

## SUBJECT TEACHING GUIDE

### 261 - Data Mining

#### University Master's Degree in Data Science

Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	University Master's Degree in Data Science			Type and Year	Compulsory. Year 1
Faculty	Faculty of Sciences				
Discipline	METHODS IN SCIENCE DATA				
Course unit title and code	261 - Data Mining				
Number of ECTS credits allocated	6	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. MATEMATICA APLICADA Y CIENCIAS DE LA COMPUTACION
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Other lecturers	STEVEN JOHAN MARIA VAN VAERENBERGH JOAQUIN BEDIA JIMENEZ RODRIGO GARCIA MANZANAS ANA CASANUEVA VICENTE

### 3.1 LEARNING OUTCOMES

- To understand and correctly apply the methods commonly used to statistically describe the datasets .
- To understand and apply the linear regression model .
- To learn the regularization concept .
- To recognize the data mining problems (association, segmentation, classification and prediction) and know what method should be apply in a particular case .
- To understand the different methodologies of machine learning (case-based, supervised and non supervised).
- To understand and know how to use the typical data mining techniques .
- To know and understand the generalization concept and the over-fitting problem .
- To properly validate the learned models and identify the better model in a specific case .

### 4. OBJECTIVES

To gain knowledge on the statistical methods for data description , presentation and analysis. To learn how to apply the machine learning techniques to big data problems.

### 6. COURSE ORGANIZATION

#### CONTENTS

1	Introduction and historical perspective Canonical problems and Learning Paradigms Non Supervised Learning with Association Rules Supervised Learning with K-Nearest Neighbors Cross-validation, learning and over-fitting
2	Regularization and features selection Dimension reduction with linear and non-linear techniques
3	Classification and regression trees Ensemble methods: Bagging and Random Forests
4	Non-supervised learning. Segmentation.

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Evaluation of the reports of practices.	Activity evaluation with Virtual Media	Yes	Yes	60,00
Exam covering the concepts explained in the subject.	Activity evaluation with Virtual Media	Yes	Yes	40,00
TOTAL				100,00
<b>Observations</b>				
<p>To recover the course, each practice failed should be repeated.</p> <p>The minimum marks apply to the two assessment blocks, the continuous assessment and the final exam. Based on article 35 of the Regulations, in the event that a student does not obtain the minimum grade required in any of the evaluation tests, the overall grade for the subject will be the lowest value between 4.9 and the weighted average of the tests. Assessment. All the tests will be carried out or delivered using the virtual platform of the subject. Therefore, it is the student's responsibility to ensure that they can access the virtual platform of the subject, before the beginning of the sessions in which the tests are carried out.</p>				
<b>Observations for part-time students</b>				
Same evaluation will be applied for both full and partial time students				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

An Introduction to Statistical Learning with Applications in R, Gareth James, Daniela Witten, Trevor Hastie and Robert Tibshirani, Editorial Springer. Available at <http://www-bcf.usc.edu/~gareth/ISL/>

Dimension Reduction: A Guided Tour, Christopher J. C. Burges, Foundations and Trends® in Machine Learning: Vol. 2: No. 4, pp 275-365. <http://dx.doi.org/10.1561/2200000002>

Machine learning: a probabilistic perspective, Kevin P. Murphy. ISBN 978-0-262-01802-9, MIT Press Cambridge, Massachusetts, London, England