

MINING PATTERNS IN THE PRESENCE OF DOMAIN KNOWLEDGE

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Abstract: One of the main difficulties of pattern mining is to deal with items of different nature in the same itemset, which can occur in any domain except basket analysis. Indeed, if we consider the analysis of any transactional database composed by several entities and relationships, it is easy to understand that the equality function may be different for each element, which difficult the identification of frequent patterns. This situation is just one example of the need for using domain knowledge to manage the discovery process, but several other, no less important can be enumerated, such the need to consider patterns at higher levels of abstraction or the ability to deal with structured data. In this paper, we show how the *Onto4AR* framework can be explored to overcome these situations in a natural way, illustrating its use in the analysis of two distinct case studies. In the first one, exploring a cinematographic dataset, we capture patterns that characterize kinds of movies in accordance to the actors present in their casts and their roles. In the second one, identifying molecular fragments, we find structured patterns, including chains, rings and stars.

1 INTRODUCTION

The growing interest in data mining and its maturity have contributed to enlarge its application areas. In parallel, this enlargement got several new challenges into the arena, like dealing with complex data, but also old ones, like the need to incorporate background knowledge into the mining process.

The importance of introducing existing knowledge in the core of the process is even stronger in the case of pattern mining, where the balance between the quantity and quality of the results are far from being satisfactory. The goal of pattern mining is to find the set of recorded facts that occur simultaneously, a significant number of times. Naturally, this number is a user defined parameter, and depending on it the mining process returns a few or thousands of patterns. The solution adopted to achieve better results, has been the use of constraints, from interestingness measures in transactional data, to structural constraints defined by formal languages in sequential pattern mining. However, and since the primary goal of data mining is to find unknown information, by constraining the mining process we take the risk of turning the process into a hypothesis testing task. In this paper, we discuss how this risk can be managed by using the *Onto4AR* framework recently proposed. In

particular, we make obvious that the framework provides the tools necessary to warrant that no valid patterns are ignored, and in addition, we show how it makes possible the use of domain knowledge in the discovery of patterns, either composed by concrete or abstract items.

The rest of the paper is organized as follows: next (in section 2), we overview constrained pattern mining. Along this, we discuss the difficulties that the use of constraints introduce. In section 3, we review the *Onto4AR* framework, explaining how it addresses the main difficulties identified so far, and discussing what are its major weak points, stating concrete ways to approaching and solving them. The paper ends with some conclusions and pointing out the directions to follow in future research.

2 PATTERN MINING

Pattern mining is a subtask of mining association rules, a problem that was formulated in 1993 in the context of basket analysis. Formally, let $I = \{i_1, i_2, \dots, i_m\}$ be a set of m distinct literals, called *items* and $X \subseteq I$ a subset of items, therefore known as itemset. Let \mathcal{D} be a set of transactions, i.e., itemsets transacted in the same conditions, under a unique

identifier. The goal of pattern mining is to find all frequent itemsets in \mathcal{D} , where X is said to be frequent in \mathcal{D} , if it is contained in at least $\sigma\%$, with σ a minimum support threshold defined by the user. From these frequent itemsets is then possible to generate all the association rules with support and confidence above user-specified thresholds. Association rules are just rules in the form $A \Rightarrow B$, with A and B being itemsets (Agrawal 1993).

In a more generic formulation, itemsets are replaced by sets of propositions, sets of pairs attribute/value. In this manner, each item correspond to one pair attribute / value, most of the times representing only one attribute for some entity, instead of an entire entity as in basket analysis. At this point, some remarks have to be made about the pattern mining phase.

First, the minimum support threshold, chosen by the user, is the only factor that controls the mining process, which means that all the responsibility of mining results remains on the user hands. Certainly, users are who better know the problem domain, and are the best actors to establish the threshold under what there is nothing interesting to see, but the wrong choice can lead to the abandon of the technique.

The second aspect to refer is related to the choice of minimum support threshold. In fact, high levels of minimum support leads to small sets of discovered patterns, but most of the times, only trivial information is found. At the other hand are low levels of minimum support, that usually lead to very large sets of discovered patterns, which to their huge number, makes their analysis impossible.

Finally yet importantly, the user has been also responsible for describing the transactions at the proper abstraction level. Indeed, in the basket analysis context, items do not correspond to real instances but to some abstraction: when a customer buys a *Heineken Lager Beer*, it can be bought by other customer. Indeed, user has to choose if he want to deal with the specific beer from *Heineken*, with *Heineken* beers, or just with beers in general. Again, the decision of the right level of abstraction conditioned the number and relevance of each discovered pattern. Note that the wrong choice, leads to the necessity of re-describing the data and re-running the entire mining process.

If it is undeniable that user should be in the centre of the pattern mining process, by defining its parameters and context, it is also certain that users desire an integrated environment to control the process, which provides simple mechanisms either to choose parameters, and to evaluate the results, in

an iterative way. In order to provide such environment, and makes pattern mining easier to the final user, constraints have been proposed. A *constraint* is a predicate on the powerset of the set of items I , which means, that it is a function $c: 2^I \rightarrow \{true, false\}$. An itemset S is said to satisfy c , if and only if, $c(S)$ is true.

In fact, constraints are the most effective technique to reduce the number of discovered patterns. As pointed in (Bayardo 2005), constraints play a critical role in solving the trade-offs of the generality of data mining algorithms, by focusing "the algorithm on regions of the trade-off curves known (or believed) to be most promising".

The greatest advantage of constraints is to maintain the control of the mining process in the hands of the user. Since he continues to assume the responsibility of choosing which of aspects are most important for the current analysis. In addition to this responsibility, the user becomes to have a tool to help him on choosing those aspects. Its greatest risk is to reduce the discovery to a hypothesis testing task, where the constraint has a too high level of restriction, and filters off all the unknown information.

One of the most used ways to contour this risk is to use a special kind of constraint – an interestingness measure. *Interestingness measures* are constraints that impose quantitative conditions over the set of items in the pattern or rule. Interestingness measures rank the discovered patterns or rules, by quantifying the usefulness and utility of them, discarding those with an evaluation less than the user-specified threshold. With these constraints, it is possible to both improve the performance of the algorithms, by pruning uninteresting patterns, and reduce the number of discovered patterns. However, all of them suffer from the same difficult: to determine the value for the threshold. As seen before, the choice of such values determines the quality and quantity of the results. And small variations on their value can have dramatic impact.

On the opposite side of interestingness measures are content constraints. *Content constraints* correspond to filters over the content of the discovered patterns, instead of its relevance. While interestingness measures are quantitative metrics, content constraints are predicates defined over the value of the items that would be present in the discovered patterns. In some sense, they try to capture application semantics and introduce it into the mining process.

The simplest one is *item constraint* that filters out patterns that do not satisfy a Boolean expression.

This determines the presence or absence of some items, allowing for the discovery of patterns that relate some specific known items with other unknown ones. Being very simple, they have been inherited and adopted by several other works, most of the times in a too simplified way, restricting the mining process to find the patterns that only contain items from a pre-define set of items. More complex content constraints can be found in the area of sequential pattern mining. In (Garofalakis 1999) the use of regular expressions (define through finite automata – DFAs) were proposed for constraint the discovery. Note that such restrictive constraints increase the risk of turning the mining process in a simple hypothesis-test. In order to solve this antagonism, the use of constraint relaxations was proposed (Antunes 2005). The idea is to pre-define other classes of constraints that are defined over the user-defined constraints. These new constraints function as relaxations of the user-defined ones, by allowing for the discovery of more patterns than the original constraint.

The advances in the area of knowledge management, verified in the last years, made possible the incorporation of richer constraints in non-structured problems. In particular, ontologies have been used often. However, they have mostly been used for post-processing purposes, which means that instead of reducing the number of discovered patterns and processing times, the goal is to present just a subset of the discovered patterns to the user, on accordance to his specification. The *Onto4AR* framework (Antunes2007) is an exception, and aims to provide the means to define constraints to reduce the number of discovered patterns, and simultaneously, improving processing times. Before reviewing the framework, lets overview the relevant notions in ontologies and knowledge bases.

The development of the Semantic Web contributed considerably to advance the area of ontologies, and now they are commonly accepted as a mean to represent and share existing knowledge. An *ontology* is a specification of an abstract, simplified view of a domain. Formally, an ontology is a 5-tuple $O = \{C, \mathcal{R}, \mathcal{H}^C, rel, \mathcal{A}^O\}$. C is a set of concepts, which represent the entities in the ontology domain and \mathcal{R} is a set of relations defined among concepts. \mathcal{H}^C is a taxonomy or concept-hierarchy, which defines is-a relations among concepts: $\mathcal{H}^C(c_1, c_2)$ means that c_1 is a sub-concept of c_2 , or in other words c_2 is a parent of c_1 . The *rel* element corresponds to a function, $rel: \mathcal{R} \rightarrow C \times C$ that specifies the relations on \mathcal{R} : if $r \in \mathcal{R}$, $rel(r) = (c_1, c_2)$,

also written as $r(c_1, c_2)$, and means that c_1 is related to c_2 , but the inverse is not necessarily true. Finally, \mathcal{A}^O is a set of axioms that describe constraints on the ontology, making explicit implicit facts (Maedche2002).

In the counterpart of ontologies are knowledge bases, which specify existing instantiations for a particular ontology. Formally, a *knowledge base* is a 4-tuple $\mathcal{KB} = \{O, I, inst, instr\}$, where O is a ontology as defined above and I a set of instances. *inst* is a function from C to 2^I called *concept instantiation*, and *instr* the relation instantiation function defined from \mathcal{R} to $2^{I \times I}$.

3 THE ONTO4AR FRAMEWORK

The *Onto4AR* framework is centred on the use of an ontology and assumes a new formulation of the problem, where the meaning of an item is clearly defined in the context of the ontology.

Let $\mathcal{KB} = \{O, I, inst, instr\}$ be a knowledge base, and \mathcal{D} a set of transactions, where each transaction T is a set of instances, such that $T \subseteq I$. Let \mathcal{L} be a set of items, where each item corresponds to an instance or to a concept of \mathcal{KB} . We say that a transaction T contains X a set of items if $X \subseteq T$. Given a set of transactions, the goal is to find all rules of the form $A \Rightarrow B$, where A and B are disjoint sets of items that occur in \mathcal{D} , and their union satisfy a set of constraints C_o , defined over the ontology O .

Note that this definition differs from the usual one in two aspects. First, a rule can relate more than simple objects (instances) and can specify abstract relations. Second, there is no imposition on the number of times that A and B occur together. All depends on the constraints imposed by C_o . Indeed, the first aspect has been neglected, and the user has to represent the set of transactions at the right abstraction level. Even in the basket analysis problem, items do not correspond to real instances but to some abstraction (when a customer buys a particular beer and consumes it, other customers cannot buy it). In the *Onto4AR* framework, this issue can be precisely defined by specifying the meaning of the occurrence of an item in a transaction, outside the algorithm logic and scope. An item x occurs in a transaction \mathcal{T} if it is equal to some element of \mathcal{T} , where equal is a predicate defined for each concept on the ontology, and described by some of its axioms.

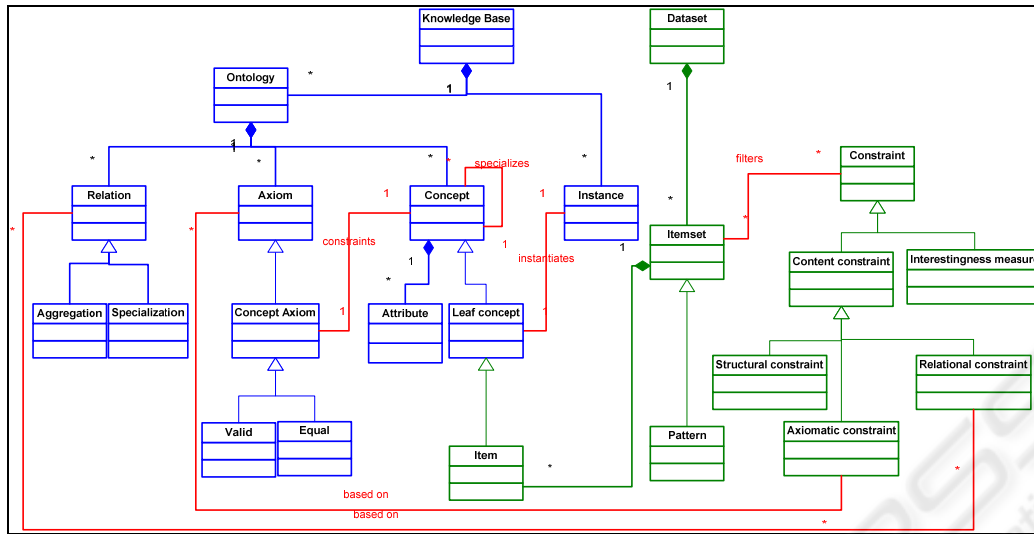


Figure 1: Problem formulation in the context of a knowledge base

Figure 1 illustrates the framework environment, defining the relations among the concepts on the knowledge base/ontology and the concepts in pattern mining. The figure makes clear that a knowledge base is composed by an ontology and a set of instances that instantiate some leaf-concept defined in the ontology. A leaf concept is just a concept that has no descendents. It is important to note that among the axioms defined in the ontology, concept axioms constraint the characteristics of concepts, establishing under what conditions they are equal.

In the figure is also clear that a dataset contains a set of itemsets, which per se are sets of items, and patterns are particular cases of itemsets (frequent ones). More interesting is the relation between items / itemsets and concepts: an item is a leaf concept and an itemset corresponds to some concept defined on the ontology.

The relation between item and concept is the guarantee that items are defined at the desired level of abstraction. Indeed, users should only use an ontology that specialize concepts until the desired level of abstraction. In addition, equal axiom defined for each concept establishes the conditions to consider two items equal or equivalent in accordance to the domain knowledge. No less relevant is the valid axiom that allows for restricting the exploration to valid instantiations. This means that no itemset that does not have correspondence to any valid element in the domain is considered in the exploration.

Finally, in the context of the *Onto4AR* framework, a constraint is defined as above. In this manner, a constraint imposes some condition over the elements of the itemset, or the relations among them. These predicates can establish either

qualitative or quantitative conditions. Indeed, at a first glance, two different categories of constraints can be distinguished: interestingness constraints (also known as interestingness measures) and content constraints.

As seen before, interestingness measures are constraints that impose quantitative conditions over the set of items in the rule, like the number of times that the set of items are transacted together, or the novelty introduced by the rule. An interestingness measure is a composed function $f=f_{\theta} \circ g [f(x)=g(f_{\theta}(x))]$, with $g: 2^I \rightarrow \mathbb{R}$ and $f_{\theta}: \mathbb{R} \rightarrow \{true, false\}$, defined by the comparison of its argument with θ , a threshold value.

Although interestingness constraints play a fundamental role on pattern mining, they only capture the knowledge about some quantity that is significant for the specific business. As such, they are not able to represent any other knowledge about the business domain. Content constraints introduce the ability of imposing that items in the rule have some specific characteristics, which can be selected among the ones represented in the domain ontology. A content constraint can be defined as a predicate $c_0: 2^I \rightarrow \{true, false\}$ that impose some qualitative condition on the items present in its argument, expressed based on the domain knowledge represented in the ontology O .

In the *Onto4AR*'s context there are several classes of pre-defined content constraints. Among them, axiomatic and relational constraints are defined based on axioms and relations existent on the ontology. The structural constraint is a particular case of content constraints and would be defined later, in the context of the identification of molecular

Naturally, categories, movies, roles, actors, awards and directors are concepts, with categories, roles and awards specialized by some other concepts. Relations are represented by directed arrows. In order to allow the discovery of patterns involving real actors and directors, the ontology is enriched with a leaf concept for each known actor and director. From this ontology and each row in a denormalized table containing one row for each participation on a movie, we can construct the dataset to mine. In order to find patterns in the form (*director, category*), (*actor, role, category*), (*category, award*), we only need the axioms that define equality for each leaf concept.

The identification of frequent molecular fragments presents additional challenges to the framework, since those patterns are structured patterns, in the form of graphs. Allied to this structural nature, molecules may have multiple atoms for the same chemical element. In order to deal with these particularities, the framework only demands the definition of a new class of constraints –structural constraints. A structural constraint is a content constraint that defines a differentiated *areJoinable* axiom. It only considers that two itemsets are joinable if the maximal proper suffix of the first itemset is equal to the maximal proper prefix of the second one.

$$\forall s = s_0 \dots s_n, t = t_0 \dots t_n : \text{areJoinable}(s, t) \Leftrightarrow s_1 \dots s_n = t_0 \dots t_{n-1}$$

Note that, this predicate states the new conditions to generate a candidate, and these conditions are just the same used by sequential pattern mining algorithms. For avoiding the problem of the presence of multiple atoms of the same element, we can represent a molecule as a chain of bonds, each one involving two different atoms, as represented in Figure 2-bottom. This is achieved by representing each atom as an indexed one, for allowing multiple identical bonds. For example, the ring of carbons in Figure 2-bottom (right) would be represented as ($C_0-C_1, C_0-C_3, C_1-C_2, C_2-C_3$). With these simple tools, it is possible to identify exactly the same patterns found by graph-mining algorithms.

5 CONCLUSIONS

The recent advances in the area of knowledge representation makes possible to represent background knowledge, in an effective way, using ontologies. Since one of the main drawbacks of data mining, in general, and of pattern mining, in particular, is to ignore domain knowledge, with those advances, it is time to surpass that feature.

This paper explains how the *Onto4AR* framework can solve some of the main difficulties faced by transactional pattern mining approaches, like dealing with multiple concepts in the same transaction either on dealing with structured data. We showed that with the incorporation of background knowledge in the core of the mining process, by using domain ontologies and by defining a set of constraints above them, it is possible to address those difficulties naturally.

From the case studies described, it is easy to realize the potentialities of the *Onto4AR* framework. Indeed, the framework provides the necessary tools to overcome several difficulties faced by pattern mining techniques. Its conception, based on a standard and widely recognized instrument for representing existent domain knowledge, is one of its strongest points, followed closely by its simplicity and its extensibility.

However, experiments show that candidate-based algorithms are not the most adequate to perform the discovery. Definitely, the explosion of candidates, resulting from the existence of multiple equivalent concepts (as defined by their equal predicate), strongly impairs algorithms performance. However, and since several algorithms following other approaches have been proposed with a fair success, it is likely that they can be adapted to function on this new context.

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