

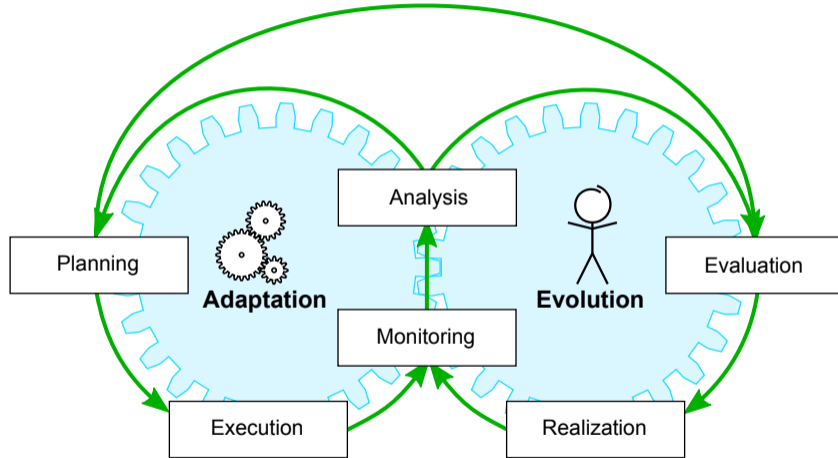
A Journey to comprehensible User Behavior Models

SSP 2020, Online

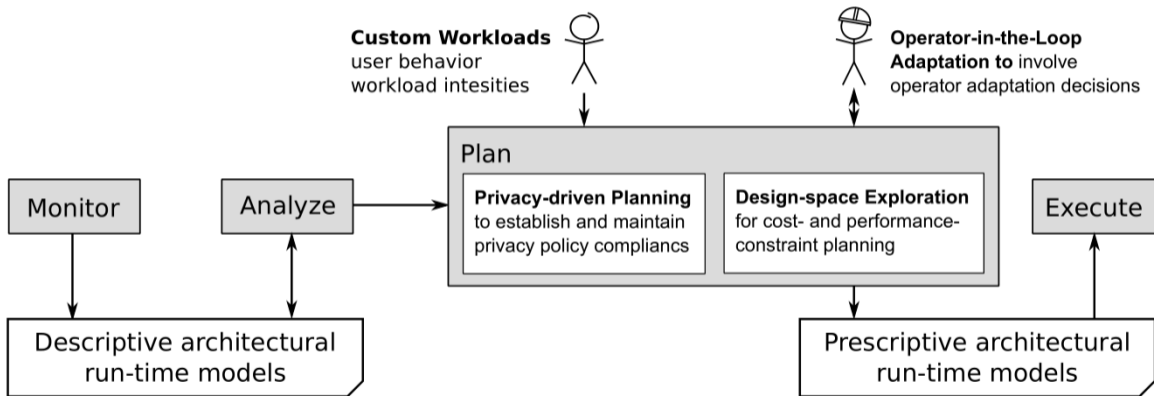
Reiner Jung & Lars Jürgensen

12th November 2020

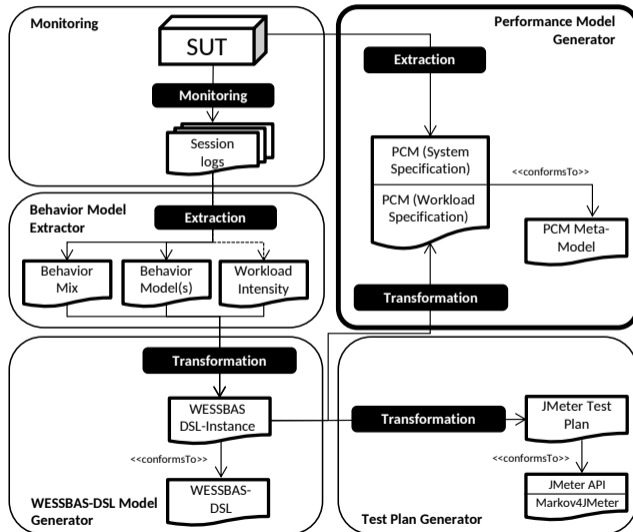


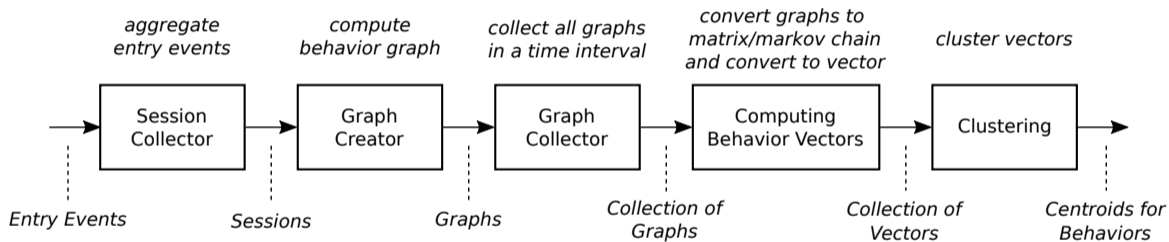


[Heinrich et al. 2015]

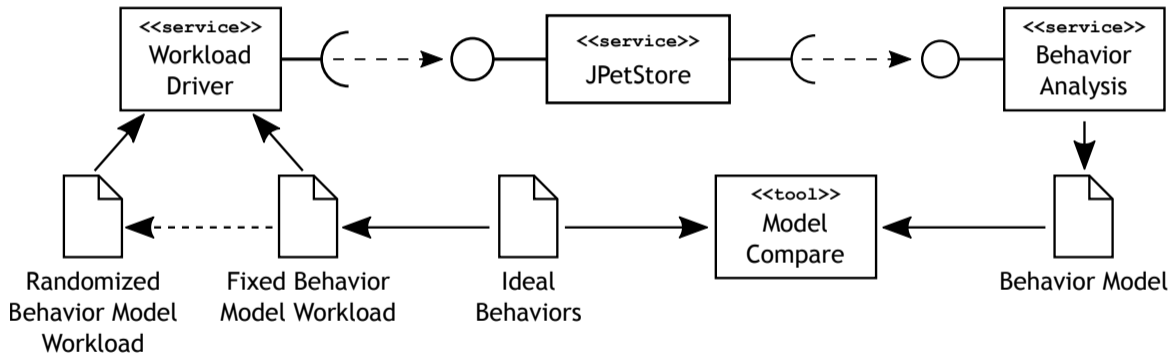


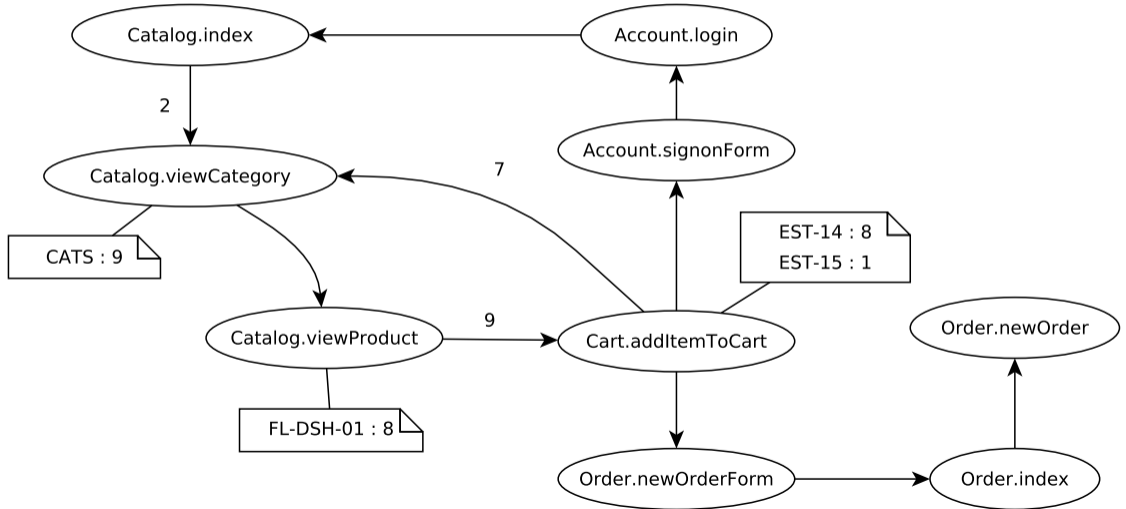
What we wanted to do?

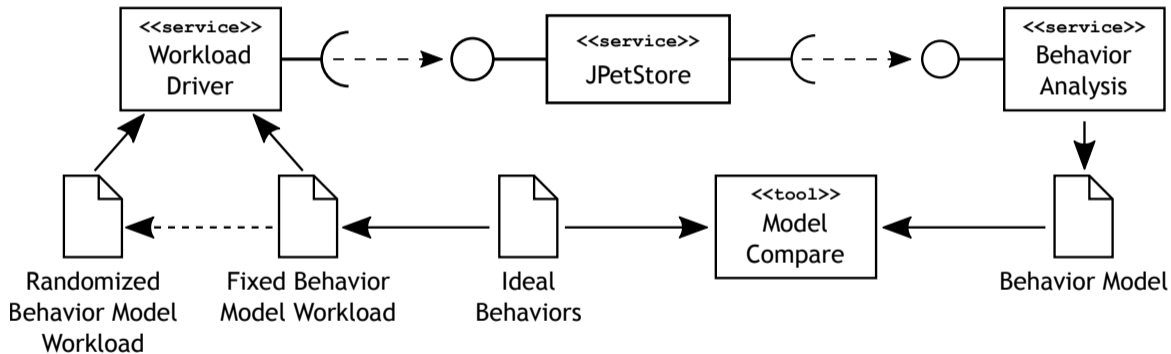




[Jung et al. 2017]







Clustering matrices did not work

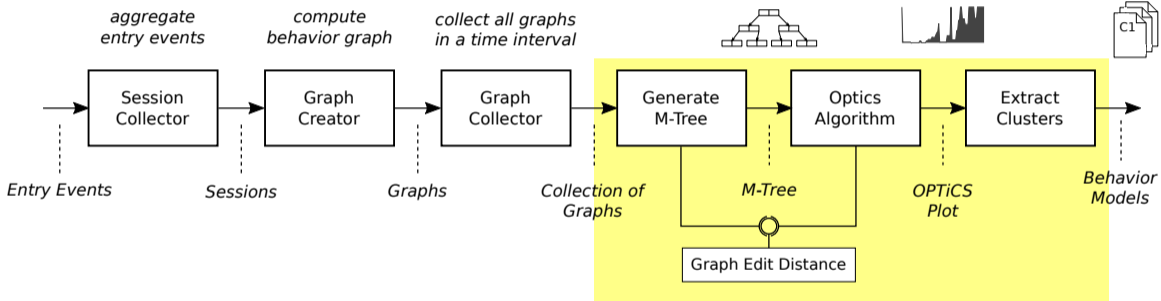
- X-Means
- EM
- Hierarchical clustering
- Similarity of matrices *somewhat better*

Why does it not work?

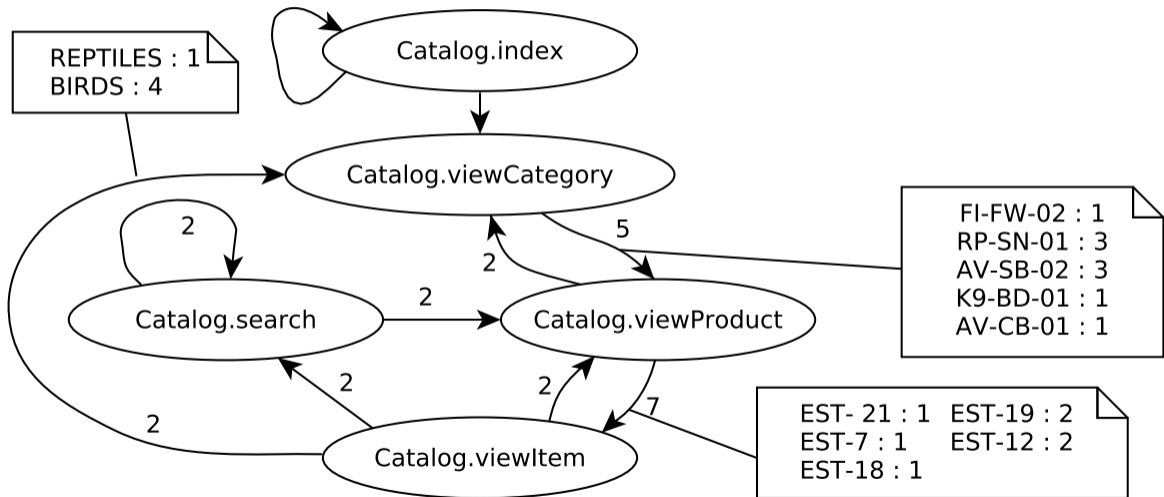
- Too many dimensions: $dimensions = node^2$
- Other attributes cannot be included
- Also: Attributes at nodes insufficient



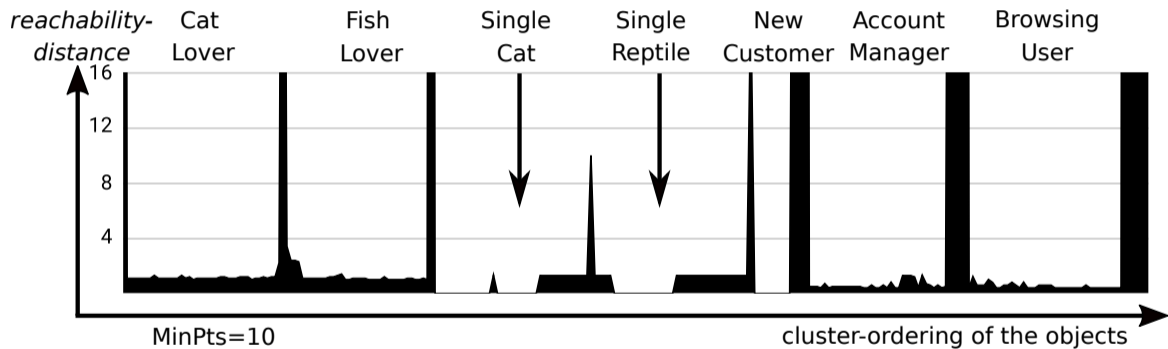
Now What?



[Jürgensen 2019]



Graph Edit Distance - Results



[Jürgensen 2019]

Issues

1. Issue memory exhausted
2. Some race condition errors
3. Huge user behavior graphs

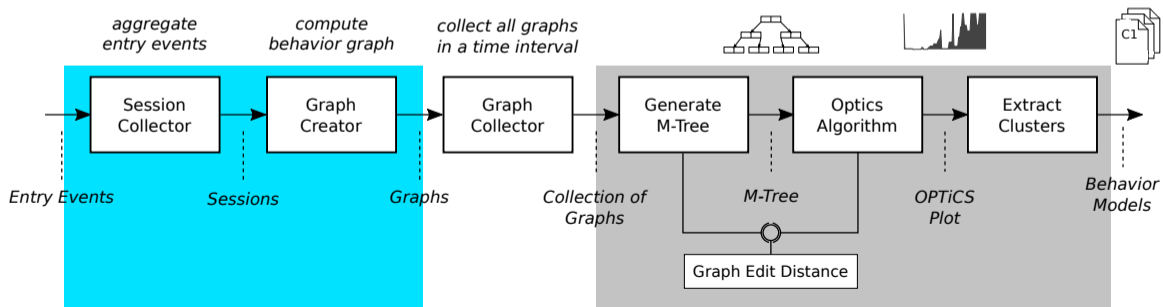
What went wrong?

- **Shop System (JPetStore)**
 - User pursue single tasks
 - Short sessions
- **Ticket System (JIRA)**
 - User perform multiple tasks
 - Long sessions

Issues

1. Issue memory exhausted
2. Some race condition errors
3. Huge user behavior graphs

What went wrong?



Summary

- **Graph Edit Distance + OPTICS** works
- **Attributes for edges** works
- **User sessions** are not a good idea

Potential Solutions

- Mark nodes as **end of an action**
- Split user sessions with graph pattern analysis

What will happen next

- Implement different pattern approaches
- Tune graph clustering
- Move more results to Kieker

JIRA Monitoring Data

DOI [10.5281/zenodo.3648094](https://doi.org/10.5281/zenodo.3648094)

DOI [10.5281/zenodo.3648240](https://doi.org/10.5281/zenodo.3648240)

DOI [10.5281/zenodo.3648228](https://doi.org/10.5281/zenodo.3648228)

DOI [10.5281/zenodo.3648269](https://doi.org/10.5281/zenodo.3648269)

JPetStore Experiment Setup

DOI [10.5281/zenodo.883083](https://doi.org/10.5281/zenodo.883083)

iObserve Code Repository

`https://github.com/
research-iobserve/
iobserve-analysis`

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