Case Study: Enhanced Clustering Technique on Sequential Data Streams using Optics and Chameleon

K. SanthiSree, PhD
Professor
Jawaharlal Nehru Technological University Hyderabad

V. Vineela
Student
Jawaharlal Nehru Technological University Hyderabad

Y. Ambica
Assistant Professor(c),
Jawaharlal Nehru Technological University Hyderabad

Ch. Anitha
Assistant Professor(c),
Jawaharlal Nehru Technological University Hyderabad

ABSTRACT
Huge data is getting accumulated every second in the real world .Clustering on web usage data is useful to identify what users are exactly looking for on the world wide web, like user traversals, users behavior and their characteristics, which helps for Web personalization. Clustering web sessions is to group them based on similarity and consists of minimizing the Intra-cluster similarity and maximizing the Inter-group similarity. In the past there exist multiple similarity measures like Euclidean, Jaccard ,Cosine , Manhattan, Minkowski, and many to measure similarity between web patterns. In this paper, we enhanced Chameleon Clustering Algorithm(CCA) based on CHAMELEON. Experiments are performed on MSNBC.COM website (free online news channel), on sequential data streams in the context of clustering in the domain of Web usage mining. Clustering in data mining is a discovery process that groups a set of data such that the intra-cluster similarity is maximized and the inter-cluster similarity is minimized. Existing clustering algorithms, such as K-means, PAM, CLARANS, DBSCAN, CURE, and ROCK are designed to find clusters that fit some static models Specially, we present a detailed comparison of OPTICS and CHAMELEON and the results illustrate that CHAMELEON is much more suitable for clustering the dynamic datasets. The Inter-cluster and Intra-cluster distances are computed using Average Levenshtein Distance (ALD) to demonstrate the usefulness of the proposed approach in the context of web usage mining. This new enhanced (CHAMELEON algorithm)has good results when compared with existing OPTICS clustering technique , and provided good time requirements of the newly developed algorithms.

Keywords
Sequence Mining, Clustering, Density Based Clustering(optics). Data Mining, Clustering, similarity measures, Web Personalization.

1. INTRODUCTION

1.1 Clustering
Clustering is a process of categorizing the data into multiple clusters where all the patterns lying in one cluster are similar to one another and dissimilar when compared to the patterns lying in the other cluster . Different types of clustering techniques are Partitioning ,Hierarchical, Density-based ,Grid-based and Model–Based algorithms. Types of Density based clustering techniques are DBSCAN, Optics and Denclue. Hierarchical clustering algorithms produce a nested sequence of clusters, with a single all-inclusive cluster at the top and single point clusters at the bottom. In the single link method [JD88], each cluster is represented by all the data points in the cluster. The similarity between two clusters is measured by the similarity of the closest pair of data points belonging to different clusters. Unlike the centroid/medoid based methods, this method can find clusters of arbitrary shape and different sizes. Here in this work, we are concentrating on Hierarchical clustering technique.

1.2 Similarity Measures
Similarity measures are used to find out how similar are two sequences are. In the history many similarity measures exist, and they are Euclidean, Jaccard, Cosine, Manhattan and Minkowski measures. These similarity measures are either vector based or frequency based. The Euclidean distance between sequences $S_1=(p_1, p_2,..., p_n)$ and $S_2=(q_1, q_2,..., q_n)$ is defined as

$$Sim(S_1, S_2) = \sqrt{(S_{1_1} - S_{2_1})^2 + (S_{1_2} - S_{2_2})^2 + \cdots + (S_{1_n} - S_{2_n})^2} = \sqrt{\sum_{i=1}^{n} (S_{1_i} - S_{2_i})^2} \quad \text{(Eqn.1)}$$

Jaccard similarity measure is defined as the ratio of the intersection of items between the two sequences to the union of items of the two sequences.

$$(Sim(S_1, S_2)) = \frac{\boldsymbol{S_1 S_2}}{|\boldsymbol{S_1}|^2 + |\boldsymbol{S_2}|^2 - \boldsymbol{S_1 S_2}}$$

(Eqn.2)

Cosine similarity measure is the angle between two vectors. The cosine measure is given by

$$\text{(Eqn.3)} Sim(S_1, S_2) = \frac{\sum_{i=1}^{n} (\boldsymbol{S_1} \times \boldsymbol{S_2})}{\sqrt{\sum_{i=1}^{n} (\boldsymbol{S_{1_i}})^2} \times \sqrt{\sum_{i=1}^{n} (\boldsymbol{S_{2_i}})^2}}$$

2. EXISTING METHODOLOGY
In the existing work, the sequences are converted to intermediate representations and the similarity between any two sequences is calculated using any of the similarity measures like Euclidean. OPTICS clustering technique can be applied for clustering. While computing similarity between sequences they either consider the content /information or the order information.

Algorithm :OPTICS(DB, Eps, MinPts)
Input:A database D with N samples.
{Dataset D with N objects, epsilon(eps) the radius, and min pts, i.e.. the number of minimum points and C the cluster}
Output: set of Clusters C={c1,c2,c3...cn}
Method:
Step 1: For each point P of DB
Step2:N = regionQuery(P, eps) .
Step 3: If sizeof(N) <MinPts , mark P as NOISE.

Step4: If N>=MinPts, then mark p as core object

Step 5:Add P to the priority queue.
Step 6; Repeat steps 1,2,3 ,4 until end of the database DB has reached

Fig 1. Algorithm for Optics Clustering

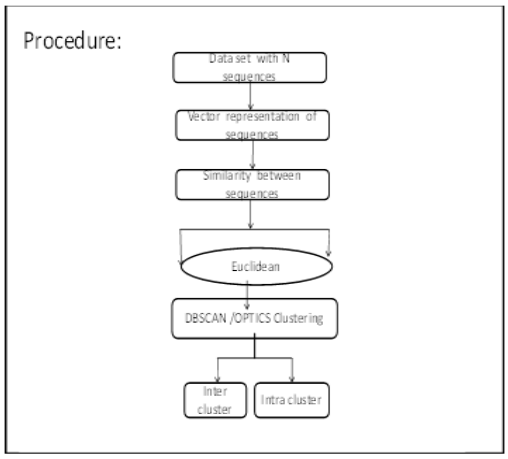


Fig 2. Existing Work Procedure

Example:
Step1: Consider a set of 10 sample sequences (Transactions) randomly from the MSNBC dataset. In the current work, the sequences has to be converted to vector representations. The entire set contains multiple categories of news like {on-air, misc, news, sports, bbs, front page, local, weather, travel, opinion, msn-news, business etc}. In each sequence presence of category of news is taken as 1 and absence as 0.The vector representation of the sequences is in Table 1 and 2 the rows indicate the transactions {T1,T2,T3,T4,T5,T6,T7,T8,T9,T10} and the columns indicate the category id .i.e news id. In the first sequence for example , on-air is present, misc is present so the particular category id represented as 1 and remaining categories are taken as 0.

Table 1. Vector Representation Of Sequences

Transaction × category id	1	2	3	4	5	6	7	8	9	10	11	12
T1	1	1	0	0	0	0	0	0	0	0	0	0
T2	0	0	1	1	0	0	1	0	1	0	0	0
T3	0	0	0	0	1	0	0	0	0	0	0	0
T4	0	0	1	1	0	1	1	0	0	0	0	0
T5	1	0	0	1	0	0	0	1	0	0	0	0
T6	1	0	0	0	1	0	0	0	1	0	0	0
T7	0	0	1	0	1	1	0	0	0	0	0	0
T8	0	0	0	0 -	1	1	0	0	0	0	0	0
T9	0	0	1	0	0	0	0	0	1	1	1	0
T10	0	0	1	0	1	1	0	0	0	0	0	1

In Table 2, For example ,consider the first sequence/Transaction, on-air is present, whose frequency is 2, misc is present and its frequency is 4.so the particular category id 1 and 2 are represented with its frequency 2 and 4 respectively and remaining category id's are considered as 0.

Table 2. Frequency Representation Of Sequences

Transaction × Category id	1	2	3	4	5	6	7	8	9	10	11	12
T1	2	4	0	0	0	0	0	0	0	0	0	0
T2	0	0	0	0	3	1	0	0	0	0	0	0
T3	0	0	0	0	0	6	0	0	0	0	0	0
T4	0	0	2	1	0	2	1	0	0	0	0	0
T5	1	0	0	1	0	0	0	3	0	0	0	0
T6	4	0	0	0	1	0	0	0	1	0	0	0
T7	0	0	1	0	2	3	0	0	0	0	0	0
T8	0	0	0	0	1	5	0	0	0	0	0	0
T9	0	0	2	0	0	0	1	2	1	0	0	0
T10	0	0	2	0	1	2	0	0	0	0	1	0

Table 3.Sequence similarity matrix using Euclidean Measure

	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10
T1	—	2.44	2.23	2.44	1.732	1.414	2.23	2	2.44	2.23
T2	2.44	—	2.23	1.414	2.23	2.23	2.23	2.23	2	2.44
T3	2.23	2.23	—	2.23	2	1.414	1.414	1	2.23	1.73
T4	2.44	1.41	2.23	—	2.23	2.64	2	2	2.4	2

		4							4	
T5	1.732	2.23	2	2.23	—	2	2.44	2	2.64	2.64
T6	1.414	2.23	1.414	2.64	2	—	2	1.732	2.44	2.44
T7	2.23	2.23	1.414	2	2.44	2	—	1	2.44	1
T8	2	2.23	1	2	2	1.732	1	—	2.44	1.41
T9	2.44	2	2.23	2.44	2.64	2.44	2.44	2.44	—	2.44
T10	2.23	2.44	1.73	2	2.64	2.44	1	1.41	2.44	—

In Table 3 indicates a N×N Similarity matrix is calculated where rows and columns indicate the Transactions{T1,T2,T3,T4,T5,T6,T7,T8,T9,T10}. For example similarity(T1,T2)=2.44, i.e, similarity between the two sequences T1,T2 is 2.44. If the two sequences say T1,T2 are similar , the similarity(T1,T2)=0. If they are more dissimilar , the similarity ratio increases. For example, the similarity between the sequences (T1,T5)=1.732, which means the two sequences seem to be more similar. The similarity between the sequences (T5,T9)=2.64, which shows the two sequences seems to be more dissimilar.

Step 4: Applying OPTICS clustering algorithm:
Clusters formed are

- C1={T3,T5,T6,T8}
- C3={T1,T5,T6,T7,T8,T9}
- C5={T1,T3,T6}
- C6={T1,T3,T5,T7,T8}
- C7={T3,T6,T8,T10}
- C9={NOISE}
- C2={NOISE}
- C8={T1,T3,T4,T6,T7} and
- C10={T3,T7,T8}

Applying ICA clustering algorithm, the clusters formed are

- C1={ T1,T3,T5,T6,T8,T7,10}
- C2={T2}
- C3={T4}

3. PROPOSED WORK PROCEDURE

3.1 Enhanced Chameleon Clustering Algorithm(CCA):

The work concentrates on Clustering techniques on data streams in the domain of web usage data .Euclidean similarity measure is used to measure similarity/distance between two sequences and experiments are conducted on various clustering techniques using Optics, and CCA .In all the experiments the running time of the new algorithm (CCA) is best compared to the earlier similarity measures. Figure 3 shows the proposed framework.

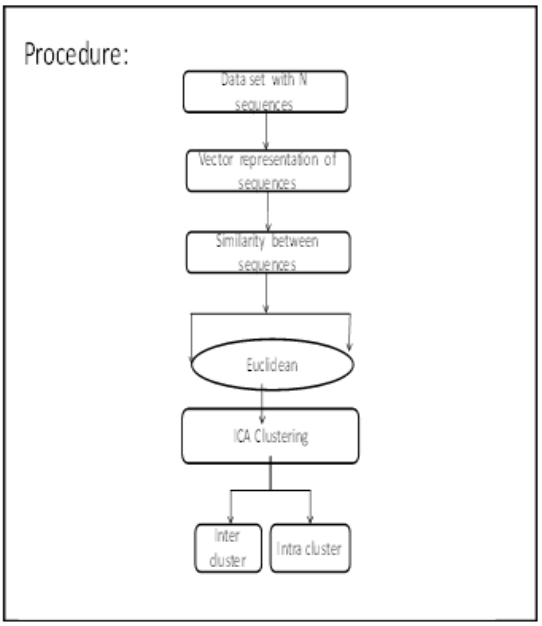


Fig 3: Proposed Work Procedure

4. EXPERIMENTAL RESULTS

4.1 Web Navigation Dataset for Testing

MSNBC is a famous online news website with has different news subjects. There are 17 categories of newslikefrontpage,news,tech,local,opinion,onair,weather,health,living,business,sports,summary,bbs,travelmisc,msn-news, and msn-sports. Web Navigational dataset is considered in Table 4.

Table 4.Web Navigational Dataset

Sequence	
T1	on-air, misc, misc, misc, on-air, misc
T2	News, sports, tech ,local,sports ,sports
T3	Sports, bbs, bbs, bbs, bbs, bbs, bbs
T4	Frontpage, frontpage, sports, news, news, local
T5	on-air,weather,weather,weather, sports,sports
T6	on-air, on-air, on-air, on-air, tech, bbs
T7	Frontpage,bbs,bbs,frontpage, frontpage, news
T8	Frontpage,frontpage,frontpage ,frontpage, frontpage, bbs
T9	News, news, travel, opinion, opinion, msn-news
T10	Frontpage, business, frontpage, news news, bbs

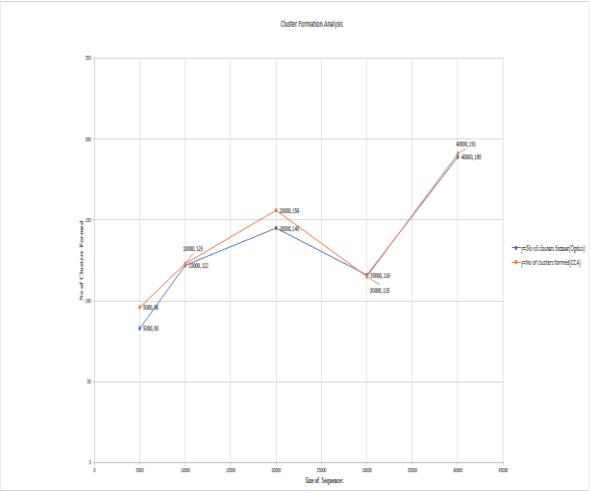
4.2 Optics And CCA Experiments on Standard web Navigational Dataset.

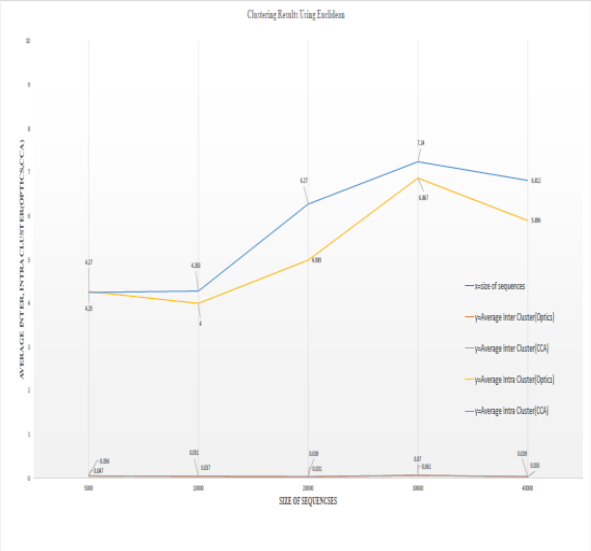
Considered transactions of varying sizes of 5000, 10000,20,000,30000,40000 from MSNBC dataset. Table 5

shows the number of clusters formed by applying the existing Optics and proposed ICA. Using the similarity measure like Euclidean, Inter cluster similarity and Intra cluster similarity are calculated.

Table 5. Inter and Intra cluster distance for OPTICS and CCA

OPTICS -**Clustering Results Using Euclidean**					
No of Samples	5000	10000	20000	30000	40000
No of clusters formed	83	122	145	116	189
Inter cluster	4.6	4.8	5.13	6.89	6.989
Average inter cluster	0.056	0.037	0.031	0.061	0.039
Average Intra cluster	4.27	4.000	4.989	6.867	5.896
CCA- Clustering Results Using Euclidean					
No of samples	5000	10000	20000	30000	40000
No of clusters formed	96	123	156	115	191
Inter cluster	4.6	6.367	7.214	8.135	6.721
Average Inter cluster	0.047	0.051	0.039	0.070	0.035
Average Intra cluster	4.25	4.283	6.27	7.24	6.812





5. TIME REQUIREMENTS

Experiments were performed on the above mentioned dataset of varying sizes to see the performance of existing and proposed clustering algorithms. The number of clusters formed using by these for varying sizes of 5000, 10000, 20000, 30000 and 40000 transactions are recorded. The execution time taken for these varying sizes of samples are also recorded in table 6.

Table 6. Time Requirements Of OPTICS and CCA

OPTICS					
Size of sequences	5000	10000	20000	30000	40,000
No of clusters	94	126	149	141	187
Time taken in seconds	156	1879	3643	3218	4982
Enhanced ChameleonClustering Technique (CCA)using SSM					
Size of sequences	5000	10000	20000	30000	40,000
No of clusters	96	127	153	129	131
Time taken in seconds	11444	1638	1064	1579	1555

6. CONCLUSIONS

Considered arbitrarily web transactions from the MSNBC dataset and performed the experiments on Clustering algorithms.. We used previously existing/similarity measure namely Euclidean. For good clustering algorithm, the intra cluster distance should be minimum. Then using OPTICS and CCA, clusters are generated .Comparing OPTICS and CCA ,the inter cluster similarity is maximum in CCA. For example in OPTICS for 5000 samples ,the time taken for execution are 1156,3643,3218,4982 respectively. The time taken to execute the algorithm CCA is less (1144,1638,1064,1579,1555),when compare to other

clustering techniques A variety of experiments are performed in the context of clustering on a sequential data in a web usage domain. This experiment shows that in addition to the content if Sequential Information is also added it improves thequality/accuracyofthe clustering.So Sequential information is important as well as Content information is also important.

6.1 Future Work

We extend our work in future to other clustering techniques and to other domains as well.

- The time complexities of the proposed algorithms can be improved further, which leads to better accuracy

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