PREPARE DATASETS FOR DATA MINING ANALYSIS BY USING HORIZONTAL AGGREGATION IN SQL

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1. Abstract

Existing SQL aggregations have limitations to prepare data sets because they return one column per aggregated group. In general, a significant manual effort is required to build data sets, where a horizontal layout is required. We propose simple, yet powerful, methods to generate SQL code to return aggregated columns in a horizontal tabular layout, returning a set of numbers instead of one number per row. This new class of functions is called horizontal aggregations. Horizontal aggregations build data sets with a horizontal denormalized layout (e.g. point-dimension, observation-variable, instance-feature), which is the standard layout required by most data mining algorithms. We propose three fundamental methods to evaluate horizontal aggregations: CASE: Exploiting the programming CASE construct; SPJ: Based on standard relational algebra operators (SPJ queries); PIVOT: Using the PIVOT operator, which is offered by some DBMSs. Experiments with large tables compare the proposed query evaluation methods. Our CASE method has similar speed to the PIVOT operator and it is much faster than the SPJ method. In general, the CASE and PIVOT methods exhibit linear scalability, whereas the SPJ method does not.

2. Introduction

In a relational database, especially with normalized tables, a significant effort is required to prepare a summary data set that can be used as input for a data mining or statistical algorithm. Most algorithms require as input a data set with a horizontal layout, with several Records and one variable or dimension per column. That is the case with models like clustering, classification, regression and PCA; consult. Each research discipline uses different terminology to describe the data set. In data mining the common terms are point-dimension. Statistics literature generally uses observation-variable. Machine learning research uses instance-feature. This article introduces a new class of aggregate functions that can be used to build data sets in a horizontal layout (denormalized with aggregations), automating SQL query writing and extending SQL capabilities. We show evaluating horizontal aggregations is a challenging and interesting problem and we introduced alternative methods and optimizations for their efficient evaluation.

Motivation:

As mentioned above, building a suitable data set for data mining purposes is a time-consuming task. This task generally requires writing long SQL statements or customizing SQL Code if it is automatically generated by some tool. There are two main ingredients in such SQL code: joins and aggregations; we focus on the second one. The most widely-known aggregation is the sum of a column over groups of rows. Some other aggregations return the average, maximum, minimum or row count over groups of rows. There exist many aggregations functions and operators in SQL. Unfortunately, all these aggregations have limitations to build data sets for data mining purposes. The main reason is that, in general, data sets that are stored in a relational database (or a data warehouse) come from On-Line Transaction Processing (OLTP) systems where database schemas are highly normalized. But data mining, statistical or machine learning algorithms generally require aggregated data in summarized form. Based on current available functions and clauses in SQL, a significant effort is required to compute aggregations when they are desired in a cross tabular (Horizontal) form, suitable to be used by a data mining algorithm. Such effort is due to the amount and complexity of SQL code that needs to
be written, optimized and tested. There are further practical reasons to return aggregation results in a horizontal (cross-tabular) layout. Standard aggregations are hard to interpret when there are many result rows, especially when grouping attributes have high cardinalities. To perform analysis of exported tables into spreadsheets it may be more convenient to have aggregations on the same group in one row (e.g. to produce graphs or to compare data sets with repetitive information). OLAP tools generate SQL code to transpose results (sometimes called PIVOT). Transposition can be more efficient if there are mechanisms combining aggregation and transposition together. With such limitations in mind, we propose a new class of aggregate functions that aggregate numeric expressions and transpose results to produce a data set with a horizontal layout. Functions belonging to this class are called horizontal aggregations. Horizontal aggregations represent an extended form of traditional SQL aggregations, which return a set of values in a horizontal layout (somewhat similar to a multidimensional vector), instead of a single value per row. This article explains how to evaluate and optimize horizontal aggregations generating standard SQL code.

3. Objectives

Generally, data mining (sometimes called data or knowledge discovery) is the process of analyzing data from different perspectives and summarizing it into useful information - information that can be used to increase revenue, cuts costs, or both. Data mining software is one of a number of analytical tools for analyzing data. It allows users to analyze data from many different dimensions or angles, categorize it, and summarize the relationships identified. Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases.

The Scope of Data Mining

Data mining derives its name from the similarities between searching for valuable business information in a large database — for example, finding linked products in gigabytes of store scanner data — and mining a mountain for a vein of valuable ore. Both processes require either sifting through an immense amount of material, or intelligently probing it to find exactly where the value resides. Given databases of sufficient size and quality, data mining technology can generate new business opportunities by providing these capabilities:

- **Automated prediction of trends and behaviors.** Data mining automates the process of finding predictive information in large databases. Questions that traditionally required extensive hands-on analysis can now be answered directly from the data — quickly. A typical example of a predictive problem is targeted marketing. Data mining uses data on past promotional mailings to identify the targets most likely to maximize return on investment in future mailings. Other predictive problems include forecasting bankruptcy and other forms of default, and identifying segments of a population likely to respond similarly to given events.

- **Automated discovery of previously unknown patterns.** Data mining tools sweep through databases and identify previously hidden patterns in one step. An example of pattern discovery is the analysis of retail sales data to identify seemingly unrelated products that are often purchased together. Other pattern discovery problems include detecting fraudulent credit card transactions and identifying anomalous data that could represent data entry keying errors.

The most commonly used techniques in data mining are:

- **Artificial neural networks:** Non-linear predictive models that learn through training and resemble biological neural networks in structure.

- **Decision trees:** Tree-shaped structures that represent sets of decisions. These decisions generate rules for the classification of a dataset. Specific decision tree methods include Classification and Regression Trees (CART) and Chi Square Automatic Interaction Detection (CHAID).
• **Genetic algorithms**: Optimization techniques that use processes such as genetic combination, mutation, and natural selection in a design based on the concepts of evolution.

• **Nearest neighbor method**: A technique that classifies each record in a dataset based on a combination of the classes of the k record(s) most similar to it in a historical dataset (where \(k \geq 1\)). Sometimes called the k-nearest neighbor technique.

• **Rule induction**: The extraction of useful if-then rules from data based on statistical significance.

## An Architecture for Data Mining

To best apply these advanced techniques, they must be fully integrated with a data warehouse as well as flexible interactive business analysis tools. Many data mining tools currently operate outside of the warehouse, requiring extra steps for extracting, importing, and analyzing the data. Furthermore, when new insights require operational implementation, integration with the warehouse simplifies the application of results from data mining. The resulting analytic data warehouse can be applied to improve business processes throughout the organization, in areas such as promotional campaign management, fraud detection, new product rollout, and so on. Figure 1 illustrates an architecture for advanced analysis in a large data warehouse.

The ideal starting point is a data warehouse containing a combination of internal data tracking all customer contact coupled with external market data about competitor activity. Background information on potential customers also provides an excellent basis for prospecting. This warehouse can be implemented in a variety of relational database systems: Sybase, Oracle, Redbrick, and so on, and should be optimized for flexible and fast data access.

## Data Mining Products

Data mining products are taking the industry by storm. The major database vendors have already taken steps to ensure that their platforms incorporate data mining techniques. Oracle's **Data Mining Suite (Darwin)** implements classification and regression trees, neural networks, k-nearest neighbors, regression analysis and clustering algorithms. Microsoft's **SQL Server** also offers data mining functionality through the use of classification trees and clustering algorithms. If you're already working in a statistics environment, you're probably familiar with the data mining algorithm implementations offered by the advanced statistical packages **SPSS**, **SAS**, and **S-Plus**.

### 3. Proposed System

Our proposed horizontal aggregations provide several unique features and advantages. First, they represent a template to generate SQL code from a data mining tool. Such SQL code automates writing SQL queries, optimizing them and testing them for correctness.

**Advantage:**

1) The SQL code reduces manual work in the data preparation phase in a data mining project.

2) The SQL code is automatically generated it is likely to be more efficient than SQL code written by an end user.

3) The data sets can be created in less time.

4) The data set can be created entirely inside the DBMS.
**4. Experiment and Result**

We performed several experiments to test the proposed algorithm and evaluate its performance against different attacks and experienced various results as follows:

**A. Horizontal view results** –

**B. results obtained processing the records in db**

**5. Conclusion**

We proposed an abstract, but minimal, extension to SQL standard aggregate functions to compute horizontal aggregations which just requires specifying subgrouping columns inside the aggregation function call. From a query optimization perspective, we proposed three query evaluation methods. The first one (SPJ) relies on standard relational operators. The second one (CASE) relies on the SQL CASE construct. The third (PIVOT) uses a built-in operator in a commercial DBMS that is not widely available. The SPJ method is important from a theoretical point of view because it is based on select, project and join (SPJ) queries. The CASE method is our most important contribution. It is in general the most efficient evaluation method and it has wide applicability since it can be programmed combining GROUP-BY and CASE statements. We proved the three methods produce the same result.

We have explained it is not possible to evaluate horizontal aggregations using standard SQL without either joins or "case" constructs using standard SQL operators. Our proposed horizontal aggregations can be used as a database constructs using standard SQL operators. Our proposed horizontal aggregations can be used as a database method to automatically generate efficient SQL queries with three sets of parameters: grouping columns, subgrouping columns and aggregated column. The fact that the output horizontal columns are not available when the query is parsed (when the query plan is explored and chosen) makes its evaluation through standard SQL mechanisms infeasible. Our experiments with large tables show our proposed horizontal aggregations evaluated with the CASE method have similar performance to the built-in PIVOT operator. We believe this is remarkable since our proposal is based on generating SQL code and not on internally modifying the query optimizer. Both CASE and PIVOT evaluation methods are significantly faster than the SPJ method. Precomputing a cube on selected dimensions produced acceleration on all methods.
6. References

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