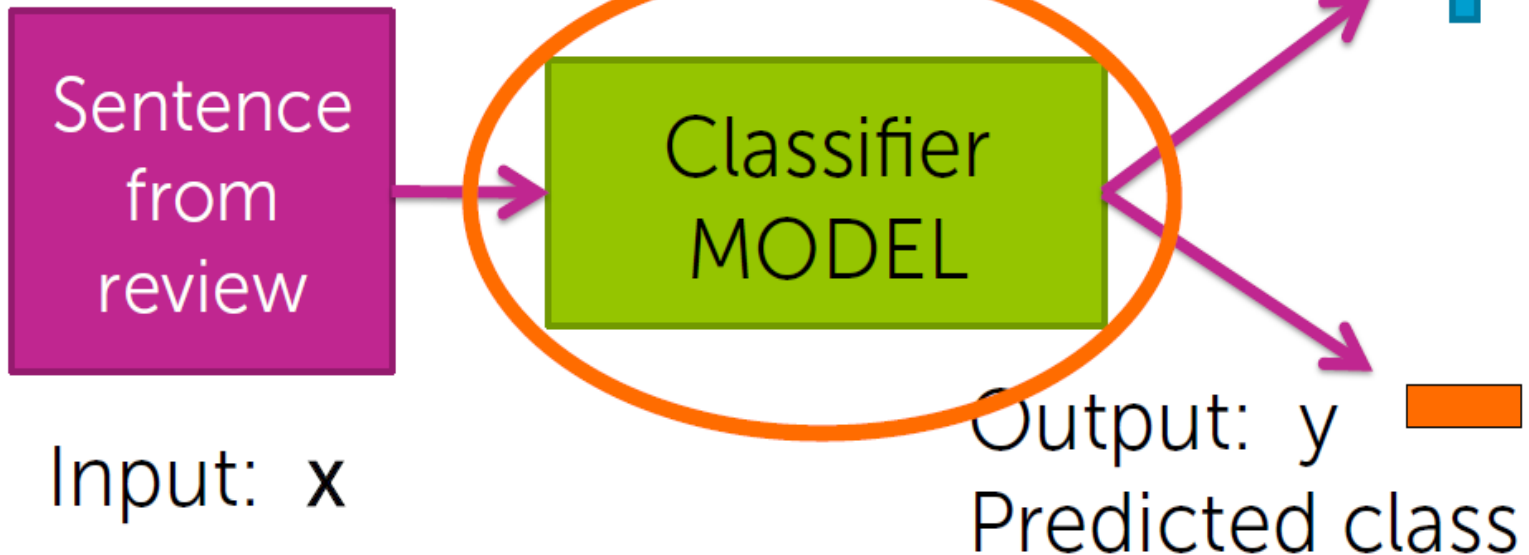


"House"

Representing classifiers

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How does it work???



Simple threshold classifier

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List of positive words	List of negative words
great, awesome, good, amazing,...	bad, terrible, disgusting, sucks,...




Sentence from review




Simple threshold classifier
Count positive & negative words in sentence

If *number of positive words* > *number of negative words*:

$\hat{y} =$ 

Else:

$\hat{y} =$ 

Input: x

Simple threshold classifier

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List of positive words	List of negative words
great, awesome, good, amazing,...	bad, terrible, disgusting, sucks,...

Sushi was great, the food was awesome, but the service was terrible.

Simple threshold classifier

Count positive & negative words in sentence

2

If *number of positive words* > *number of negative words*:

$\hat{y} =$ +

Else:


$\hat{y} =$ -

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Problems with threshold classifier

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- How do we get list of positive/negative words?
- Words have different degrees of sentiment:
 - Great > good
 - How do we weigh different words?
- Single words are not enough:
 - *Good* → Positive
 - *Not good* → Negative



Addressed
by learning
a classifier

Addressed
by more
elaborate
features

A (linear) classifier

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Will use training data to learn a weight for each word

Word	Weight
good	1.0
great	1.5
awesome	2.7
bad	-1.0
terrible	-2.1
awful	-3.3
restaurant, the, we, where, ...	0.0
...	...

Scoring a sentence

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Word	Weight
good	1.0
great	<u>1.2</u>
awesome	<u>1.7</u>
bad	-1.0
terrible	<u>-2.1</u>
awful	-3.3
restaurant, the, we, where, ...	0.0
...	...

Input x:

Sushi was great,
the food was awesome,
but the service was terrible.

$$\begin{aligned} \text{Score}(x) &= 1.2 + 1.7 - 2.1 \\ &= 0.8 \end{aligned}$$

$$\text{Score}(x) > 0 \Rightarrow +$$

if

$$\text{Score}(x) < 0 \Rightarrow -$$

Called a linear classifier, because output is weighted sum of input.

Simple linear classifier

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Word	Weight
...	...





Sentence
from
review



Input: x

Simple linear classifier
 $Score(x)$ = weighted count of words in sentence

If $Score(x) > 0$:
 $\hat{y} =$ 

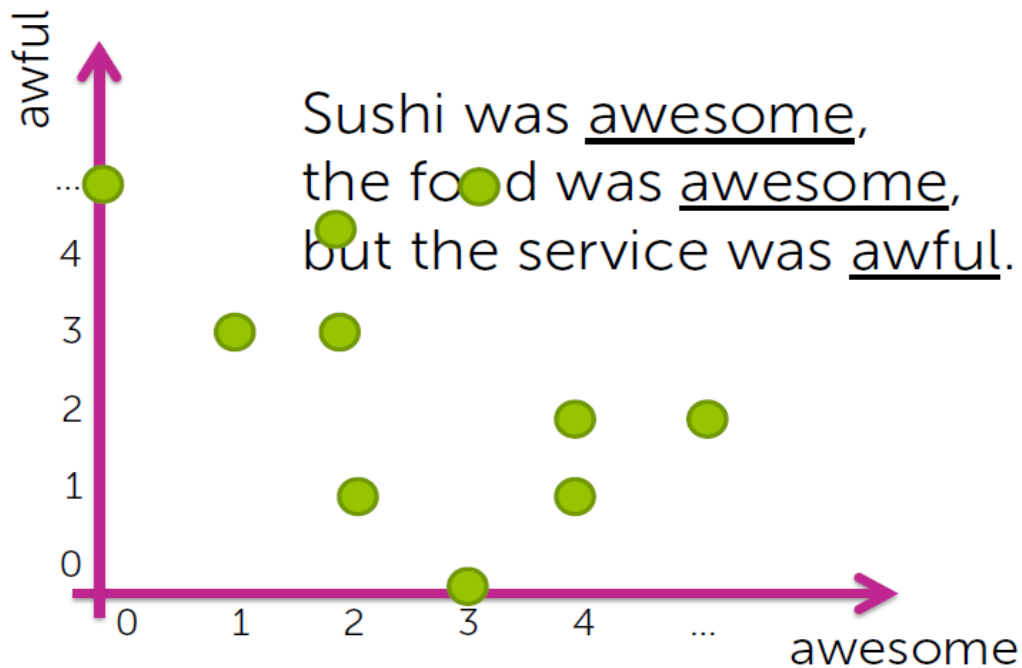
Else:
 $\hat{y} =$ 

Suppose only two words had non-zero weight

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Word	Weight
awesome	1.0
awful	-1.5

→ $\text{Score}(x) = 1.0 \# \text{awesome} - 1.5 \# \text{awful}$

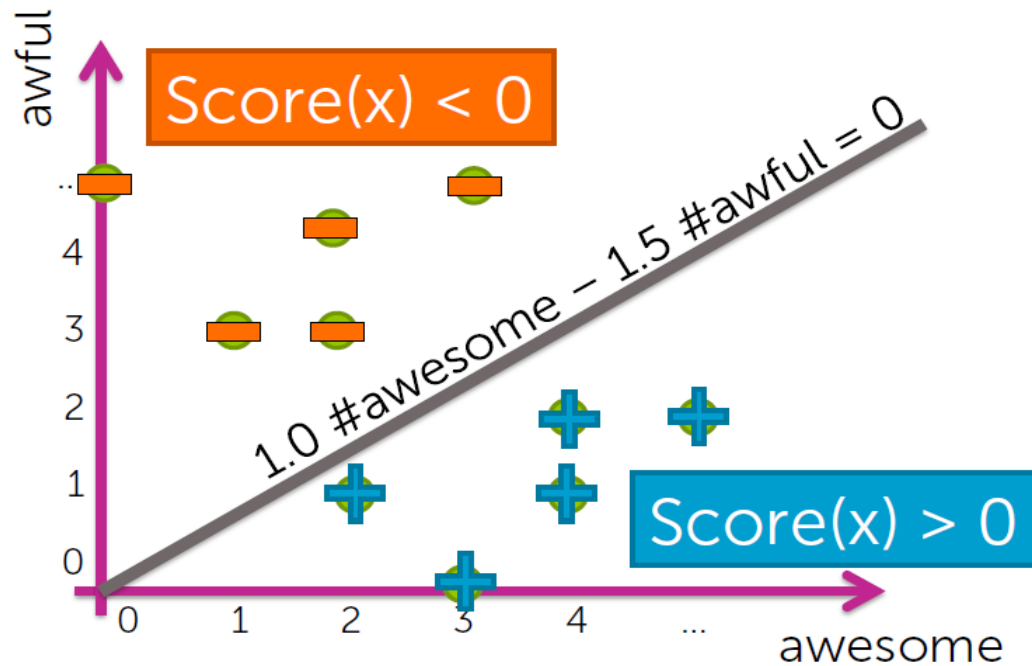


Decision boundary example

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Word	Weight
awesome	1.0
awful	-1.5

→ $\text{Score}(x) = 1.0 \# \text{awesome} - 1.5 \# \text{awful}$

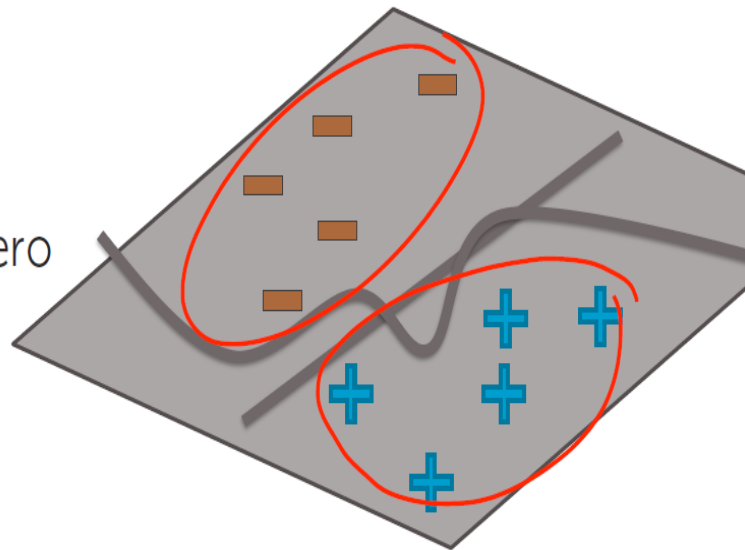


Decision boundary

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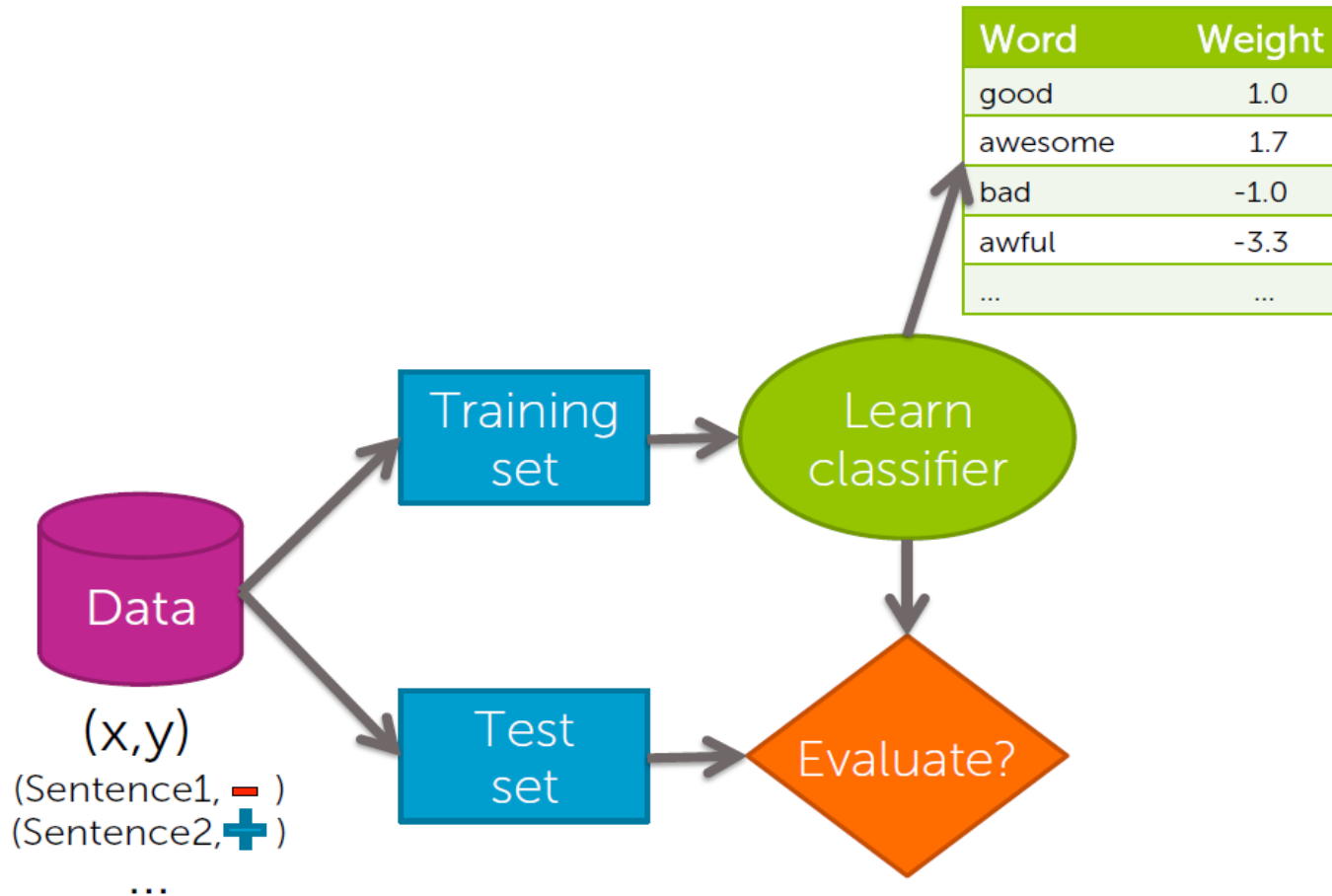
Separates positive & negative predictions

- For linear classifiers:
 - When 2 weights are non-zero
→ line
 - When 3 weights are non-zero
→ plane
 - When many weights are non-zero
→ hyperplane
- For more general classifiers
→ more complicated shapes



Training a classifier = Learning the weights

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Classification error & accuracy

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- Error measures fraction of mistakes

$$\text{error} = \frac{\# \text{ of mistakes}}{\text{Total \# of sentences}}$$

- Best possible value is 0.0

- Often, measure **accuracy**

- Fraction of correct predictions

$$\text{accuracy} = \frac{\# \text{ of correct}}{\text{Total \# of sentences}}$$

- Best possible value is 1.0

What if you ignore the sentence and just guess?

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- For binary classification:
 - Half the time, you'll get it right! (on average)
 - ➔ accuracy = 0.5
- For k classes, accuracy = $1/k$
 - 0.333 for 3 classes, 0.25 for 4 classes,...

At the very, very, very least,
you should healthily beat random...
Otherwise, it's (usually) pointless...

Is a classifier with 90% accuracy good?

Depends...

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2010 data shows:
"90% emails sent are spam!"

Predicting every email is spam
gets you 90% accuracy!!!

Majority class prediction

Amazing performance when
there is class imbalance

(but silly approach)

- One class is more common than others
- Beats random (if you know the majority class)

What is a good accuracy?

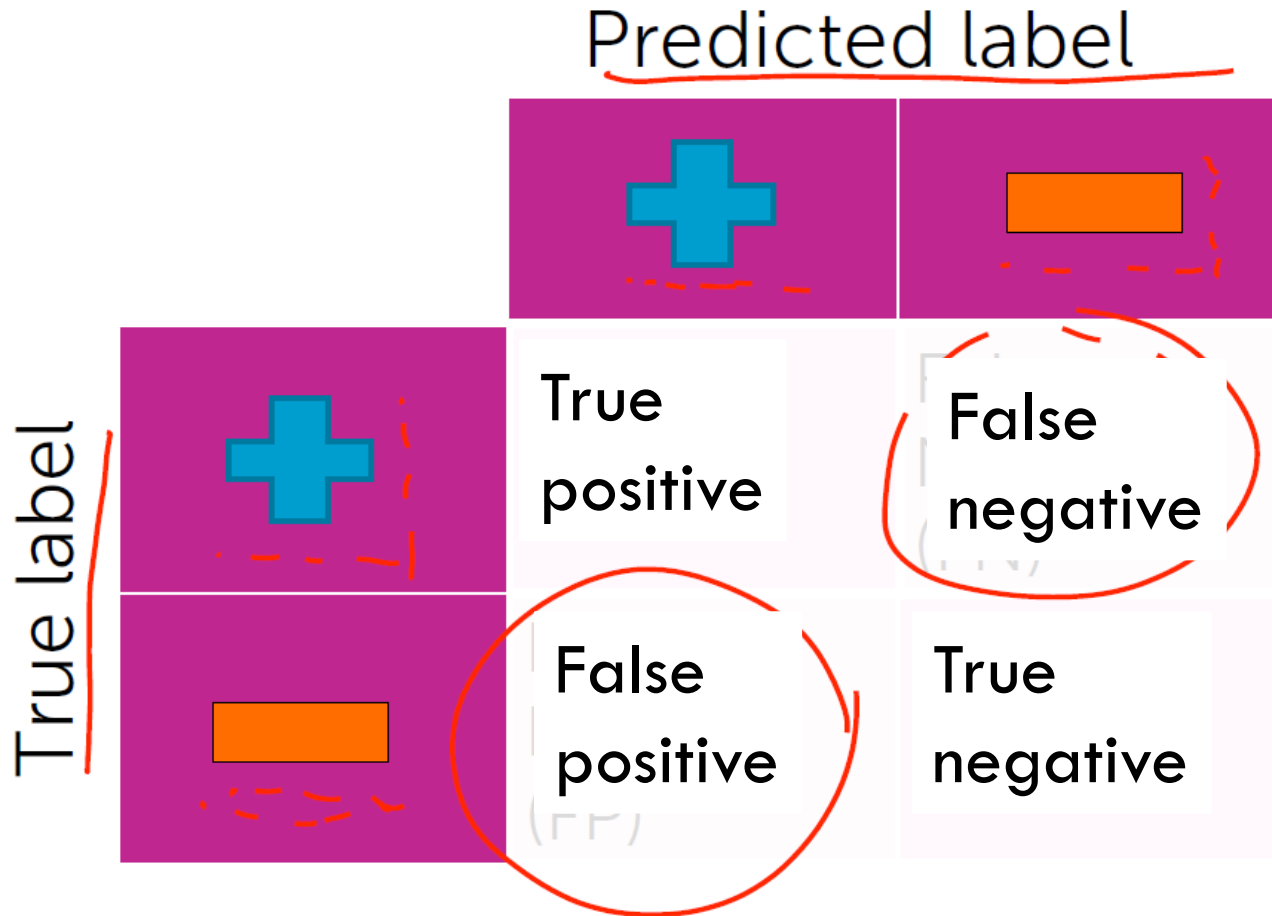
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So, always be digging in and asking the hard questions about reported accuracies

- Is there class imbalance?
- How does it compare to a simple, baseline approach?
 - Random guessing
 - Majority class
 - ...
- Most importantly:
what accuracy does my application need?
 - What is good enough for my user's experience?
 - What is the impact of the mistakes we make?

Types of mistakes

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Cost of mistakes

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Cost of different types of mistakes can be different (& high) in some applications





	Spam filtering	Medical diagnosis
False negative	Annoying	Disease not treated
False positive	Email lost <i>Higher cost</i>	Wasteful treatment

Confusion matrix: binary classification

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100 test examples

Predicted label

		
 60	50	10
 40	5	35

$$\text{accuracy} = \frac{85}{100} = 0.85$$

Confusion matrix: multiclass classification

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100 test examples

		Predicted label		
		Healthy	Cold	Flu
True label	Healthy 70	60	8	2
	Cold 20	4	12	4
	Flu 10	0	2	8

$$\text{accuracy} = \frac{80}{100} = 0.8$$

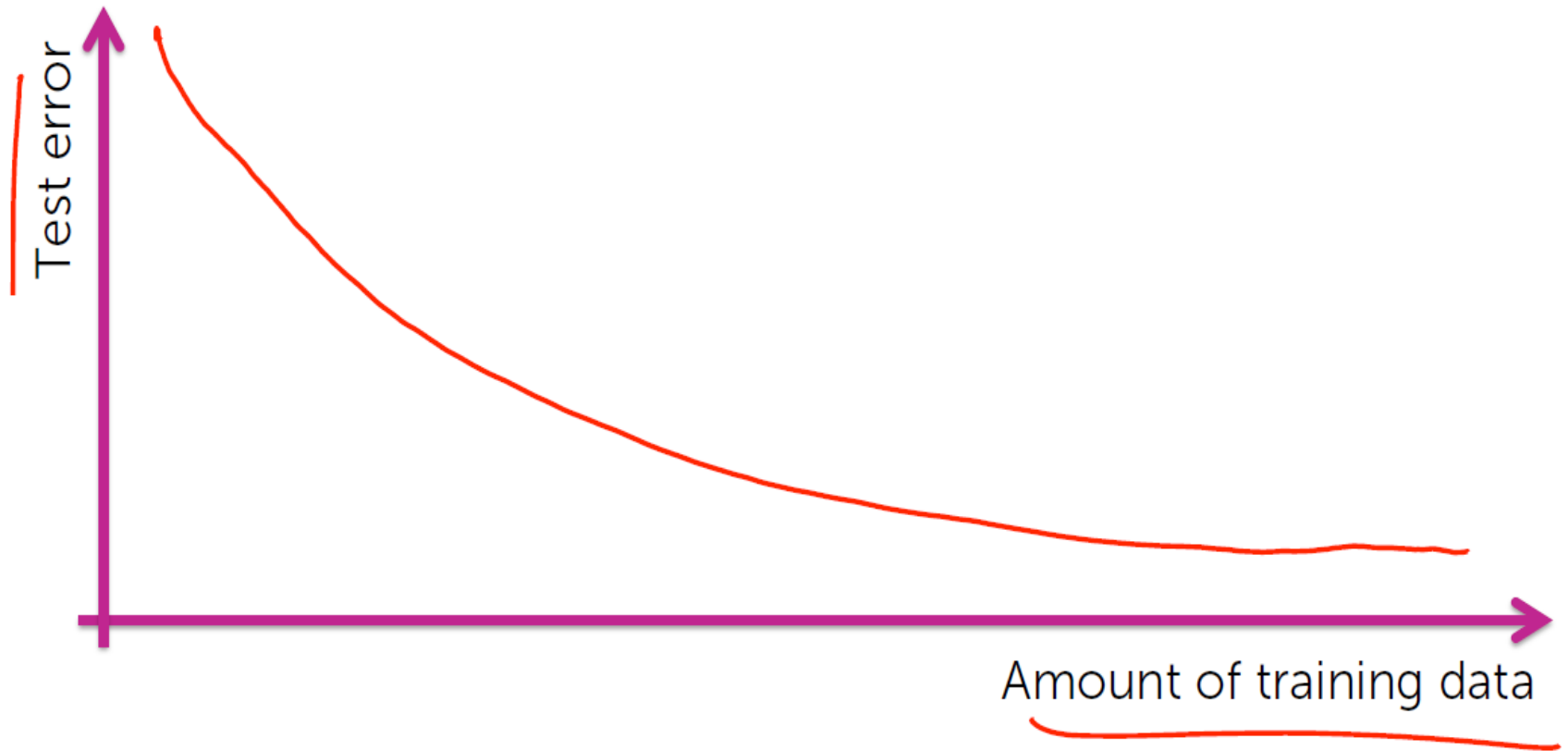
How much data does a model need to learn?

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- The more the merrier 😊
 - But data quality is most important factor
- Theoretical techniques sometimes can bound how much data is needed
 - Typically too loose for practical application
 - But provide guidance
- In practice:
 - More complex models require more data
 - Empirical analysis can provide guidance

Learning curves

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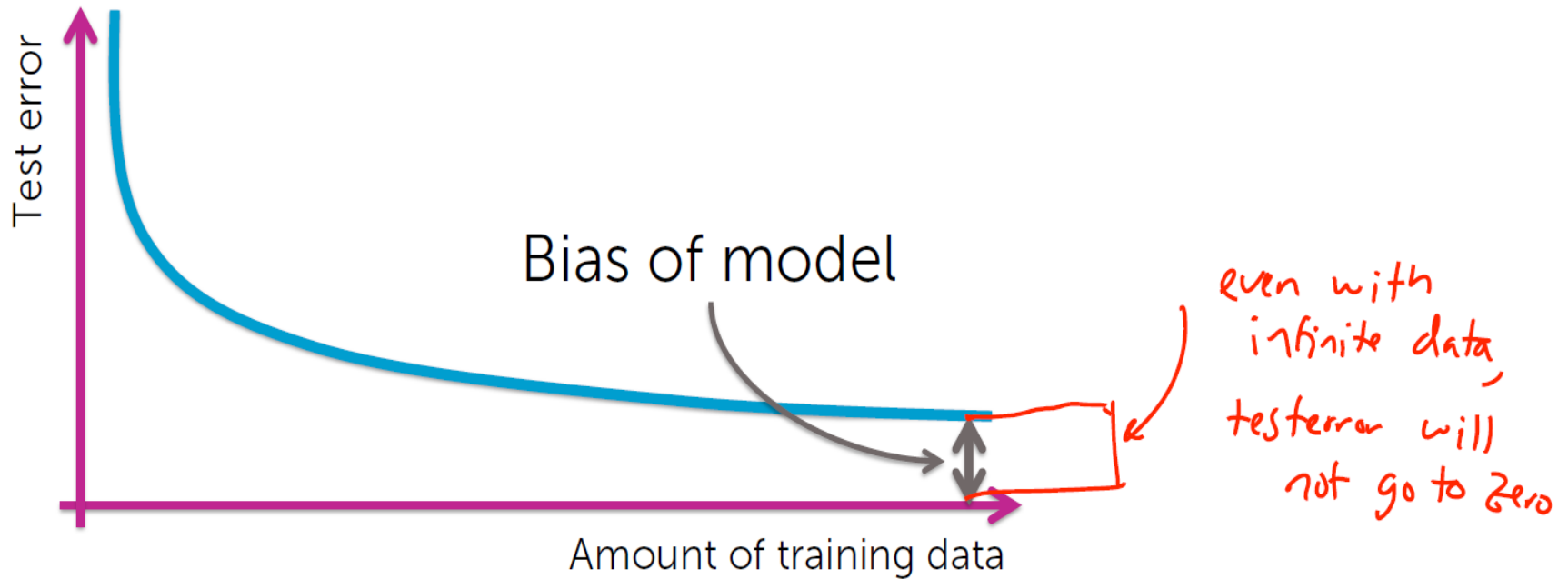


Learning curves

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Is there a limit?

Yes, for most models...



More complex models tend to have less bias...

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Sentiment classifier using single words can do OK, but...

Never classifies correctly:
"The sushi was not good."

More complex model:
consider pairs of words (bigrams)

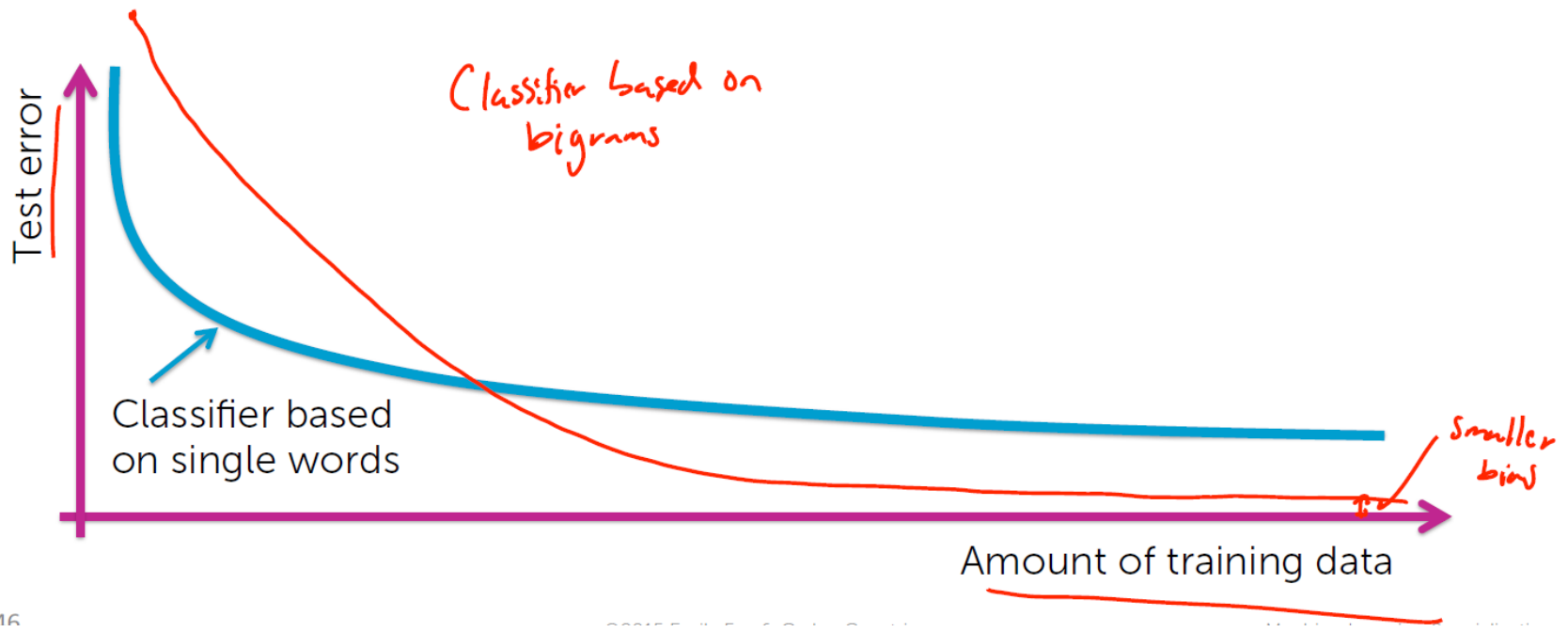
Word	Weight
good	+1.5
not good	-2.1

Less bias →
potentially more accurate,
needs more data to learn

Classification based on bigrams

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Models with less bias tend to need more data to learn well, but do better with sufficient data



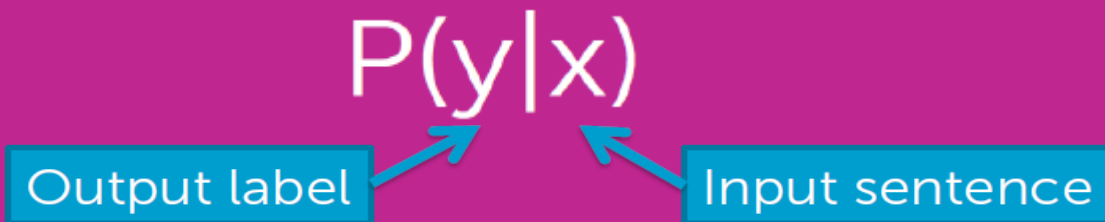
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How confident is your prediction?

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- Thus far, we've outputted a prediction 
- But, how sure are you about the prediction?
 - *"The sushi & everything else were awesome!"* ← $P(y=+|x) = 0.99$
 - *"The sushi was good, the service was OK."* ← $P(y=+|x) = 0.55$

Many classifiers provide a confidence level:



Extremely useful in practice

What you can do now ...

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- Identify a classification problem and some common applications
- Describe decision boundaries and linear classifiers
- Train a classifier
- Measure its error
 - Some rules of thumb for good accuracy
- Interpret the types of error associated with classification
- Describe the tradeoffs between model bias and data set size
- Use class probability to express degree of confidence in prediction