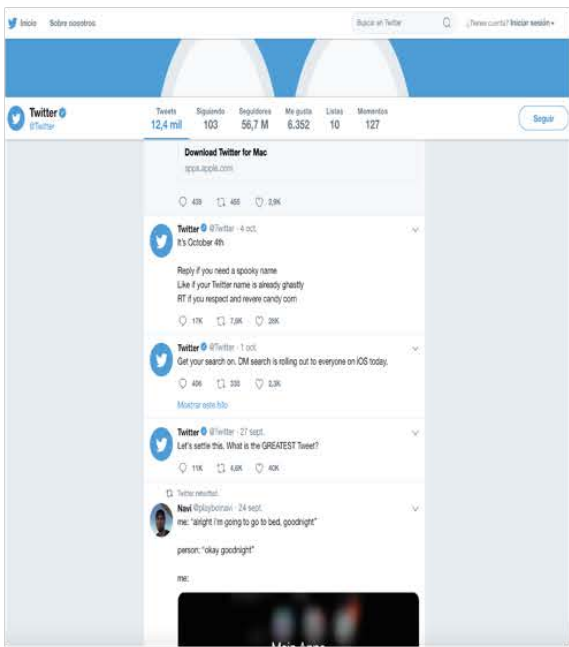
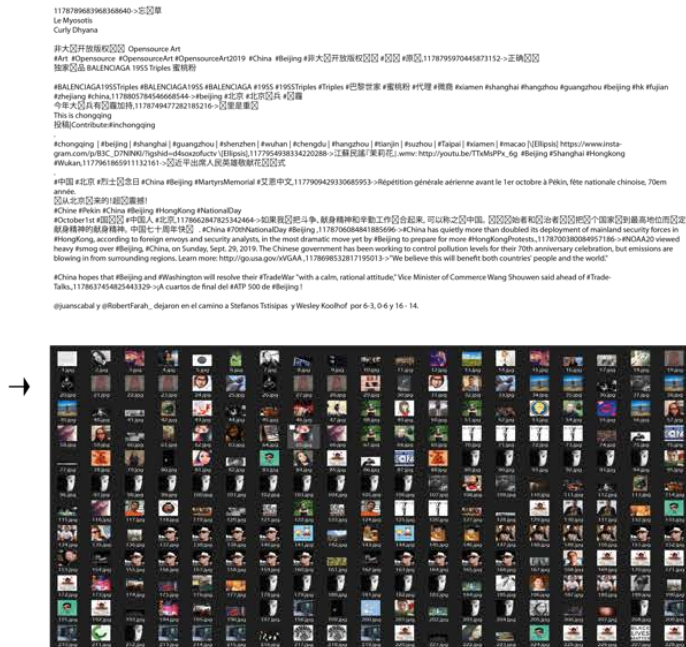




Rendering your model



Define your project, and start the crawling process



You collected data in two formats



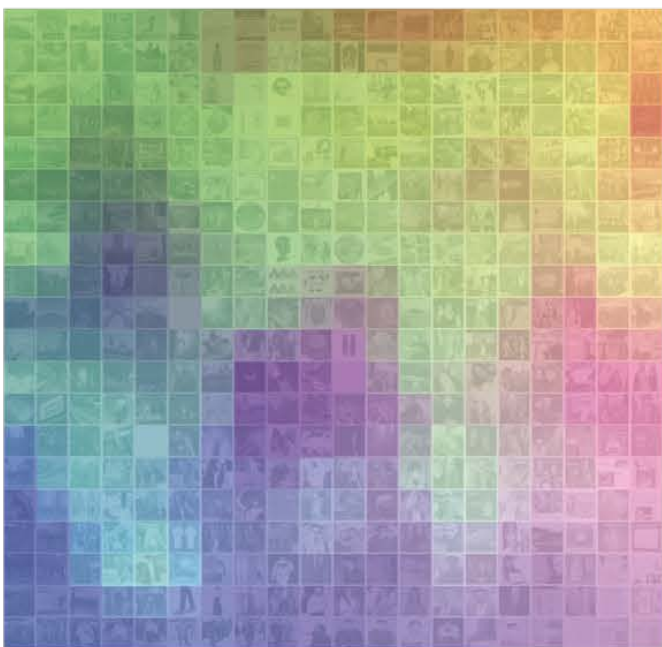
Transform one of the two formats to its numerical representation



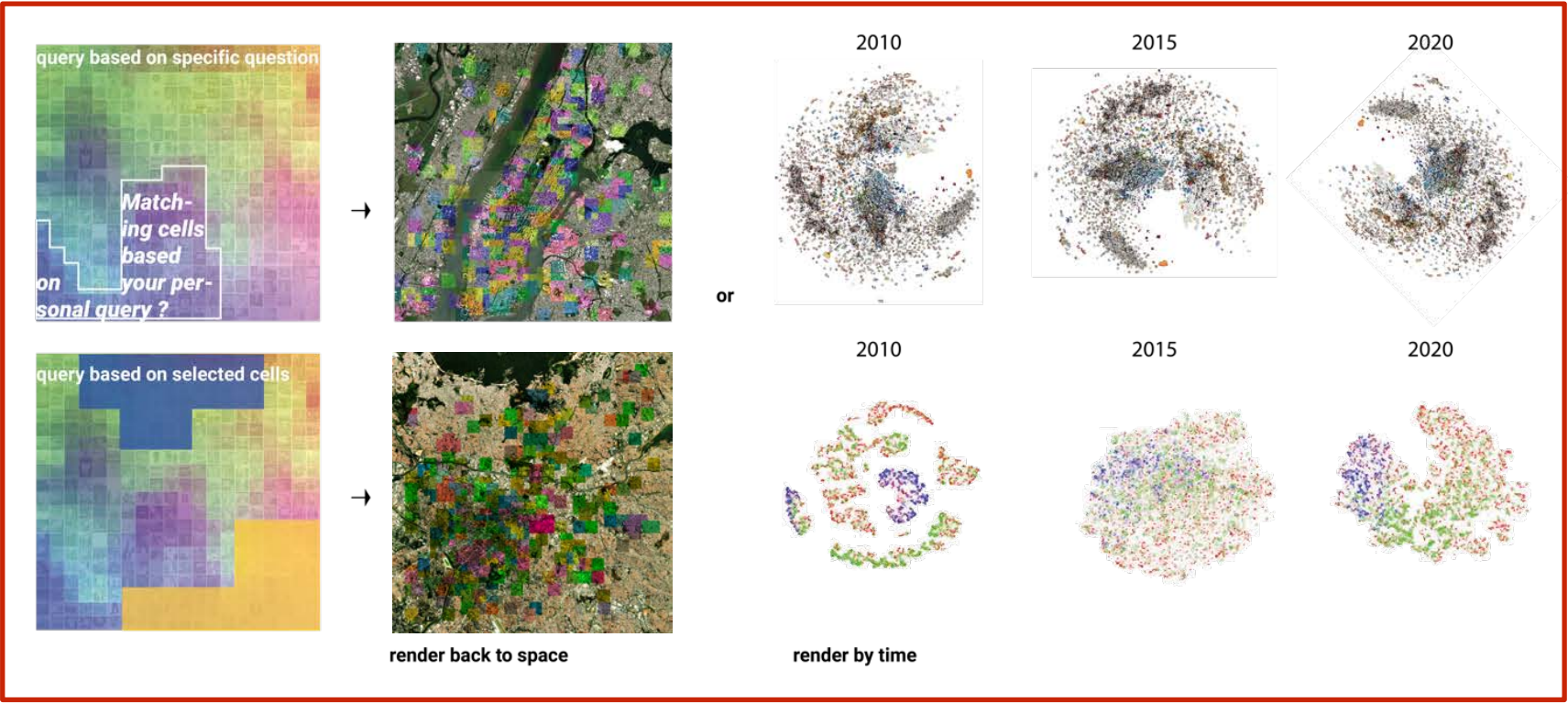
Train and render the SOM



Choose one way of filtering the SOM



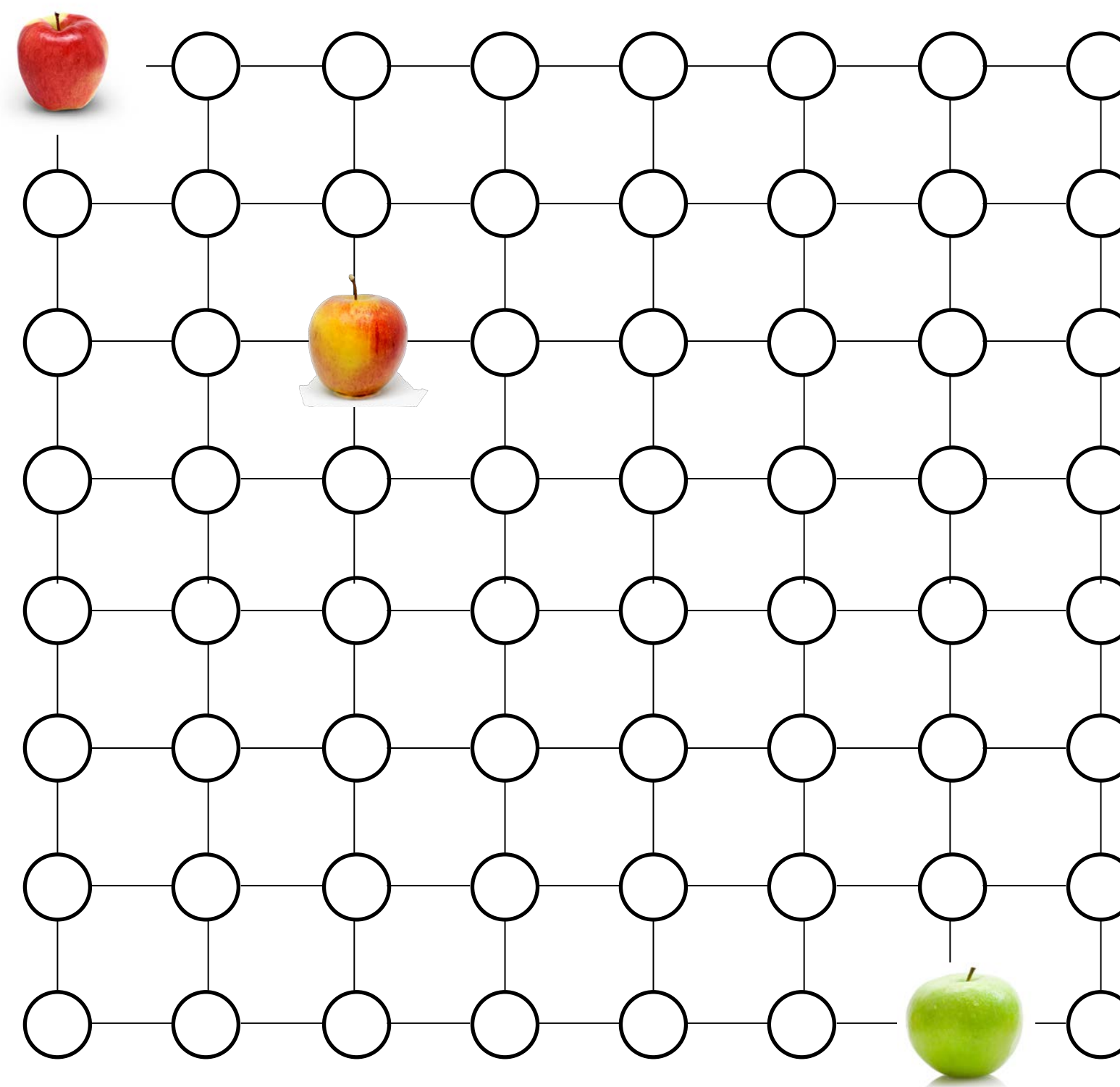
Render the SOM by its weights, assigning colors to each cell



WHAT IS A TRAINED SOM GOOD FOR

Data Visualization

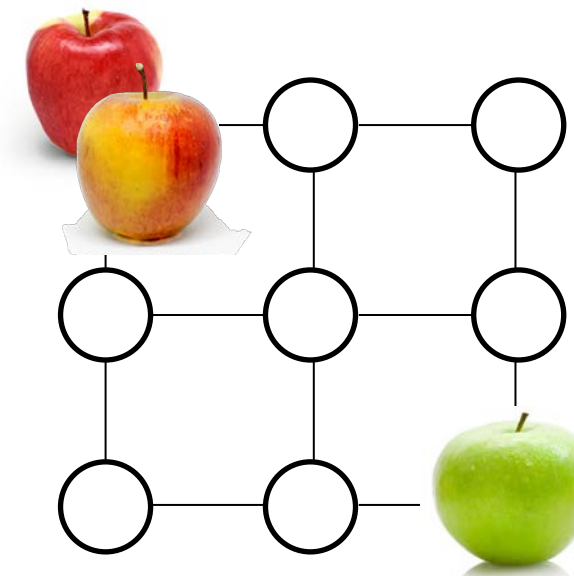
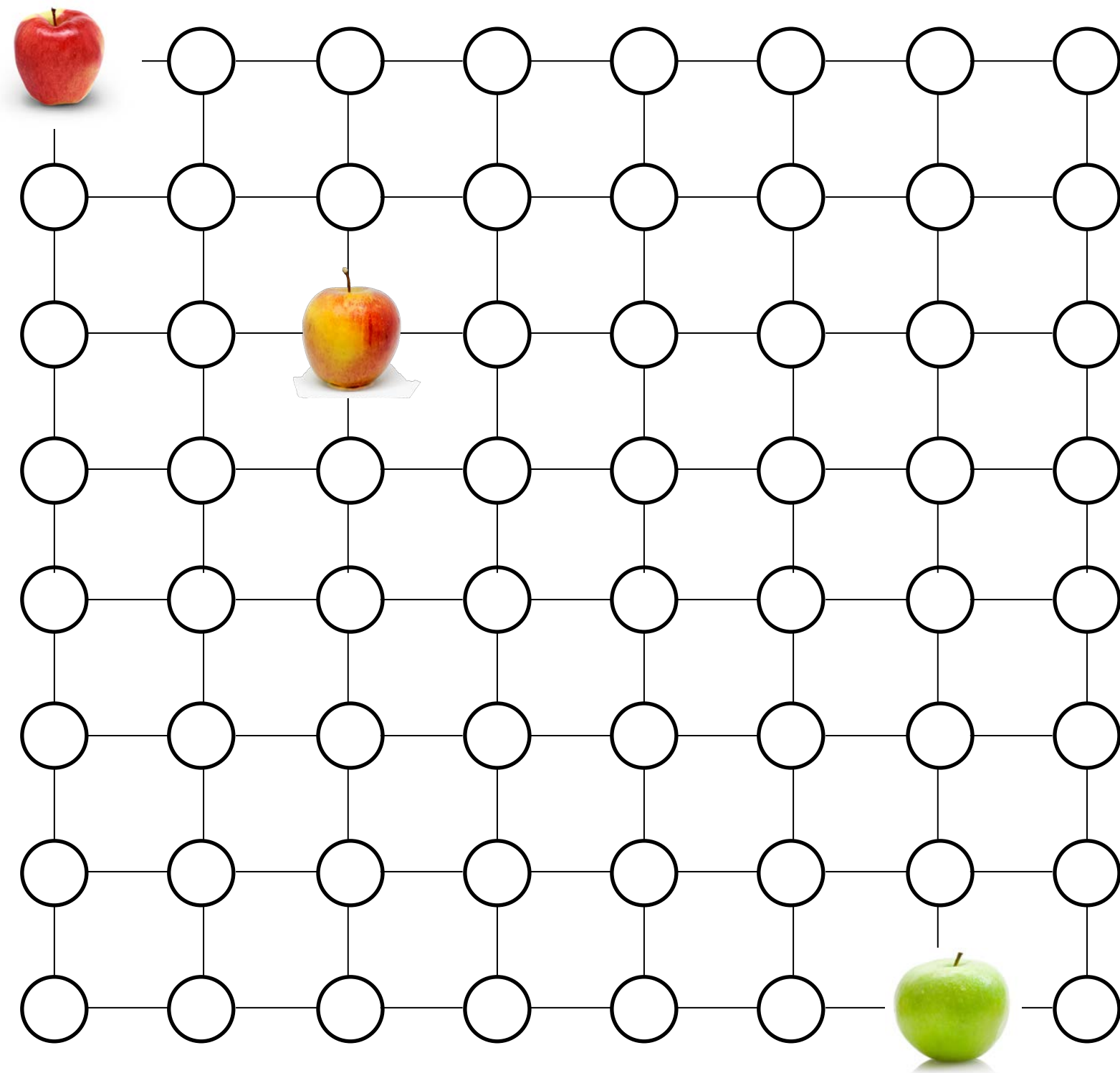
An overview of a huge dataset



Render each SOM cell using the items it contains

Clustering

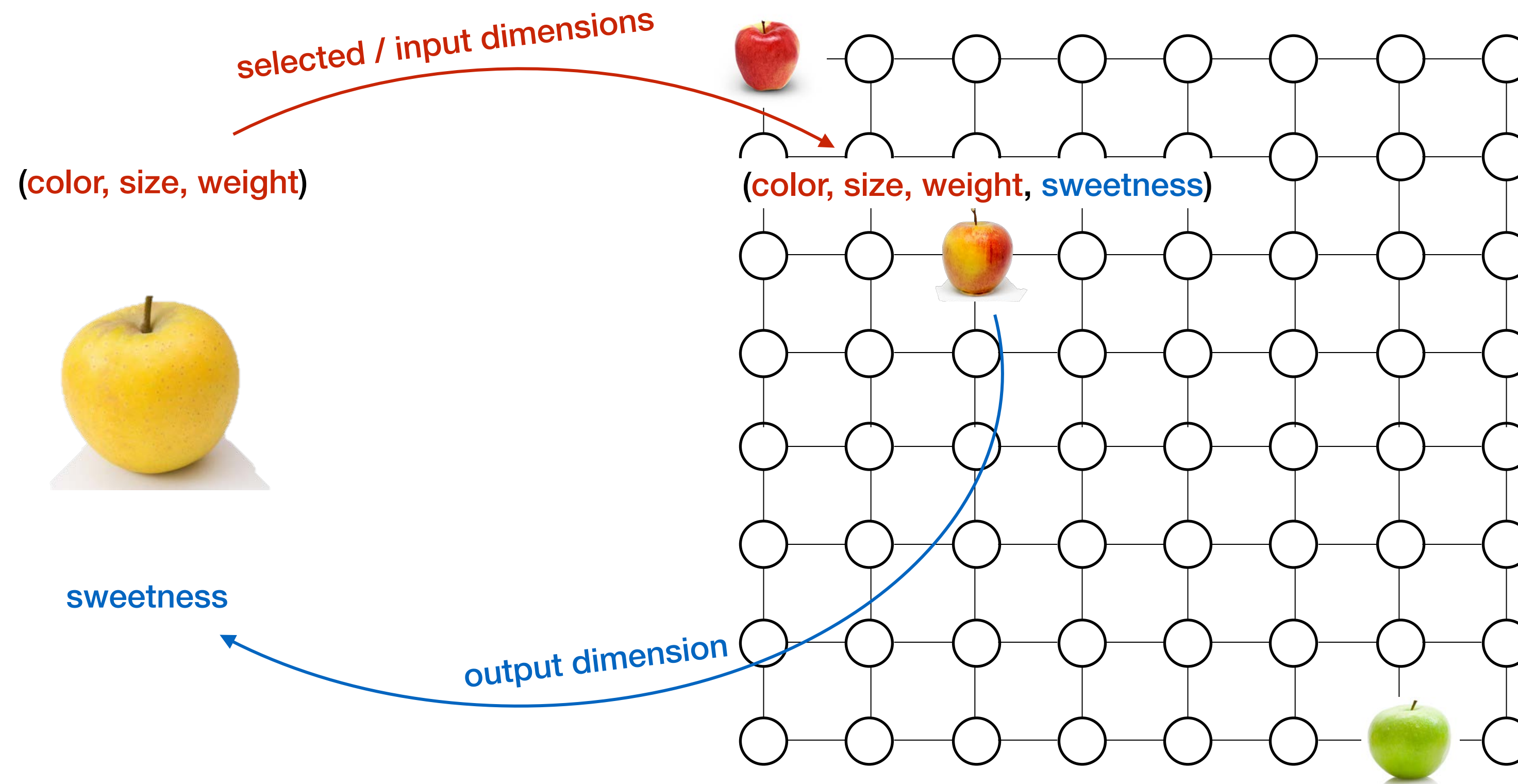
Group similar items



By playing with SOM size we can group our data to different number of clusters

Make Predictions

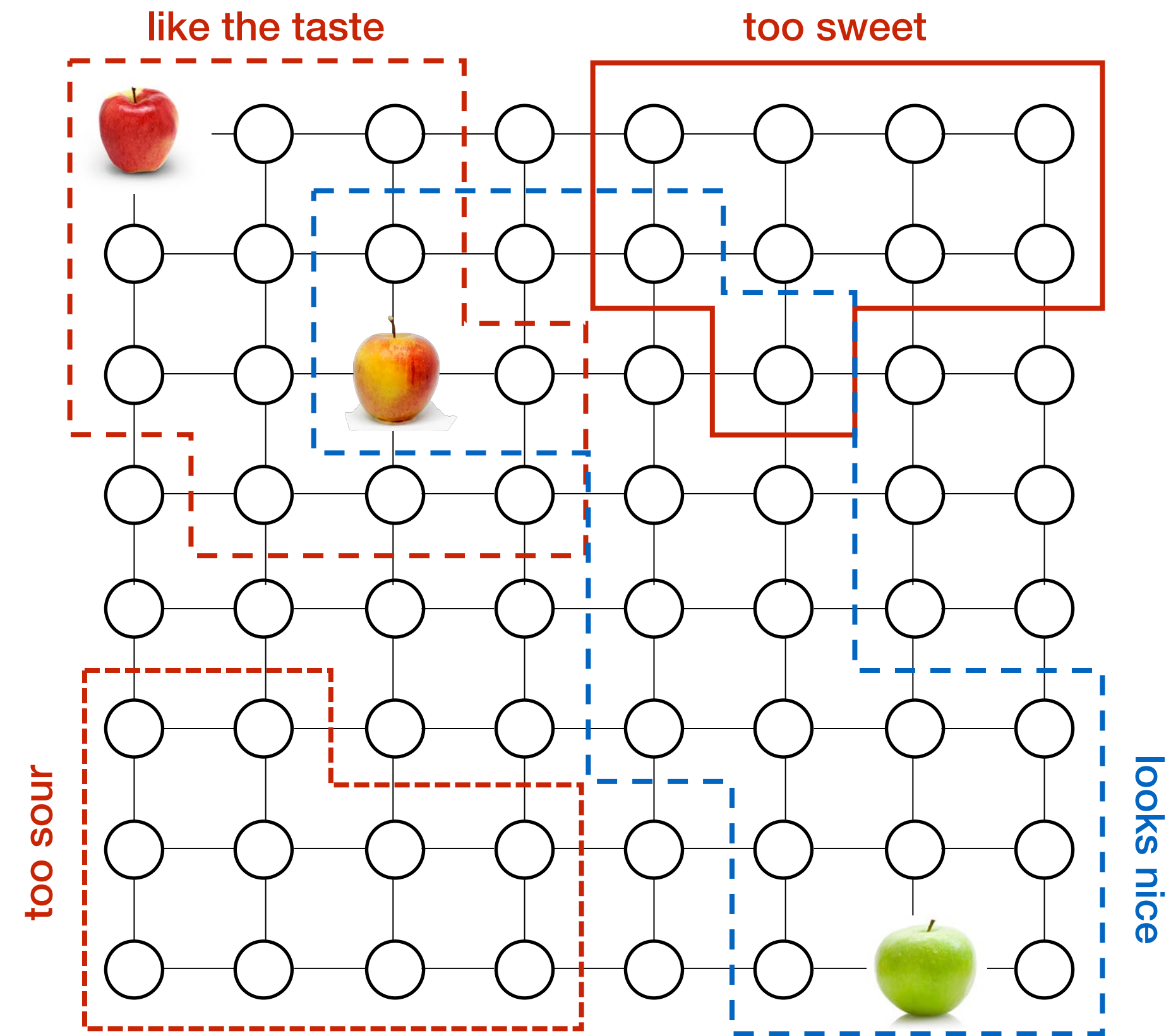
Use some dimensions to predict other dimensions



Calculate the Euclidean distance and find the BMU using only selected dimensions

Creating (Personal) Labels

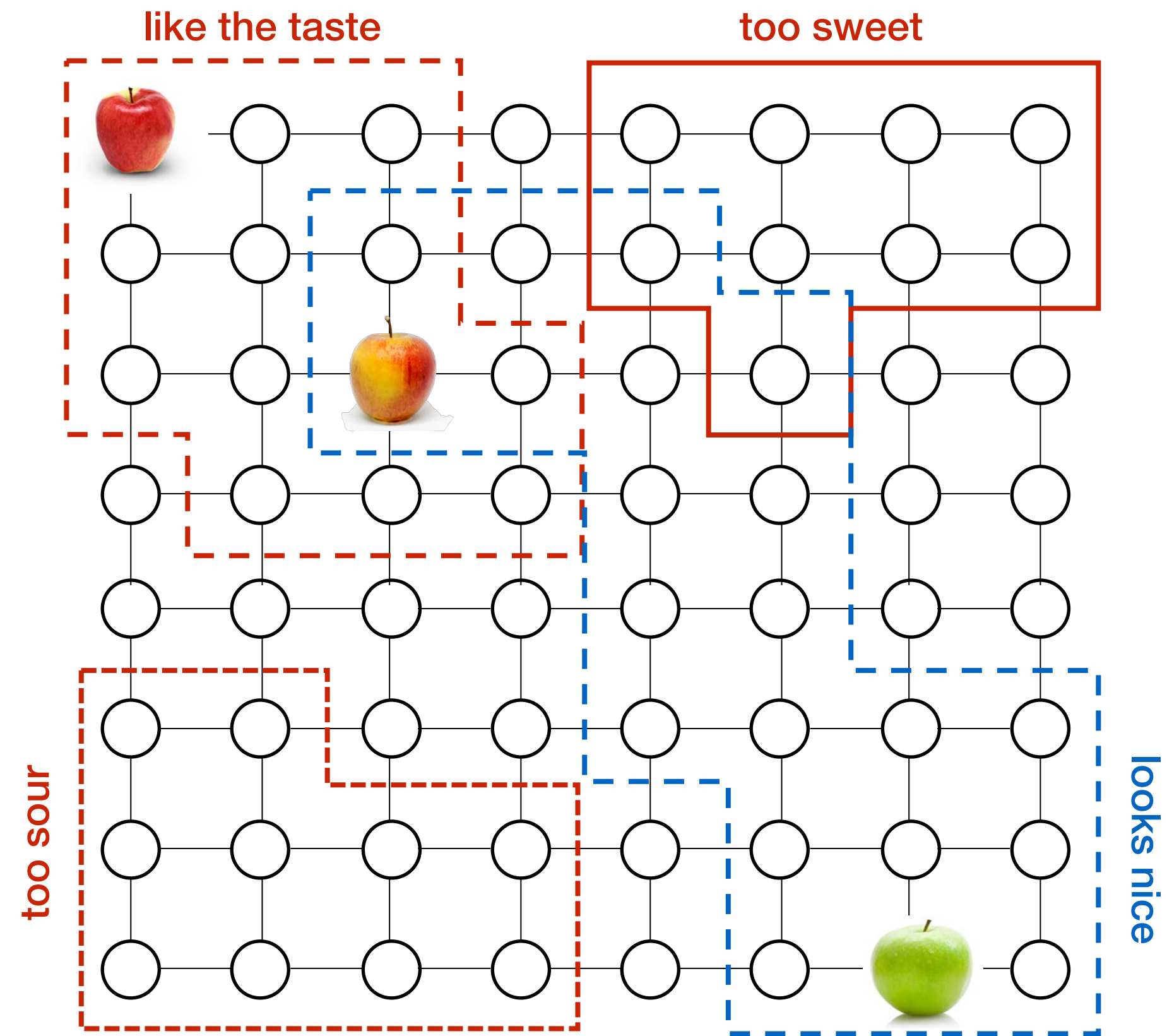
Give personal meanings to the SOM cells (clusters)



Our personal model

Reverse Data Visualization

Project SOM cells (e.g. personal labels) back to our dataset



e.g. project the personal label back into space

NAVIGATING THE SPACE

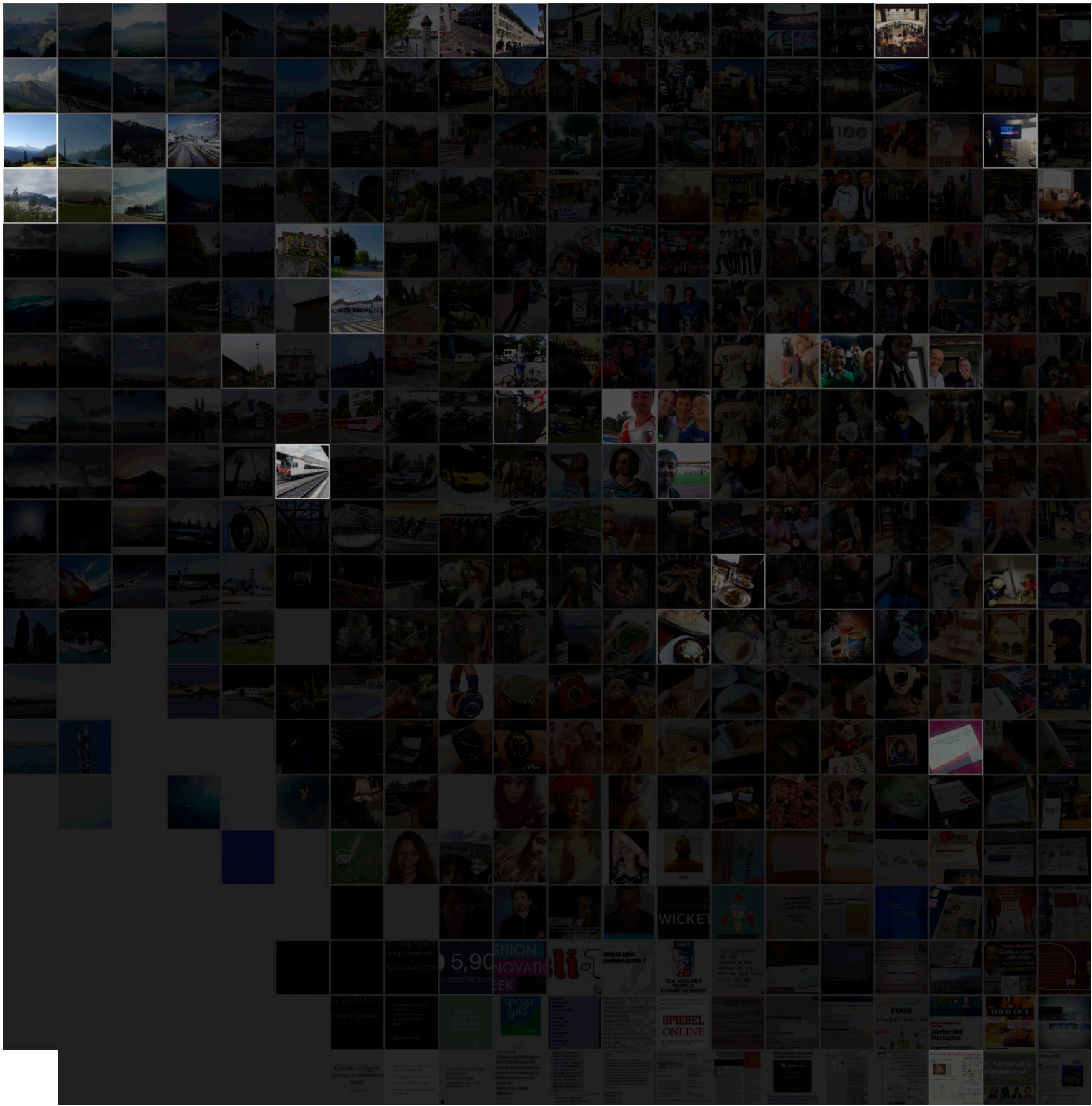
Working with some tweets within Switzerland

A SOM of Swiss Tweets

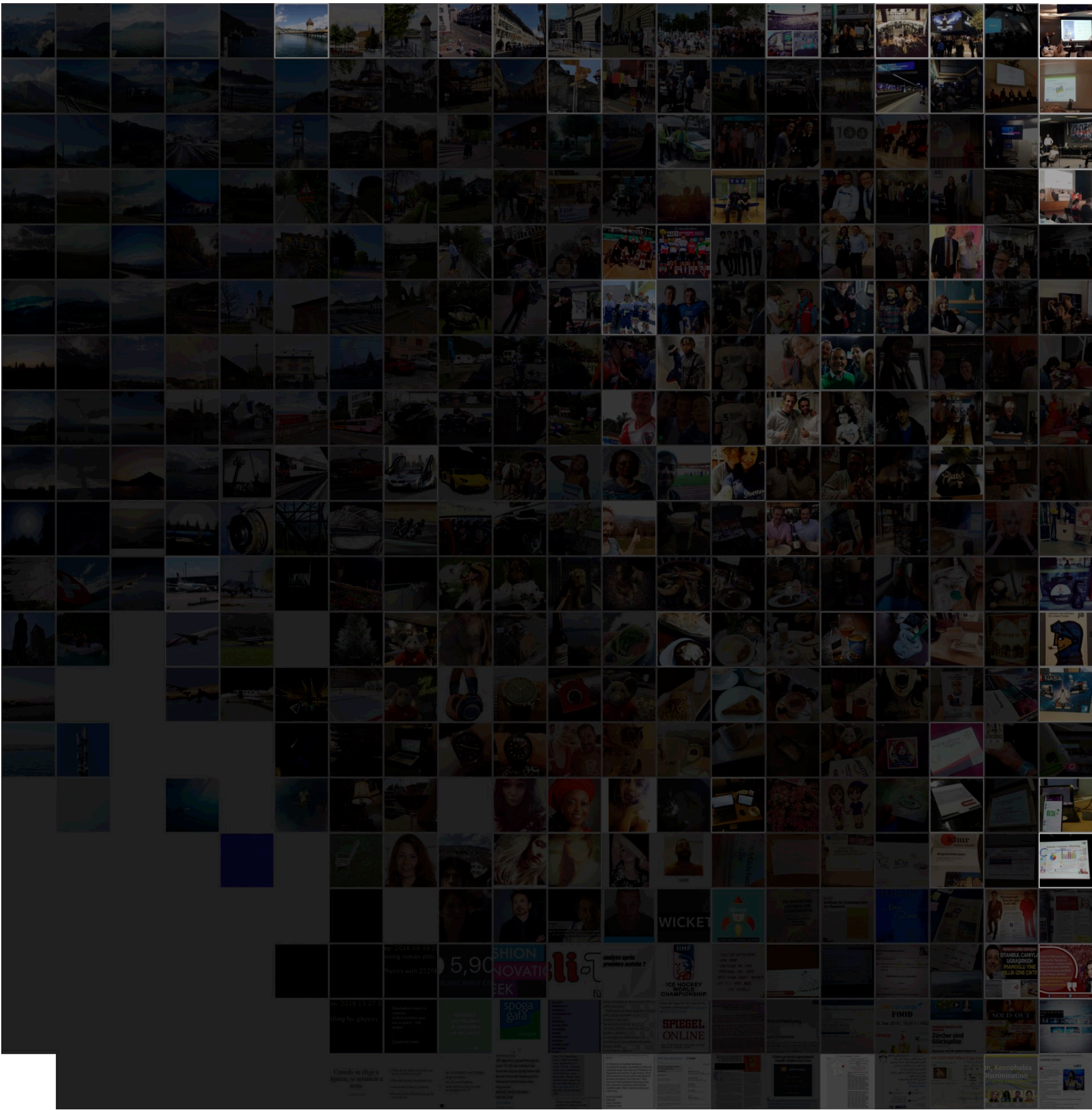
Tweets were collected based on locations (cities of Switzerland)



Highlight BMUs



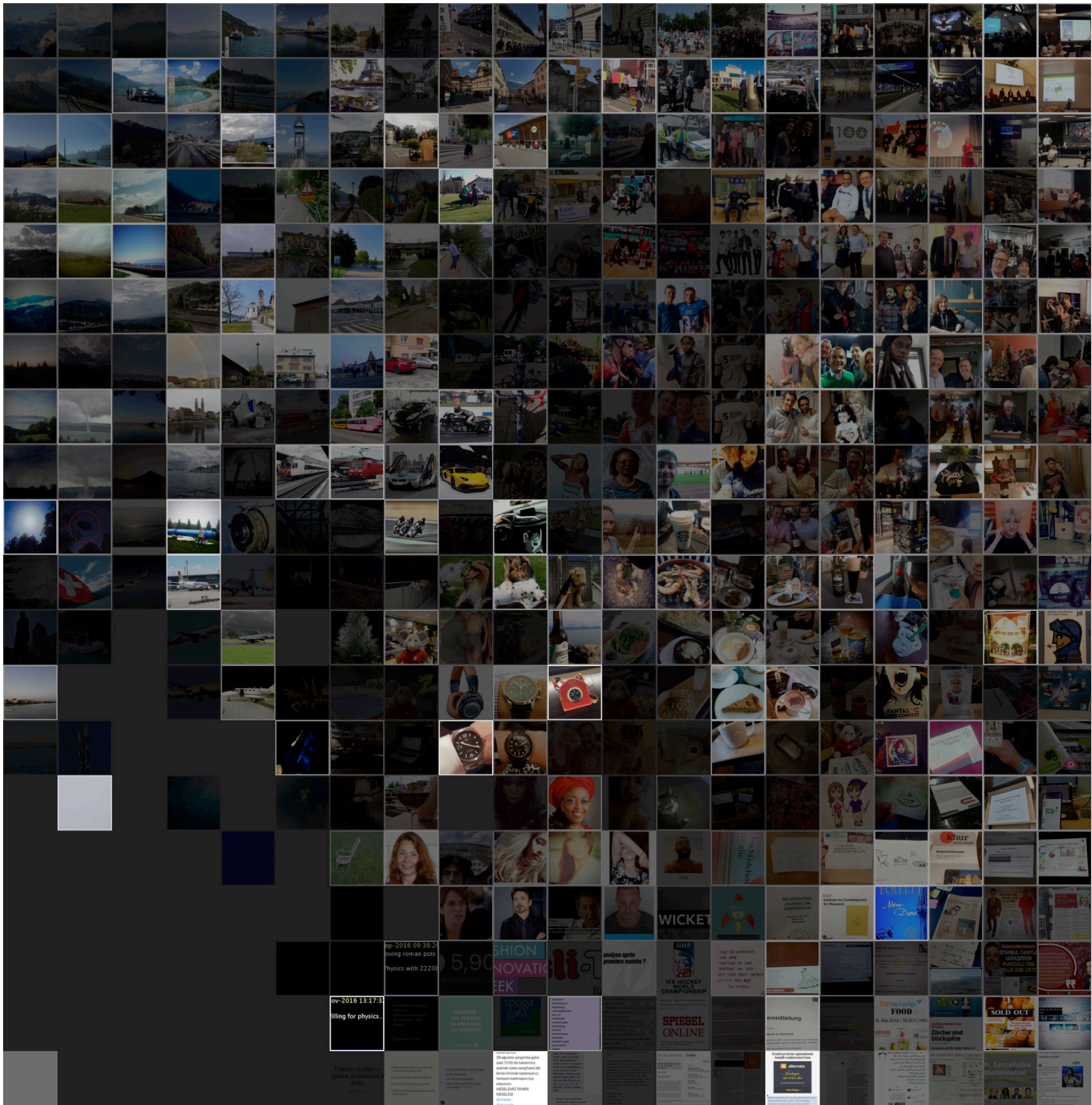
Chur



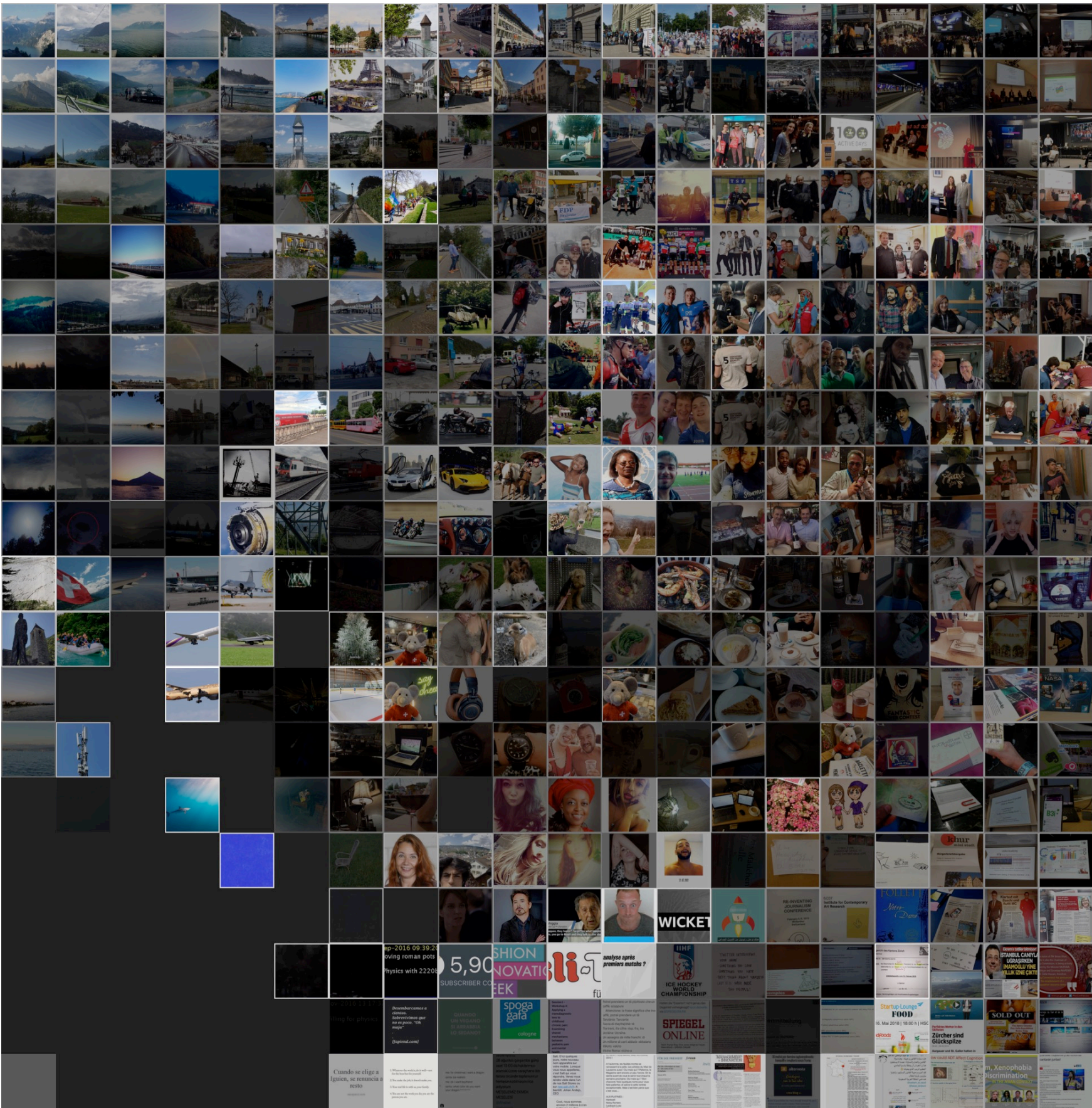
Zurich

Retrieve the BMUs of the data from Chur and Zurich, and highlight these BMUs respectively

Highlight BMUs



2015-2017



2017-2019

Or by different time period

Explore Selected Cells

