Designing Experiments
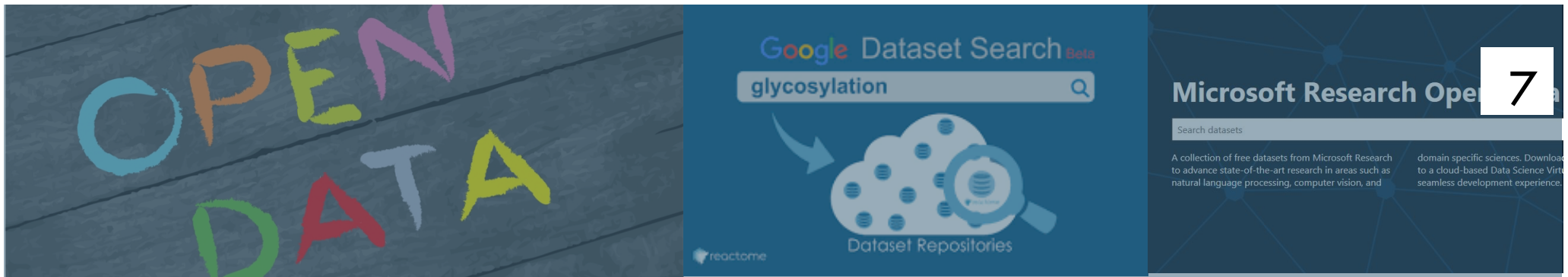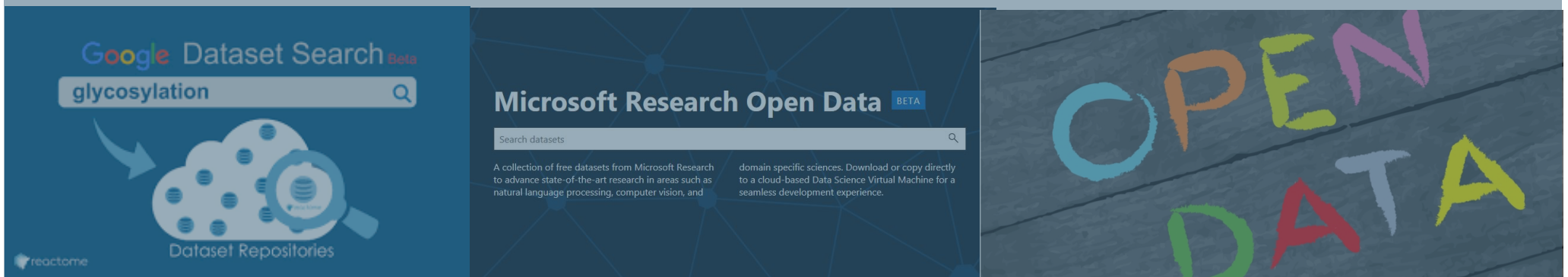## Overview of data management & exploitation solutions

Genoveva Vargas-Solar
French Council of Scientific Research, LIG
genoveva.vargas@imag.fr

http://vargas-solar.com/data-centric-smart-everything/

Democratized access to open data collections & algorithms
released under different conditions & qualities

Social Data Science

Network Science

Digital humanities

Computational Science

Computation (Algorithm: mathematical model)	Experiment setting (Architecture: computing environment)

Volume

DATA

Variety

Value

Velocity

Veracity

1000 Yottabytes	1 Brontobyte
1000 Brontobytes	1 Geopbyte

3

QUERYING APPROACHES

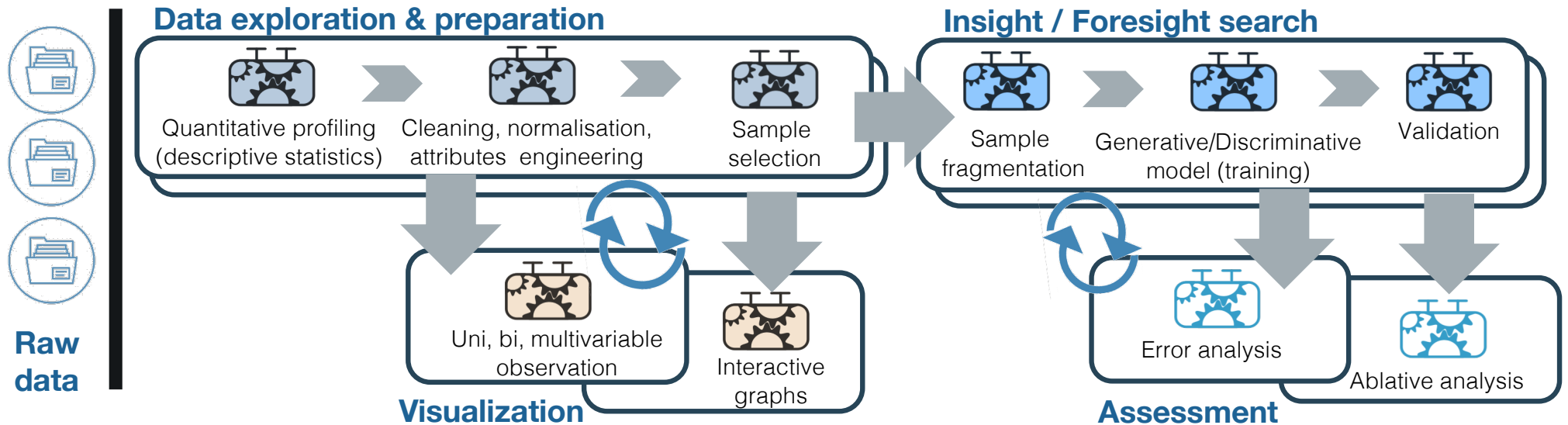|	Databases ¦ information retrieval		Data Science
Query Types	- Relational, multi-dimensional, spatio-temporal, aggregation - Patterns, regular expressions	- (Dis)conjunctive - Navigational	- Exploratory - Analytics: modelling & predicting
Execution model	On demand/continuous	On demand	Step by step
Results properties	- Completeness (full/partial) - Fussiness	Approximation Precision/recall I Probabilistic	Approximation with some error degree Data, queries, samples
Dataset content	Intention model	Extension model	Extension (raw)
	Data structure *table, key-value, tuple, document, graph*	*Quantitative representation* *Frequency matrix, Statistical profiling* *Semantic representation* *Ontology, Terms graph*	*csv, XML, JSON, BLOB, …*

4

EXPLORATORY QUERYING

Data Science
Query Types
- Exploratory - Analytics: modelling & predicting
Execution model
Step by step
Results properties
Approximation with some error degree Data, queries, samples
Dataset content
Extension (raw)

csv, XML, JSON, BLOB, …

Data structure

table, key-value, tuple, document, graph

- Methodologies weaving data management, greedy algorithms

- Programming models that must be tuned to be deployed in different target architectures

Data collections as backbone for conducting **experiments**, drive hypothesis and lead to "valid" conclusions, models, simulations, understanding

DATA CONSUMPTION PHILOSOPHIES

Diogenes approach

Data exploration & preparation

Quantitative profiling (descriptive statistics)

Cleaning, normalisation, attributes engineering

Sample selection

Insight / Foresight search

Sample fragmentation

Generative/Discriminative model (training)

Validation

Visualization

Uni, bi, multivariable observation

Interactive graphs

Assessment

Error analysis

Ablative analysis

Raw data

- **Data**: observations of phenomena often described as series of features/attributes
- **Query**: analytics objective (looks for insights or foresights) expressed as a pipeline of operations guided by the conditions and characteristics of the data
- **Result**: a model or prediction with associated assessment indexes, not definitive accepted with an associated error margin, accepted by comparison

DATA PROCESSING AND ANALYSIS

"Does it make sense to invest in low-carbon technologies?"

IoT

SPATIO – TEMPORAL SERIES

Inhouse observed variables

- Electric consumption
- Indoor temperature
- Indoor humidity
- Gas consumption
- Outdoor temperature
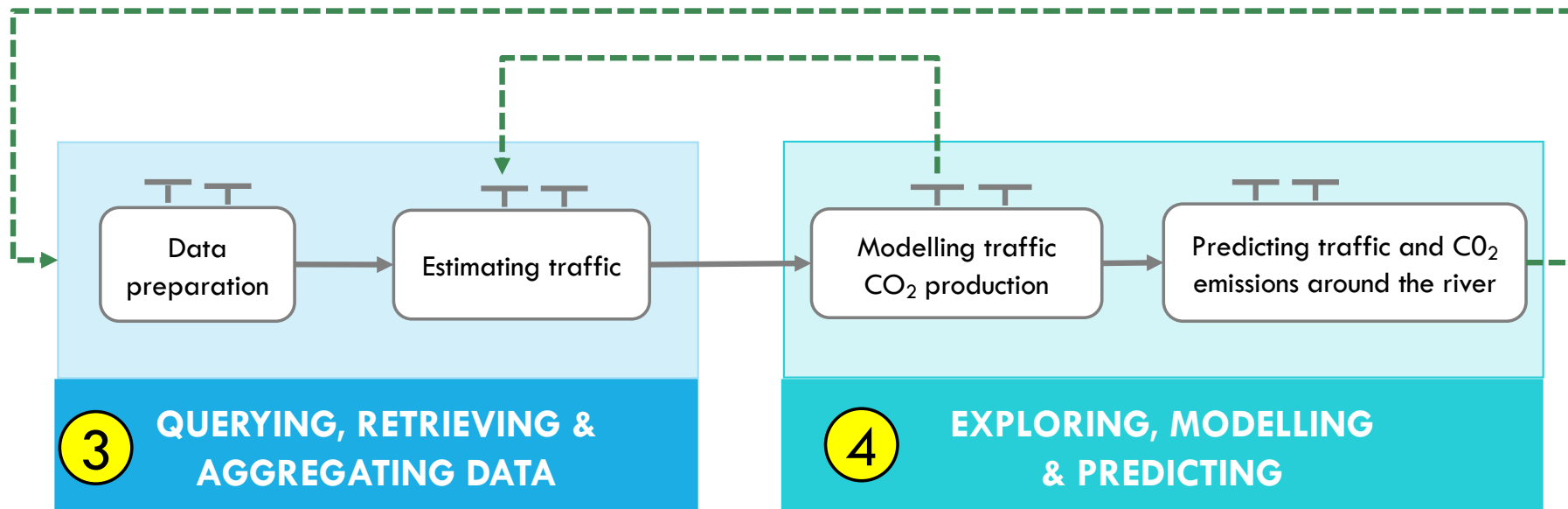- Outdoor humidity

Meteorological variables

- Total precipitation
- Total cloud cover
- Shortwave radiation
- Wind direction
- Snowfall amount
- Sunshine duration
- Wind speed

- Heterogeneous masses of data , often spatio-temporal and produced as streams (*i.e.*, spatio-temporal series),
- Backbone of analytical and prediction processes
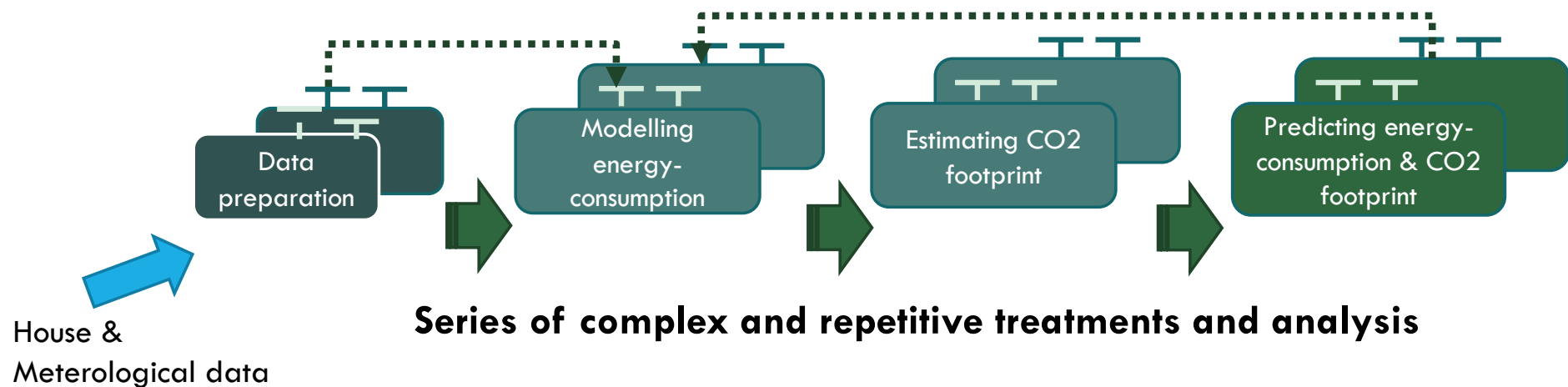
DATA SCIENCE PIPELINE

(1) COMPLEX AND REPETITIVE PROCESSING & ANALYSIS TASKS

Example: (2) *Will jogging in the morning around the river next weekend reduce breathing CO_2 ?*
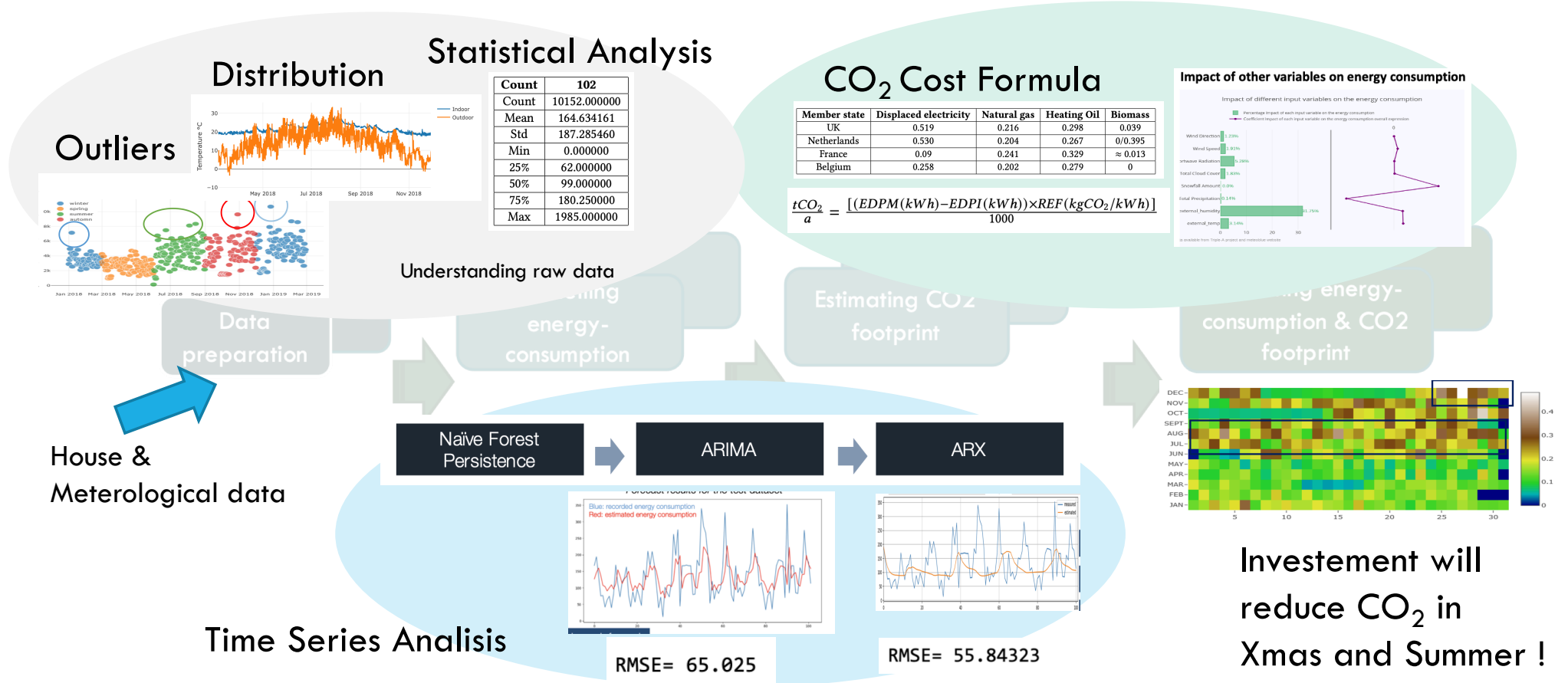
Data preparation → Estimating traffic → Modelling traffic CO_2 production → Predicting traffic and CO_2 emissions around the river

(3) QUERYING, RETRIEVING & AGGREGATING DATA

(4) EXPLORING, MODELLING & PREDICTING

DATA SCIENCE PIPELINE

"Does it make sense to invest in low-carbon technologies?"

Data preparation

Modelling energy-consumption

Estimating CO2 footprint

Predicting energy-consumption & CO2 footprint

House & Meterological data

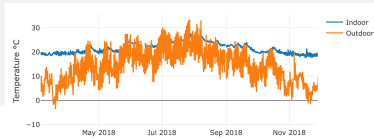**Series of complex and repetitive treatments and analysis**

- **Exploration & preparation:** Identify which variables impact my household CO_2 footprint
- **Analysis:** Predict whether investing in low-carbon technologies will decrease my CO_2 footprint
- **Assessment:** Identify which prediction model is better for my household energy consumption pattern
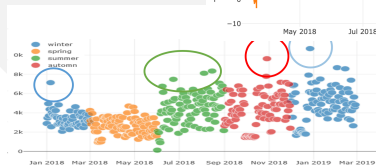
DATA SCIENCE PIPELINE

Statistical Analysis

Distribution

Outliers

Count	102
Count	10152.000000
Mean	164.634161
Std	187.285460
Min	0.000000
25%	62.000000
50%	99.000000
75%	180.250000
Max	1985.000000

Understanding raw data

CO₂ Cost Formula

Impact of other variables on energy consumption

Member state	Displaced electricity	Natural gas	Heating Oil	Biomass
UK	0.519	0.216	0.298	0.039
Netherlands	0.530	0.204	0.267	0/0.395
France	0.09	0.241	0.329	≈ 0.013
Belgium	0.258	0.202	0.279	0

$$\frac{tCO_2}{a} = \frac{[(EDPM(kWh) - EDPI(kWh)) \times REF(kgCO_2/kWh)]}{1000}$$

Data preparation

Modelling energy-consumption

Estimating CO2 footprint

Modelling energy-consumption & CO2 footprint

House & Meterological data

Naïve Forest Persistence → ARIMA → ARX

Time Series Analisis

Blue: recorded energy consumption
Red: estimated energy consumption

RMSE= 65.025

RMSE= 55.84323

Investement will reduce CO₂ in Xmas and Summer !

DATA SCIENCE PIPELINE

(1) **Artisanal design**
depending on
data scientist/engineers
"expertise"

(2) In-house programming using many
different **libraries, stacks, tools
difficult to integrate**

DATA SCIENCE LABS

- kaggle.com
- Google Colab
- Azure Notebooks

DATA SCIENCE STACKS

BD SERVICES PLATFORMS

DATA SCIENCE PIPELINE

CHALLENGES

1 Efficient execution on distributed architectures requiring **important engineering effort**

2 **Tuning** for improving **data management** across nodes hosting software components and libraries

DATA SCIENCE LABS

kaggle.com

Google Colab

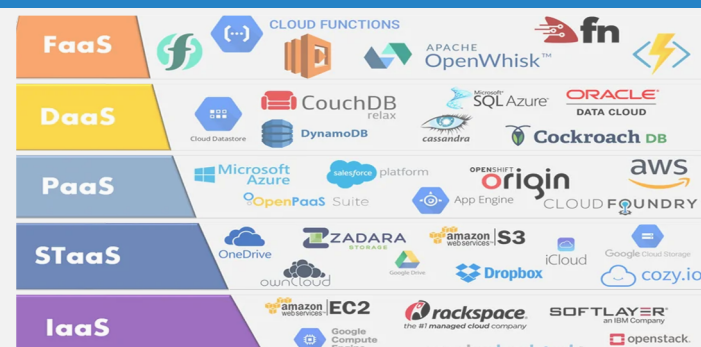Azure Notebooks

DATA SCIENCE STACKS

BD SERVICES PLATFORMS

Machine Learning Studios

Pipeline ①

Task:
Function
I/O constraints ②

College - Copy.csv
Select Columns in Dataset ✓
Linear Regression
Split Data ✓
Train Model ✓
Score Model ✓
Evaluate Model

③ Tracking
Record & query experiments: code, configs, results .. Etc

④ Projects
Packaging format for reproducible runs on any platform

⑤ Models
General model format that supports diverse deployment tools

DS Tools

Microsoft Azure Machine Lear

Search experiment items 🔍
- Trained Models
- Data Format Conversions
- Data Input and Output
- Data Transformation
- Feature Selection
- Machine Learning
- OpenCV Library Modules
- Python Language Modules
- R Language Modules
- Statistical Functions
- Text Analytics
- Time Series

Services			Tools
Custom AI	**Prebuilt AI**	**Conversational AI**	**Coding and management tools**
Azure ML	Cognitive Services	Bot Framework	VS AI Tools / Azure ML Studio / Azure ML Workbench

Others (Pycham and Jupyter Notebooks …)

Deep learning frameworks

Infrastructure							Cognitive Toolkit	Tensorflow	Caffe
AI on data				AI compute					
Cosmos DB	SQL DB	SQL DW	Data Lake	Spark	DSVM	Batch AI	ACS		
CPU, FPGA, GPU									

Others (Scikit-Learn, MxNet, Keras, Chainer, Gluon,…)

Enactment (AI Platform, e.g. Microsoft, Databricks MLFlow, Google AI)

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Cloud ML Studios

	Amazon	Microsoft	Google	IBM
Automated and semi-automated ML services				
	AmazonML	MS AzureML Studio	Cloud AutoML	IBM Watson Model Builder
Classification	✓	✓	✓	✓
Regression	✓	✓	✓	✓
Clustering	✓	✓	✗	✗
Anomaly detection	✗	✓	✗	✗
Recommendation	✗	✓	✓	✗
Ranking	✗	✓	✗	✗
Platforms for custom modelling				
	Amazon SageMaker	Azure ML Services	Google ML Engine	IBM WatsonM Studio
Built-in algorithms	✓	✗	✓	✓
Supported Frameworks	Tensorflow, MXNet, Keras, Gluon, Pytorch, Caffe2, Chainer, Torch	Tensorflow, Scikit-Learn, MS Cognitive Toolkit, SparkML	Tensorflow, Scikit-Learn, XGBoost, Keras	Tensorfoow, SparkMLib, Scikit-Learn, XGBoost, PyTorch, IBM SPSS, PMML

PREPARING DATA

DATA MODELS

Tuple

- Row in a relational table, where attributes are pre-defined in a schema, and the values are scalar

Document

- Allows values to be nested documents or lists, as well as scalar values.

- Attributes are not defined in a global schema

Extensible record

- Hybrid between tuple and document, where families of attributes are defined in a schema, but new attributes can be added on a per-record basis

DATA STORES

Key-value

- Systems that store values and an index to find them, based on a key

Document

- Systems that store documents, providing index and simple query mechanisms

Extensible record

- Systems that store extensible records that can be partitioned vertically and horizontally across nodes

Graph

- Systems that store model data as graphs where nodes can represent content modelled as document or key-value structures and arcs represent a relation between the data modelled by the node

Relational

- Systems that store, index and query tuples

KEY STORE VALUES

"Simplest data stores" use a data model similar to the memcached distributed in-memory cache

Single key-value index for all data

Provide a persistence mechanism

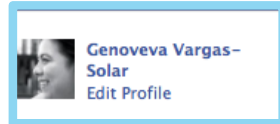Replication, versioning, locking, transactions, sorting

API: inserts, deletes, index lookups

No secondary indices or keys

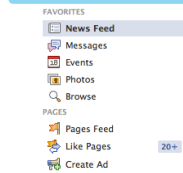| System	Address
Redis	code.google.com/p/redis
Scalaris	code.google.com/p/scalaris
Tokyo	tokyocabinet.sourceforge.net
Voldemort	project-voldemort.com
Riak	riak.basho.com
Membrain	schoonerinfotech.com/products
Membase	membase.com

```
SELECT    name, pic, profile_url
FROM      user
WHERE     uid = me()
```
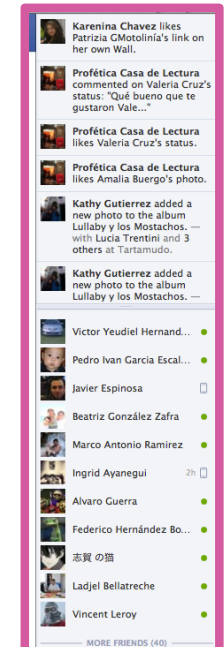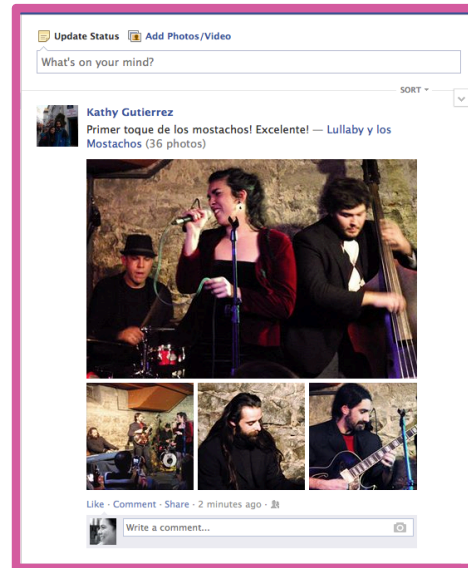
Genoveva Vargas-Solar
Edit Profile

```
SELECT    message, attachment
FROM      stream
WHERE     source_id = me() AND type = 80
```

Karenina Chavez likes
Patrizia GMotolinía's link on
her own Wall.

Profética Casa de Lectura
commented on Valeria Cruz's
status: "Qué bueno que te
gustaron Vale..."

Profética Casa de Lectura
likes Valeria Cruz's status.

Profética Casa de Lectura
likes Amalia Buergo's photo.

Kathy Gutierrez added a
new photo to the album
Lullaby y los Mostachos. —
with Lucia Trentini and 3
others at Tartamudo.

Kathy Gutierrez added a
new photo to the album
Lullaby y los Mostachos. —

Victor Yeudiel Hernand...
Pedro Ivan Garcia Escal...
Javier Espinosa
Beatriz González Zafra
Marco Antonio Ramirez
Ingrid Ayanegui   2h
Alvaro Guerra
Federico Hernández Bo...
志賀 の猫
Ladjel Bellatreche
Vincent Leroy
MORE FRIENDS (40)

FRIENDS
  Close Friends
  Family
  National Laboratory on ...
  UDLA, Universidad de la...
  Colegio Humboldt Puebla
  Fundación Universidad d...
  Grenoble, France Area
  Colleagues

FAVORITES
  News Feed
  Messages
  Events
  Photos
  Browse
PAGES
  Pages Feed
  Like Pages   20+
  Create Ad

```
SELECT    name
FROM      friendlist
WHERE     owner = me()
```

Update Status   Add Photos/Video
What's on your mind?
                                SORT

Kathy Gutierrez
Primer toque de los mostachos! Excelente! — Lullaby y los
Mostachos (36 photos)

Like · Comment · Share · 2 minutes ago ·
Write a comment...

GROUPS
  Egresados UDLAP
  Such Good People – an i...
  Monis – groupe de soutien
  Découvre ce film qui s'e...
  AIDONS LE REFUGE
  Create Group...

```
SELECT    name
FROM      group
WHERE     gid IN ( SELECT  gid
                   FROM    group_member
                   WHERE   uid = me() )
```
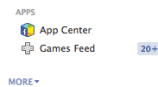
```
SELECT    name, pic
FROM      user
WHERE     online_presence = "active"
AND
          uid IN ( SELECT  uid2
                   FROM    friend
                   WHERE   uid1 = me() )
```

APPS
  App Center
  Games Feed   20+
MORE

https://developers.facebook.com/docs/reference/fql/

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DOCUMENT STORES

Support more complex data: pointerless objects, i.e., documents

Secondary indexes, multiple types of documents (objects) per database, nested documents and lists, e.g. B-trees

Automatic sharding (scale writes), no explicit locks, weaker concurrency (eventual for scaling reads) and atomicity properties

API: `select, delete, getAttributes, putAttributes` on documents

Queries can be distributed in parallel over multiple nodes using a map-reduce mechanism

SYSTEM	ADDRESS
SimpleDB	amazon.com/simpledb
Couch DB	couchdb.apache.org
Mongo DB	mongodb.org
Terrastore	code.google.com/terrastore

DOCUMENT STORES

```
{
    "name": "Genoveva Vargas-Solar",
    "id": "805114856"
}
```

```
{
"data": [
  {
    "name": "Genoveva Vargas-Solar",
    "pic": "https://fbcdn-profile-a.akamaihd.net/hprofile-ak-ash4/275915_805114856_16986061_s.jpg",
    "profile_url": "https://www.facebook.com/genoveva.vargas"
  }
]
}
```

```
{
"data": [
  {
    "name": "$$$ Se Vende Jeep Compass 2008 - 60,000kms. $$$"
  },
  {
    "name": "Découvre ce film qui s'engage pour le mariage pour tous"
  },
  {
    "name": "emepink"
  },
  {
    "name": "Such Good People - an indie screwball comedy"
  },
  {
    "name": "Comunidad Mexicana de Tecnologías Semánticas"
  },
  {
    "name": "TI-502 Administración de Datos"
  },
  {
    "name": "exaUDLAP Sistemas Computacionales"
  },
  {
    "name": "\"Hombre Nuevo\" artículos de valores humanos del P. Otaolaurruchi"
  },
  {
    "name": "LACCIR"
  },
  {
    "name": "Monis - groupe de soutien"
  },
  {
    "name": "Red Temática de las TIC"
  },
```

```
{
"data": [
  {
    "message": "",
    "attachment": {
      "media": [
        {
          "href": "https://www.facebook.com/photo.php?fbid=10151871935952502&set=a.99396912501.109184.98871212501&type=1",
          "alt": "",
          "type": "photo",
          "src": "https://fbcdn-photos-e-a.akamaihd.net/hphotos-ak-ash3/1146527_10151871935952502_258686255_s.jpg",
          "photo": {
            "aid": "98871212501_109184",
            "pid": "98871212501_1073742168",
            "fbid": "10151871935952502",
            "owner": 98871212501,
            "index": 1,
            "width": 611,
            "height": 458,
            "images": [
              {
                "src": "https://fbcdn-photos-e-a.akamaihd.net/hphotos-ak-ash3/1146527_10151871935952502_258686255_s.jpg",
                "width": 130,
                "height": 97
              }
            ]
          }
        }
      ],
      "name": "Timeline Photos",
      "href": "https://www.facebook.com/album.php?fbid=99396912501&id=98871212501&aid=109184",
      "caption": "El sutil arte de cantinflear.\r\n\r\nvía - Lectura Cinematográfica",
      "description": "",
```

EXTENSIBLE RECORD STORES

Basic data model is rows and columns

Basic scalability model is splitting rows and columns over multiple nodes

- Rows split across nodes through sharding on the primary key
  - Split by range rather than hash function
  - Rows analogous to documents: variable number of attributes, attribute names must be unique
  - Grouped into collections (tables)
  - Queries on ranges of values do not go to every node

Columns are distributed over multiple nodes using "column groups"

- Which columns are best stored together
- Column groups must be pre-defined with the extensible record stores

SYSTEM	ADDRESS
HBase	hbase.apache.com
HyperTable	hypertable.org
Cassandra	incubator.apache.org/cassandra

SCALABLE RELATIONAL SYSTEMS

SQL: rich declarative query language

Databases reinforce referential integrity

ACID semantics

Well understood operations:

- Configuration, Care and feeding, Backups, Tuning, Failure and recovery, Performance characteristics

Use small-scope operations

- Challenge: joins that do not scale with sharding

Use small-scope transactions

- ACID transactions inefficient with communication and 2PC overhead

Shared nothing architecture for scalability

Avoid cross-node operations

System	Address
MySQL C	mysql.com/cluster
Volt DB	voltdb.com
Clustrix	clustrix.com
ScaleDB	scaledb.com
Scale Base	scalebase.com
Nimbus DB	nimbusdb.com

1970 - 2000 RELATIONAL DB

More than 30 years: maturity!

Theoretical & Practical aspects (DBMS)

Domains & $R \subseteq D_1 \times D_2 \times \ldots D_n$, Algebra $\rightarrow$

1st Order Predicate Logic

Languages: SQL (wins), QUEL, QBE

DBMS Prototypes (1975), Products (1980)

A major improvement in DB: provide **data independence** & a simple, **tabular view** of data

Normal Forms & Dependencies (DB design, **consistency**)

Controversial: missing values, duplicates
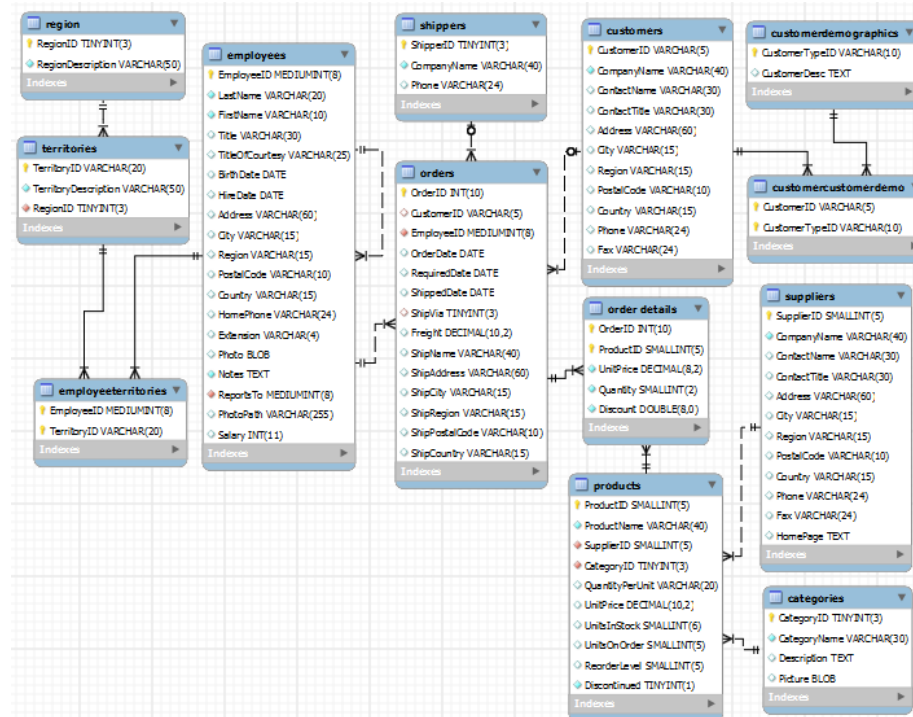
$R \times S$

$R \cup S$

$R - S$

$R[\alpha]$

$R : \varphi$

$R * S$

MODELING DATA COLLECTIONS

Raw data collections   tabular (csv, excel)   - **Relational**

{
  "geometry": {
    "type": "Point",
    "coordinates": [
      4.821773,
      45.7513
    ]
  },
  "full_location": "Autoroute du Soleil,
69005 Lyon",
  "_id": "Criter11185353",
  "properties": {
    "confidentiality": "noRestriction",
    "probability": "certain",
    "mobility": "",
    "creationtime": "2016-06-07 19:40:00",
    "publiceventtype": "",
    "networkmanagementtype": "",
    "observationtime": "2016-06-07
19:40:00",
    "last_update": "2016-06-07 19:43:30",
    "numberoflanesrestricted": "0",
    "effectonroadlayout": "",
    "creator": "CRITER",
    "id": "Criter11185353",

    "firstsupplierversiontime": "2016-06-07
19:40:00",
    "version": "1",
    "linkname": "",
    "type": "VehicleObstruction",
    "status": "active",
    "direction": "bothWays",
    "locationtype": "nonLinkedPoint",
    "disturbanceactivitytype": "",
    "last_update_fme": "2016-06-07
19:44:29",
    "endtime": "",
    "creationreference": "",
    "informationstatus": "real",
    "townname": "Voie Rapide Urbaine de
Lyon",
    "publiccomment": "Bouchon, km 455|Voie
Rapide Urbaine de Lyon",
    "roadmaintenancetype": "",
    "versiontime": "2016-06-07 19:43:26",
    "starttime": "2016-06-07 19:40:00",
    "gid": "39258",
    "abnormaltraffictype": ""
  }
}

- **Key-Value**

Media (XML, JSON, BLOB)   - Column oriented Tabular
            Graph
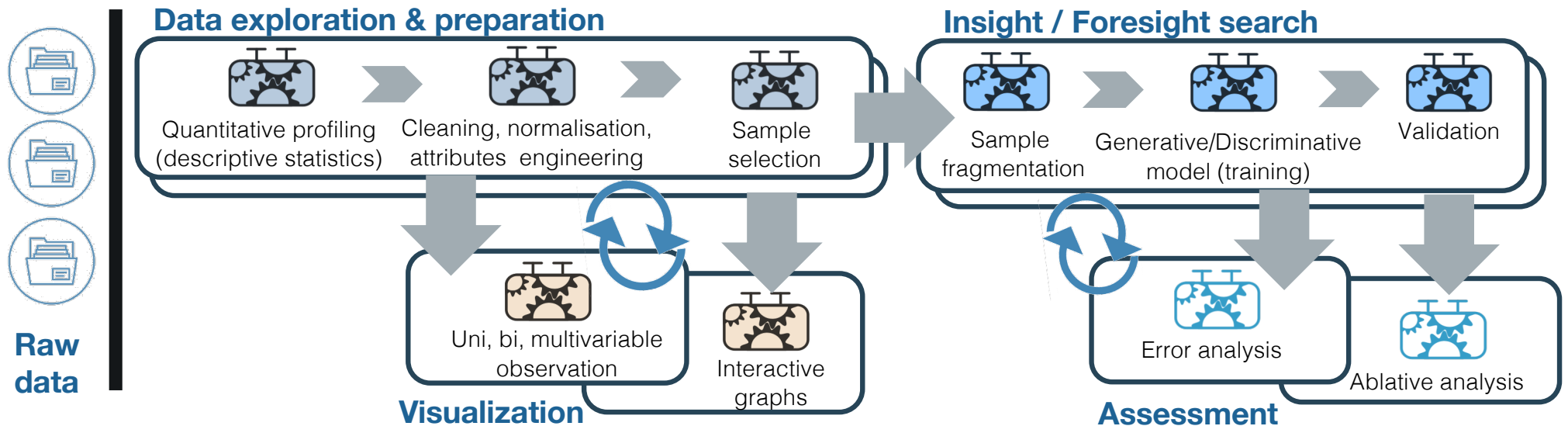
- **Document oriented**

- How to transform data collections ?
- Which is the best adapted model?

→ **Polyglot persistence**

Approaches dealing with transformation rules inspired in the relational case

EXPERIMENT DESIGN

Diogenes approach

Data exploration & preparation

Quantitative profiling (descriptive statistics)

Cleaning, normalisation, attributes engineering

Sample selection

Insight / Foresight search

Sample fragmentation

Generative/Discriminative model (training)

Validation

Raw data

Uni, bi, multivariable observation

Interactive graphs

Visualization

Error analysis

Ablative analysis

Assessment

PREPARING DATA

Obtaining the data: Read from a file or obtained by scraping the web

Parsing the data: Format the data which can be in plain text, fixed columns, CSV, XML, HTML, etc.

Cleaning the data: A simple strategy is to remove or ignore incomplete records

Building data structures: A data structure that lends itself to the analysis we are interested in.

Databases provide a mapping from keys to values, so they serve as dictionaries

ANALYSING INCOME ACCORDING TO GENDER

Financial parameters related to the US population*

- **Features**: Age, sex, marital, country, income, education, occupation, capital gain, etc.

- **Question**: Are men more likely to become high-income professionals than women, i.e., to receive an income of over $50,000 per year?

- Preparing data collections

  - Read and check the data

  - Represent the data, for instance using a tabular data structure with features (columns) and records (rows)

  - Group the data

* UCI's Machine Learning Repository: https://archive.ics.uci.edu/ml/datasets/Adult

EXPLORATORY DATA ANALYSIS

Measurements and categories represent a sample distribution of a variable:

- which approximately represents the population distribution of the variable

- to make tentative assumptions about the population distribution

Different *techniques*:

- **Summarizing the data**

- **Data distributions**

- **Outlier treatment**

- **Kernel density**

https://www.kaggle.com/robikscube/hourly-energy-consumption

SMART ENERGY

UNDERSTANDING ENERGY CONSUMPTION IN THE PHILIPPINES

https://www.kaggle.com/ljvmiranda/philippines-energy-use

1. What percentage of the population has access to electricty?
   - Access to electricity over time
   - Comparison to South-East Asian (SEA) countries
2. What constitutes my country's energy mix?
   - Energy Mix in the Philippines
   - Comparison to South-East Asian (SEA) countries
     - Fossil-Fuel use
     - Renewable Energy Adoption
3. How are we consuming our energy?
   - Electric Power Consumption over time
   - Consumption footprint

HANDS ON