# **Database Driven Machine Learning**

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# Agenda

- 1 Introduction to Machine Learning
- Machine Learning using internal database algorithms
- Machine Learning using external database algorithms
- 4 Machine Learning for Autonomous DB
- **5** Summary and Q & A



Voice recognition and Natural Language Processing Siri, Alexa, Cortana and Google Assistant are arguing again ...



# Computer vision – needs feature extraction



Detected vehicles with heatmaps and thresholding



# Computer Vision & Self driving cars – are they ready?





Governor Doug Ducey tells Uber crash raises concerns about its ability to safely test technology



Transport safety investigators examine a self-driving Uber vehicle involved in a fatal accident in Tempe, Arizona. Photograph: Reuters

# What is Machine Learning?



- Ask ten different Machine Language researchers or practitioners and you will get ten different answers
- Machine learning is a field of computer science that uses statistical techniques to give computer systems the ability to "learn" (e.g., progressively improve performance on a specific task) with data, without being explicitly programmed [Samuel, A, 1959]
- Ads are "perhaps by far the most lucrative application of AI [and] machine learning in the industry" [Cosley, J, 2017]

# Some other uses for Machine Learning

- Identify most important factor (Attribute Importance)
- Predict customer behavior (Classification) -
- Predict or estimate a value (Regression) -
- Find profiles of targeted people or items (Decision Trees)
- Segment a population (Clustering)
- Find fraudulent or "rare events" (Anomaly Detection) -
- Determine co-occurring items in a "baskets" (Associations) -









# Examples of Machine Learning making or saving \$\$\$

Name	Description	Examples
Classification	Predict customer behavior / targeted ads	Google f MECC El Alibaba.com
Regression	Predict or estimate a value	FINANCIAL SERVICES
Voice Recognition and NLP & Chatbots	Automatically engage customers more cheaply	Hi, how can I help?
Anomaly Detection	Find fraudulent or rare events	FINANCIAL SERVICES
Recommenders	Given a product, suggest other related products	amazon.com NETFLIX
Associations	Determine co-occurring items in a basket	COD & CO
Clustering	Segment data and give probability that value will be in cluster	Cambridge Analytica

# The four main types of Machine Learning



# Machine Learning Algorithms



# Popular Machine Learning Languages & Libraries

Language	Libraries	Features
python	119	Computer Vision, NLP, general purpose ML, data analysis and visualization, deep learning, reinforcement learning and Kaggle competition source code
R	90	Regression analysis, feature selection, classification, decision trees, rule based models, gradient boosting, inference and prediction, time series forecasting, random forests, deep learning, Bayesian and Gaussian models
Java	57	NLP, probabilistic ML, speech recognition, data analysis and visualization, deep learning, classification and evaluation
C::	46	Computer vision, NLP, speech recognition, sequence analysis, gesture detection, deep learning, gradient boosting and CUDA
<b>J</b> 5	43	NLP, data analysis and visualization, deep learning, clustering, decision trees, Bayesian and Gaussian models, topic modeling, K-means, SVM, regression
	26	NLP, pattern recognition, Bayesian Classification, decision trees, deep learning, data analysis and visualization, facial recognition, image classification
.NET	16	Computer vision, NLP, deep learning, Bayesian inference, data analysis and visualization
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# The simplest Machine Learning Model?





# The simplest Machine Learning Model?



- Calculate **M** and **B**
- Given X determine Y
- Can be used for prediction
- **Y = 2X + 3** is the **model**
- M and B are parameters [derived from data]
- Use linear **regression** to determine the **model**

Most models are much **more complex** Most models are a **bunch of numbers Hyperparameters** are set by the **data scientist** 

Not determined by the data



Why is Machine Learning hard?

Theorem 1: For any algorithms a<sub>1</sub> and a<sub>2</sub>, at iteration step m

$$\sum_f P(d_m^y|f,m,a_1) = \sum_f P(d_m^y|f,m,a_2),$$





# Why is Machine Learning hard?



Theorem 1: For any algorithms a<sub>1</sub> and a<sub>2</sub>, at iteration step m

$$\sum_f P(d_m^y|f,m,a_1) = \sum_f P(d_m^y|f,m,a_2),$$
 (Wolpert and Macredy, 1997)

- No ML algorithm is better than all others for all datasets and problem domains
- Some algorithms are better than others for specific datasets and problem domains
- Each algorithm's model needs meaningful [hyper] parameters

You need **EXPERIENCE** to choose the relevant/best algorithm + [hyper] parameters + weights for your datasets and problem domain

A fool with a tool is still a fool, Grady Booch





To succeed with Machine Learning you need



'Best' algorithm & [hyper] parameters



# Neural Networks in 60 seconds

- An old concept (1943, 1949)
- Hot in the 1990s and now with GPUs and the Cloud

Apps

Accept Enroll

Top10perc Top25perc

Outstate

Personal

Terminal S.F.Ratio perc.alumni

Expend

Grad.Rate

Books

PhD

- Use perceptrons to mimic biological neurons
- A set of inputs

- Usually a single output
- Choose the number of perceptrons per layer
- Choose the number of hidden layers
- Train sample inputs to desired outputs
- Training creates weights
- Can take a long time to train



# Reinforcement Learning in the Real World

- Reward good behavior
- Punish bad behavior









# **Reinforcement Learning for Machine Learning**





# Machine Learning using internal database algorithms SQL



# Oracle's Machine Learning & Adv. Analytics Algorithms

### **CLASSIFICATION**



- Naïve Bayes
- Logistic Regression (GLM)
- Decision Tree
- Random Forest
- Neural Network
- Support Vector Machine

### **C**LUSTERING

- Hierarchical K-Means
- Hierarchical O-Cluster
- Expectation Maximization (EM)

### ANOMALY DETECTION

- One-Class SVM

### TIME SERIES

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- Holt-Winters, Regular & Irregular, with and w/o trends & seasonal
- Single, Double Exp Smoothing



- Linear Model
- Generalized Linear Model
- Support Vector Machine (SVM)
- Stepwise Linear regression
- Neural Network

-LASSO



### **ATTRIBUTE IMPORTANCE**

- Minimum Description Length
- Principal Comp Analysis (PCA)
- Unsupervised Pair-wise KL Div
- CUR decomposition for row & AI

### Association Rules – A priori/ market basket



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### **PREDICTIVE QUERIES**

- Predict, cluster, detect, features

### **SQL ANALYTICS**

 SQL Windows, SQL Patterns, SQL Aggregates



### FEATURE EXTRACTION

- Principal Comp Analysis (PCA)
- Non-negative Matrix Factorization
- Singular Value Decomposition (SVD)
- Explicit Semantic Analysis (ESA)

### **TEXT MINING SUPPORT**

- Algorithms support text type
- Tokenization and theme extraction
- Explicit Semantic Analysis (ESA) for document similarity

### **STATISTICAL FUNCTIONS**



 Basic statistics: min, max, median, stdev, t-test, F-test, Pearson's, Chi-Sq, ANOVA, etc.

### **R PACKAGES**



- CRAN R Algorithm Packages through Embedded R Execution
- Spark MLlib algorithm integration

### EXPORTABLE ML MODELS

- C and Java code for deployment

# Enabling "Predictive" Enterprise Applications Oracle Applications Using Oracle Advanced Analytics—Partial List

### Oracle HCM Cloud

 Employee turnover and performance prediction and "What if?" analysis

### Oracle Sales Cloud

 Prediction of sales opportunities, what to sell, amount, timing, etc.

### Oracle Industry Data Models

- Communications Data Model churn prediction, segmentation, profiling, etc.
- Retail Data Model loyalty and market basket analysis
- Airline Data Model analysis frequent flyers, loyalty, etc.
- Utilities Data Model customer churn, cross-sell, loyalty, etc.



# Image: Dependential set </t





## Oracle Retail GBU Cloud Services

- Market Basket Analysis Insights
- Customer Insights & Clustering



### Oracle Customer Support

- Predictive Incident Monitoring (PIM)

# Oracle Spend Classification

 Real-time and batch flagging of noncompliance and anomalies in expense submissions



- Oracle FinServ Analytic Applications
  - Customer Insight, Enterprise Risk Management, Enterprise Performance, Financial Crime and Compliance

# Oracle Adaptive Access Manager

- Real-time security and fraud analytics

# Oracle Machine Learning

### Machine Learning Notebook for Autonomous Data Warehouse Cloud

# **Key Features**

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- Collaborative UI for data scientists
  - Packaged with Autonomous Data
     Warehouse Cloud (V1)
  - Easy access to shared notebooks, templates, permissions, scheduler, etc.
  - SQL ML algorithms API (V1)
  - Supports deployment of ML analytics

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# The Oracle Advanced Analytics Approach / Method



# Fraud Prediction Demo Automated In-DB Analytical Methodology

create table CLAIMS\_SET (setting\_name varchar2(30) setting\_value varchar2(4000)).



insert into CLAIMS_SET values ('ALGO_NAME','ALGO_SUPPORT_VECTOR_MACHINES'); insert into CLAIMS_SET values ('PREP_AUTO','ON'); commit;	Scrip	ot Output × ▶Que 0 🔞 😹 SQL   All POLICYNUMBER	ry Result × Rows Fetched: 5 in 0	.064 second:
begin dbms_data_mining.create_model('CLAIMSMODEL', 'CLASSIFICATION', 'CLAIMS', 'POLICYNUMBER', null, 'CLAIMS_SET'); end; /	1 2 3 4 5	654 11068 7435 3599 14877	61.87 57.37 55.47 55.4 55.37	1 2 3 4 5
Top 5 most suspicious fraud policy holder claims select * from (select POLICYNUMBER, round(prob_fraud*100,2) percent_fraud, rank() over (order by prob_fraud desc) rnk from (select POLICYNUMBER, prediction_probability(CLAIMSMODEL, '0' using *) prob_fraud from CLAIMS where PASTNUMBEROFCLAIMS in ('2to4', 'morethan4'))) where rnk <= 5 order by percent_fraud desc;	Aut C V A S W T	Automated Monthly "Application" Create View CLAIMS2_30 As Select * from CLAIMS2 Where mydate > SYSDATE – 30 Time measure: set timing on;		

# Neural Net Classification Demo [New in 18.1]

create table NN_SET (setting_name varchar2(30), setting_value varchar2(4000)); insert into NN_SET values ('ALGO_NAME','ALGO_NEURAL_NETWORK'); insert into NN_SET values ('NNET_NODES_PER_LAYER', '50'); insert into NN_SET values ('NNET_HIDDEN_LAYERS', '2'); insert into NN_SET values ('NNET_ITERATIONS', '300'); insert into NN_SET values ('NNET_TOLERANCE', '0.0001'); insert into NN_SET values ('ODMS_RANDOM_SEED', '15'); commit;	Accuracy SELECT SUM(correct)/COUNT(*) AS accuracy FROM (SELECT DECODE(affinity_card, PREDICTION(nnmodel USING *), 1, 0) AS correct FROM mining_data_build_v); ACCURACY 757		
<pre>begin dbms_data_mining.create_model('NNMODEL', dbms_data_mining.classification, 'mining_data_build_v', 'ID', 'affinity_card', 'NN_SET'); end; /</pre>	Weights SELECT layer, idx_from, attribute_name as attr_name, idx_to, weight FROM DM\$VAnnmmodel ORDER BY layer idx_to_idx_from ASC nulls FIRST <sup>.</sup>		
Scoring SELECT id, affinity_card, prediction(tmnn2_01 using *) pred, prediction_probability(nnmodel using *) prob FROM mining_data_build_v WHERE id between 101501 and 101509 order by id; <u>ID AFFINITY_CARD PRED PROB</u> 	ORDER BY layer, idx_to, idx_from ASC nulls FIRST;         LAYER IDX_FROM ATTR_NAME       IDX_TO       WEIGHT         0       0 AGE       0       -1.25821459         0       1 ANNUAL_INCOME       0       .15279913         0       2 YRS_RESIDENCE       0       1.42988670         0       1       16.38790321       0         0       0 AGE       1       .13.97867584         0       1 ANNUAL_INCOME       1      82504904         0       2 YRS_RESIDENCE       1       0.1078100         0       2 GEE       2       -27.43167877         0       1 ANNUAL_INCOME       2      20815386         0       2 YRS_RESIDENCE       2      33.85304642		

# Machine Learning using external database algorithms









In **data science**, the open source language R is popular for **statistical analysis**, **charting** and **machine learning**.

R is a very powerful scripting language

R has an interface for **DB drivers** 

# Using Oracle R with the Oracle Database



- DB Driver for Oracle
- Written in OCI



# Using Oracle R with TimesTen Scaleout



- Oracle TimesTen Scaleout supports OCI
- Oracle Client 11.2.0.4+ supports both Oracle + TimesTen
- The ROracle OCI DB driver works with TimesTen Scaleout unchanged
  - Just change the connect string (tnsnames.ora or easy connect)

# Using R Oracle to find hot spots in a clustered RDBMS



# Connecting to Oracle or TimesTen Scaleout with R Oracle

```
# load the ROracle package
# load reshape2 to pivot tables
# load d3heatmap to create an interactive heat map visualization
library ("ROracle")
library ("reshape2")
library ("d3heatmap")
```

```
# Use the Oracle OCI SQL driver
drv <- dbDriver ("Oracle")</pre>
```





# disconnect from Velocity Scale
dbDisconnect (ttdb)

# Using R Oracle to create a heatmap

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```
# pivot rows to columns
heat.kpi.pivot <- recast (heat.kpi, METRIC NAME ~ ELEMENTID)
# convert the data frame to a matrix
heat.kpi.matrix <- as.matrix (heat.kpi.pivot)
# remove the METRIC NAME column
heat.kpi.matrix <- heat.kpi.matrix[,-1]
# convert the matrix data to the numeric type
heat.kpi.matrix <- apply (heat.kpi.matrix, 2, as.numeric)
# set the row names
rownames (heat.kpi.matrix) <- heat.kpi.pivot$METRIC NAME
# generate the heat map
```

DB independent Code

Just R

# Using R Oracle to find hot spots in TimesTen Scaleout





# A simple Neural Net in R

library(ISLR)
library(neuralnet)
library(caTools)

# Create Vector of Column Max and Min Values
maxs <- apply(College[,2:18], 2, max)
mins <- apply(College[,2:18], 2, min)</pre>

# Use scale() and convert the matrix to a data frame
scaled.data <- as.data.frame(scale(College[,2:18],
center = mins, scale = maxs - mins))</pre>

# Convert Private column from Yes/No to 1/0
Private = as.numeric(College\$Private)-1
data = cbind(Private,scaled.data)

set.seed(101)
# Create Split (any column is fine)
split = sample.split(data\$Private, SplitRatio = 0.70)

# Split based off of split Boolean Vector train = subset(data, split == TRUE) test = subset(data, split == FALSE)

feats <- names(scaled.data)</pre>

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```
# Concatenate strings
f <- paste(feats,collapse=' + ')
f <- paste('Private ~',f)</pre>
```

f <- as.formula(f)</pre>

nn <- neuralnet(f,train,hidden=c(10,10,10),linear.output=FALSE)
predicted.nn.values <- compute(nn,test[2:18])</pre>

print(head(predicted.nn.values\$net.result))
plot(nn)



# Using Oracle cx\_Python with Oracle DB





# Using Oracle cx\_Python with TimesTen Scaleout





# Using Oracle cx\_Python with TimesTen Scaleout



### tnsnames.ora :

sampledb\_1122 =(DESCRIPTION=(CONNECT\_DATA = (SERVICE\_NAME = sampledb\_1122)(SERVER = timesten\_direct)))
sampledbCS\_1122 =(DESCRIPTION=(CONNECT\_DATA = (SERVICE\_NAME = sampledbCS\_1122)(SERVER = timesten\_client)))





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cursor.close connection.close

import cx Oracle

for N\_NATIONKEY, N\_NAME, N\_REGIONKEY, N\_COMMENT in cursor:
 print(N\_NATIONKEY, N\_NAME, N\_REGIONKEY, N\_COMMENT)

```
cursor.execute("""
   SELECT N_NATIONKEY, N_NAME, N_REGIONKEY, N_COMMENT
   FROM nation
   where N_REGIONKEY = :rk""",
   rk = 1)
```

```
cursor = connection.cursor()
```

```
connection = cx_Oracle.connect("tpch", "tpch", "exampledb")
```

```
from __future__ import print_function
```

# Connecting to Oracle or TimesTen Scaleout with cx\_Oracle

# A simple Neural Net in Python using Tensorflow – Part 1

"""Convolutional Neural Network Estimator for MNIST, built with tf.layers."""

from \_\_future\_\_ import absolute\_import
from \_\_future\_\_ import division
from \_\_future\_\_ import print\_function

import numpy as np
import tensorflow as tf

```
tf.logging.set_verbosity(tf.logging.INFO)

def cnn_model_fn(features, labels, mode):
    """Model function for CNN."""
    # Input Layer
    # Reshape X to 4-D tensor: [batch_size, width, height, channels]
    # MNIST images are 28x28 pixels, and have one color channel
    input_layer = tf.reshape(features["x"], [-1, 28, 28, 1])
```

# A simple Neural Net in Python using Tensorflow – Part 8

# # Train the model train\_input\_fn = tf.estimator.inputs.numpy\_input\_fn( x={"x": train\_data}, y=train\_labels, batch\_size=100, num\_epochs=None, shuffle=True) mnist\_classifier.train( input\_fn=train\_input\_fn, steps=20000, hooks=[logging hook])

### # Evaluate the model and print results

```
eval_input_fn = tf.estimator.inputs.numpy_input_fn(
    x={"x": eval_data},
    y=eval_labels,
    num_epochs=1,
    shuffle=False)
eval_results = mnist_classifier.evaluate(input_fn=eval_input_fn)
print(eval_results)
```

```
if __name__ == "__main__":
tf.app.run()
```

# TimesTen Autonomous Database Cloud Service World's Fastest OLTP Database





### replica set

### **Oracle Cloud Infrastructure**

YCSB version 0.15.0

**TimesTen Scaleout** 

1KB record

(100-byte x 10 Fields)

Uniform Distribution

1 to 16 replica sets

100M records / Replica Set

2 synchronous replicas per

45

```
32 * BM.Densel02.52
```

# 4x2 8x2 16x2



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# YCSB Workload B (95% Read 5% Update): **38 Million** Txns/Sec

**Reminder:** The best YCSB-B result found in our survey was **<u>1.6 Million</u>** Ops/Sec

# TPTBM 80% Read 20% Update: 153 Million Transactions/Sec



### **TPTBM Configuration**

- 128-byte record
- 100M records / Replica Set
- Uniform Distribution

### **TimesTen Scaleout**

- 1 to 64 replica sets
- 1 replica per replica set

### **Oracle Cloud Infrastructure**

- 32 \* BM.DenselO2.52
- Two TimesTen instances per compute node

# An IoT pipeline for Real Time Credit Card Fraud Detection



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# An IoT pipeline for Real Time Credit Card Fraud Detection



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# An IoT pipeline for Real Time Credit Card Fraud Detection



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# Machine Learning for Self Tuning OLTP DB



- What are the actionable outcomes for OTLP workloads?
- Which algorithms should be used?
- What mode should the DB run in?
- How effective is the ML?
- How efficient is the ML?



# Which would you prefer?

# Predictive Algorithm

- Makes recommendations on adding/removing indexes once every hour
- Requires a **GPU cluster** for the TensorFlow Neural Nets
- Needs 25 days of *workload specific* training data, assumes future like past
- About 90% accurate

# Reactive Algorithm

- Makes recommendations on adding/removing indexes once every five minutes
- Requires one [part time] background CPU thread
- No training required
- About 90% accurate



# Query based workload forecasting for self driving DBs (CMU)



Figure 17: Prediction Results - Actual vs. predicted query arrival rates for a synthetic noisy workload.



# TimesTen Self Tuning Database

- Do NOT try to predict the future
  - Instead 'tune frequently'
- Inputs
  - SQL workloads, schemas & stats
  - Only tune the 'slow SQL'
  - Nodes & error logs
- Outputs [advise or do]
  - Create/drop global/local indexes & MVs
  - Add/remove SQL hints
  - Change Distribution Keys
  - Add or remove nodes
  - Reboot or evict nodes



# Summary

- Machine Learning is complex and covers many areas
- The statistical, data mining and ML features in the Oracle DB make many ML algorithms simple to implement
  - Just call SQL / PLSQL functions
- Python and R are the languages with the most ML algorithms
- Using Python and R for ML with Oracle + TimesTen is possible
- Self tuning TimesTen using ML is in development

