AN INTRODUCTORY TUTORIAL

Data Analytics using R

Graham.Williams@togaware.com

Senior Director and Data Scientist. Analytics Australian Taxation Office

Adjunct Professor, Australian National University Fellow, Institute of Analytics Professionals of Australia

> Graham.Williams@togaware.com http://datamining.togaware.com

Visit: http://onepager.togaware.com for Tutorial Notes



TUTORIAL OVERVIEW

- MOTIVATING R A LANGUAGE FOR DATA MINING



WHAT IS R? WHY A TUTORIAL ON R?

WHY BIG DATA AND ENSEMBLES WITH R?

- Most widely used Data Mining and Machine Learning Package
 - Machine Learning
 - Statistics
 - Software Engineering and Programming with Data
 - Not the nicest of languages for a computer scientist
- Free (Libre) Open Source Statistical Software
 - ...all modern statistical approaches
 - ... many/most machine learning algorithms
 - ... opportunity to readily add new algorithms



TUTORIAL OVERVIEW

- MOTIVATING R A LANGUAGE FOR DATA MINING
- DATA MINING IN R HANDS-ON RATTLE GUI
- 3 Programming Data in R Scripting our Analyses
- 1 Disseminate Research in R Ensembles and WSRF



HAT IS R? INSTALLING R

Installing R

- Instructions on Togaware: http://rattle.togaware.com
- Visit CRAN: http://mirrors.ustc.edu.cn/CRAN/
- Linux: Install package for your distribution \$ wajig install r-recommended (Debian/Ubuntu)
- Windows: Download and install from CRAN
- MacOSX: Download and install from CRAN



WHAT IS R? WHY A TUTORIAL ON R?

Why Big Data and Ensembles with R?

- Most widely used Data Mining and Machine Learning Package
 - Machine Learning
 - Statistics
 - Software Engineering and Programming with Data
 - Not the nicest of languages for a computer scientist
- Free (Libre) Open Source Statistical Software
 - ...all modern statistical approaches
 - ...many/most machine learning algorithms
 - ... opportunity to readily add new algorithms



WHY BIG DATA AND ENSEMBLES WITH R?

• Most widely used Data Mining and Machine Learning Package

VHAT IS R? WHY A TUTORIAL ON R?

- Machine Learning
- Statistics
- Software Engineering and Programming with Data
- Not the nicest of languages for a computer scientist
- Free (Libre) Open Source Statistical Software
 - ...all modern statistical approaches
 - ... many/most machine learning algorithms
 - ... opportunity to readily add new algorithms
- That is important for us in the research community
 Get our algorithms out there and being used—impact!!!



WHY BIG DATA AND ENSEMBLES WITH R?

• Most widely used Data Mining and Machine Learning Package

WHAT IS R? WHY A TUTORIAL ON R?

- Machine Learning
- Statistics
- Software Engineering and Programming with Data
- Not the nicest of languages for a computer scientist
- Free (Libre) Open Source Statistical Software
 - ...all modern statistical approaches
 - ...many/most machine learning algorithms

HOW POPULAR IS R? DISCUSSION TOPICS

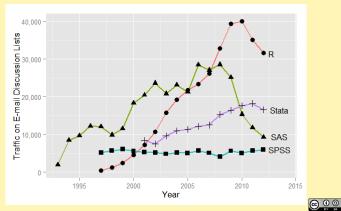
- ...opportunity to readily add new algorithms
- That is important for us in the research community
 Get our algorithms out there and being used—impact!!!



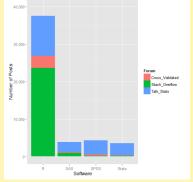
How Popular is R? Discussion List Traffic

IAT IS R? POPULARITY OF R?

Monthly email traffic on software's main discussion list.



Number of discussions on popular QandA forums 2013.

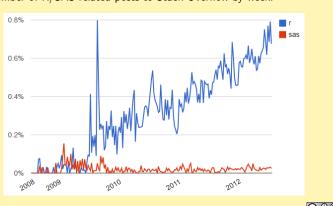


VHAT IS R? POPULARITY OF R?

http://r4stats.com/articles/popularity/

HOW POPULAR IS R? R VERSUS SAS

Number of R/SAS related posts to Stack Overflow by week.



http://r4stats.com/articles/p

WHAT IS R? POPULARITY OF R?

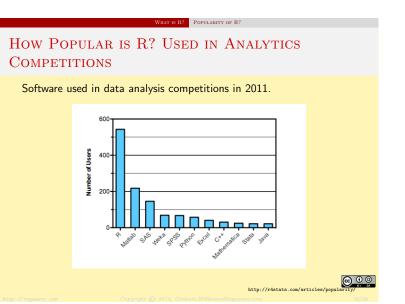
HOW POPULAR IS R? PROFESSIONAL FORUMS Registered for the main discussion group for each software.

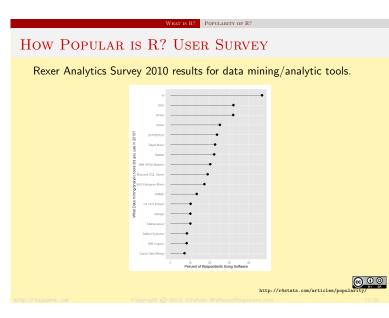
20,000 - 20,

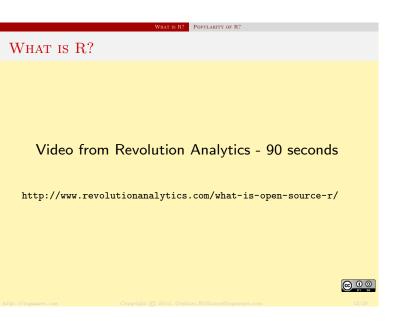
SAS SPSS Software

HAT IS R? POPULARITY OF R?

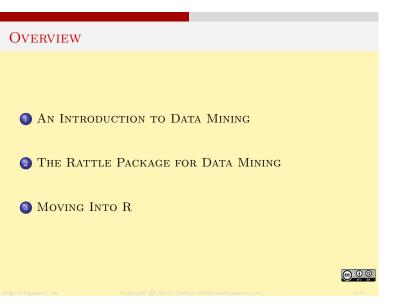
http://r4stats.com/articles/popularity/



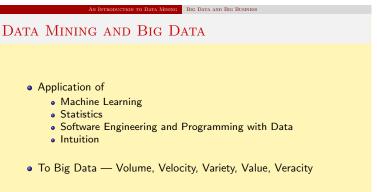






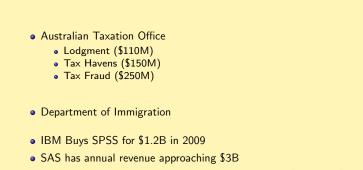






- ... to discover new knowledge
- ... to improve business outcomes
- ... to deliver better tailored services





BIG DATA AND BIG BUSINESS

 \bullet Analytics is >\$100B business and >\$320B by 2020 (McKinsey)

• Amazon, eBay/PayPal, Google . . .

THE BUSINESS OF DATA MINING



Basic Tools: Data Mining Algorithms

- Linear Discriminant Analysis (Ida)
- Logistic Regression (glm)
- Decision Trees (rpart, wsrpart)
- Random Forests (randomForest, wsrf)
- Boosted Stumps (ada)
- Neural Networks (nnet)
- Support Vector Machines (kernlab)
- ...

That's a lot of tools to learn in R! Many with different interfaces and options.



OVERVIEW 1 AN INTRODUCTION TO DATA MINING 2 THE RATTLE PACKAGE FOR DATA MINING 3 MOVING INTO R

GE FOR DATA MINING A GUI FOR DATA MINING

Why a GUI?

- Statistics can be complex and traps await
- So many tools in R to deliver insights
- Effective analyses should be scripted
- Scripting also required for repeatability
- R is a language for **programming** with data

How to remember how to do all of this in R? How to skill up 150 data analysts with Data Mining?



Today, Rattle is used world wide in many industries

Health analytics

Users of Rattle

- Customer segmentation and marketing
- Fraud detection
- Government

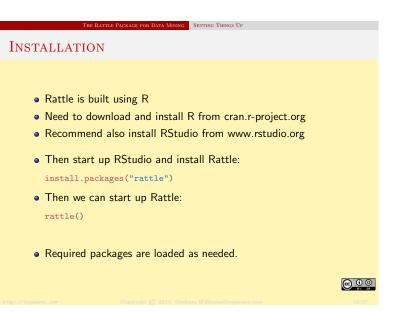
It is used by

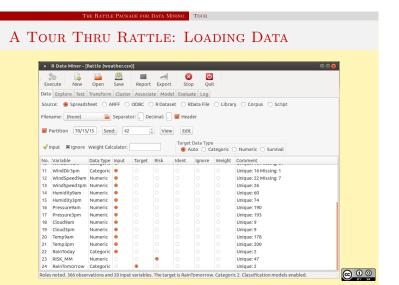
- Consultants and Analytics Teams across business
- Universities to teach Data Mining

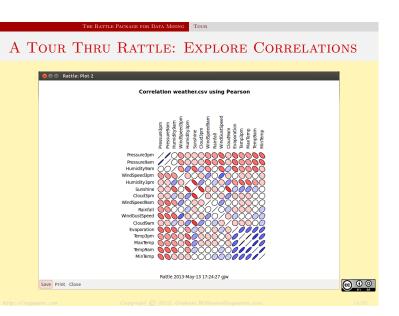
It is and will remain freely available.

CRAN and http://rattle.togaware.com

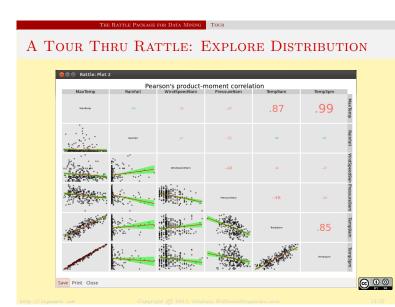


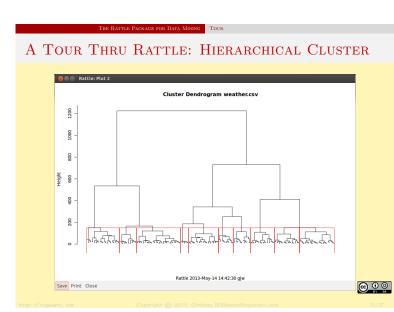


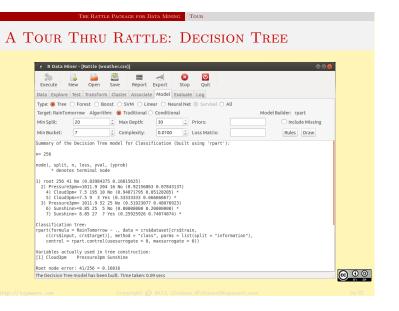


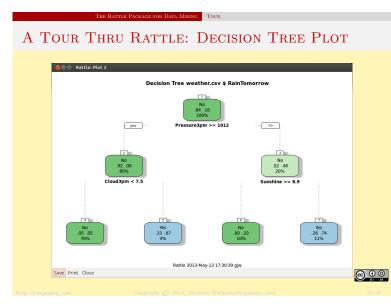


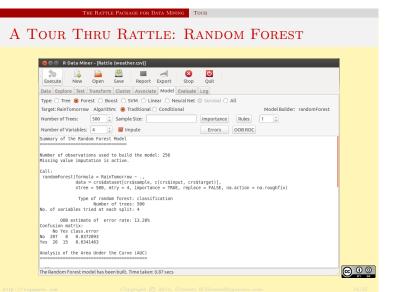






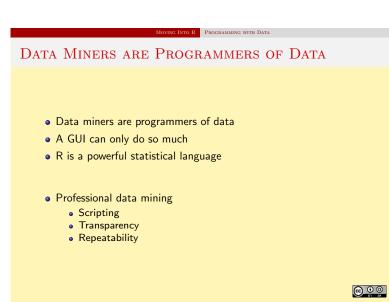


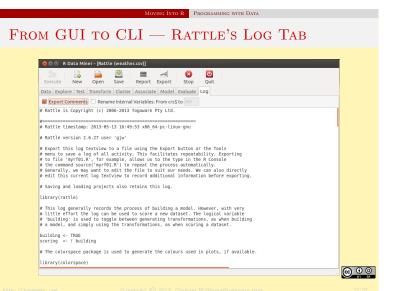












```
MOVING INTO R PROGRAMMING WITH DATA
STEP 1: LOAD THE DATASET
  dsname <- "weather"
  ds <- get(dsname)
  dim(ds)
  ## [1] 366 24
  names(ds)
  ## [1] "Date"
  ## [5] "Rainfall"
                       "Evaporation"
                                        "Sunshine"
                                                        ٠...
  ## [9] "WindGustSpeed" "WindDir9am"
                                        "WindDir3pm"
  ## [13] "WindSpeed3pm" "Humidity9am" "Humidity3pm"
                                                                \Theta 0 0
```

```
Moving Into R Programming with Data
STEP 2: OBSERVE THE DATA — STRUCTURE
  str(ds)
  ## 'data.frame': 366 obs. of 24 variables:
                   : Date, format: "2007-11-01" "2007-11-...
  ## $ Date
  ## $ Location
                     : Factor w/ 46 levels "Adelaide", "Alba...
     $ MinTemp : num 8 14 13.7 13.3 7.6 6.2 6.1 8.3 ... $ MaxTemp : num 24.3 26.9 23.4 15.5 16.1 16.9 1...
  ## $ MaxTemp
  ##
     $ Rainfall
                     : num 0 3.6 3.6 39.8 2.8 0 0.2 0 0 16...
  ## $ Evaporation : num 3.4 4.4 5.8 7.2 5.6 5.8 4.2 5.6...
                    : num 6.3 9.7 3.3 9.1 10.6 8.2 8.4 4....
  ## $ Sunshine
  ## $ WindGustDir : Ord.factor w/ 16 levels "N"<"NNE"<"N...
  ## $ WindGustSpeed: num 30 39 85 54 50 44 43 41 48 31 ...
  ## $ WindDir9am : Ord.factor w/ 16 levels "N"<"NNE"<"N...
  ## $ WindDir3pm : Ord.factor w/ 16 levels "N"<"NNE"<"N...</pre>
                                                                    @ 0 0
```

```
OVING INTO R PROGRAMMING WITH DATA
From GUI to CLI — RATTLE'S LOG TAB
           R Data Miner - [Rattle (weather.csv)]
            Execute New Open Save Report Export Stop Quit
           Data Explore Test Transform Cluster Associate Model Evaluate Log

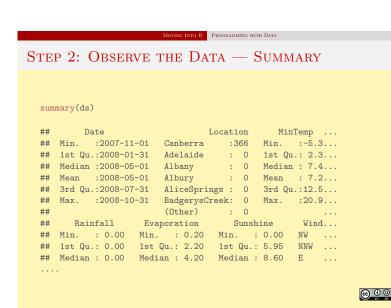
☑ Export Comments 
☐ Rename Internal Variables: From crs$ to MY

           # Rattle timestamp: 2013-05-13 17:35:07 x86_64-pc-linux-gnu
           # The 'randomForest' package provides the 'randomForest' function
            require(randomForest, quietly=TRUE)
           # Build the Random Forest model
           set.seed(crvsseed)
crssfr <- randomforest(RainTomorrow - ...
data=crssdataset[crsssample,c(crssinput, crsstarget)],
mtry=d,
importancesTRUE,
na.action=na.roughfix,
replace=RALES)
           # Generate textual output of 'Random Forest' model.
           crs$rf
           # The `pROC' package implements various AUC functions
           require(pROC, quietly=TRUE)
           # Calculate the Area Under the Curve (AUC).
```

MOVING INTO R PROGRAMMING WITH DATA

@ 0 0

```
Step 2: Observe the Data — Observations
  head(ds)
            Date Location MinTemp MaxTemp Rainfall Evapora...
  ## 1 2007-11-01 Canberra 8.0 24.3 0.0
  ## 2 2007-11-02 Canberra
                           14.0
                                    26.9
                                             3.6
  ## 3 2007-11-03 Canberra
                            13.7
                                    23.4
                                             3.6
  tail(ds)
             Date Location MinTemp MaxTemp Rainfall Evapo...
  ## 361 2008-10-26 Canberra 7.9 26.1 0 ...
## 362 2008-10-27 Canberra 9.0 30.7 0 ...
  ## 362 2008-10-27 Canberra
                               9.0
  ## 363 2008-10-28 Canberra
                               7.1
                                      28.4
```



```
MOVING INTO R PROGRAMMING WITH DATA
STEP 2: OBSERVE THE DATA — VARIABLES
  id
        <- c("Date", "Location")
  target <- "RainTomorrow"
risk <- "RISK_MM"
  (ignore <- union(id, risk))</pre>
  ## [1] "Date" "Location" "RISK_MM"
  (vars <- setdiff(names(ds), ignore))</pre>
     [1] "MinTemp"
                          "MaxTemp"
                                          "Rainfall"
  ## [5] "Sunshine"
                          "WindGustDir"
                                          "WindGustSpeed" "...
  ## [9] "WindDir3pm"
                          "WindSpeed9am"
                                          "WindSpeed3pm" "...
  ## [13] "Humidity3pm" "Pressure9am"
                                          "Pressure3pm" "...
                                                                   @ 0 0
```

```
IOVING INTO R PROGRAMMING WITH DATA
                                                                                                         VING INTO R PROGRAMMING WITH DATA
STEP 3: CLEAN THE DATA — REMOVE MISSING
                                                                             STEP 3: CLEAN THE DATA—TARGET AS CATEGORIC
                                                                                summary(ds[target])
                                                                                    RainTomorrow
  dim(ds)
                                                                                ## Min. :0.000
                                                                                ## 1st Qu.:0.000
  ## [1] 328 24
                                                                                ## Median :0.000
                                                                                ## Mean :0.183
  sum(is.na(ds[vars]))
                                                                                ## 3rd Qu.:0.000
                                                                                ## Max.
                                                                                         :1.000
  ## [1] 0
                                                                                ds[target] <- as.factor(ds[[target]])</pre>
                                                                                levels(ds[target]) <- c("No", "Yes")</pre>
                                                              \Theta 0 0
```

```
STEP 3: CLEAN THE DATA—TARGET AS CATEGORIC

summary(ds[target])

## RainTomorrow

## 0:268

## 1: 60

RainTomorrow
```

```
## Max. :1.000
....

ds[target] <- as.factor(ds[[target]])
levels(ds[target]) <- c("No", "Yes")

MOVING INTO R

PROGRAMMING WITH DATA

STEP 4: PREPARE FOR MODELLING

(form <- formula(paste(target, "~ .")))

## RainTomorrow ~ .

(nobs <- nrow(ds))

## [1] 328

train <- sample(nobs, 0.70*nobs)
length(train)

## [1] 229

test <- setdiff(1:nobs, train)
length(test)

## [1] 99
```

OVING INTO R PROGRAMMING WITH DATA

STEP 3: CLEAN THE DATA — REMOVE MISSING

ds <- ds[-attr(na.omit(ds[vars]), "na.action"),]</pre>

dim(ds)

[1] 47

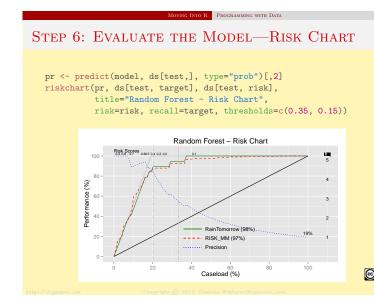
[1] 366 24

sum(is.na(ds[vars]))

```
STEP 5: BUILD THE MODEL—RANDOM FOREST

library(randomForest)
model <- randomForest(form, ds[train, vars], na.action=na.omit)
model

##
## Call:
## randomForest(formula=form, data=ds[train, vars], ...
## Type of random forest: classification
## Number of trees: 500
## No. of variables tried at each split: 4
....
```

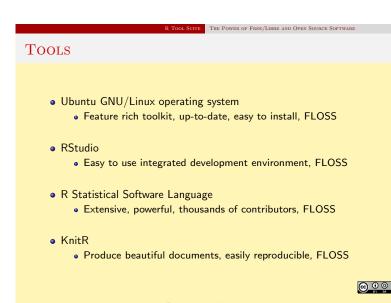


TUTORIAL OVERVIEW MOTIVATING R - A LANGUAGE FOR DATA MINING DATA MINING IN R - HANDS-ON RATTLE GUI PROGRAMMING DATA IN R - SCRIPTING OUR ANALYSES DISSEMINATE RESEARCH IN R - ENSEMBLES AND WSRF

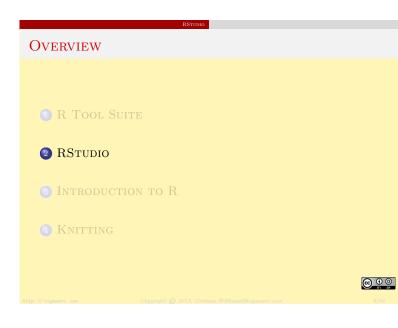
OVERVIEW 1 R TOOL SUITE 2 RSTUDIO 3 INTRODUCTION TO R 1 KNITTING

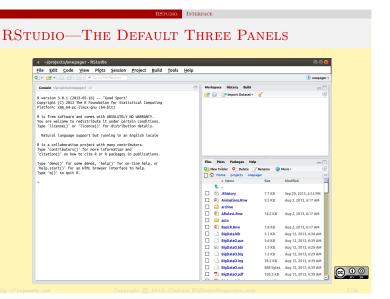
OVERVIEW

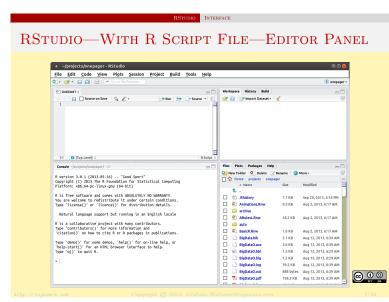
1 R TOOL SUITE
2 RSTUDIO
3 INTRODUCTION TO R
3 KNITTING







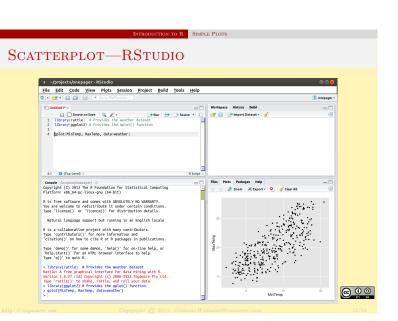


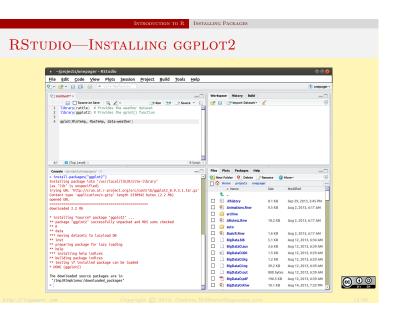


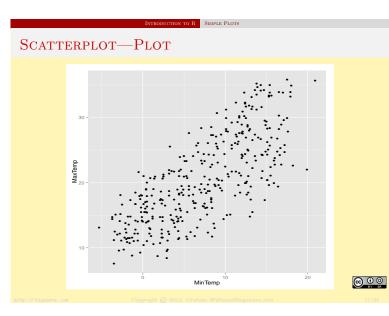


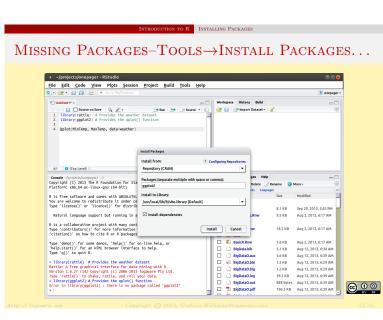


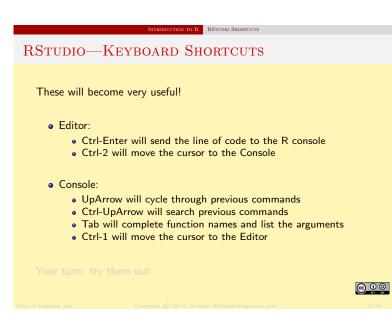




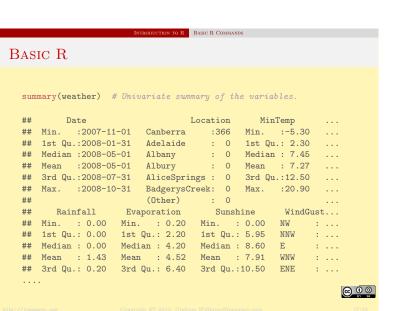


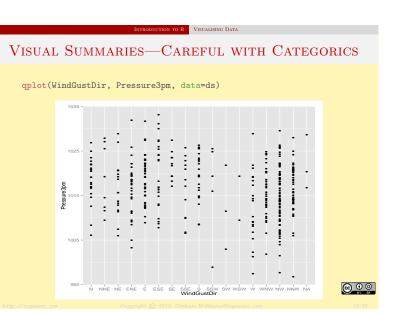


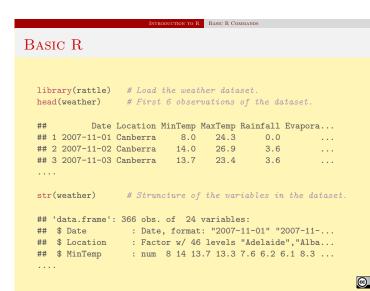


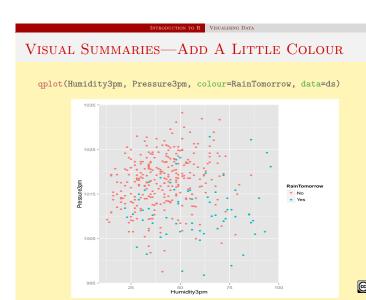


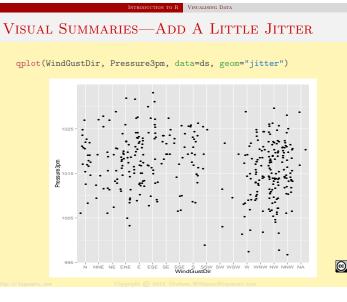
RSTUDIO—KEYBOARD SHORTCUTS These will become very useful! • Editor: • Ctrl-Enter will send the line of code to the R console • Ctrl-2 will move the cursor to the Console • Console: • UpArrow will cycle through previous commands • Ctrl-UpArrow will search previous commands • Tab will complete function names and list the arguments • Ctrl-1 will move the cursor to the Editor Your turn: try them out.

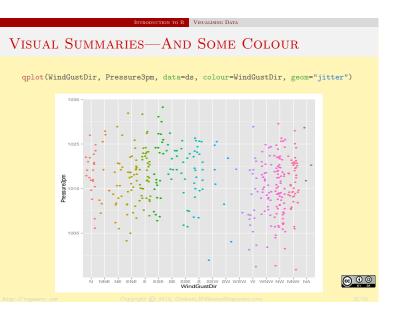




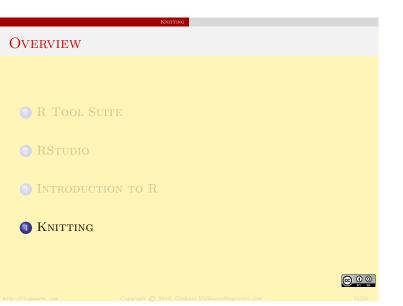


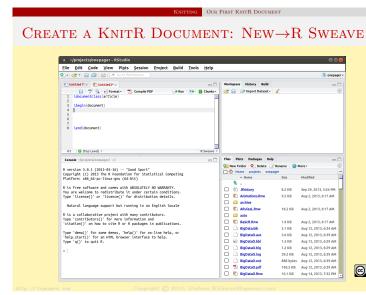




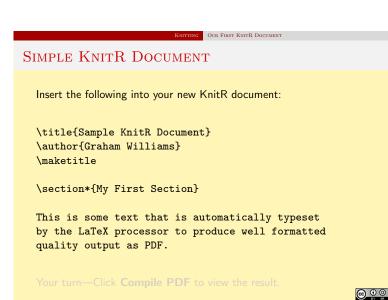










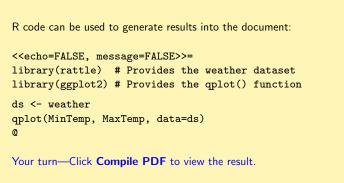




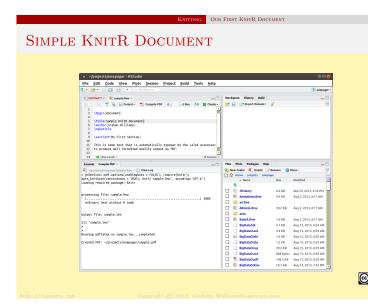










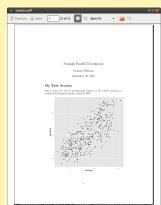






SIMPLE KNITR DOCUMENT—RESULTING PDF WITH PLOT

Result of Compile PDF





31

BASICS CHEAT SHEET

KNITR BASICS

echo=FALSE # Do not display the R code eval=TRUE # Evaluate the R code

results="hide" # Hide the results of the R commands

BASICS CHEAT SHEET

fig.width=10 # Extend figure width from 7 to 10 inches
fig.height=8 # Extend figure height from 7 to 8 inches

out.width="0.8\\textwidth" # Fit figure 80% page width
out.height="0.5\\textheight" # Fit figure 50% page height

Plus an extensive collection of other options.



TUTORIAL OVERVIEW

- MOTIVATING R A LANGUAGE FOR DATA MINING
- 2 Data Mining in R Hands-on Rattle GUI
- 8 Programming Data in R Scripting our Analyses
- 1 DISSEMINATE RESEARCH IN R ENSEMBLES AND WSRF



PUBLISHING RESEARCH THROUGH F

CASE STUDY - ENSEMBLES IN R

Major advances in Data Mining

- The best off-the-shelf technology includes random forests, boosting and support vector machines?
- Available for investigation now through open source solutions, with closed source tools catching up.





PUBLISHING RESEARCH THROUGH R

CASE STUDY - ENSEMBLES IN R

Major advances in Data Mining

- The best off-the-shelf technology includes random forests, boosting and support vector machines?
- Available for investigation now through open source solutions, with closed source tools catching up.





PUBLISHING RESEARCH THROUGH F

CASE STUDY - ENSEMBLES IN R

Major advances in Data Mining

- The best off-the-shelf technology includes random forests, boosting and support vector machines?
- Available for investigation now through open source solutions, with closed source tools catching up.





PUBLISHING RESEARCH THROUGH R

Introducing Random Forests

Research with Shenzhen Institutes of Advanced Technology, Chinese Academy of Sciences

- Random forests are a popular classification method building an ensemble of a single type of decision tree.
- It is unsurpassed in accuracy among current algorithms.
- Algorithmically intuitive and simple.
- It is used widely in numerous research domains including bioinformatics, image classification, text classification.



PUBLISHING RESEARCH THROUGH F

RANDOM FORESTS ALGORITHM

- Build many decision trees (e.g., 500).
- For each tree:
 - Select a random subset of the training set (N);
 - Choose different subsets of features for each node of the decision tree (m << M);
 - Build the tree without pruning (i.e., overfit)
- Classify a new entity using every decision tree:
 - Each tree "votes" for the entity.
 - The decision with the largest number of votes wins!
 - \bullet The proportion of votes is the resulting score.



D..... D.... D.... T.... D.... D

USING WEIGHTED VARIABLE SUBSPACES

- Performance of a random forest is improved by
 - Strengthening each tree
 - Reducing correlation between each tree
- Problem of large number of variables:
 - Random selection means too many irrelevant variables
- Introduce the concept of weighted subspace random forests
 - Bias the selection of variables toward most important variables



PUBLISHING RESEARCH THROUGH

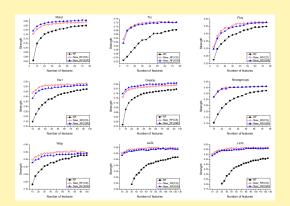
DATASETS

Name	# Features	# Train Set	# Test Set	# Classes
Mnist	780	60,000	10,000	
Millst	/80	60,000	10,000	2
Tis	927	5200	6875	2
Fbis	2000	1711	752	17
Re1	3758	1147	510	25
Gisette	5000	5000	1000	2
Newsgroups	5000	11,268	7504	20
Wap	8460	1104	456	20
La2s	12,432	1855	845	6
La1s	13,195	1963	887	6

(From International Journal of Data Warehousing and Mining 2012)

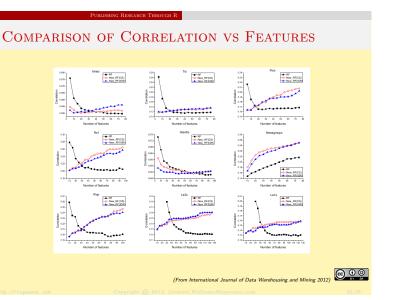


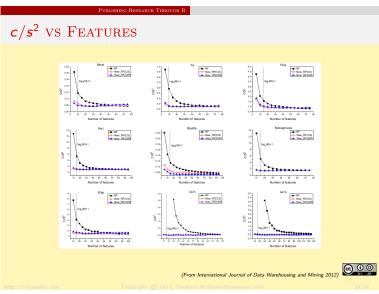
Comparison of Strength vs Features



(From International Journal of Data Warehousing and Mining 2012)

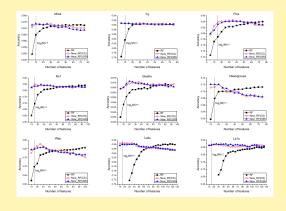






Publishing Research Through F

ACCURACY VS FEATURES



(From International Journal of Data Warehousing and Mining 2012)

D..... D.... D.... T.... D.... D

REPEATABLE AND TRANSPARENT RESEARCH

- SIAT have implemented the research as C++ code
- Enhanced for parallel environment multi-core and multi-node
- At least as good as random forest but always very much quicker.
- Integrated into R using the Rcpp package of R
- Now openly available for use and peer review: install.packages("wsrf", repos="http://rattle.togaware.com")
- Similarly wskm, wsrpart, eqrf.
- Will be published to CRAN shortly.
- Publish-by-Example use wsrf as template
- C, C++, Fortran, Java (RWeka)



Publishing Research Through I

USING THE PACKAGE

TUTORIAL OVERVIEW

- MOTIVATING R A LANGUAGE FOR DATA MINING
- 2 Data Mining in R Hands-on Rattle GUI
- 3 Programming Data in R Scripting our Analyses
- DISSEMINATE RESEARCH IN R ENSEMBLES AND WSRF





MOVING INTO

ESOURCES

RESOURCES AND REFERENCES

• OnePageR: http://onepager.togaware.com - Tutorial Notes

• Rattle: http://rattle.togaware.com

• Guides: http://datamining.togaware.com

• Practise: http://analystfirst.com

Book: Data Mining using Rattle/R
Chapter: Rattle and Other Tales

• Paper: A Data Mining GUI for R — R Journal, Volume 1(2)











This document, sourced from AusDMTutorial.Rnw revision 259, was processed by KnitR version 1.4.9 of 2013-08-10 and took 0.9 seconds to process. It was generated by gjw on nyx running Ubuntu 13.10 with Intel(R) Xeon(R) CPU W3520 @ 2.67GHz having 4 cores and 12.3GB of RAM. It completed the processing 2013-11-12 2015.52.

