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XGB

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XGBoost: An optimized distributed library for machine learning models in the gradient boosting framework, designed to be highly efficient, flexible, and portable. It features regularization parameters to penalize complex models, effective handling of sparse data for better performance, parallel computation, and more efficient memory usage.

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Cross-validation: A model validation technique for assessing how the results of a machine learning model will generalize to an independent dataset. A model is trained and validated N times on different pairs of training set and test set, both extracted from the original dataset. Some basic statistics on the resulting N error or accuracy measures gives insights on overfitting and generalization.



performance of a binary classification model with false positive rates on the x-axis and true positive rates on the y axis Multiple points for the curve are obtained for different classifica-tion thresholds. The area under the curve is the metric value.





## Unsupervised Learning

Unsupervised Learning: A set of machine learning algorithms to discover patterns in the data. A labeled dataset is not required, since data are ultimately organized and/or transformed based on similarity or statistical measures.

## Clustering

Clustering: A branch of unsupervised learning algorithms that groups data together based on similarity measures, without the help of labels, classes, or categories.

k-Means: The n data points in the dataset are clustered into k clusters based on the shortest distance from the cluster prototypes The cluster prototype is taken as the average data point in the cluster



**DBSCAN:** A density-based non-parametric clustering algorithm. Data points are classified as core, density-reachable, and outlier points. Core and density-reachable points in high density regions are clustered together, while points with no close neighbors in low-density regions are labeled as outliers.



Hierarchical clustering: Builds a hierarchy of clusters by either collecting the most similar (agglomerative approach) or separating the most dissimilar (divisive a pproach) data points and clusters, according to a selected distance measure. The result is a dendrogram clustering the data together bottom-up (agglomerative) or separating the data in different clusters top-down (divisive).



Self-Organizing Tree Algorithm (SOTA): A special Self-Organizing Map (SOM) neural network. Its cell structure is grown using a binary tree topology.



Fuzzy c-Means: One of the most widely used fuzzy clustering algorithms. It works similarly to the k-Means algorithm, but it allows for data ints to belong to more than one cluster, with different degrees of membership

## **Recommendation engines**

**Recommendation engines:** A set of algorithms that use known information about user preferences to predict items of interest.



Association rules: The node reveals regularities in co-occur rences of multiple products in large-scale transaction data recorded at points-of-sale. Based on the a-priori algorithm the most frequent itemsets in the dataset are used to generate recommendation rules.



Collaborative filtering: Based on the Alternating Least Squares (ALS) technique, it produces recommendations (filtering) about the interests of a user by comparing their current preferences with those of multiple users (collaborating)

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