CRISP-DM Methodology in Translational Data Science & AI

With use case illustrations from the TDS Lab

Week 2, Course 3421MDSH0Y: Data stewardship for sustainable health, 10/11/2026

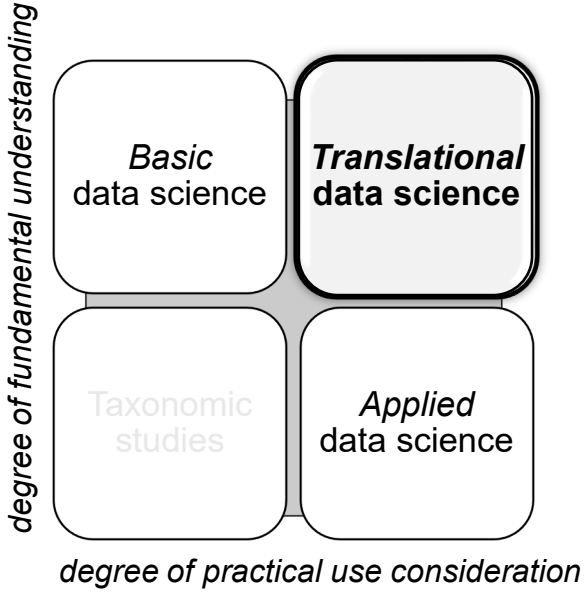


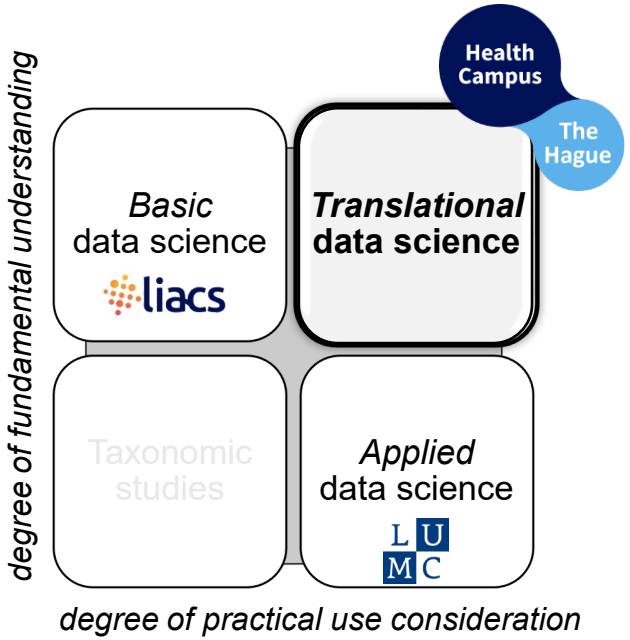
Dr. Armel Lefebvre

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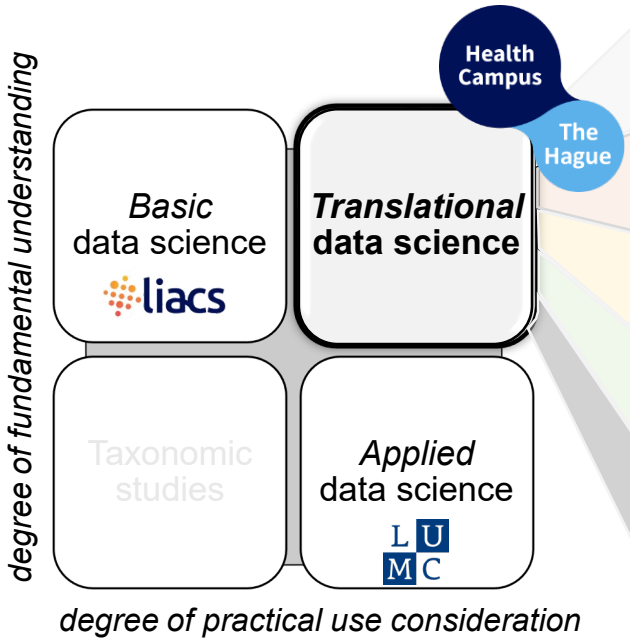
Prof.dr. Marco Spruit




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About: Marco Spruit



ENGINEER

1993

- Information Retrieval programmer, ZyLAB Europe

1995

- Big Data system developer, Dutch Intelligence & Security Service

1997

- Product software developer/ entrepreneur, Insertable Objects & Wizzer BV

RESEARCHER

2003

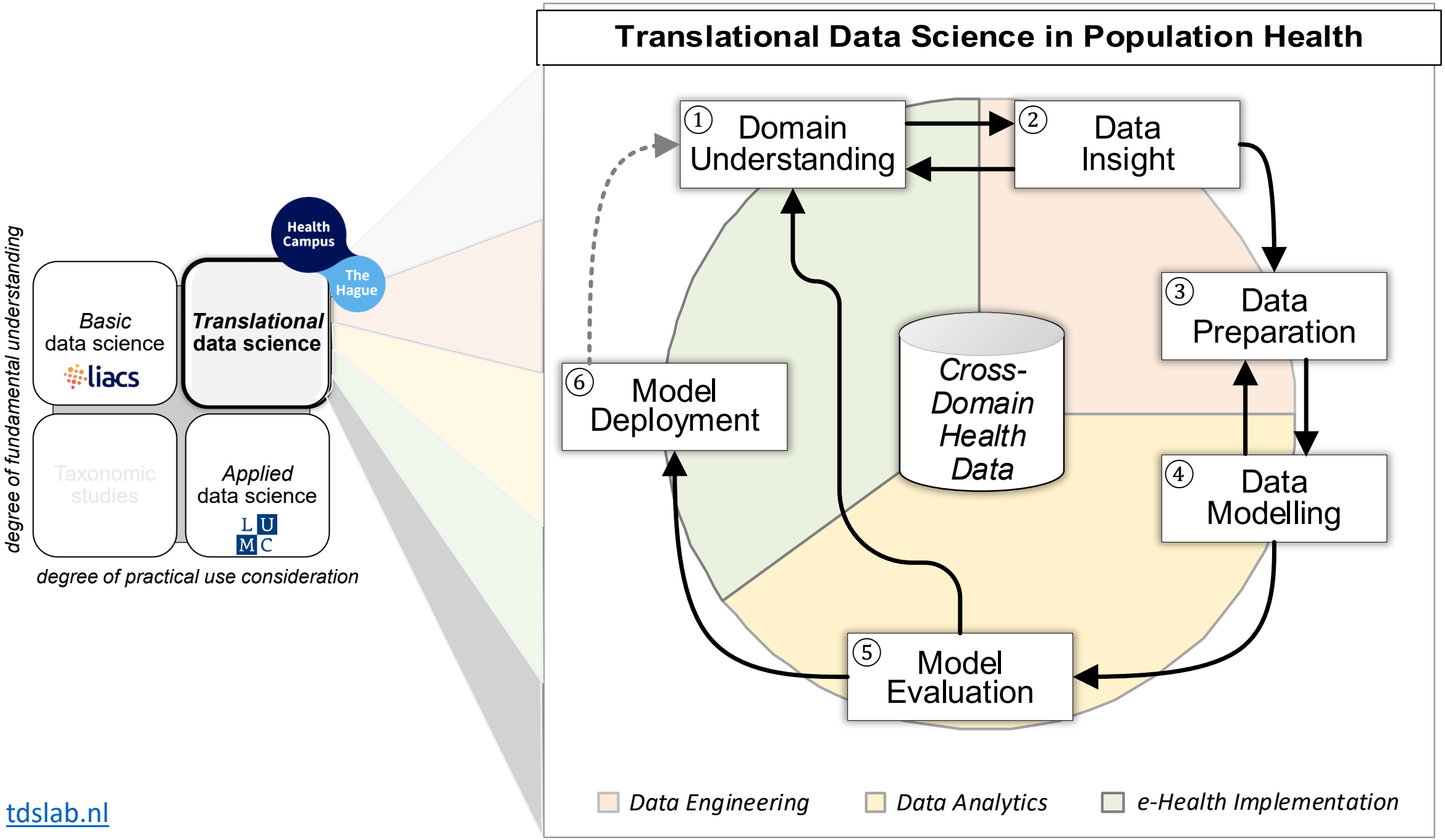
- Ph.D researcher in Computational Linguistics, University of Amsterdam

2007

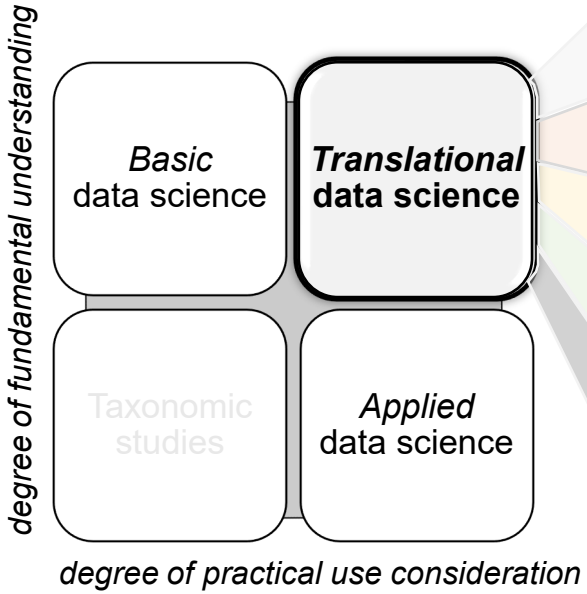
- Assistant → Associate professor Information Science, Utrecht University
  - *Applied* Data Science Lab

2020

- Professor *Translational* Data Science in Population Health, LUMC/Leiden University
  - **TDS Lab**
  - **AI4PeoPLe**
  - …


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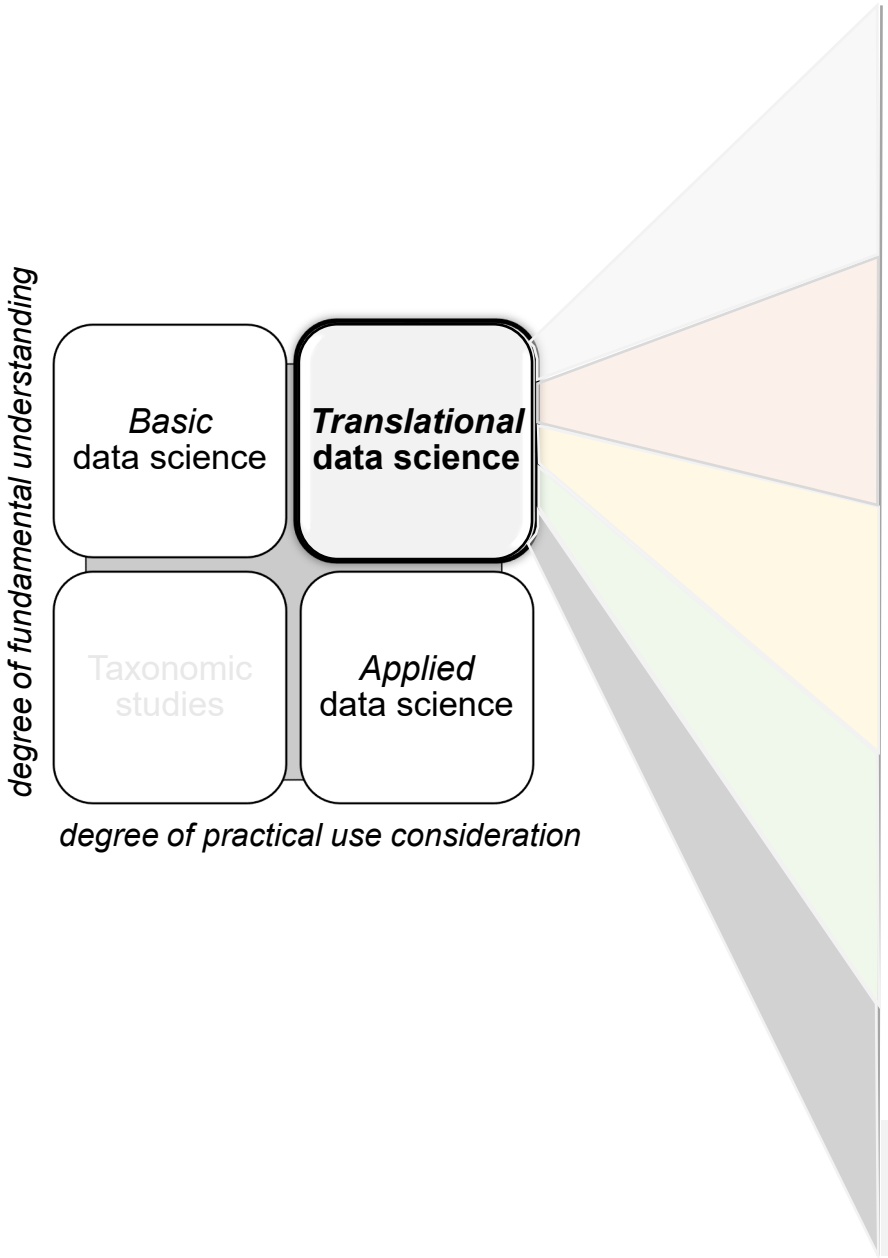


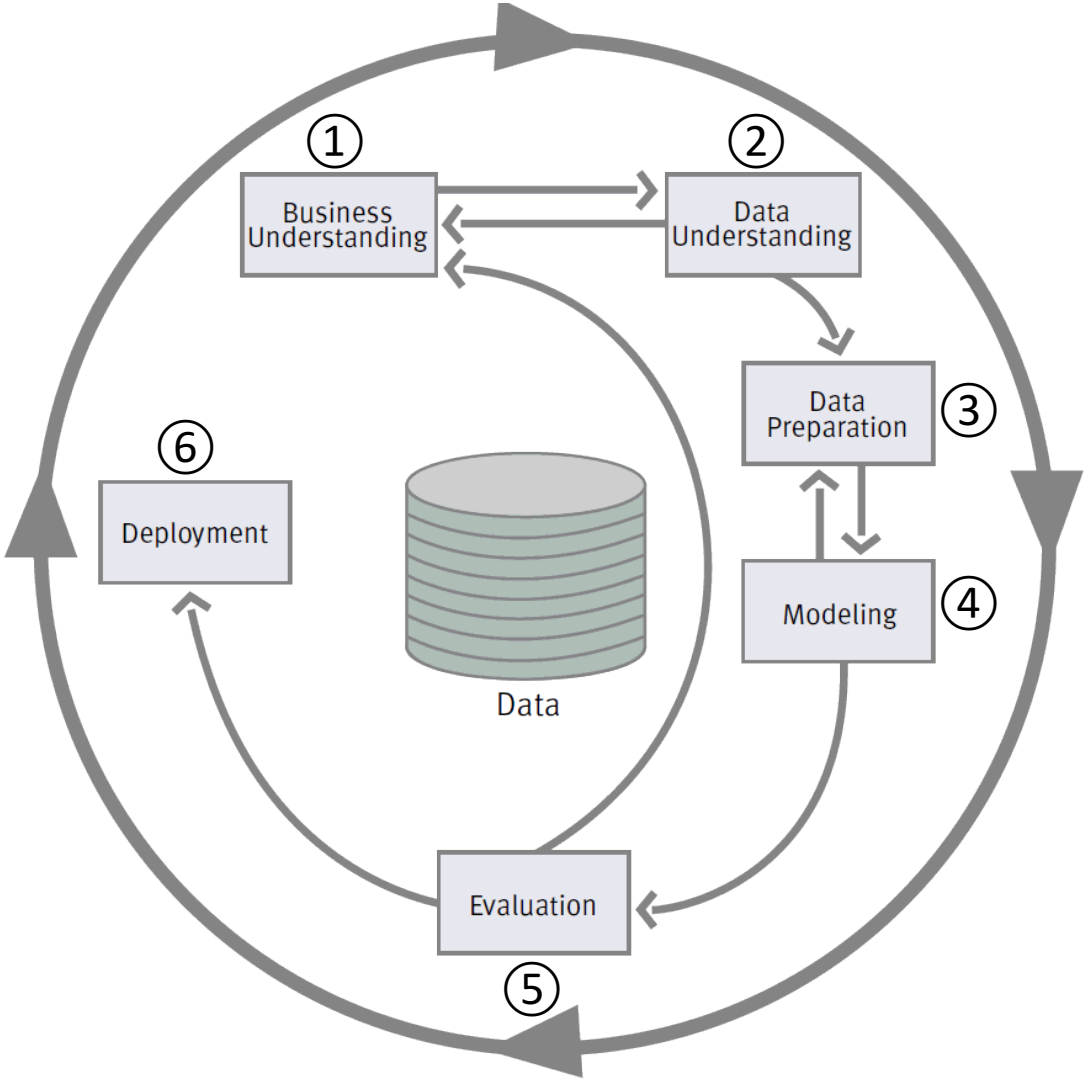
What main methodology are you using for your analytics, data mining, or data science projects ? [200 votes total]

2014 poll 2007 poll

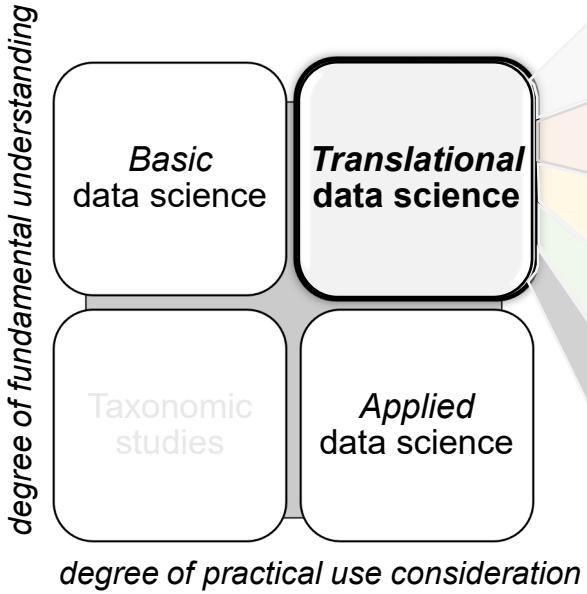
?

https://www.kdnuggets.com/polls/2014/analytics-data-mining-data-science-methodology.html



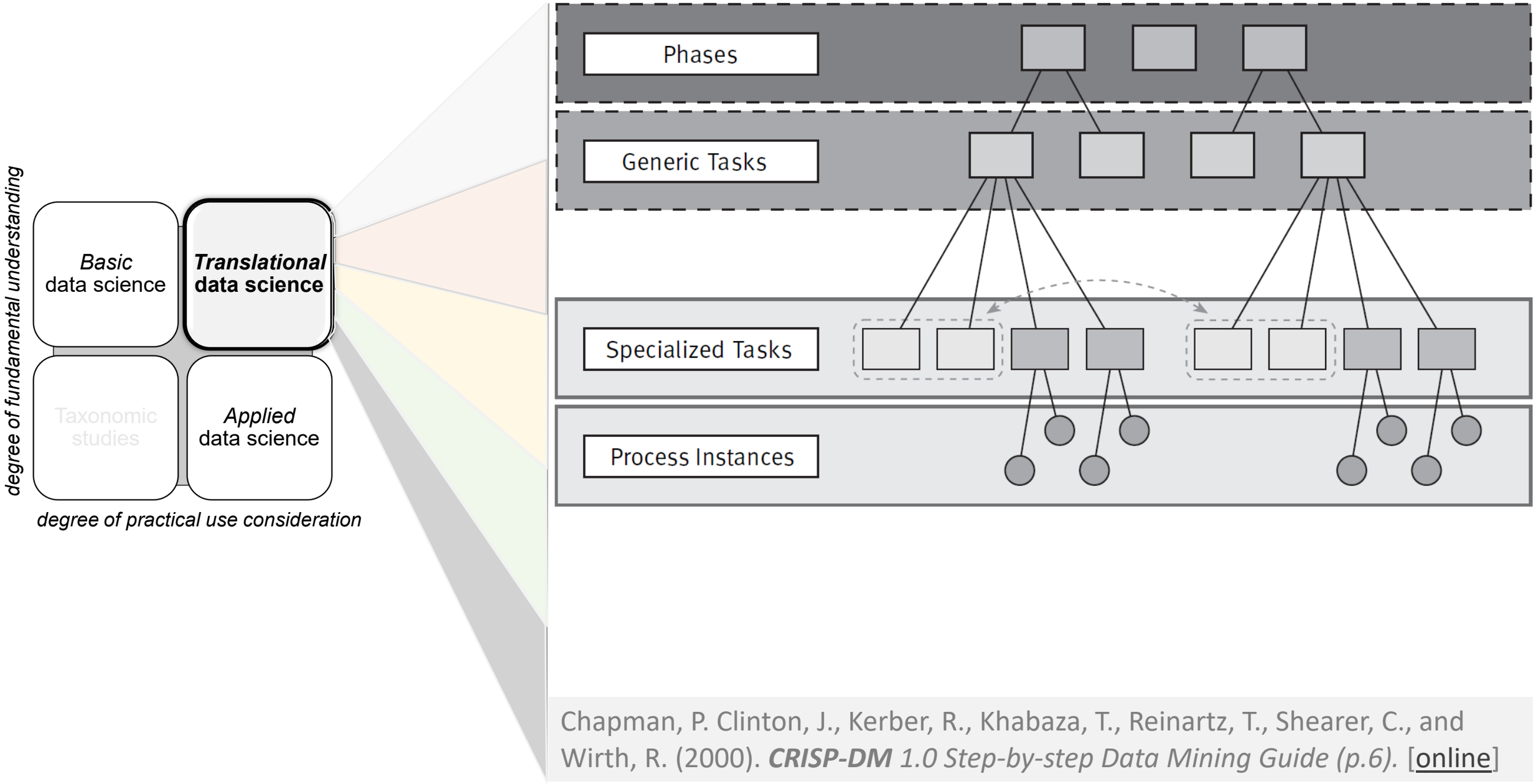


Chapman, P. Clinton, J., Kerber, R., Khabaza, T., Reinartz, T., Shearer, C., and Wirth, R. (2000). ***CRISP-DM** 1.0 Step-by-step Data Mining Guide (p.6).* [online]

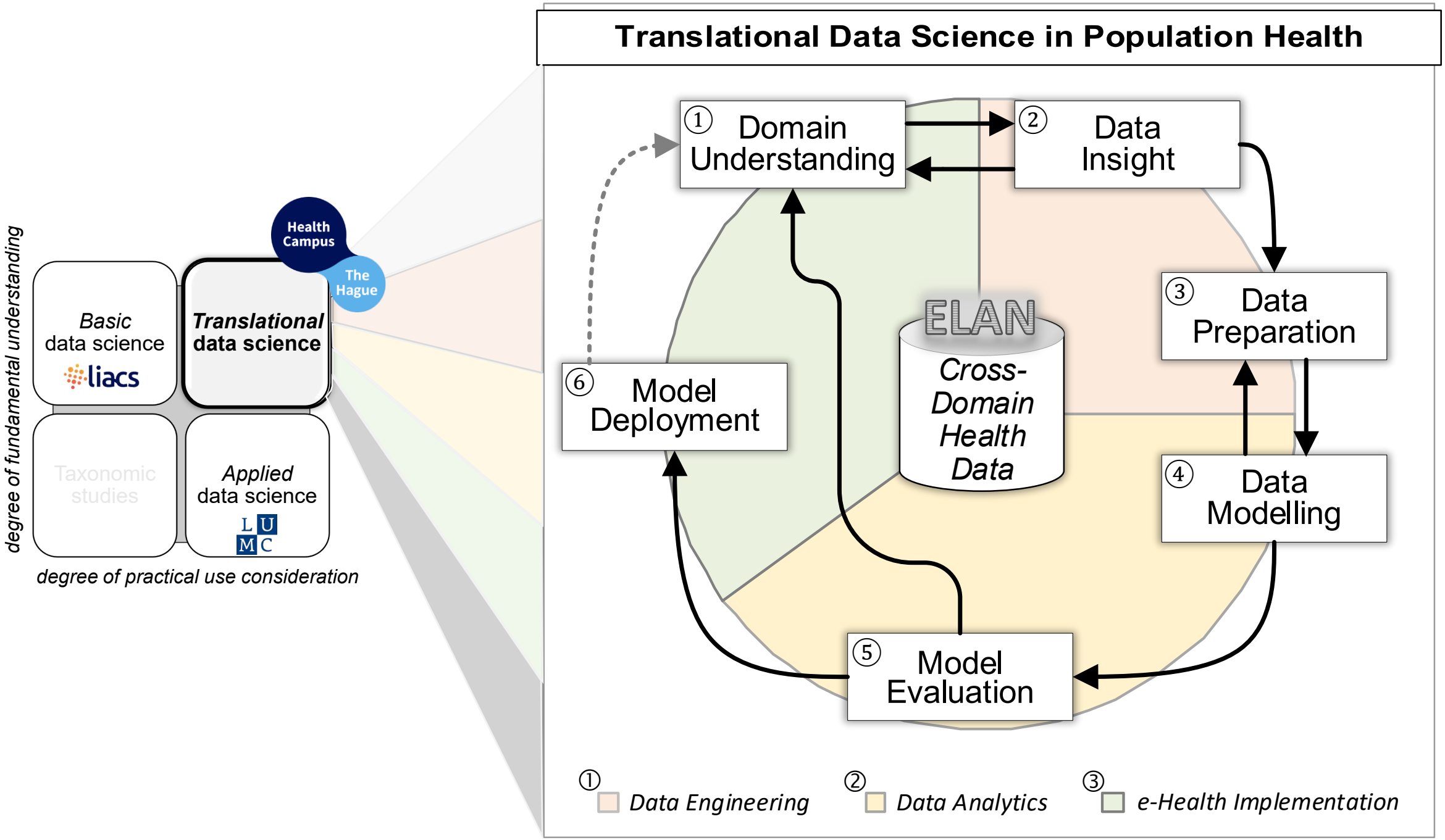


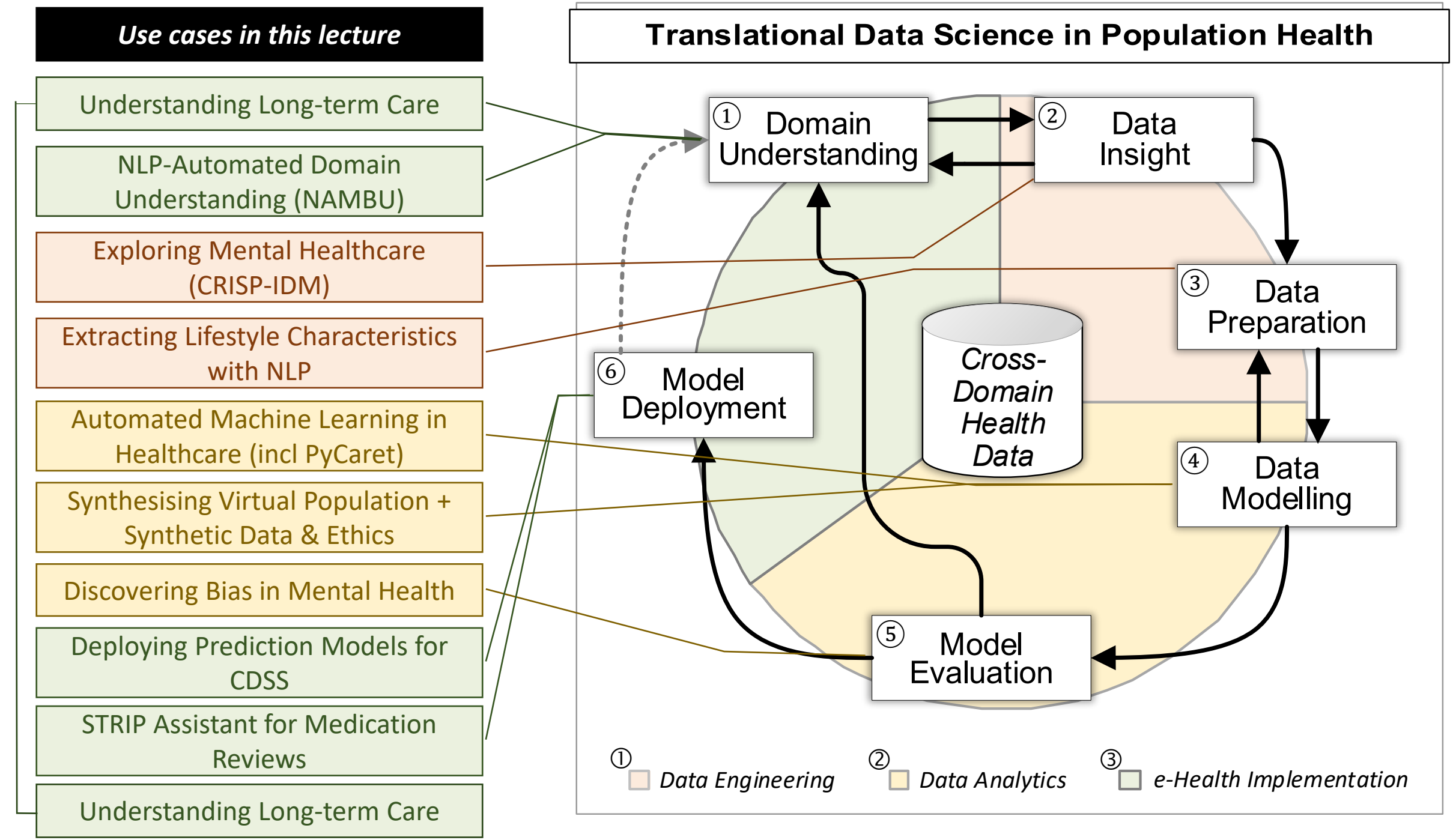
Business Understanding	Data Understanding	Data Preparation	Modeling	Evaluation	Deployment
Determine Business Objectives *Background* *Business Objectives* *Business Success Criteria*	**Collect Initial Data** *Initial Data Collection Report*	**Select Data** *Rationale for Inclusion/ Exclusion*	**Select Modeling Techniques** *Modeling Technique* *Modeling Assumptions*	**Evaluate Results** *Assessment of Data Mining Results w.r.t. Business Success Criteria* *Approved Models*	**Plan Deployment** *Deployment Plan*
Assess Situation *Inventory of Resources* *Requirements, Assumptions, and Constraints* *Risks and Contingencies* *Terminology* *Costs and Benefits*	**Describe Data** *Data Description Report*	**Clean Data** *Data Cleaning Report*	**Generate Test Design** *Test Design*	**Review Process** *Review of Process*	**Plan Monitoring and Maintenance** *Monitoring and Maintenance Plan*
Determine Data Mining Goals *Data Mining Goals* *Data Mining Success Criteria*	**Explore Data** *Data Exploration Report*	**Construct Data** *Derived Attributes* *Generated Records*	**Build Model** *Parameter Settings* *Models* *Model Descriptions*	**Determine Next Steps** *List of Possible Actions* *Decision*	**Produce Final Report** *Final Report* *Final Presentation*
Produce Project Plan *Project Plan* *Initial Assessment of Tools and Techniques*	**Verify Data Quality** *Data Quality Report*	**Integrate Data** *Merged Data*	**Assess Model** *Model Assessment* *Revised Parameter Settings*		**Review Project** *Experience Documentation*
		Format Data *Reformatted Data* *Dataset* *Dataset Description*			

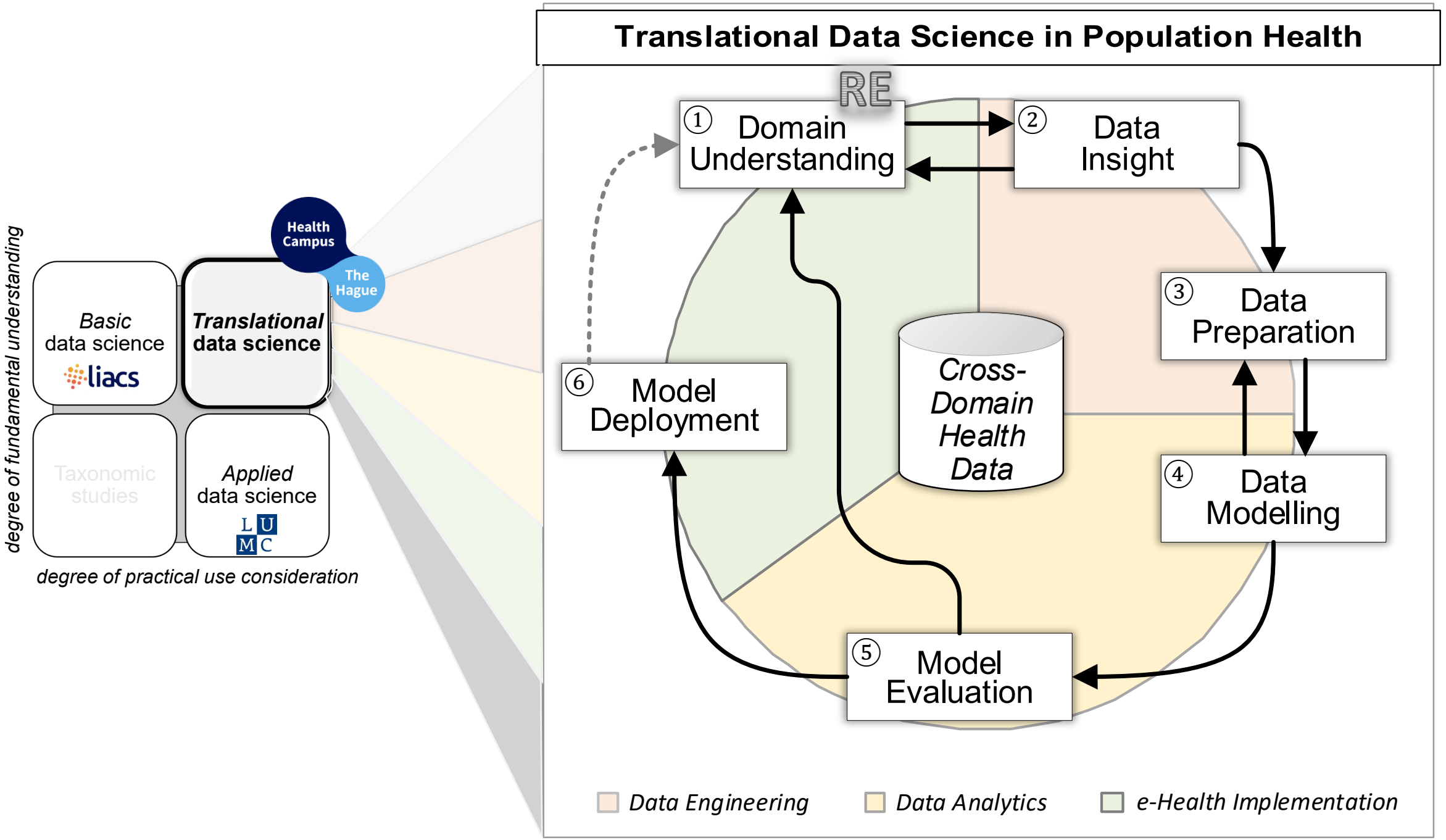
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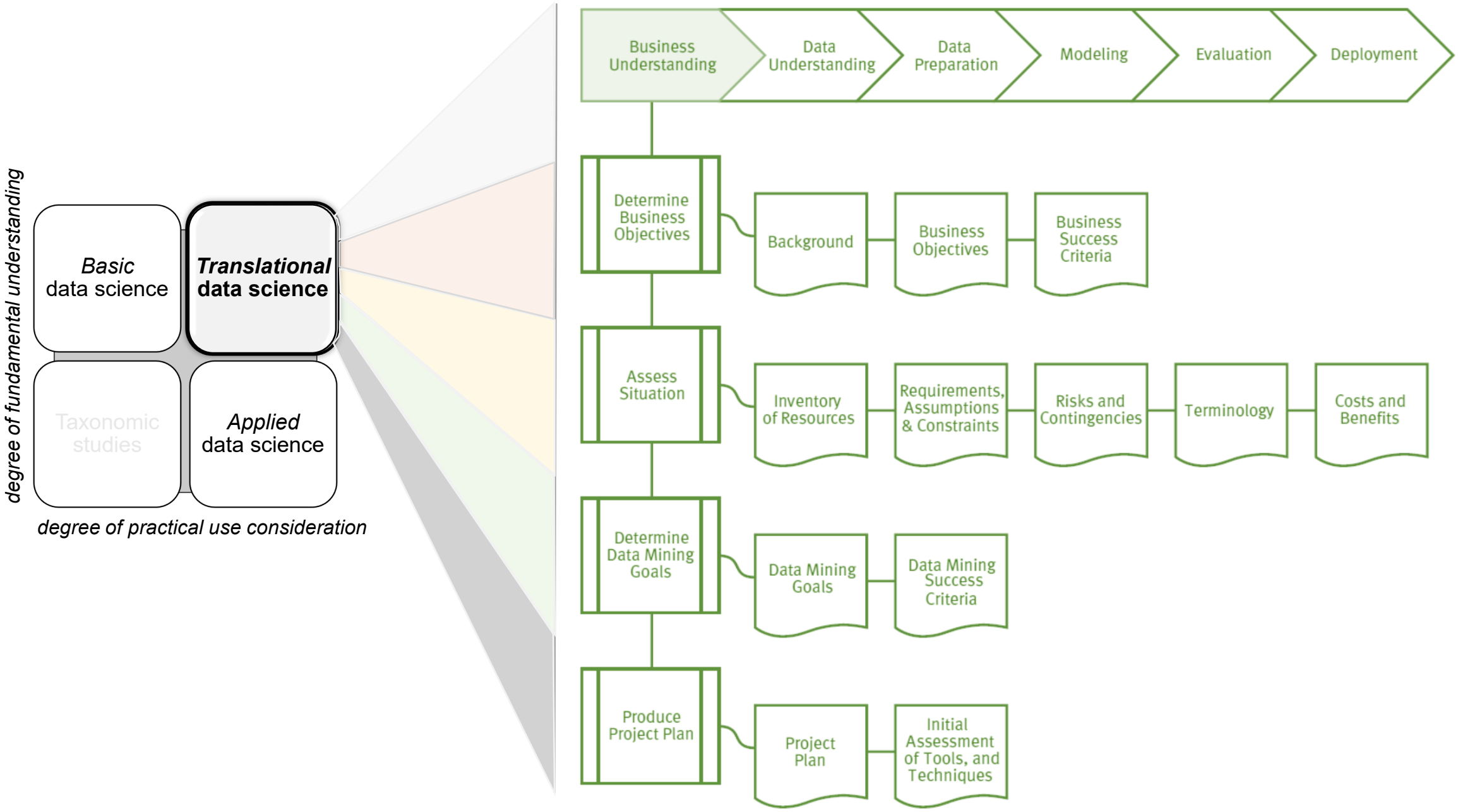


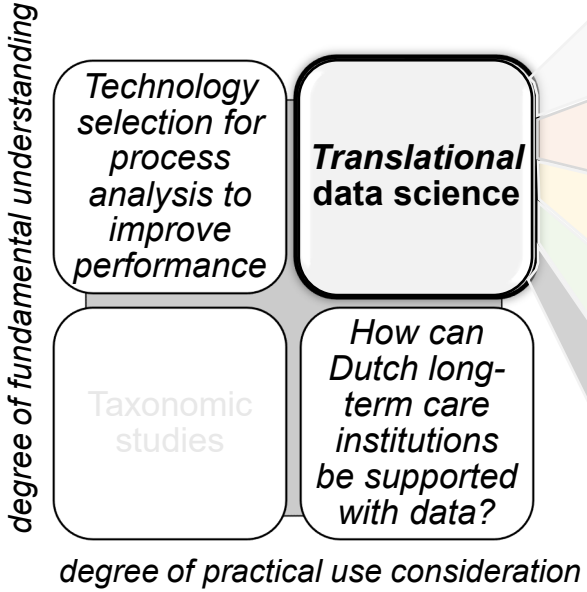
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ELAN
Cross-Domain Health Data
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③ e-Health Implementation


Use cases in this lecture
Understanding Long-term Care
NLP-Automated Domain Understanding (NAMBU)
Exploring Mental Healthcare (CRISP-IDM)
Extracting Lifestyle Characteristics with NLP
Automated Machine Learning in Healthcare (incl PyCaret)
Synthesising Virtual Population + Synthetic Data & Ethics
Discovering Bias in Mental Health
Deploying Prediction Models for CDSS
STRIP Assistant for Medication Reviews
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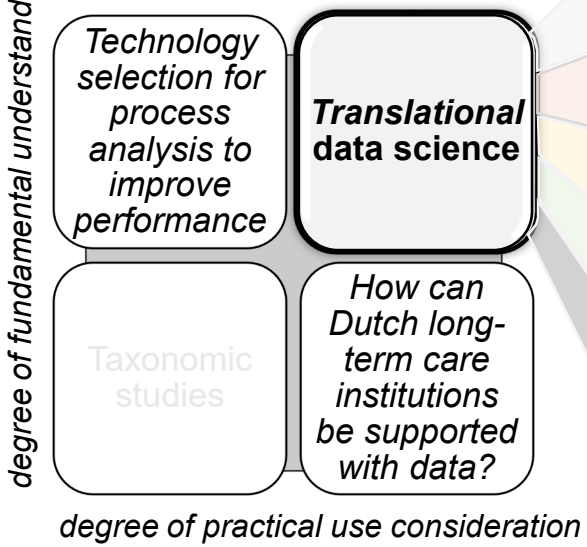

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Determine Data Mining Goals
Data Mining Goals
Data Mining Success Criteria
Produce Project Plan
Project Plan
Initial Assessment of Tools, and Techniques



Example: Understanding Long-term Care

- Portion of Dutch healthcare budget: 38% = 34B!
- Care Intensity Package (ZZP)
  - *ZZP1:* Extramural living with some guidance
  - *ZZP8:* Intramural living under full surveillance and 24/7 care
- 18 unstructured in-depth interviews
  - 8 (board of) directors experts
  - 7 management experts
  - 7 experts from stakeholders perspective (MinVWS, IGZ, Care insurer)
- 56 information needs derived (33Q, 23F) from 18 unstructured in-depth interviews with 22 experts

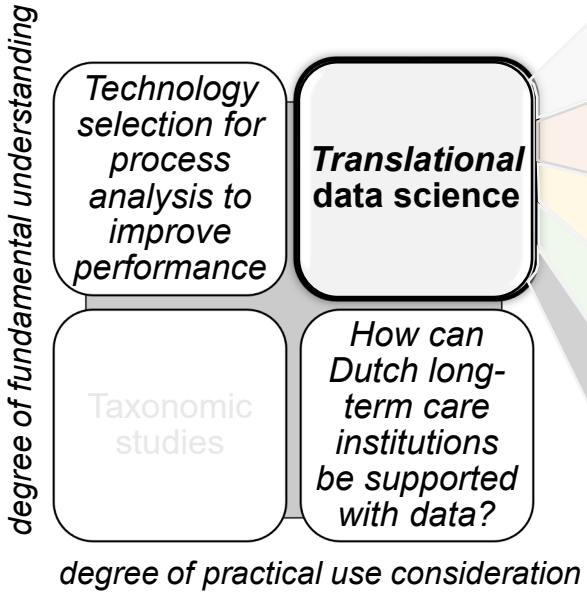
Spruit,M., Vroon,R., & Batenburg,R. (2014). Towards healthcare business intelligence in long-term care: an explorative case study in the Netherlands. *Computers in Human Behavior, 30*, 698–707. [online]



Example: Understanding Long-term Care

- Score = $\sum_{Expert\ level} \frac{Times\ mentioned}{Number\ of\ interviews} \times Valuation$

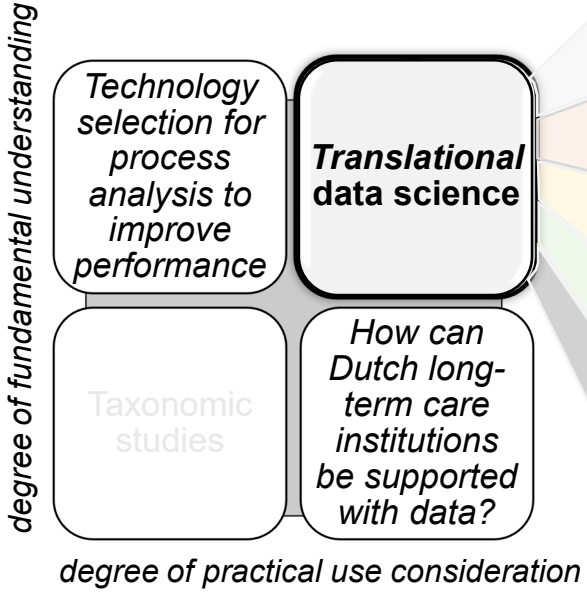
#	Type	Information need	Score
1	Q	Customer experience	16.6
2	F	Staffing with respect to ZZP-mix	14.8
3	F	ZZP-mix per business unit	13.6
4	F	ZZP-mix prognoses	13.6
5	F	Staffing with respect to operations	13.5
6	Q	Number of incidents occured	13.5
7	Q	Types of incidents occured	13.5
8	Q	Causes of occured incidents	13.5
9	F	Operations per ZZP	13.0
10	F	Production information (planned, realized, declared)	13.0

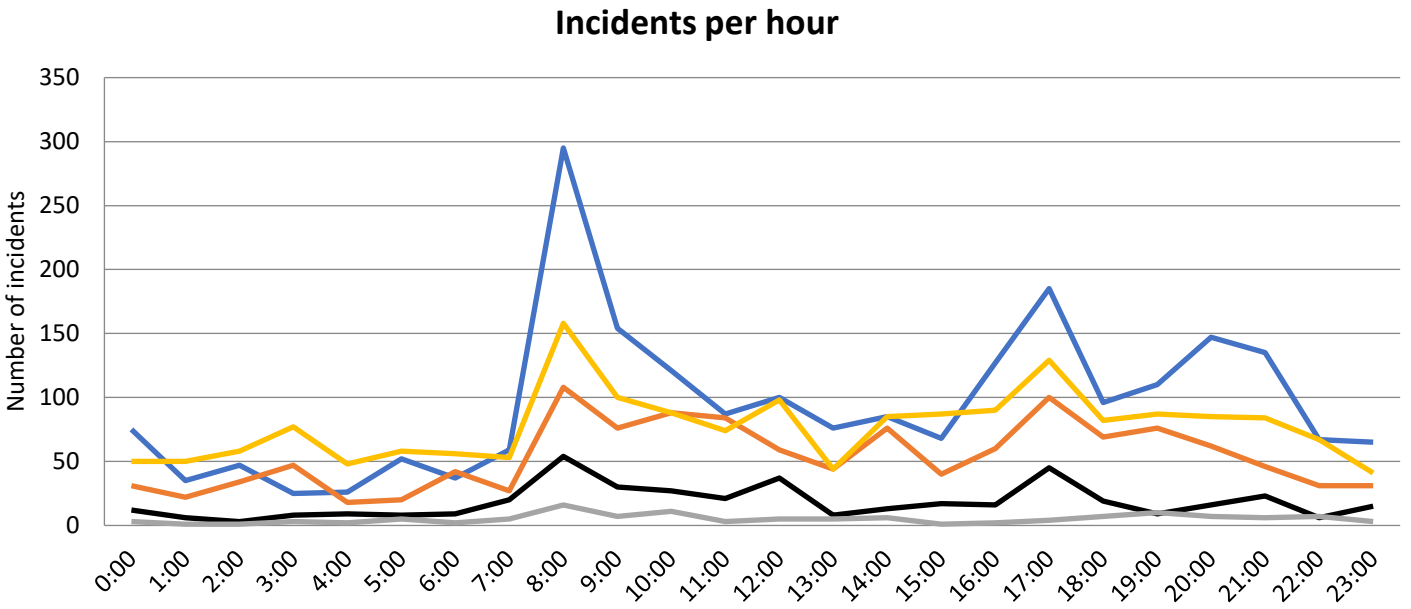


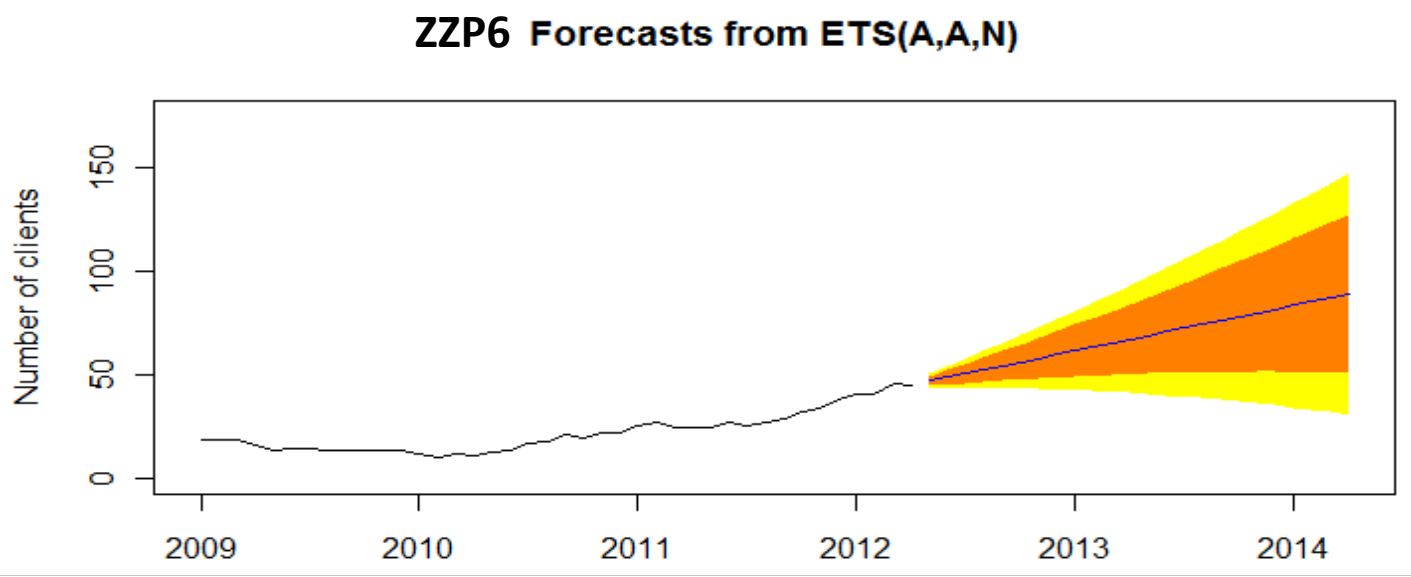
Example: Understanding Long-term Care

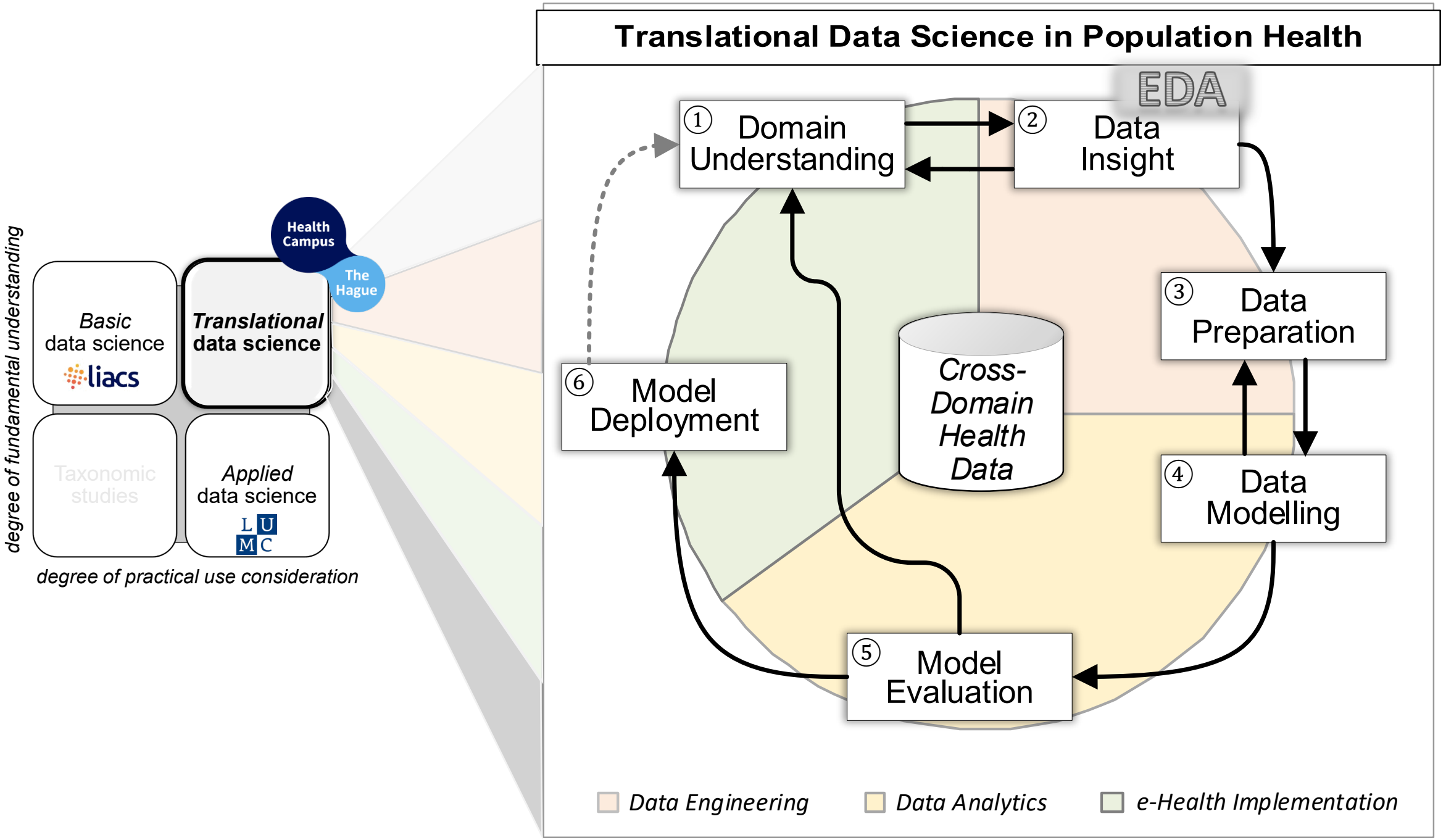
Information needs	*Data mining goals*
• Number of occured incidents • Types of occured incidents • Causes of the occured incidents • Patterns in occured incidents	• Identify patterns in incidents [1]
• Number of clients at an increased risk • Types of risk the clients run	• Identify relationships in risk assessment
• Progress of care-related measures	• Identify patterns in care-related measures
• Treatment goals (obtained & not-obtained) • Care plan information	• Identify patterns in obtained and not-obtained treatment goals
• Number of clients per demand for care • ZZP-mix • ZZP-mix prognosis	• Identify & predict the ZZP mix [2]

Example: Understanding Long-term Care








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Example: NLP-Automated Domain Understanding (NAMBU)

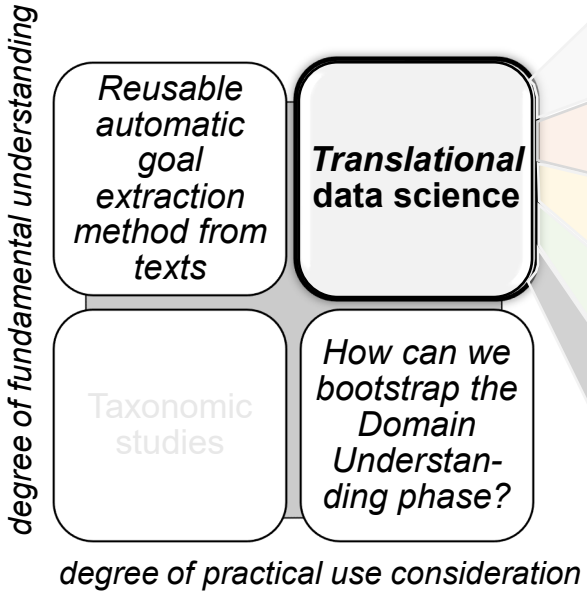
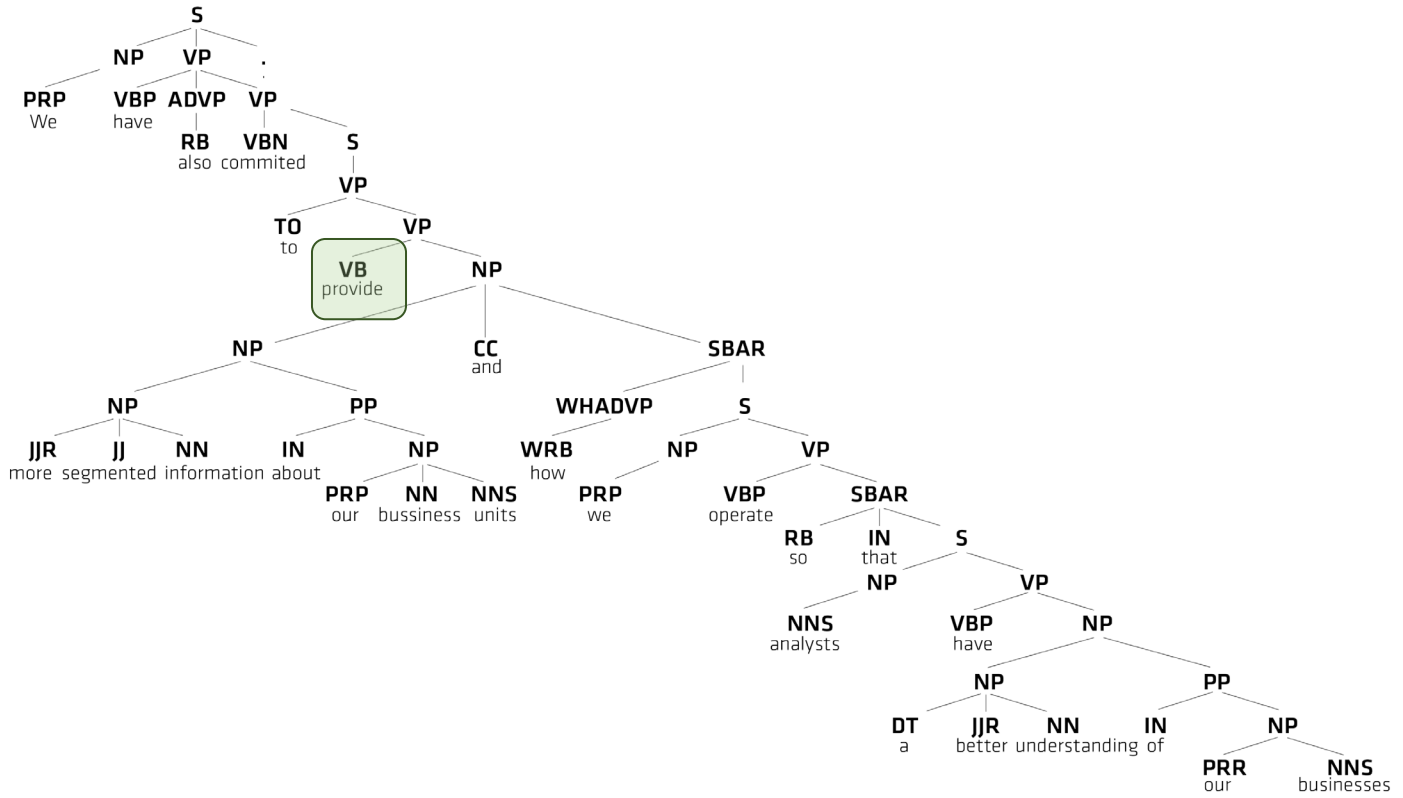
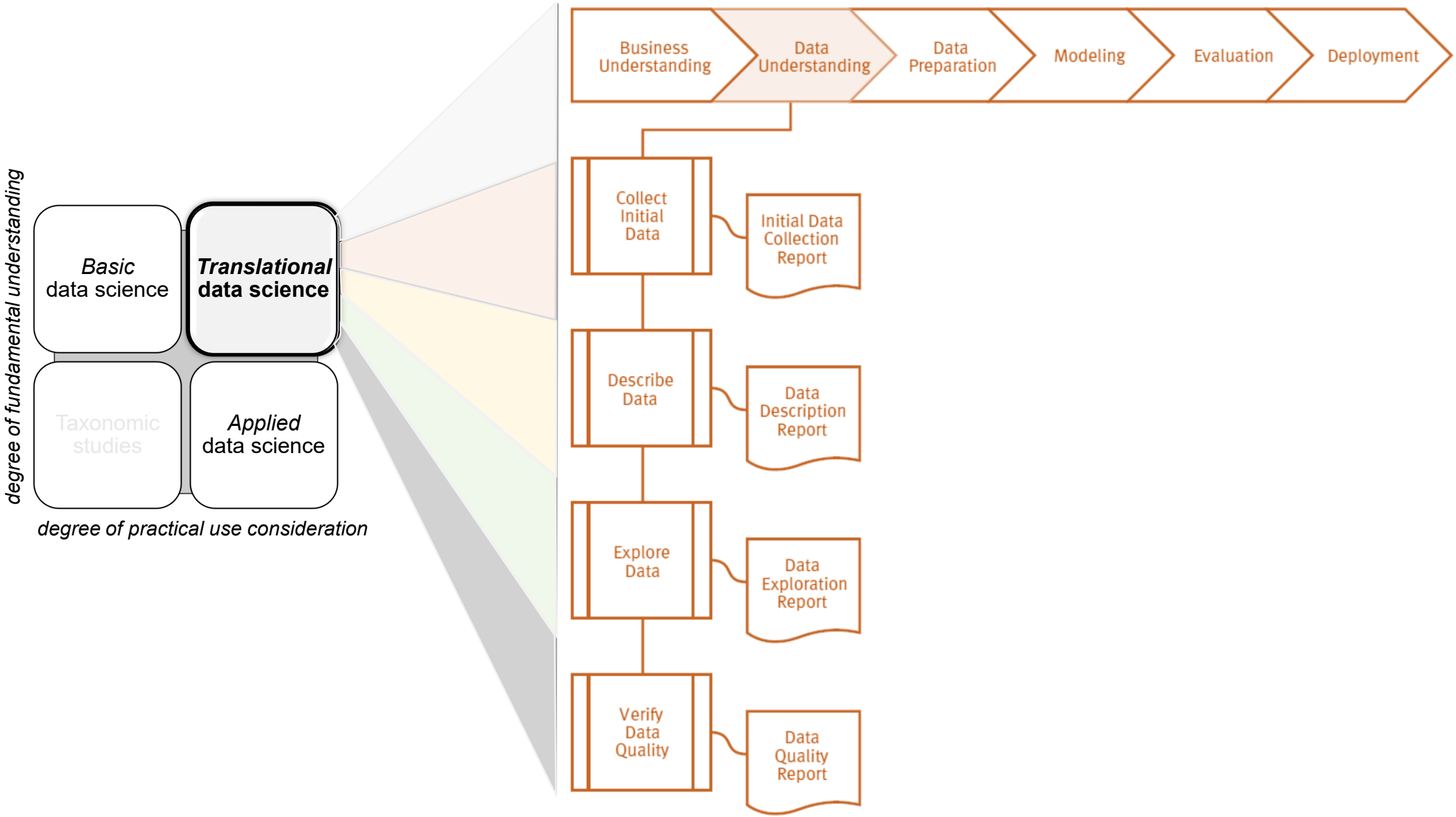
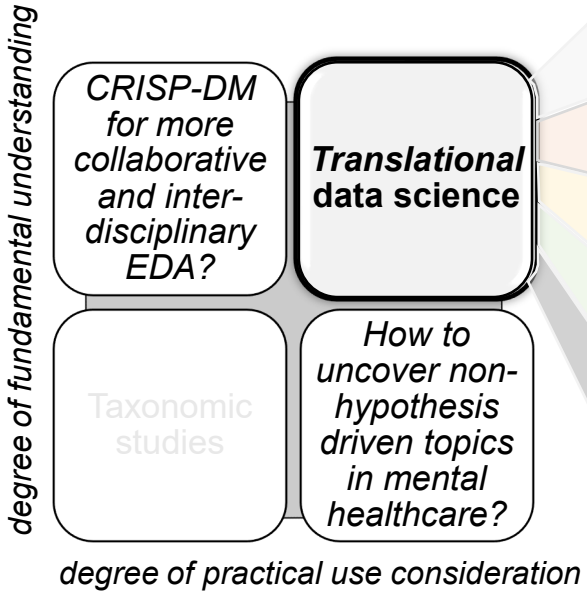


Table 1. Goal-related keywords.

Verb Keywords	*Noun Keywords*
make, improve, increase, promote, develop, formulate, prepare, reduce, maintain, administer, guarantee, offer, prolong, endorse, manage, obtain, avoid, block, prevent, achieve, require, lack, ensure, motivate, decrease, reduce, enhance, enable, support, provide, aim	objective, aim, purpose, goal




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Collect Initial Data
Initial Data Collection Report
Describe Data
Data Description Report
Explore Data
Data Exploration Report
Verify Data Quality
Data Quality Report

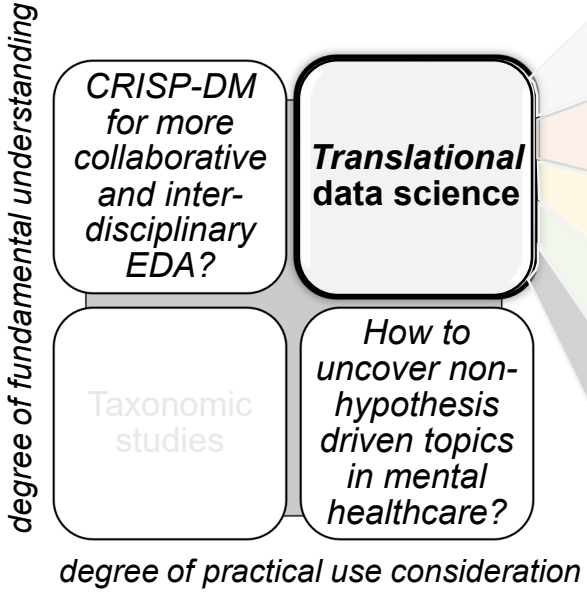


Example: Exploring Mental Healthcare

- CRISP-IDM: Cross Industry Standard Process for *Interactive* Data Mining
- *"Big data"* approach: *not* hypothesis-driven

Topic	***Theme***	***Priority***
What are relations between the different ROM scores, and can they predict treatment length?	ROM	1
Do medication prescription and change in medication influence the length of admission and the likeliness of readmission?	Medication	2
Can aggression incidents in inpatients be predicted?	Aggression	3
In what way are patients referred between, for example, general practitioners, secondary care institutions, and the UMCU?	Patient referrals	4

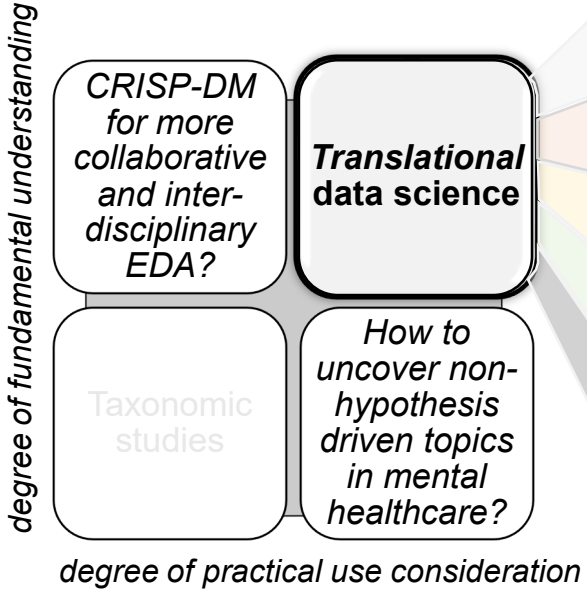
Menger,V., Spruit,M., Hagoort,K., & Scheepers,F. (2016). Transitioning to a data driven mental health practice: collaborative expert sessions for knowledge and hypothesis finding. *Computational and Mathematical Methods in Medicine*, Article ID 9089321, 11. [online]



Example: Exploring Mental Healthcare

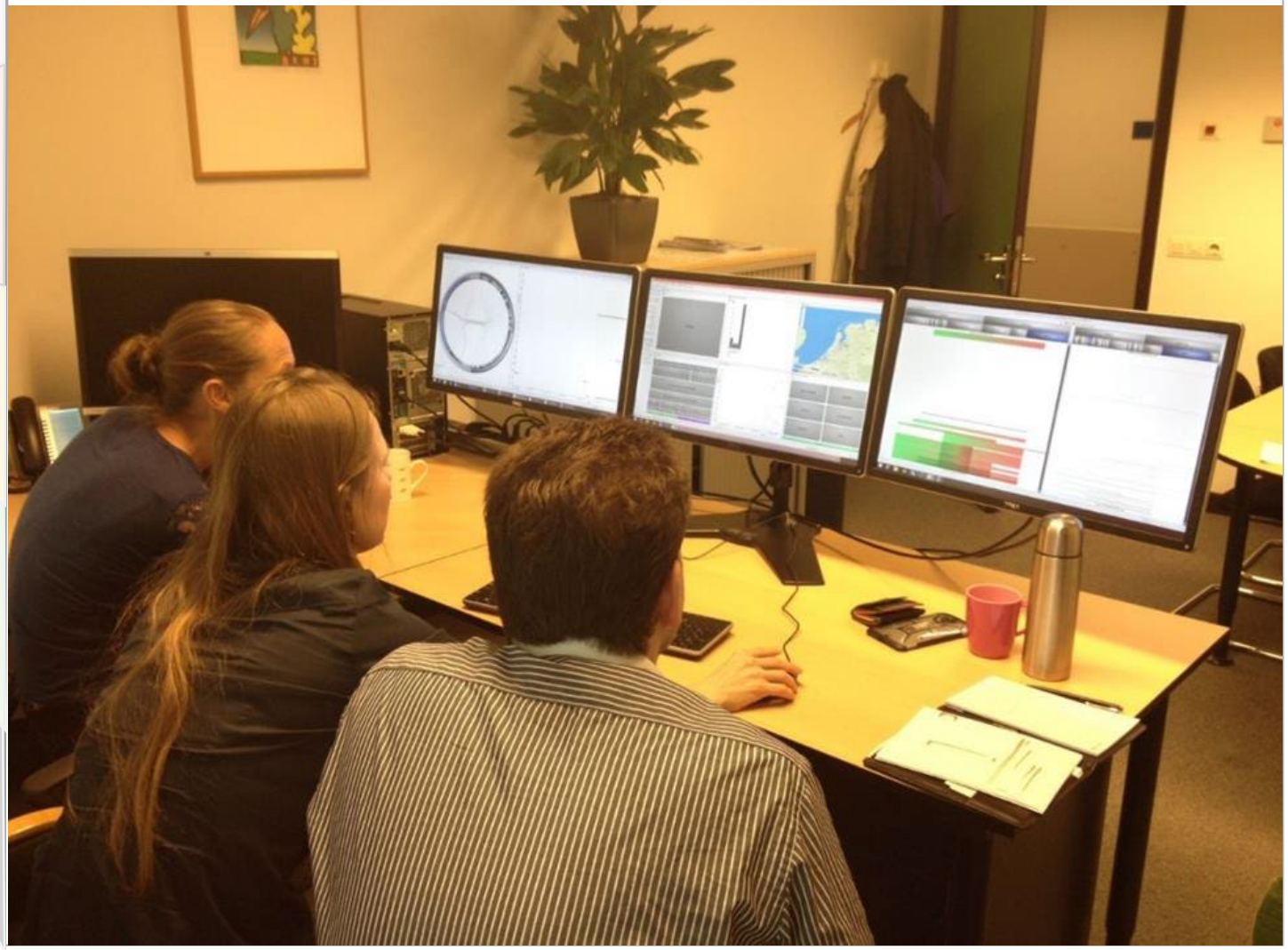
- *Data descr.:* EHR, Incident report system, External

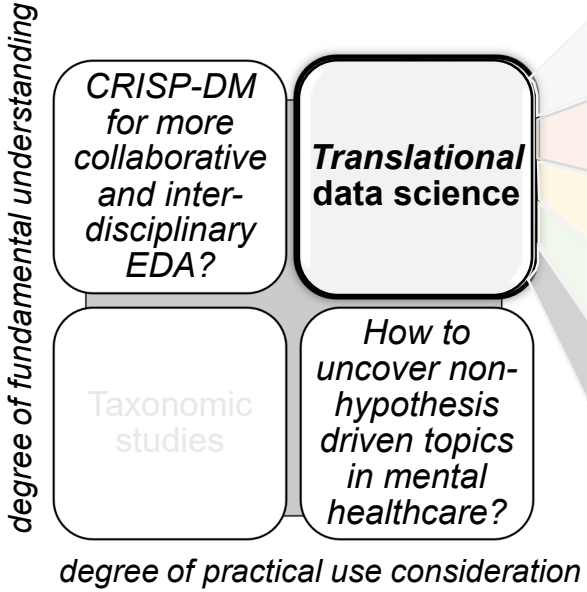
			Records
(1) Diagnosis	Categoric	Structured	5,800
(2) Treatment plan	Categoric, textual	Both	6,500
(3) Medication prescriptions	Categoric, numeric	Structured	22,000
(4) Routine Outcome Monitoring	Numeric, textual	Both	13,000
(5) Admission information	Categoric	Structured	5,400
(6) Daily reports	Textual	Unstructured	150,000
(7) Aggression incident reports	Categoric, textual	Both	1,200
(8) Census data	Numeric	Structured	21,000
(9) Geographic data	Numeric	Structured	5,000



Example: Exploring Mental Healthcare

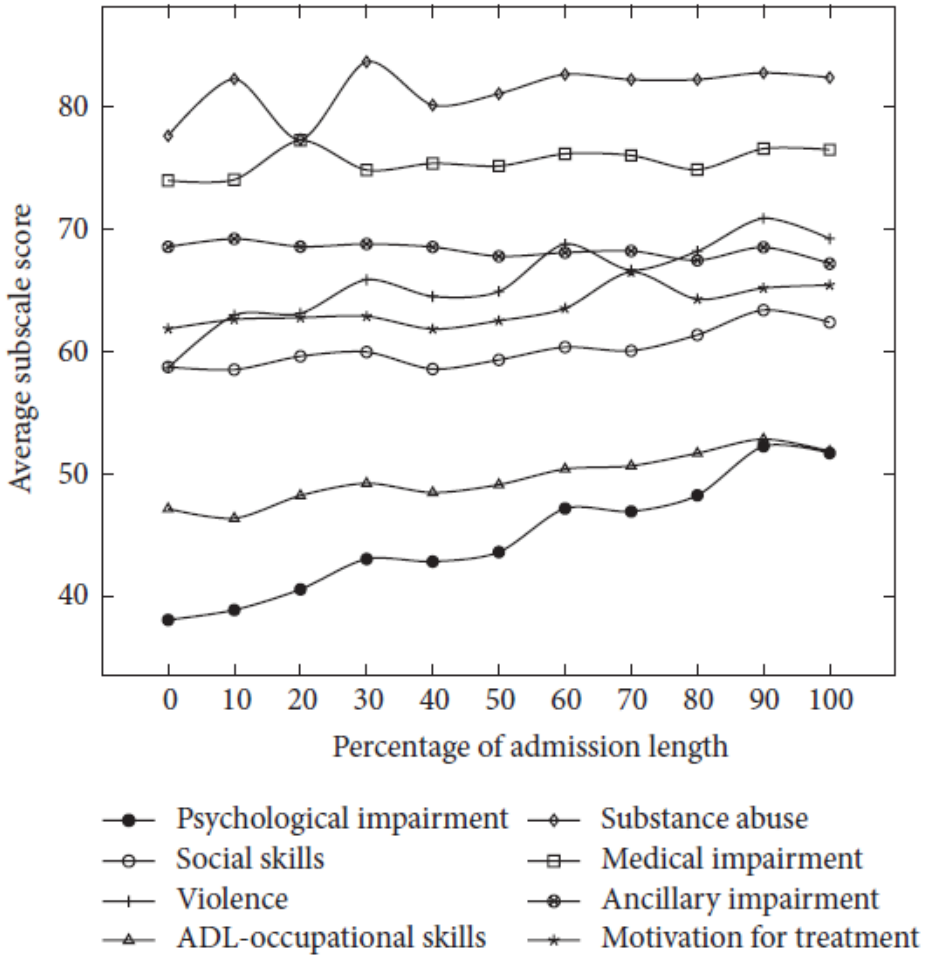
- 26 Weekly interactive data visualization explorations!

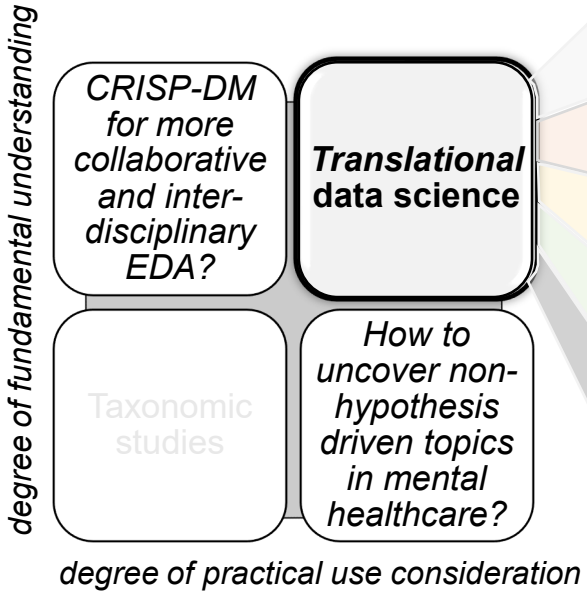




Example: Exploring Mental Healthcare

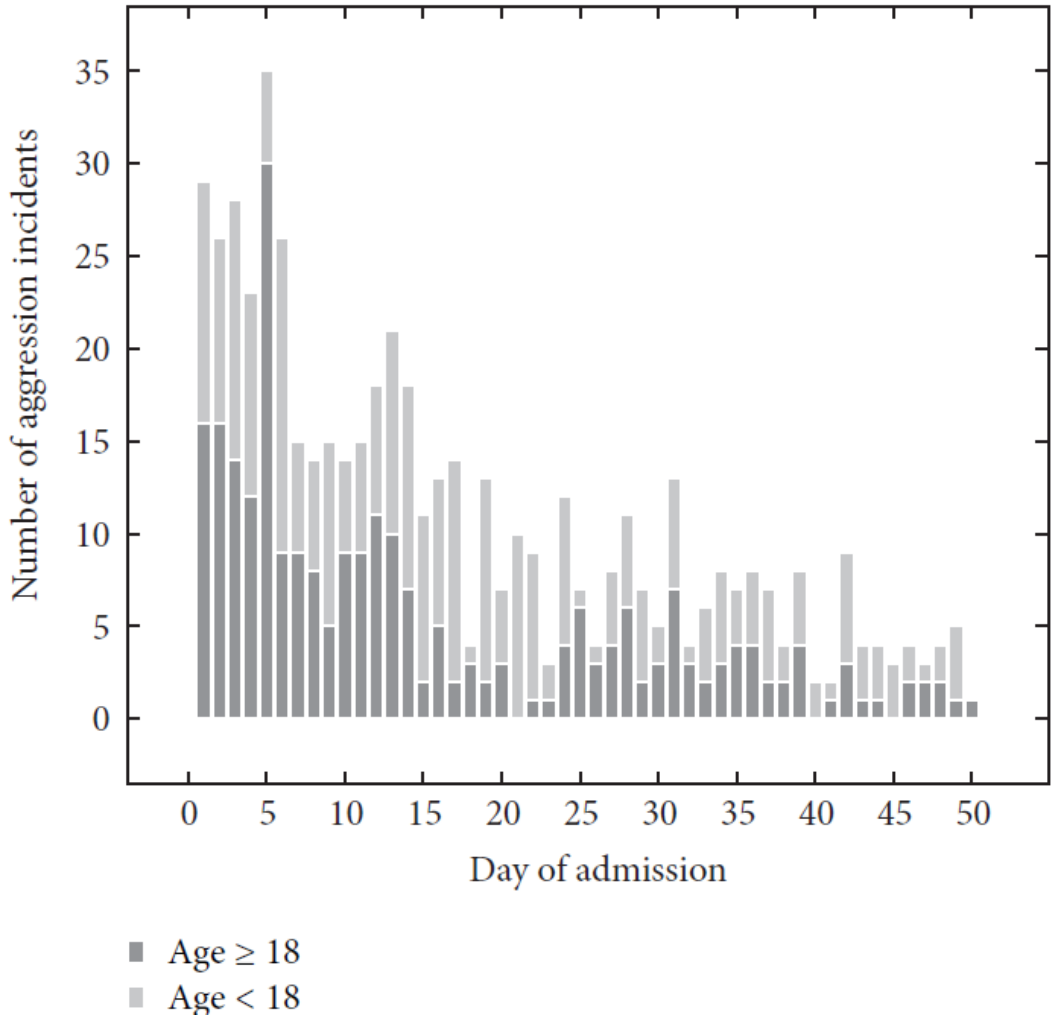
- *Finding:* Domain experts indicated that the lack of variation does not justify scoring the Kennedy Axis V (a ROM on Well-being) on a regular basis.

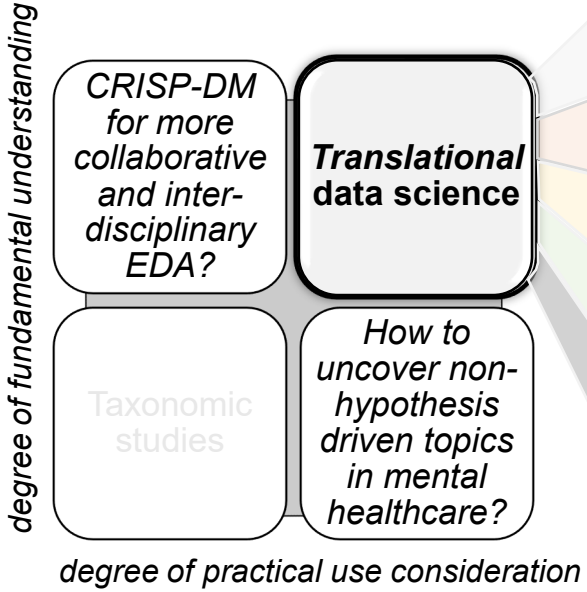




Example: Exploring Mental Healthcare

- *Finding:* A peak in aggression incidents occurs at day five, esp. in adult patients (dark)?

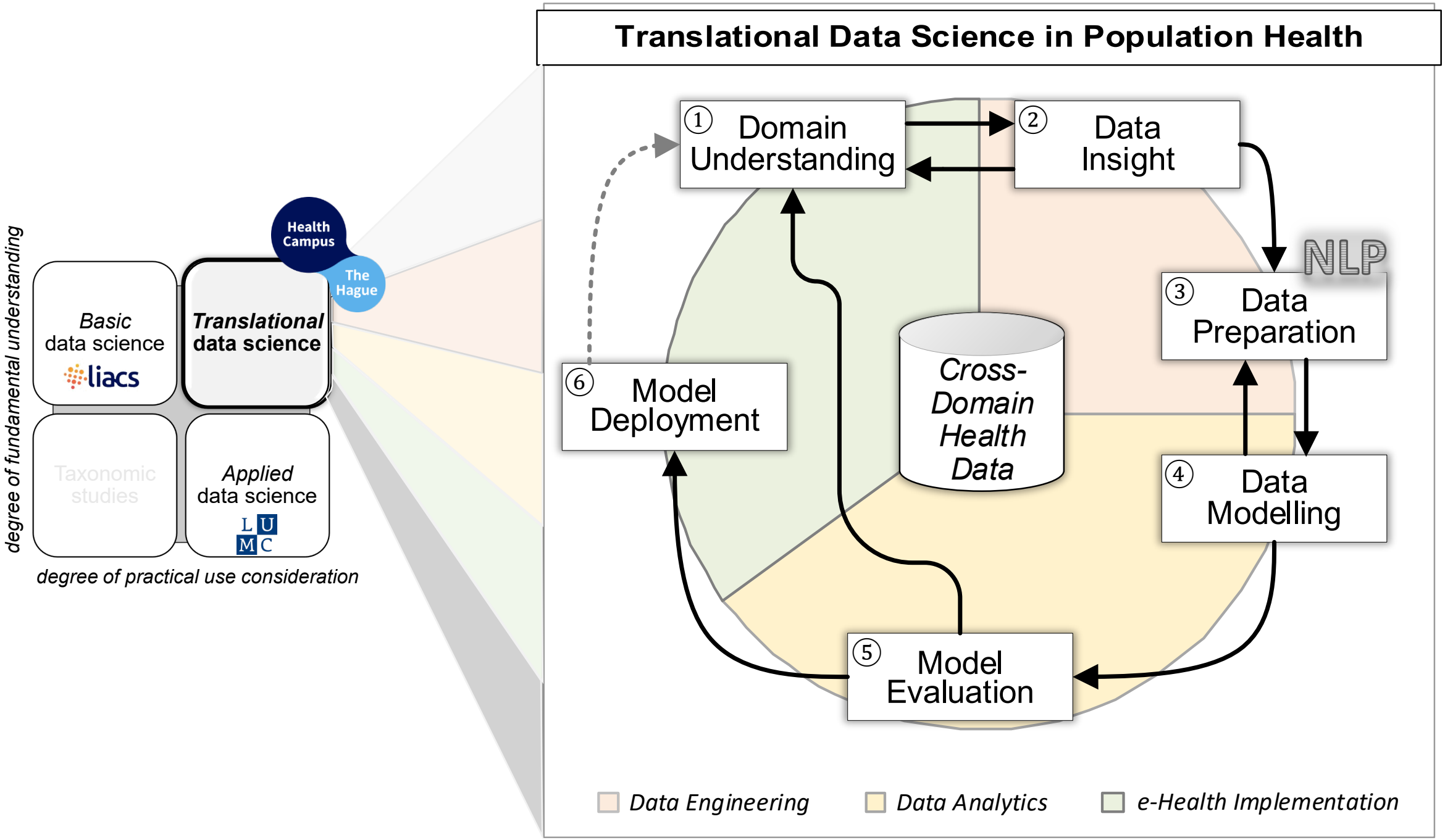


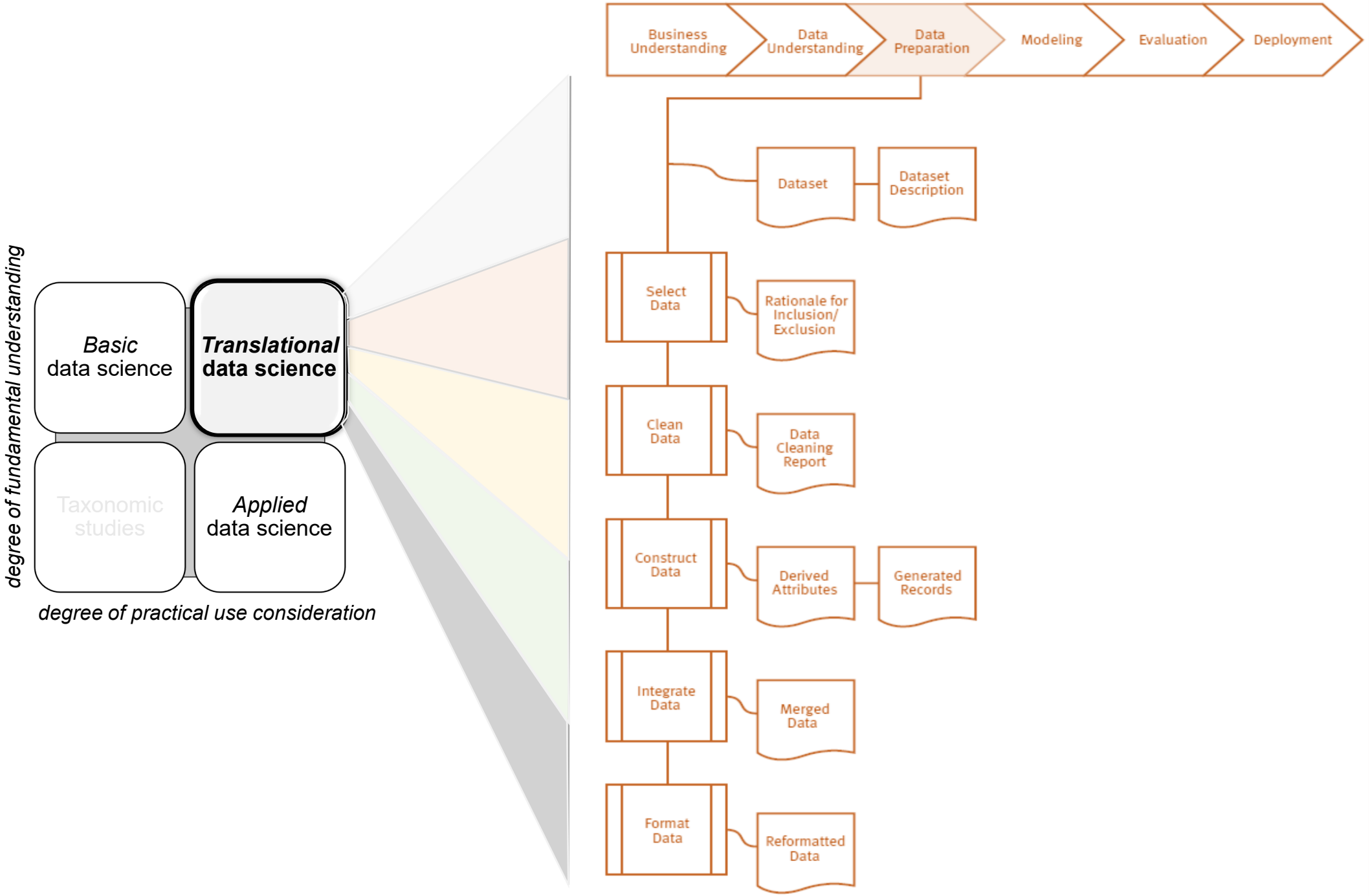


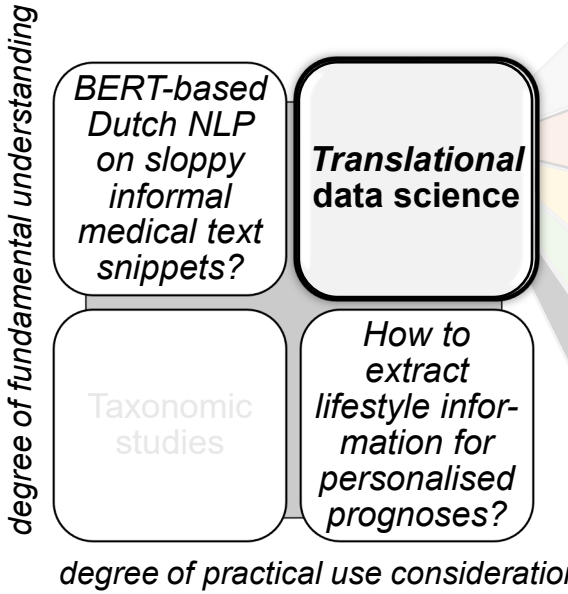
Example: Exploring Mental Healthcare

- *Finding:* 24/29 hypotheses are new due to CRISP-IDM!

Top-5 hypotheses	***Theme***
There exists a positive relation between season of admission and length of admission (longer admissions during winter)	Admission
A peak in aggression incidents occurs on the fifth day of admission	Aggression
There exists a relation between aggression incidents and wearing of medication effects in patients diagnosed with ADHD	Aggression, medication
There is an absence of a relation between amount of green space in patient environment and likelihood of developing a disorder	Context factors
There is a negative relation between economic status of living environment and length of admission	Admission, context factors


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Dataset Description
Select Data
Rationale for Inclusion/ Exclusion
Clean Data
Data Cleaning Report
Construct Data
Derived Attributes
Generated Records
Integrate Data
Merged Data
Format Data
Reformatted Data



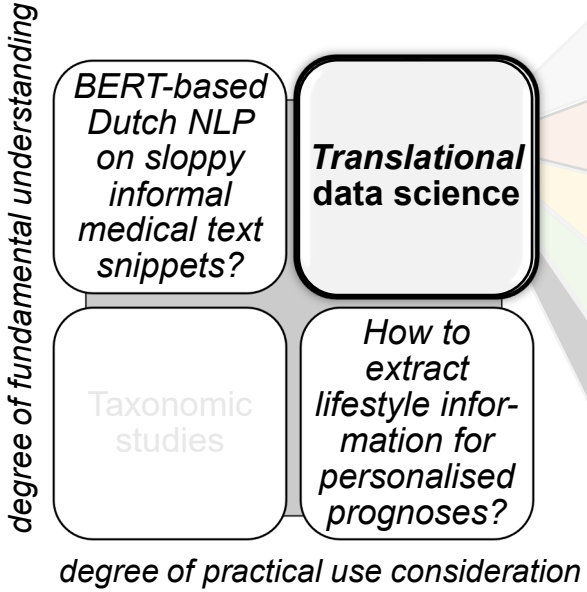
Example: Extracting Lifestyle Characteristics with NLP

Muizelaar et al. (2024). [online]

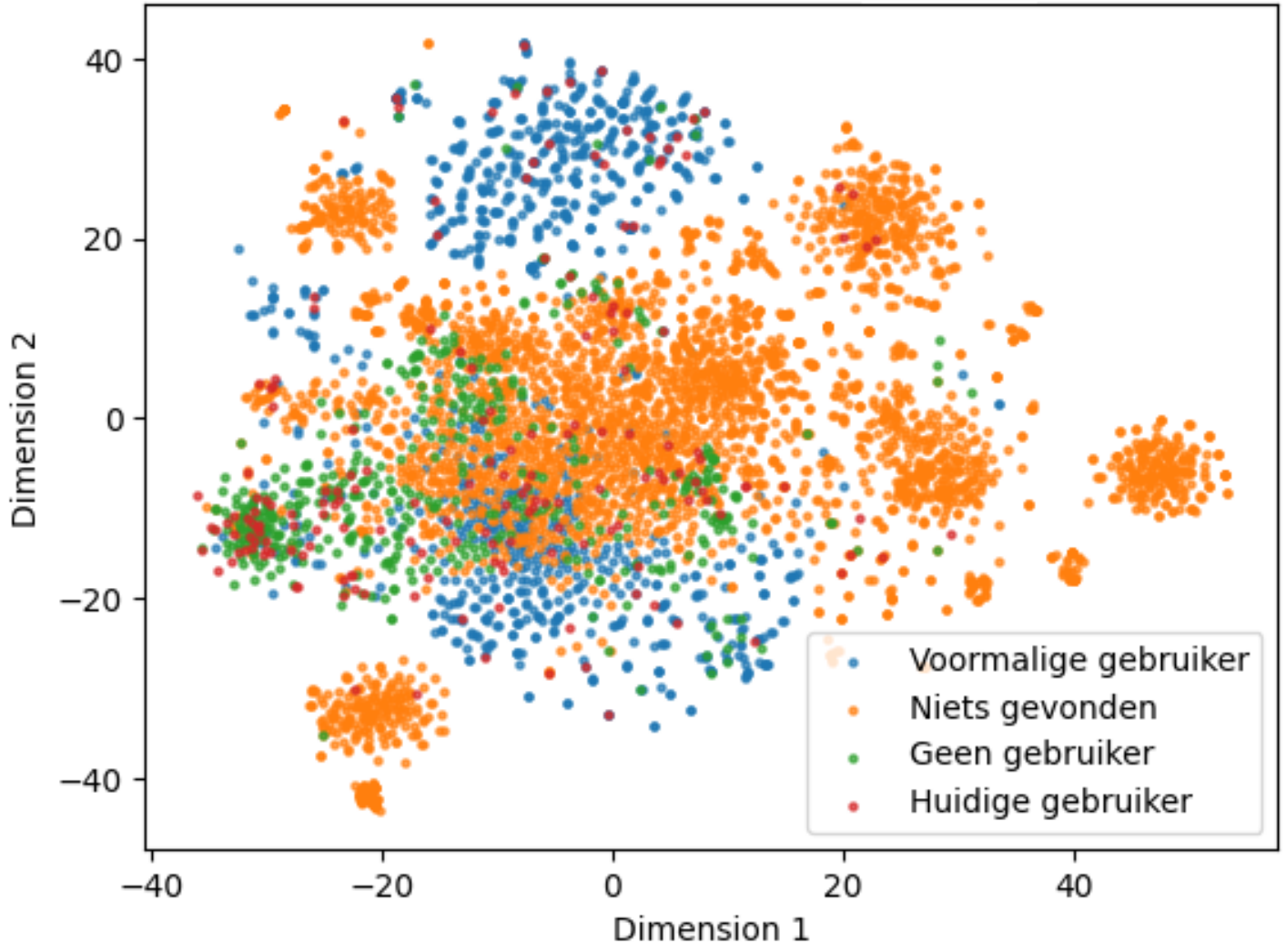
Example text data	Smoking	Alcohol	Drugs
Patient smokes, does not drink or use drugs	Current user	Non-user	Non-user
Patient used to smoke, drinks 1 beer a day	Former user	Current user	Unknown
Patient used to smoke, uses marihuana daily	Former user	Unknown	Current user

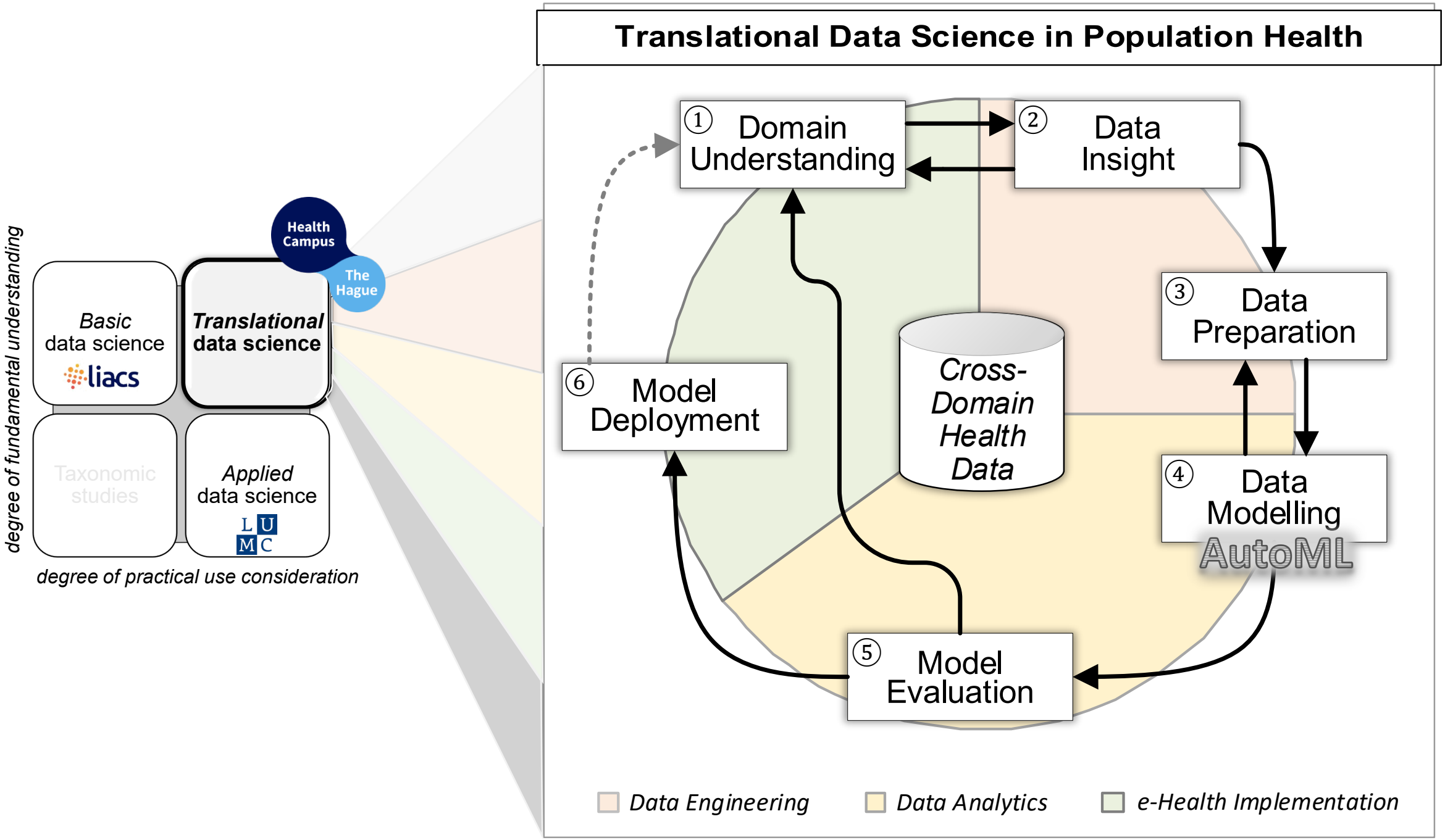
Model	***Smoking***	***Alcohol***	***Drugs***
String Matching	0.84	0.74	0.68
Machine Learning (SGD)	0.85	0.71	0.60
HAGALBERT	0.66	0.54	0.43
RobBERT-HAGA	0.87	0.71	0.63
belabBERT-HAGA	0.48	0.64	0.57
MedRoBERTa.nl-HAGA	0.93	0.79	0.77
BioBERT (translated)	0.91	0.72	0.52
ClinicalBERT (translated)	0.92	0.80	0.61

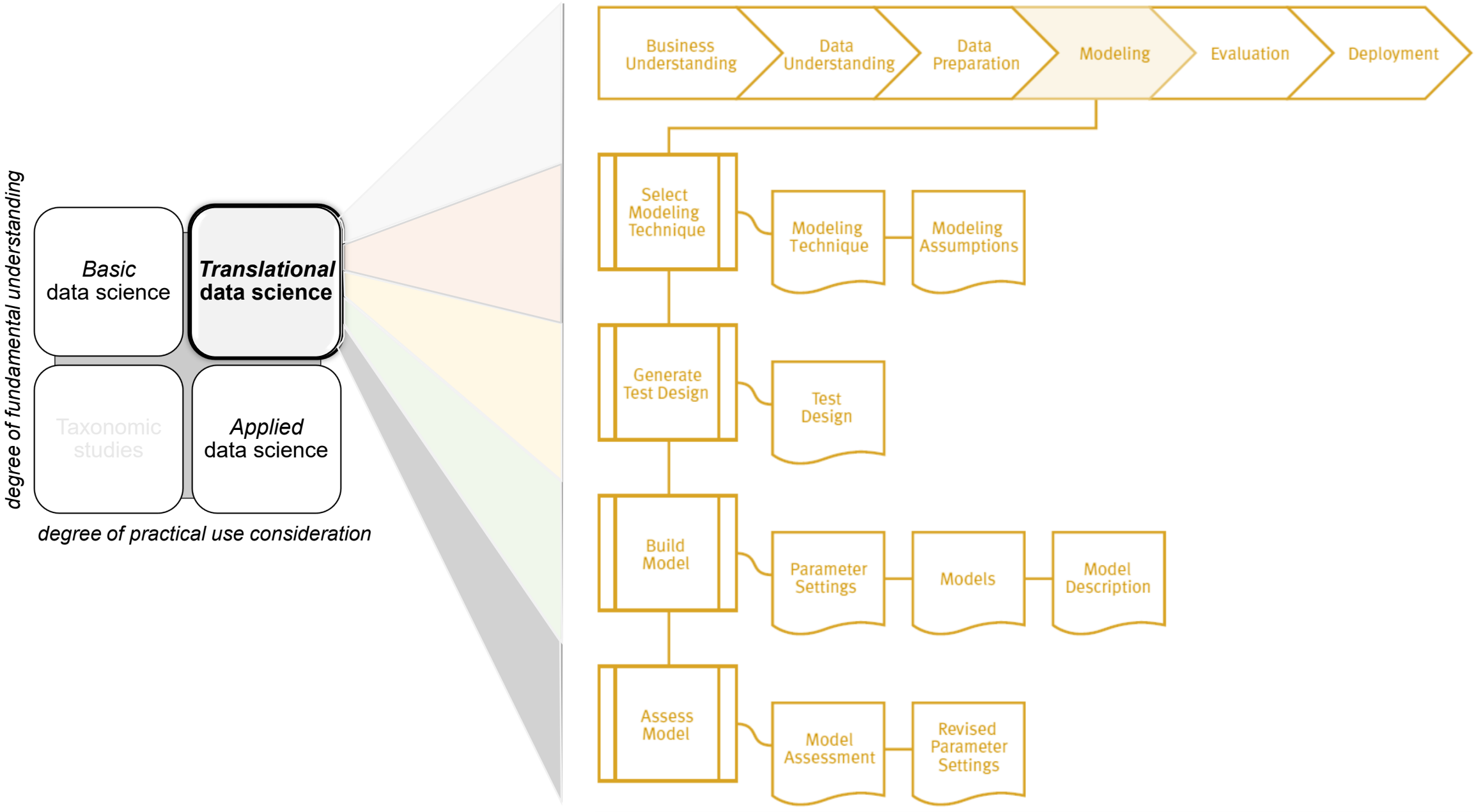
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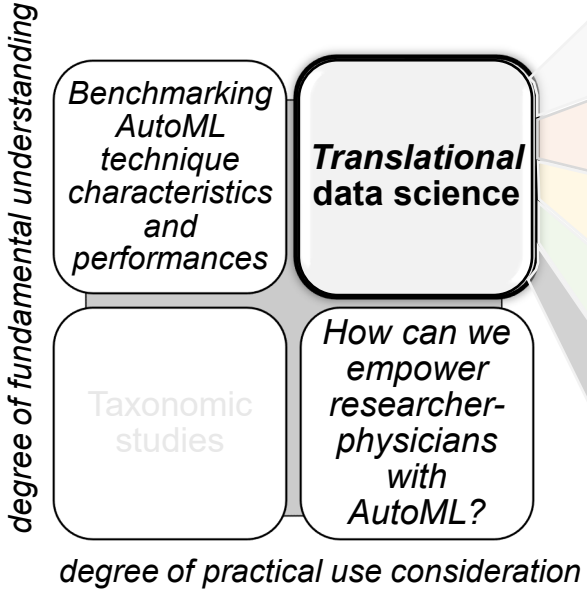


- tSNE visualisation of MedRoBERTa.nl-HAGA sentence embeddings



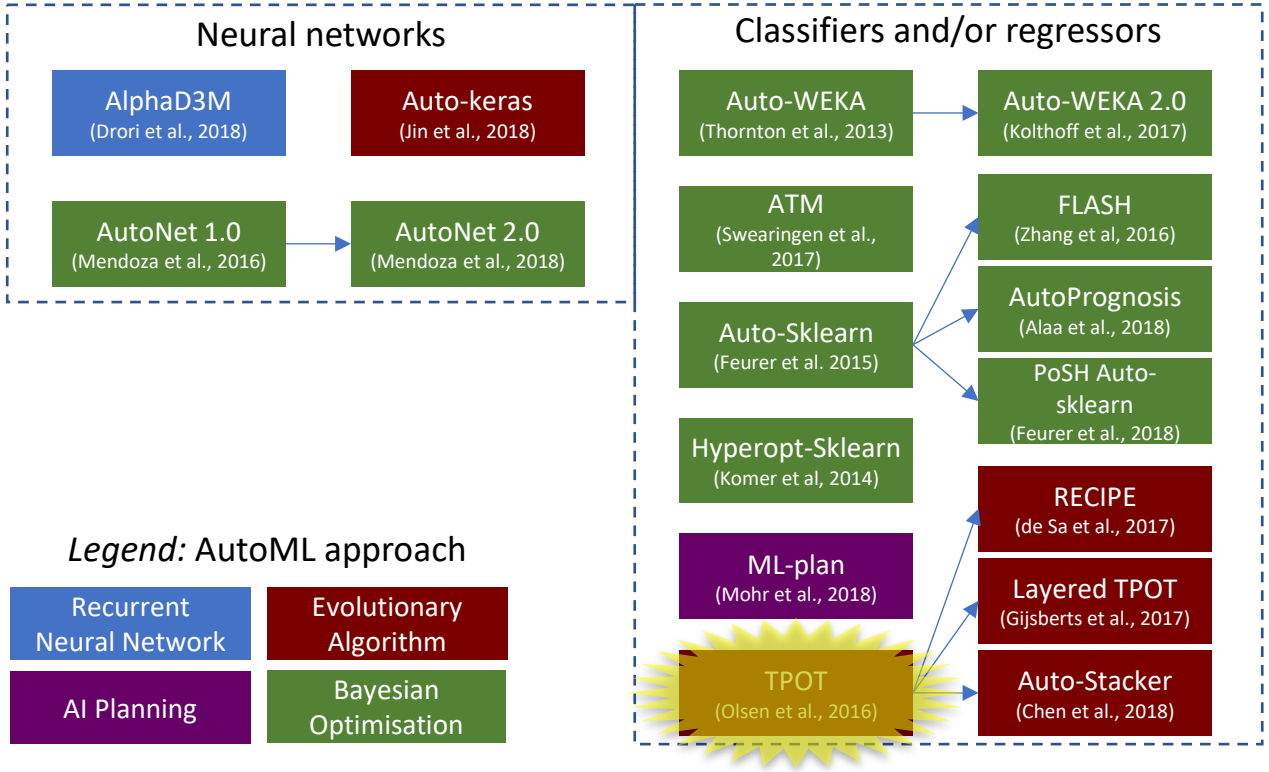

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Business Understanding
Data Understanding
Data Preparation
Modeling
Evaluation
Deployment
Select Modeling Technique
Modeling Technique
Modeling Assumptions
Generate Test Design
Test Design
Build Model
Parameter Settings
Models
Model Description
Assess Model
Model Assessment
Revised Parameter Settings

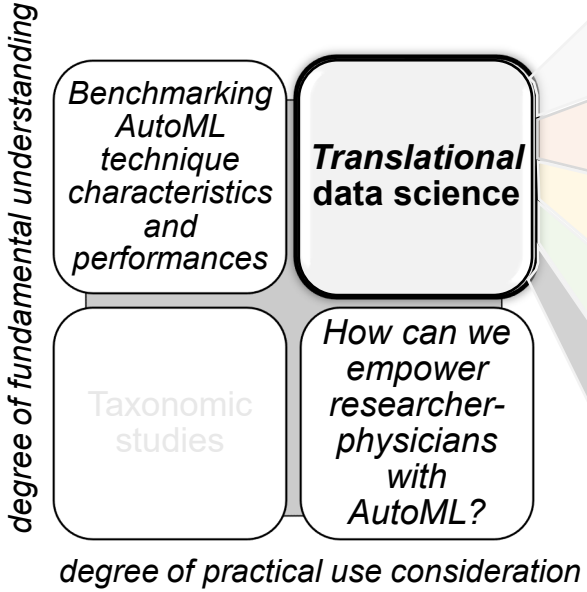


Example 1: Automated Machine Learning in Healthcare

- *Question: "*How can we support the knowledge discovery process of domain experts in healthcare using automated machine learning?"



Ooms,R., & Spruit,M. (2020). Self-Service Data Science in Healthcare with Automated Machine Learning. *Applied Sciences, 10*(9), Medical Artificial Intelligence, 2992. [online]

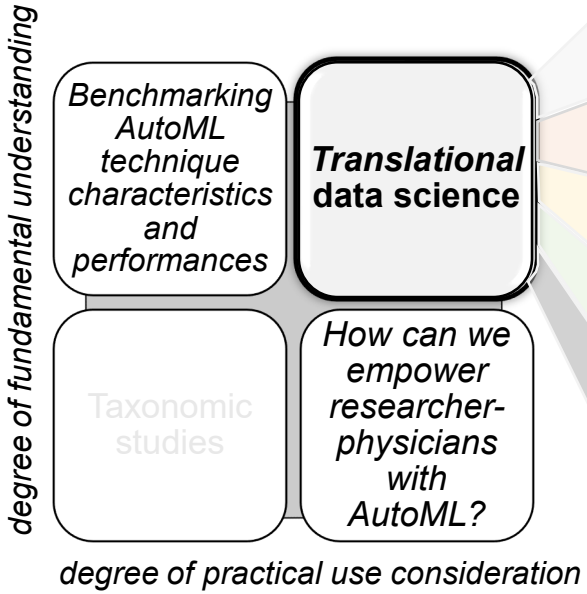


Example: Automated Machine Learning in Healthcare

- *Data:* All medical datasets suited for binary classification problems (4) in OpenML-CC18 open-source benchmark suite (Gijsbers *et al.*, 2019)

Dataset	***Data points***	***Missing data***	***Predictive features***	***Class variable***
Breast cancer	699	-	9	458/241
Diabetes	768	-	8	500/268
Indian Liver Patients	583	-	10	416/167
Sick	3772	6064	29	3541/231

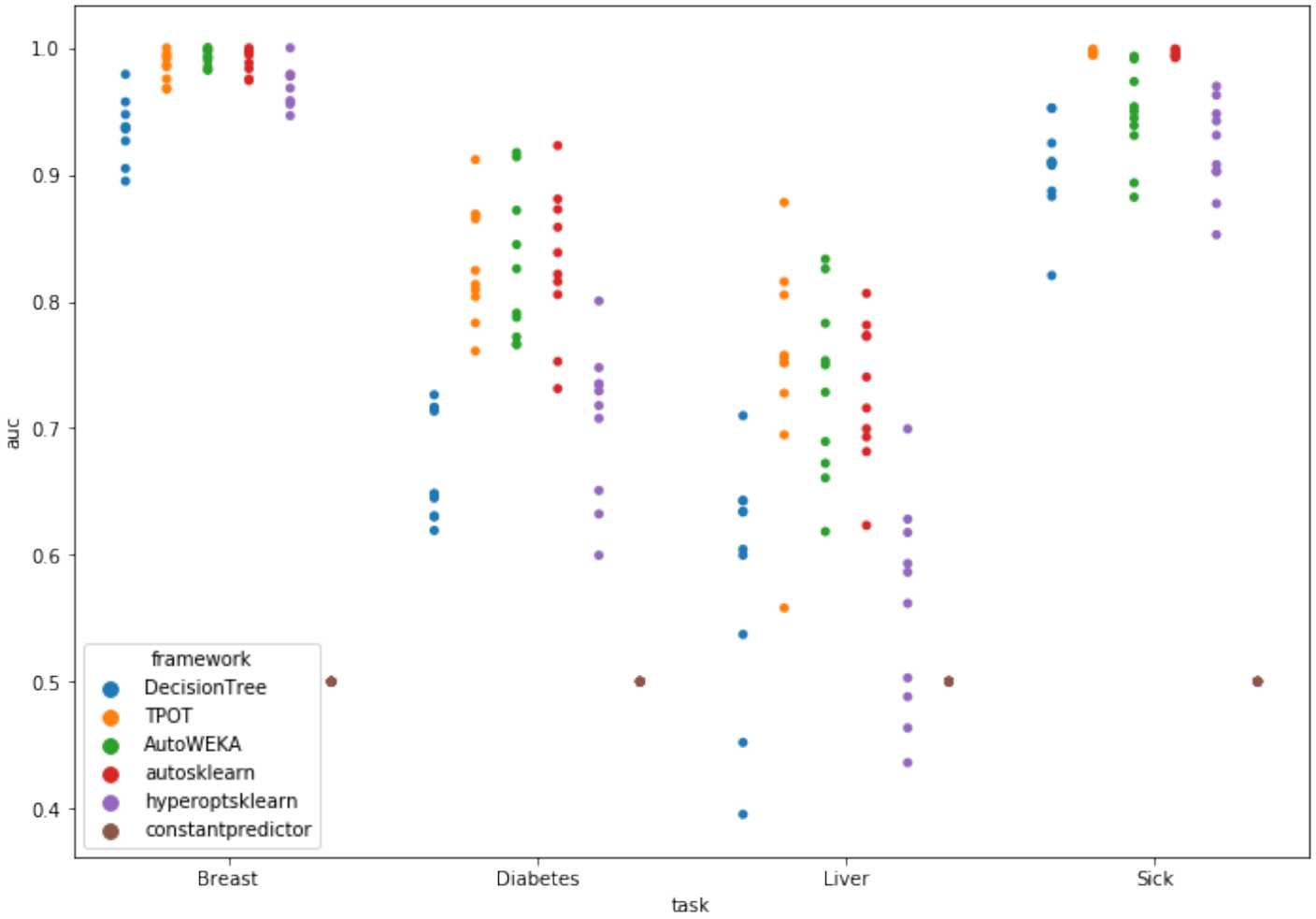
- All AutoML methods receive 1 hour in a 10-fold cross-validation set-up to create the best pipeline on these datasets

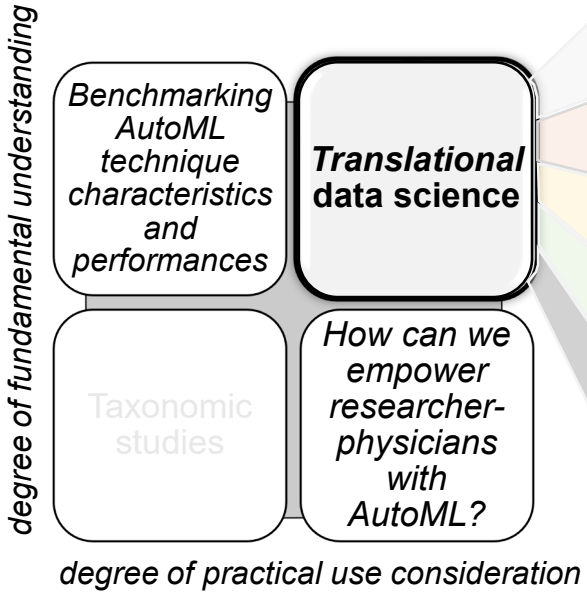


Example: Automated Machine Learning in Healthcare

- Decision tree and constant predictor as baseline
- Hyperopt performs worst; TPOT and Auto-Sklearn best

<1-hour budget>

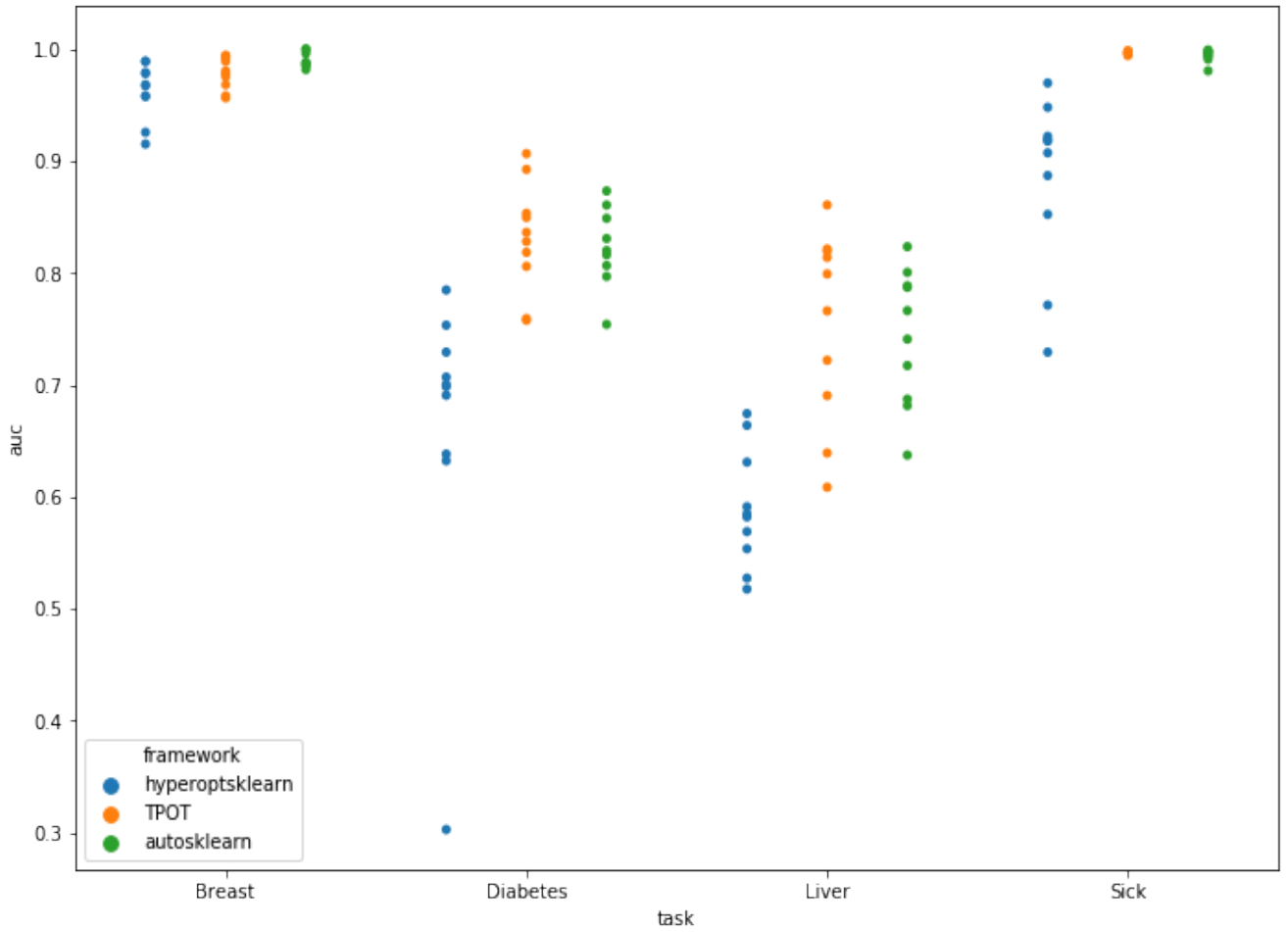




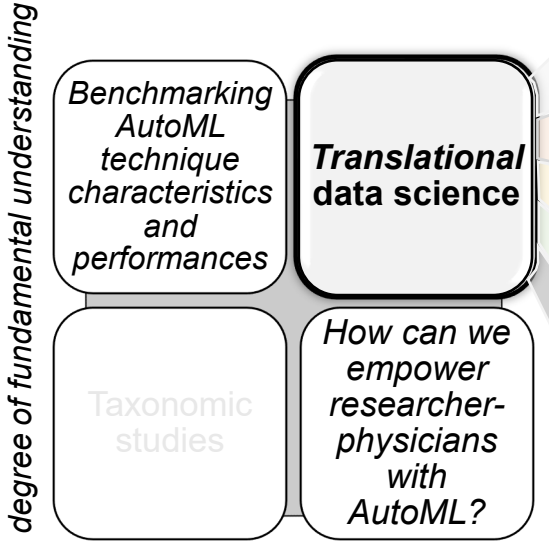
Example: Automated Machine Learning in Healthcare

- When benchmarking with 4 hour budget, again, TPOT and Auto-Sklearn perform best

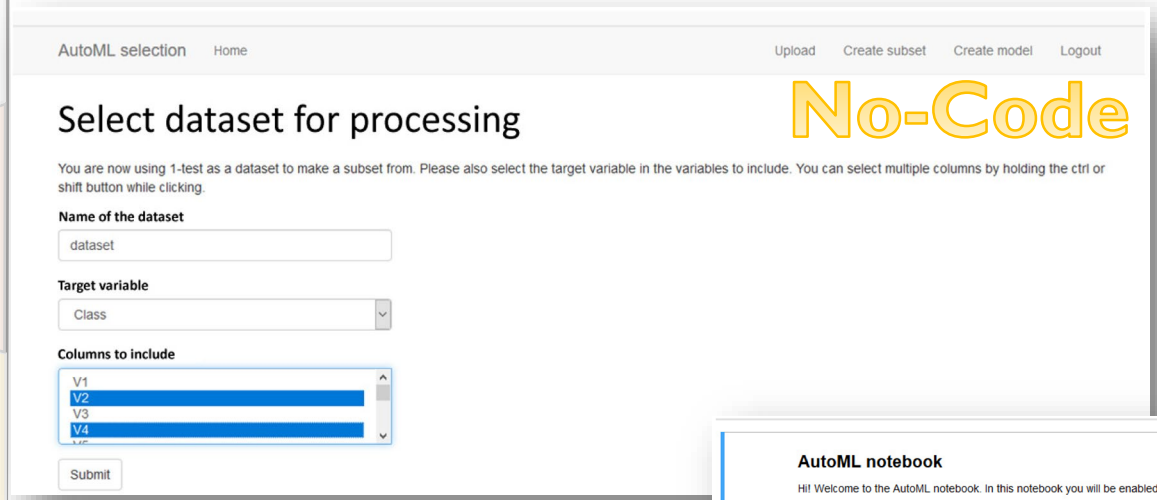
<4-hour budget>

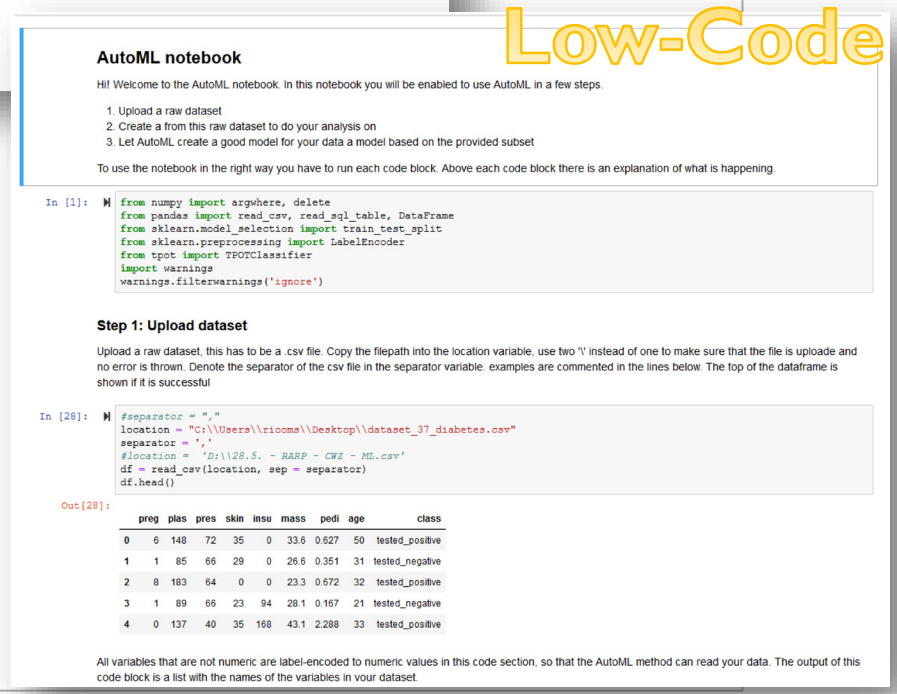


Example: Automated Machine Learning in Healthcare



- *Evaluation:* Webapp vs Notebook deployment

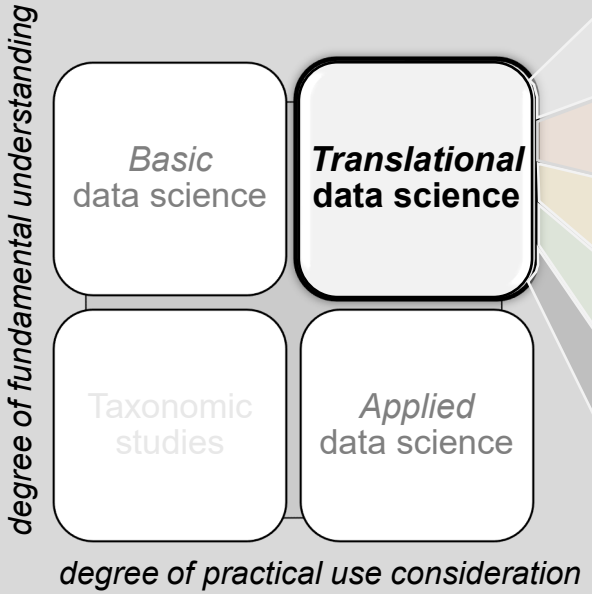




- *Artefact A: GUI /Flask app*
- *Artefact B: Interactive code/ Jupyter notebook*

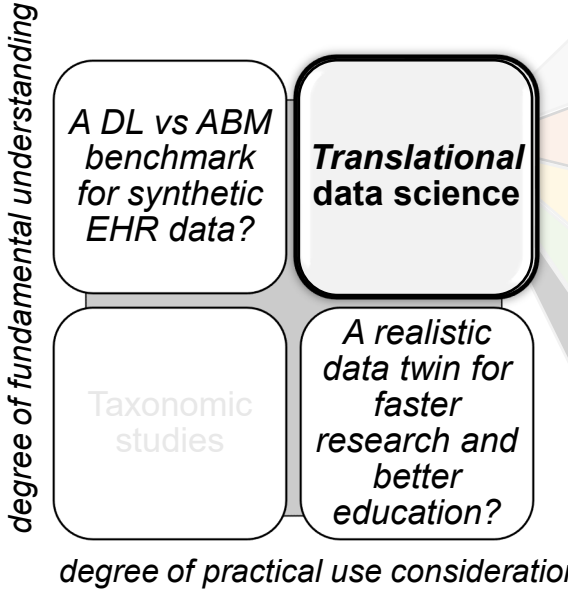
- *Findings:* "best of both"…
- ***A** preferred for 'basic' ops*
- ***B** preferred for modeling*

PS: PyCaret for Self-Service Data Science?



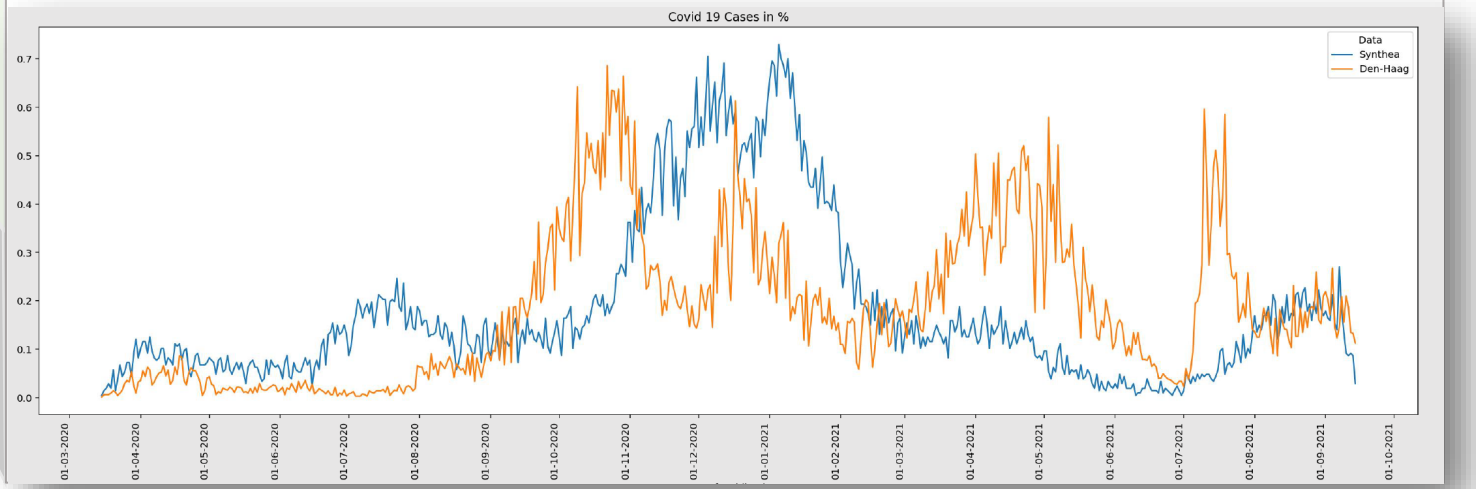

```
best = compare_models(sort='R2')
```

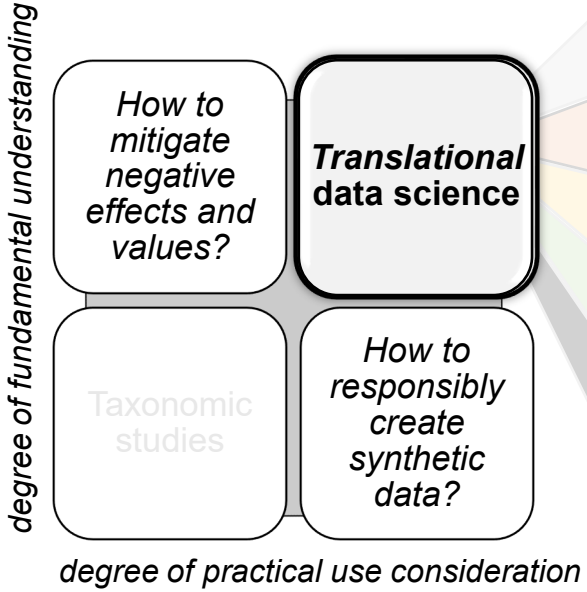
	Model	MAE	MSE	RMSE	R2	RMSLE	MAPE	TT (Sec)
rf	Random Forest Regressor	2342.1429	22959433.7357	4762.0337	0.8351	0.4097	0.2091	0.2360
gbr	Gradient Boosting Regressor	2275.4641	22815428.3119	4750.1089	0.8350	0.3858	0.1874	0.0740
ada	AdaBoost Regressor	3257.2171	23279230.3521	4807.0257	0.8339	0.4770	0.4264	0.0330
lightgbm	Light Gradient Boosting Machine	2491.6919	24030584.9610	4865.2118	0.8272	0.4153	0.2118	0.4180
et	Extra Trees Regressor	2364.4206	25237906.1980	4999.4284	0.8167	0.4283	0.2116	0.2060
catboost	CatBoost Regressor	2530.8745	25732627.8903	5042.4862	0.8134	0.4088	0.2020	1.0060
xgboost	Extreme Gradient Boosting	2931.6919	31946244.2000	5615.7612	0.7678	0.4551	0.2602	0.3410
dt	Decision Tree Regressor	3031.4152	42283353.7664	6468.0098	0.6936	0.5132	0.3181	0.0240
omp	Orthogonal Matching Pursuit	5645.3004	59119654.4986	7679.3606	0.5758	0.6831	0.6880	0.0190
ridge	Ridge Regression	4066.3599	61583179.6000	7714.4257	0.5583	0.4400	0.2707	0.0150
br	Bayesian Ridge	4072.9367	61948316.9816	7735.3075	0.5556	0.4399	0.2705	0.0210
lr	Linear Regression	4081.2541	62419186.8000	7762.5140	0.5521	0.4399	0.2702	0.6810
lar	Least Angle Regression	4081.2284	62418429.6714	7762.4664	0.5521	0.4399	0.2702	0.0210
knn	K Neighbors Regressor	4590.2544	70154126.3724	8271.6145	0.5162	0.5252	0.3131	0.0260
huber	Huber Regressor	4211.3096	80449305.4129	8799.2293	0.4214	0.4535	0.2076	0.0240
par	Passive Aggressive Regressor	5841.9890	94762106.9683	9607.9039	0.2863	0.6406	0.4609	0.0260
en	Elastic Net	8222.6689	160918301.6000	12608.0390	-0.1206	0.9079	0.9707	0.0200
lasso	Lasso Regression	8249.2145	161224220.8000	12619.7366	-0.1227	0.9107	0.9777	0.0150
llar	Lasso Least Angle Regression	8249.2145	161224210.7582	12619.7361	-0.1227	0.9107	0.9777	0.0190



Example 2: Synthesising Virtual Patients & Population

ABM approach *(Ammar Faiq)*	**DL** approach *(Jim Achterberg)*
• Synthea-based dataset An ELAN 'digital twin' is already being used in the PHM Fundamentals master course to let students analyse COVID outbreaks in The Hague region (see below) • Joint research with Statistics Netherlands (CBS) & Syntho • Workshop 'Guidance Ethics': many stakeholders, 50+ effects	• *"Fidelity-agnostic synthetic data generation improves utility while retaining privacy".* Patterns (2025). • *"Metrics That Matter: A Practical Survey on Tabular Synthetic Data Evaluation".* ACM Computing Surveys (?) • Horizon Europe, NWO OSF





Ad Example 2: Synthetic Data & Ethics

Workshop 'Guidance Ethics' (2023). [online]

- **Effects?**

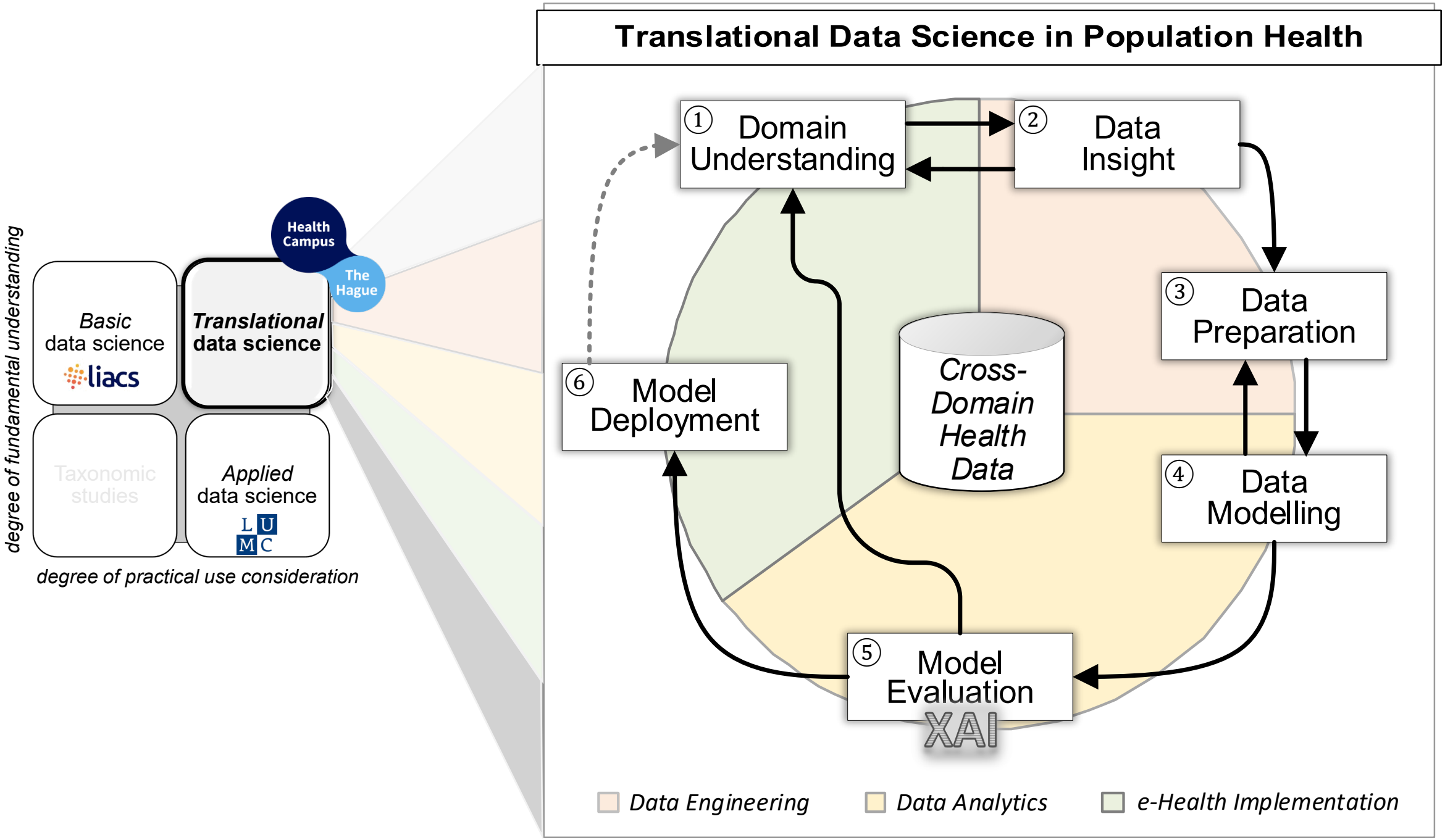
+ Positive effects [33!]	- Negative effects [21!]
Data completion/augmentation	Fear of the risk of disclosure
Decreased risk of data leaks	Increased risk of data breach

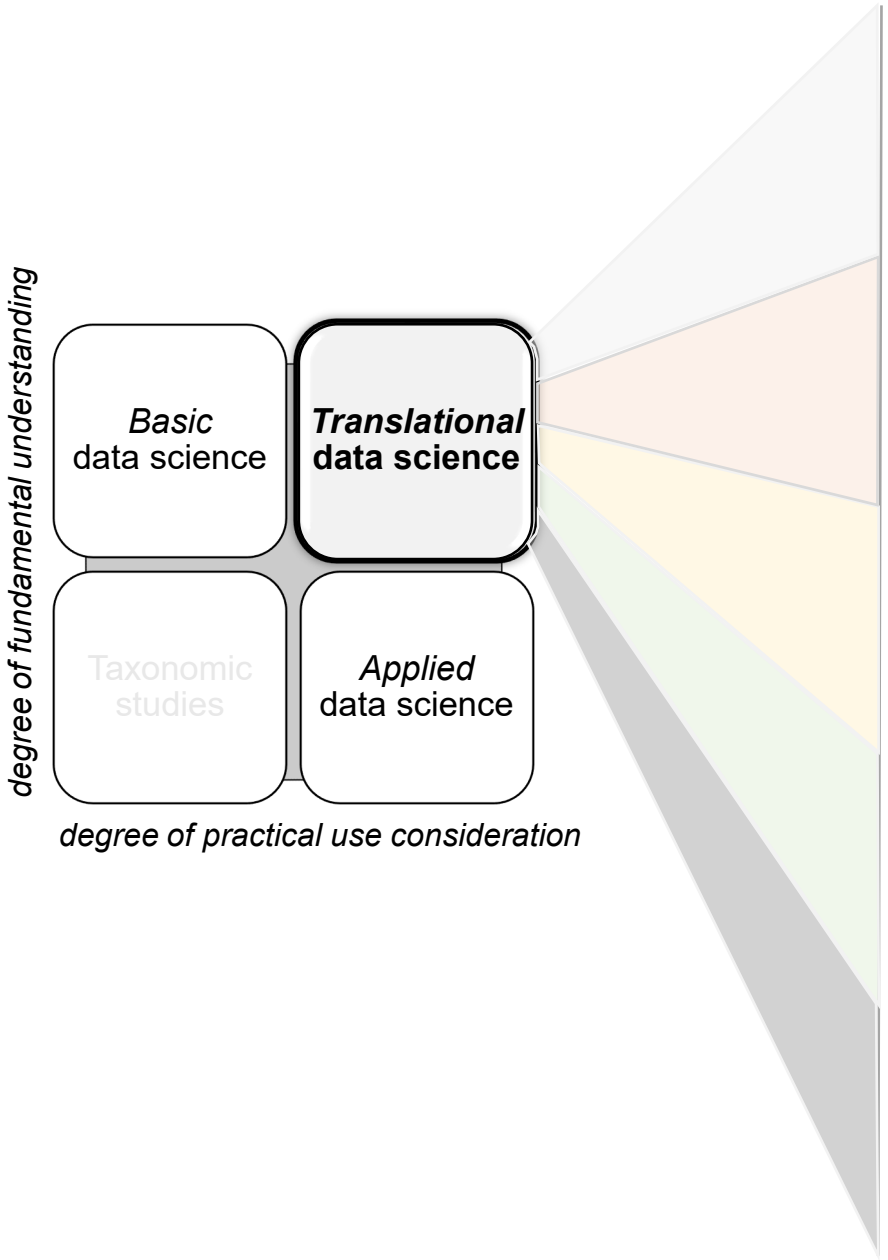
- **Values**

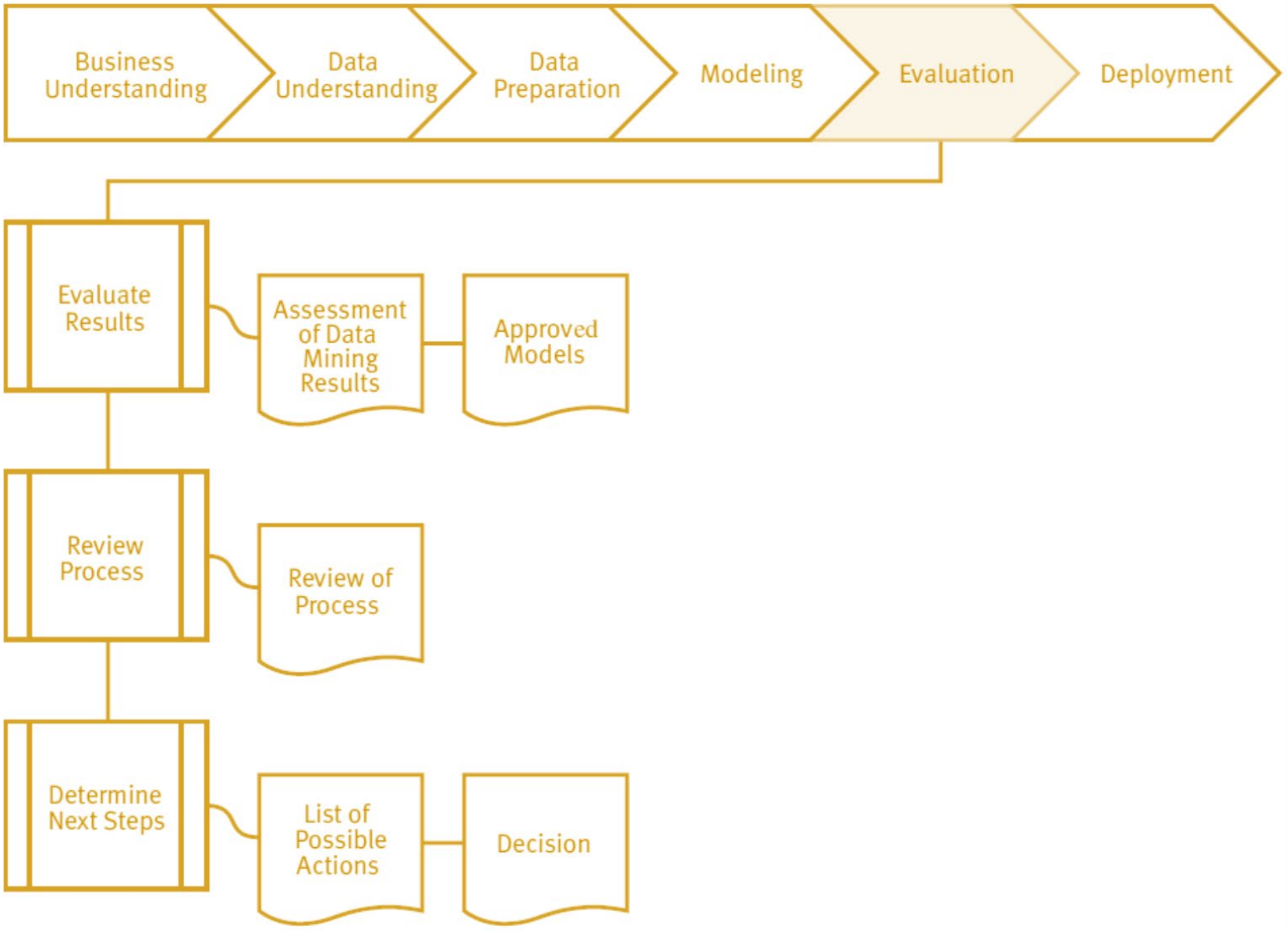
Effect	Values
Decreased risk of data leaks	Confidentiality, Privacy, Plausible deniability, Institutional trust, Reputation, …
Increased risk of data breach	Trust, Reliability, Accountability, Transparency, Fairness, Justice, Inclusivity, Relationships

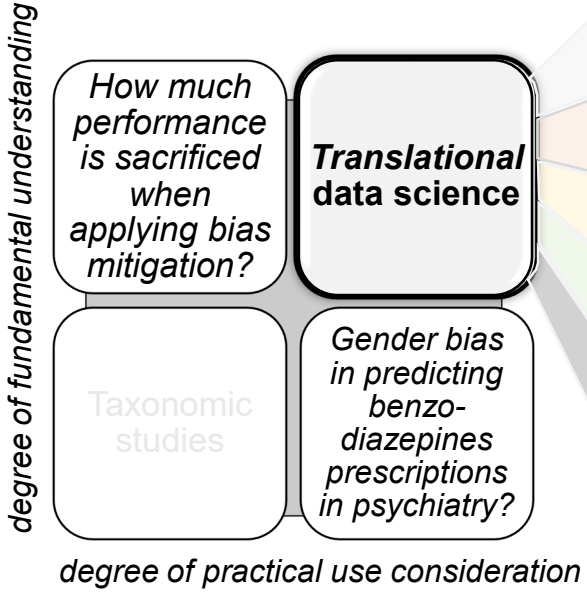
- **Options for action**

Effect	Values
Decreased risk of data leaks	Graphical representation of data, Documenting the steps, Use a method that does not use real data (rule-based model), …


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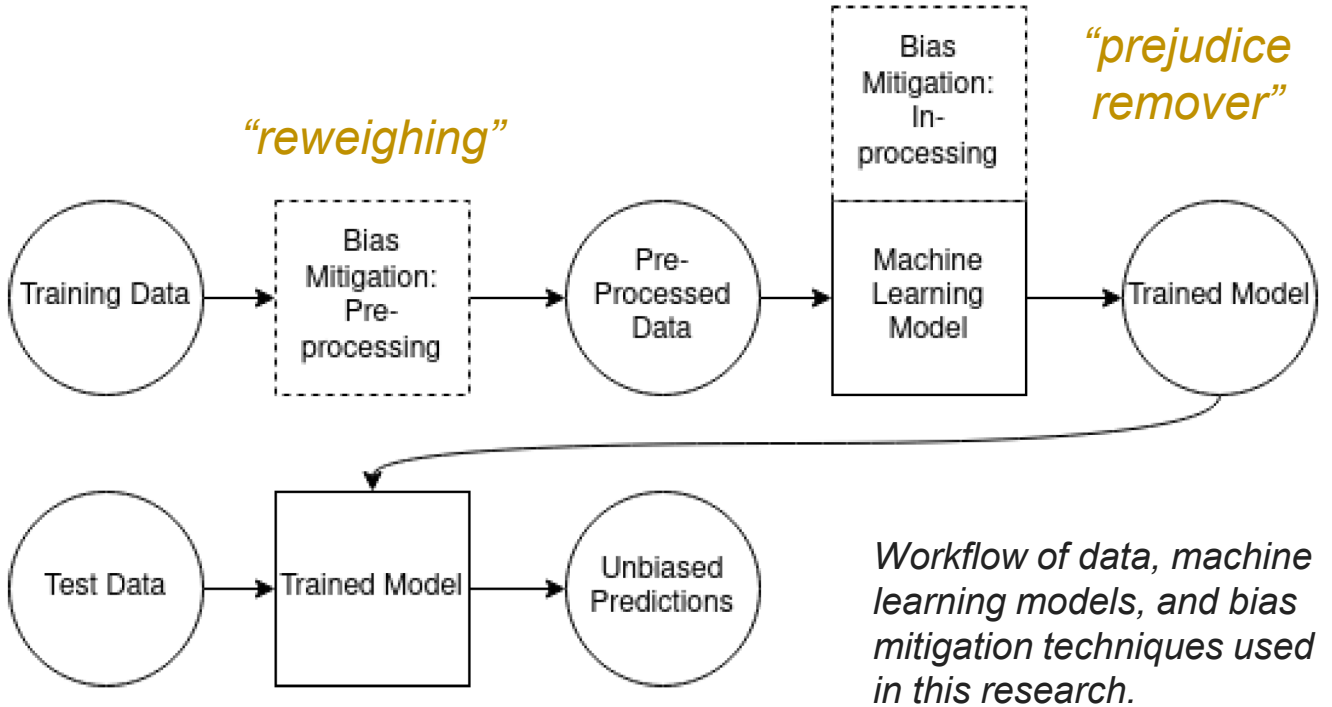

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degree of practical use consideration


Business Understanding
Data Understanding
Data Preparation
Modeling
Evaluation
Deployment
Evaluate Results
Assessment of Data Mining Results
Approved Models
Review Process
Review of Process
Determine Next Steps
List of Possible Actions
Decision



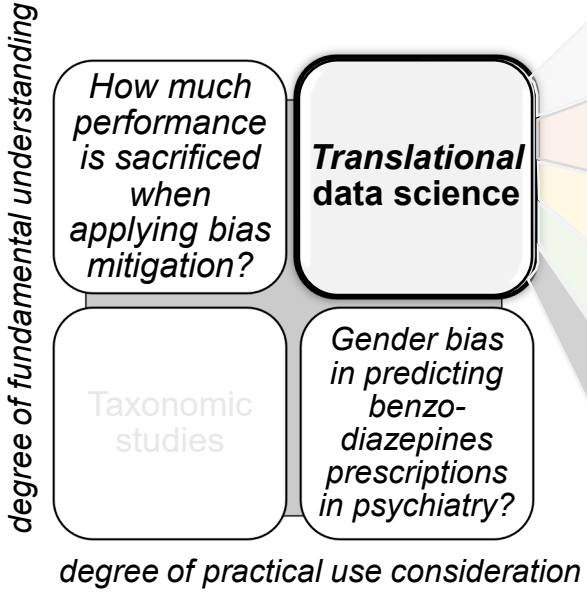
Example: Discovering Bias in Mental Health

- Effects and mitigation of gender fairness bias on a model trained to predict the future administration of benzodiazepines to psychiatric patients *(AI Fairness 360)*



Workflow of data, machine learning models, and bias mitigation techniques used in this research.

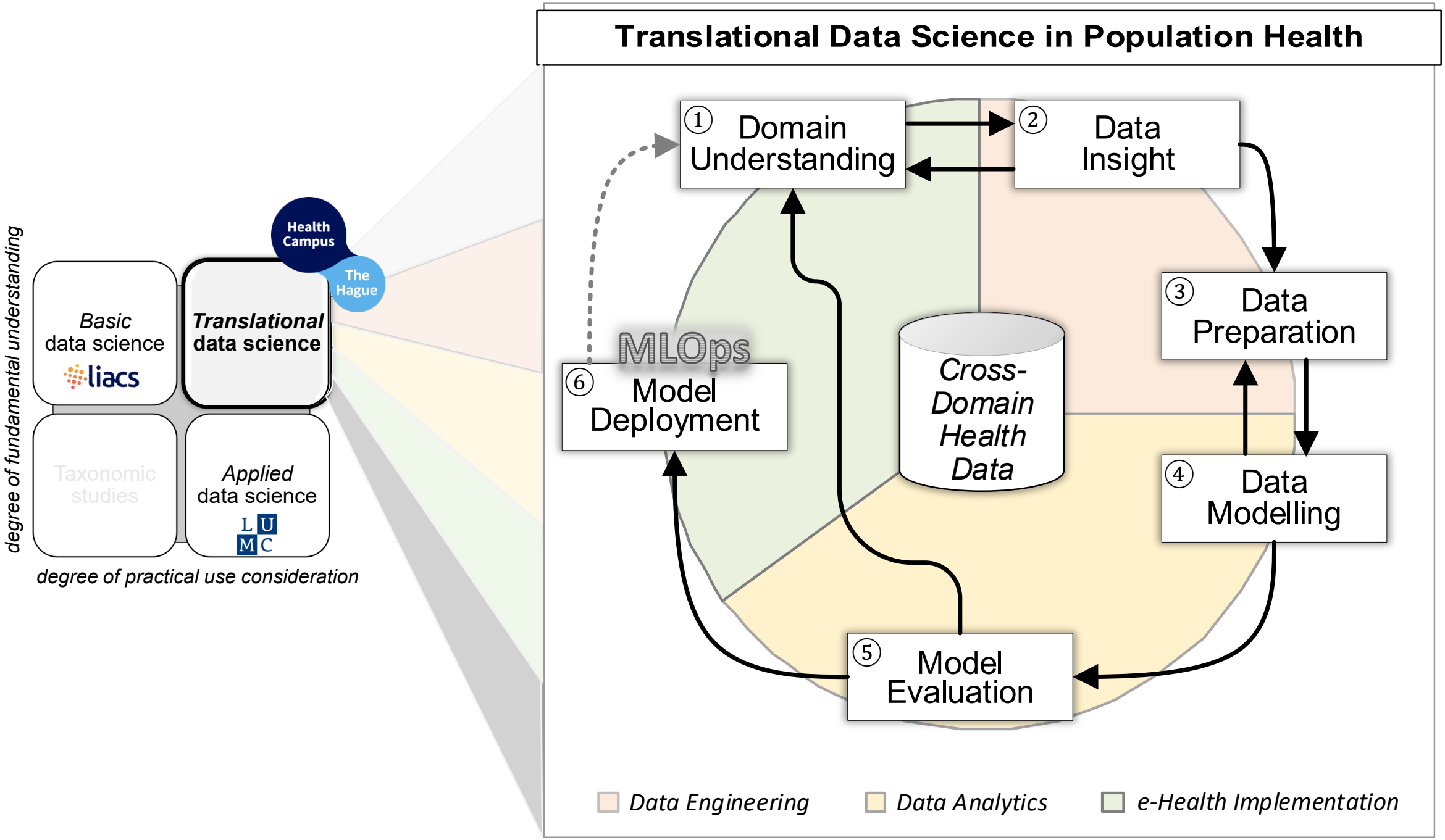
Mosteiro,P., Kuiper,J., Masthoff,J., Scheepers,F., & Spruit,M. (2022). Bias Discovery in Machine Learning Models for Mental Health. *Information, 13*(5), Advances in Explainable Artificial Intelligence, 237. [online]

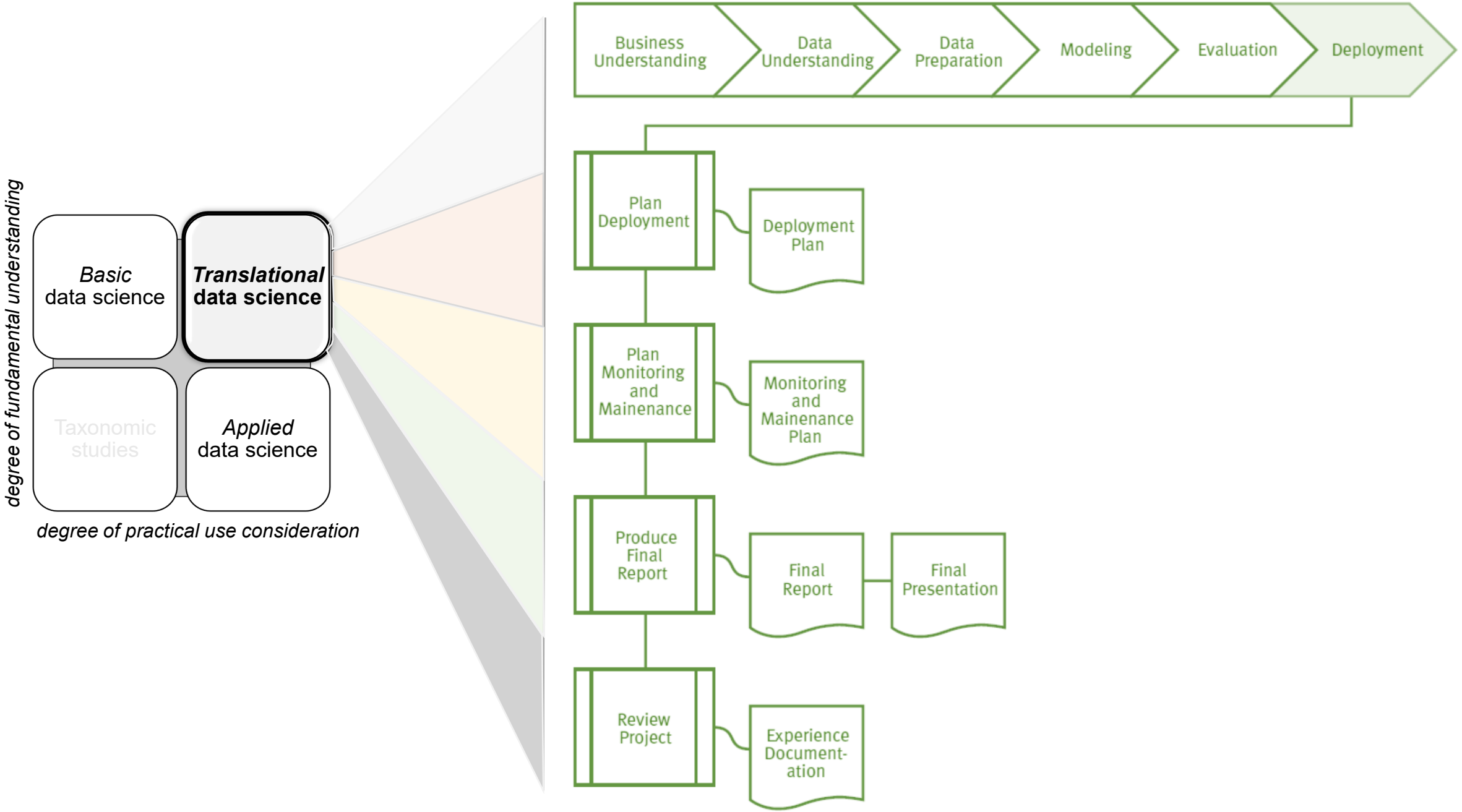


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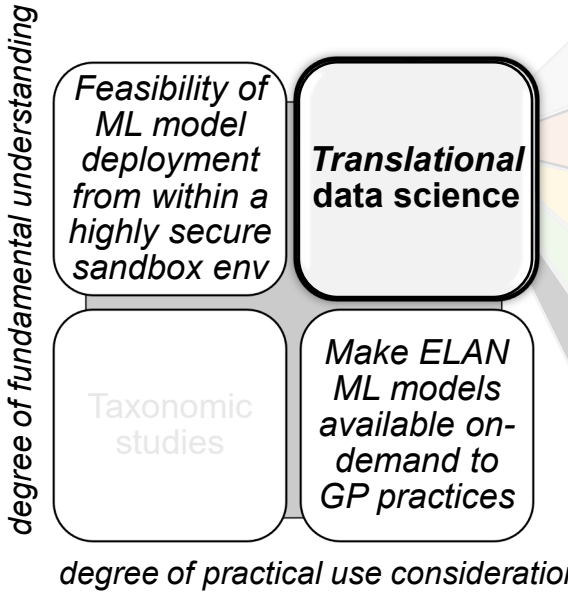
Model		Performance (comp. to baseline)	
Classifier	***Mitigation strategy***	***Δ Balanced accuracy***	***Δ F1***
Logistic regression	Predudice remover	**−0.040 ± 0.013**	−0.041 ± 0.025
Logistic regression	Re-weighing	−0.003 ± 0.013	−0.005 ± 0.013
Random forest	Re-weighing	0.003 ± 0.002	**0.005 ± 0.001**

Model		Fairness metric (compared to baseline)			
Classifier	***Mitigation strategy***	***Δ Disparate impact***	***Δ Average odds difference***	***Δ Statistical parity difference***	***Δ Equal opportunity difference***
Logistic regression	Predudice remover	**0.092 ± 0.036**	0.038 ± 0.021	**0.050 ± 0.019**	0.018 ± 0.042
Logistic regression	Re-weighing	**0.075 ± 0.021**	**0.043 ± 0.017**	**0.043 ± 0.014**	0.042 ± 0.034
Random forest	Re-weighing	**0.034 ± 0.013**	**0.014 ± 0.006**	**0.013 ± 0.006**	0.014 ± 0.011

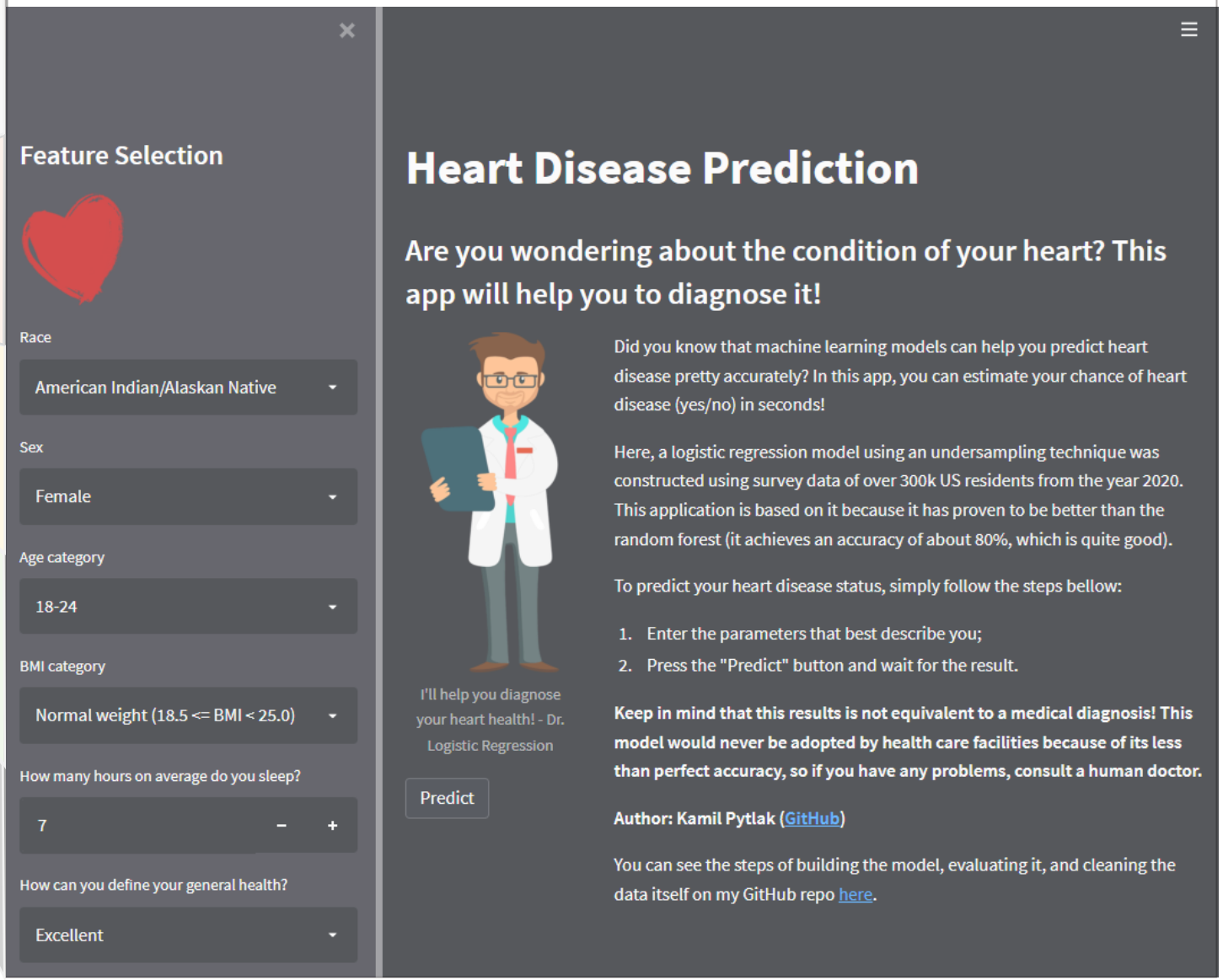

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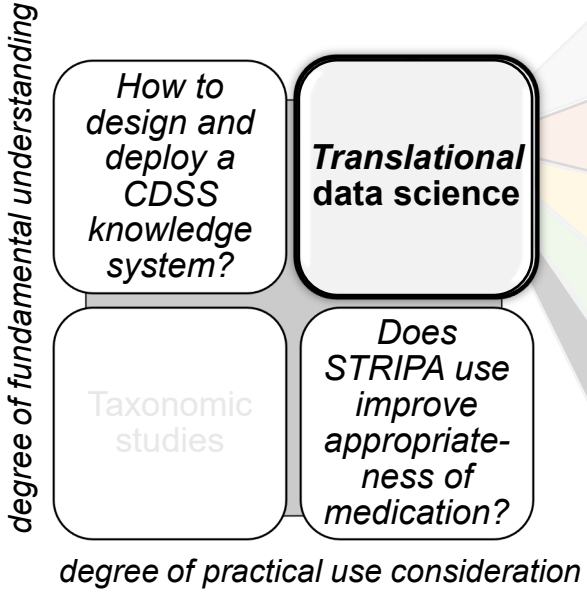

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Data Understanding
Data Preparation
Modeling
Evaluation
Deployment
Plan Deployment
Deployment Plan
Plan Monitoring and Mainenance
Monitoring and Mainenance Plan
Produce Final Report
Final Report
Final Presentation
Review Project
Experience Document-ation

Example: Deploying Prediction Models for CDSS



Lisanne Wallaard GitHub Thesis **Demo**



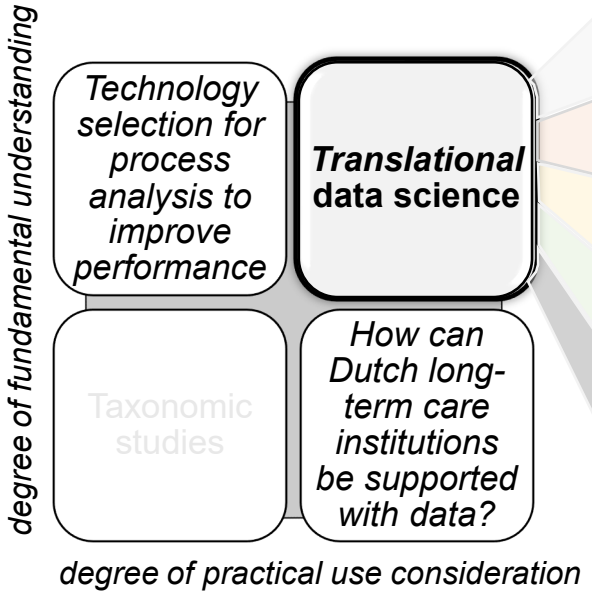


Example: STRIP Assistant for Medication Reviews

- A 10-years running research programme with big funding (OPERAM, OPTICA, STRIMP)
- Basically lost the fight with UU biz developers: *no product*

Jungo,K., ..., Spruit,M., …, Rodondi,N., Streit,S. (2023). Optimising prescribing in older adults with multimorbidity and polypharmacy in primary care (OPTICA): cluster randomised clinical trial. BMJ, 381. [online]

Example: Understanding Long-term Care

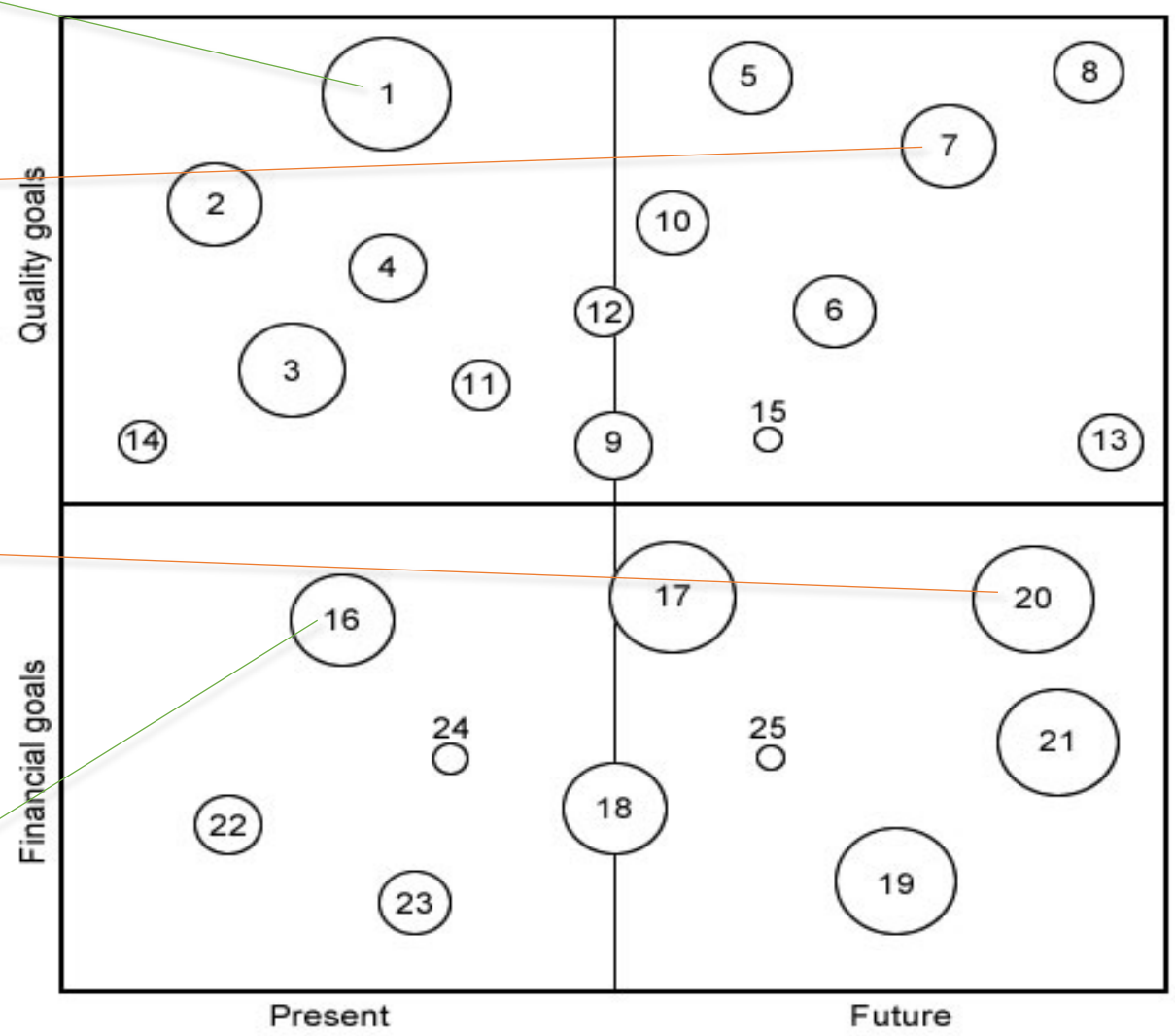


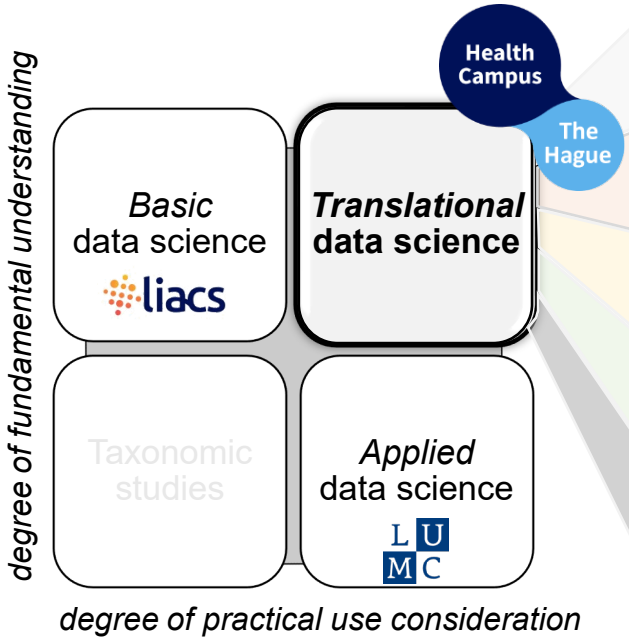
Identify the patterns in incidents

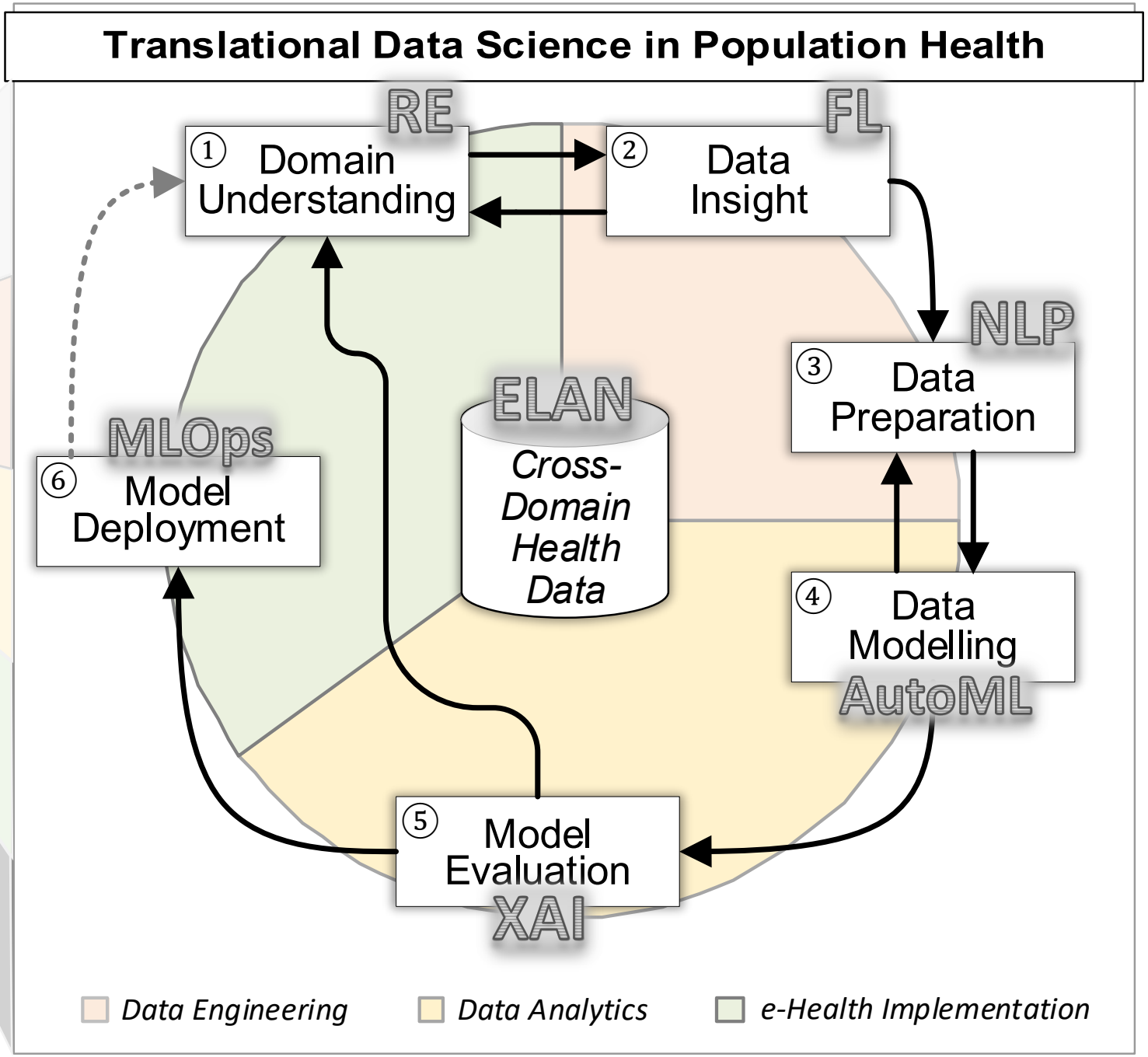
Relationship between care-related measures and incidents

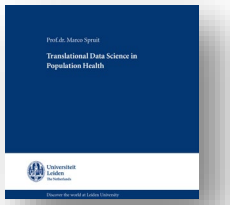
Identify care within & outside ZZP indication (planned, realized)

Identify & predict the ZZP-mix



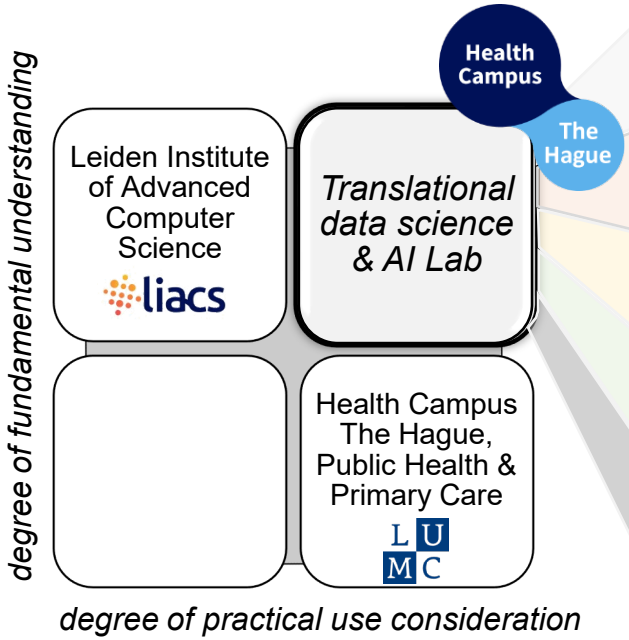


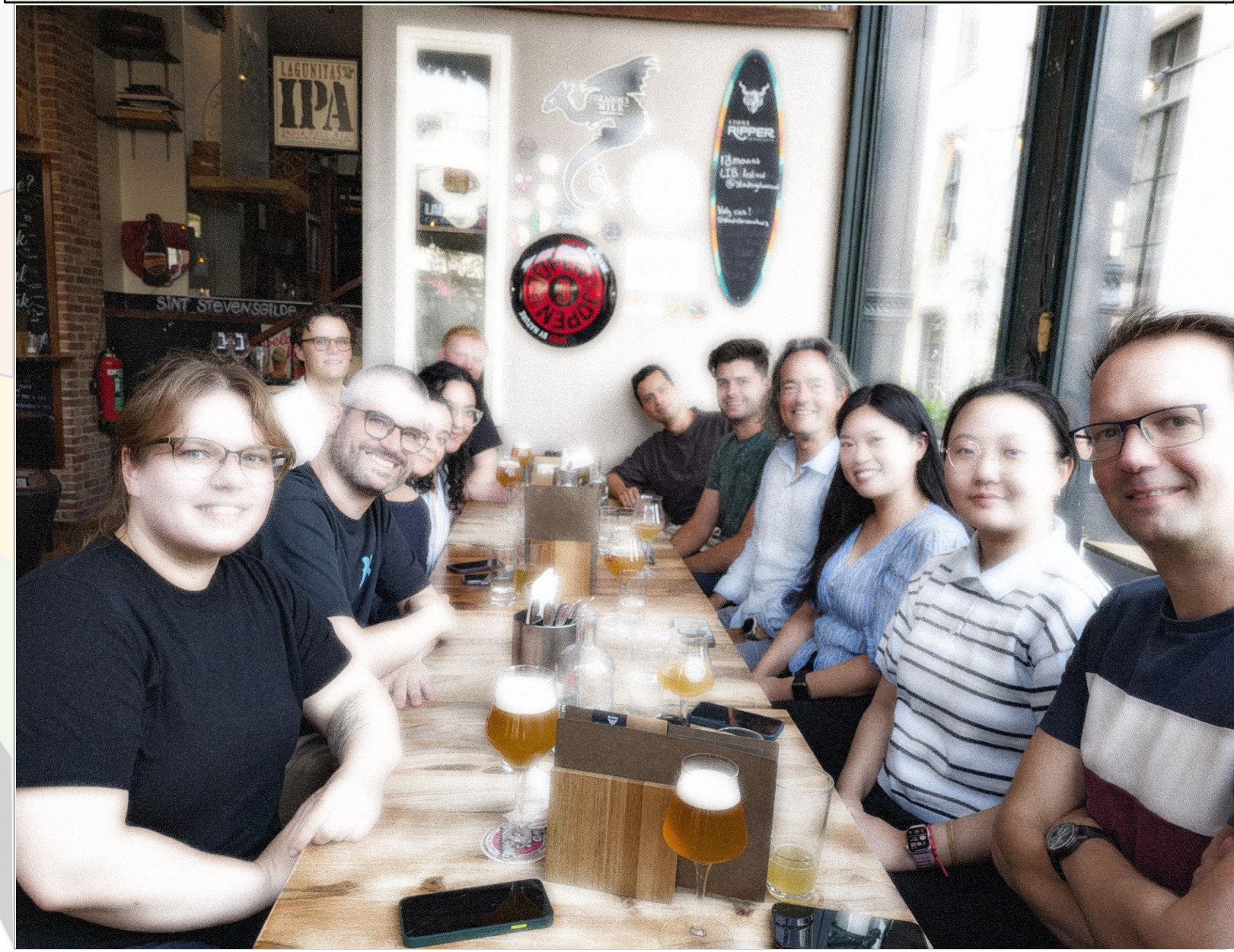




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