Database Technology Group

TECHNISCHE UNIVERSITÄT DRESDEN

Wolfgang Lehner

Forecasting and Data Imputation Strategies in Database Systems

11.07.2013

> *Novel type of applications !!!*

data crunching** meets **number crunching

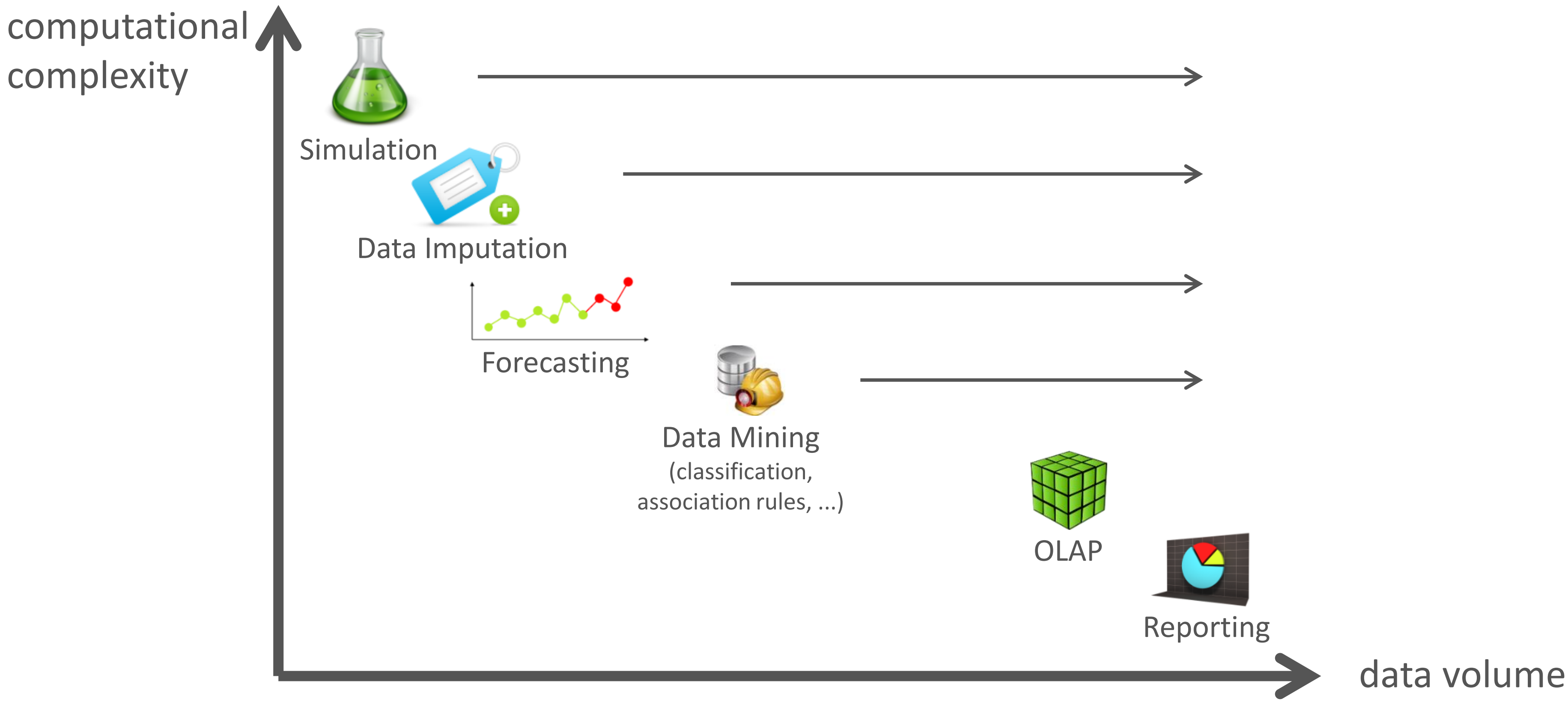

> The NetFlix Competition

NETFLIX
Member Sign In
Start Your 1 Month Free Trial
How It Works
Browse Selection
1 Month Free Trial Info
Watch as many movies as you want!
For only $7.99 a month.
✓ Streaming instantly over the Internet to your PC, Mac & TV
✓ Only $2 more a month to get unlimited DVDs by mail
✓ Cancel anytime
Questions? 1-866-636-3076
24 hours a day
NETFLIX
Streaming Instantly
We're not sure you will be able to sign up for Netflix from your area.
You will need a valid U.S. mailing address to sign up for Netflix. Also, you will only be able to watch instantly if you are in the 50 United States or Washington, D.C. It looks like you are outside the United States. If this is incorrect, please contact your Internet provider for help. We are sorry for any inconvenience.
I have a valid U.S. mailing address
Unlimited TV episodes & movies insta
Connect devices like these to your Netflix account to watch instantly on your TV.
Wii
PS3
XBOX 360
Learn more ›
Learn more ›
Learn more ›
Watch as often as you want, anytime you want.
PLUS
Plus
See other devices that stream instantly from Netflix

NETFLIX

> The NetFlix Competition (2)

Netflix' star rating system helps determine personalized movie recommendations. Now the company is looking to outside developers to improve those recommendations.

BUSINESS

The $1 Million Netflix Challenge

FRIDAY, OCTOBER 6, 2006 | BY KATE GREENE

VP Jim Bennett discusses how recommendation systems suggest your next movie and the challenges of building a better one.

E-mail Audio » Print

Earlier this week, Netflix, the online movie rental service, announced it will award $1 million to anyone who can come up with an algorithm that improves the accuracy of its movie recommendation service.

In doing so, the company is putting out a call to researchers who specialize in mac learning--the type of artificial intelligence used to build systems that recommend m books, and movies. The entrant who can increase the accuracy of the Netflix recommendation system, which is called Cinematch, by 10 percent by 2011 will w prize.

Recommendation systems such as those used by Netflix, Amazon, and other We retailers are based on the principle that if two people enjoy the same product, they' likely to have other favorites in common too.

But behind this simple premise is a complex algorithm that incorporates millions of ratings, tens of thousands of items, and ever-changing relationships between user preferences.

NETFLIX
2009
DATE 09.21.09
PAY TO THE ORDER OF BellKor's Pragmatic Chaos
$ 1,000,000
AMOUNT ONE MILLION
FOR The Netflix Prize

BellKor's Pragmatic Chaos

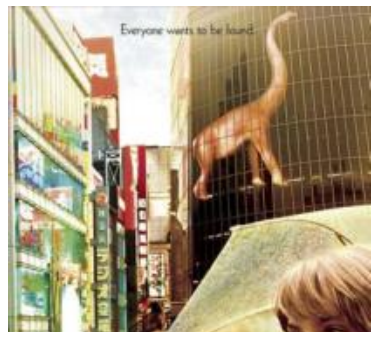

WIDESCREEN EDITION
"THE BEST COMEDY OF THE YEAR."
WINNER

$$\hat{r}_{ui} = b_{ui} + |\mathrm{N}(u)|^{-\frac{1}{2}} \sum_{j \in \mathrm{N}(u)} e^{-\beta_u \cdot |t_{ui} - t_{uj}|} c_{ij} + |\mathrm{R}(u)|^{-\frac{1}{2}} \sum_{j \in \mathrm{R}(u)} e^{-\beta_u \cdot |t_{ui} - t_{uj}|} ((r_{uj} - \tilde{b}_{uj}) w_{ij}) + \sum_{j \in \mathrm{R}(u)} e^{-\gamma_u \cdot |t_{ui} - t_{uj}|} ((r_{uj} - \tilde{b}_{uj}) d_{ij}).$$

?

	About Schmidt (2.24)	Lost In Translation (1.92)	Sideways (1.18)
Alice (1.98)	4.4	4 3.8	2 2.3
Bob (1.21)	3 2.7	2 2.3	2.7
Michael (2.30)	5 5.2	4.4	3 2.7

> The NetFlix Competition (6)

Movies

>100.000

Users

>10.000.000

> A simple experiment ...

> ... our test object

color code := user rating

different movies

different users

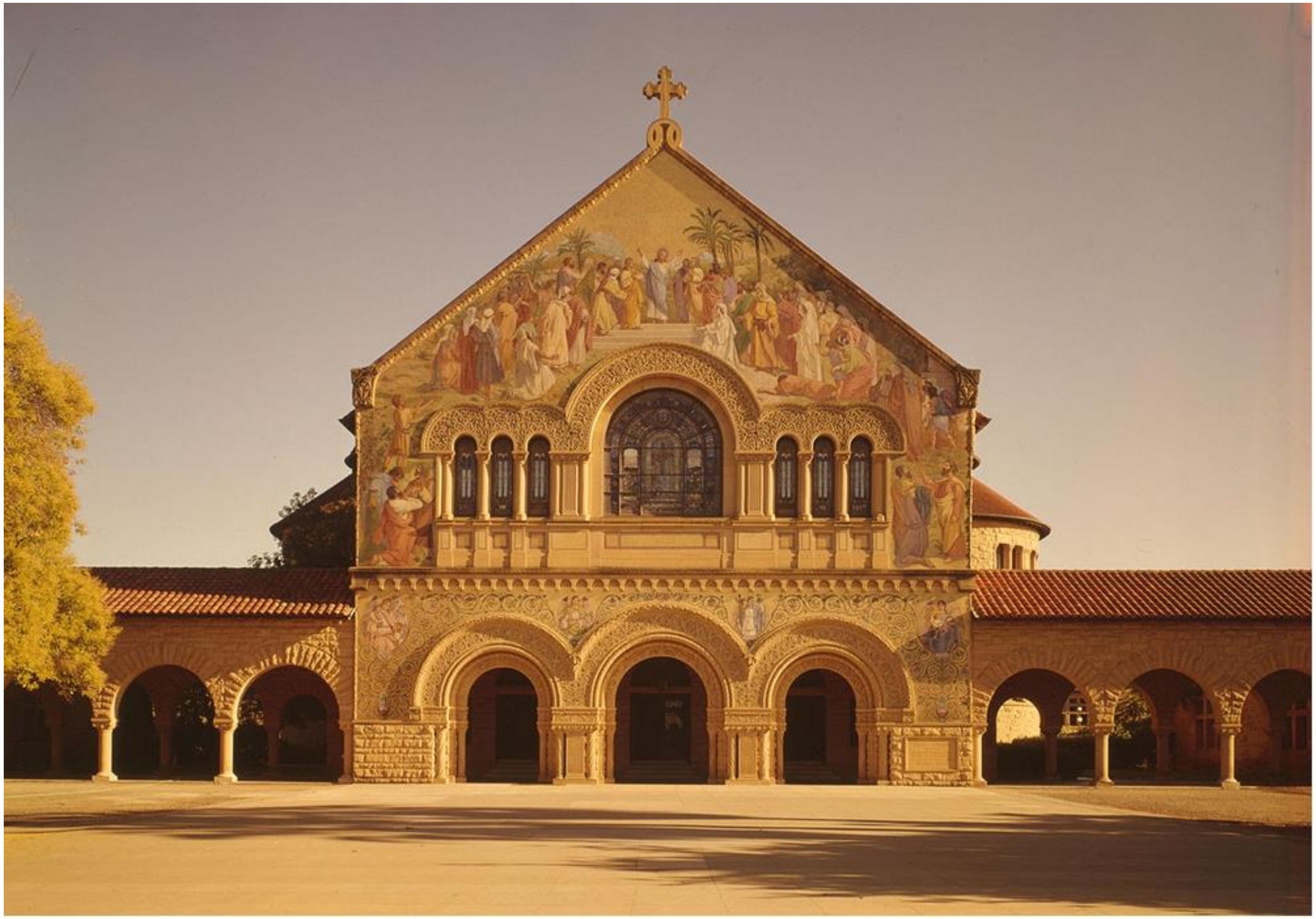

Phase 1: drop 75% of all pixels

Phase 2: Random permutation of rows and columns

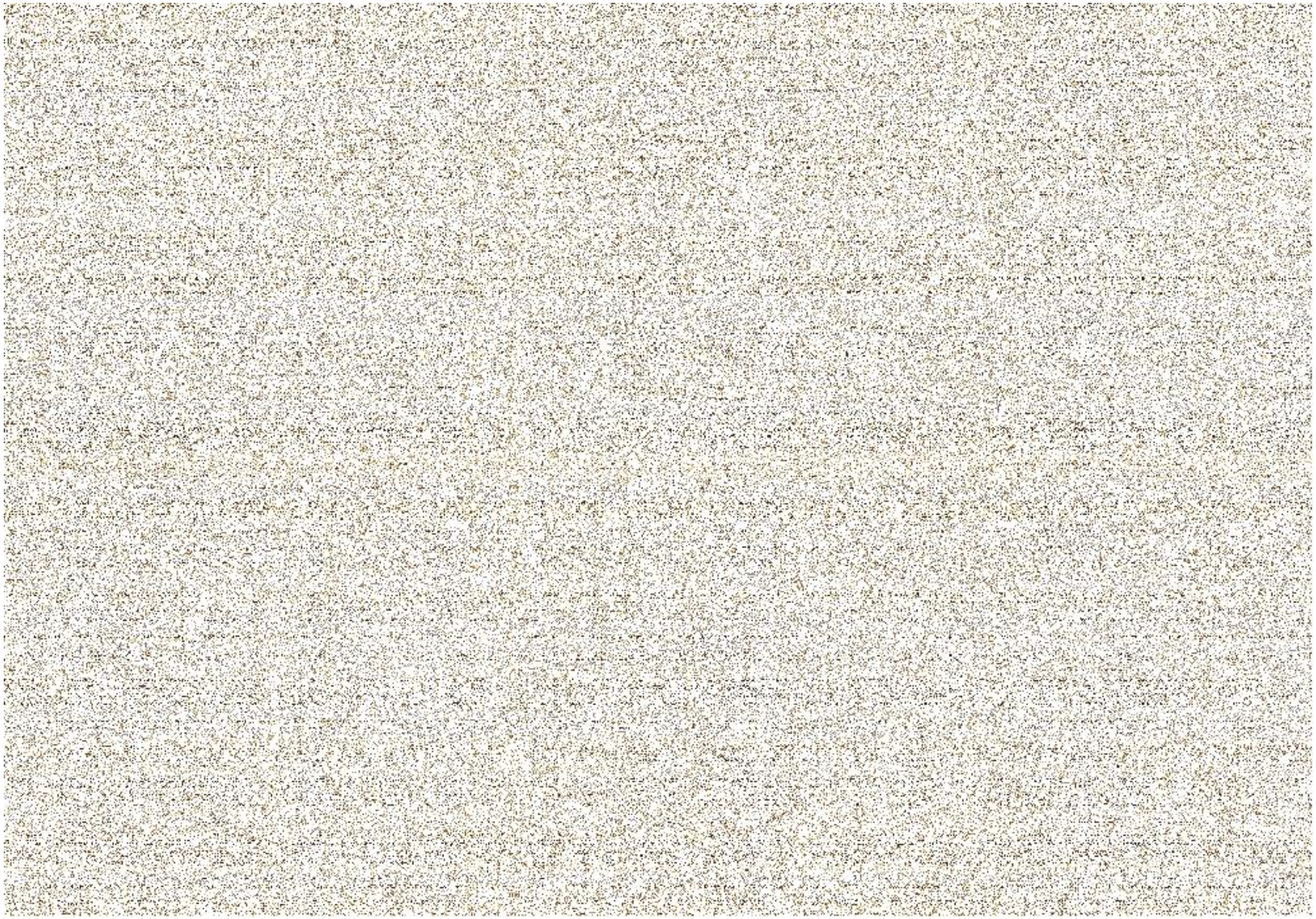

> The Experiment ...

Phase 3: Determine the latent factors

99.05	101.5	5.99	1.50	99.96	100.0
98.30	93.45	8.00	4.98	100.0	99.71
92.37	114.7	2.98	1.01	99.27	101.5
97.91	94.18	3.97	2.02	99.35	101.3
103.4	103.7	7.97	4.03	99.60	100.8
101.4	100.6	9.02	2.97	100.3	98.95

6.0	8.0	3.0	4.0	8.0	[illegible]
1.5	5.0	1.0	2.0	4.0	[illegible]
5.94	7.86	2.77	3.91	8.27	9.13
1.53	4.67	1.15	1.88	4.15	3.02
99.05	98.30	92.37	97.91	103.4	101.4
101.5	93.45	114.7	94.18	103.7	100.6
5.99	8.00	2.98	3.97	7.97	9.02
1.50	4.98	1.01	2.02	4.03	2.97
99.96	100.0	99.27	99.35	99.60	100.3
100.0	99.71	101.5	101.3	100.8	98.95

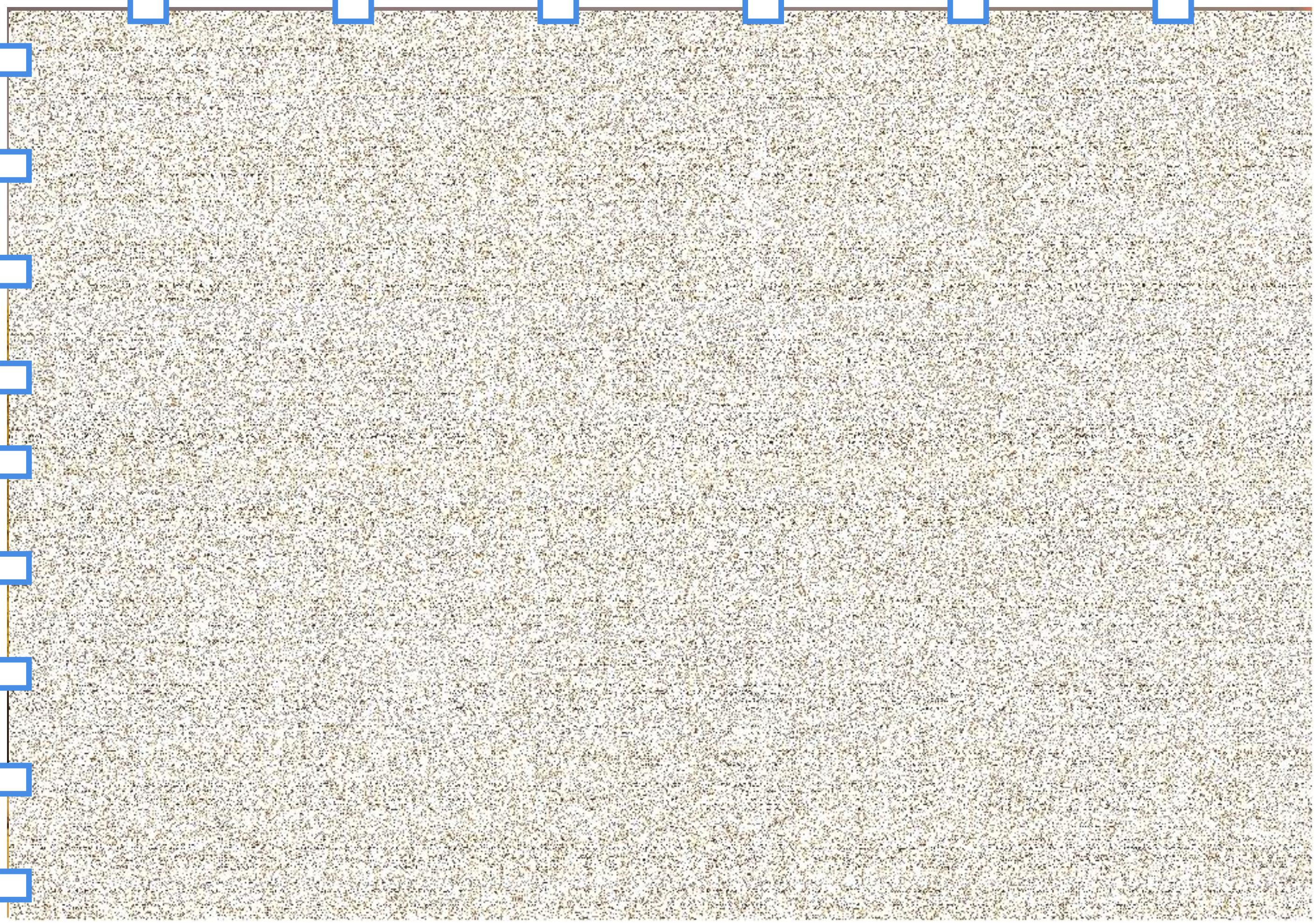

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Phase 4: Reconstruction

99.05	101.5	5.99	1.50	99.96	100.0
98.30	93.45	8.00	4.98	100.0	99.71
92.37	114.7	2.98	1.01	99.27	101.5
97.91	94.18	3.97	2.02	99.35	101.3
103.4	103.7	7.97	4.03	99.60	100.8
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

100.0	99.71	101.5	101.3	100.8	98.95
99.96	100.0	99.27	99.35	99.60	100.3
1.50	4.98	1.01	2.02	4.03	2.97
5.99	8.00	2.98	3.97	7.97	9.02
101.5	93.45	114.7	94.18	103.7	100.6
99.05	98.30	92.37	97.91	103.4	101.4
1.53	4.67	1.15	1.88	4.15	3.02
5.94	7.86	2.77	3.91	8.27	9.[illegible]
1.5	5.0	1.0	2.0	4.0	
6.0	8.0	3.0	4.0	8.0	

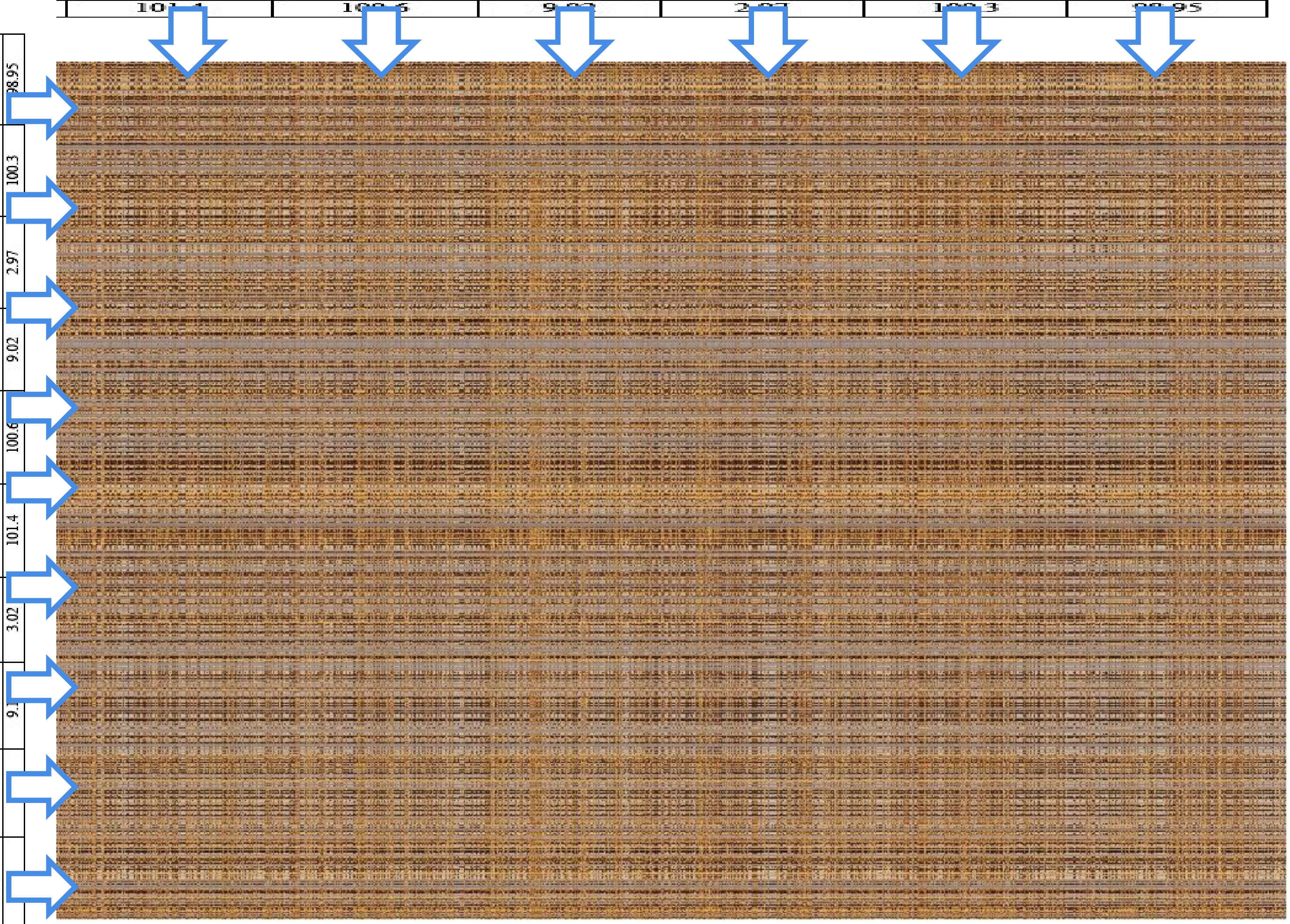

Phase 5: Final Result Generation

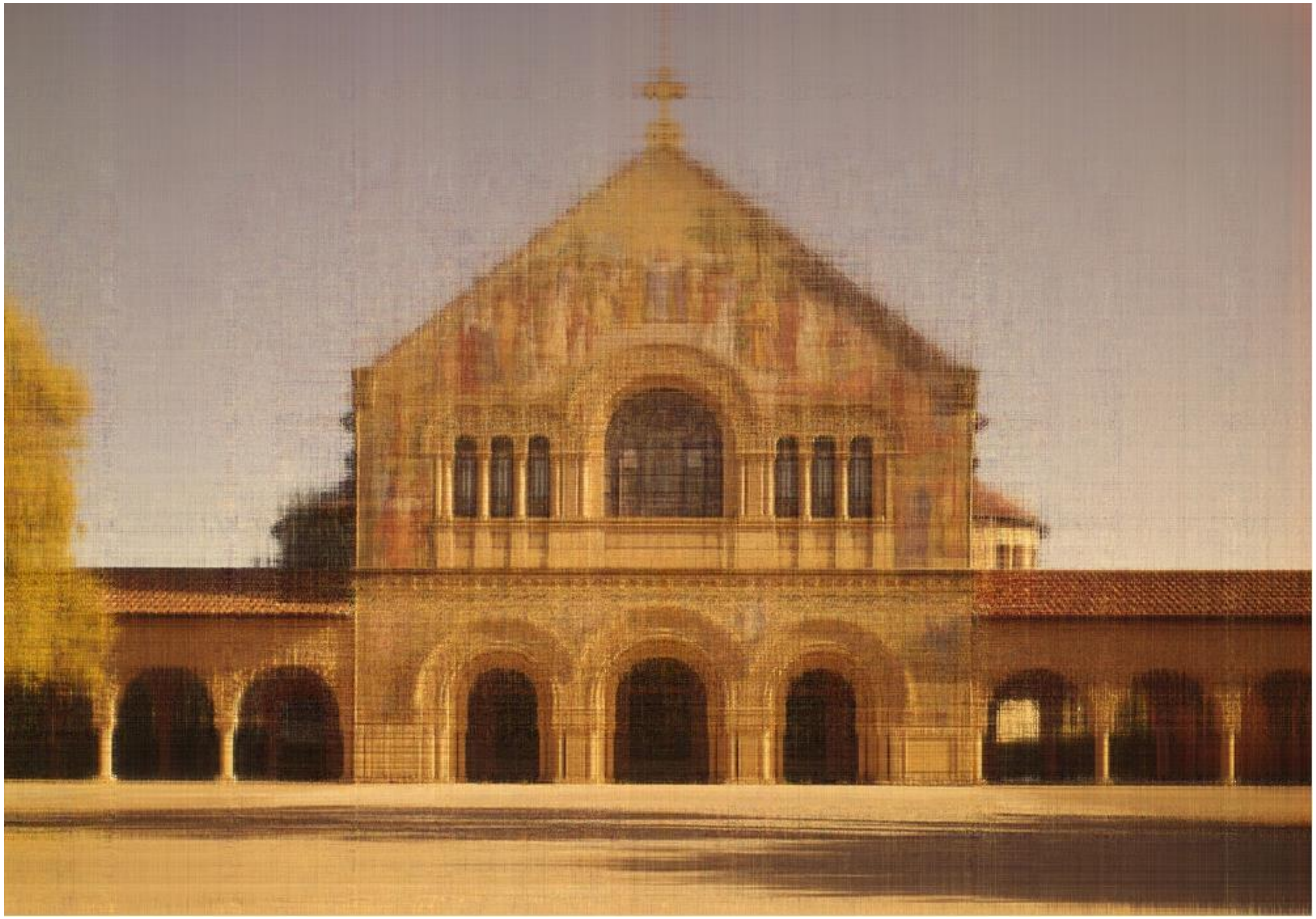

> The Experiment ...

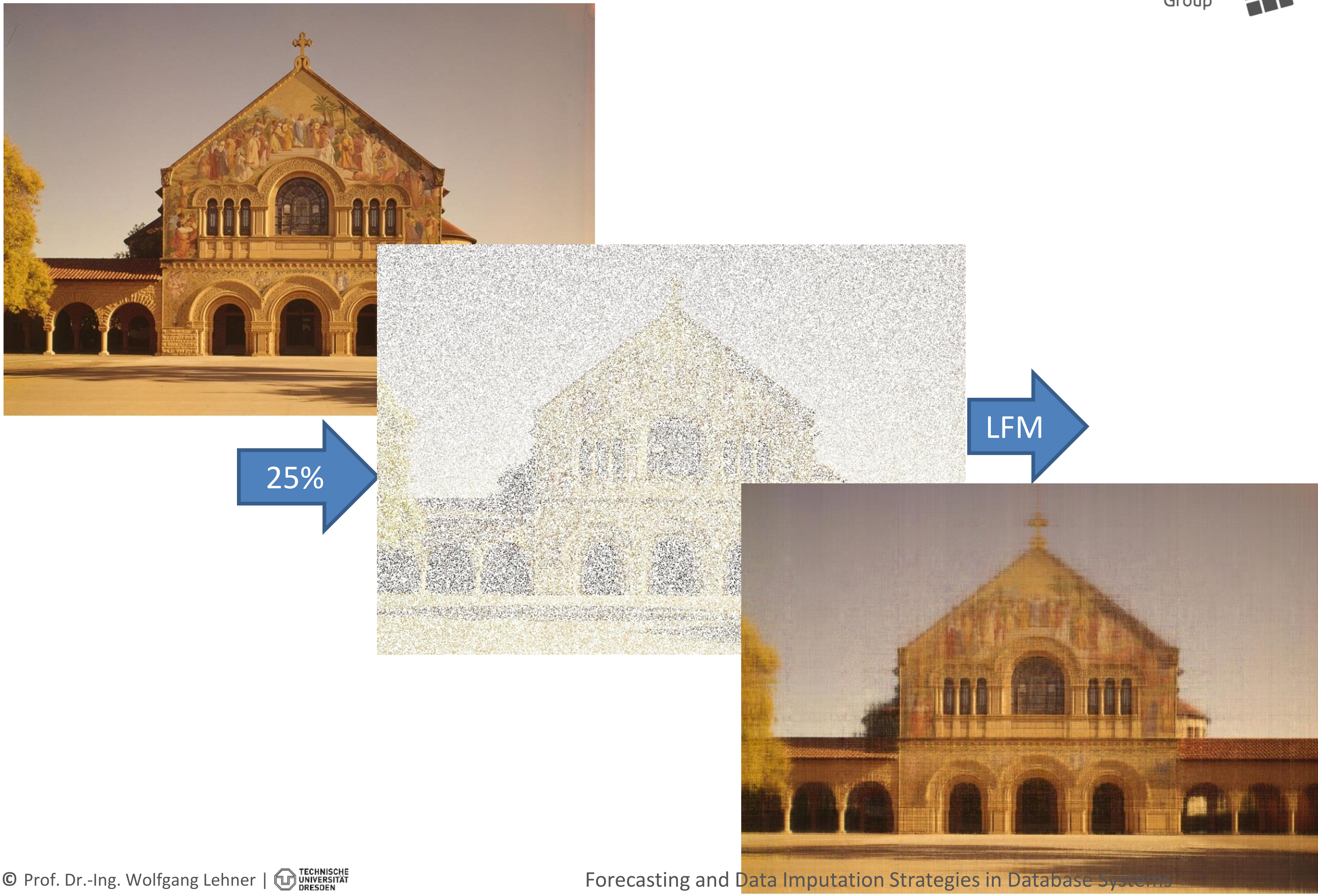

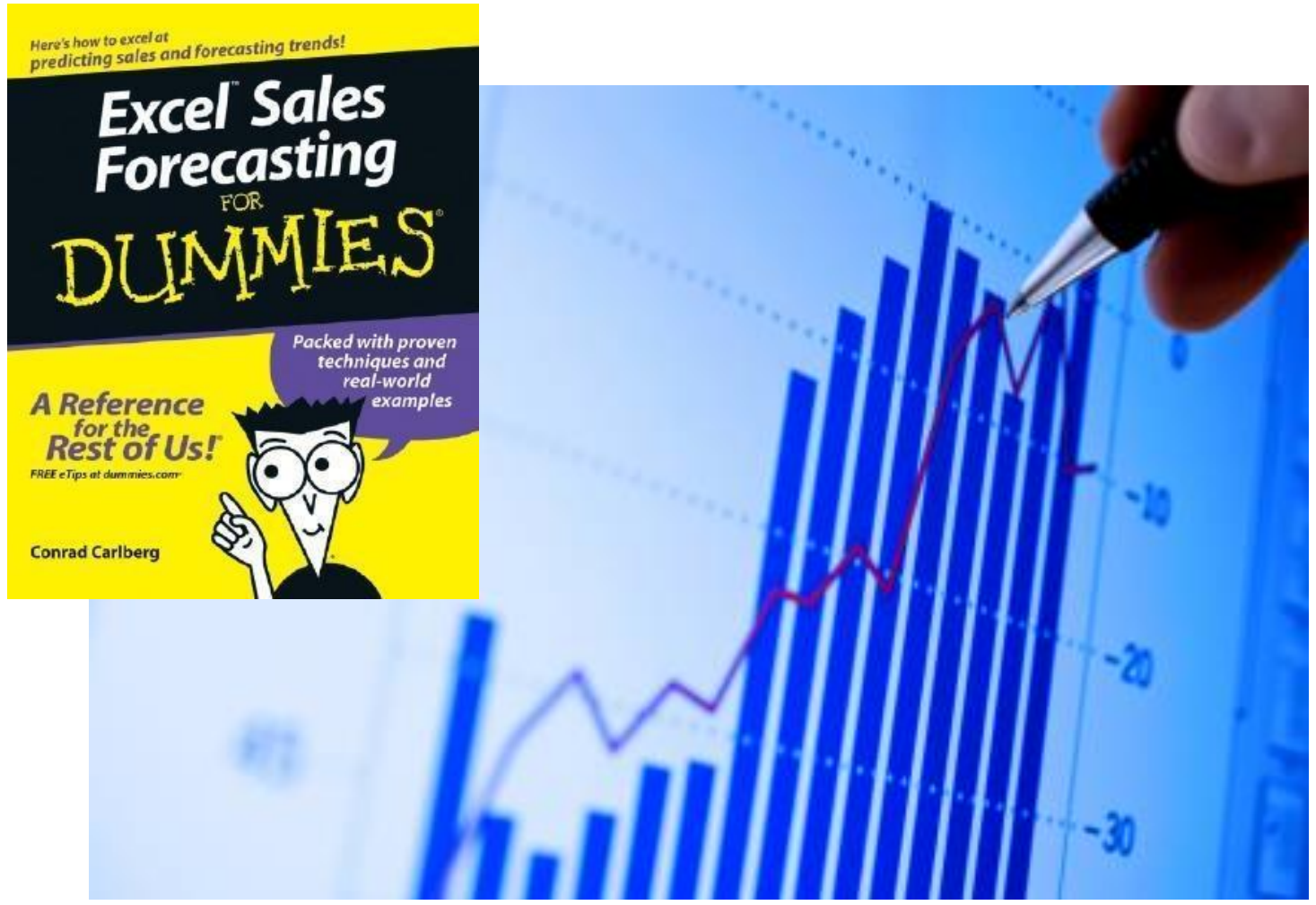

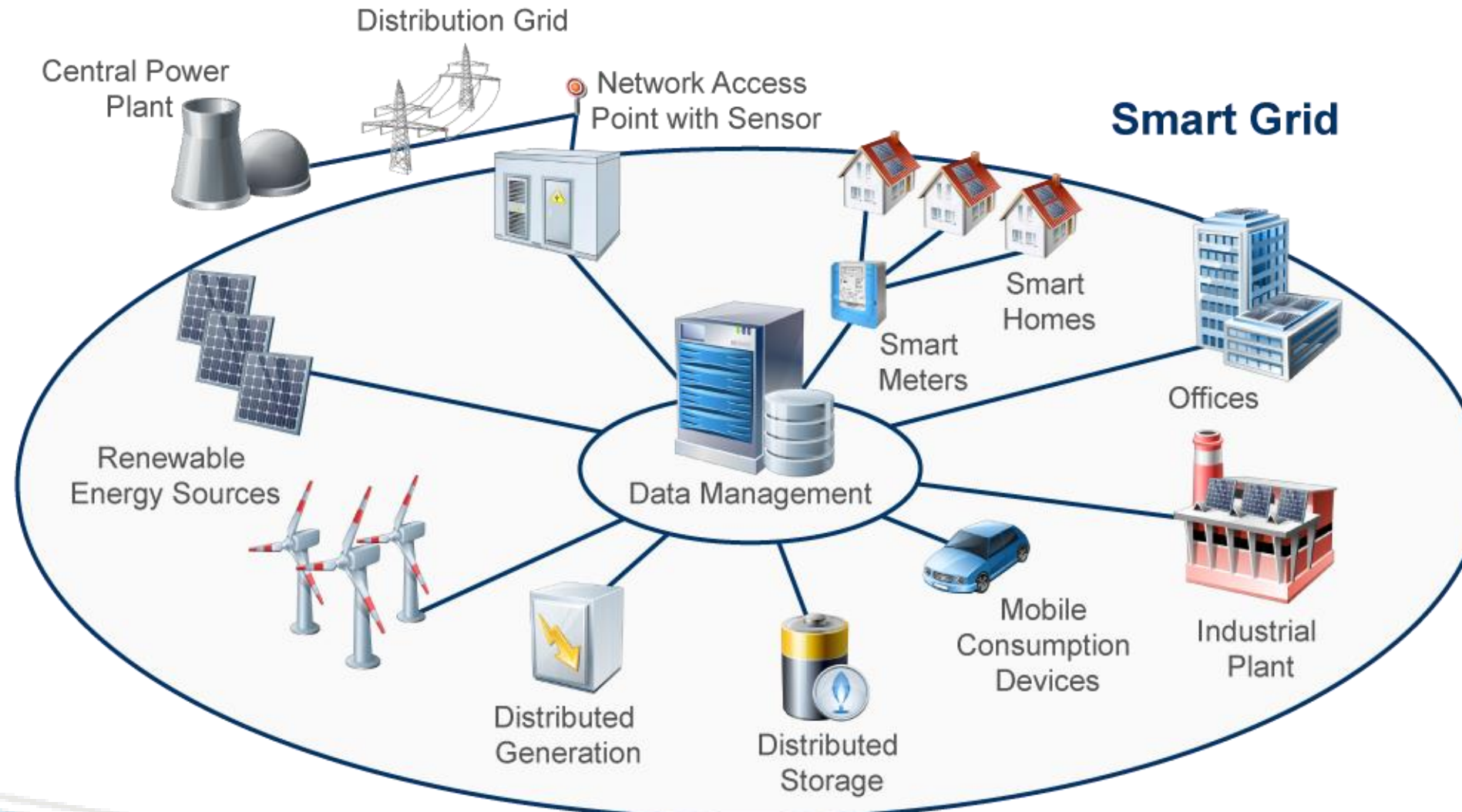

→ Multi-Dimensional Time Series Data

> Forecast Models

"It's tough to make predictions,
especially about the future."
-- Mark Twain

Given

- Time series with numerical values as training data

Goal

- Predict future values for arbitrary future point in times (forecast horizon)
- Include trend and seasonality

Applications

- Planning of sales and budget
- Price development
- Inventory, manufacturing
- Climate, weather, environment
- Economic indicators
- Stocks

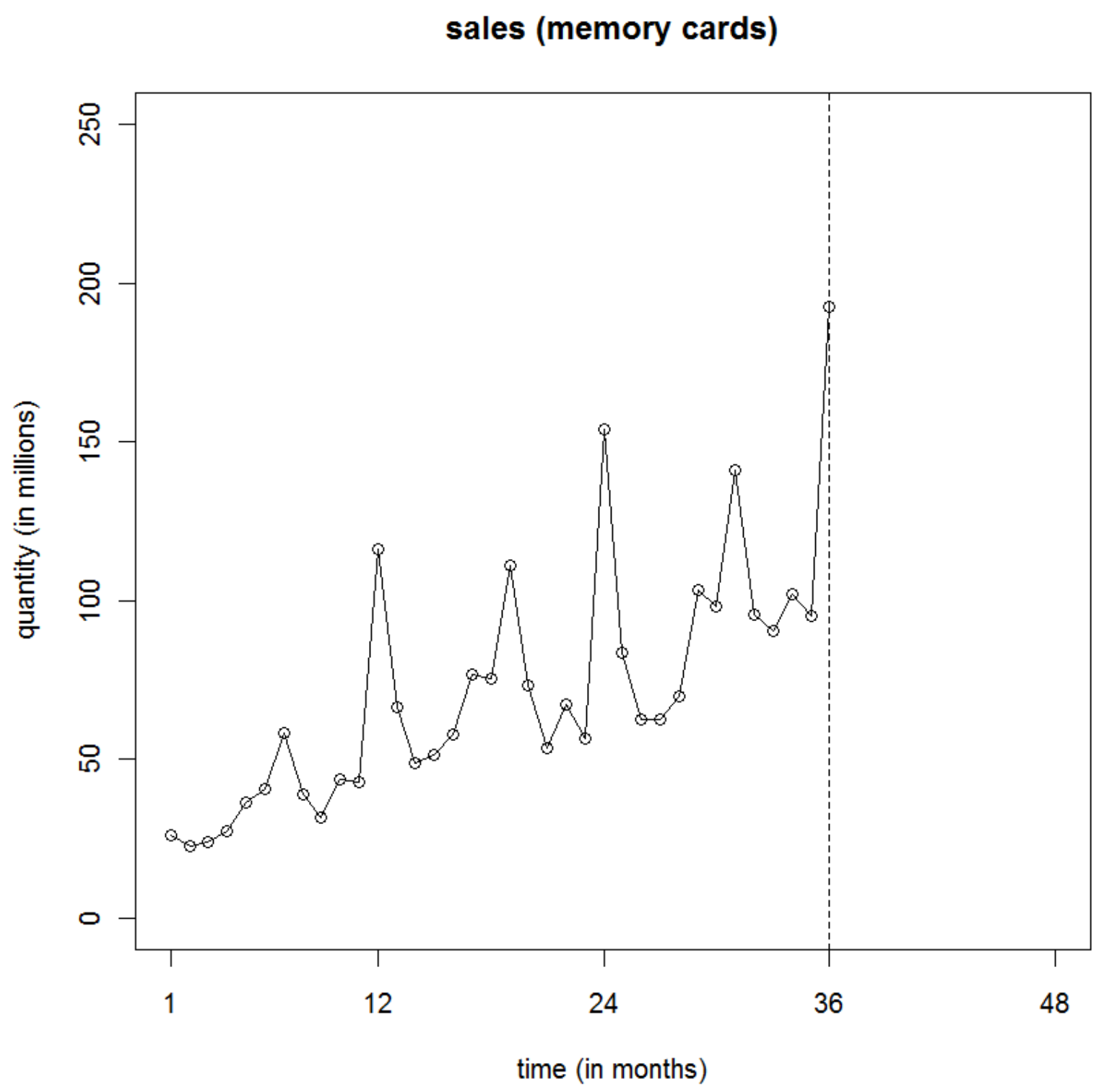

> Forecast Models

Diverse Time Series Data

- Find forecast model that minimizes the forecast error

Example: Exponential Smoothing Framework

- 30 variants (additional additive or multiplicative errors)

Trend/Season	No Season	Add. Season	Mult. Season
No Trend			
Add. Trend			
Add. Damp. Trend			
Mult. Trend			
Mult. Damp. Trend			

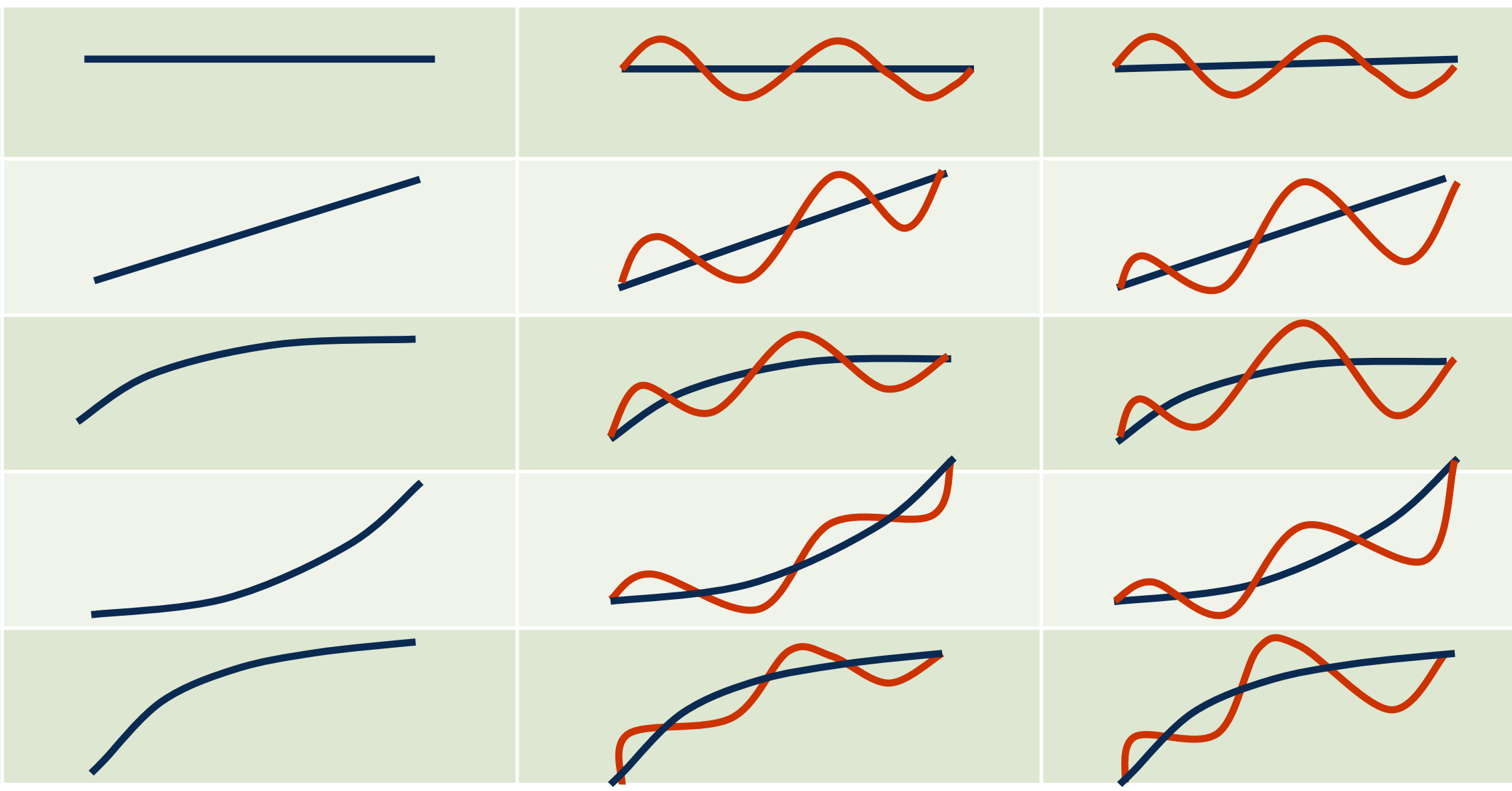

> Agenda

Mathematical Foundations

In-DBMS Time Series Forecasting

- Flash-Forward Query Project

Flash Forward Query

Query Processing and Optimization

Model Configuration Advisor

- Forecasting the Data Cube
- Selection of Model Configurations

Notification-based Forecast Queries

Beyond Forecast Models

- Model Refinement

Mathematical Foundations

> Model-Based Forecasting

Forecast Model

- Statistical time series description (model)

(Recursive) Forecasting Process

- Model Identification
- Model Estimation
- Forecasting and Model Update
- Model Evaluation
- Model Adaptation

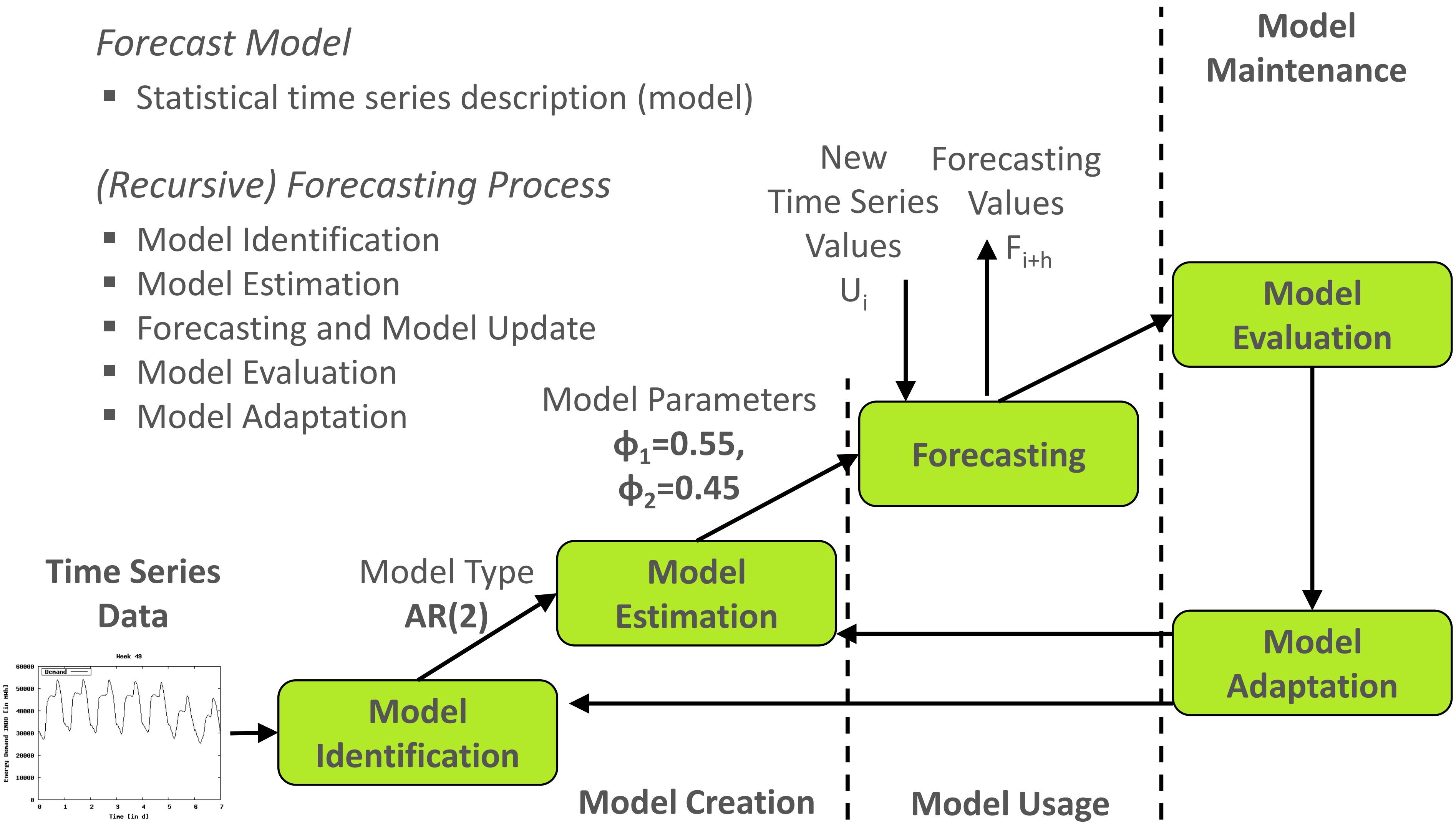

> Model Identification

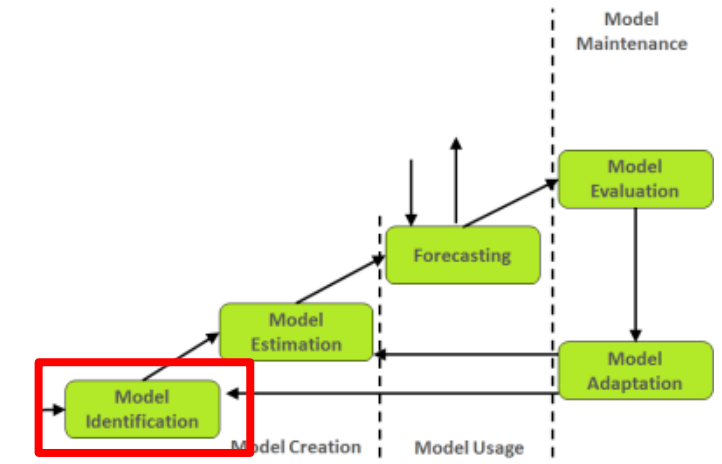

Forecast Model Types / Classes

Base Forecast Models → **Domain-Specific Extensions**

Domain-Specific Extensions (White-Box)
- **HWT** (Single-Equation)
- **EGRV** (Multi-Equation)

Base Forecast Models

(Auto)Regression
- **AR**
- **MA**
- **ARMA**
- **ARIMA**
- **SARIMA**
- **ARMAX**
- **MLR** (Multiple Linear Regression)

Gray-Box

Exponential Smoothing
- **SESM** (Single Exponential Smoothing)
- **DESM** (Double Exponential Smoothing)
- **TESM / HoltWinters** (Triple Exponential Smoothing)

Machine Learning (Black-Box)
- **BN** (Bayesian Networks)
- **SVM** (Support Vector Machines)
- **SVR** (Support Vector Regression)
- **ANN** (Artificial Neural Networks)

> Model Estimation

Problem

- Instantiate a forecast model w.r.t. meta model and training data set

Example

- Forecast Model Type **AR(2)**:

$$\hat{y}_t = \phi_1 \cdot y_{t-1} + \phi_2 \cdot y_{t-2}$$

- Error Metric: **MSE**

$$\frac{1}{n}\sum_{i=1}^{n}(y_i - \hat{y}_i)^2$$

- Parameter Estimator **L-BFGS-B**

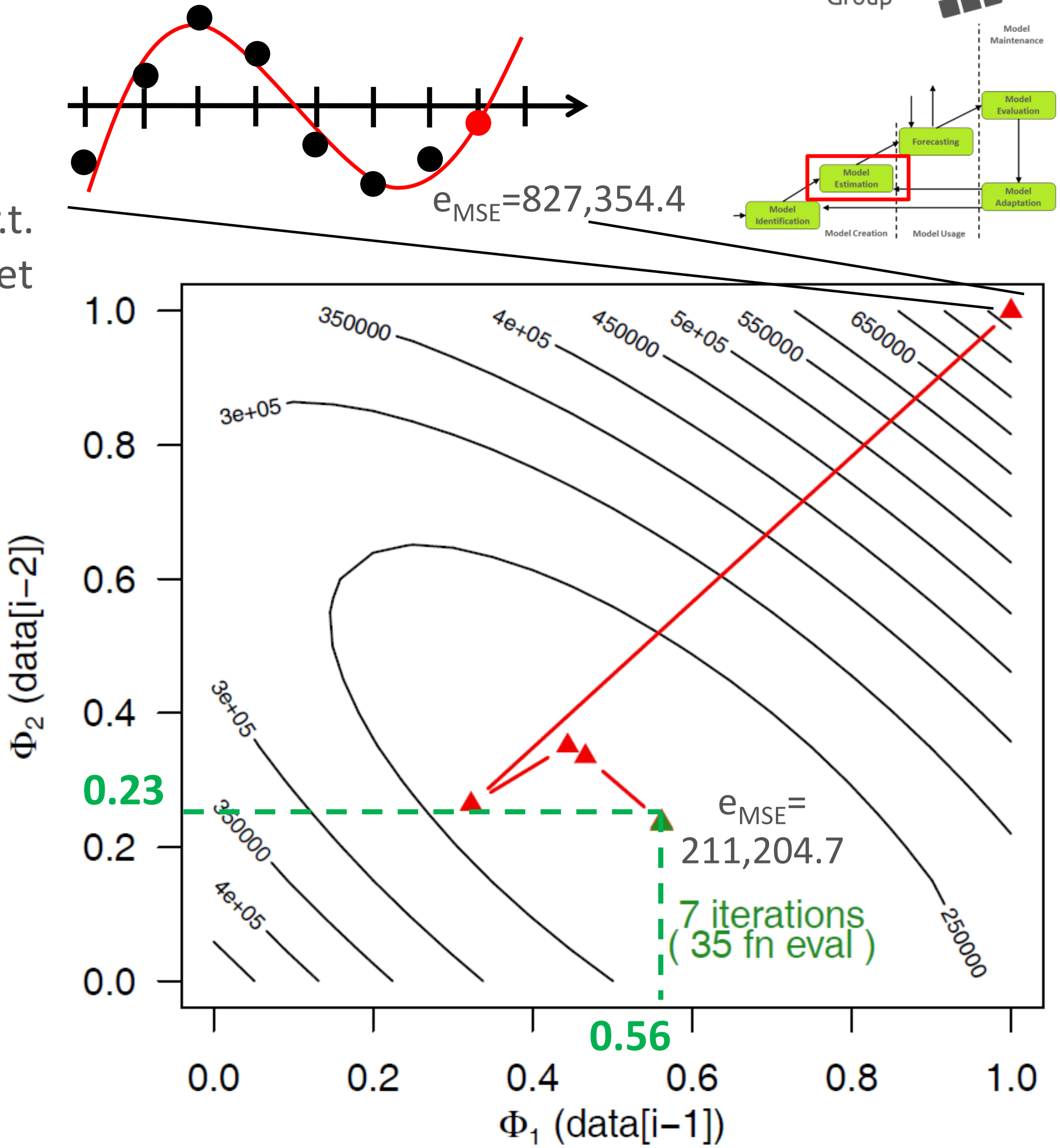

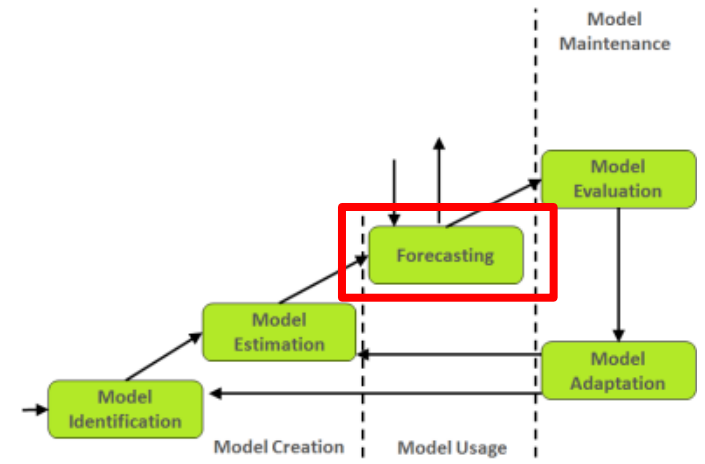

Forecasting

- Use the estimated forecast model $\hat{y}_t = 0.56 \cdot y_{t-1} + 0.23 \cdot y_{t-2}$
- Create h forecast values (forecast horizon)
- Update model state for new measurements (e.g., exponential smoothing)

Example Forecast (EGRV)

- $SMAPE_{vshort}$ **=0.0021**
- $SMAPE_{long}$ **=0.0755**

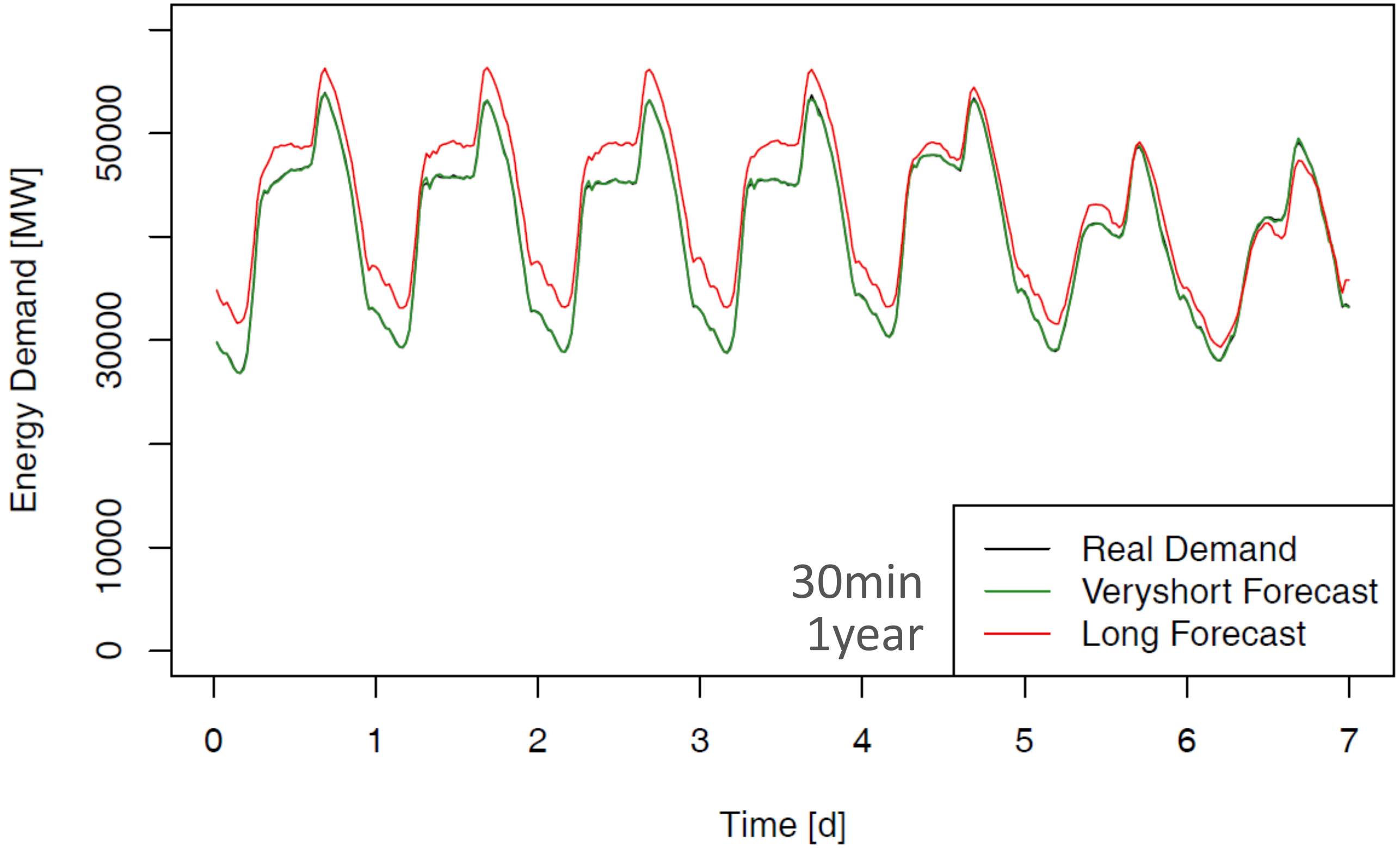

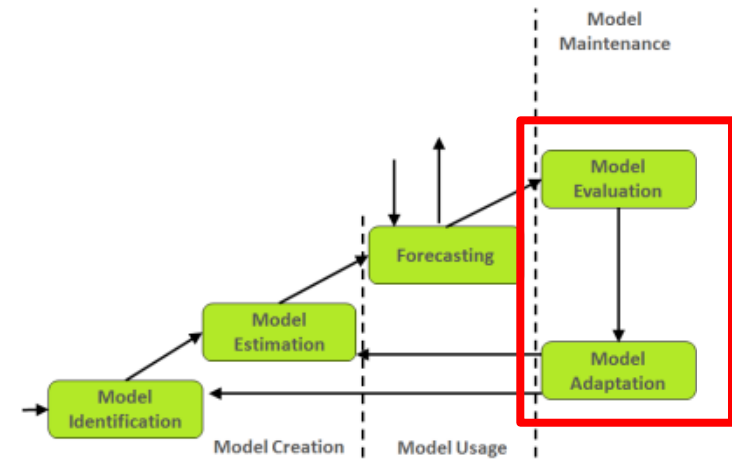

Model Evaluation

- Goal: Trigger model adaptation only if necessary

- Fixed Interval Techniques (# updates, time interval)
- Continuous Evaluation Techniques (threshold, on-demand)

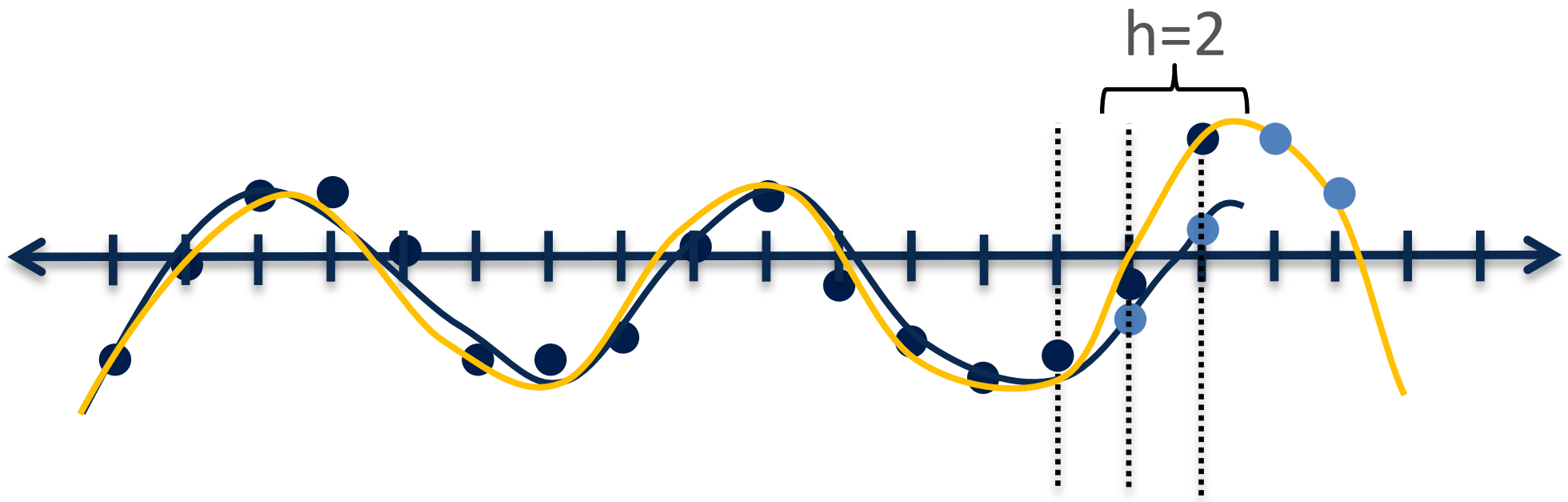

Model Adaptation

- Goal: Adapt the forecast model to the changed time series (if necessary)

- Model Re-Identification
- Model Re-Estimation (old model as start point)

In-DBMS Time Series Forecasting

Flash Forward Query

> MAD Skills

1. mad skills 92 up,

To be able to do/perform amazing/unexpected things

I gots me mad skills, yo.
To be said after performing an extraordinairy feat.

Magnetic

- **„Attract data and practitioners“**
- Use all available data sources independent of their quality

Agile

- **„Rapid iteration: ingest, analyze, productionalize“**
- Continuous and rapid evolution of physical and logical structures
- ELT (Extraction, Loading, Transformation)

Deep

- **„Sophisticated analytics in Big Data“**
- Extended algorithmic runtime environment
- Ad-hoc advanced analytics and statistics

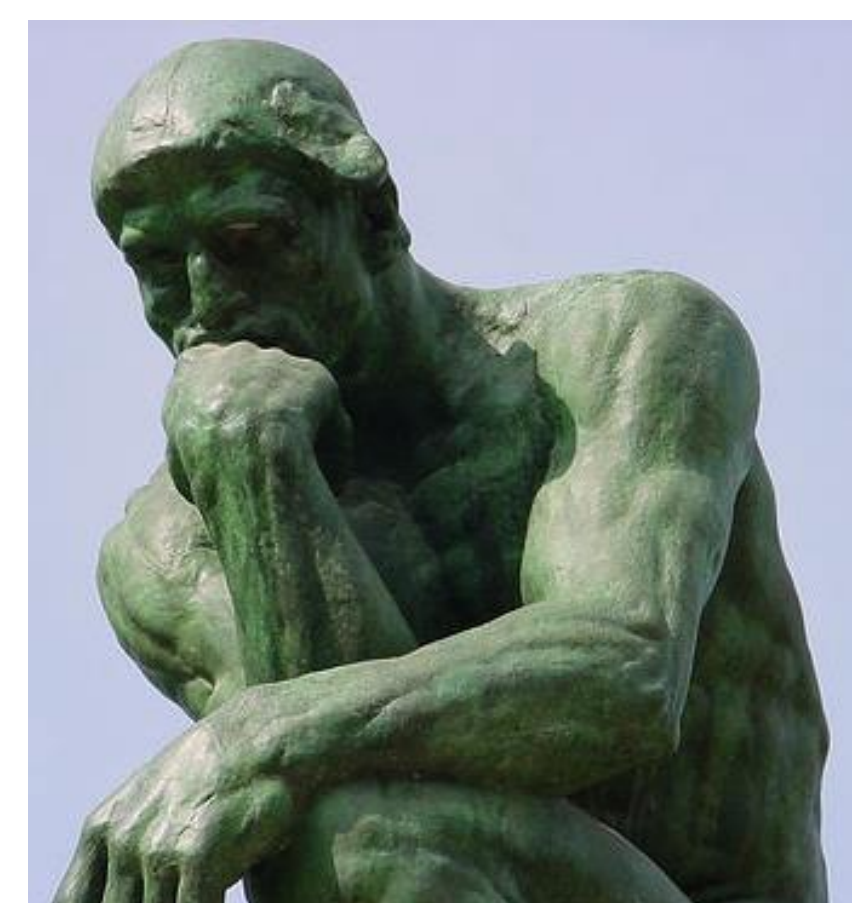

Integration of advanced analytics into scalable database management systems

- Traditionally forecasting is performed manually in external statistical systems
- Support of transparent and automatic in-DBMS forecasting

Analytics
mathematics
decision
science
use
field
analysis
based
business
data
Statistics

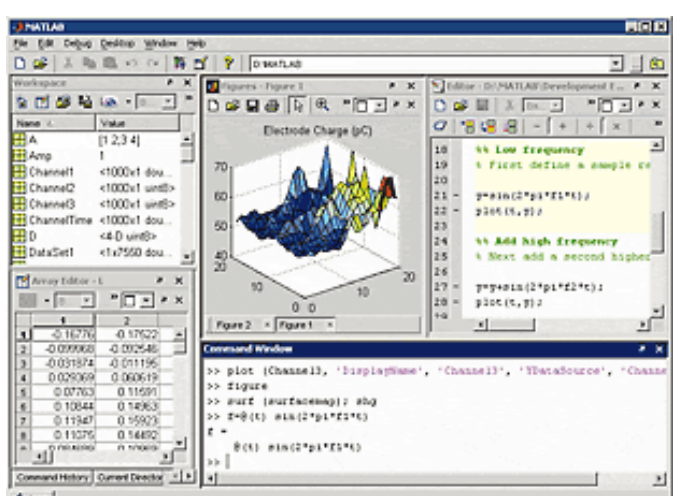

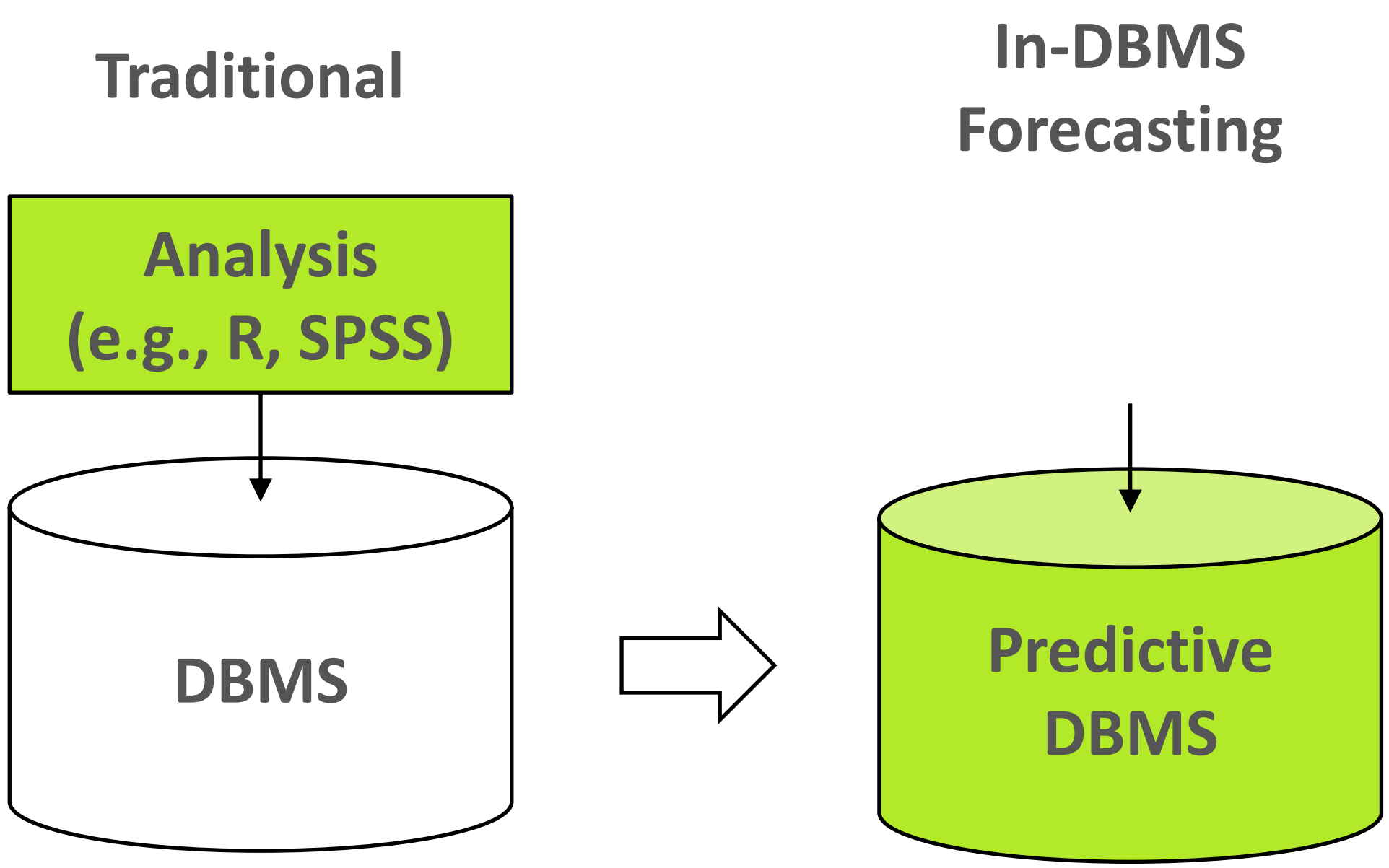

> Integrated Forecasting

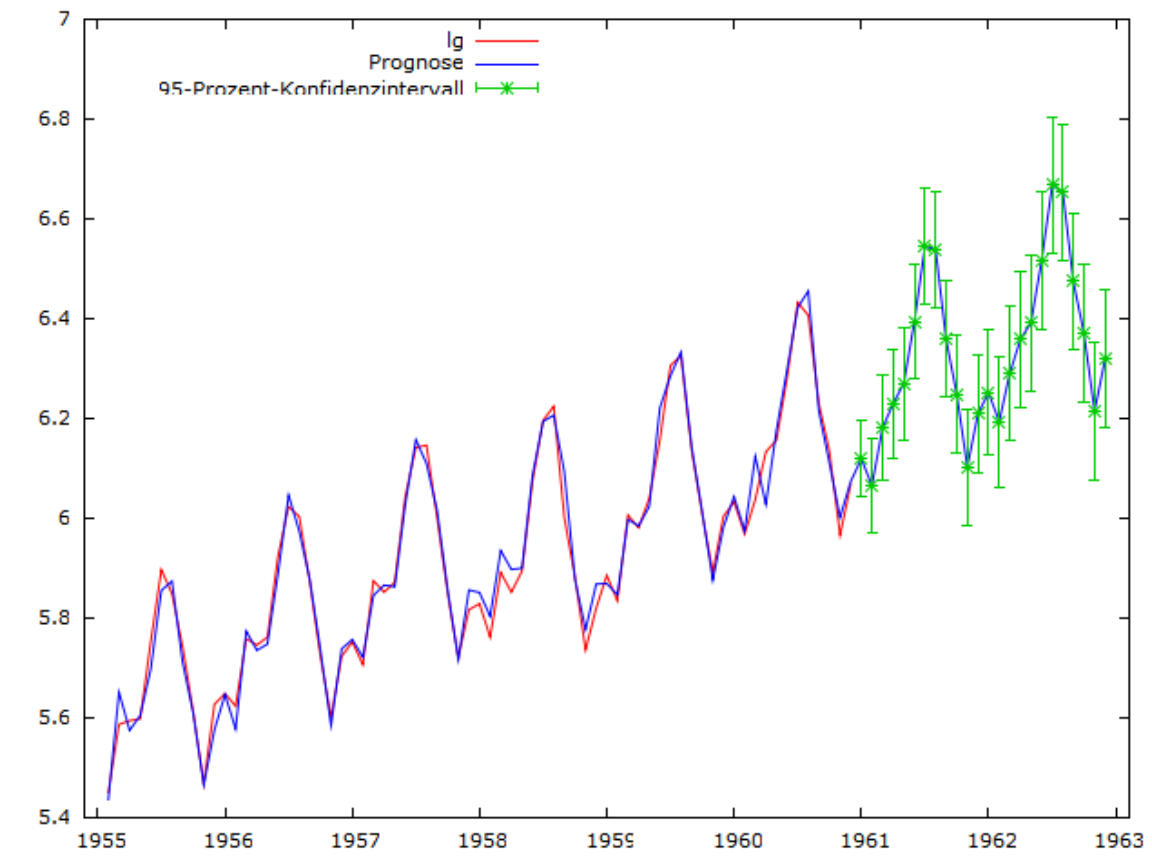

Model-based Prediction

- We employ (classical) time series models (e.g. exponential smoothing, ARIMA)
- Used to
  - Explain time series from it's history
  - And—possibly—from exogenous inputs

Related Work

- Customized functions with proprietary languages
  - SQL Server 2012: ARIMA, autoregressive trees
  - Oracle: exponential smoothing, non-linear regression
- Bi-directional communication
  - Reuse existing statistical tools (e.g. R)
  - SAP HANA, Oracle, IBM Netezza
- Model-based views

Key Elements

- Declarative querying
- Automatic model creation
- Automatic model maintenance
- Forecast model advisor

> Scenario

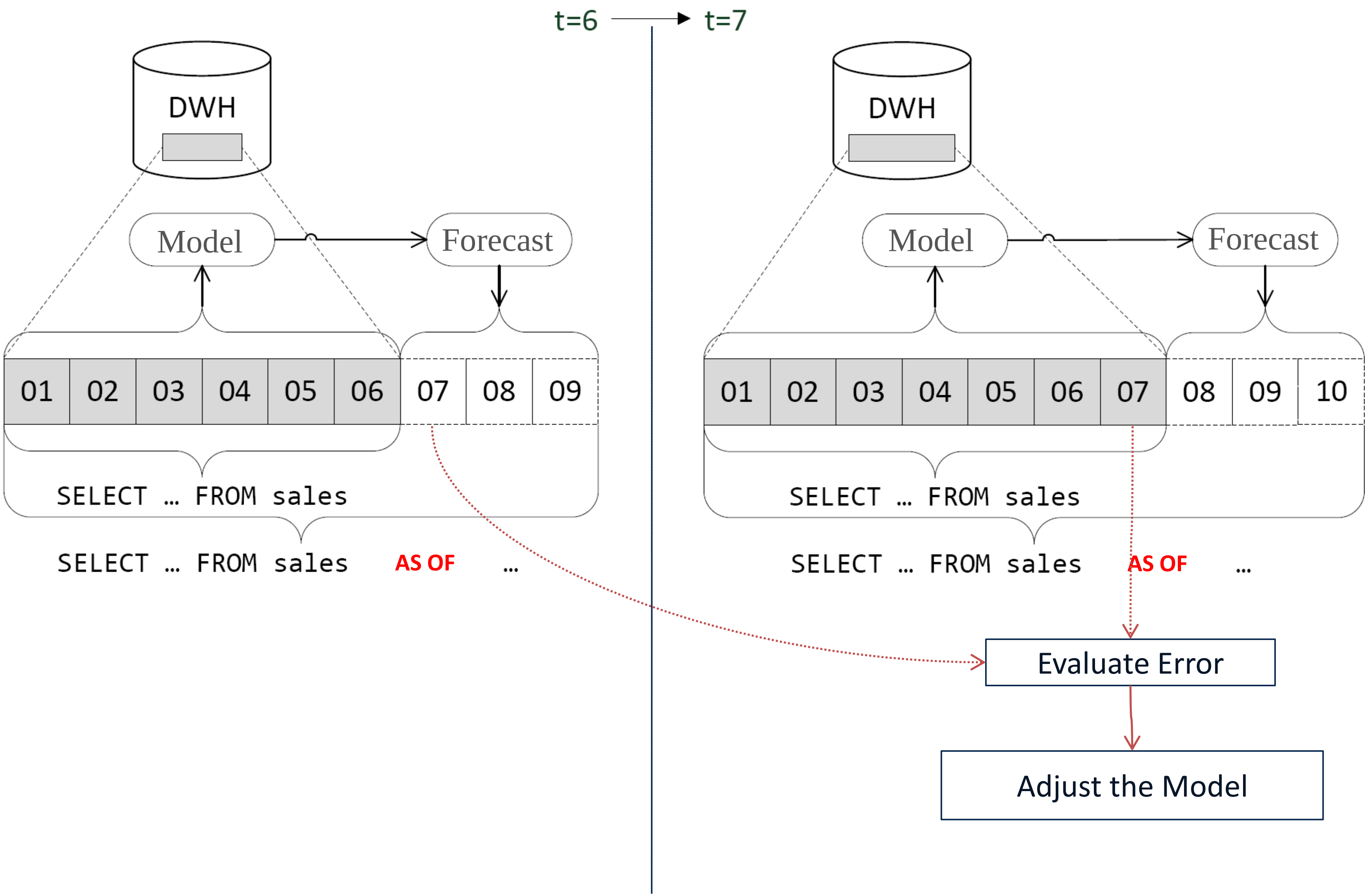
t=6
t=7
DWH
Model
Forecast
01
02
03
04
05
06
07
08
09
SELECT … FROM sales
SELECT … FROM sales AS OF …
DWH
Model
Forecast
01
02
03
04
05
06
07
08
09
10
SELECT … FROM sales
SELECT … FROM sales AS OF …
Evaluate Error
Adjust the Model

> System Architecture

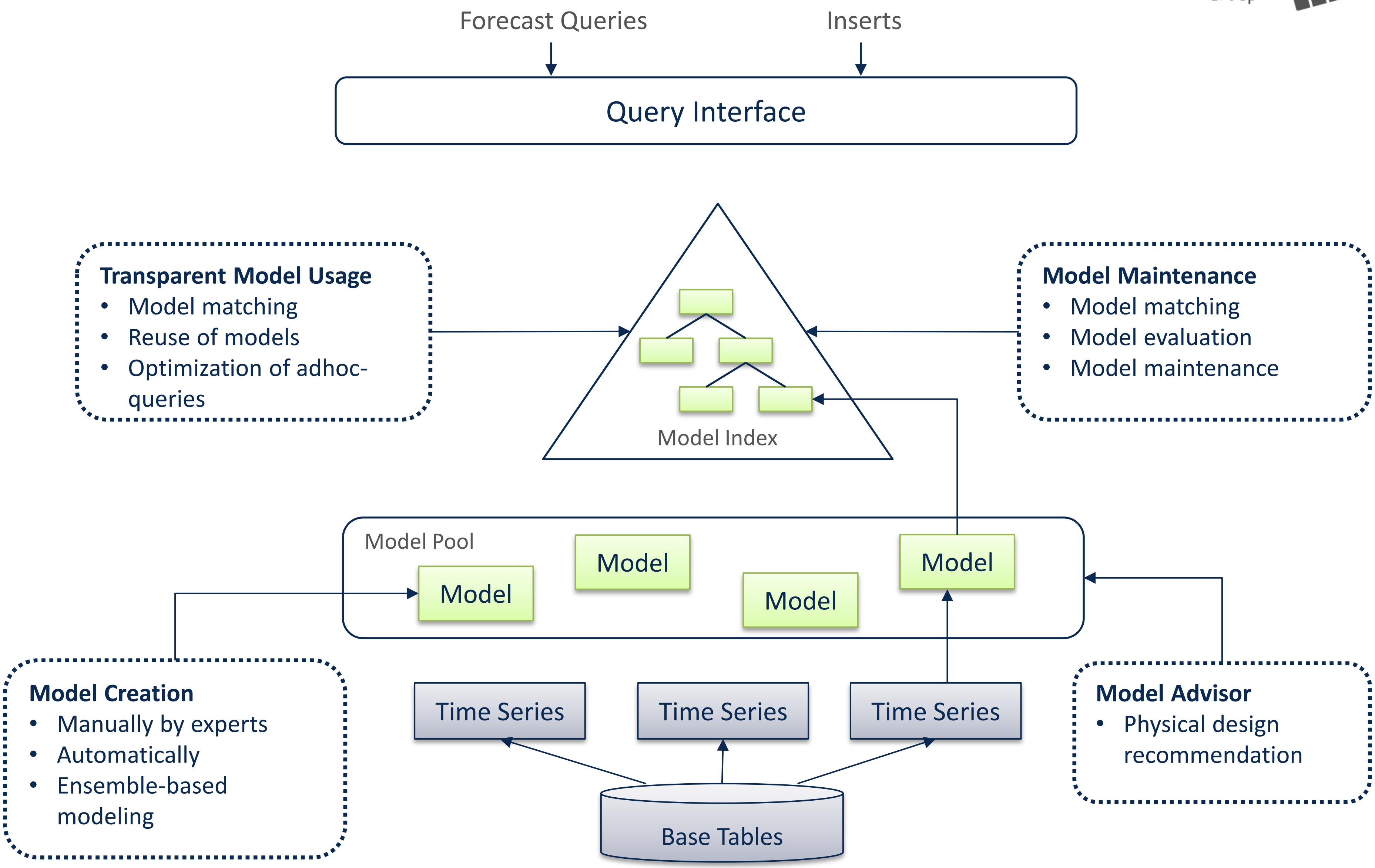

> F2DB

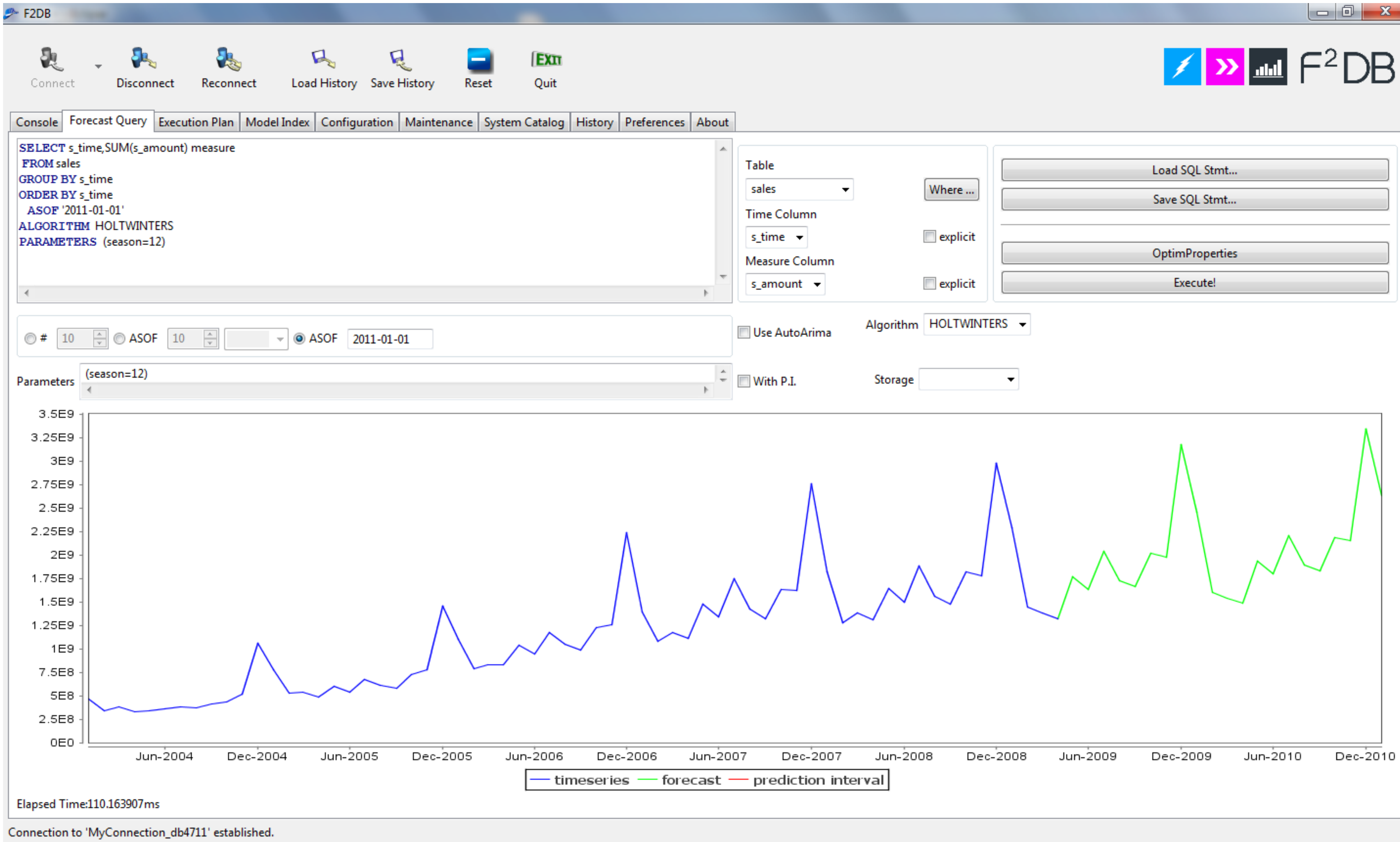
F2DB
Connect
Disconnect
Reconnect
Load History
Save History
Reset
Quit
F2DB
Console
Forecast Query
Execution Plan
Model Index
Configuration
Maintenance
System Catalog
History
Preferences
About
SELECT s_time,SUM(s_amount) measure
FROM sales
GROUP BY s_time
ORDER BY s_time
ASOF '2011-01-01'
ALGORITHM HOLTWINTERS
PARAMETERS (season=12)
Table
sales
Where ...
Time Column
s_time
explicit
Measure Column
s_amount
explicit
Load SQL Stmt...
Save SQL Stmt...
OptimProperties
Execute!
10 ASOF 10 ASOF 2011-01-01
Use AutoArima
Algorithm HOLTWINTERS
Parameters (season=12)
With P.I.
Storage
3.5E9
3.25E9
3E9
2.75E9
2.5E9
2.25E9
2E9
1.75E9
1.5E9
1.25E9
1E9
7.5E8
5E8
2.5E8
0E0
Jun-2004
Dec-2004
Jun-2005
Dec-2005
Jun-2006
Dec-2006
Jun-2007
Dec-2007
Jun-2008
Dec-2008
Jun-2009
Dec-2009
Jun-2010
Dec-2010
timeseries
forecast
prediction interval
Elapsed Time:110.163907ms
Connection to 'MyConnection_db4711' established.

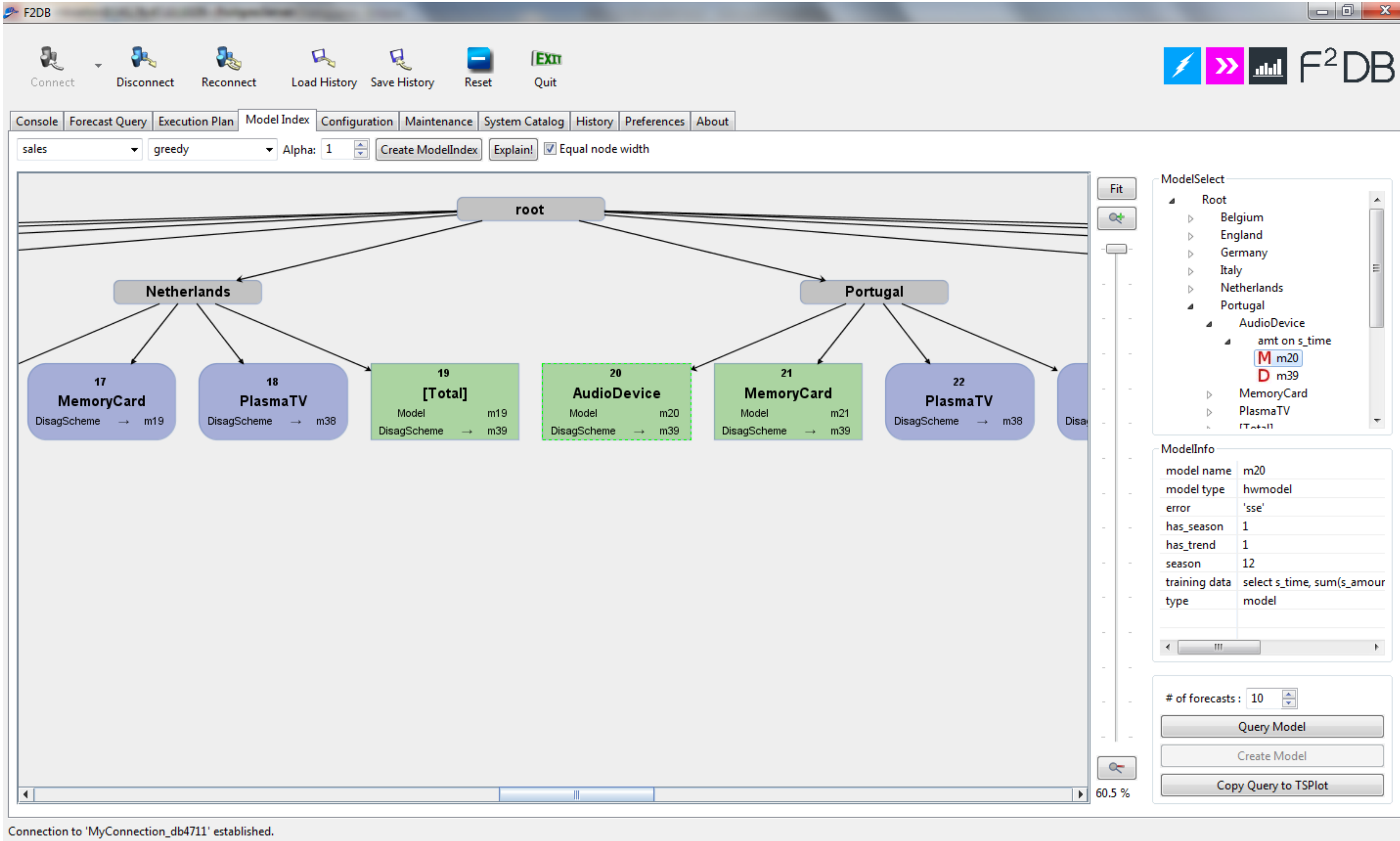
F2DB
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Load History
Save History
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Quit
Console
Forecast Query
Execution Plan
Model Index
Configuration
Maintenance
System Catalog
History
Preferences
About
sales
greedy
Alpha: 1
Create ModelIndex
Explain!
Equal node width
root
Netherlands
Portugal
17 MemoryCard DisagScheme → m19
18 PlasmaTV DisagScheme → m38
19 [Total] Model m19 DisagScheme → m39
20 AudioDevice Model m20 DisagScheme → m39
21 MemoryCard Model m21 DisagScheme → m39
22 PlasmaTV DisagScheme → m38
Fit
60.5 %
ModelSelect
Root
Belgium
England
Germany
Italy
Netherlands
Portugal
AudioDevice
amt on s_time
M m20
D m39
MemoryCard
PlasmaTV
ModelInfo
model name m20
model type hwmodel
error 'sse'
has_season 1
has_trend 1
season 12
training data select s_time, sum(s_amour
type model
of forecasts : 10
Query Model
Create Model
Copy Query to TSPlot
Connection to 'MyConnection_db4711' established.

Query Processing and Optimization

SQL Forecast Query

```
SELECT   Date, Quantity
  FROM   Sales, Article
  WHERE  S_ID = A_ID AND
         Name = 'Article A'
  AS OF  2013-05-02
```

Date	Qty
2013-04-28	6
2013-04-29	5
2013-04-30	7
2013-05-01	**6**
2013-05-02	**6.5**

Query Plan

- Forecast operator Ψ

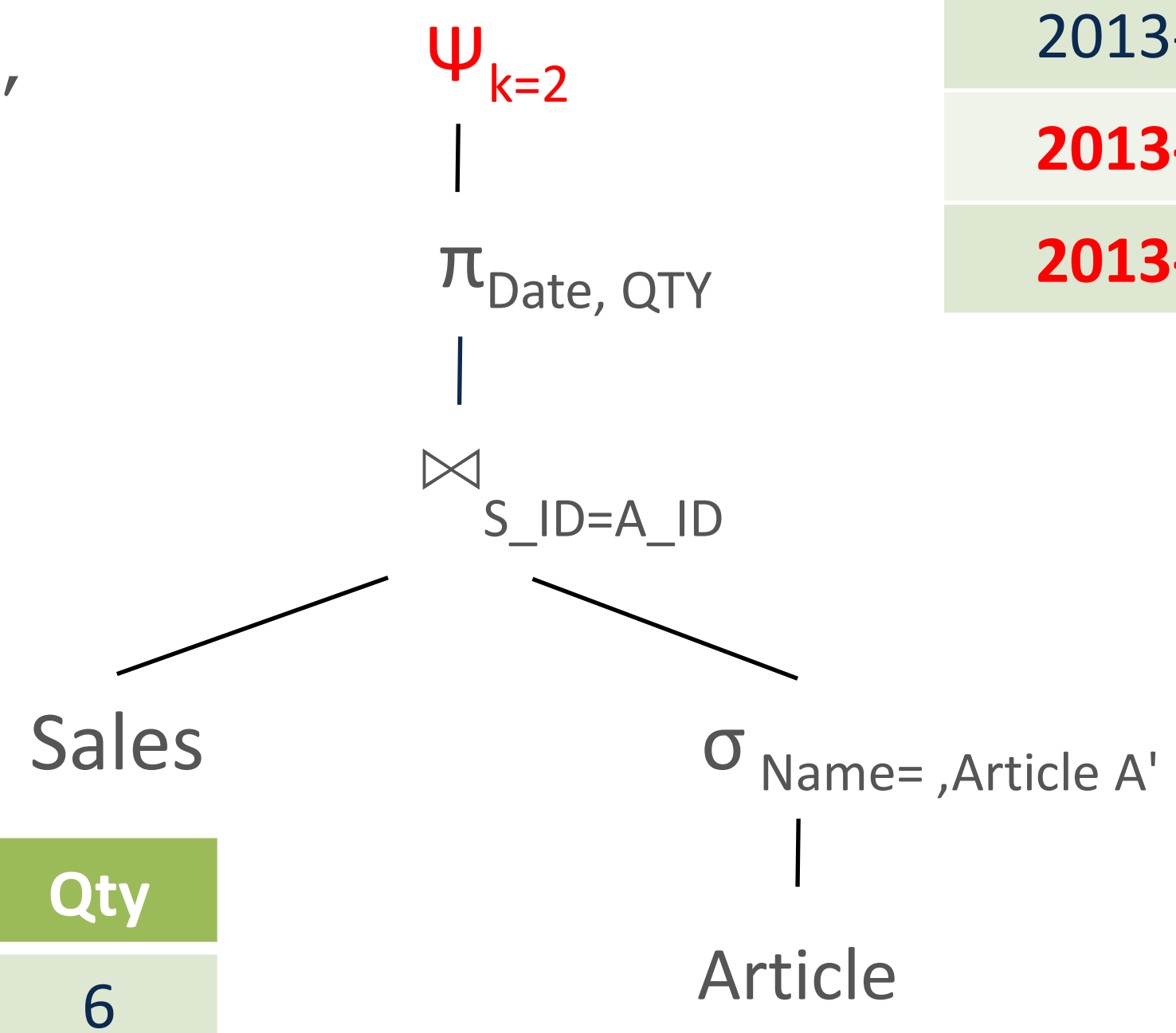

...	S_ID	Date	Qty
...	1	2013-04-28	6
...	1	2013-04-29	5
...	2	2013-04-30	1
...	1	2013-04-30	7

A_ID	Name	...
1	Article A	...
2	Acticle B	...

Selection invariance

- Condition filtering out whole clusters

Projection invariance

- If neither time, measure or cluster attribute

Union invariance

- On different relations

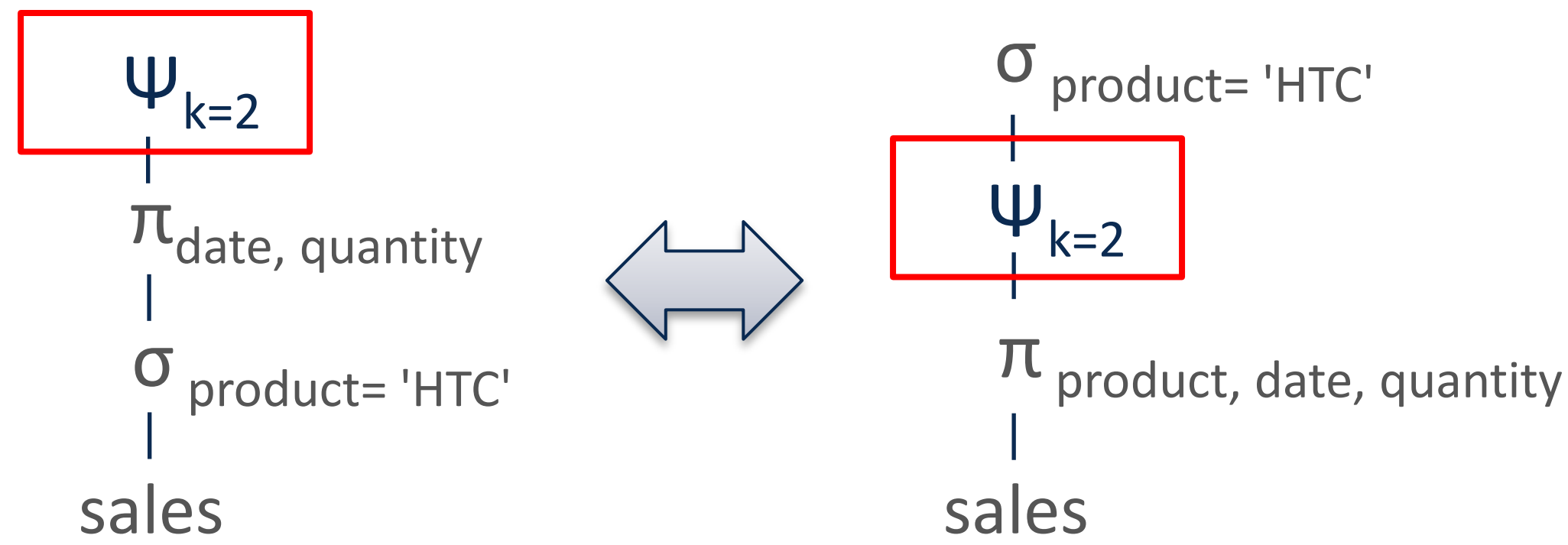

➔ Influence

date	product	quantity
Jun 2013	HTC	36.000
Jul 2013	HTC	38.000
Jun 2013	Nokia	5.000
Jul 2013	Nokia	3.000

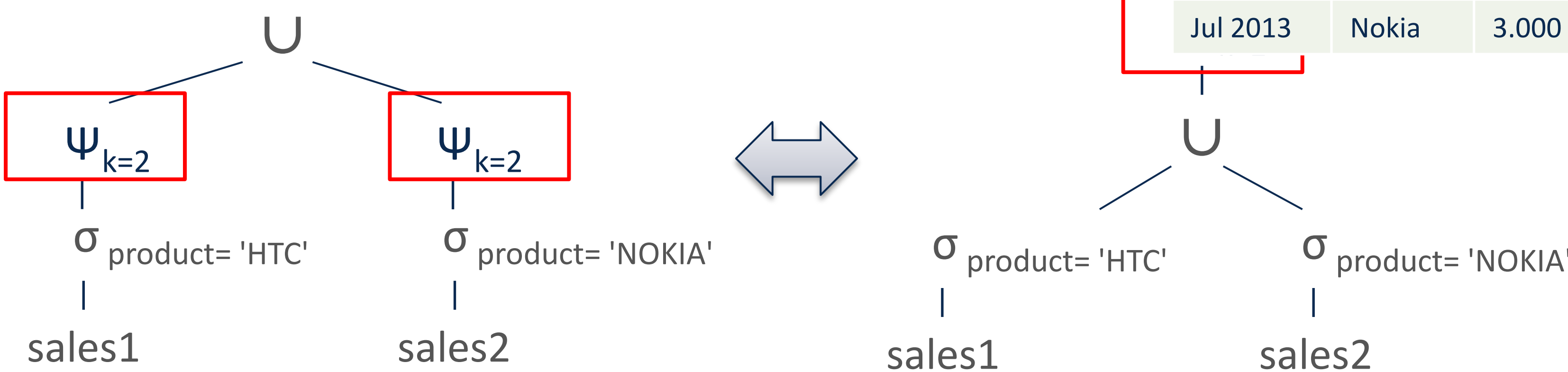

> Cost-based Optimization

Restructuring might also influence accuracy

- E.g. join, aggregation

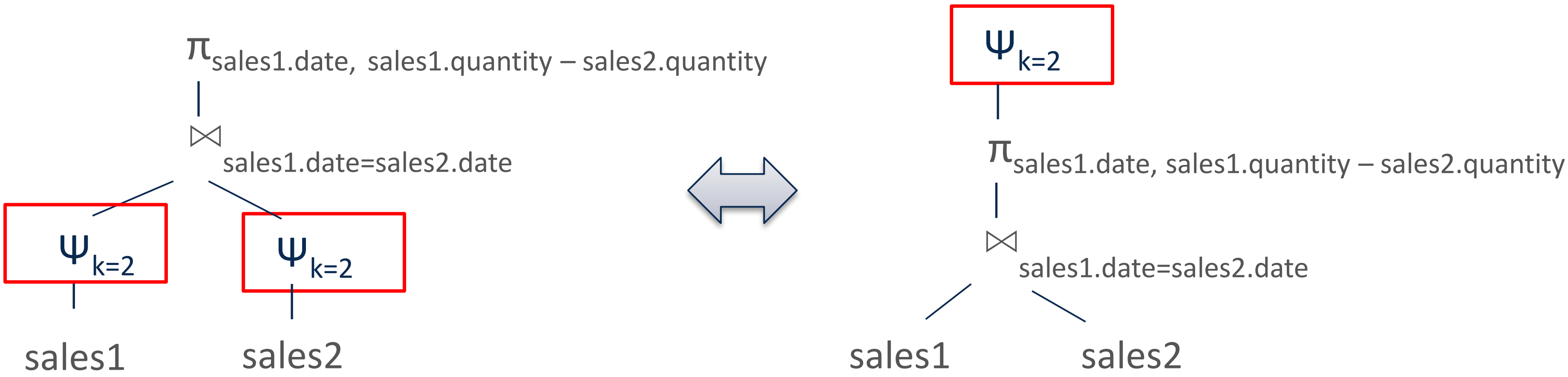

Expensive model creation

Expensive join

➔ Cost model required: accuracy and runtime

> Example: Aggregation Queries

How to compute aggregation forecast queries?

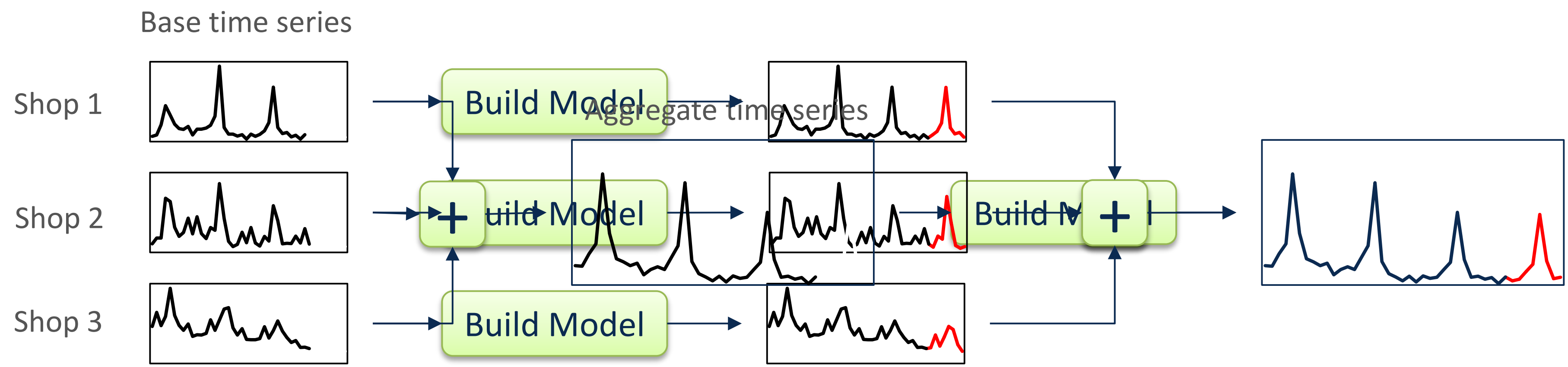

	Runtime	Accuracy
	↑	↓
	↓	↑
	→	↑

> Example: Aggregation Queries

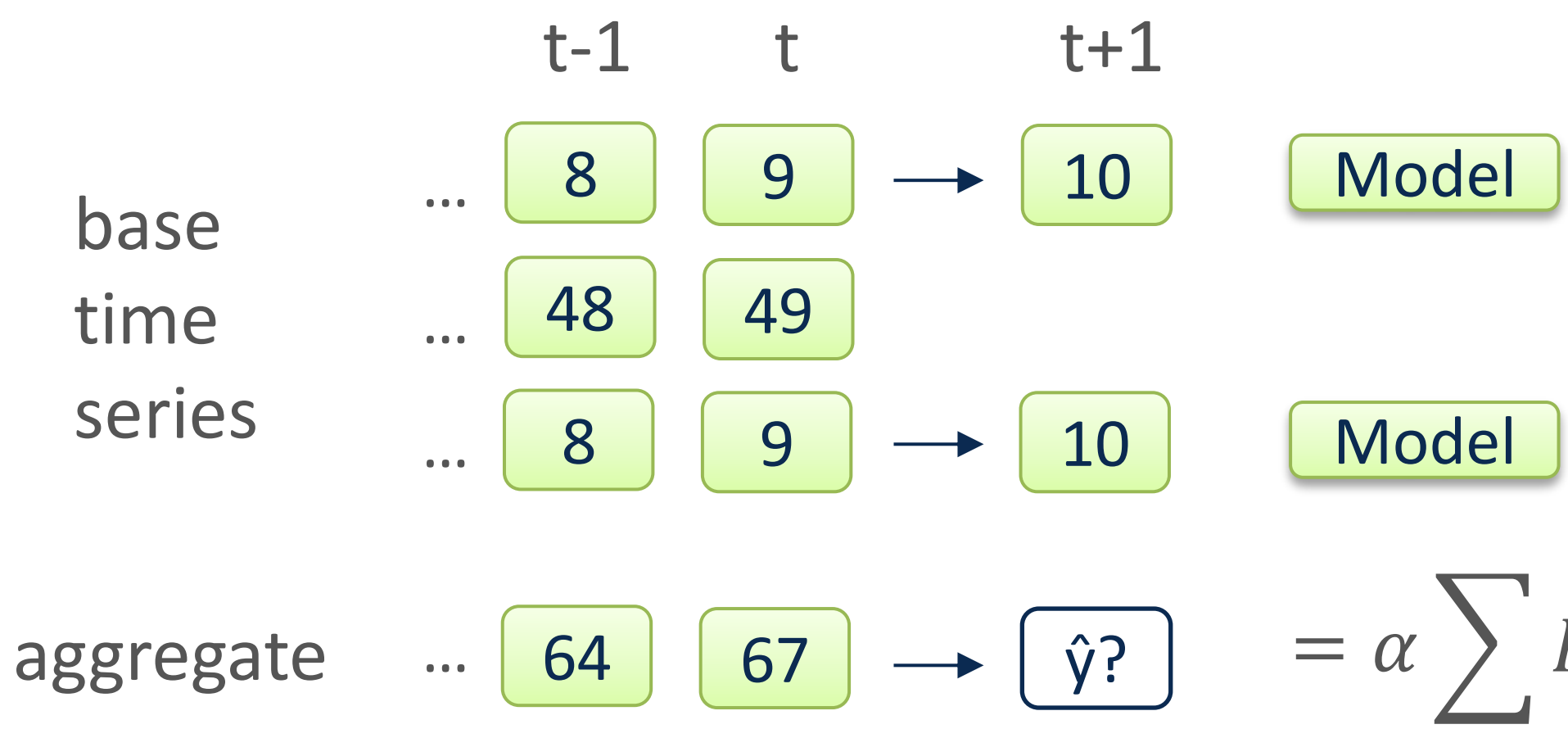

$$= \alpha \sum Forecast$$

Uniform Estimation

$$\alpha = \frac{\#\, base\ series}{\#\, base\ series\ in\ sample} \qquad \frac{3}{2} \cdot 20 = 30$$

Estimation with Historical Ratios

$$ratio = \frac{base\ series}{aggregate\ series} \Rightarrow \alpha = \frac{1}{\sum ratios} \qquad \frac{1}{\frac{9}{67}+\frac{9}{67}} = 3.7 \cdot 20 = 74$$

Calculation of Historical Ratios

- Different approaches possible
  - Simple averages
  - Lagged proportions
  - …
- Seasonality of data is important

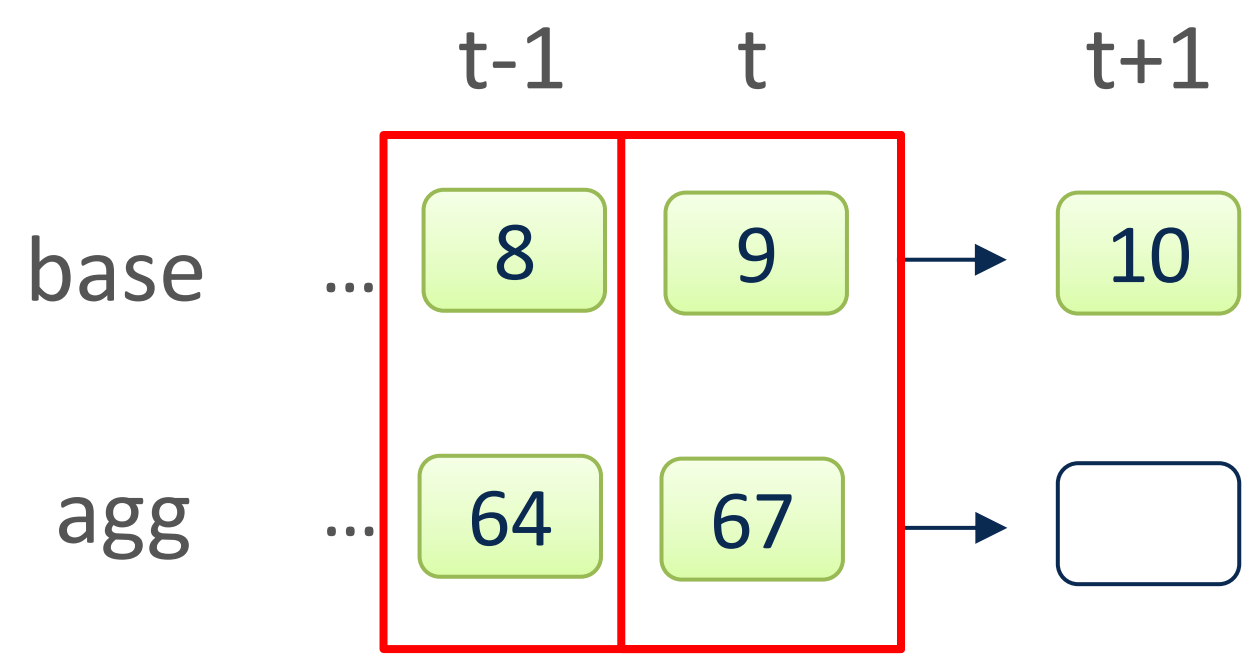

Combined strategy: mixture of past ratios and ratio one season ago

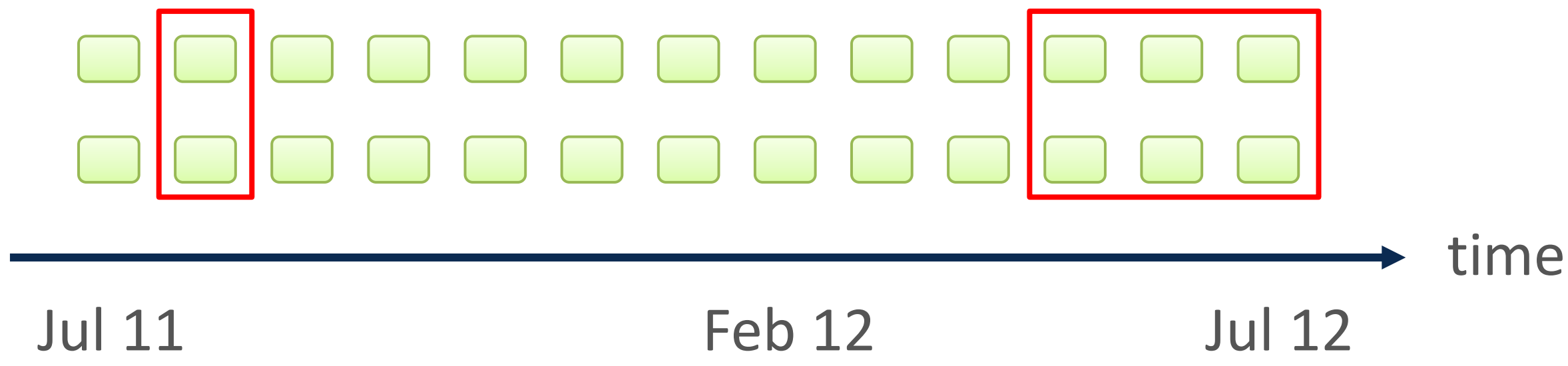

> Example: Aggregation Queries

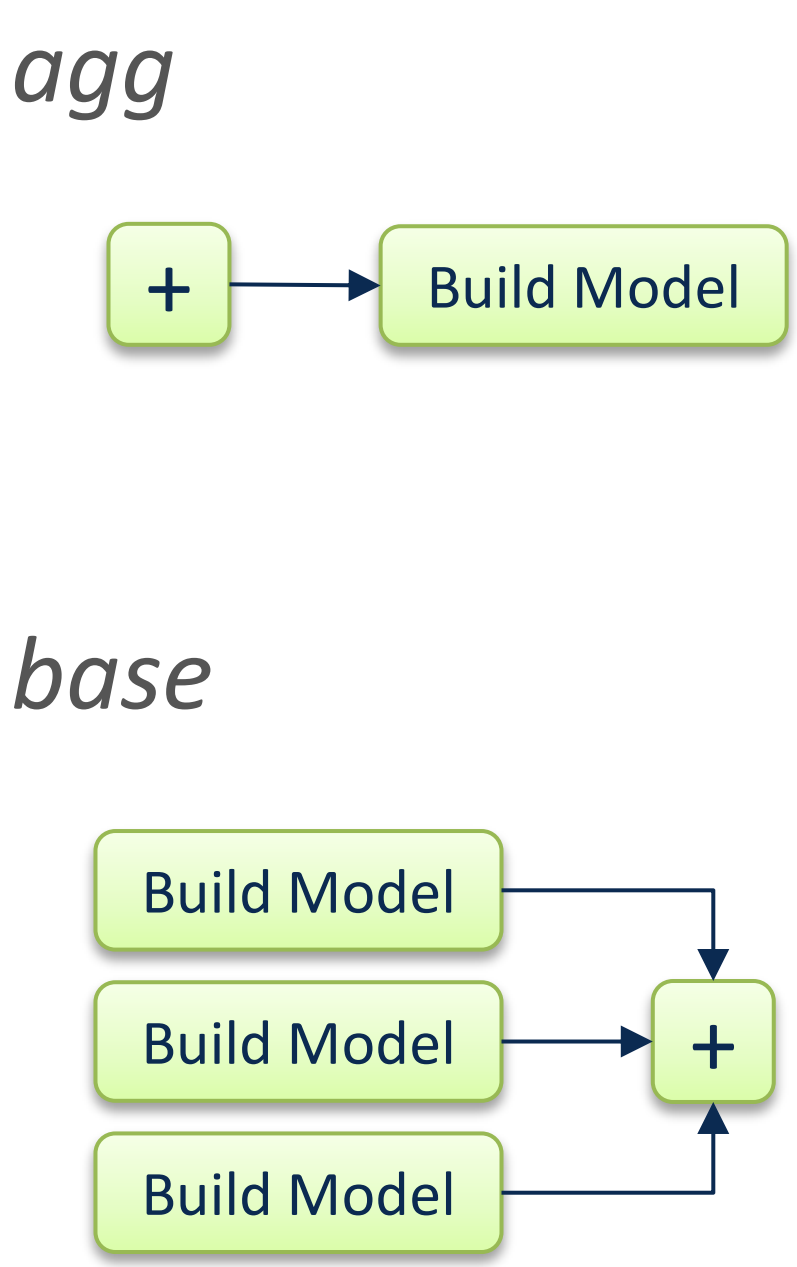

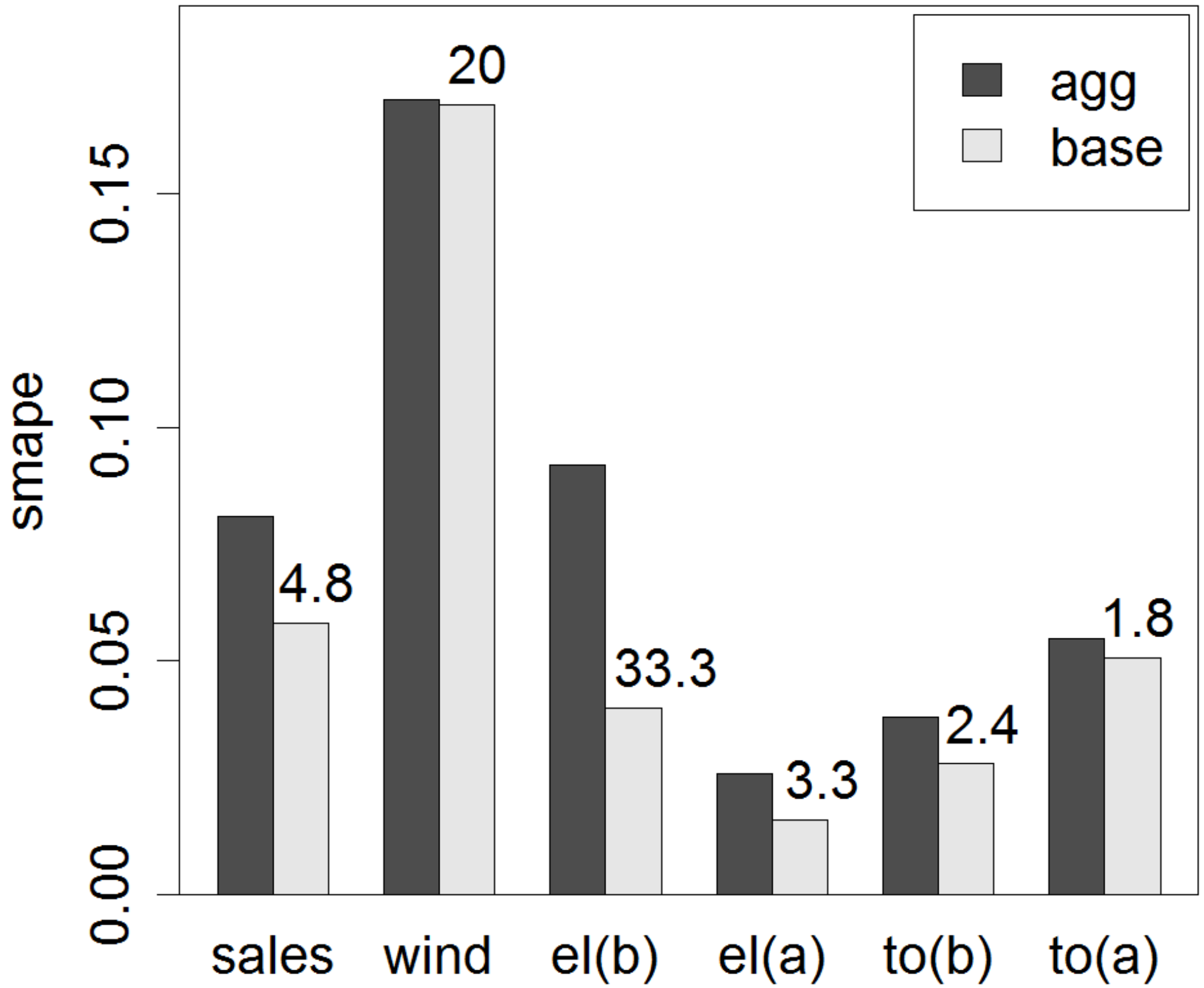

> Example: Aggregation Queries

Aggregation - Sales

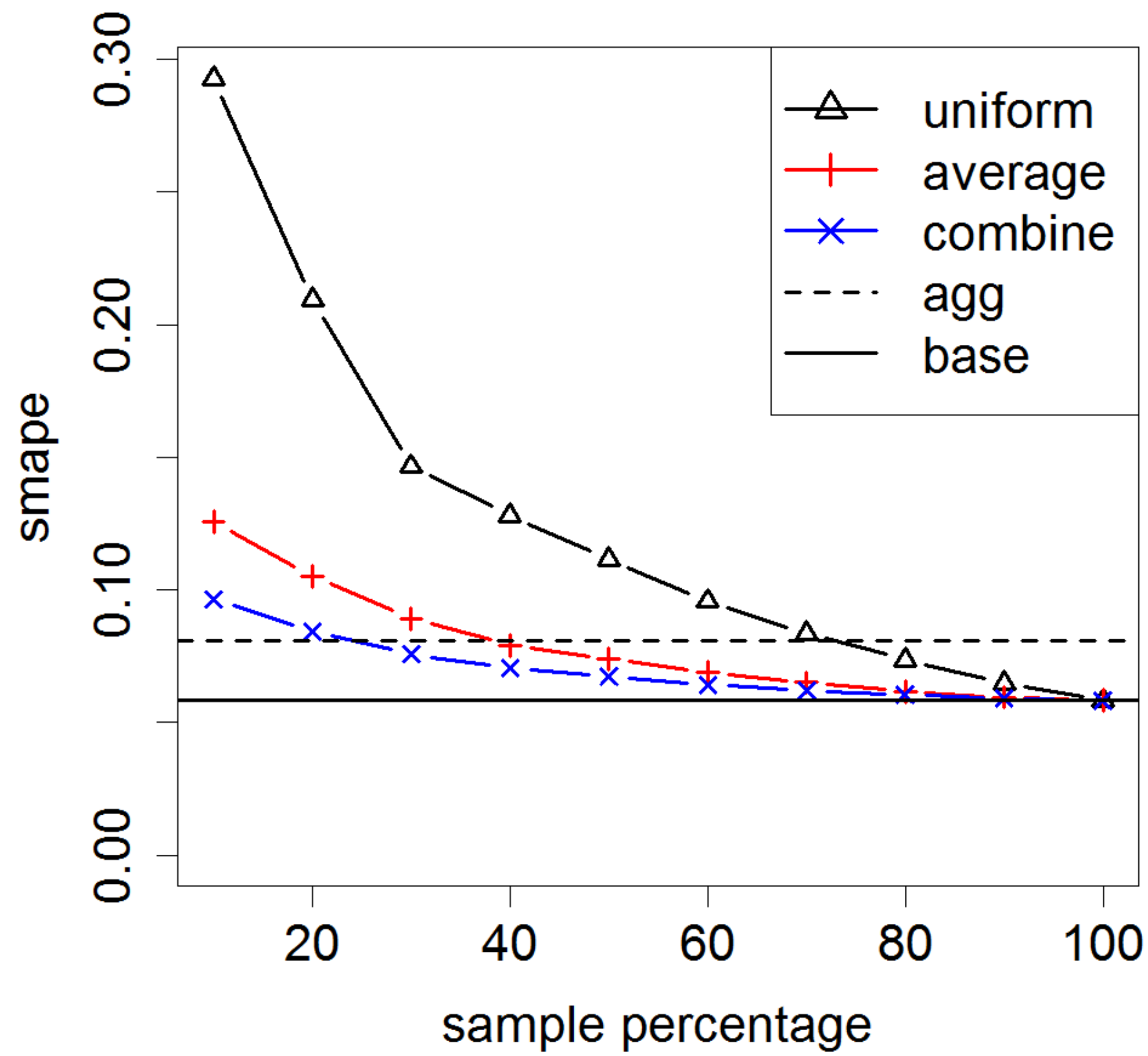

Model Configuration Advisor

> Forecasting the Data Cube

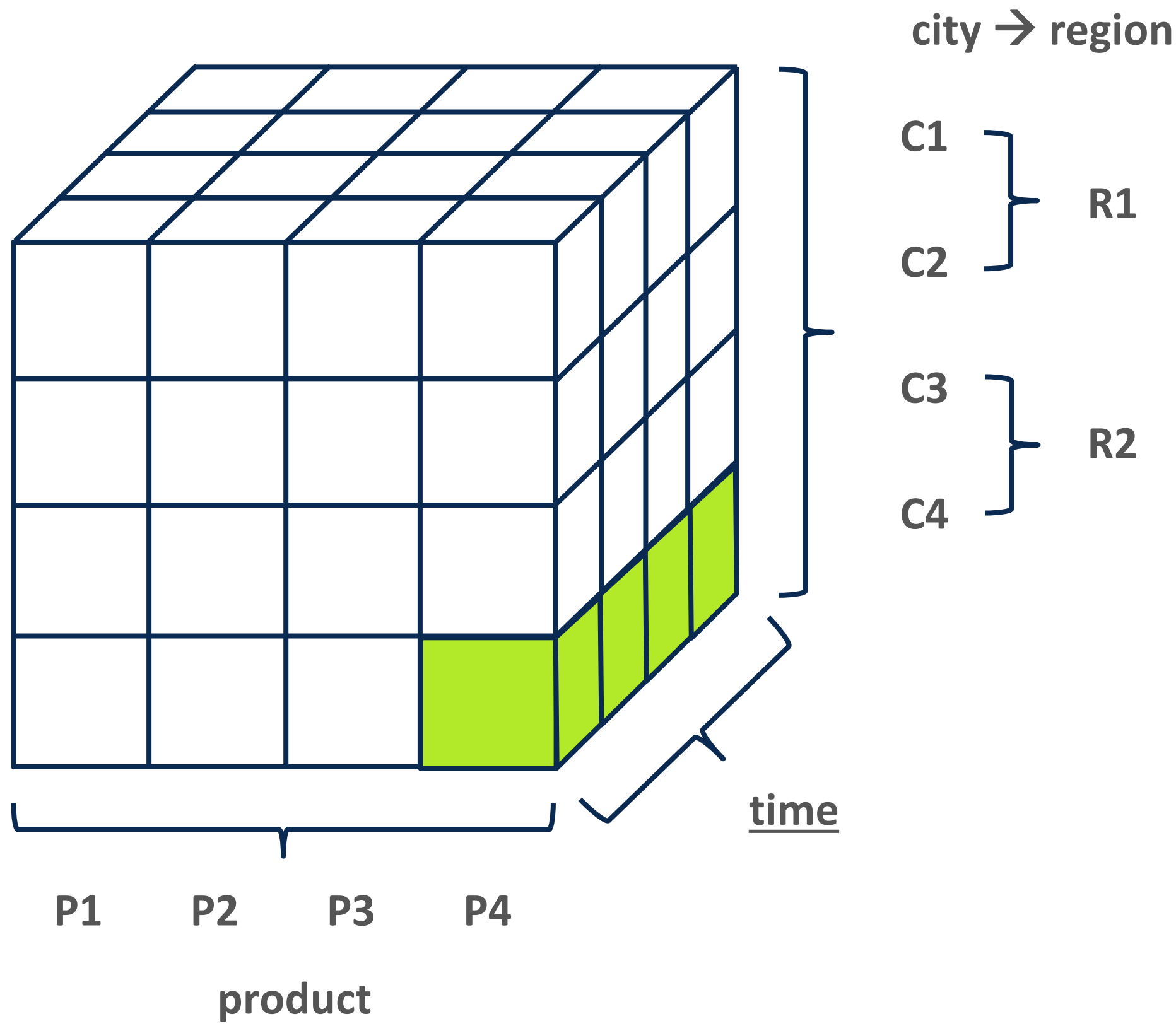


```
SELECT   time, measure
FROM     facts
WHERE    product = P4
AND      city = C4
AS OF    now() + 1 day
```

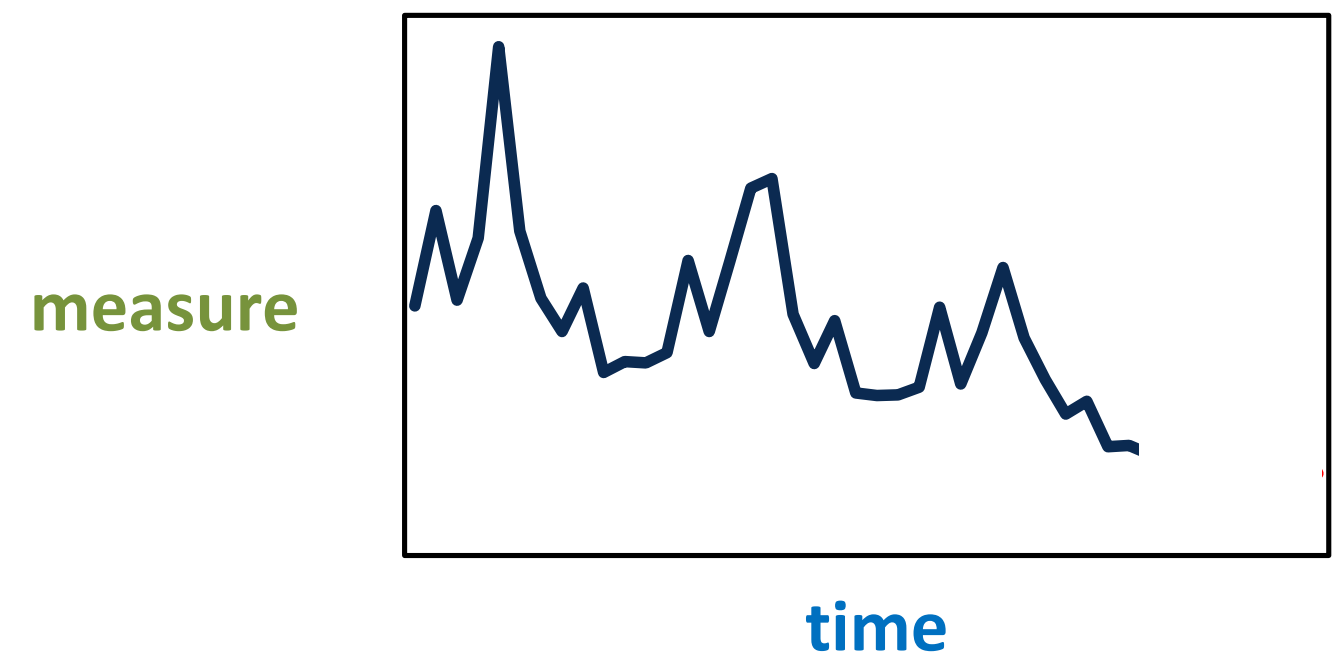

> Forecasting the Data Cube

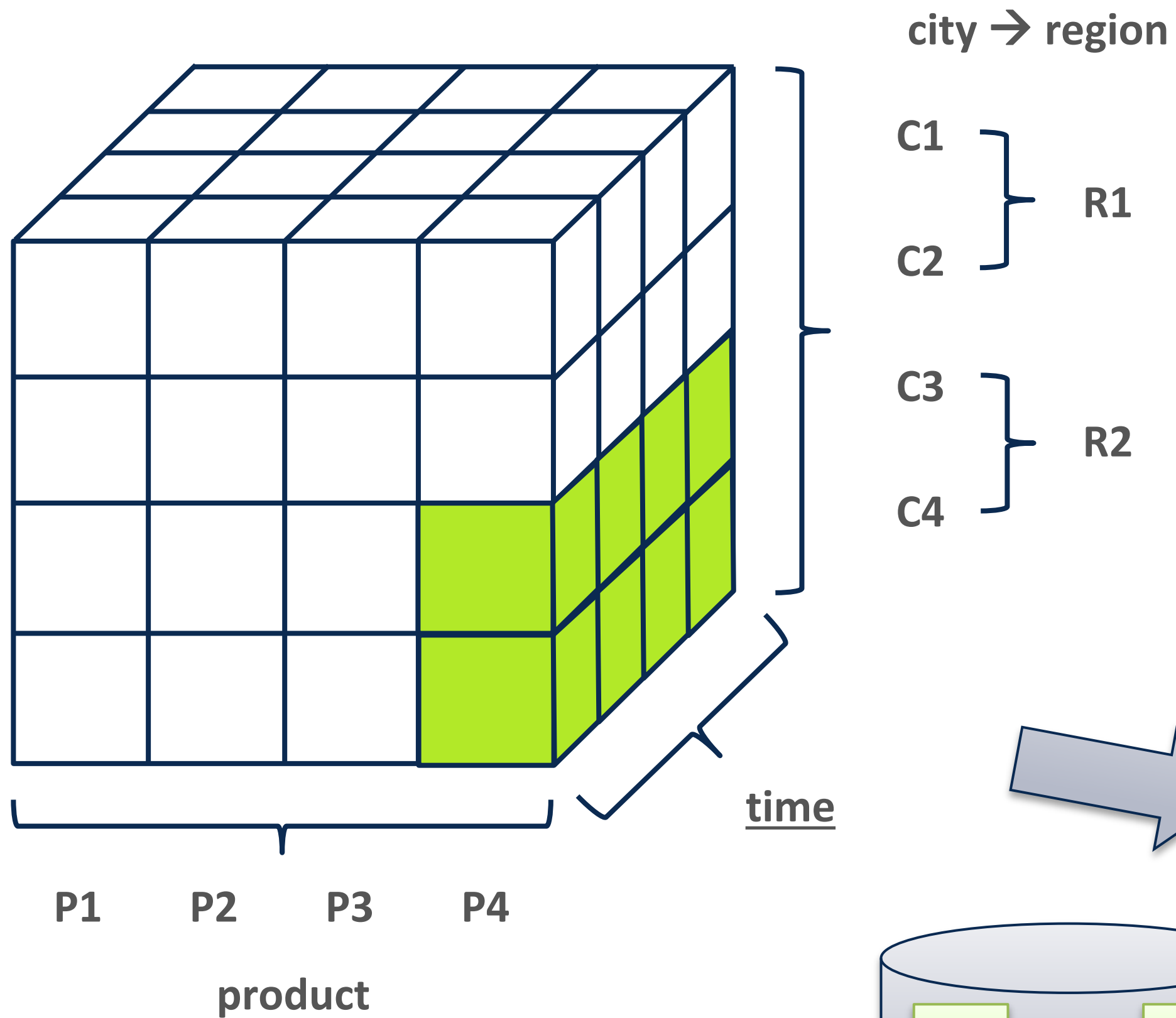


```
SELECT    time, SUM(measure)
FROM      facts
WHERE     product = P4
AND       region = R2
GROUP BY  time
AS OF     now() + 1 day
```

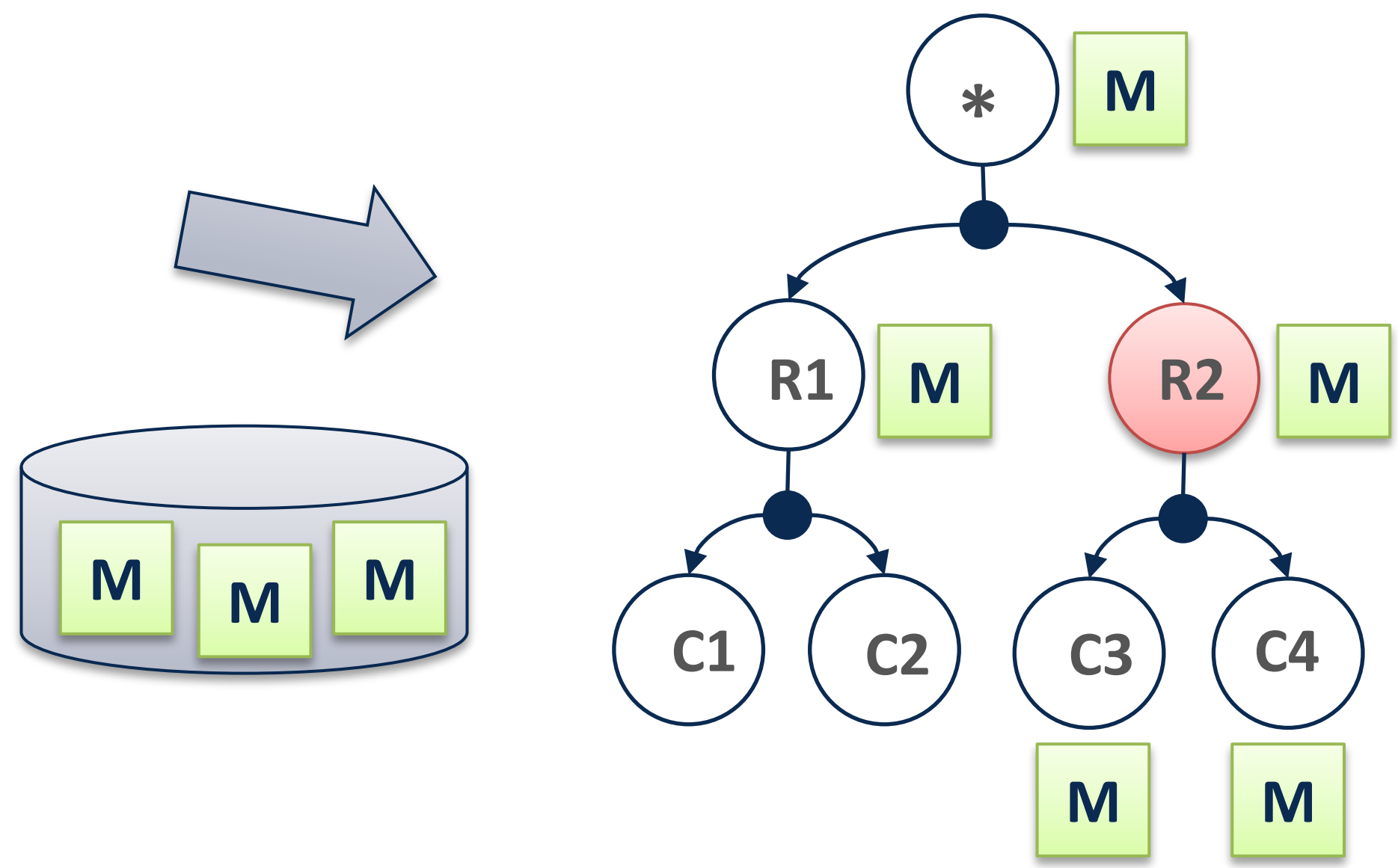

> Forecast Model Advisor

Traditional Database Systems

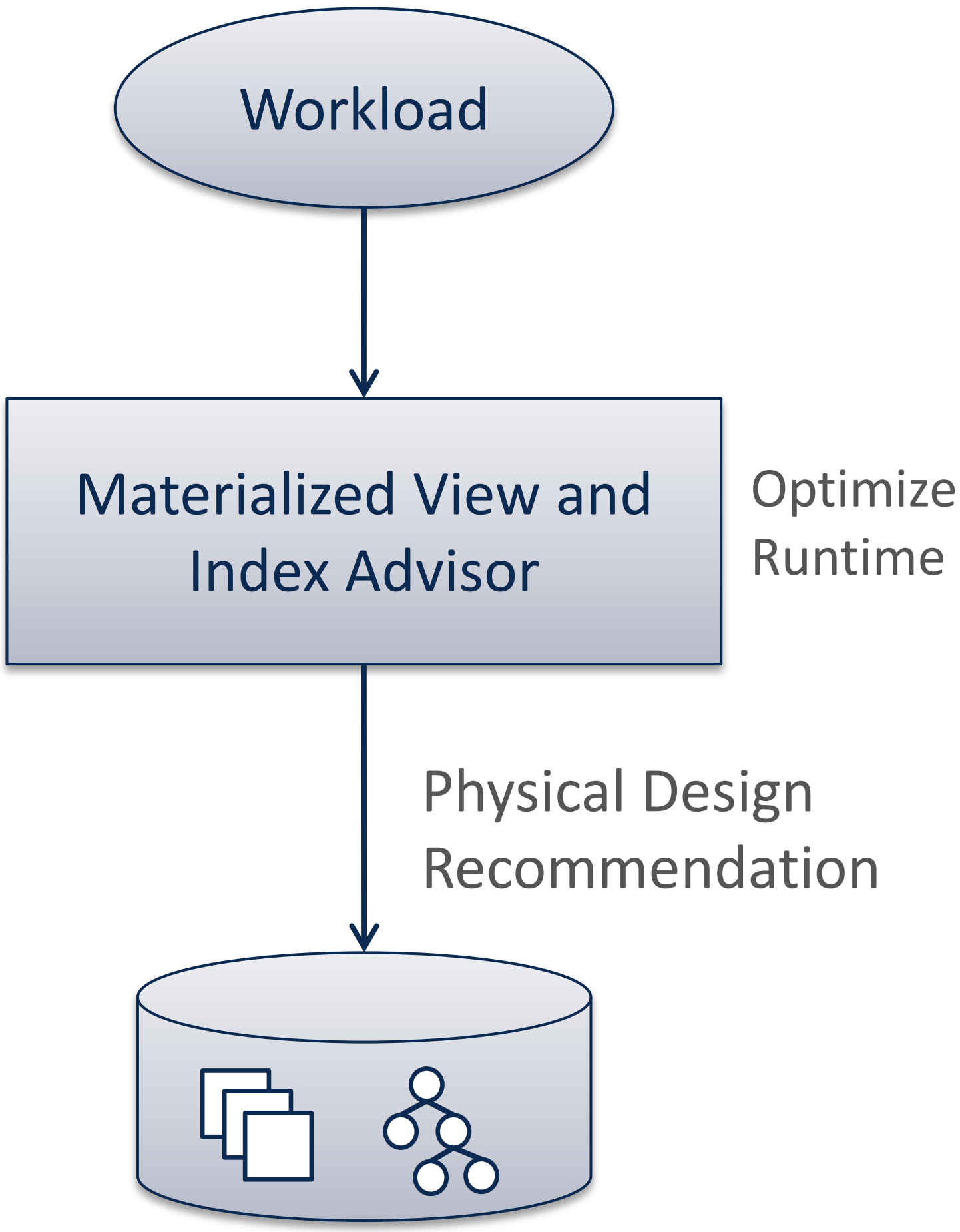

Statistical Database Systems

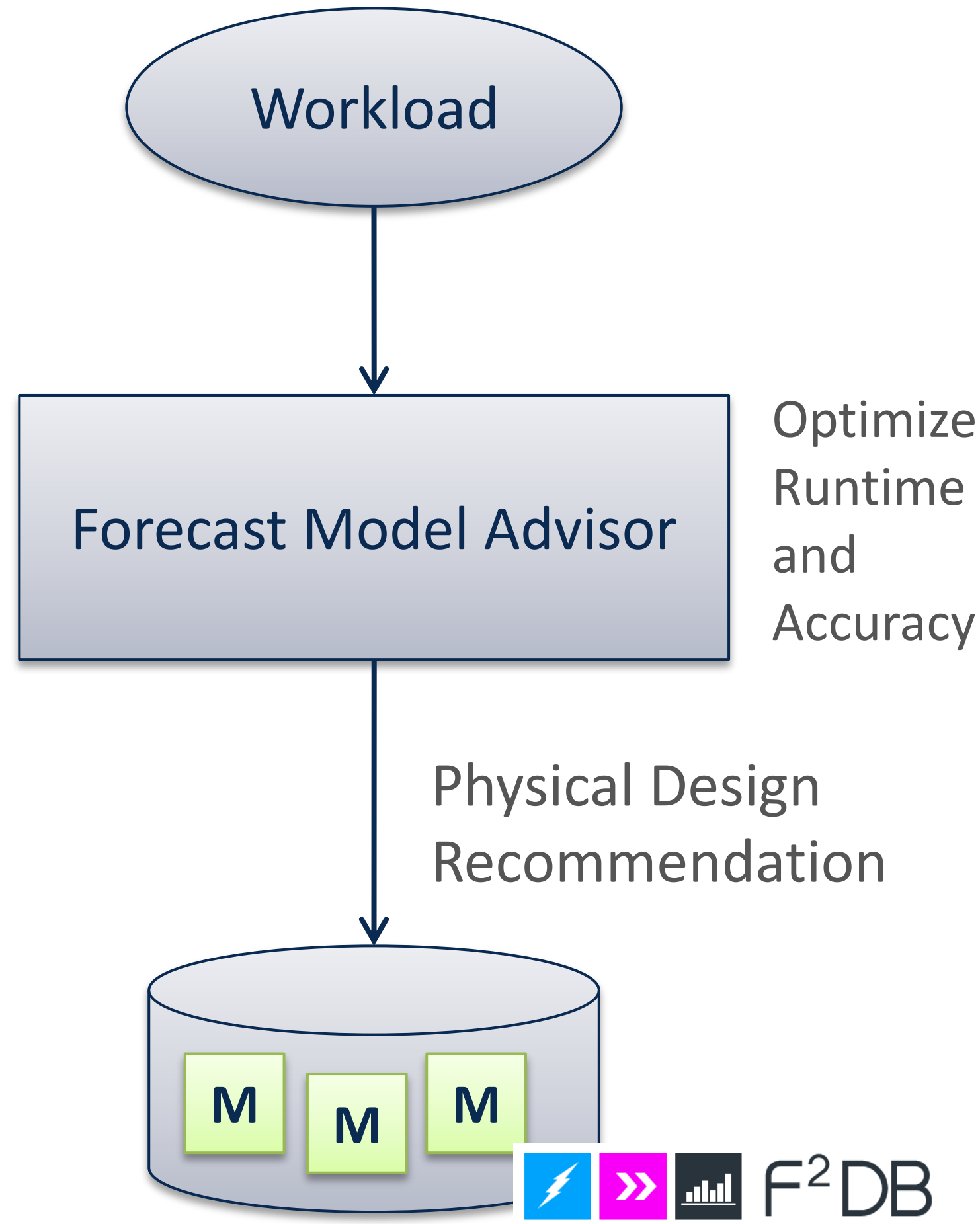

Conceptually, we organize the aggregation possibilities as a <u>directed time series hyper graph</u>

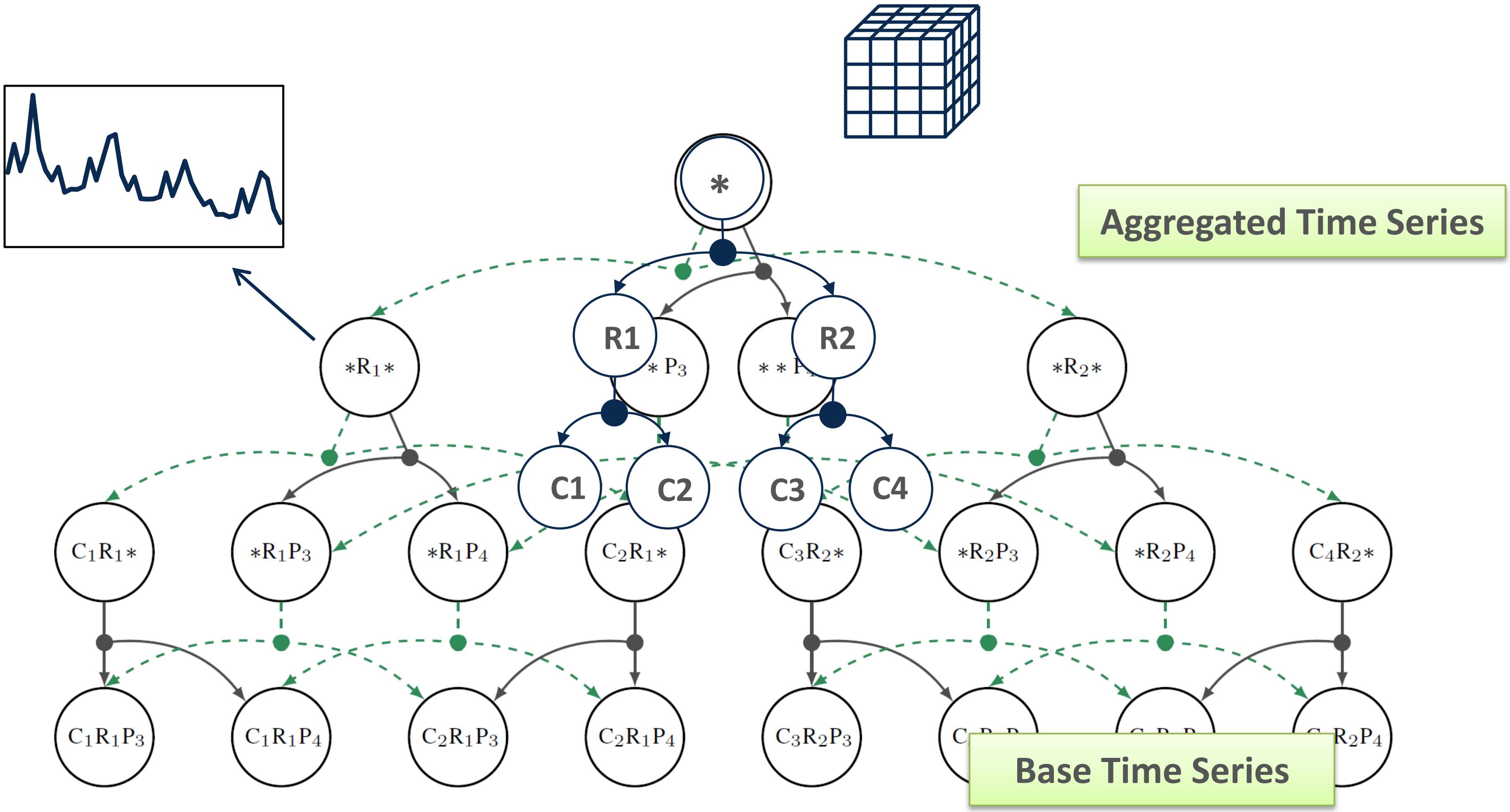

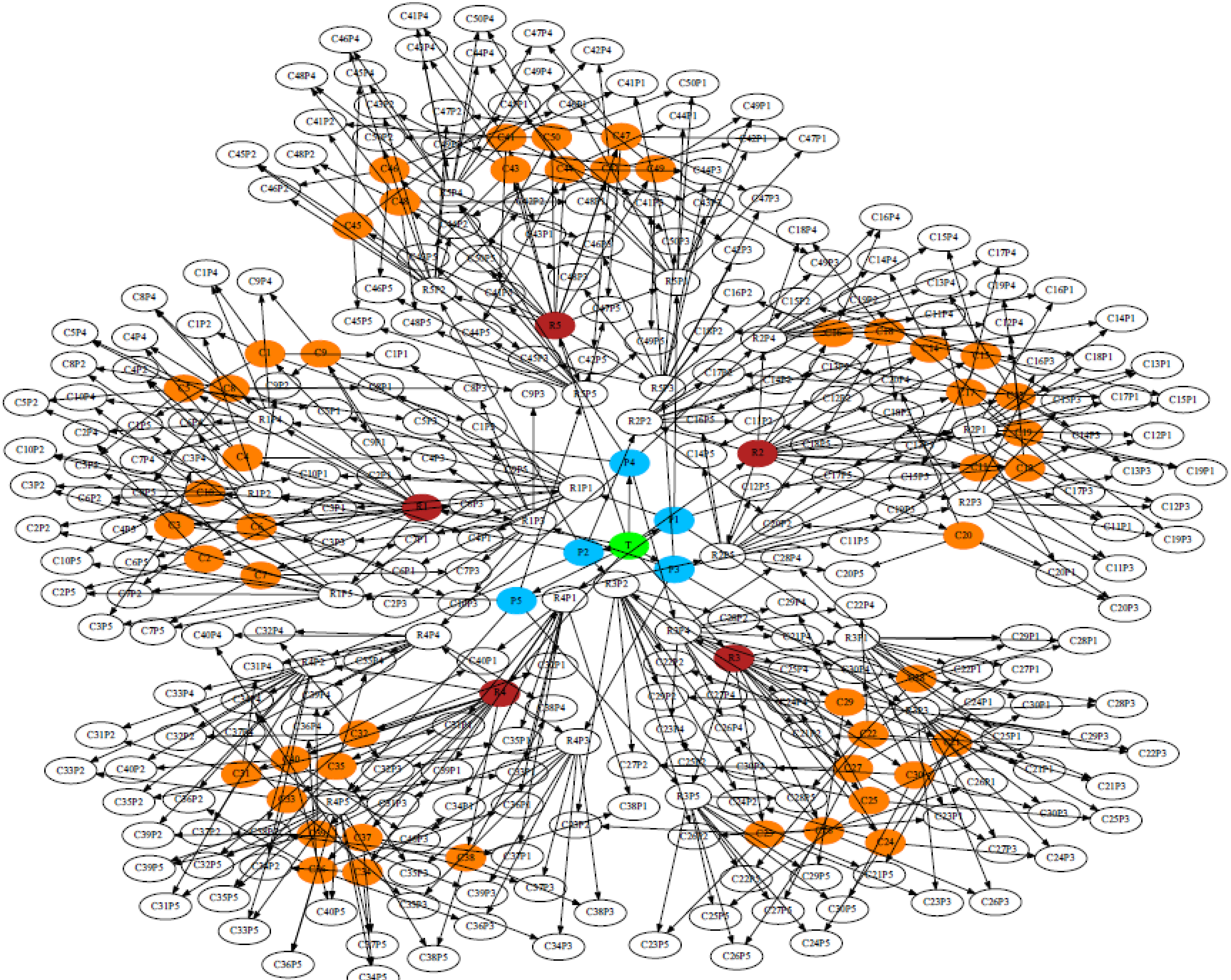

Each node (or time series) may be associated with a forecast model

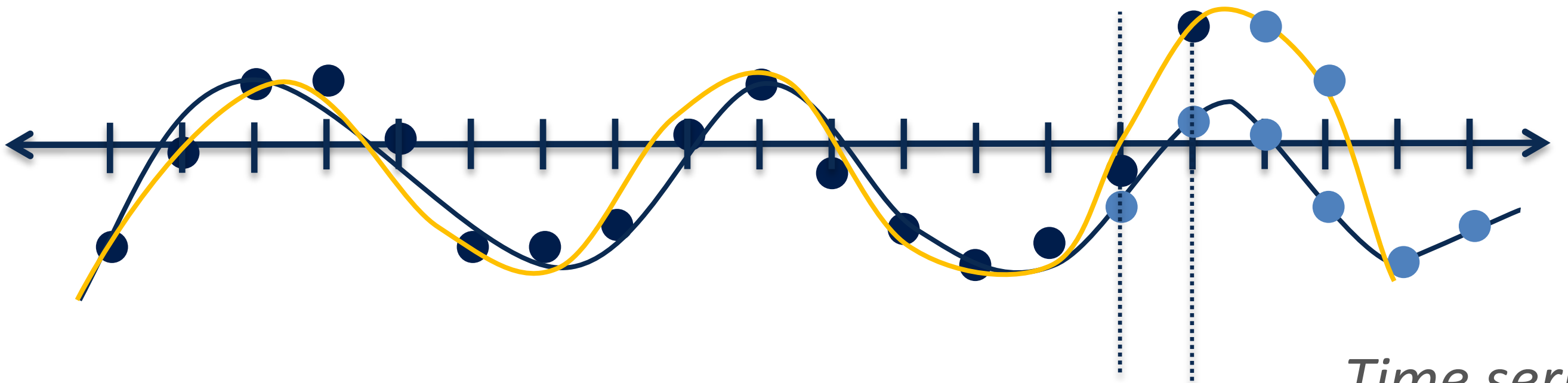

Time series methods

- Exponential Smoothing
- ARIMA

A query describes one or several nodes in the hyper graph

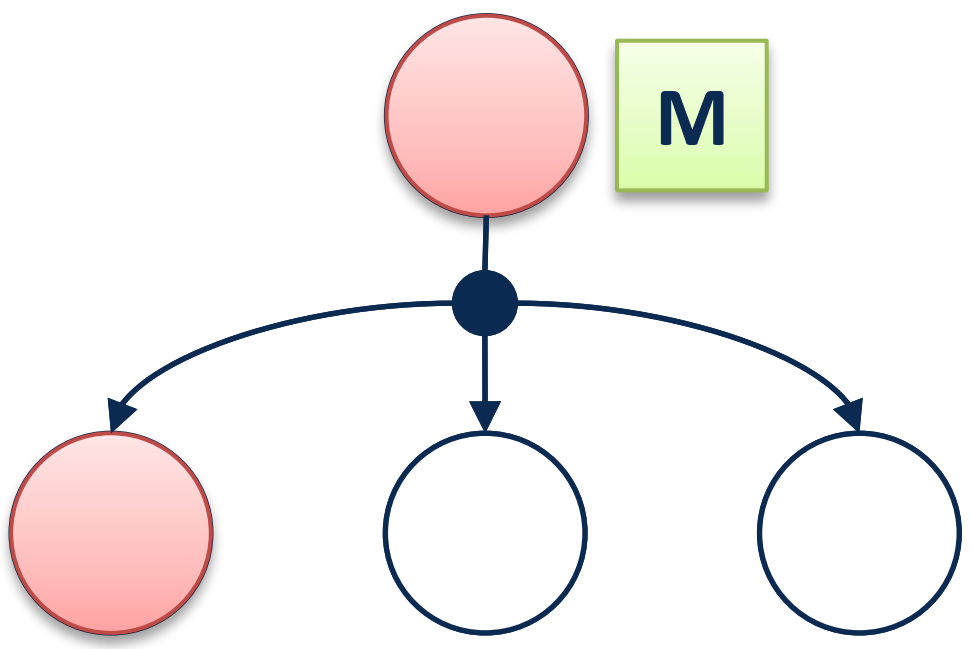

Forecast values of a node can be computed by any nodes in the graph

Derivation weight k

- Based on history of source and target time series

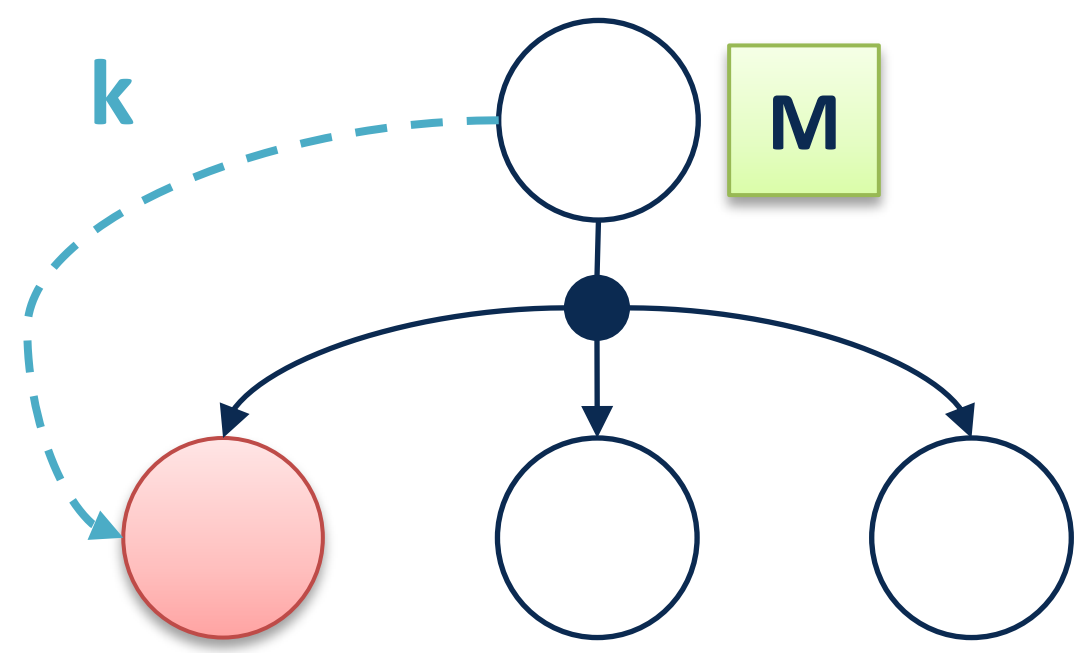

Direct | Aggregation | Disaggregation

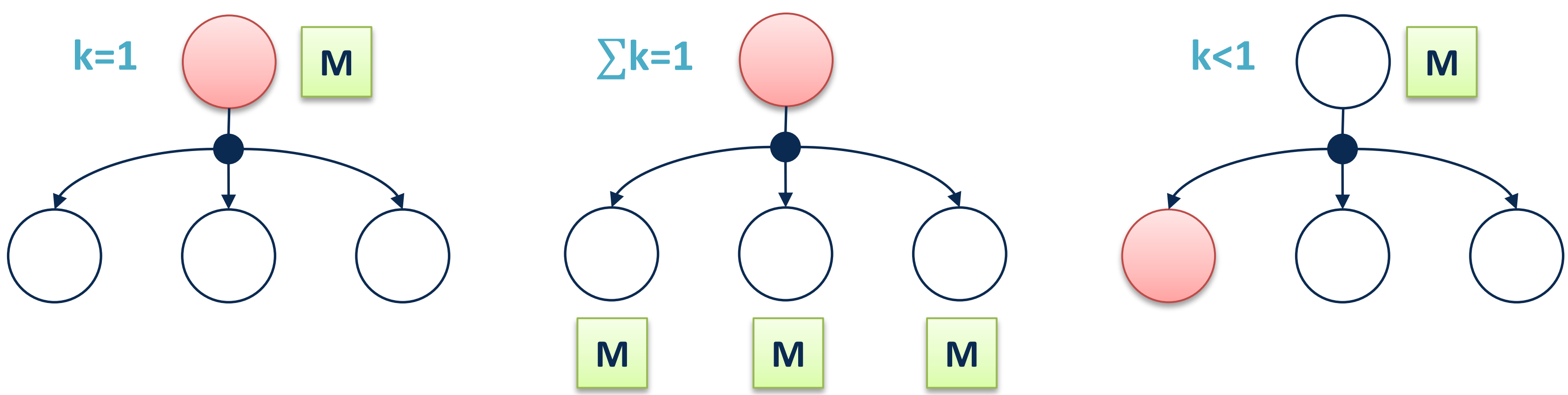

> Evaluation of Model Configurations

Model configuration

Assignment of models

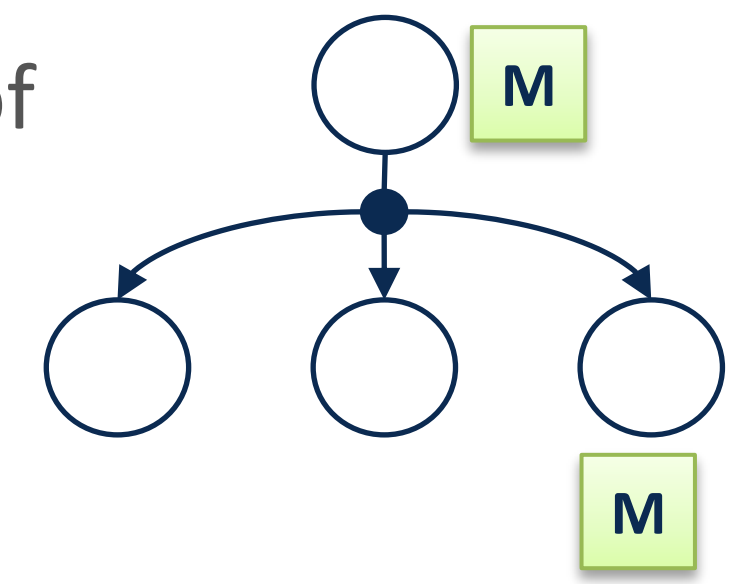

+

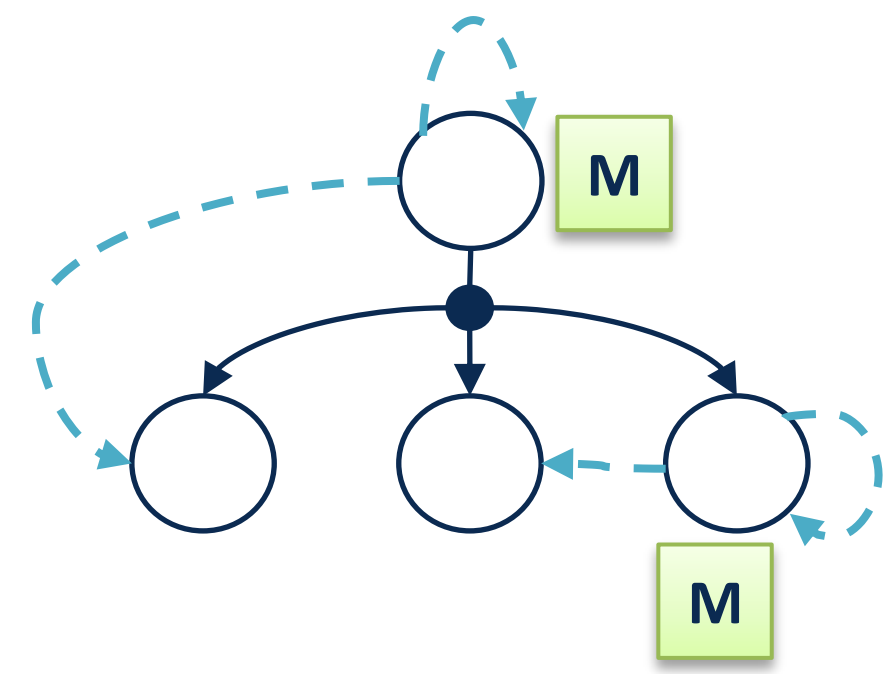

Assignment of derivation schemes

Configuration evaluation

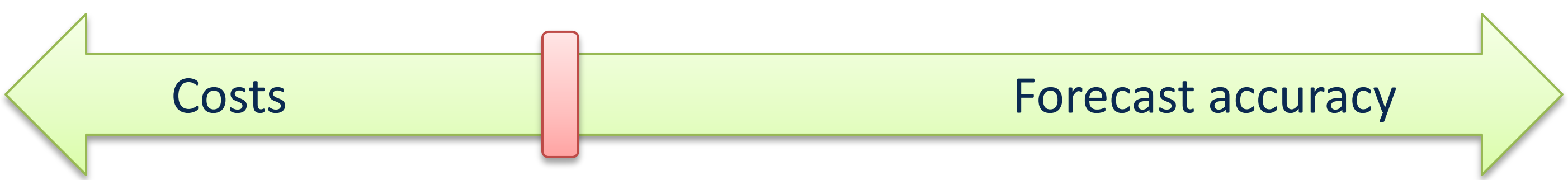

> Overview Configuration Advisor

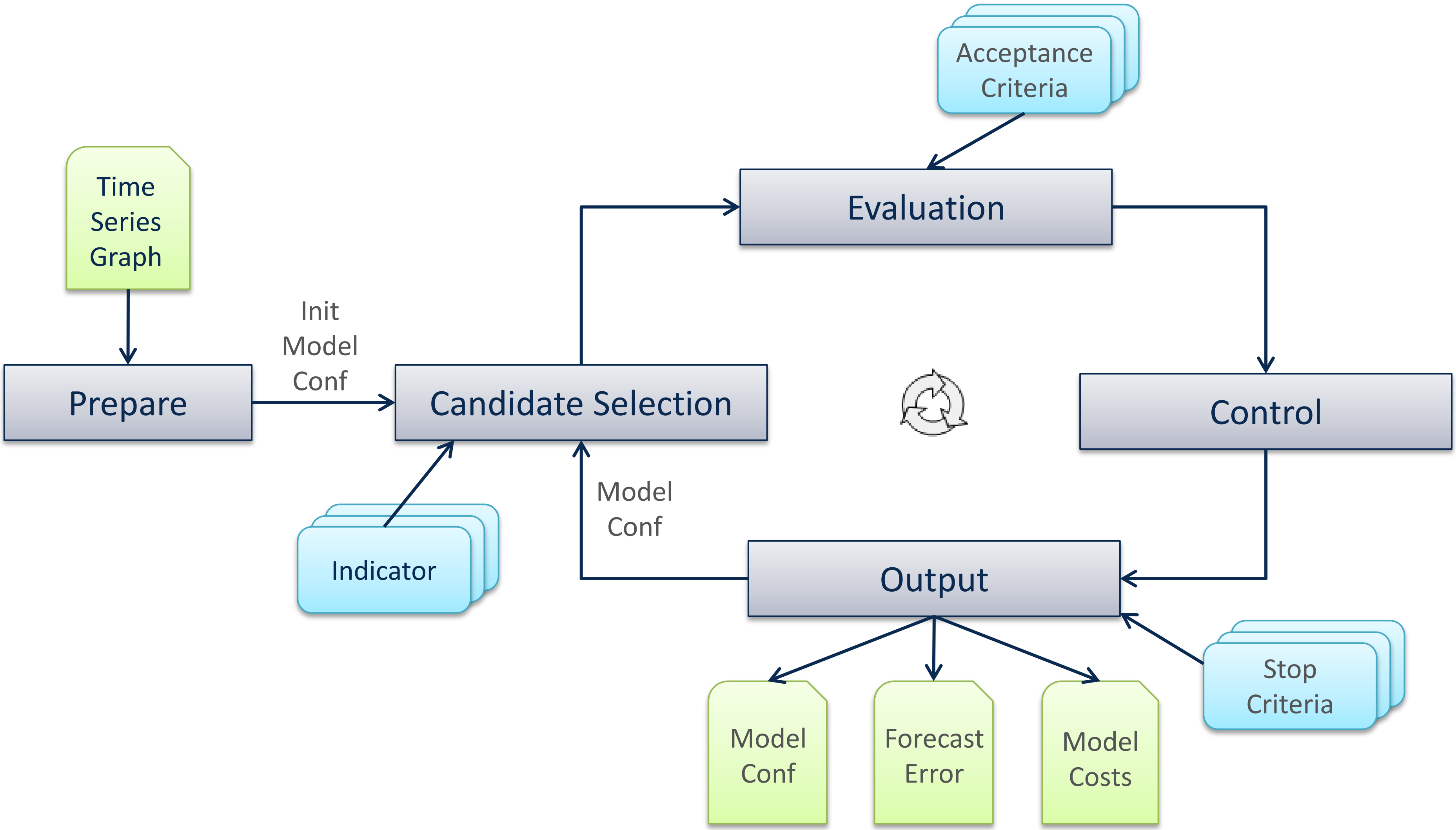

> Indicators

Heuristically indicate the expected benefit of a model at a node (without building the model)

- Focus on time series relationships
- Measure to specify the derivation error between two nodes
- Low indicator value →low error (*good derivation*)
- High indicator value → high error (*poor derivation*)

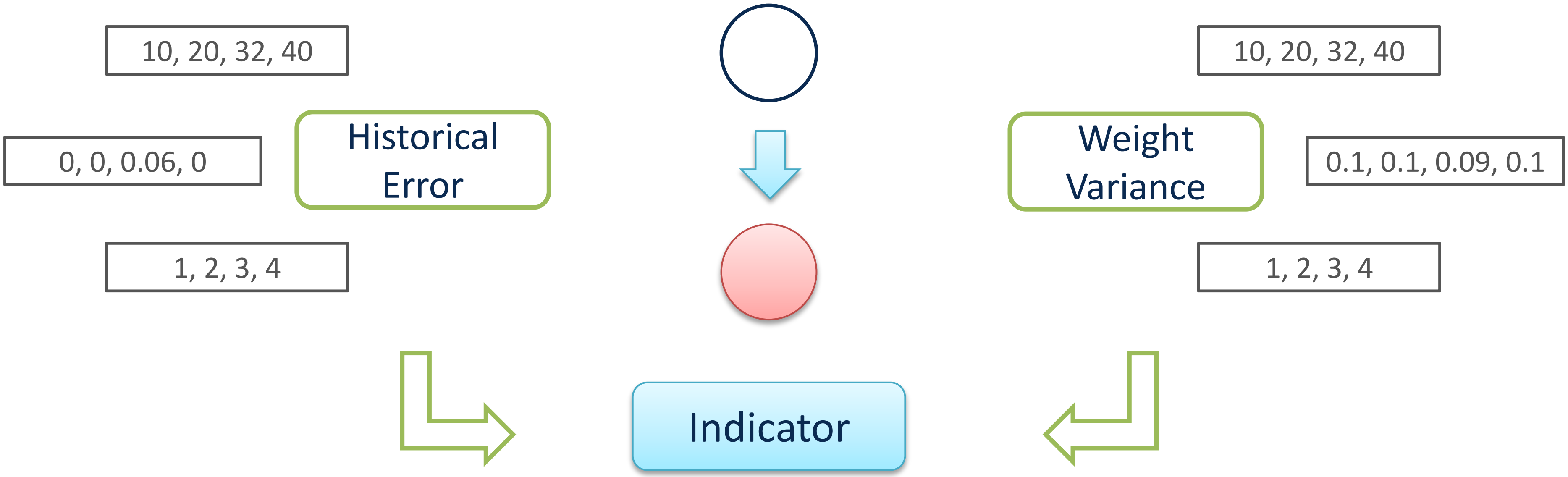

Local indicator arrays

→ Derivation errors of one node

Global indicator array

→ Minimum over all local arrays

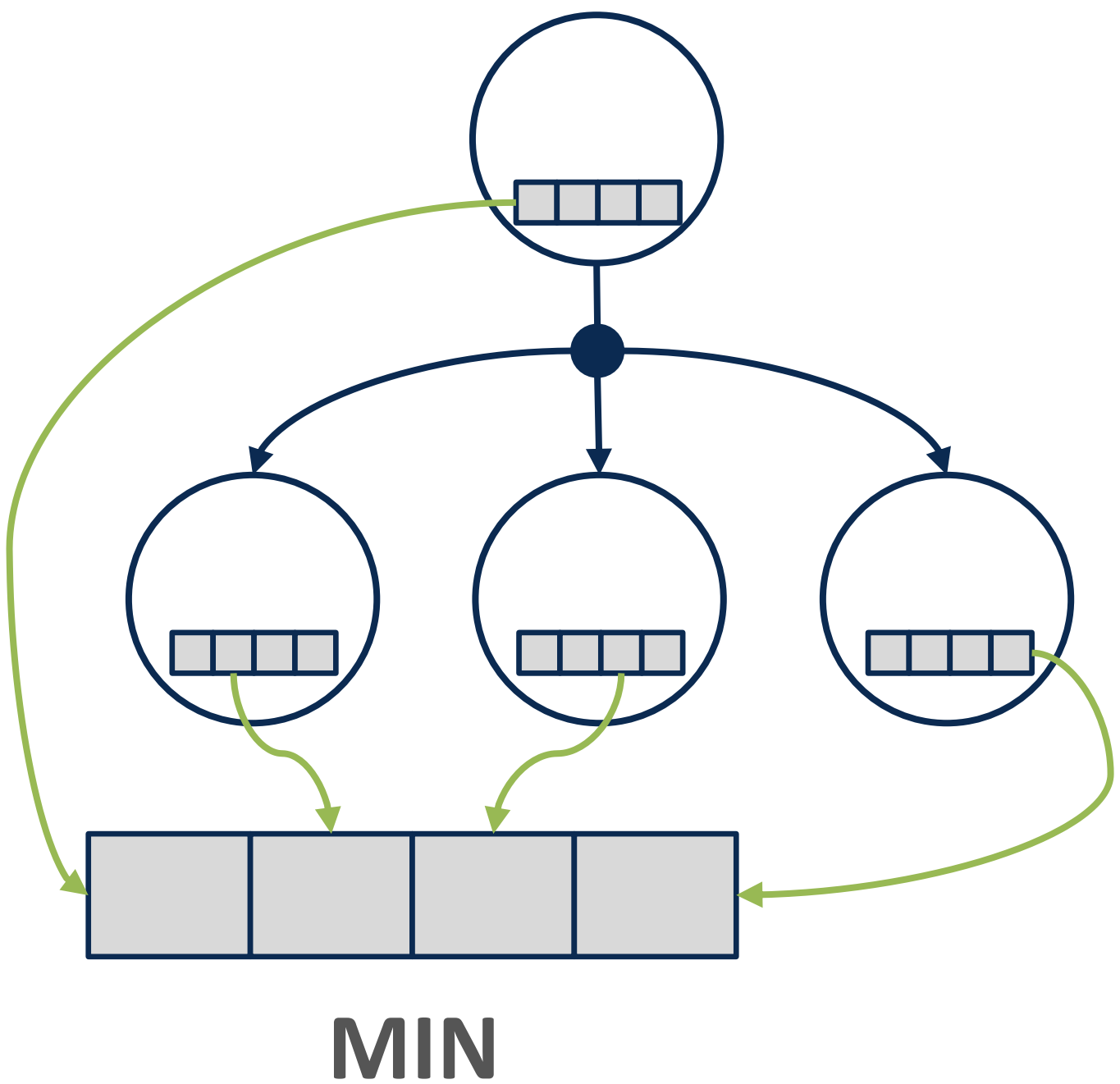

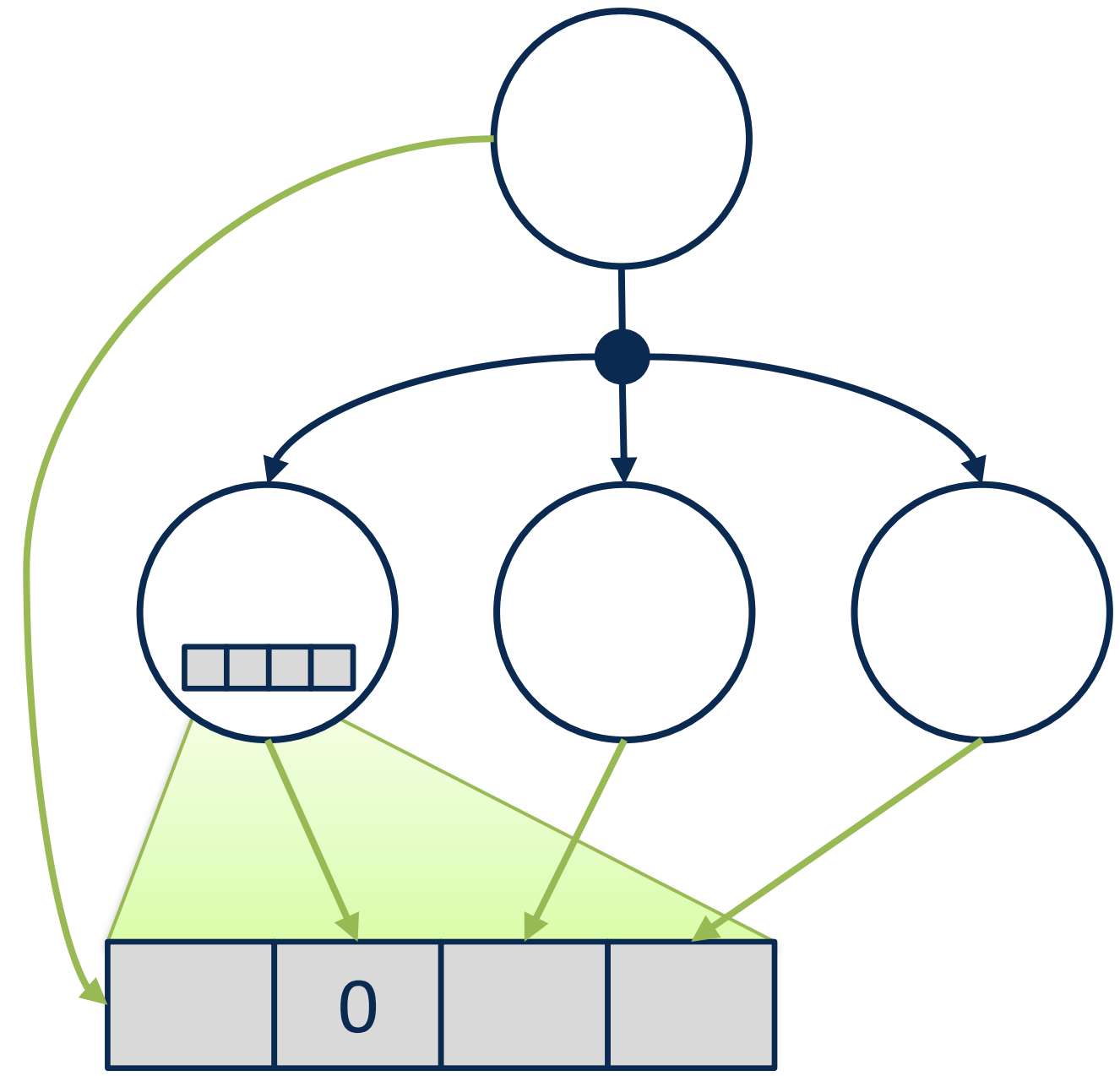

> Selection of Model Configurations

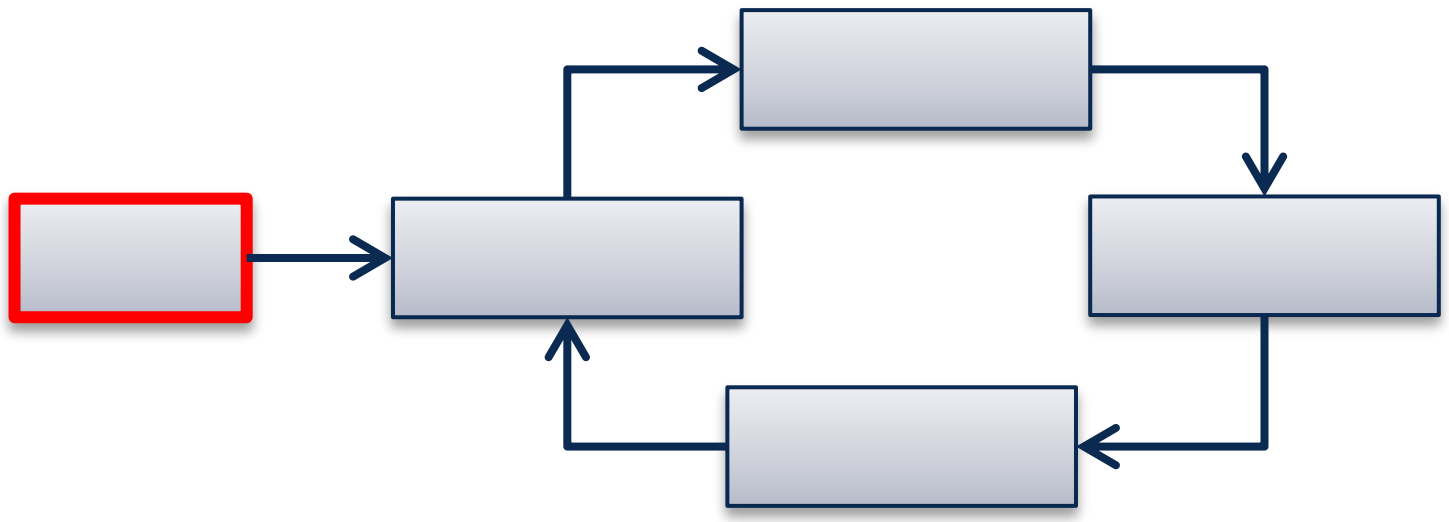

Select start configuration

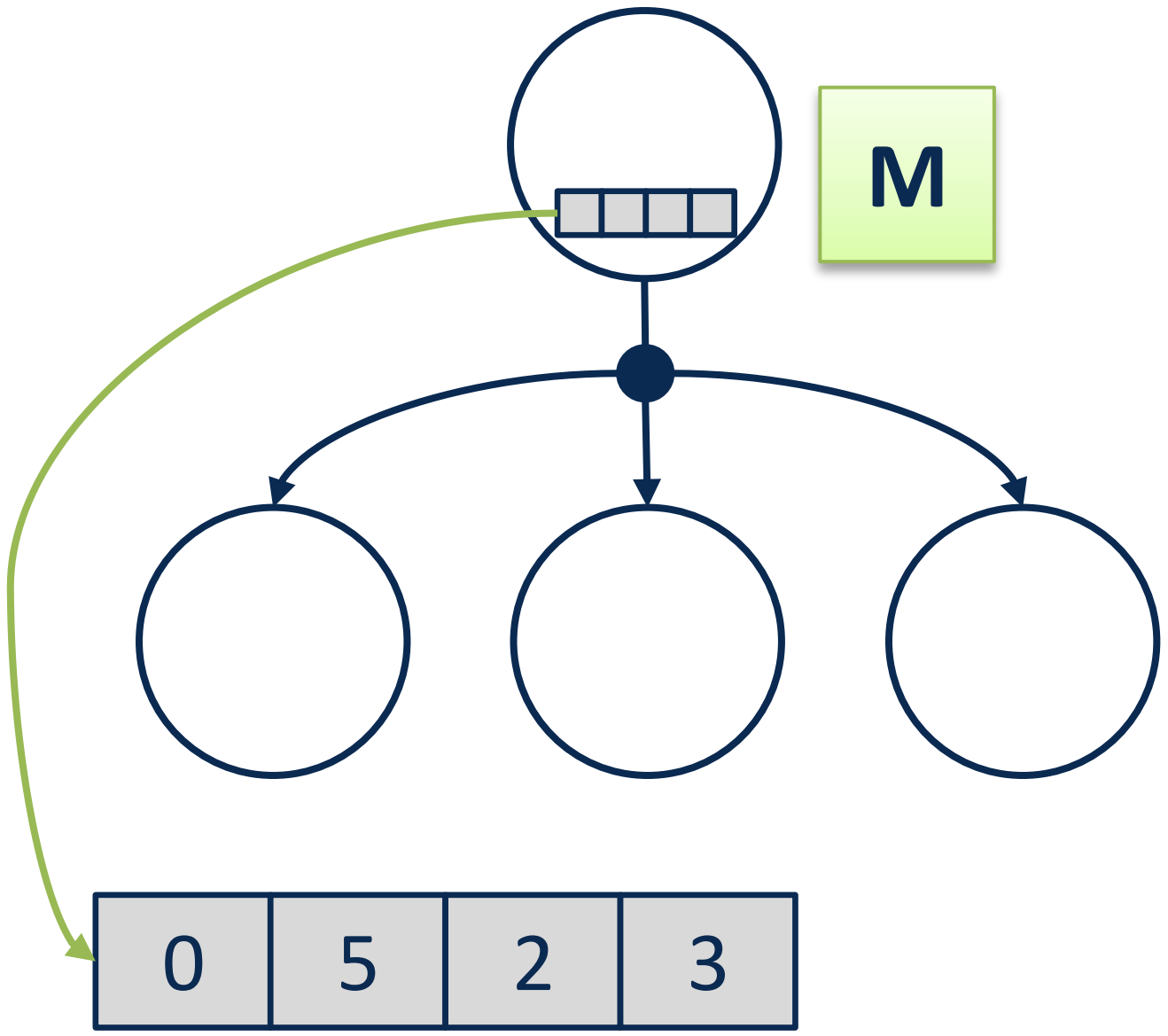

> Selection of Model Configurations

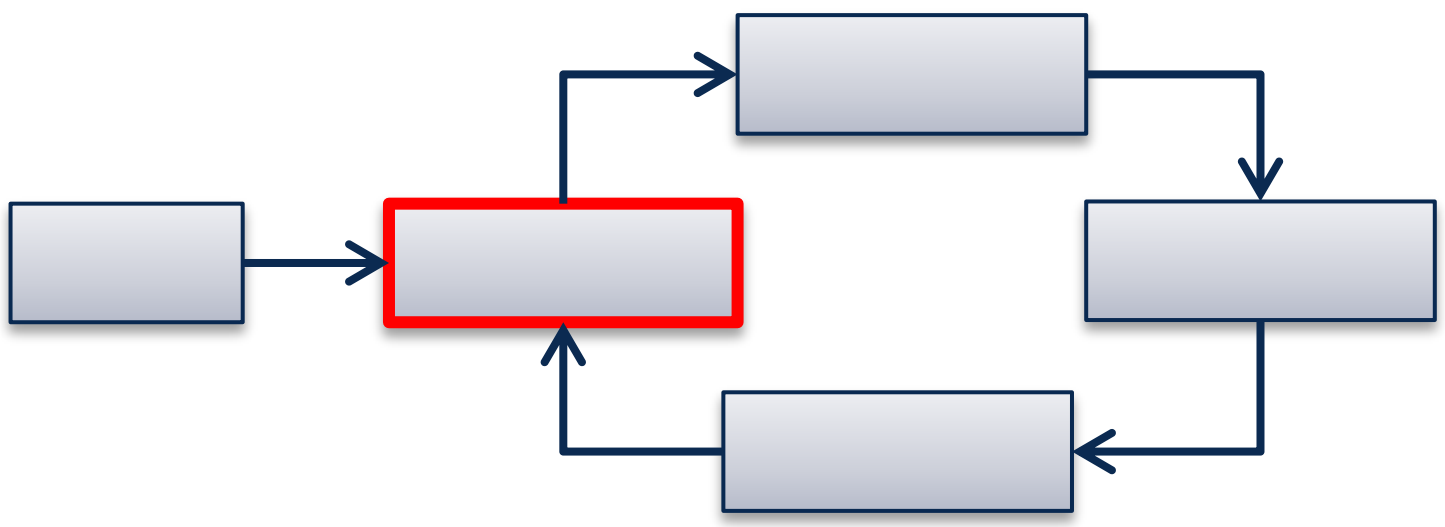

Select start configuration

Candidate selection

- Preselection

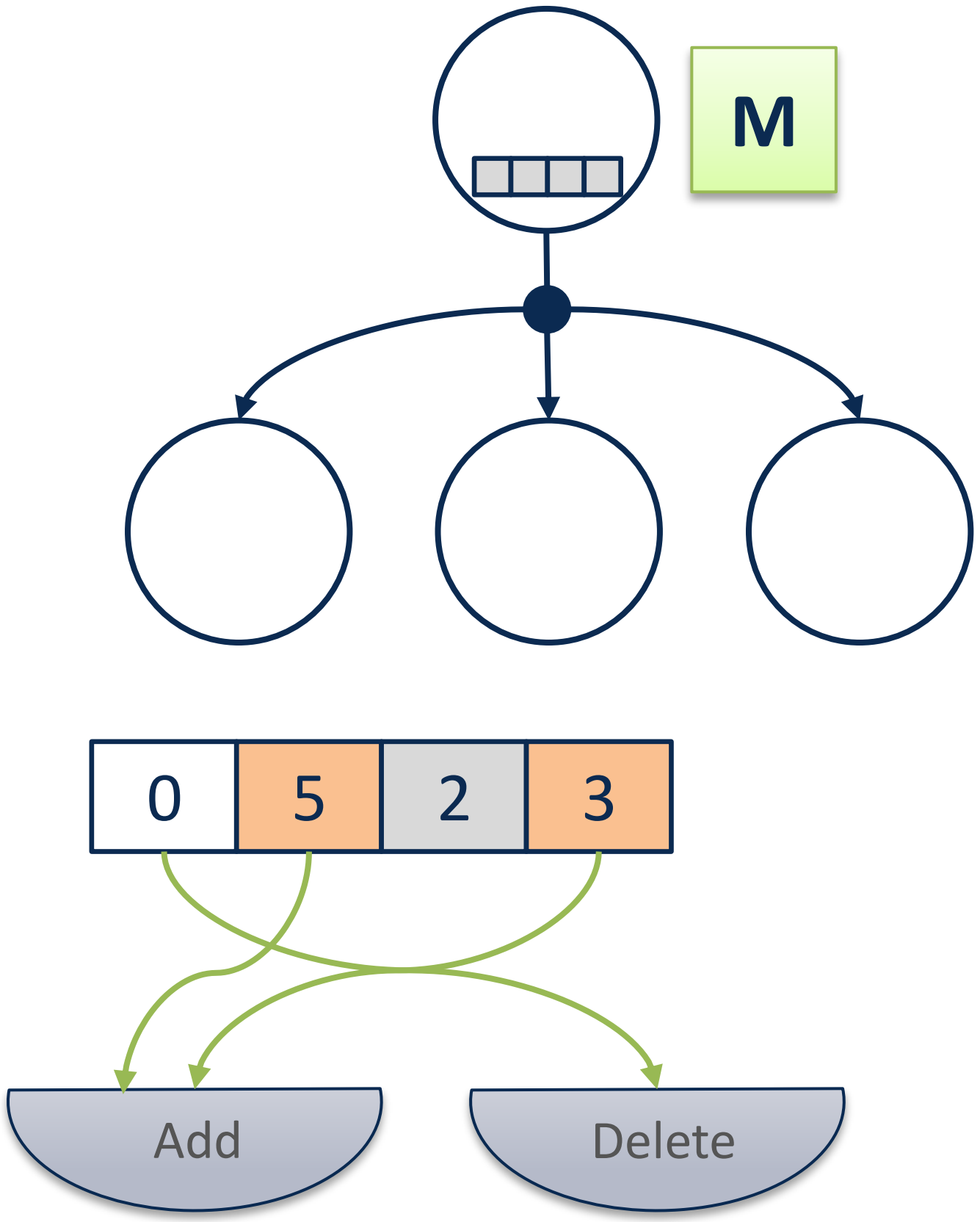

> Selection of Model Configurations

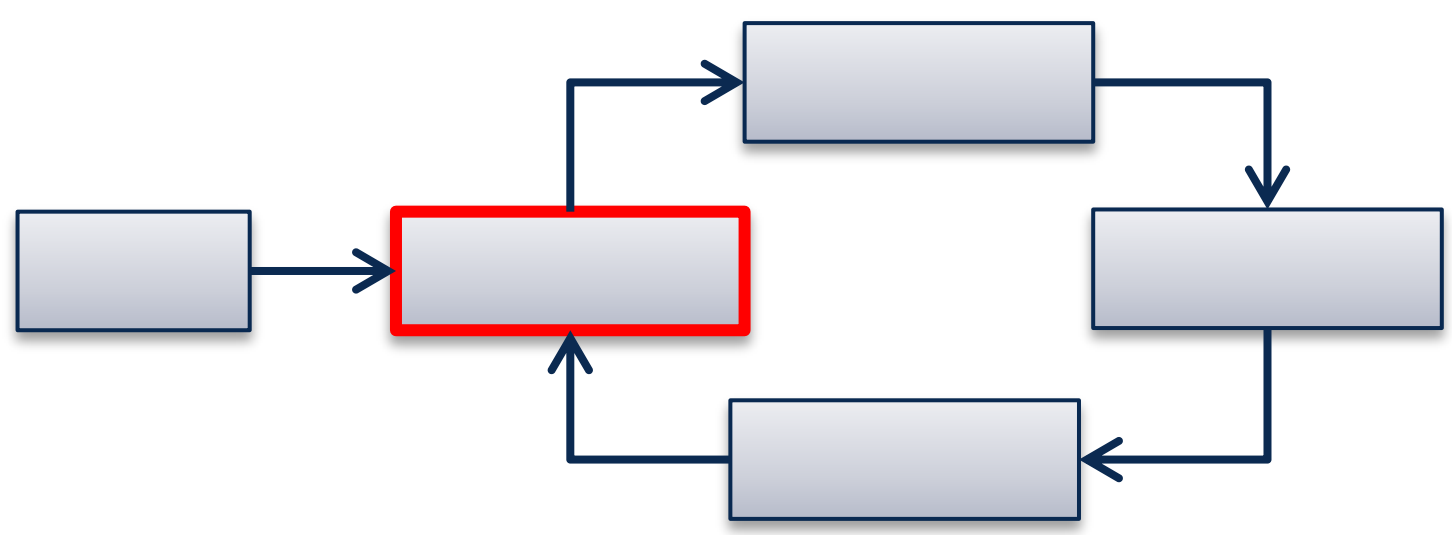

Select start configuration

Candidate selection

- Preselection

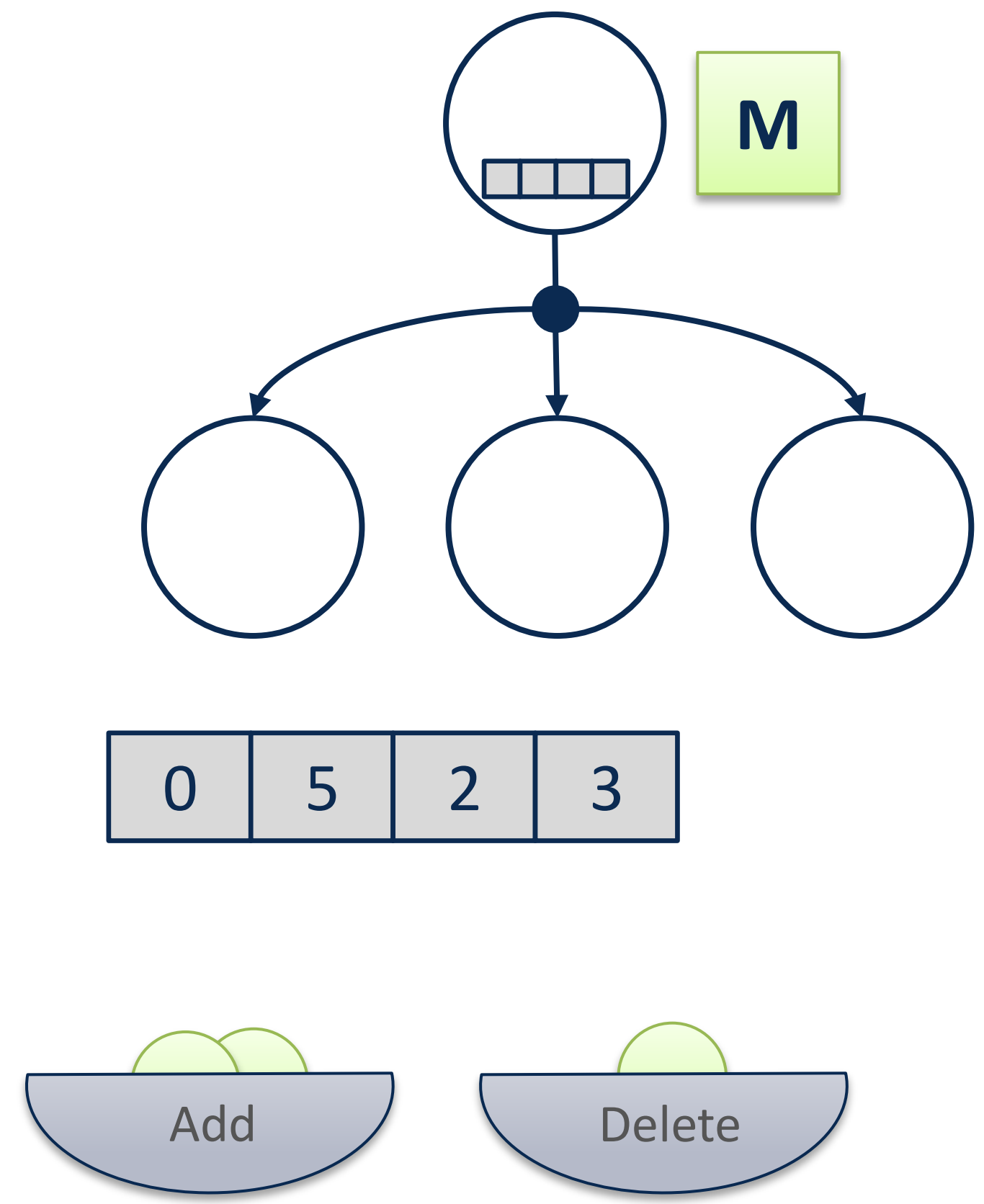

> Selection of Model Configurations

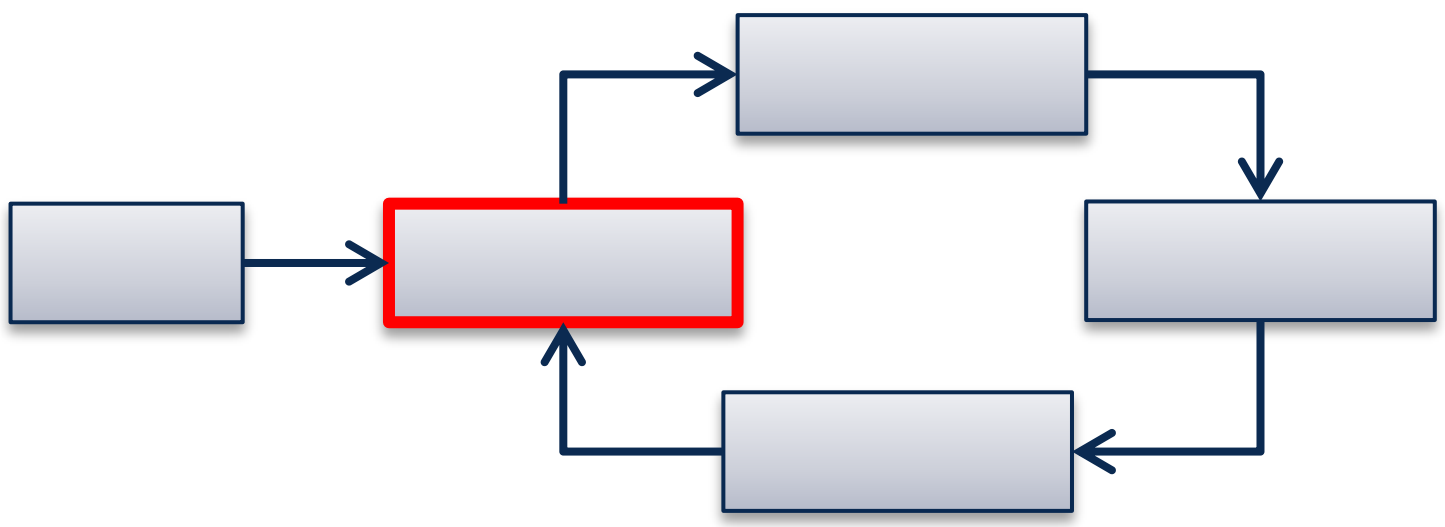

Select start configuration

Candidate selection

- Preselection
- Ranking

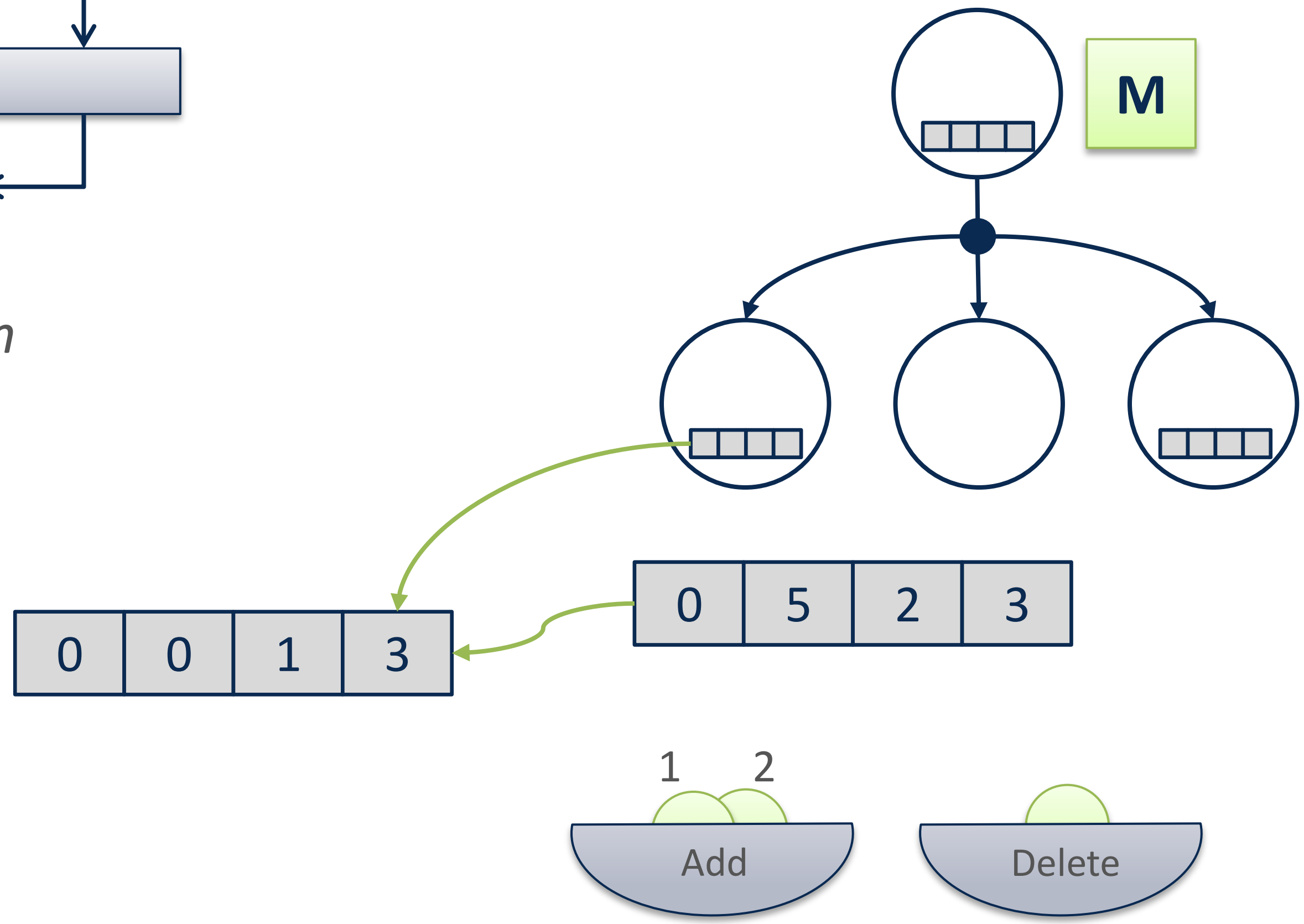

> Selection of Model Configurations

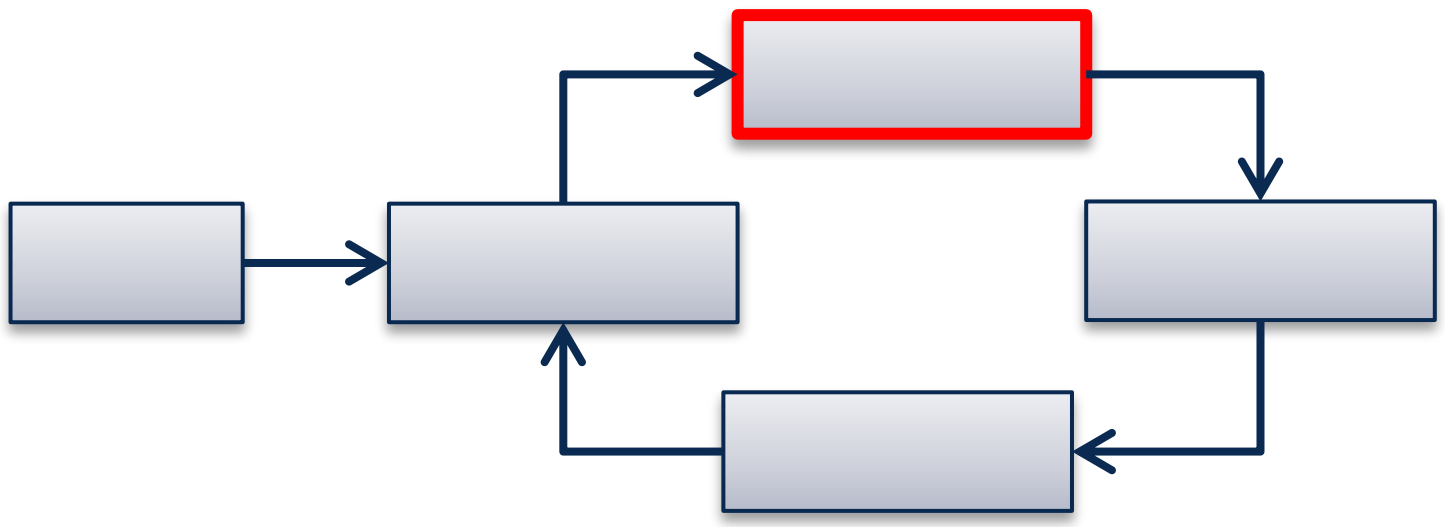

Select start configuration

Candidate selection

- Preselection
- Ranking

Evaluation

- Model creation
- Acceptance

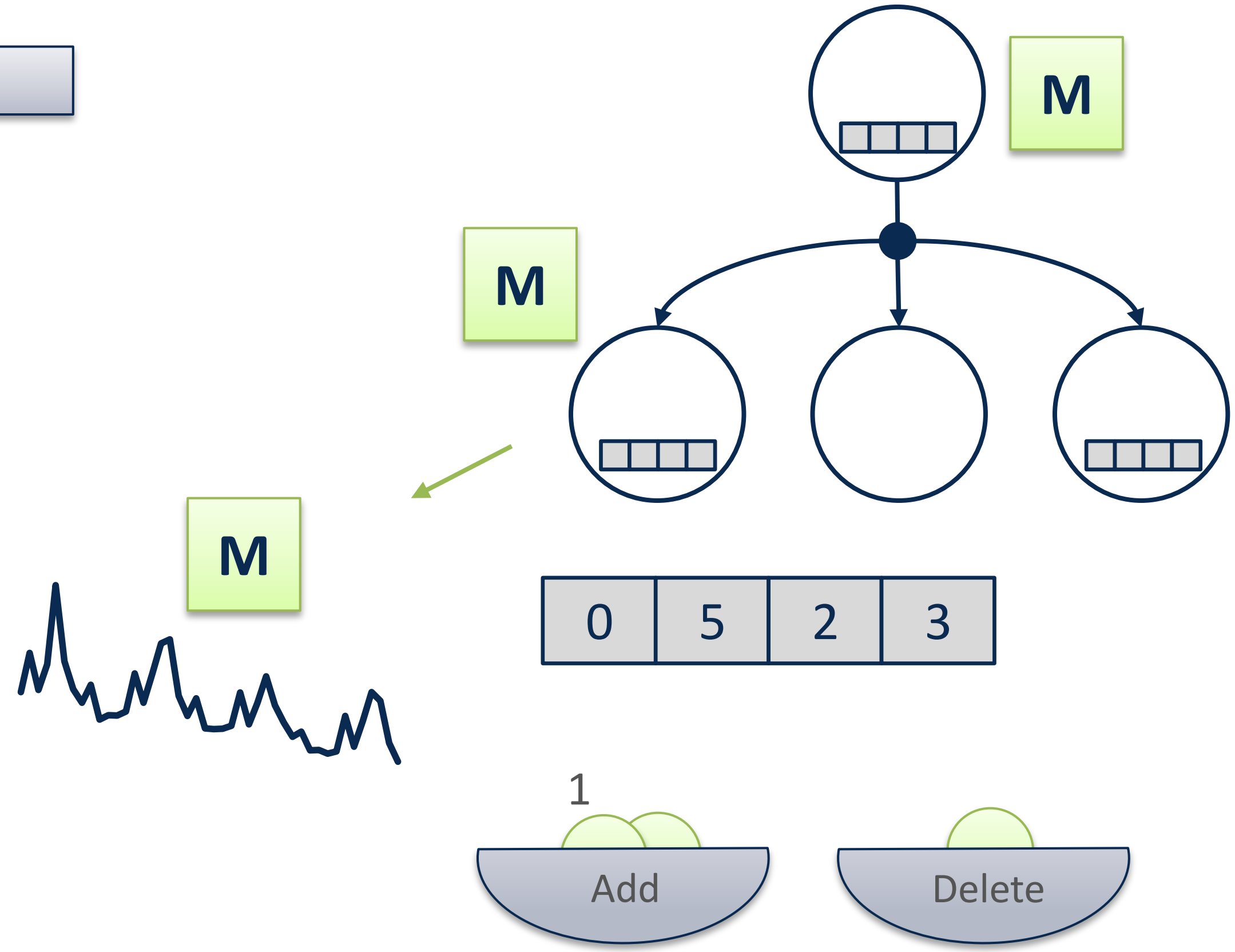

> Selection of Model Configurations

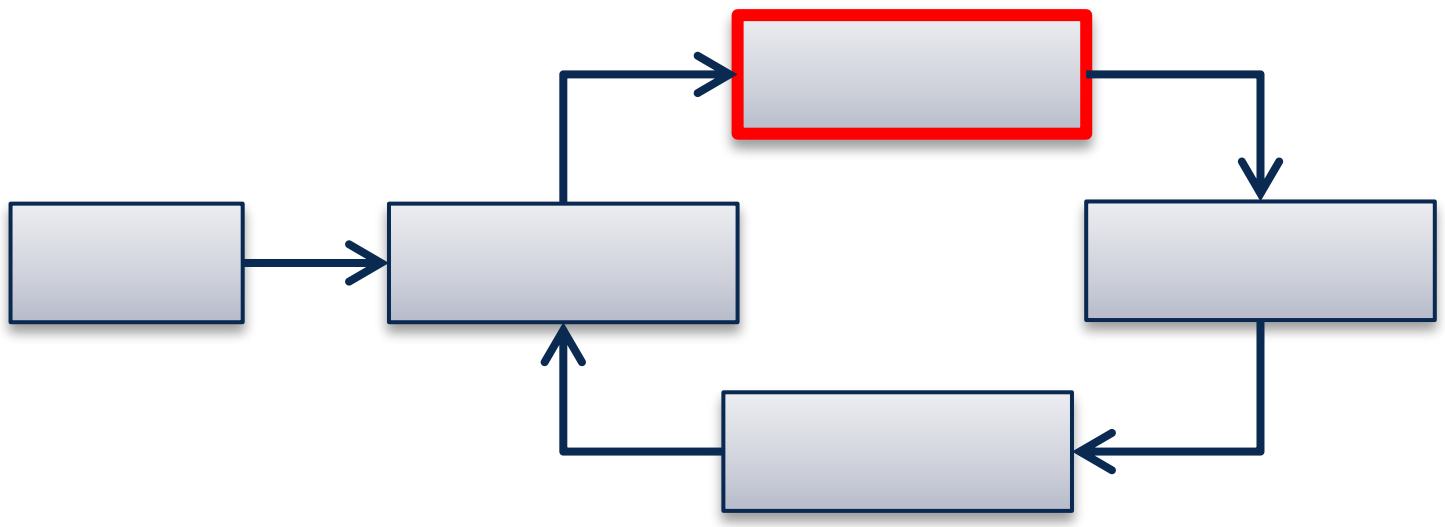

Select start configuration

Candidate selection

- Preselection
- Ranking

Evaluation

- Model creation
- Acceptance

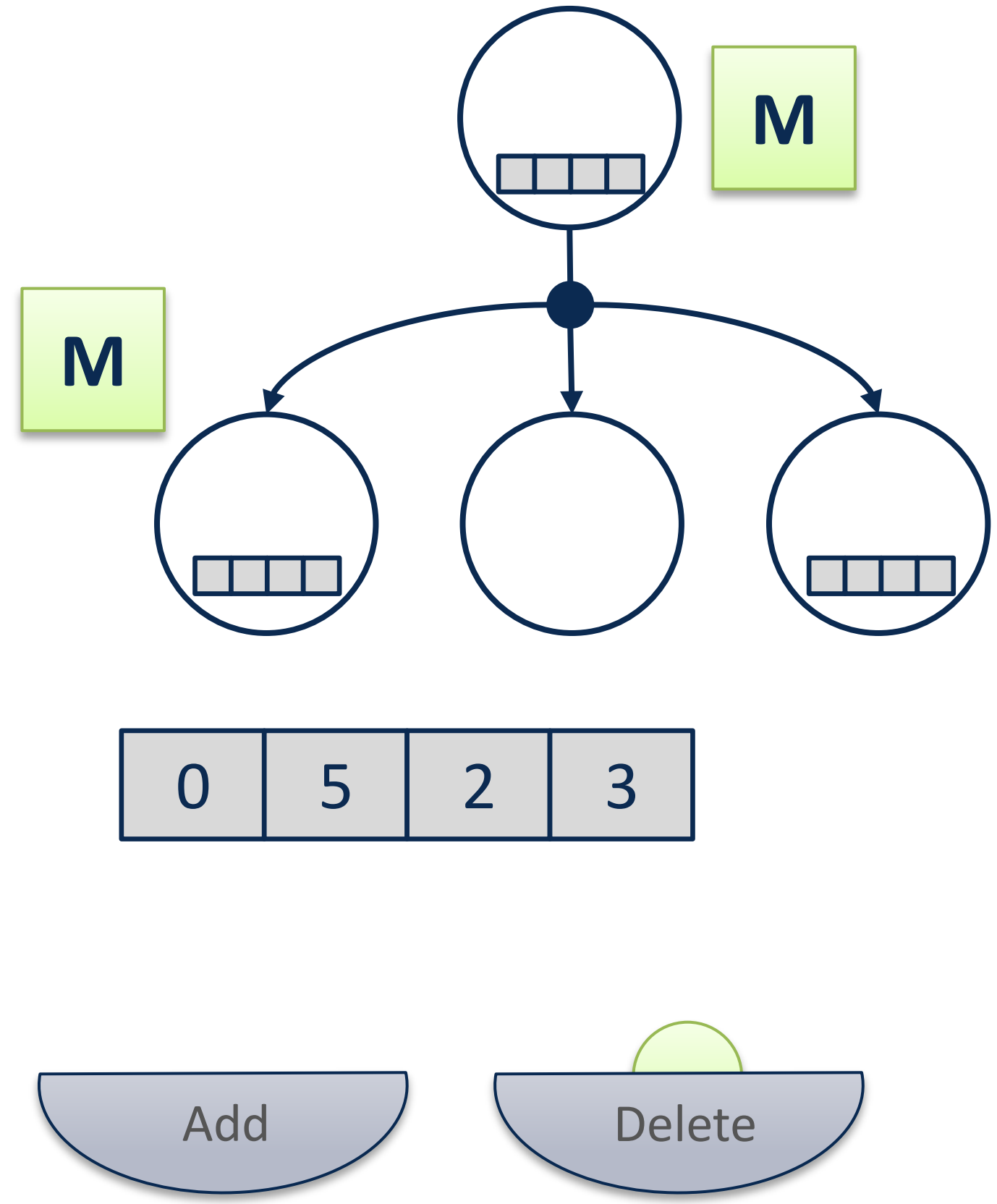

> Selection of Model Configurations

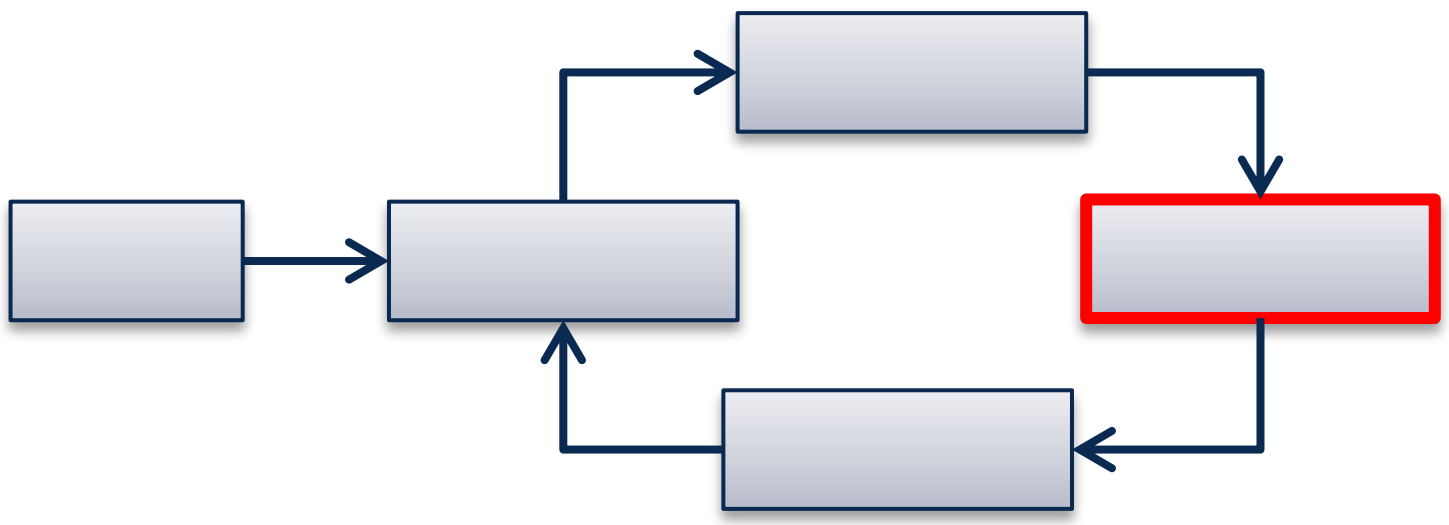

Select start configuration

Candidate selection

- Preselection
- Ranking

Evaluation

- Model creation
- Acceptance

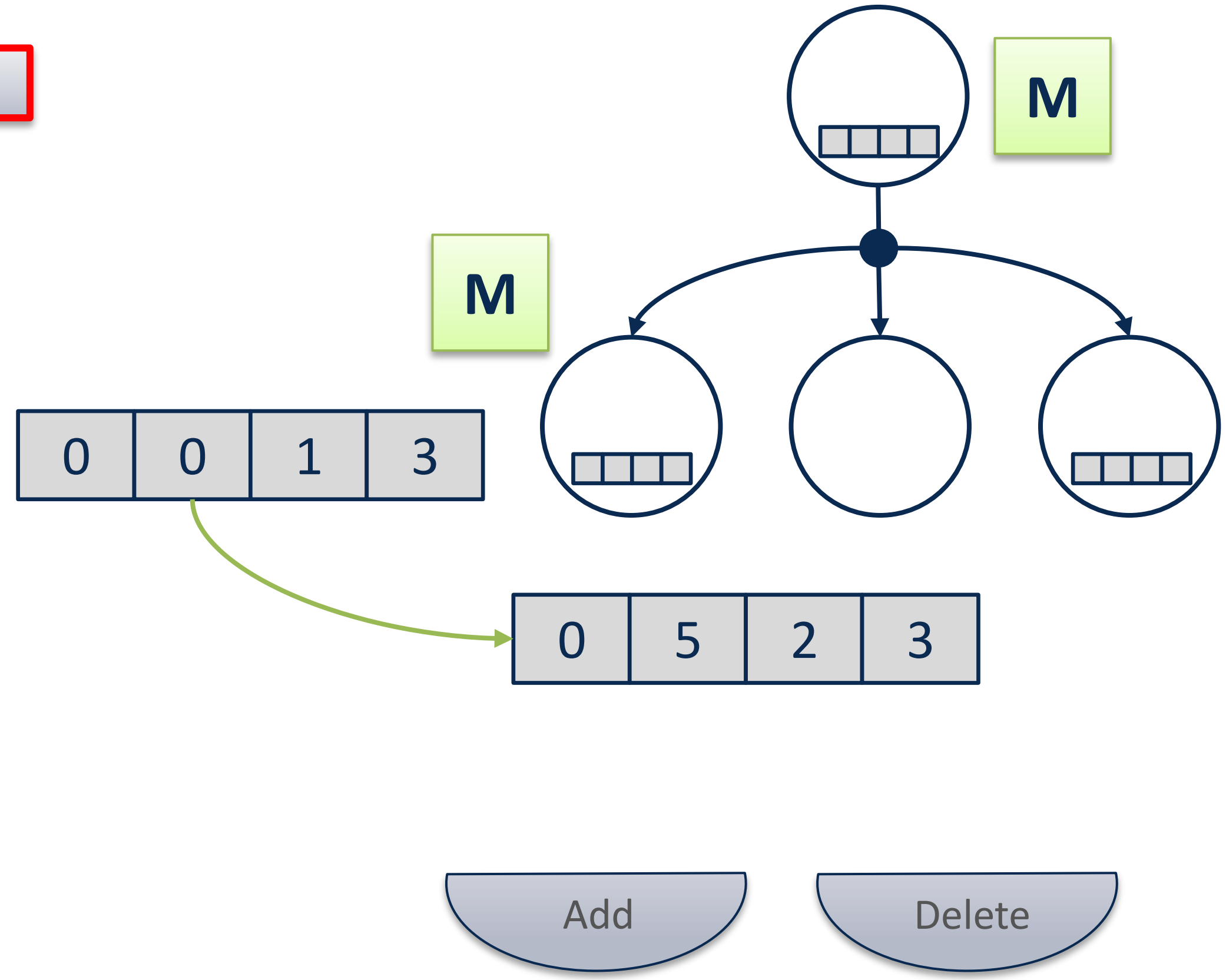

Selection of Model Configurations

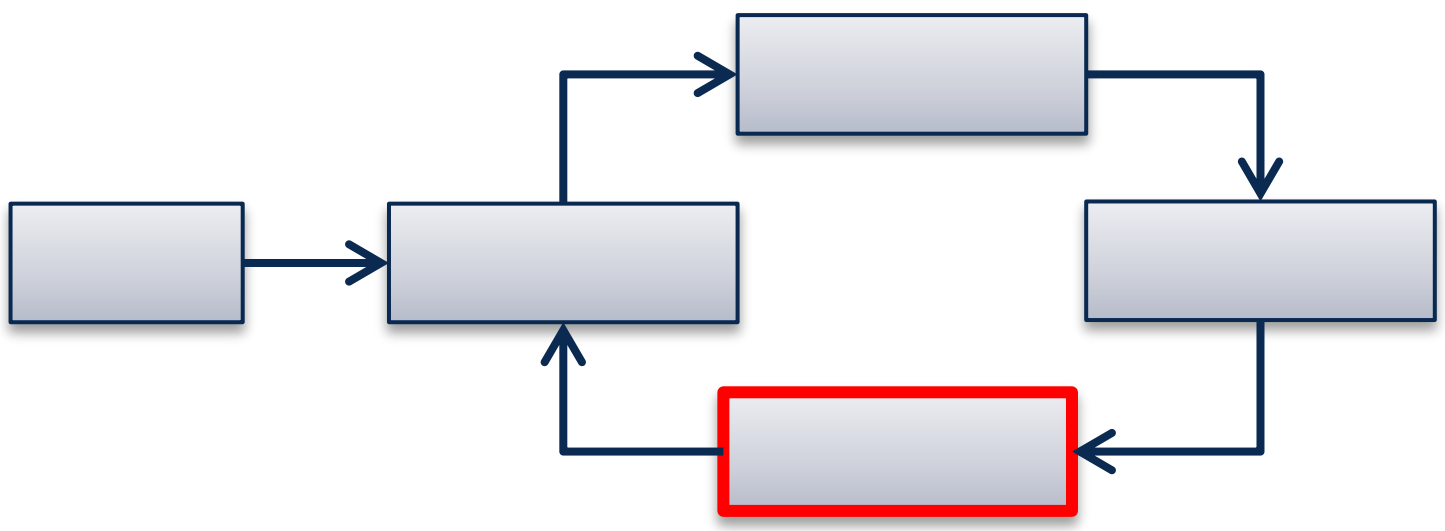

Select start configuration

Candidate selection

- Preselection
- Ranking

Evaluation

- Model creation
- Acceptance

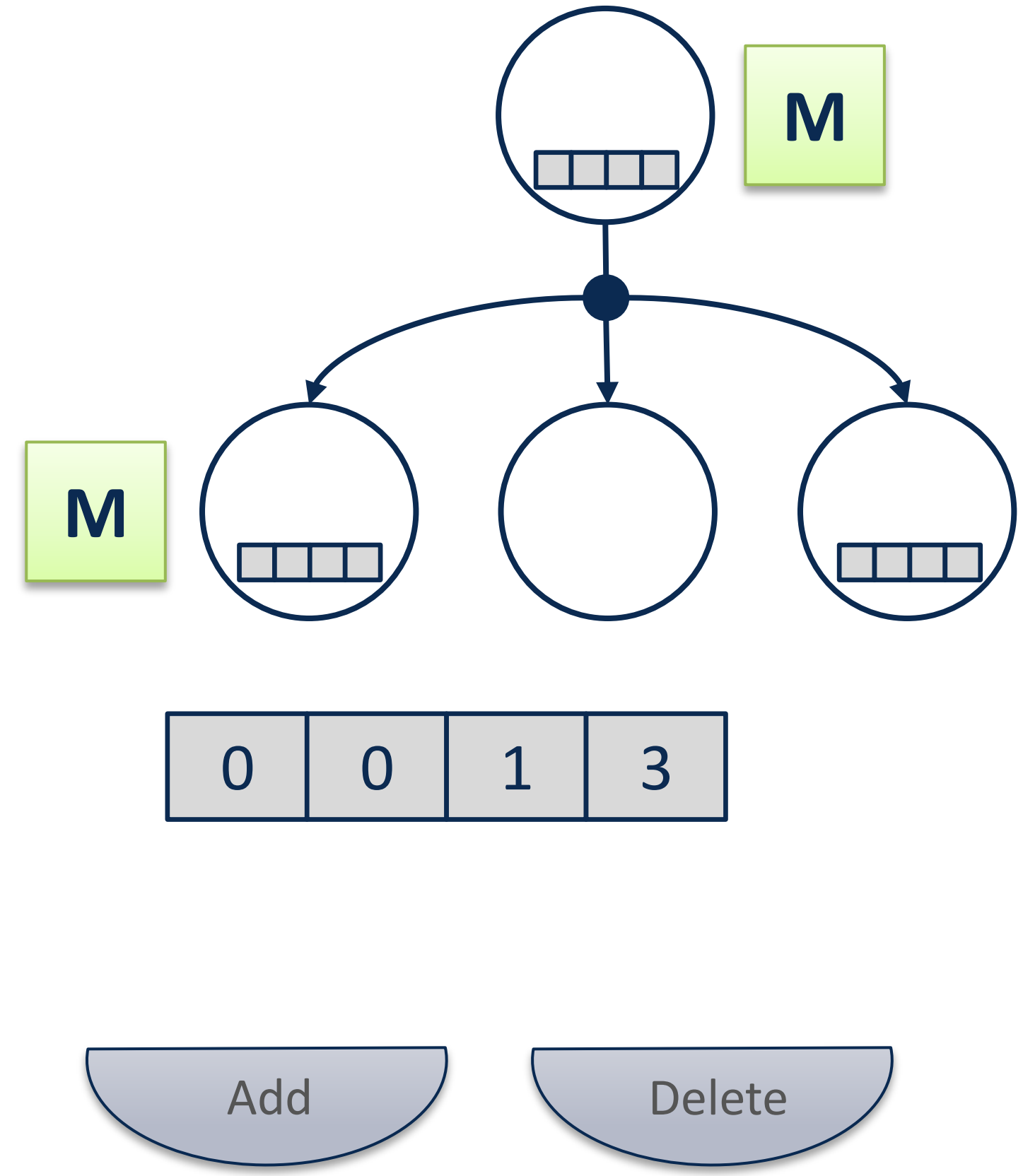

Model costs: 2

Forecast error: 10 %

> Indicator Accuracy

Correlation between indicators and real forecast error

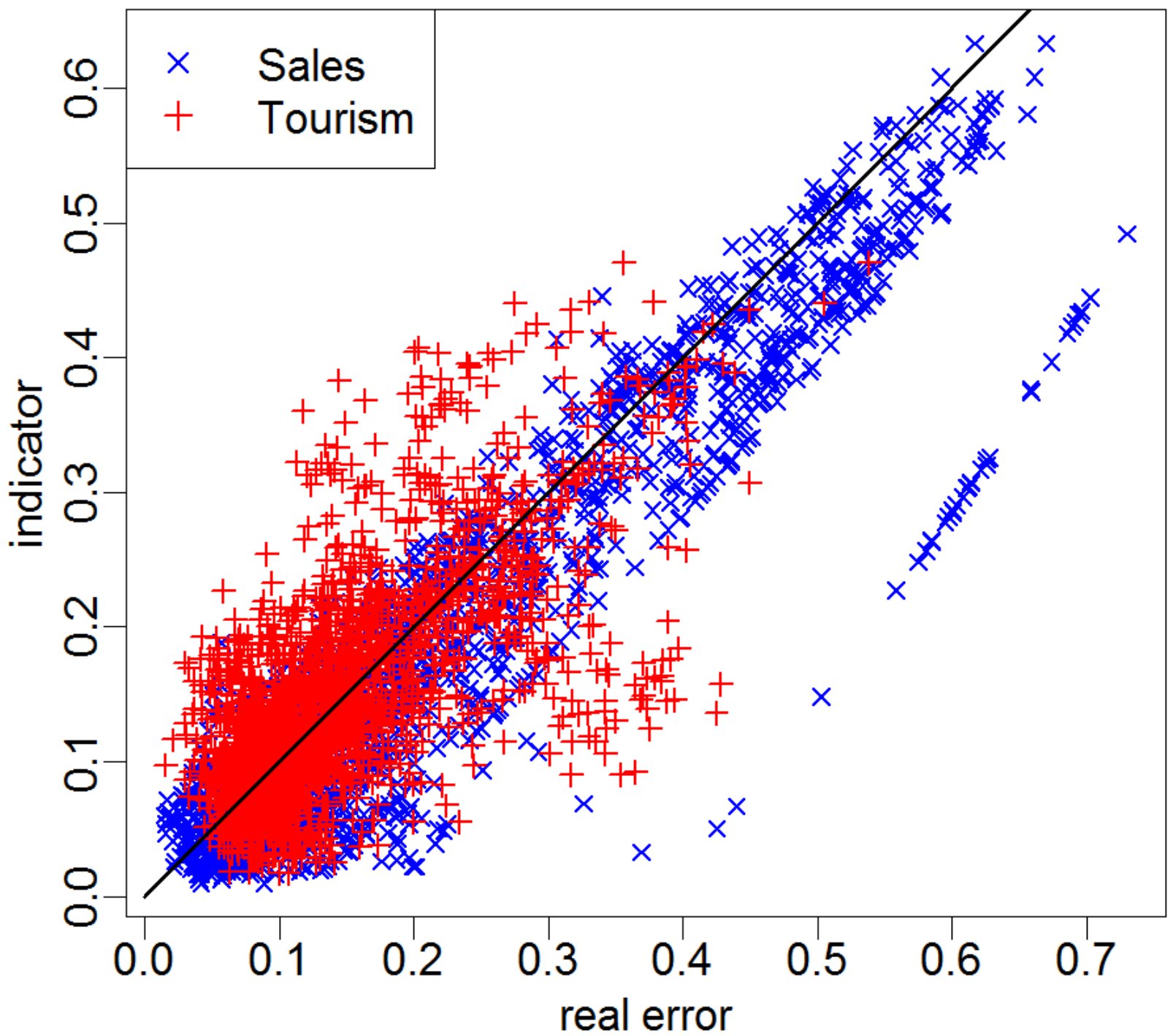

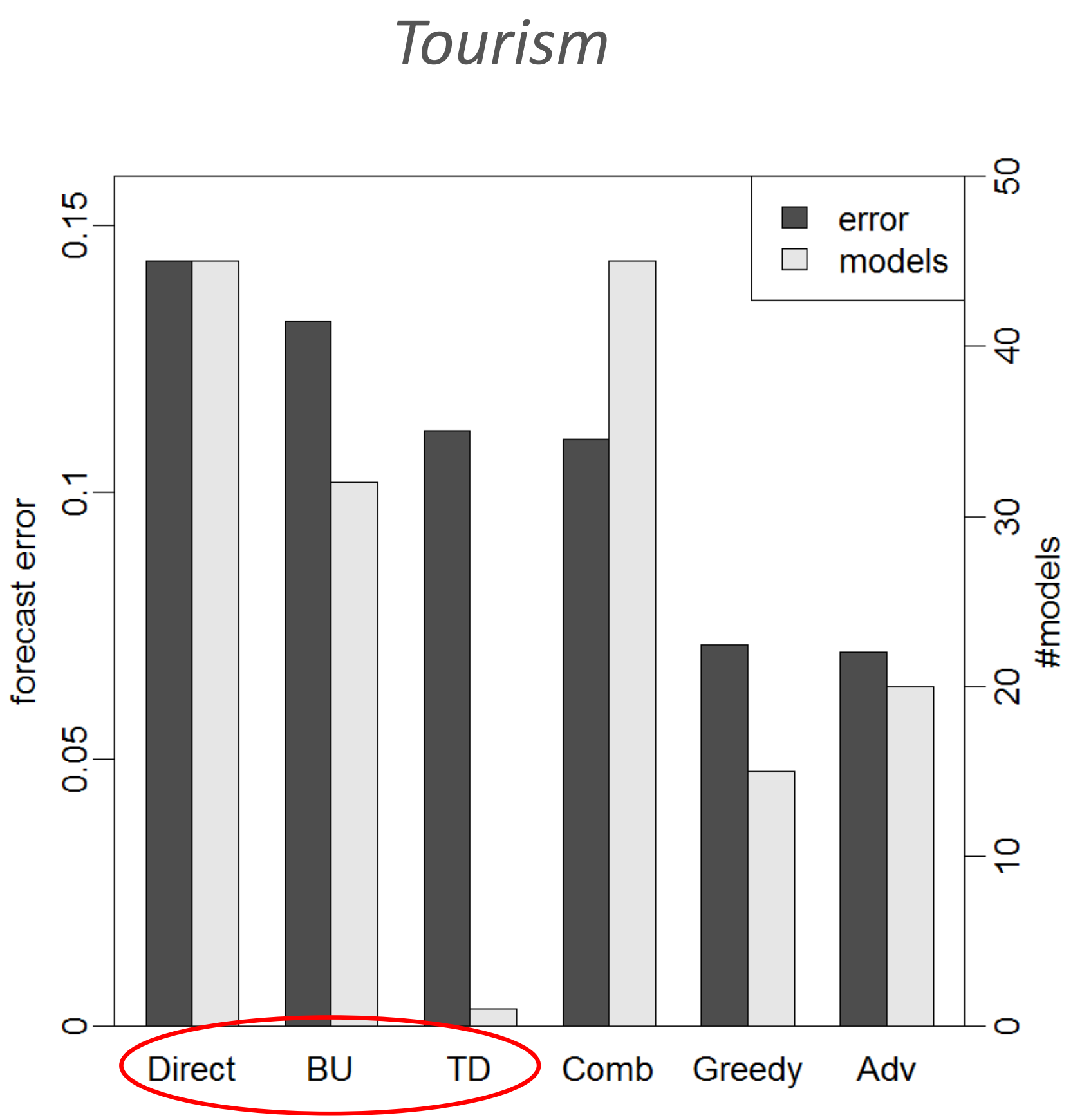

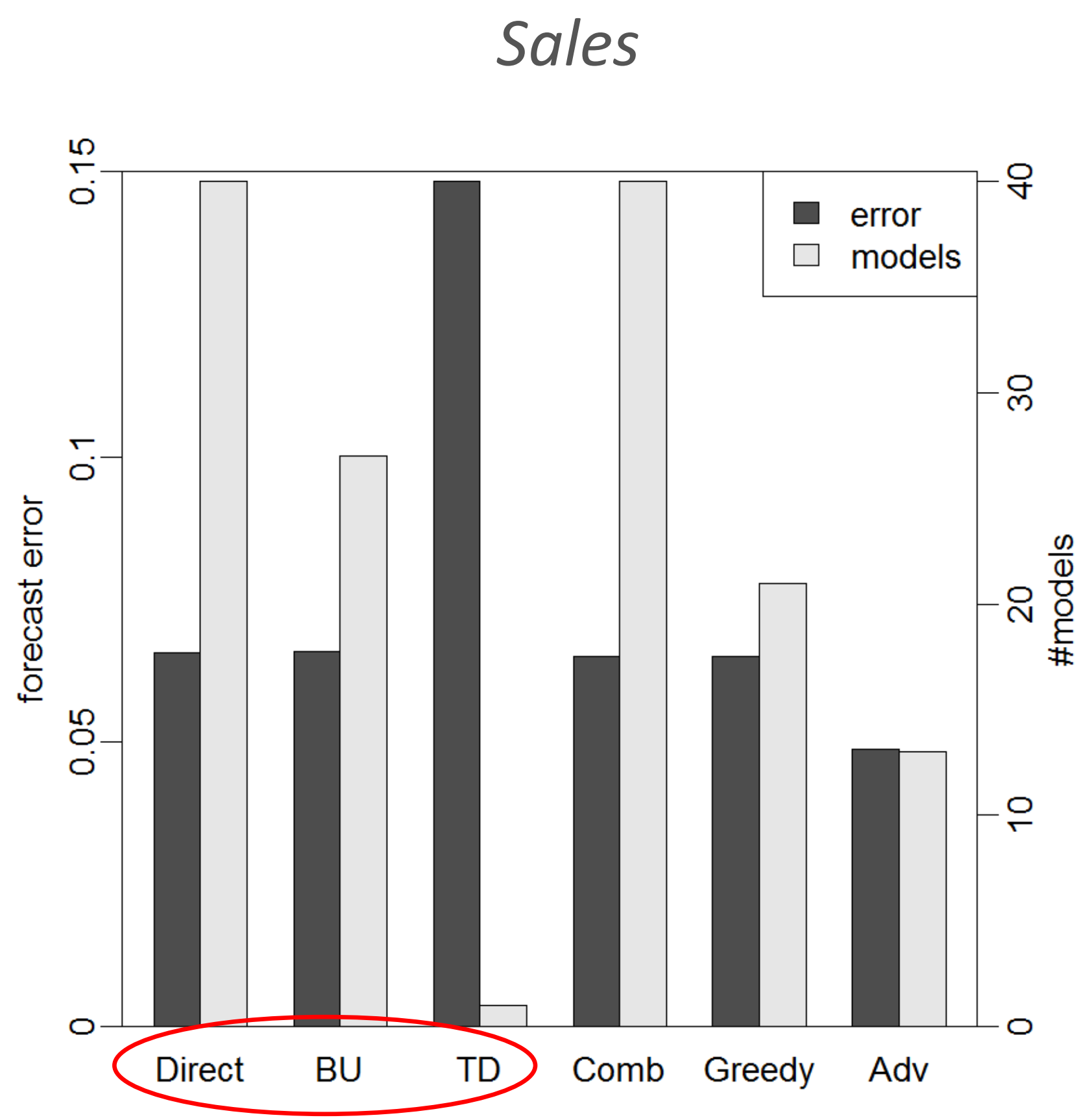

Static approaches – data independent

Tourism

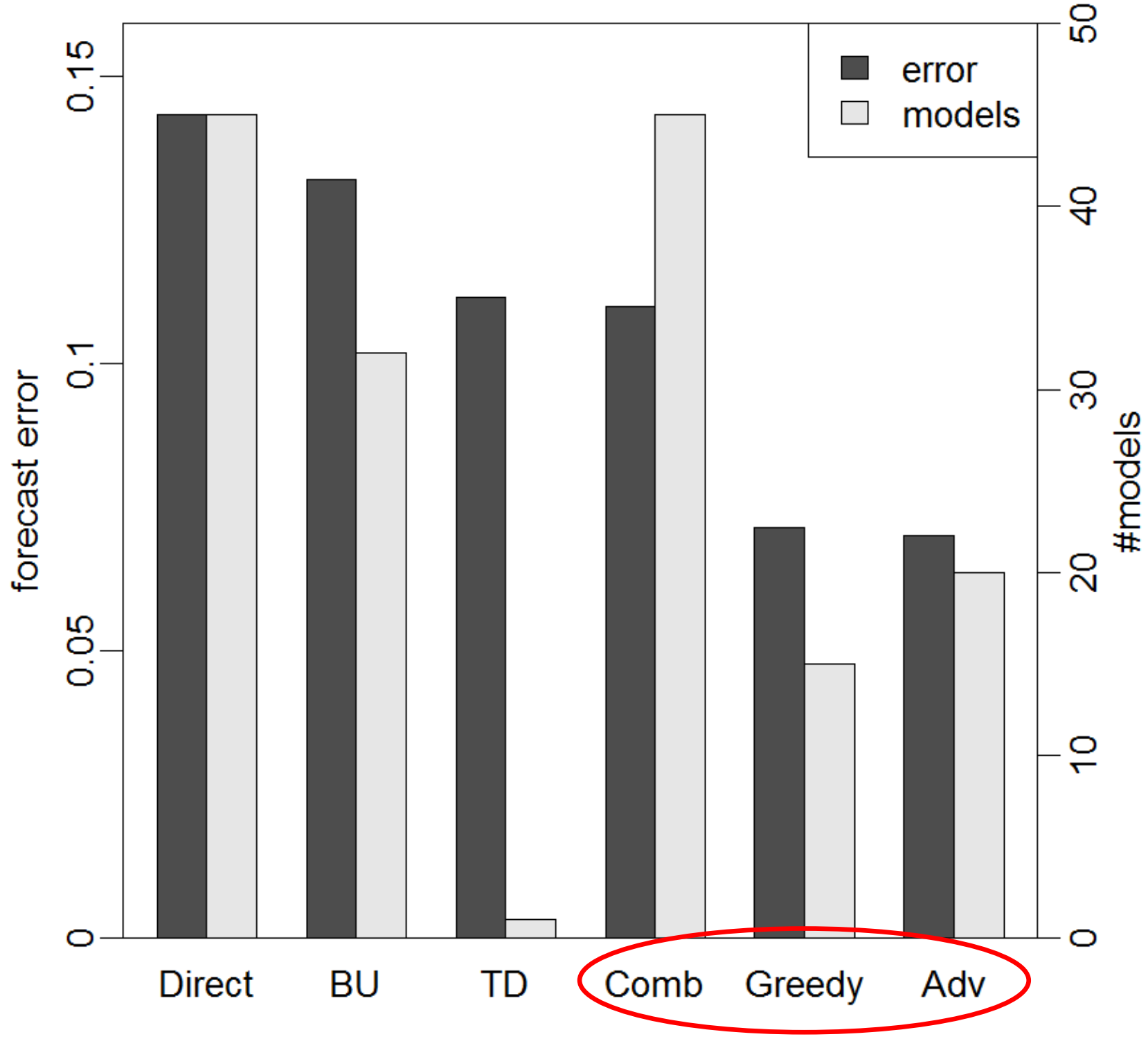

Sales

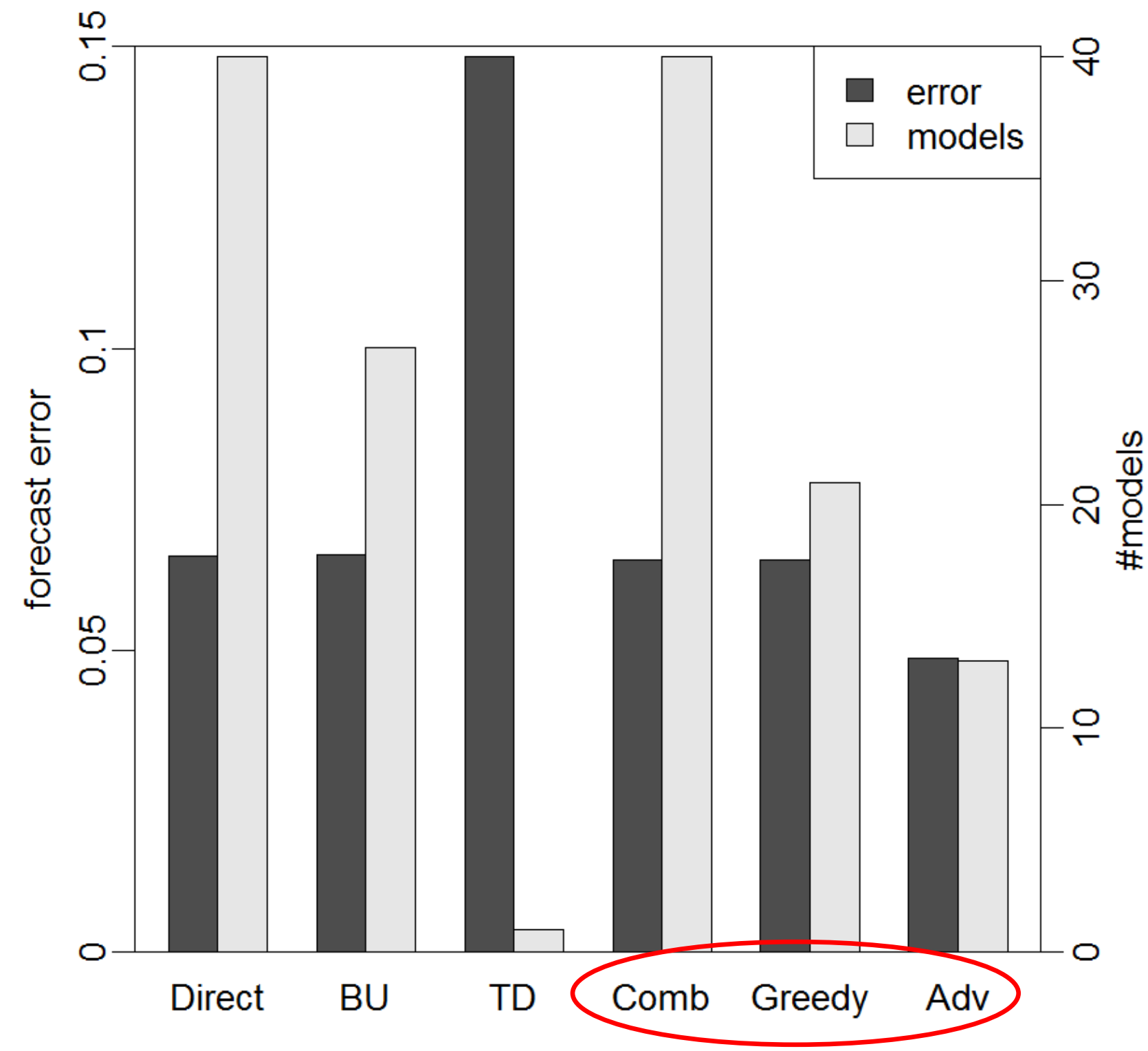

Dynamic approaches – empirical selection

Scalability

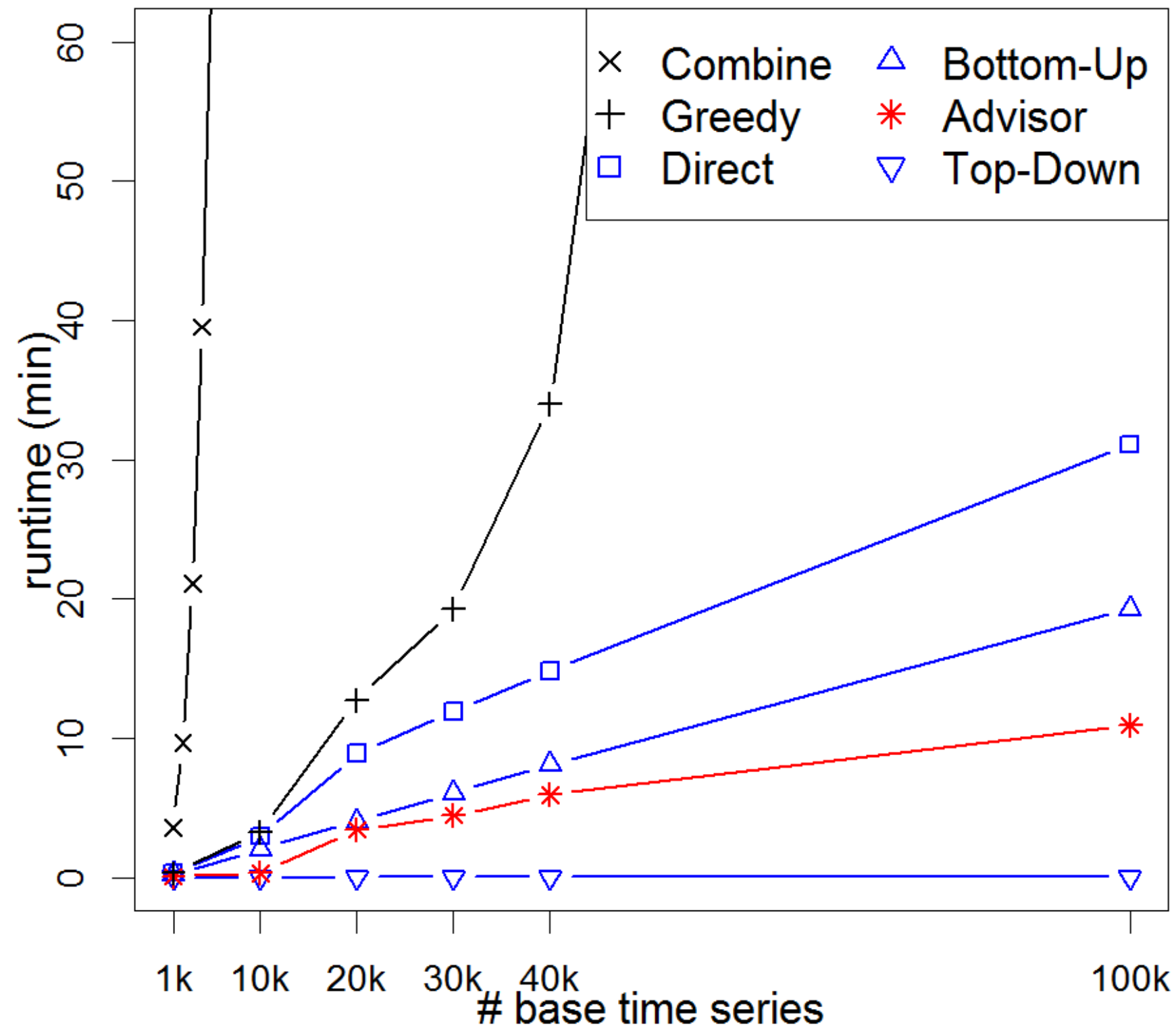

Subscription-Based Forecast Queries

> Motivation

Energy data management systems

- Provide stable energy supply while including larger amounts of renewable energy
- **Continously** require forecasts of energy demand and supply

MIRABEL energy
Balancing energy supply and demand

Subscription-based forecast queries

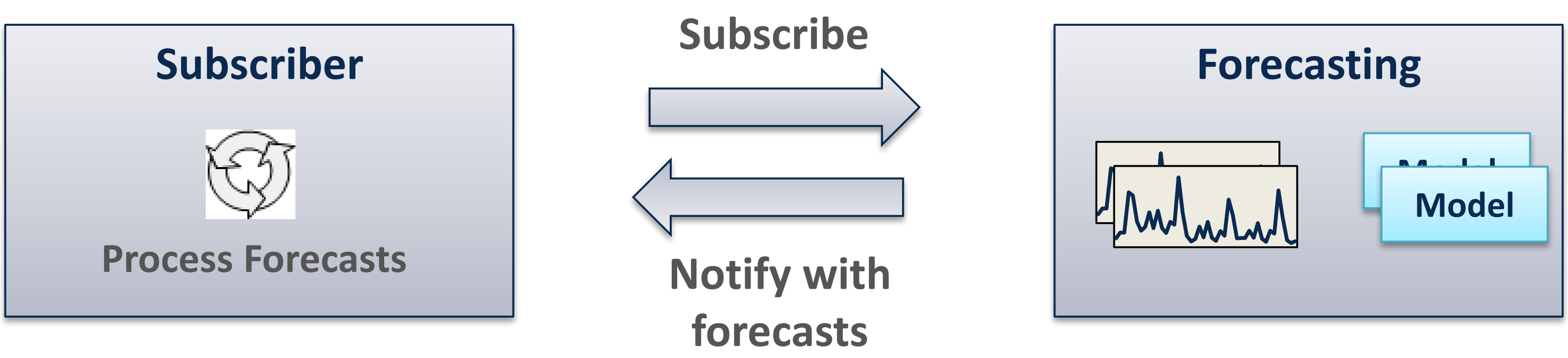

When to notify subscriber?

After each new real value …

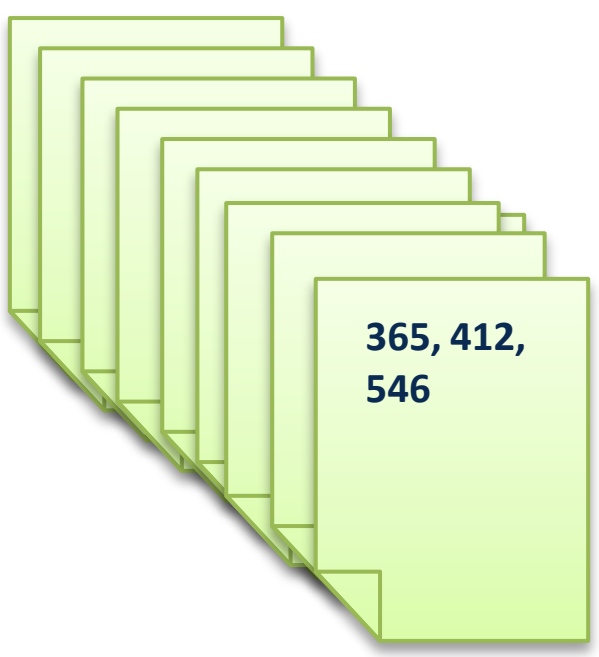

→ Many notifications
→ **High subscriber costs**

As less as possible …

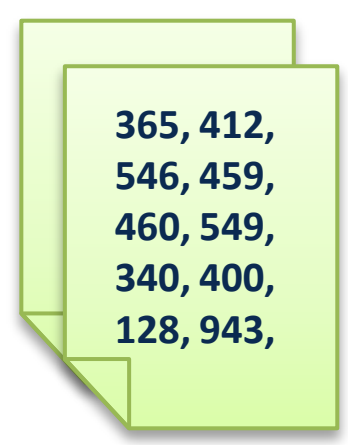

→ Long messages
→ Low accuracy
  → Resend messages
→ **High subscriber costs**

Optimal …

365, 412,
546, 756,
349, 321

→ Reduce number of notifications and notification length

Parameters

- Time series description
- Minimum continous forecast horizon
- Accuracy threshold

```
SELECT    datetime, production
FROM      ts_powerproduction
WHERE     type = „wind“
FORECAST  3 hours
THRESHOLD 0.1
```

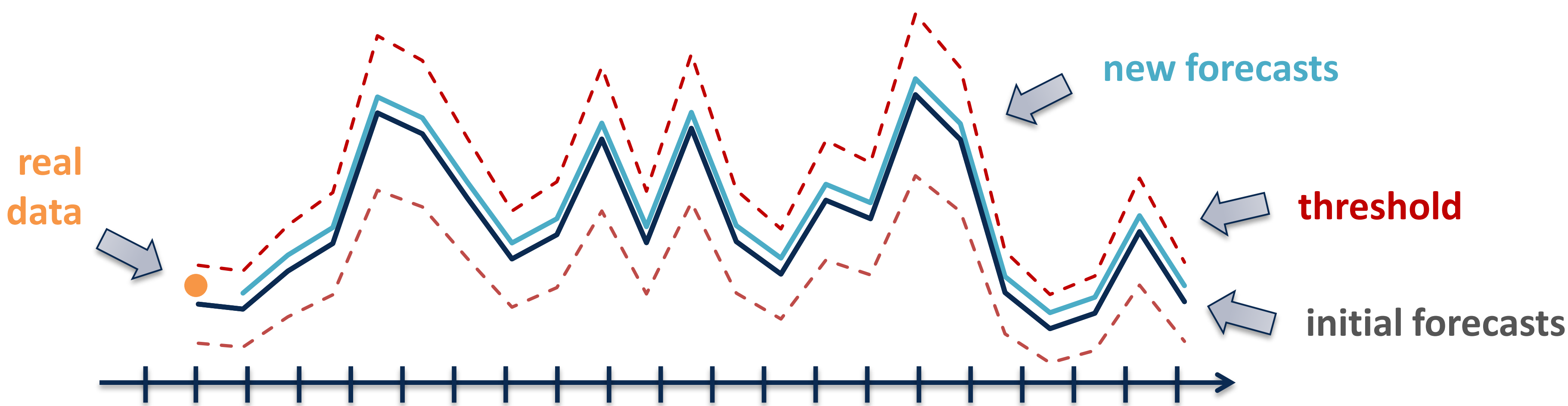

Processing Model

```
SELECT      datetime, production
FROM        ts_powerproduction
WHERE       type = „wind“
FORECAST    3 hours
THRESHOLD   0.1
```

Horizon Violation

- When? Subscriber has less than minimum horizon
- What? Send missing values + horizon extension

Threshold Violation

- When? Threshold is violated
- What? Resend all values

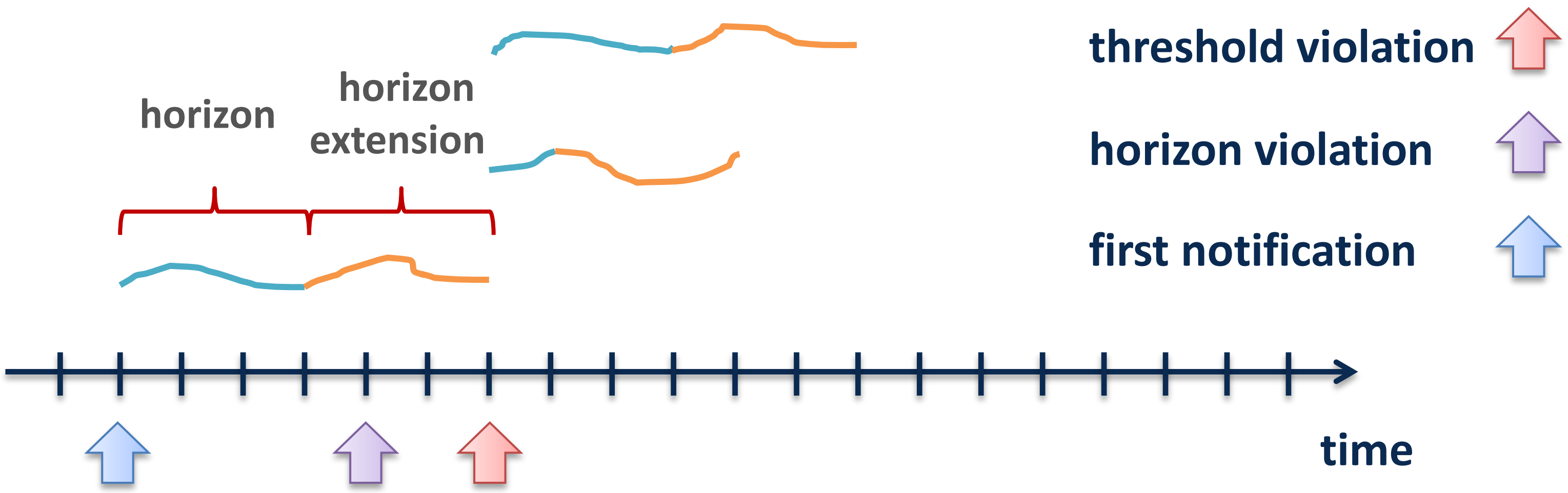

Processing costs of the subscriber

- Analytically known or learned function
- Depend on the forecast horizon
- Complete costs F_C
  - Complete restart of processing
- Incremental costs F_I
  - Processing of additional values

Subscriber
Process Forecasts

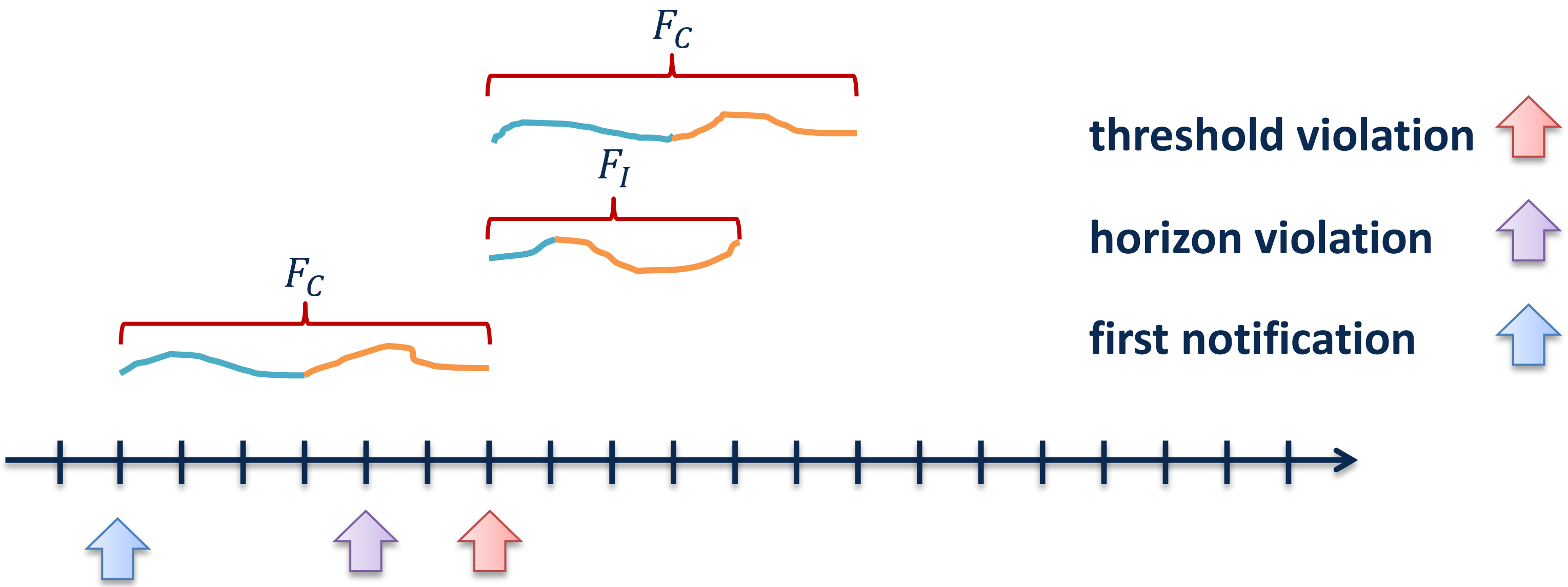

Assume we know …

- The sequence of threshold + horizon violations
- The subscriber cost functions F_C and F_I

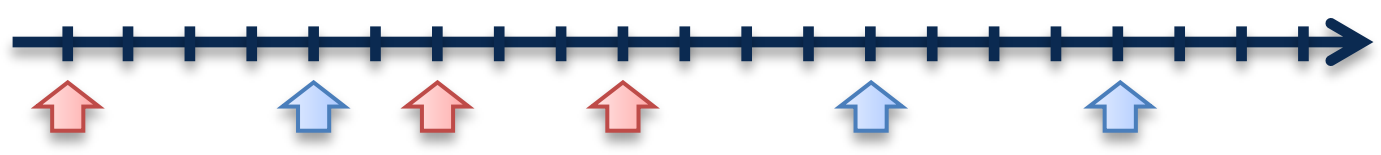

Subscriber costs over subscription lifetime

- Sum over all F_C and F_I

Optimization Goal

- Find forecast horizon that minimizes total costs
- Depends on subscriber cost function
- Depends on forecast accuracy

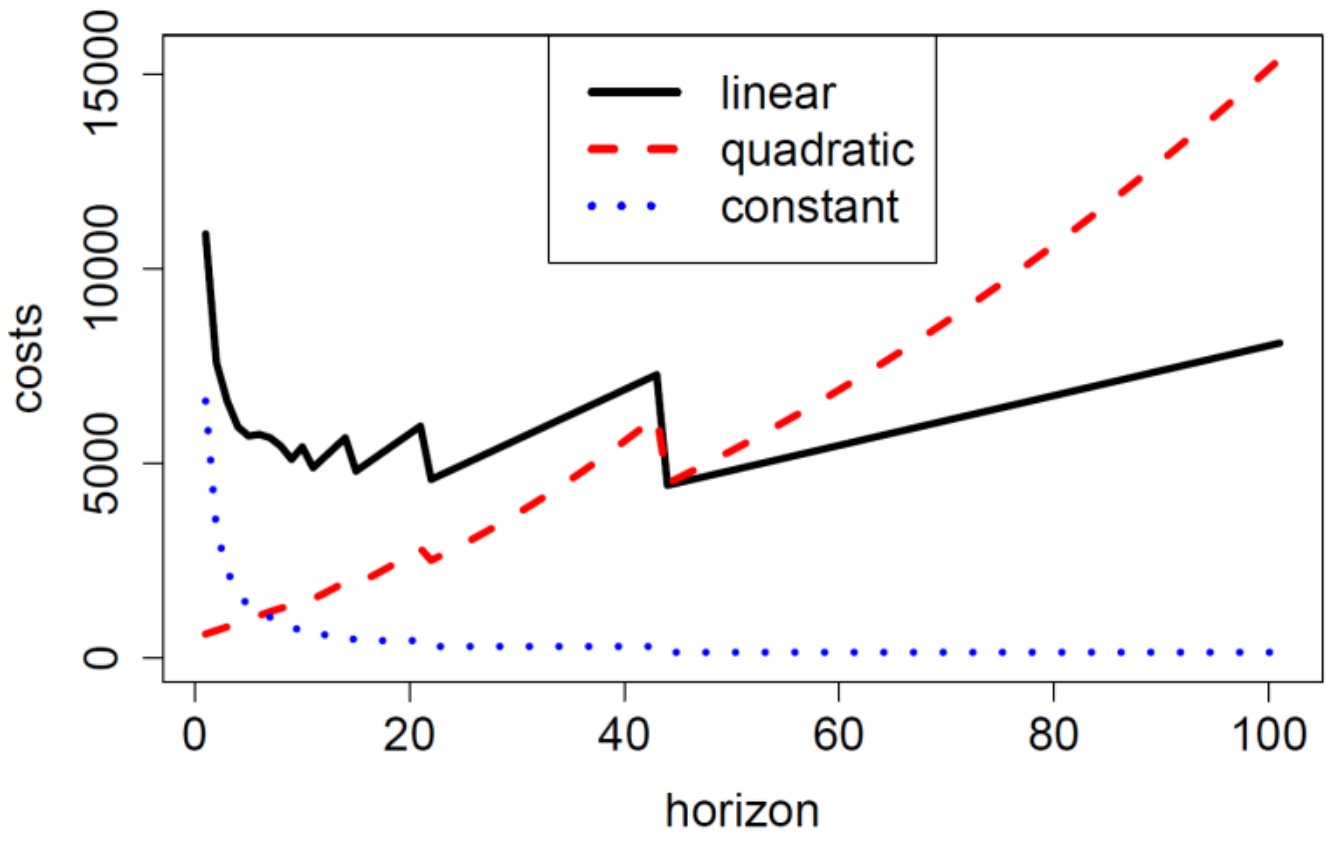

How to get threshold violations?

⇨ Analyze past to predict future

Core Idea: Calculate best forecast horizon using our cost model on the time series history

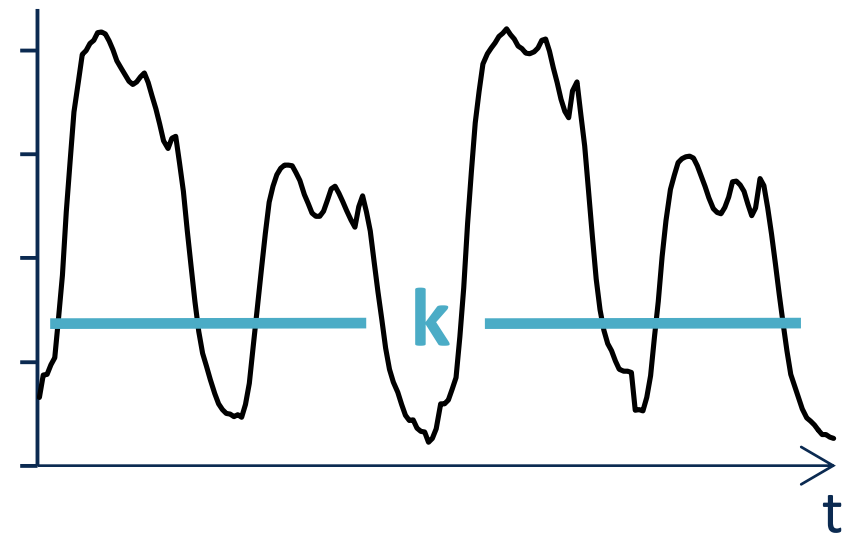

Offline – Static

- One forecast horizon over whole lifetime

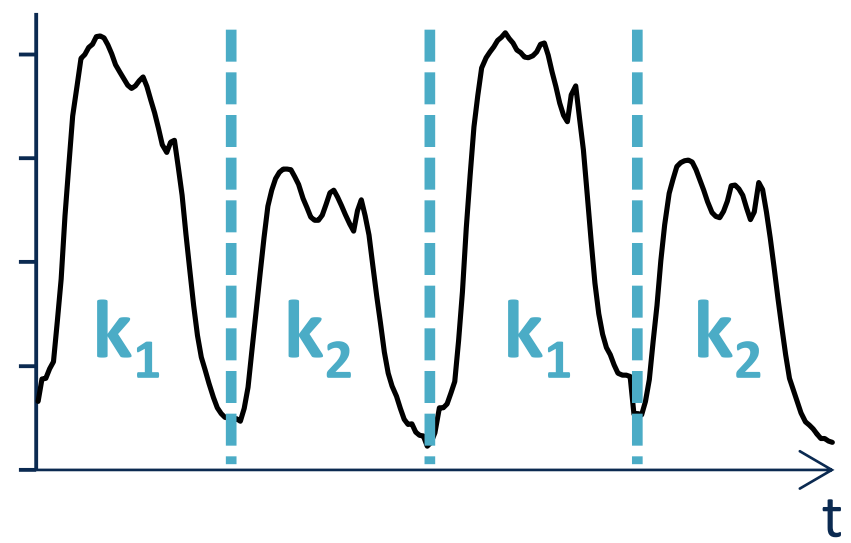

Offline – Dynamic

- Adapts to periodic changes of time series accuracy
- Sequence of forecast horizons for time slices

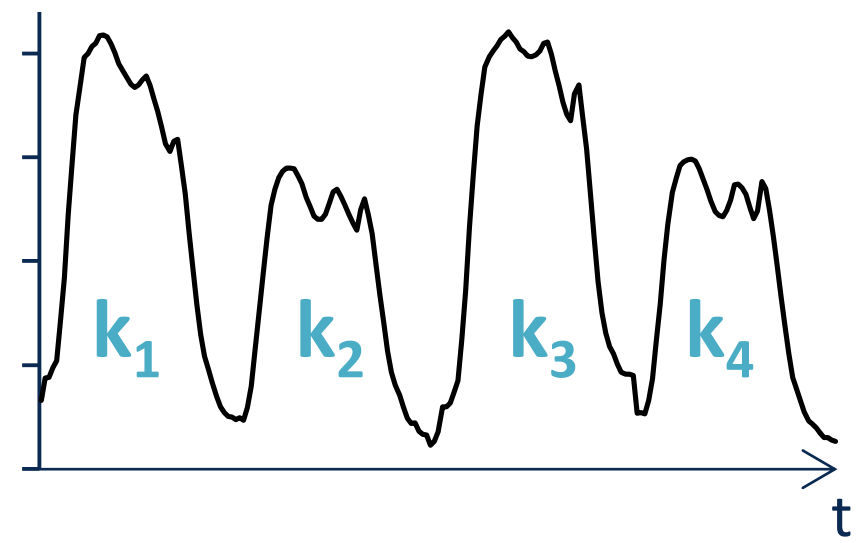

Online

- Adapts to arbitrary changes in data or cost functions
- Continously adapts forecast horizon

> Experimental Setting

Real-world energy demand and supply data sets

- National Energy Demand
- Household Energy Demand
- National Wind Supply

Subscriber cost functions

- Synthetic linear function
- Real world cost function (obtained from MIRABEL)

Forecast Methods

- Tailor-made for short-term energy forecasting
- Extension of exponential smoothing

Comparison of Approaches

- Fixed subscription parameters and linear cost function

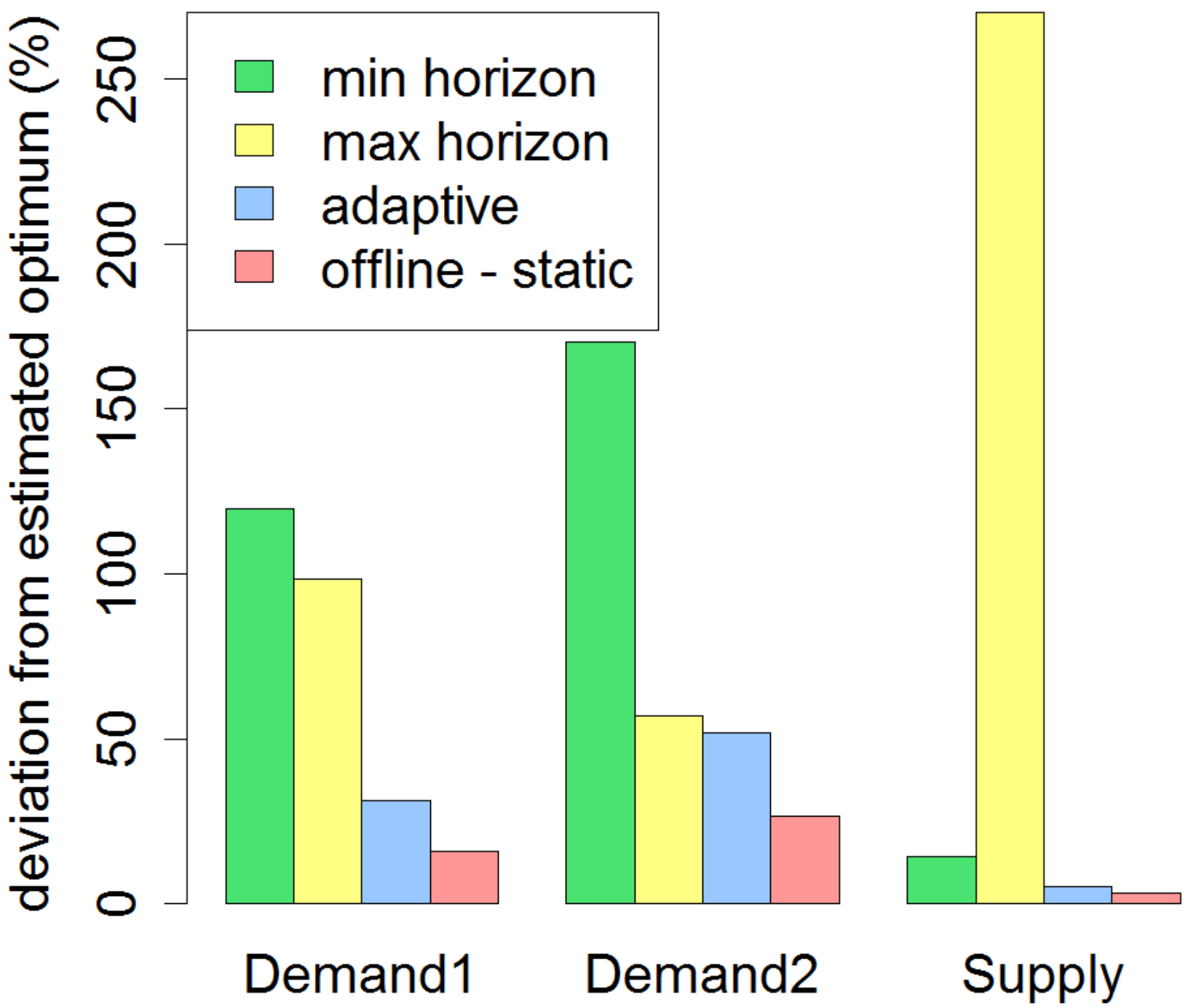

Evaluation of Time Slice Approach

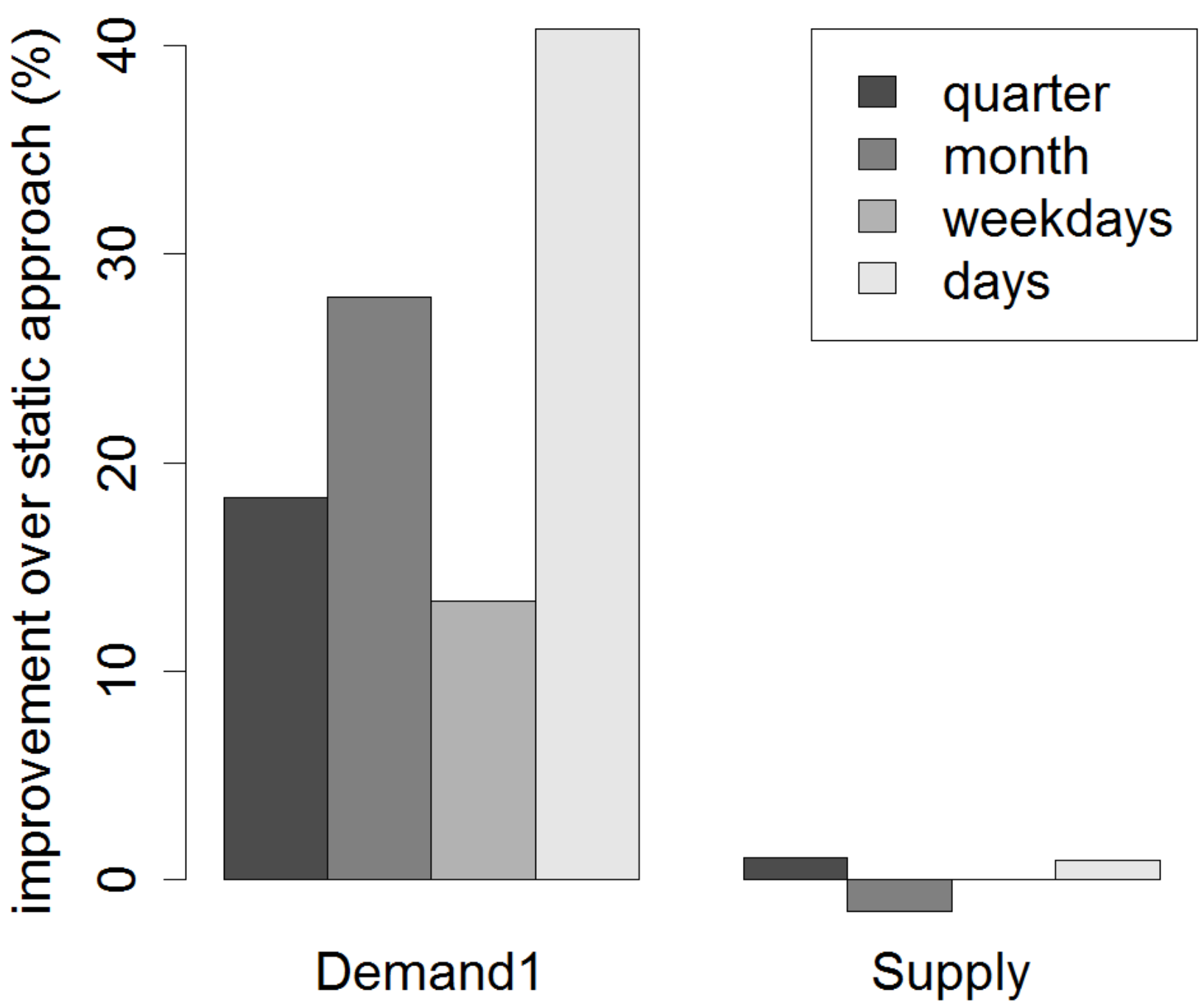

Influence of subscriber threshold

- Relationship between number of notifications, subscriber costs and runtime
- Real-world cost function

number of notifications

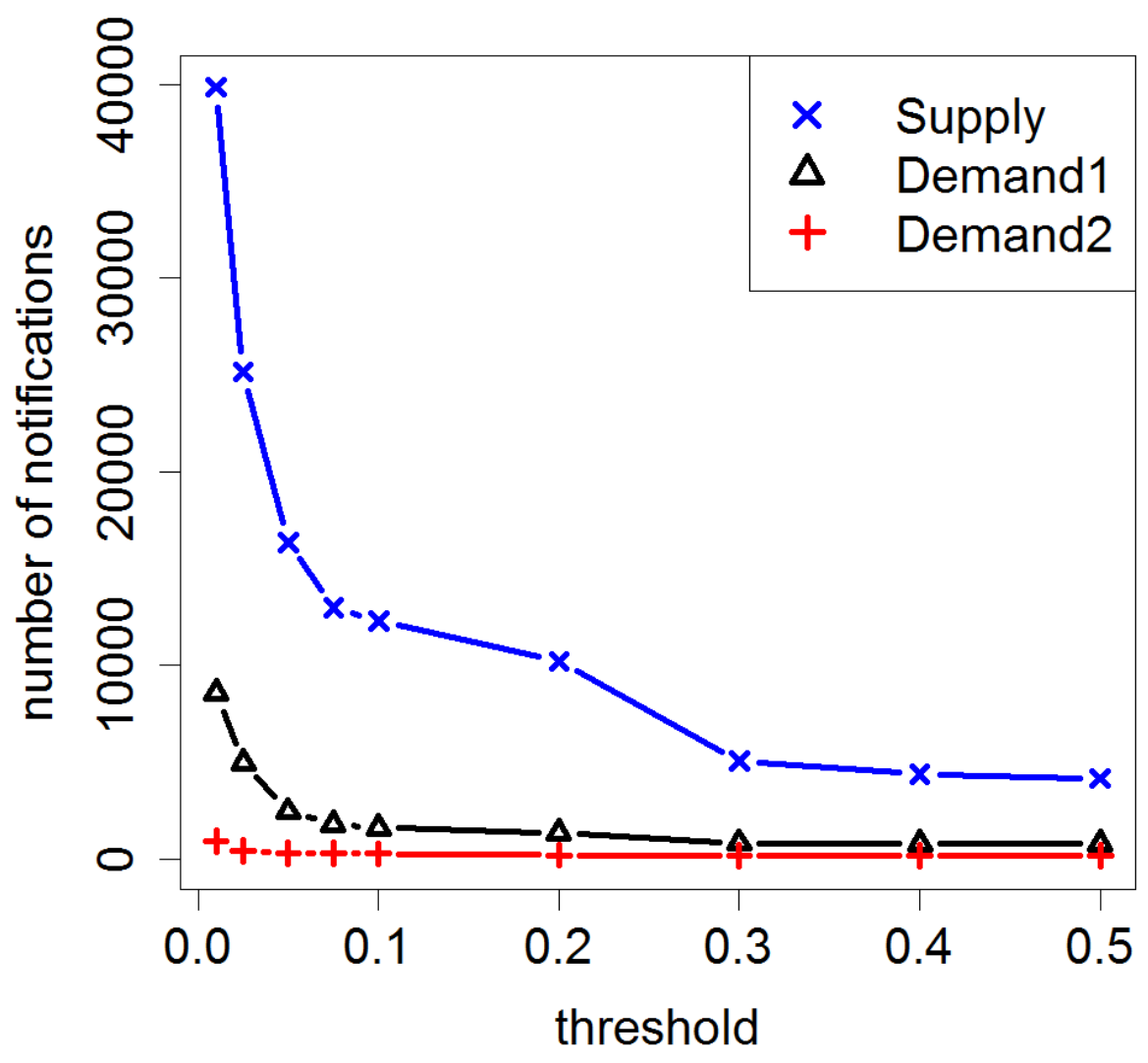

subscriber costs

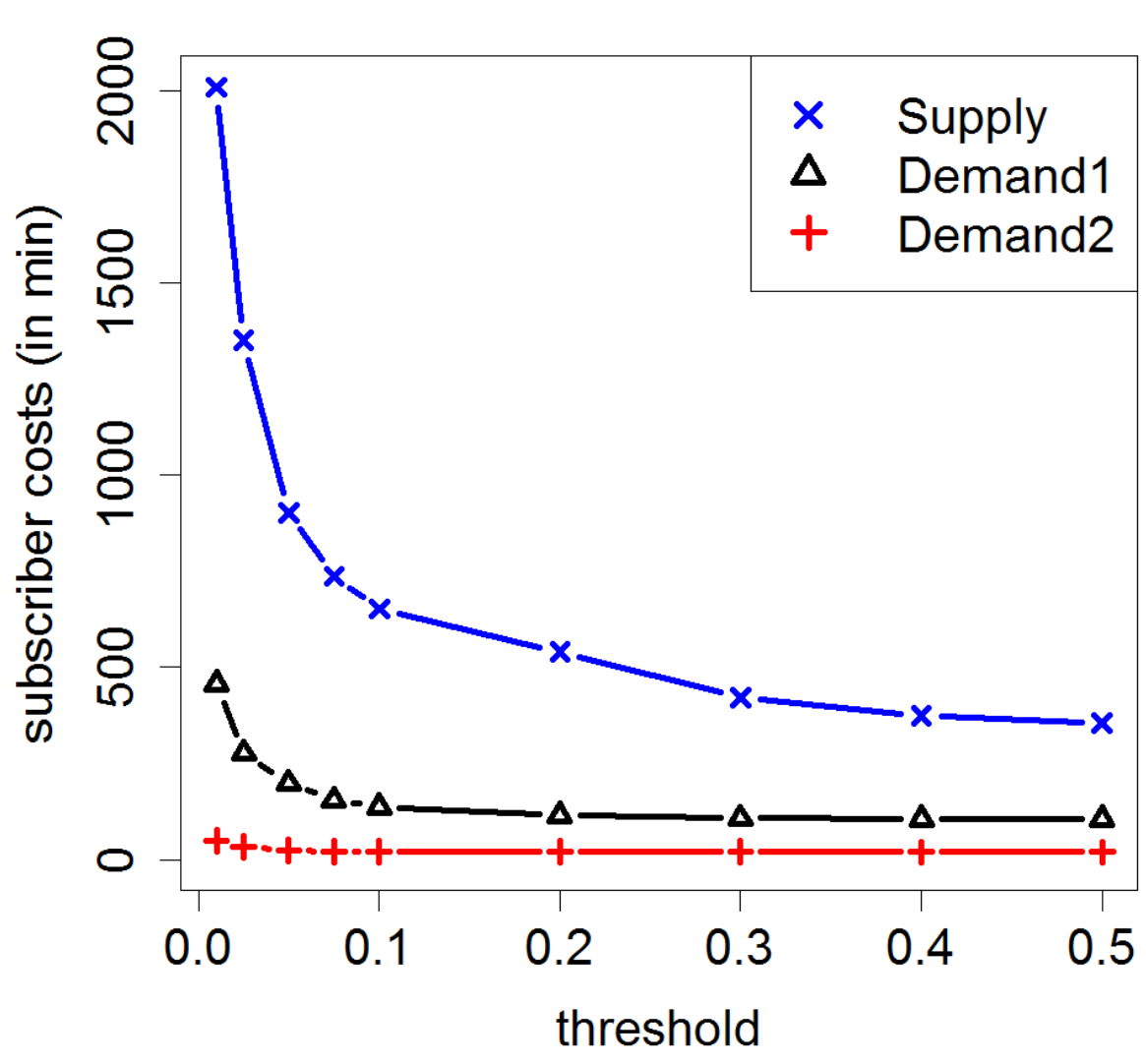

runtime

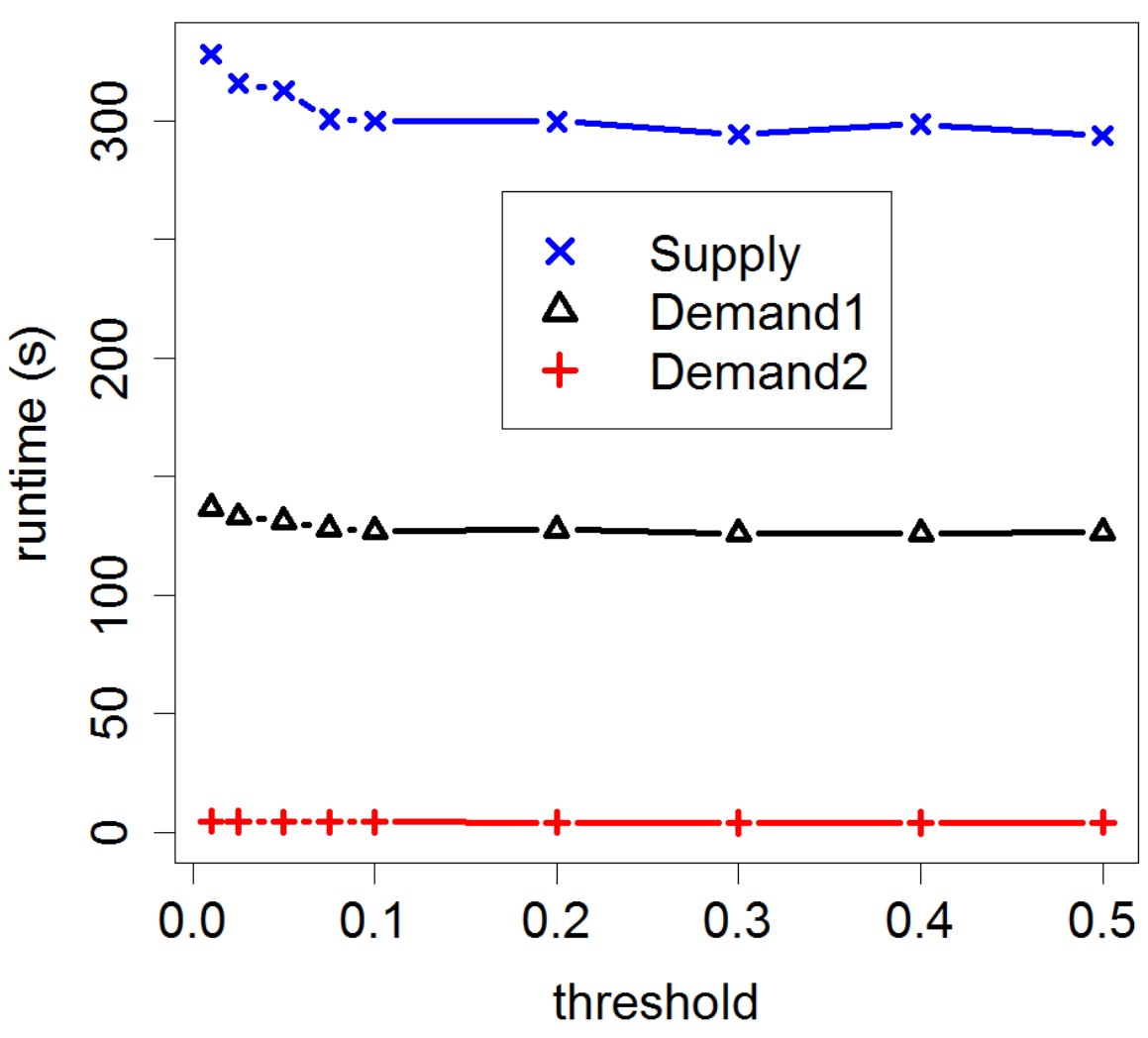

Cost Model Validation

- Estimated costs vs. real costs
- Real-world cost function
- Queries with increasing complexity (Q1, Q2, Q3)

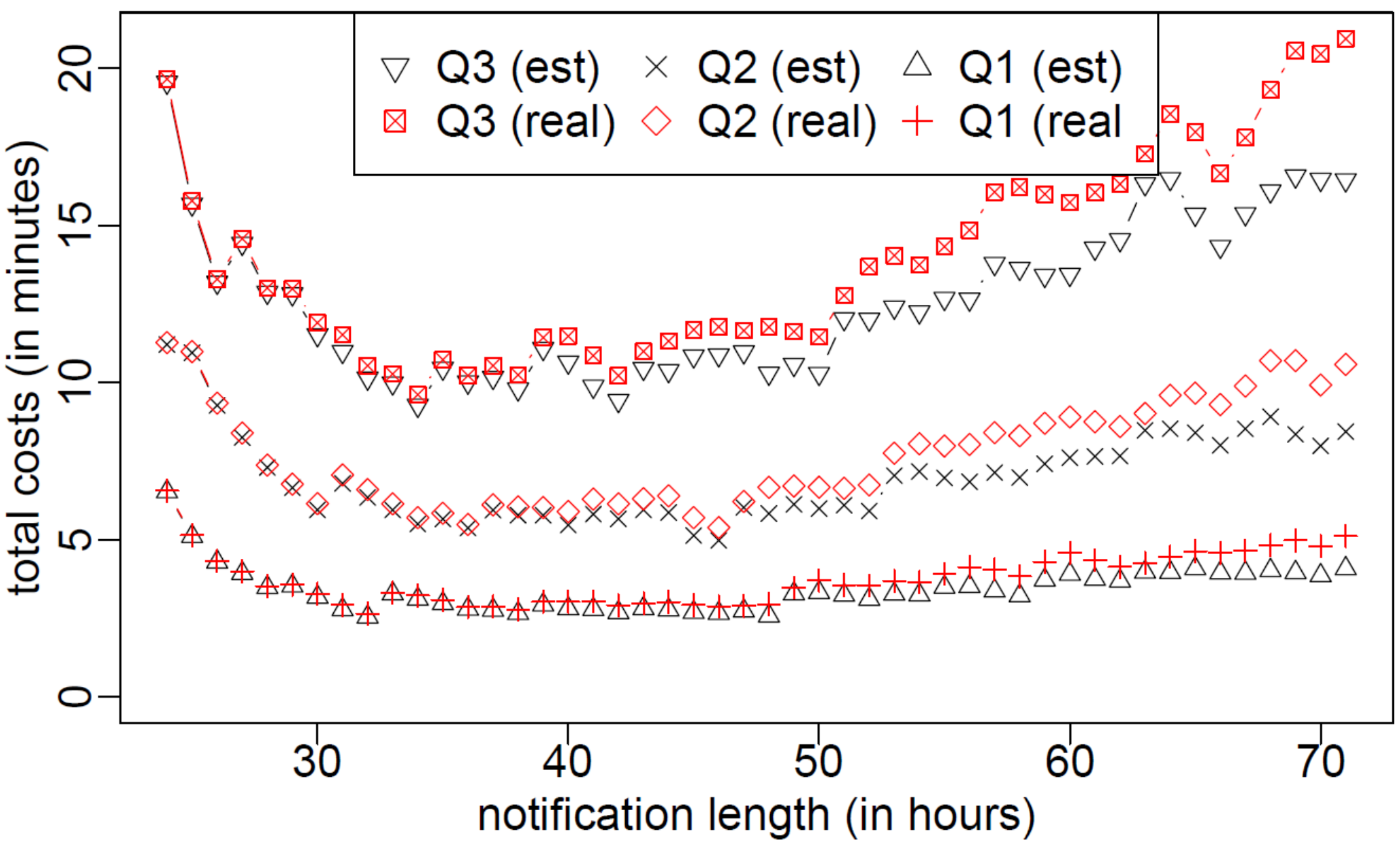

Beyond Forecast Models

Towards a Model-based Database System

Forecast

- Base approach
- Predict missing data from history
- Requires no known data

Impute

- Exploit local patterns
- Infer missing data from similar units
- Requires adequate set of known data

Refine

- Detect local and global shifts
- Infer error → yields new forecasts
- Requires few known data

Aggregate

- Calculate aggregate (e.g. report)

Adjust

- Maintain models and synopses
- Optimize accuracy of estimates

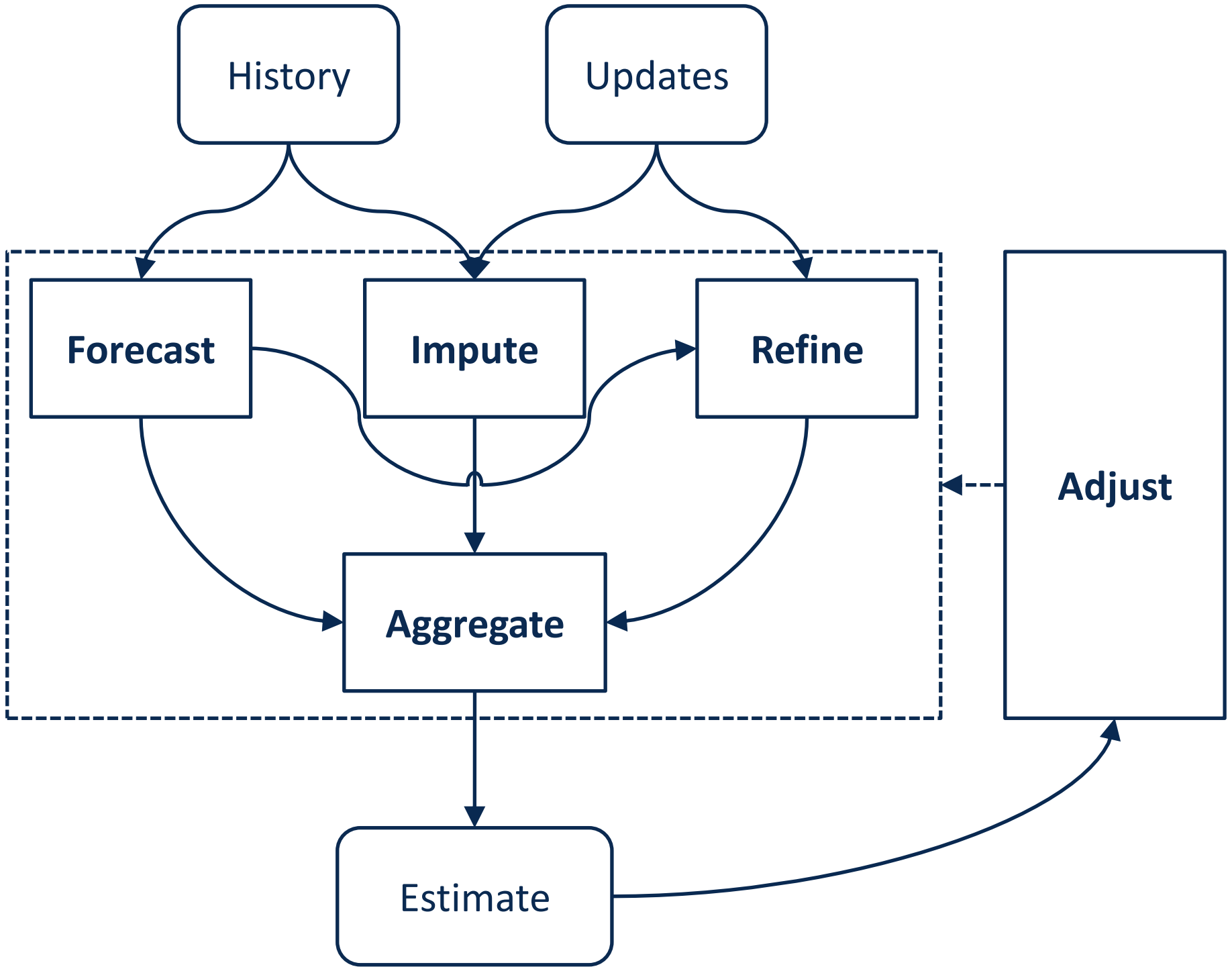

How to include new real data?

Data delivery may be late

- There might be missing data for the last period
- Reports still have to be generated
- Estimate missing data

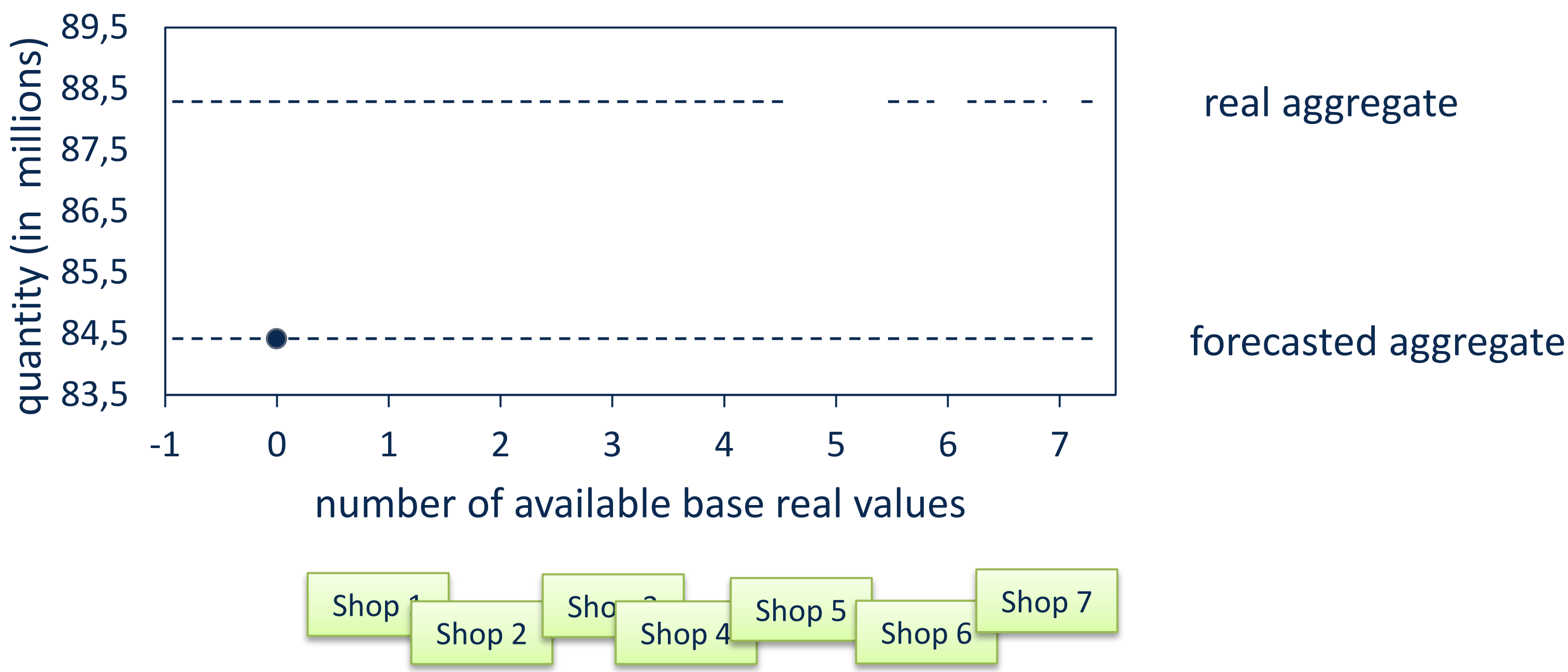

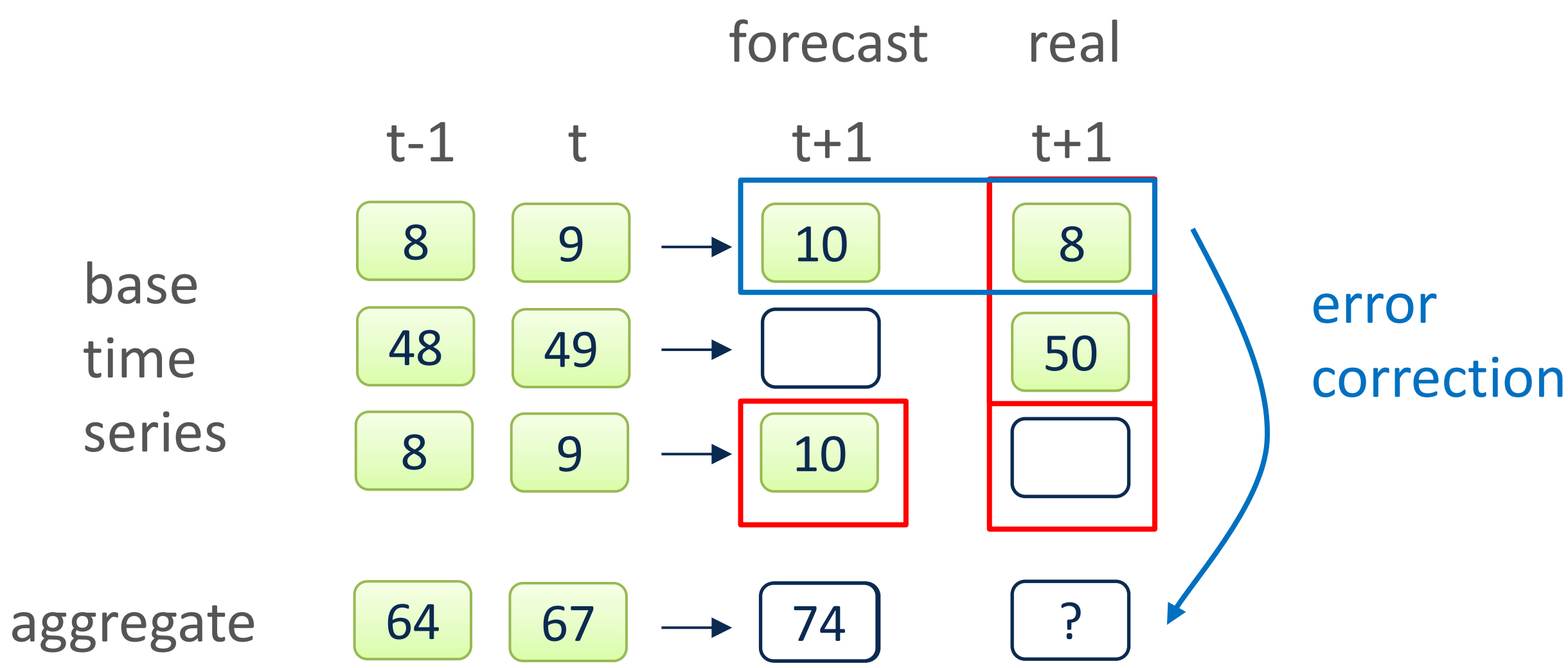

Refine I $\alpha \sum Real$

Refine II $\alpha \sum (Real + Forecast)$

Refine III $\alpha \sum (Real + Forecast) - \beta \sum Error$

Refine III: Estimation of forecast errors

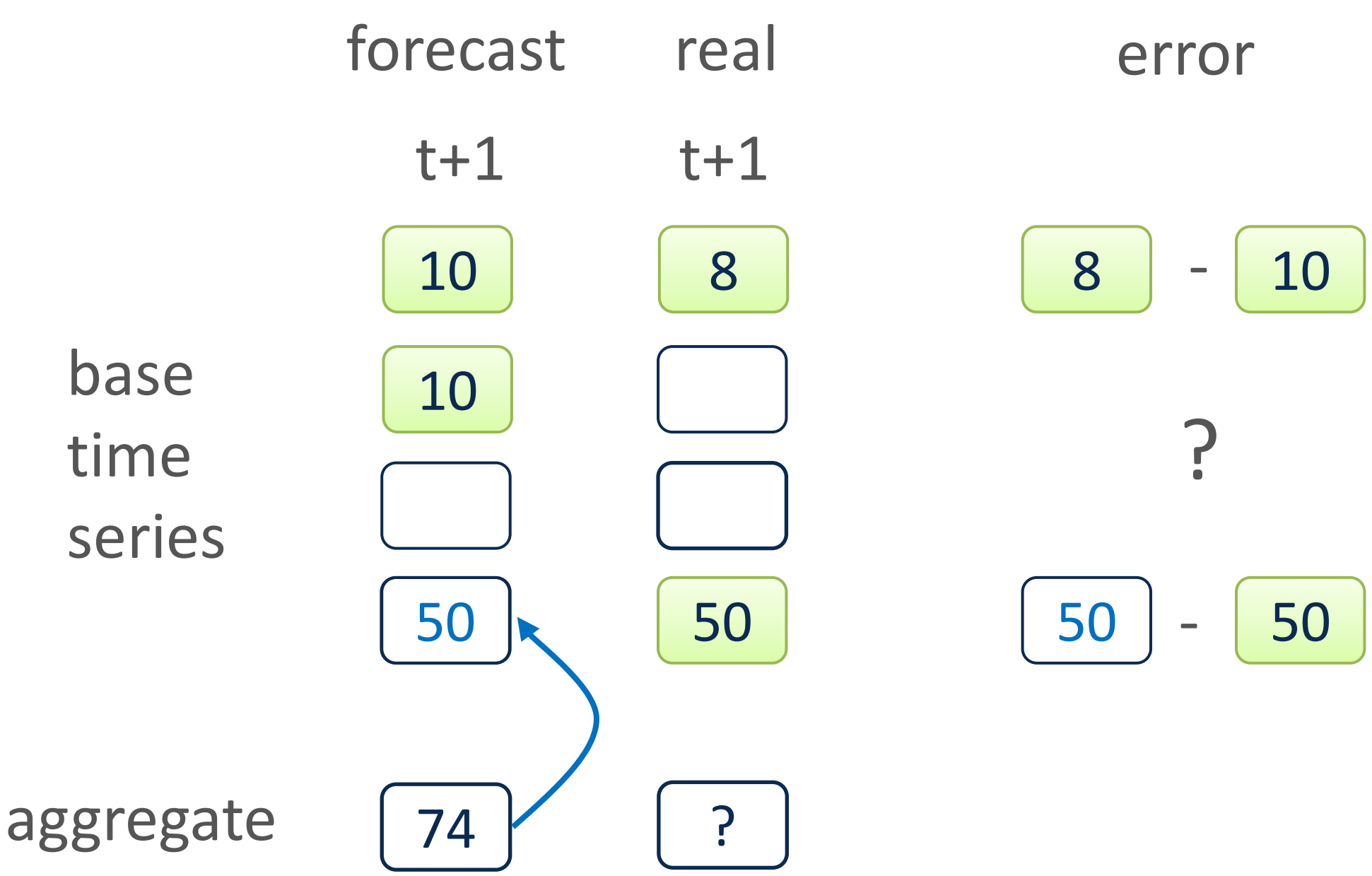

Case 1

- Forecast and real value
- Calculate true model error

Case 2/3

- No real value
- No error calculation

Case 4

- No forecast value
- Estimate model error

Refine – Sales

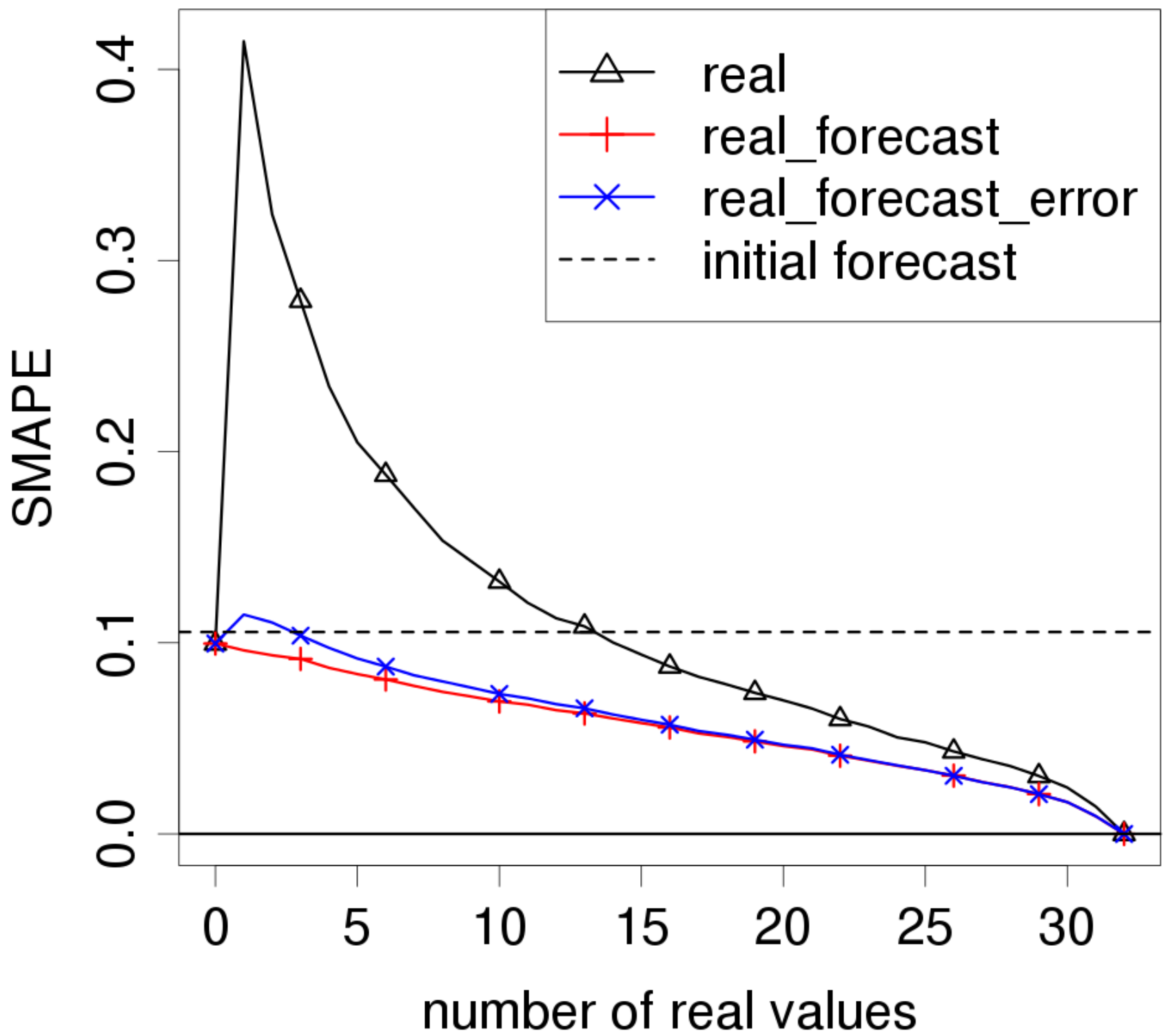

Refine – Wind production

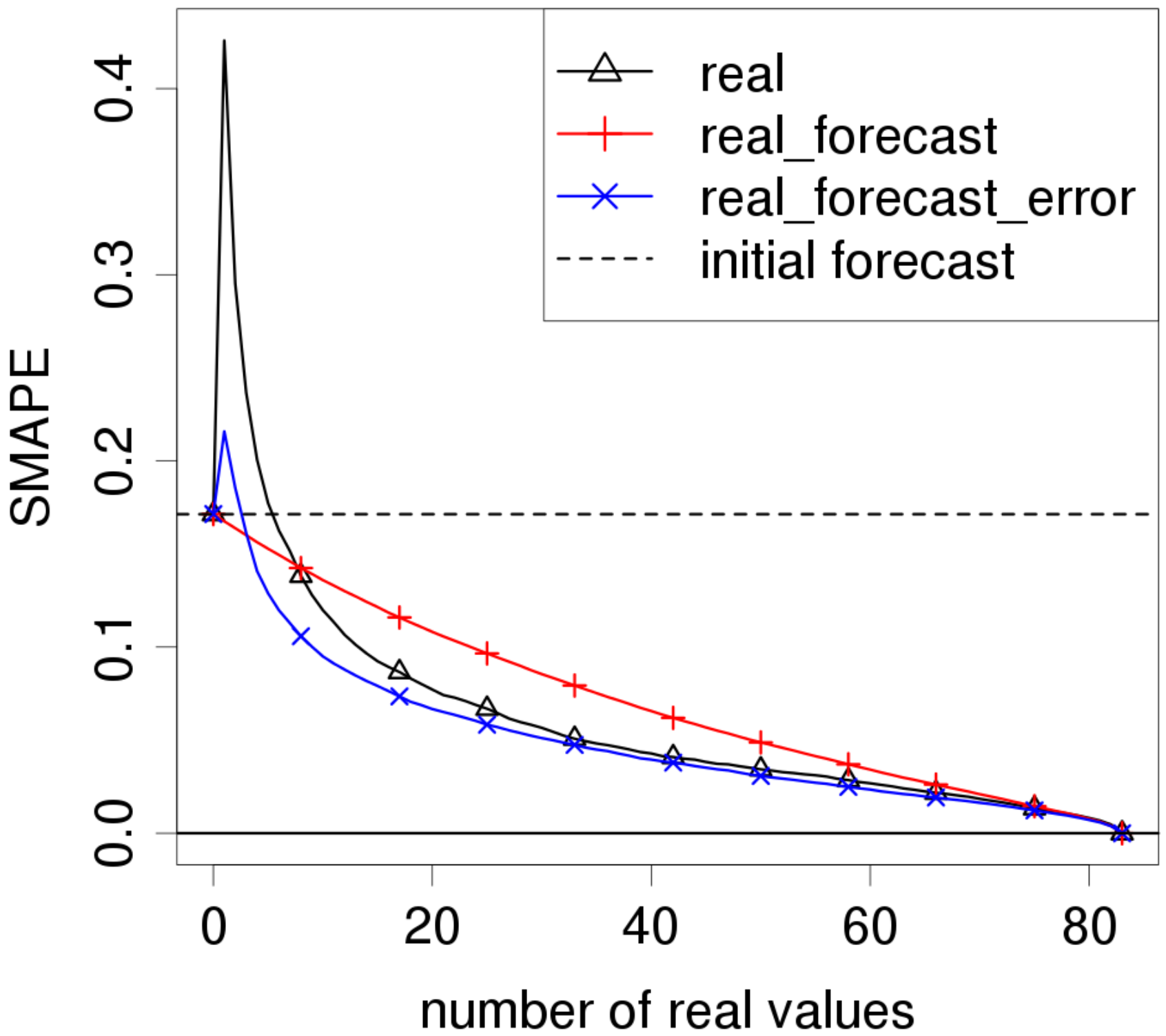

> Conclusions

Flash Forward Query

FFQ project

- Provide forecasting as 1st class citizen within a database system
- Preserve logical and physical data independence (e.g. transparent model usage, transparent model maintenance, and model creation)
- Extend traditional processing and optimization techniques
- Apply concept of traditional index advisors to foreast models

Towards a model-based database system

- Data is increasingly inconsistent, incomplete and imprecise
- Extend concept of models to other use cases (missing data, uncertain data, data compression …)

Wolfgang Lehner

Forecasting and Data Imputation Strategies in Database Systems

11.07.2013