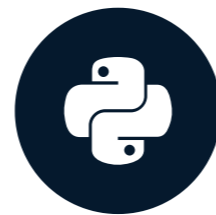


Basics of hierarchical clustering

CLUSTER ANALYSIS IN PYTHON



Shaumik Daityari
Business Analyst

Creating a distance matrix using linkage

```
scipy.cluster.hierarchy.linkage(observations,  
                                method='single',  
                                metric='euclidean',  
                                optimal_ordering=False  
)
```

- `method` : how to calculate the proximity of clusters
- `metric` : distance metric
- `optimal_ordering` : order data points

Which method should use?

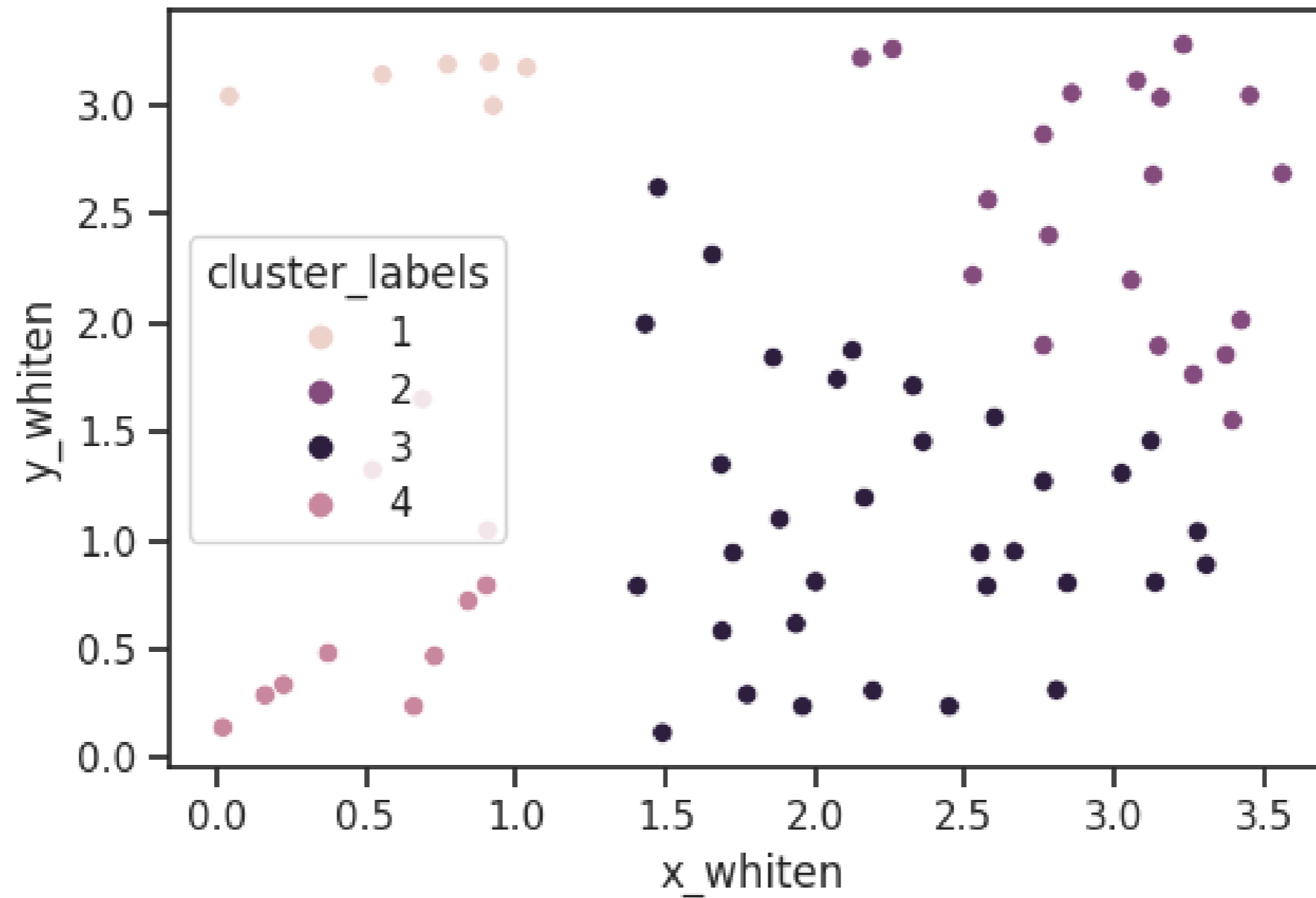
- `'single'` : based on two closest objects
- `'complete'` : based on two farthest objects
- `'average'` : based on the arithmetic mean of all objects
- `'centroid'` : based on the geometric mean of all objects
- `'median'` : based on the median of all objects
- `'ward'` : based on the sum of squares

Create cluster labels with fcluster

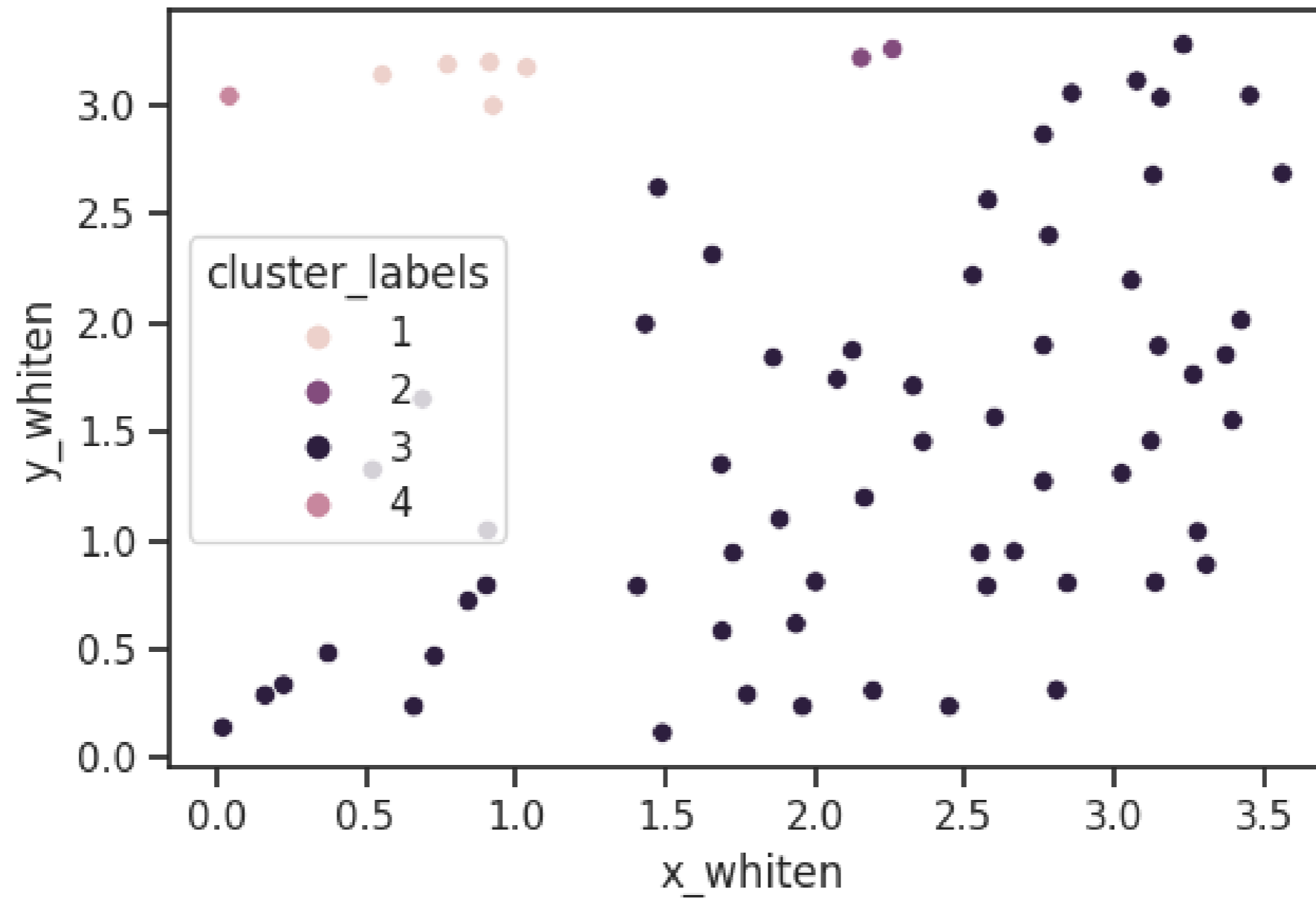
```
scipy.cluster.hierarchy.fcluster(distance_matrix,  
                                num_clusters,  
                                criterion  
)
```

- `distance_matrix` : output of `linkage()` method
- `num_clusters` : number of clusters
- `criterion` : how to decide thresholds to form clusters

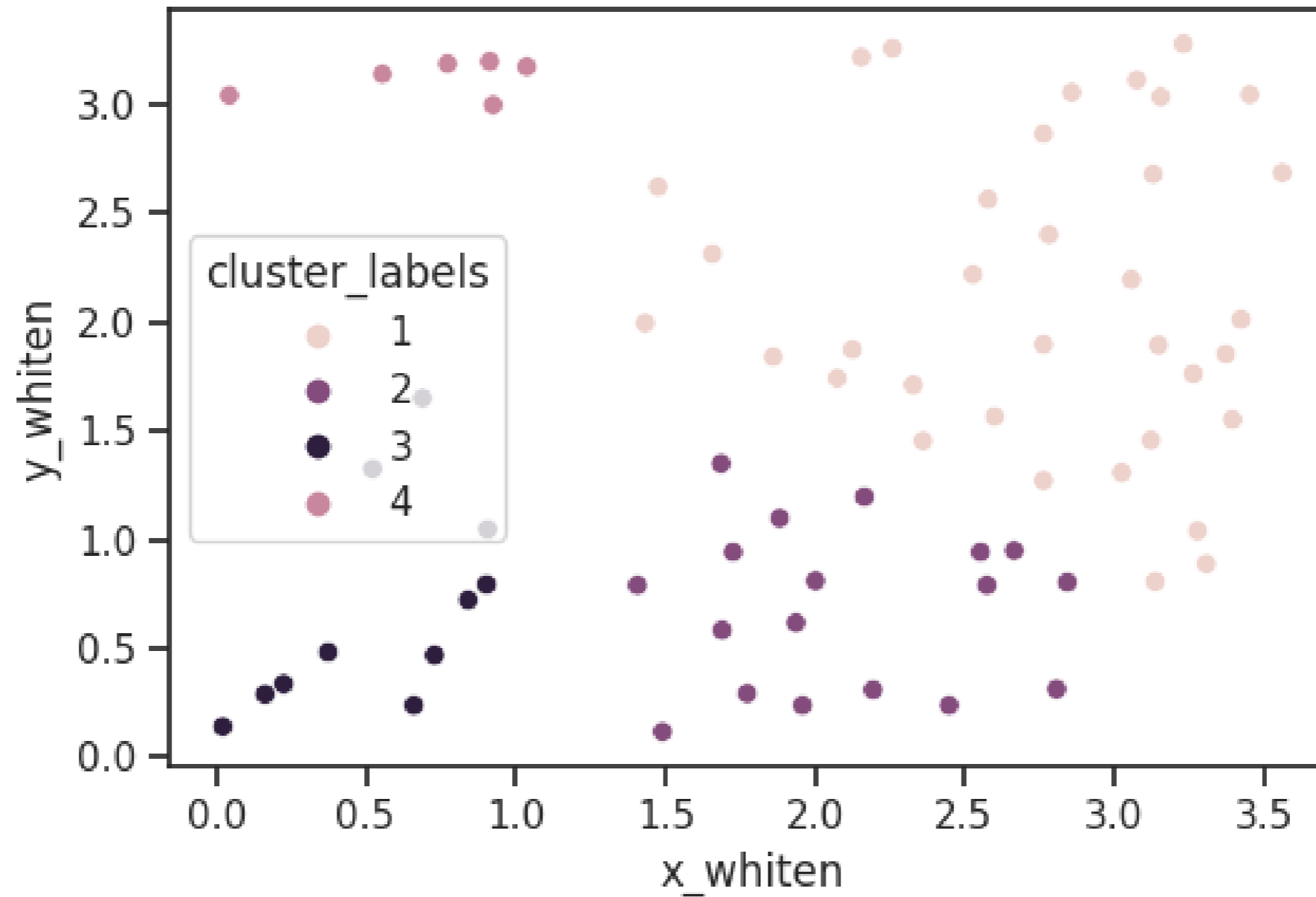
Hierarchical clustering with ward method



Hierarchical clustering with single method



Hierarchical clustering with complete method



Final thoughts on selecting a method

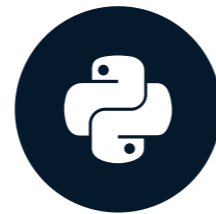
- No one right method for all
- Need to carefully understand the distribution of data

Let's try some exercises

CLUSTER ANALYSIS IN PYTHON

Visualize clusters

CLUSTER ANALYSIS IN PYTHON



Shaumik Daityari
Business Analyst

Why visualize clusters?

- Try to make sense of the clusters formed
- An additional step in validation of clusters
- Spot trends in data

An introduction to seaborn

- `seaborn` : a Python data visualization library based on `matplotlib`
- Has better, easily modifiable aesthetics than matplotlib!
- Contains functions that make data visualization tasks easy in the context of data analytics
- Use case for clustering: `hue` parameter for plots

Visualize clusters with matplotlib

```
from matplotlib import pyplot as plt
```

```
df = pd.DataFrame({'x': [2, 3, 5, 6, 2],  
                  'y': [1, 1, 5, 5, 2],  
                  'labels': ['A', 'A', 'B', 'B', 'A']})  
  
colors = {'A': 'red', 'B': 'blue'}  
df.plot.scatter(x='x',  
               y='y',  
               c=df['labels'].apply(lambda x: colors[x]))  
  
plt.show()
```

Visualize clusters with seaborn

```
from matplotlib import pyplot as plt
import seaborn as sns
```

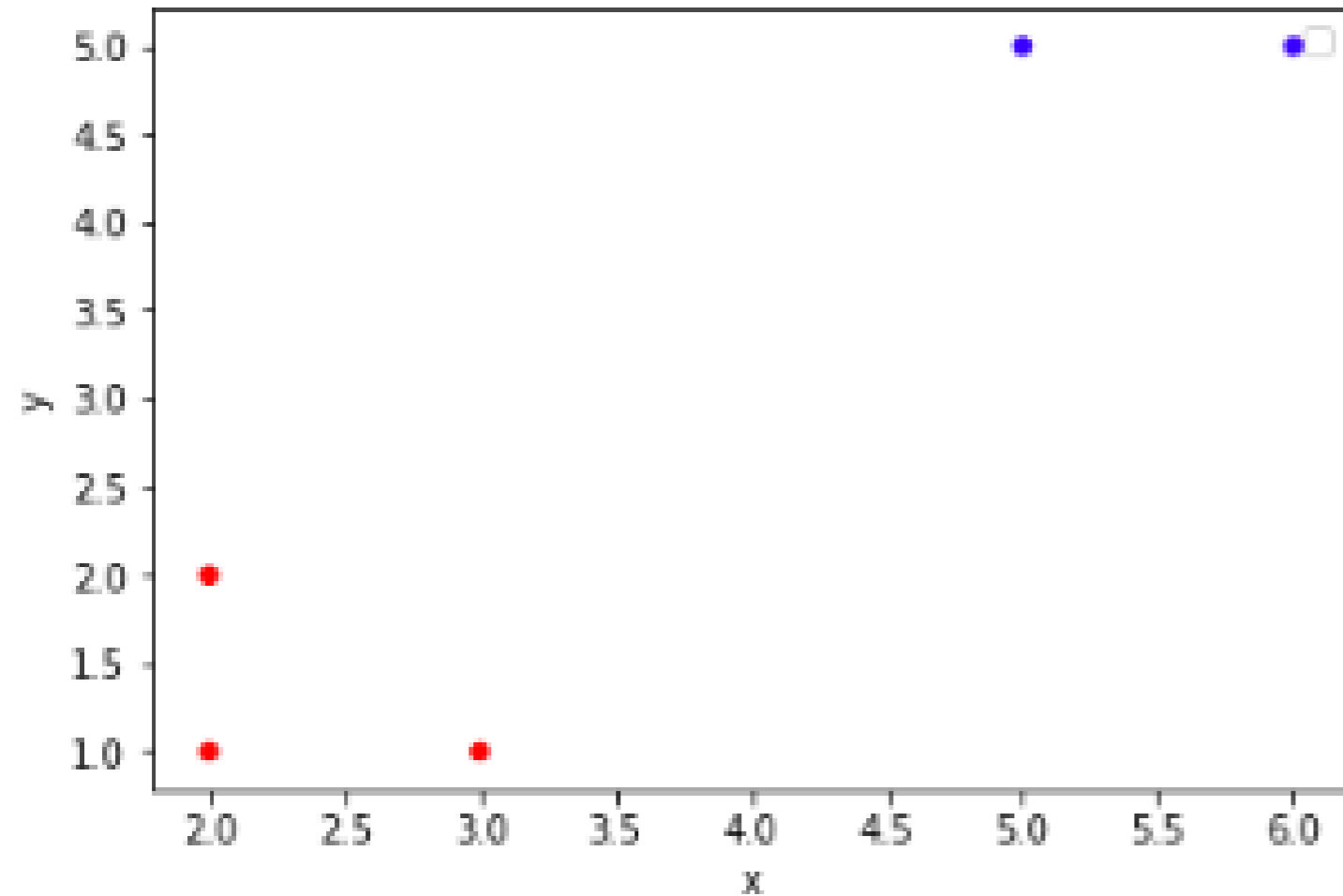
```
df = pd.DataFrame({'x': [2, 3, 5, 6, 2],
                   'y': [1, 1, 5, 5, 2],
                   'labels': ['A', 'A', 'B', 'B', 'A']})

sns.scatterplot(x='x',
                y='y',
                hue='labels',
                data=df)

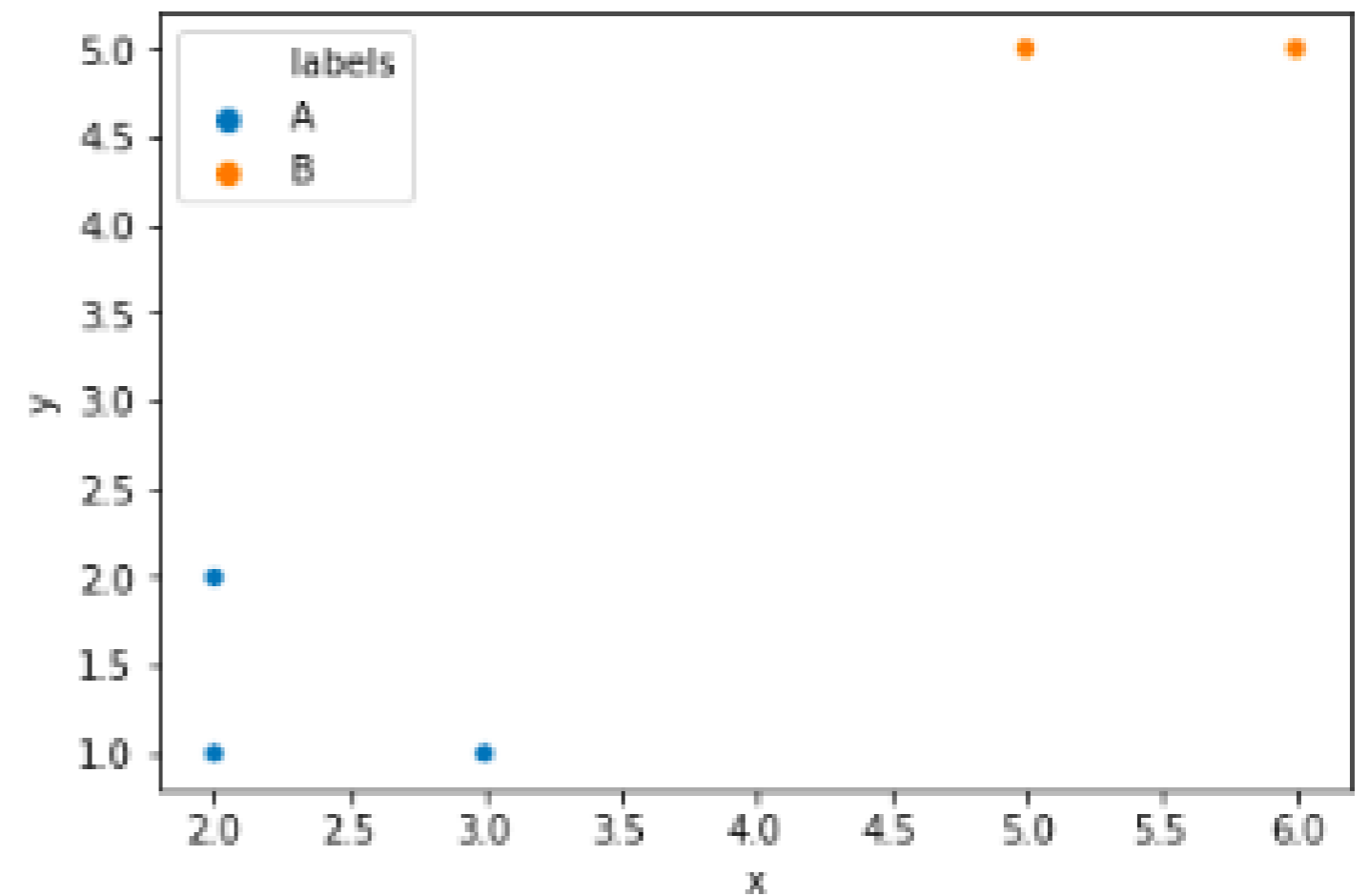
plt.show()
```

Comparison of both methods of visualization

MATPLOTLIB PLOT



SEABORN PLOT

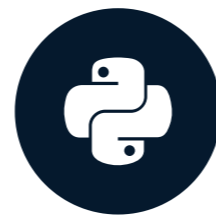


Next up: Try some visualizations

CLUSTER ANALYSIS IN PYTHON

How many clusters?

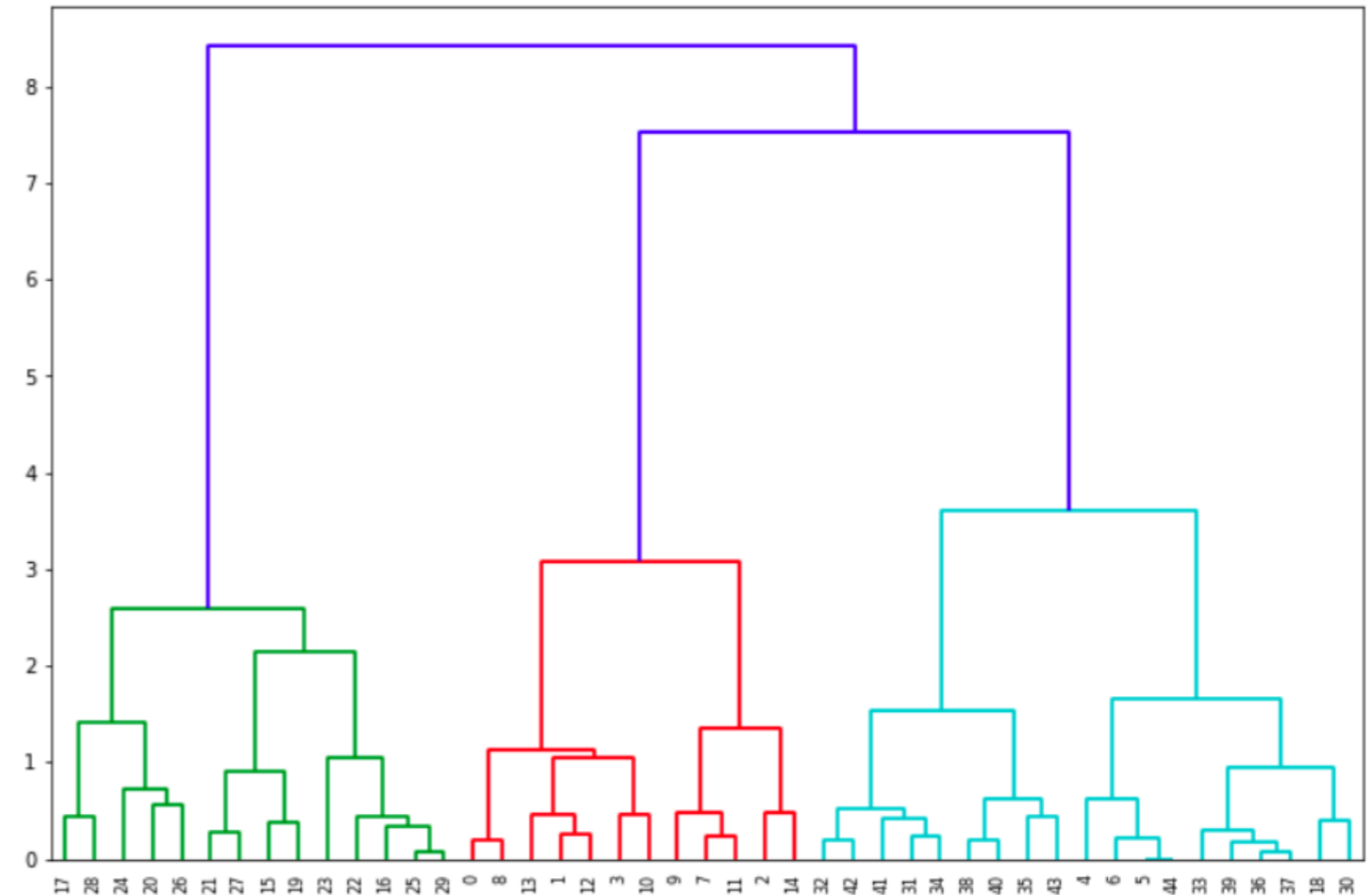
CLUSTER ANALYSIS IN PYTHON



Shaumik Daityari
Business Analyst

Introduction to dendrograms

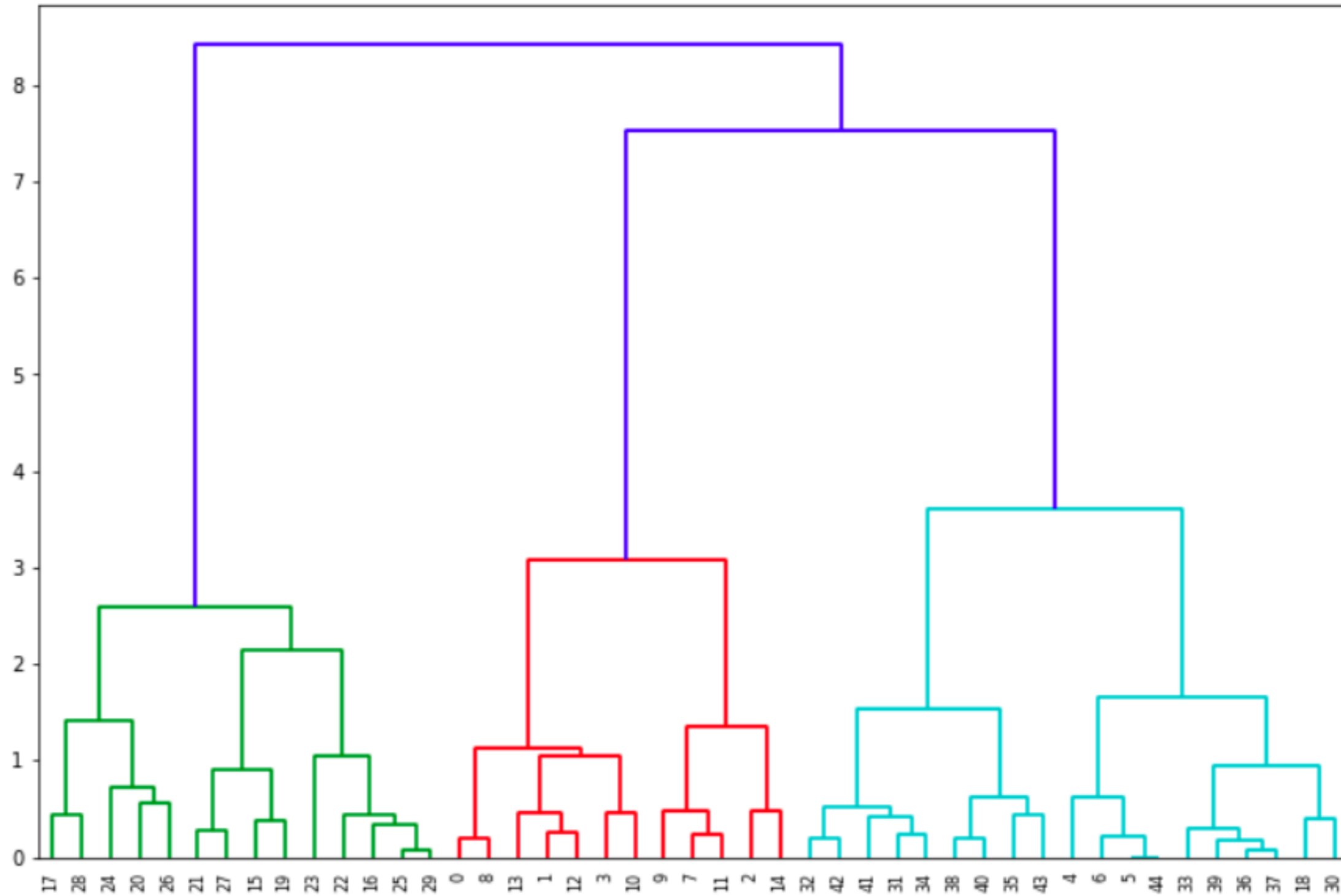
- Strategy till now - decide clusters on visual inspection
- Dendrograms help in showing progressions as clusters are merged
- A dendrogram is a branching diagram that demonstrates how each cluster is composed by branching out into its child nodes

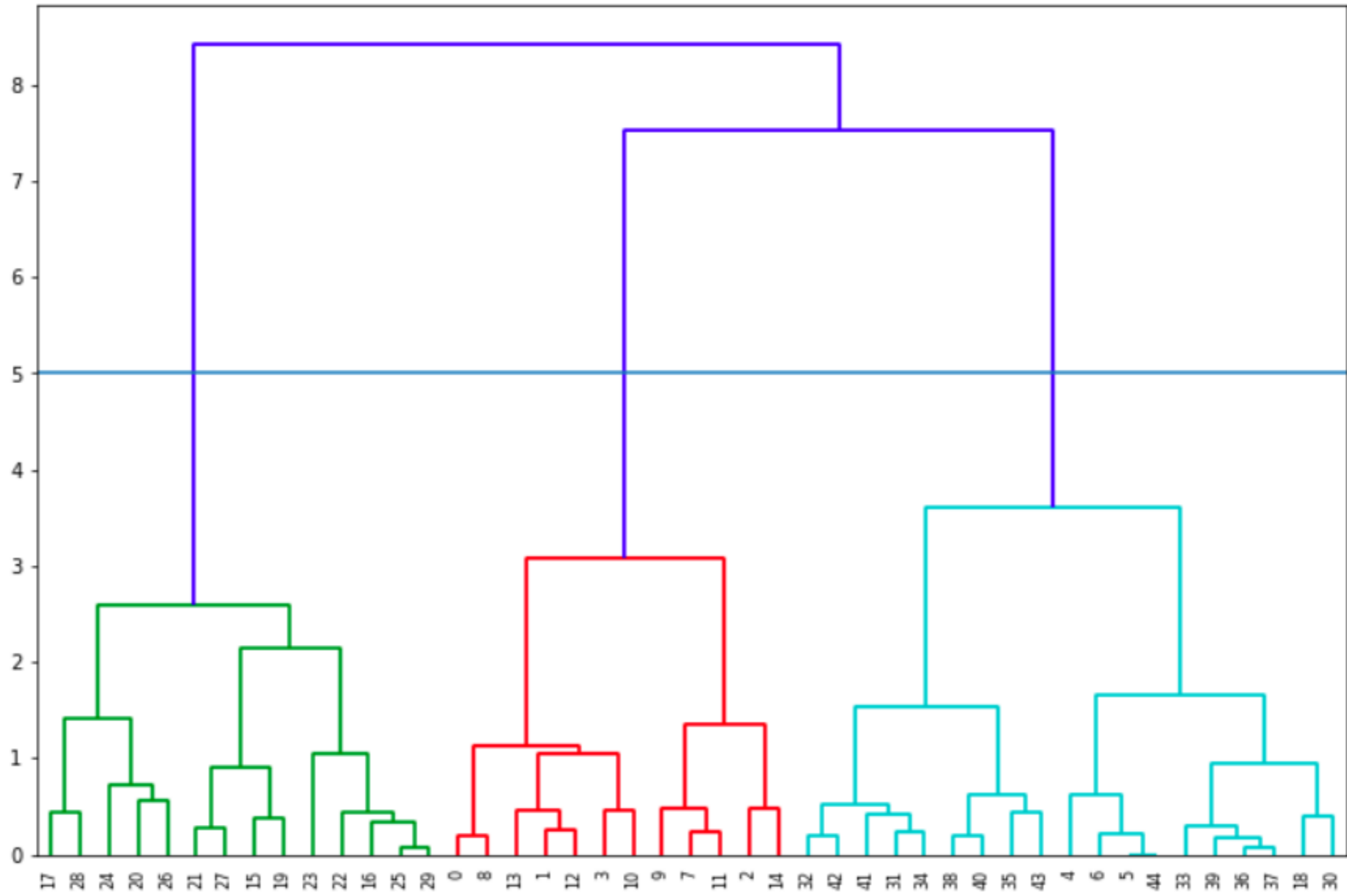


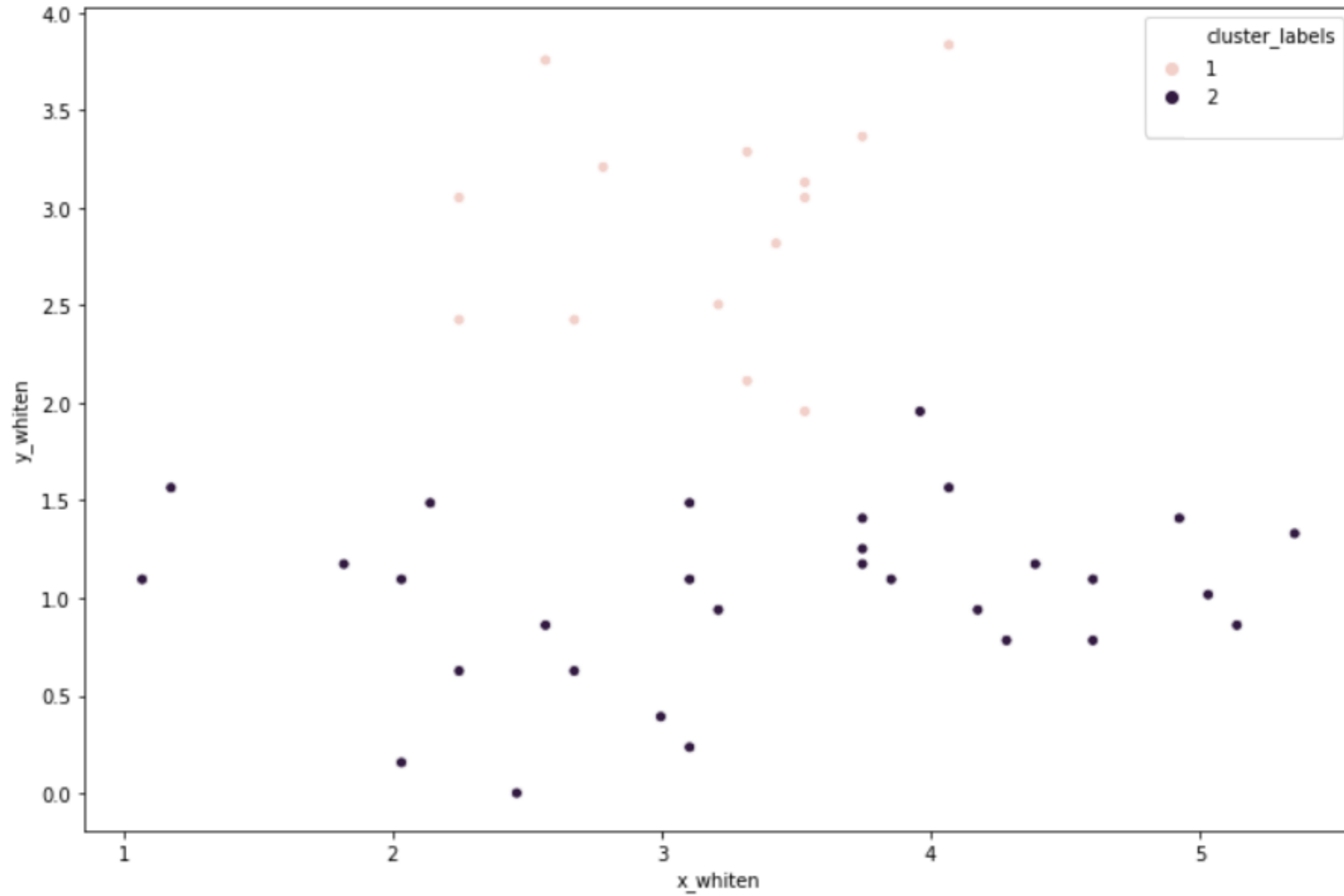
Create a dendrogram in SciPy

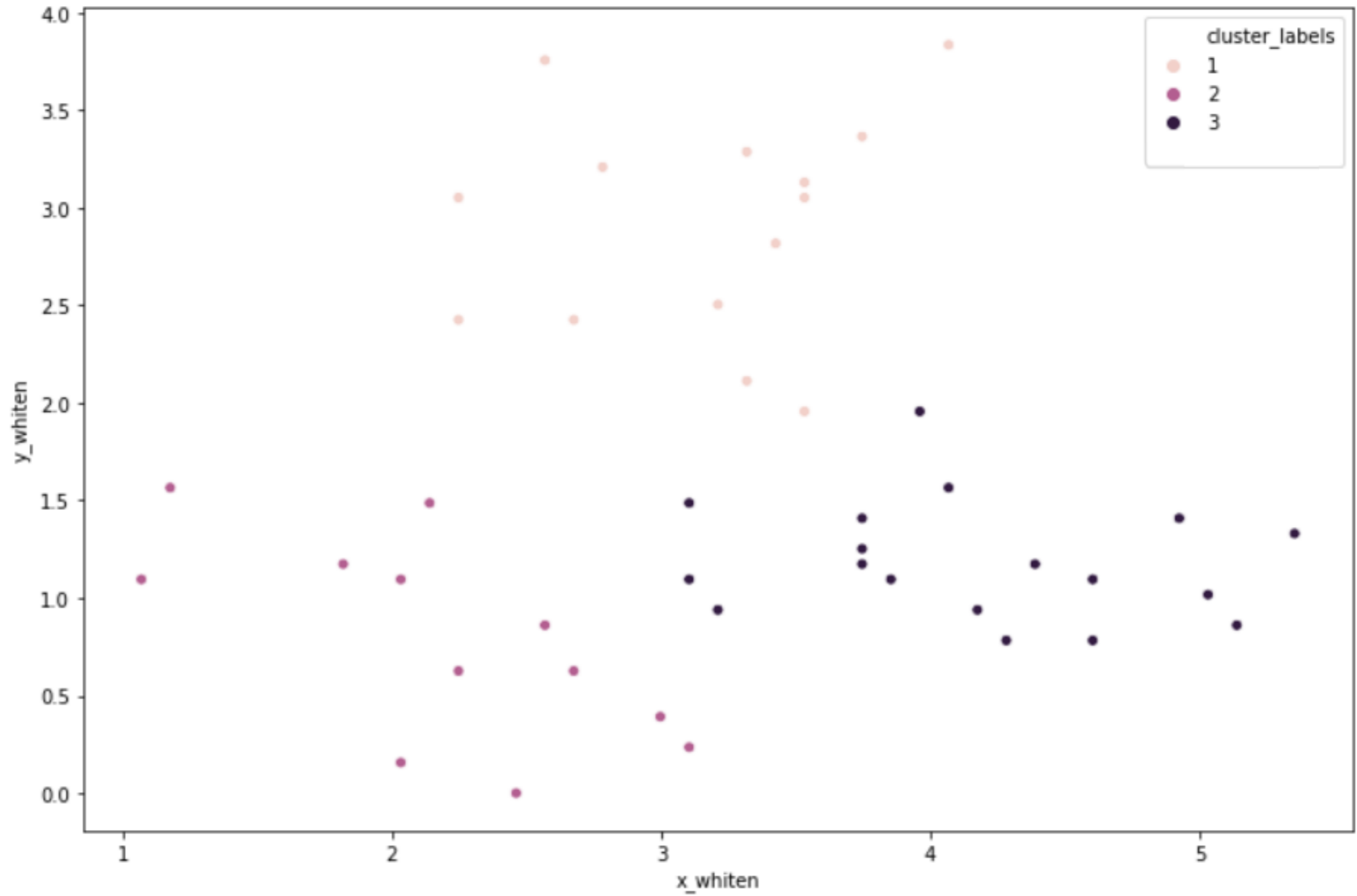
```
from scipy.cluster.hierarchy import dendrogram
```

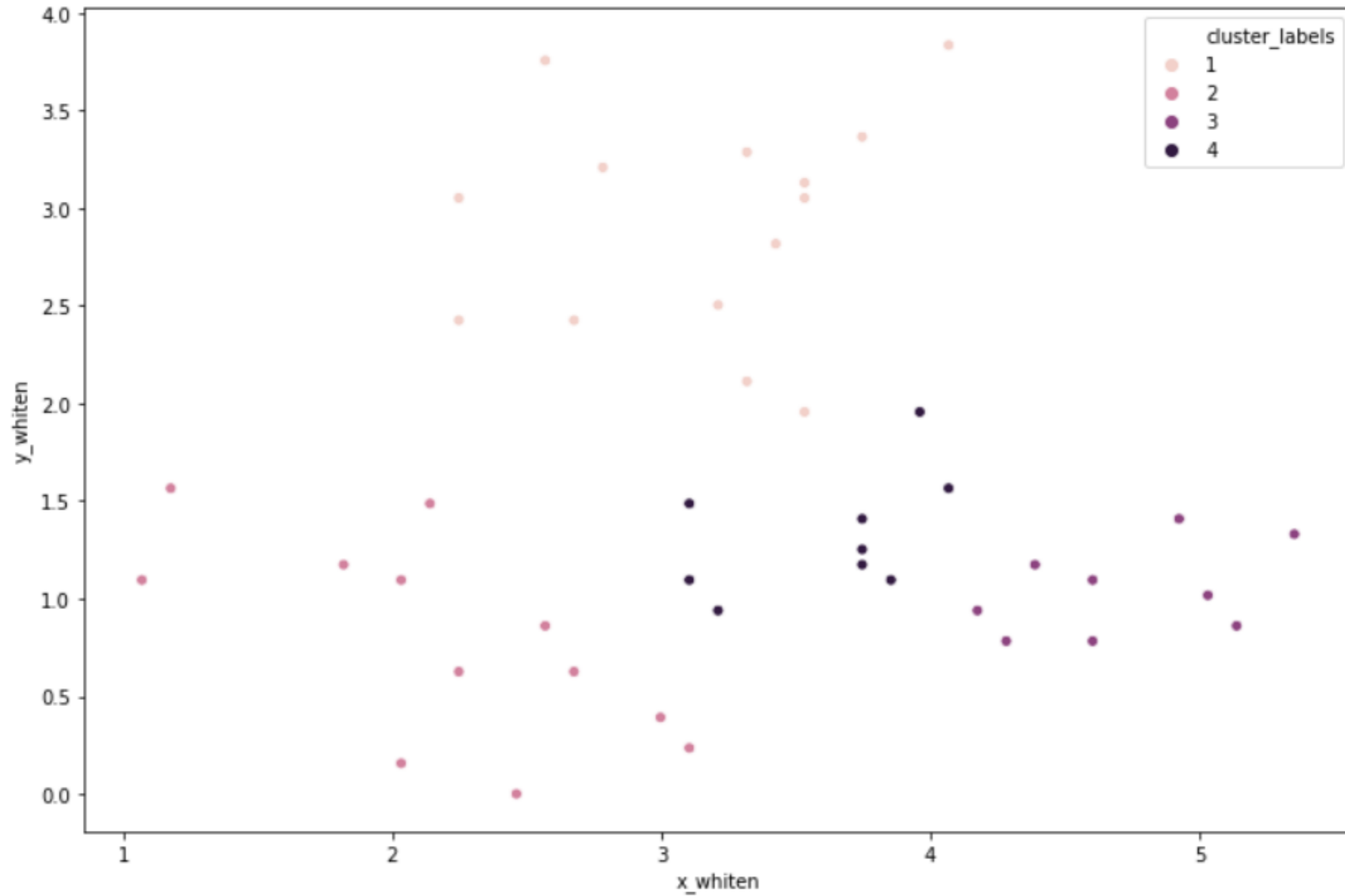
```
Z = linkage(df[['x_whiten', 'y_whiten']],  
            method='ward',  
            metric='euclidean')  
  
dn = dendrogram(Z)  
plt.show()
```









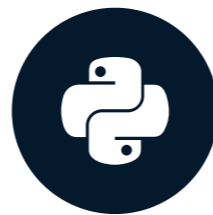


Next up - try some exercises

CLUSTER ANALYSIS IN PYTHON

Limitations of hierarchical clustering

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Shaumik Daityari
Business Analyst

Measuring speed in hierarchical clustering

- `timeit` module
- Measure the speed of `.linkage()` method
- Use randomly generated points
- Run various iterations to extrapolate

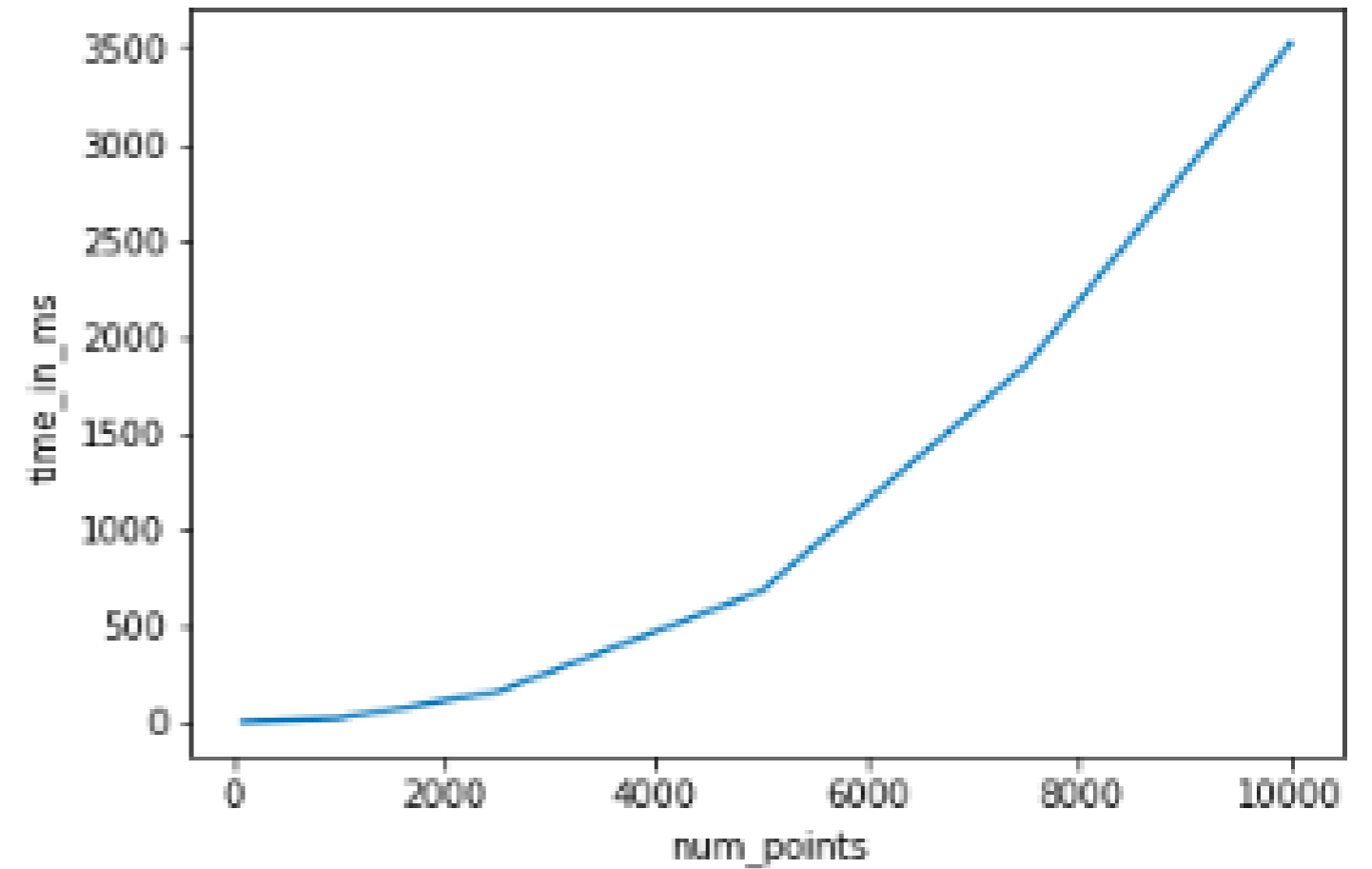
Use of timeit module

```
from scipy.cluster.hierarchy import linkage
import pandas as pd
import random, timeit
points = 100
df = pd.DataFrame({'x': random.sample(range(0, points), points),
                  'y': random.sample(range(0, points), points)})
%timeit linkage(df[['x', 'y']], method = 'ward', metric = 'euclidean')
```

1.02 ms ± 133 µs per loop (mean ± std. dev. of 7 runs, 1000 loops each)

Comparison of runtime of linkage method

- Increasing runtime with data points
- Quadratic increase of runtime
- Not feasible for large datasets



Next up - exercises

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