

# 國立臺灣海洋大學宇泰講座成果報告表

演講次數	第 次	撰寫日期	民國 112 年 07 月 05 日
撰寫人	姓名	鄭建富	
	服務單位與職稱	資訊工程學系 教授	
	聯絡電話	校內分機：6619	
	E-mail	jeffcheng@email.ntou.edu.tw	
邀請人	姓名	鄭建富	
	服務單位與職稱	資訊工程學系 教授	
主講人	姓名	Jerry Chun-Wei Lin	
	服務單位與職稱	Professor Western Norway University of Applied Sciences, Norway	
演講日期	民國 112 年 07 月 05 日		
演講時間	15 時 30 分至 17 時 00 分		
演講地點	電綜大樓 A910 會議室		
公告方式	<p>公告於網頁：  <a href="https://research.ntou.edu.tw/p/405-1021-88760,c9518.php?Lang=zh-tw">https://research.ntou.edu.tw/p/405-1021-88760,c9518.php?Lang=zh-tw</a></p> 		

出席人數	約 30 人										
講 題	Intelligent Data analytics and Pattern Mining: Utility-Oriented Models										
演講大綱	<ol style="list-style-type: none"> <li>1. How do we find the useful patterns? <ul style="list-style-type: none"> <li>✓ High-utility itemset mining</li> </ul> </li> <li>2. Utility-Driven Mining Techniques <ul style="list-style-type: none"> <li>✓ Data-type-oriented models</li> <li>✓ Constraint-based models</li> <li>✓ Big and dynamic data models</li> </ul> </li> <li>3. Projects in progress for ML/DL</li> <li>4. SPMF project</li> <li>5. Conclusions and future works</li> </ol>										
演講摘要	<p>As a large amount of data is collected daily from individuals, businesses, and other organizations or applications, various algorithms have been developed to identify interesting and useful patterns in data that meet a set of requirements specified by a user. The main purpose of data analysis and data mining is to find new, potentially useful patterns that can be used in real-world applications. For example, analyzing customer transactions in a retail store can reveal interesting patterns about customer buying behavior that can then be used for decision making. In recent years, the demand for utility-oriented pattern mining and analytics has increased because it can discover more useful and interesting information than basic binary-based pattern mining approaches, which has been used in many domains and applications, e.g., cross-marketing, e-commerce, finance, medical and biomedical applications. In this talk, I will first highlight the benefits by using the utility-oriented pattern mining and analytics compared to the past studies (e.g., association rule/frequent itemset mining). I will then provide a general overview of the state of the art in utility-oriented pattern mining and analytic techniques according to three main categories (i.e., data level, constraint level, and application level). Several techniques and modeling on different aspects (levels) of utility-oriented pattern mining will be presented and reviewed.</p>										
相關活動 流程表或 規劃	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">112 年 7 月 5 日 (三)</td> </tr> <tr> <td style="width: 50%;">10 : 00~12 : 30</td> <td>學術交流</td> </tr> <tr> <td>12 : 30~14 : 00</td> <td>午餐</td> </tr> <tr> <td>14 : 00~15 : 30</td> <td>學術交流</td> </tr> <tr> <td>15 : 30~17 : 00</td> <td>專題演講</td> </tr> </table>	112 年 7 月 5 日 (三)		10 : 00~12 : 30	學術交流	12 : 30~14 : 00	午餐	14 : 00~15 : 30	學術交流	15 : 30~17 : 00	專題演講
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編號	演講或相關活動照片 (5 至 10 張，另須繳交照片原始檔)	照片說明
1		講者個人介紹
2		演講進行中
3		張光遠教授提問

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頒發感謝狀

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與會人員進行合照