

# USC Viterbi

School of Engineering

## **DSCI 553: Foundations and Applications of Data Mining**

*Syllabus*

**Units: 4**

**Term — Day — Time:**

Fall 2020, Tuesday – 2:00-5:20 pm

**Location:** ONLINE

Zoom meeting link will be provided on class USC Blackboard

**Instructor:** Anna Farzindar, Ph.D.

**Office: Virtual address**

**Regular Office Hours:** Thursday Before class

**Contact Info:** farzinda@usc.edu

## Catalogue Course Description

Data mining and machine learning algorithms for analyzing very large data sets. Emphasis on Map Reduce. Case studies.

## Expanded Course Description

Data mining is a foundational piece of the data analytics skill set. At a high level, it allows the analyst to discover patterns in data, and transform it into a usable product. The course will teach data mining algorithms for analyzing very large data sets. It will have an applied focus, in that it is meant for preparing students to utilize topics in data mining to solve real world problems.

## Recommended Preparation

DSCI 550, DSCI 551 and DSCI 552. Knowledge of probability, linear algebra, basic programming, and some machine learning.

A basic understanding engineering principles is required, including basic programming skills; familiarity with the Python language is desirable. Most assignments are designed for the Unix environment; basic Unix skills will make programming assignments much easier. Students will need sufficient mathematical background, including probability, statistics, and linear algebra. Some knowledge of machine learning is helpful, but not required.

## Course Notes

The course will be run as a lecture class with student participation strongly encouraged. There are weekly readings and students are encouraged to do the readings prior to the discussion in class. All of the course materials, including the readings, lecture slides, home works will be posted online

## Technological Proficiency and Hardware/Software Required

Students are expected to know how to program in a language such as Python. Students are also expected to have their own laptop or desktop computer where they can install and run software to do the weekly homework assignments.

## Required Readings and Supplementary Materials

- Rajaraman, J. Leskovec and J. D. Ullman, *Mining of Massive Datasets, 3<sup>rd</sup> edition*, Cambridge University Press, 2019.
  - Available free at: <http://infolab.stanford.edu/~ullman/mmds.html>

In addition to the textbook, students may be given additional reading materials such as research papers. Students are responsible for all assigned reading assignments.

## Description and Assessment of Assignments

**Homework Assignments:** There will be 6 homework assignments and a final project. The assignments and final project must be done individually. Each assignment is graded on a scale of 0-100 and the specific rubric for each assignment is given in the assignment. Each submission will be checked for plagiarism.

**Quizzes:** There will be weekly quizzes based on the material from the week before. There is no mid-term for this class.

**Data Mining Competition Project:** There will be a final project based on the topics introduced in class. The final project is to build an advanced recommendation system and compete with other students and TA for achieving the lowest recommendation errors.

**Comprehensive Exam:** There will be an exam at the end of the semester covering all of the material covered in the class.

Grading Schema:

Quizzes	30%
Homework	48%
Comprehensive Exam	17%
Data Mining Competition Project	5%

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Total	100%
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Grades will range from A through F. The following is the breakdown for grading:

94 – 100 = A	74 – 77 = C
90 – 94 = A-	70 – 74 = C-
87 – 90 = B+	67 – 70 = D+
84 – 87 = B	64 – 67 = D
80 – 84 = B-	60 – 64 = D-
77 – 80 = C+	Below 60 is an F

### Assignment Submission Policy

Homework assignments are due at 11:59 pm on the due date and should be submitted in Blackboard. You can submit homework up to one week late, but you will lose 20% of the possible points for the assignment. After one week, the assignment cannot be submitted. Every student has FIVE free late days for the homework assignments. You can use these five days for any reason separately or together to avoid the late penalty. There will be no other extensions for any reason. You cannot use the free late days after the last day of the class.

## Schedule

	Topic	Readings and Assignments	Deliverables/Due Dates
<b>Week 1</b> 8/24	Introduction to Data Mining, MapReduce	<u>Ch1: Data Mining and</u> <u>Ch2: Large-Scale File Systems and Map-Reduce</u>	
<b>Week 2</b> 8/31	MapReduce (cont.)	<u>Ch2: Large-Scale File Systems and Map-Reduce</u>	Homework 1 assigned
<b>Week 3</b> 9/7	Frequent itemsets and Association rules	<u>Ch6: Frequent itemsets,</u> <u>Ch3: Finding Similar Items (section 3.5: Distance Measures)</u>	
<b>Week 4</b> 9/14	Shingling, Minhashing, Locality Sensitive Hashing	<u>Ch3: Finding Similar Items</u>	Homework 1 due, Homework 2 assigned
<b>Week 5</b> 9/21	Shingling, Minhashing, Locality Sensitive Hashing	<u>Ch3: Finding Similar Items</u>	
<b>Week 6</b> 9/28	Recommendation Systems: Content-based and Collaborative Filtering	<u>Ch9: Recommendation systems, additional readings</u>	Homework 2 due, Homework 3 assigned
<b>Week 7</b> 10/5	Recommendation Systems: Content-based and Collaborative Filtering  / Clustering	<u>Ch9: Recommendation systems</u>  <u>Ch7: Clustering</u>	
<b>Week 8</b> 10/12	Analysis of Massive Graphs (Social Networks)	<u>Ch10: Analysis of Social Networks</u>	Homework 3 due, Homework 4 assigned,
<b>Week 9</b> 10/19	Analysis of Massive Graphs (Social Networks)	<u>Ch10: Analysis of Social Networks</u>	Competition project assigned

<b>Week 10</b> 10/26	Mining data streams	<u>Ch4: Mining data streams</u>	Homework 4 due, Homework 5 assigned
<b>Week 11</b> 11/2	Link Analysis/ Web Advertising	<u>Ch5: Link Analysis</u> <u>Ch8: Advertising on the Web</u>	Homework 5 due, Homework 6 assigned
<b>Week 12</b> 11/9 *Tue., 11/10 is the last day of class		Comprehensive Exam	Homework 6 due
<b>Week 13</b> 11/17			Competition project due

## Statement on Academic Conduct and Support Systems

### **Academic Conduct**

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://policy.usc.edu/student/scampus/part-b/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu> or to the *Department of Public Safety* <http://adminopsnet.usc.edu/department/department-public-safety>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Relationship and Sexual Violence Prevention Services* <http://engemannshc.usc.edu/rsvp/> provides 24/7 confidential support, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

### **Support Systems**

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides

certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

***Resources for Online Students***

The Course Blackboard page has many resources available for students enrolled in our graduate programs. In addition, all registered students can access electronic library resources through the link <https://libraries.usc.edu/>.