

# Special Topics in Machine Learning

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# What is Machine Learning?

- Subset of artificial intelligence (AI)
- Uses *patterns* and *inference* to complete a task (w/o explicit instructions from humans)
- Machine learning (ML) algorithms can essentially learn and improve from experience

# Unsupervised vs. Supervised ML

- 2 main types of ML algorithms
- **Unsupervised:**
  - Learning the inherent structure of data w/o pre-assigned labels
  - Most common task is clustering
  - Very good way to conduct exploratory analyses on your data set
  - Difficult to compare model performance b/w different unsupervised ML algorithms since no labels are provided *a priori*

# Unsupervised vs. Supervised ML

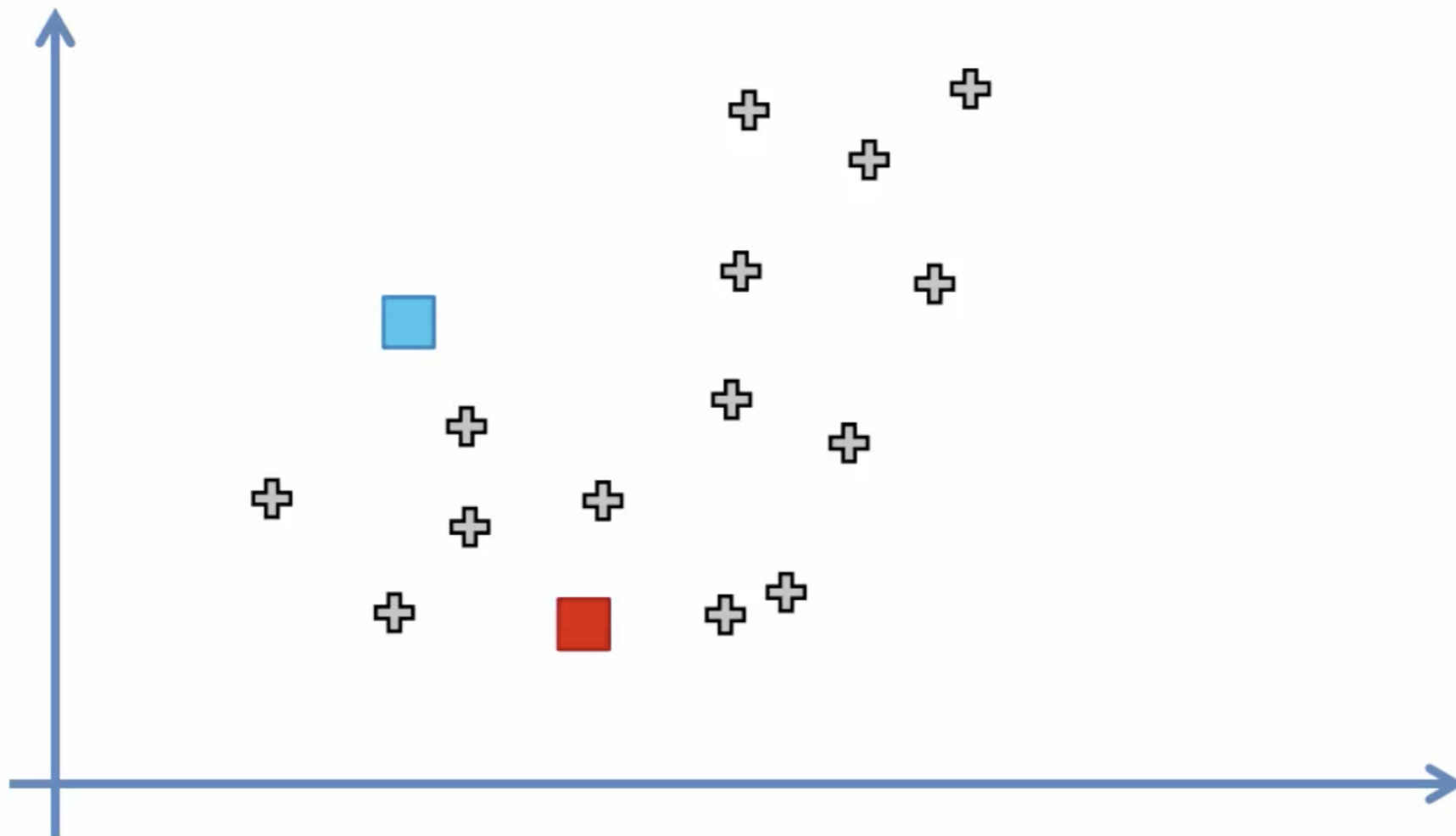
- **Supervised:**
  - Classification, mapping input to output labels
  - Models can be trained
  - Some common examples:
    - Logistic regression
    - Random forests
    - Naive bayes
    - Neural networks
    - Support vector machines

# Clustering (K-means)

- Attempts to classify data w/o first having been trained with labeled data
- Once the algorithm has been run and groups are defined, newly presented data can be assigned to the corresponding, relevant groups

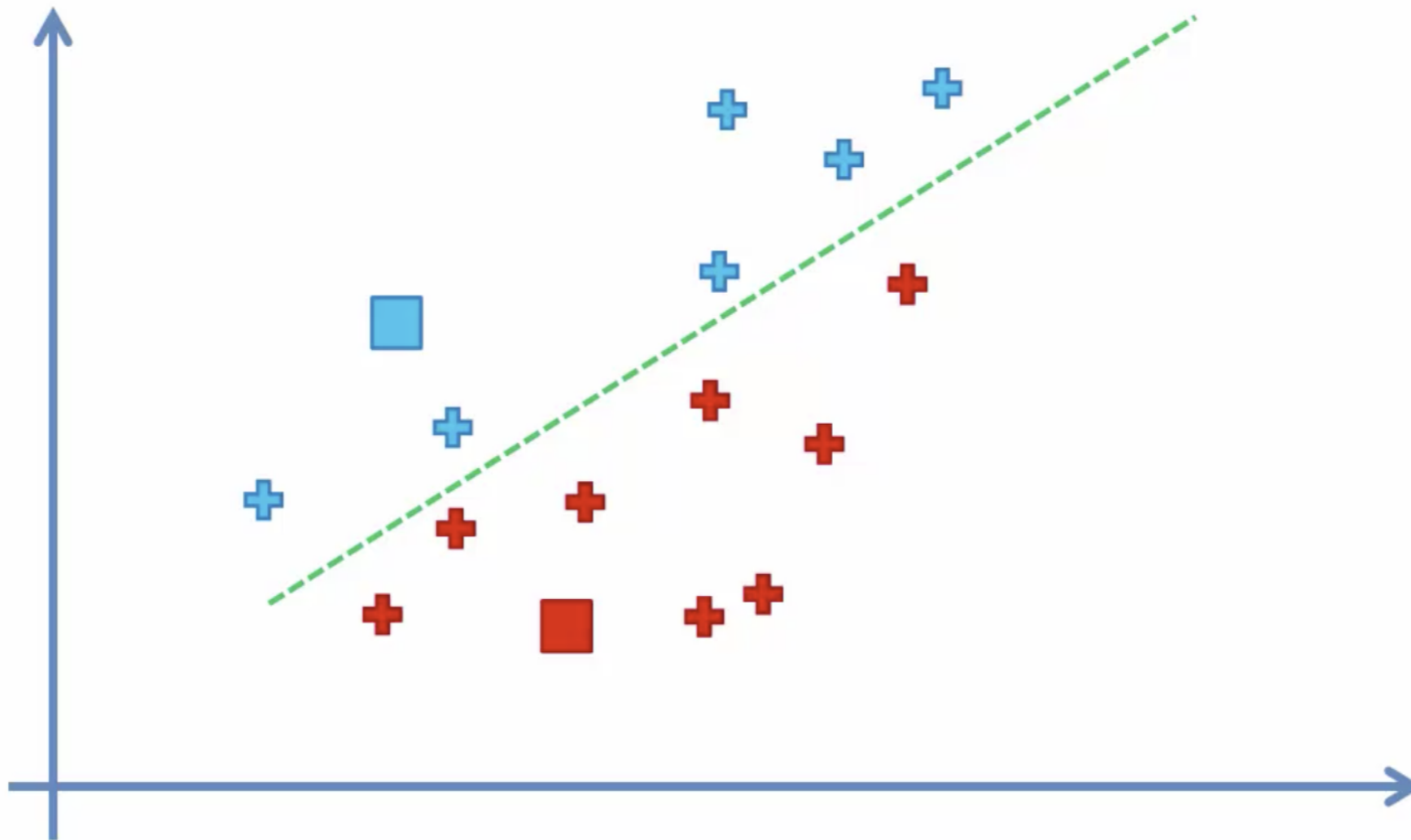
# K-means Algorithm

1. Select  $k$  (i.e., 2; number of clusters) random points as cluster centers called “centroids”



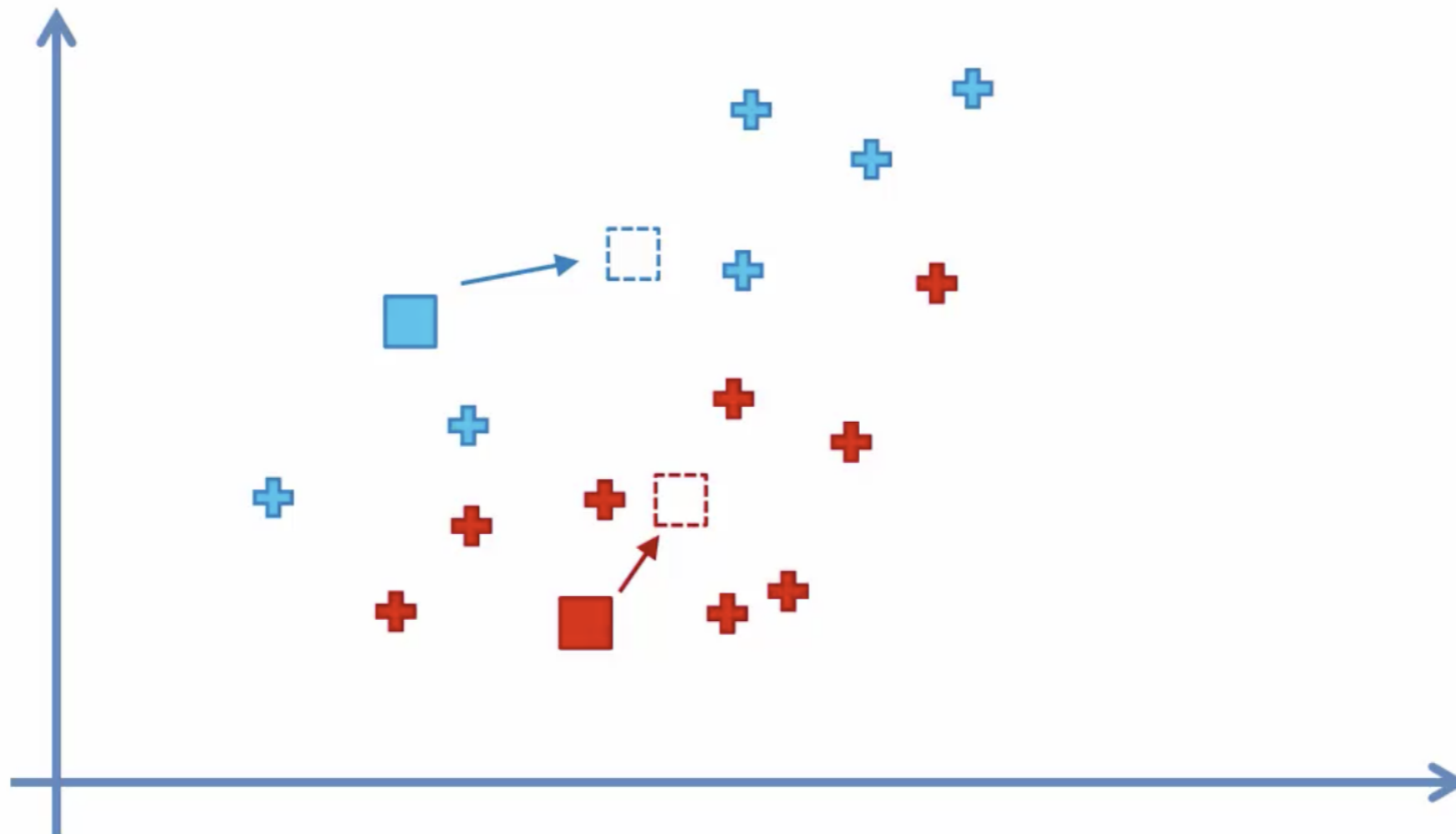
# K-means Algorithm

2. Assign each data point to the closest cluster by calculating its distance with respect to each centroid



# K-means Algorithm

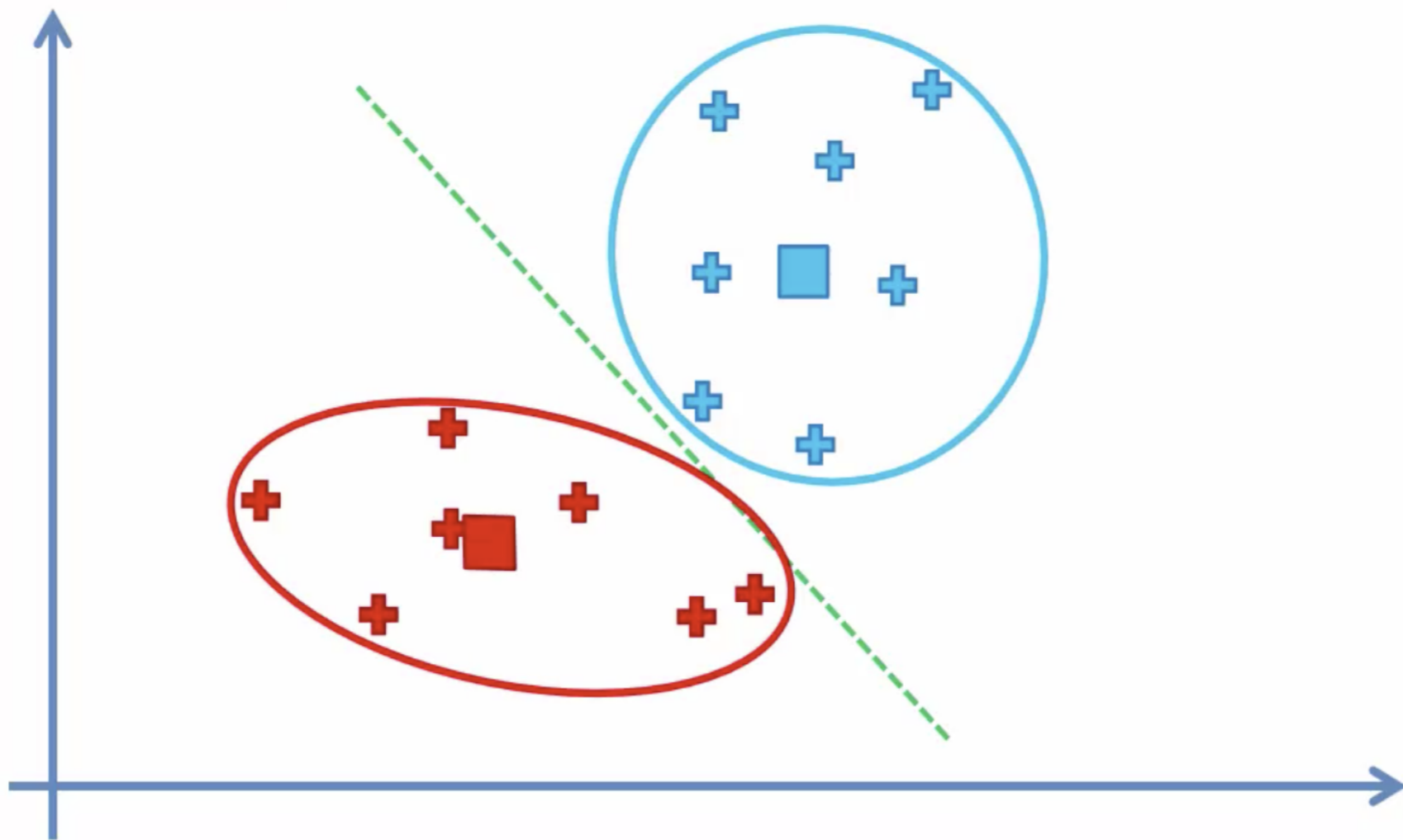
3. Determine the new cluster center by computing the average of the assigned points





# K-means Algorithm

4. Repeat steps 2 and 3 until none of the cluster assignments change



# Choosing the Right Number of Clusters

- Can compute the Within Cluster Sum of Squares (WCSS) for a range of clusters and determine where the change in WCSS begins to level off (known as the “elbow method”)

$$WCSS = \sum_{i=1}^m (x_i - c_i)^2$$

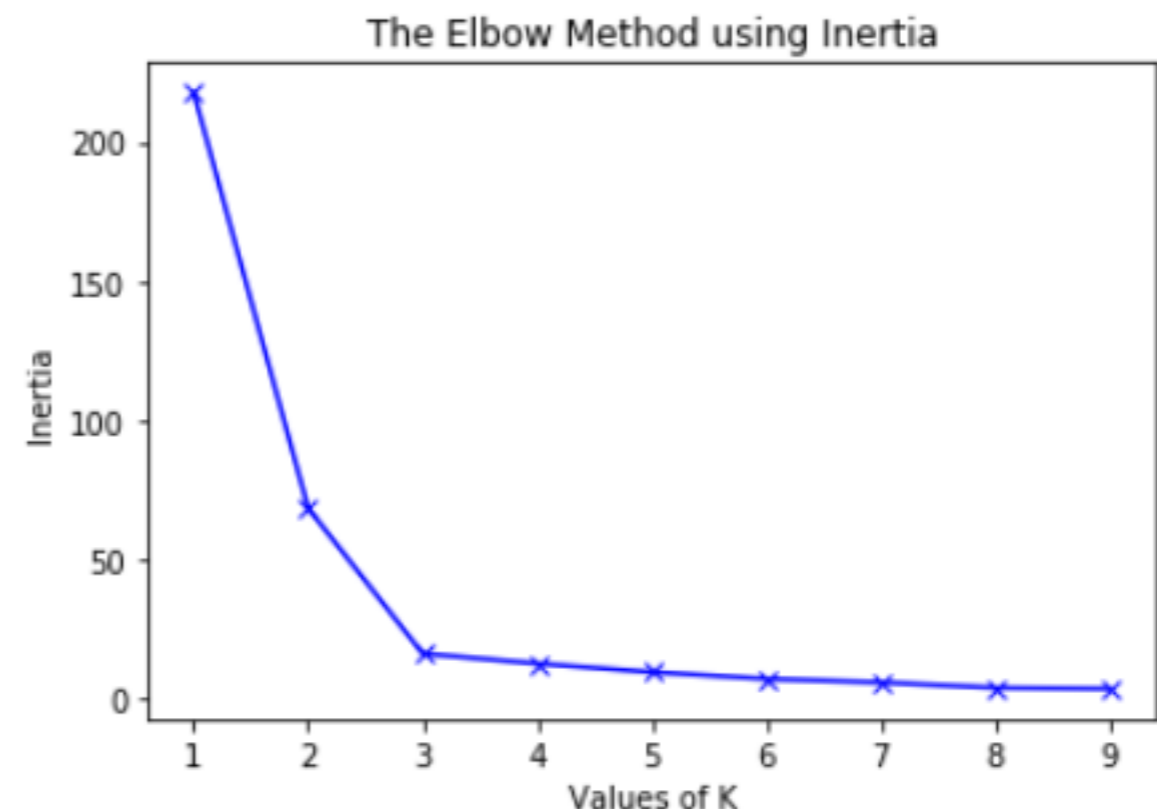
- The sum of the squared distance b/w each point of the cluster and its centroid

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