

USING dmFSQL FOR FINANCIAL CLUSTERING

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Keywords: Clustering, Flexible Queries, Data Mining, Fuzzy SQL, Fuzzy Databases.

Abstract: At present, we have a dmFSQL server available for Oracle© Databases, programmed in PL/SQL. This server allows us to query a Fuzzy or Classical Database with the dmFSQL (data mining Fuzzy SQL) language for any data type. The dmFSQL language is an extension of the SQL language, which permits us to write flexible (or fuzzy) conditions in our queries to a fuzzy or traditional database. In this paper, we propose the use of the dmFSQL language for fuzzy queries as one of the techniques of Data Mining, which can be used to obtain the clustering results in real time. This enables us to evaluate the process of extraction of information (Data Mining) at both a practical and a theoretical level. We present a new version of the prototype, called DAPHNE, for clustering with use dmFSQL. We consider that this model satisfies the requirements of Data Mining systems (handling of different types of data, high-level language, efficiency, certainty, interactivity, etc) and this new level of personal configuration makes the system very useful and flexible.

1 INTRODUCTION

We can define Data Mining as the process of extraction of interesting information from the data in databases. According to (Frawley 1991) a discovered knowledge (pattern) is interesting when it is novel, potentially useful and non-trivial to compute. A series of new functionalities exist in Data Mining, which reaffirms that it is an independent area (Frawley 1991):

- High-Level Language. This representation is desirable for discovered knowledge and for showing the results of the user's requests for information (e.g. queries).
- Certainty. The discovered knowledge should accurately reflect the content of the database. The imperfectness (noise and exceptional data) should be expressed with measures of certainty.

- Efficiency. The process of extraction of knowledge should be efficient, i.e. the running time should be predictable and acceptable when dealing with very large amounts of data.
- Handling of Different Types of Data. There are different kinds of data and databases used in diverse applications (relational data, objects, hypertext, etc.) so it would be desirable that a Data Mining system would carry out its work in an effective way.
- Interactive Mining Knowledge at Multiple Abstraction Levels. The interactive discovery of knowledge allows the user to refine a Data Mining request on line, dynamically change data focusing, progressively deepen a Data Mining process, and flexibly view the data and Data Mining results at multiple abstraction levels and from different angles.
- Mining Information from Different Sources of Data. Currently the knowledge mining from different sources of formatted or unformatted data

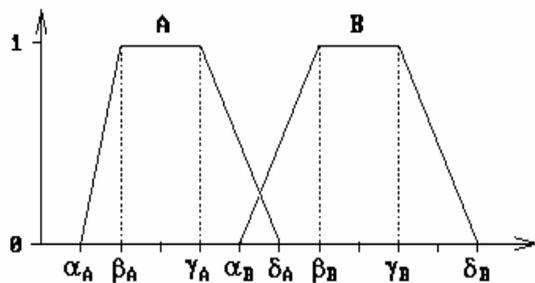


Figure 1: Trapezoidal possibility distributions: A, B

with diverse data semantic is perceived to be a difficult challenge.

In this paper we discuss the implementation of two prototypes for Data Mining purposes: we have used a combination of DAPHNE which was initially designed for clustering on numeric data types (Carrasco, 1999) and dmFSQL which was designed for fuzzy (or flexible) queries (Galindo 1998, Galindo 1998b, Galindo 1999). At this point, we would like to point out that Data Mining is an autonomous and self-interesting field of research, in which techniques from other fields could be applied. Among these techniques are the use of dmFSQL (data mining Fuzzy SQL), which is a database query language which incorporates fuzzy logic. In particular, we use dmFSQL to solve, in real time, queries, which obtain objects (tuples) with similar characteristics, i.e. objects of a specific group through a process of clustering. Often, the clustering is carried out on a set of examples from the database and not on the entire database. We present some experimental results with this alternative solution in the context of a bank. This area needs a Data Mining system tailored to its needs, because this area manages very large databases and these data has a very concrete meaning. Thus, data must be treated according to this meaning. Finally, as conclusions we consider that this model satisfies the requirements of Data Mining systems [Chen 1996, Frawley 2001] (handling of different types of data, high-level language, efficiency, certainty, interactivity, etc.) and this new level of personal configuration makes the system very useful and flexible.

2 dmFSQL A LANGUAGE FOR FLEXIBLE QUERIES

The dmFSQL language (Galindo 1998, Galindo 1998b, Galindo 1999) extends the SQL language to allow flexible queries. We have extended the

SELECT command to express flexible queries and, due to its complex format, we only show an abstract with the main extensions added to this command:

- **Linguistic Labels:** If an attribute is capable of undergoing fuzzy treatment then linguistic labels can be defined on it. These labels will be preceded with the symbol \$ to distinguish them easily. They represent a concrete value of the attribute. dmFSQL works with any kind of attributes (see 2.1.1 section) therefore, by example, a label can have associated: a trapezoidal possibility (Figure 1), a scalar (if there is a similarity relationship defined between each two labels in the same domain), a text, a XML document, etc.
- **Fuzzy Comparators:** In addition to common comparators (=, >, etc.), dmFSQL includes fuzzy comparators in Table 1. There are some different kinds of fuzzy comparators. By example a fuzzy comparator is used to compare two trapezoidal possibility distributions A, B with $A=[\alpha_A, \beta_A, \gamma_A, \delta_A]$ $B=[\alpha_B, \beta_B, \gamma_B, \delta_B]$ (see Figure 1). In the same way as in SQL, fuzzy comparators can compare one column with one constant or two columns of the same type. More information can be found in (Galindo 1998b, Galindo 1999). These definitions can be based in fuzzy set theory, classical distance functions and other type of similarity functions.

Table 1: Fuzzy Comparators for dmFSQL

| Fuzzy Comparator (fcomp) for: | | Significance |
|-------------------------------|-----------|------------------------|
| Possibility | Necessity | |
| FEQ | NFEQ | Fuzzy Equal |
| FGT | NFGT | Fuzzy Greater Than |
| FGEQ | NFGEQ | Fuzzy Greater or Equal |
| FLT | NFLT | Fuzzy Less Than |
| FLEQ | NFLEQ | Fuzzy Less or Equal |
| MGT | NMGT | Much Greater Than |
| MLT | NMLT | Much Less Than |

- **Fulfilment Thresholds γ :** For each simple condition a Fulfilment threshold may be established with the format $\langle condition \rangle THOLD \gamma$, indicating that the condition must be satisfied with a minimum degree γ in $[0,1]$ fulfilled.
- **CDEG($\langle attribute \rangle$) function:** This function shows a column with the Fulfilment degree of the condition of the query for a specific attribute, which is expressed in brackets as the argument.
- **Fuzzy Constants:** We can use and store all of the fuzzy constants (which appear in Table 2) in

dmFSQL.

Table 2: Fuzzy Constants of dmFSQL

| F. Constant | Significance |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------|
| UNKOWN | Unknown value but the attribute is applicable |
| UNDEFINED | The attribute is not applicable or it is meaningless |
| NULL | Total ignorance: We know nothing about it |
| $A=[\alpha_A, \beta_A, \gamma_A, \delta_A]$ | Fuzzy trapezoid ($\alpha_A \leq \beta_A \leq \gamma_A \leq \delta_A$): See Figure 1 |
| \$label | Linguistic Label: It may be a trapezoid or a scalar (defined in dmFMB) |
| [n, m] | Interval "Between n and m" ($\alpha_A = \beta_A = n$ and $\gamma_A = \delta_A = m$) |
| #n | Fuzzy value "Approximately n" ($\beta_A = \gamma_A = n$ and $n - \alpha_A = \delta_A = \text{margin}$) |

2.1 Architecture of dmFSQL

In this section, we shall describe the first prototype to be integrated in our approach. At present, we have a dmFSQL Server available for Oracle© Databases, mainly programmed in PL/SQL. The architecture of the Fuzzy Relational Database with the dmFSQL Server is made up by:

1. Data: Traditional Database and data mining Fuzzy Meta-knowledge Base (dmFMB).
2. dmFSQL Server.

2.1.1 Data: Traditional Database and dmFMB

The data can be classified in two categories:

- **Traditional Database:** They are data from our relations with a special format to store the fuzzy attribute values. The fuzzy attributes are classified by the system in 4 types:
 - Fuzzy Attributes **Type 1:** These attributes are totally crisp (traditional), but they have some linguistic trapezoidal labels defined on them, which allow us to make the query conditions for these attributes more flexible. Besides, we can use all constants in Table 2 in the query conditions with these fuzzy attributes.
 - Fuzzy Attributes **Type 2:** These attributes admit crisp data as well as possibility distributions over an ordered underlying domain. With these attributes, we can store and use all the constants we see in Table 2.
 - Fuzzy Attributes **Type 3:** These attributes have not an ordered underlying domain. On these attributes, some labels are defined and on these labels, a similarity relation has yet to be defined. With these attributes, we can only use the fuzzy comparator FEQ, as they have no relation of order. Obviously, we cannot store or

use the constants fuzzy trapezoid, interval and approximate value of Table 2.

- Attributes **Type 4:** There are different kinds of data in a database used in diverse applications (relational data, objects, hypertext, XML, etc.) therefore, it would be desirable that a Data Mining system would carry out its work in an effective way. In order to manage these data we have defined these attributes. It is a generic type (fuzzy or crisp), which admits some fuzzy treatment. We permitted this attribute is formed by more than a column of the table (complex attributes). Therefore, with attributes Type 4 is possible to redefine the attributes Type 1, 2 and 3 using other representations (by example, alternative representation to the fuzzy trapezoid) or fuzzy comparators. With these attributes, we can store and use the constants linguistic label in Table 2.

- **data mining Fuzzy Meta-knowledge Base (dmFMB):** It stores information about the Fuzzy Relational Database in a relational format. It stores attributes which admit fuzzy treatment and it will store different information for each one of them, depending on their type:
 - Fuzzy Attributes **Type 1:** In order to use crisp attributes in flexible queries we will only have to declare them as being a fuzzy attribute Type 1 and store the following data in the dmFMB: Trapezoidal linguistic labels: Name of the label and $\alpha_A, \beta_A, \gamma_A$ and δ_A values (as in Figure 1). Value for the margin of the approximate values (see Table 1). Minimum distance in order to consider two values very separated (used in comparators MGT/NMGT and MLT/NMLT).
 - Fuzzy Attributes **Type 2:** As well, as declare them as being a fuzzy attribute Type 2, these attributes have to store the same data in the dmFMB as the fuzzy attributes Type 1.
 - Fuzzy Attributes **Type 3:** They store in the dmFMB their linguistic labels, the similarity degree amongst themselves and the compatibility between attributes of this type, i.e., the attributes that use the same labels and that can be compared amongst them.
 - Attributes **Type 4:** The dmFMB stores information for the fuzzy treatment of the attributes Type 4:
 - **Fuzzy Comparison Functions:** The user can define the functions of comparison (Table 1) for the treatment of each attribute of Type 4. The format is: *CDEG (A fcomp B) -> [0,1]* with *CDEG* the compatibility degrees, *A, B* two attributes or linguistic

labels Type 4 and *fcomp* any fuzzy comparator in Table 1. The user can associate each attribute functions already defined in the dmFMB.

- **Representation Functions:** The user can optionally define it to show the attributes in a more comprehensible way. Of course, the user can associate each attribute functions already defined in the dmFMB

- **Linguistic labels:** They represent a concrete value of the attribute.

- **Complex attributes:** We permitted this attribute is formed by more than a column of the table. Therefore, the dmFMB stores information on structure of the attributes Type 4.

2.1.2 dmFSQL Server

It has been programmed mainly in PL/SQL and it includes three kinds of functions for attributes Type 1, Type 2 and Type 3:

- **Translation Function:** It carries out a lexical, syntactic and semantic analysis of the dmFSQL query. If errors, of any kind whatsoever, are found, it will generate a table with all the found errors. If there are no errors, the dmFSQL query is translated into a standard SQL sentence. The resulting SQL sentence includes reference to the following kinds of functions.

- **Representation Functions:** These functions are used to show the fuzzy attributes in a comprehensible way for the user and not in the internally used format.

- **Fuzzy Comparison Functions:** They are utilized to compare the fuzzy values and to calculate the compatibility degrees (CDEG function).

As we have seen, Translation and Representation Functions are included in the dmFMB for the attributes Type 4.

3 USING dmFSQL TO CLUSTERING PROCESS

In this section, we shall describe the integration of dmFSQL Server to the clustering process. This is a part of a project, which is currently under investigation with some Spanish banks. It deals with customer database segmentation, which allows differentiated treatment of customers (Direct Marketing).

Included in this project we have a prototype called DAPHNE (Carrasco, 1999). It is a generic tool for clustering focused on the financial environment. The prototype uses techniques, which come from diverse fields: hierarchical clustering, unsupervised learning based on fuzzy-set tools, statistical techniques, etc. In this paper, we show a new version of DAPHNE which incorporate the dmFSQL Server to do effective clustering. Following we explain the full process.

Operation of DAPHNE: In the first step, the relevant features of the customers for the clustering are chosen using the user's knowledge. For this selection, the user can use a method that we have developed for automatic selection of relevant characteristics based on genetic algorithms (Martín-Bautista 1998). Therefore, the user inserts a new project for clustering in the meta-database of the prototype specifying the table or view with the source data (*id_table_clustering*) and the attributes, which DAPHNE will use for the clustering (*col_clu₁, col_clu₂, ..., col_clu_m*). These attributes have to define in the dmFMB as Type 1, 2, 3 or 4 specifying their characteristics. The user does not need to specify anything on the domains of the previously used attributes. It is important to note that they are not restriction: on the type of attributes to use for the clustering process (text, scalar, binary, numerical, etc) and the on possible uncertainty of the value of this attributes (*unknown, undefined, null* and certain degree of belong). Besides the user specify the weight of each attributes in the clustering process (*w_{clu₁}*, *w_{clu₂}*, ..., *w_{clu_m}*, such that $w_{clu_r} \in [0,1]$ with $r=1..m$ and verifying $\sum_{r=1}^m w_{clu_r} = 1$)

Subsequently the main processes of DAPHNE are explained, as well as its underlying theoretical base:

1. Computing Ultrametric Distance Matrix (see Figure 2): This process attempts to obtain the population's ultrametric distance matrix. Since the results by Dunn, Zadeh y Bezdek (Delgado 1996) it has been well known that there is equivalence between hierarchical clustering, max-min transitive fuzzy relation, and ultrametric distances. Therefore, in the ultrametric matrix all the possible clustering that can be carried out on the population specified. The "dendogram" or "tree diagram" may be viewed as a diagrammatic representation of the results of a hierarchical clustering process which is carried out in terms of the distance matrix. This process contains the following treatments:

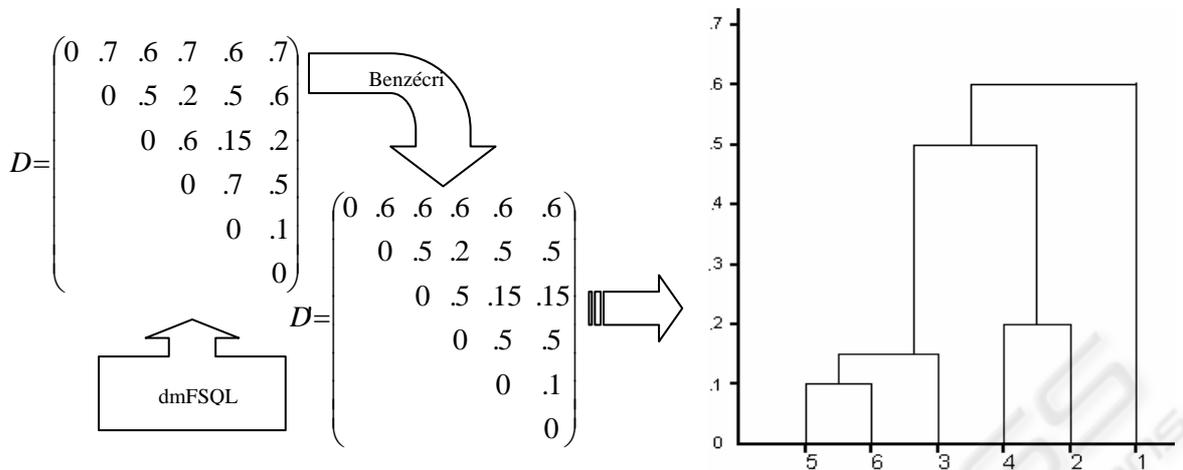


Figure 2: Computing a ultrametric distance matrix (dendrogram) for six elements

- Computing population's normalized (in [0,1]) distance matrix (by example, the matrix D in Figure 2). For each pair of the population's individuals (i, j) the distance that separates both (d_{ij}) is obtained using dmFSQL as following:

```

SELECT A1.ROW_ID AS i, A2.ROW_ID AS j,
1-(CDEG(A1.col_clu1)* wclu1 +...+
CDEG(A1.col_clum)* wclu_m) AS dij,
FROM id_table_clustering A1,
id_table_clustering A2
WHERE A1.ROW_ID < A2.ROW_ID
AND (A1.col_clu1 fuzzy_ecomp1 A2.col_clu1 THOLD 0
| A1.col_clu1 fuzzy_ecomp1 A2.col_clu1 THOLD 0
AND
A2.col_clu1 fuzzy_ecomp1 A1.col_clu1 THOLD 0
| A1.col_clu1 fuzzy_ecomp1 A2.col_clu1 THOLD 0
OR
A2.col_clu1 fuzzy_ecomp1 A1.col_clu1 THOLD 0)
AND ... AND
(A1.col_clum fuzzy_ecompm A2.col_clum THOLD 0
| A1.col_clum fuzzy_ecompm A2.col_clum THOLD 0
AND
A2.col_clum fuzzy_ecompm A1.col_clum THOLD 0
| A1.col_clum fuzzy_ecompm A2.col_clum THOLD 0
OR
A2.col_clum fuzzy_ecompm A1.col_clum THOLD 0);

```

where fuzzy_ecomp_r is the fuzzy equal comparator (FEQ or NFEQ) chosen for the user for the fuzzy attribute col_clu_r. For each attribute col_clu_r, the WHERE clause has three optional forms (specified by | symbol):

- a) If fuzzy_ecomp_r is symmetric:
A1.col_clu_r fuzzy_ecomp_r A2.col_clu_r THOLD 0

b) Using a T-norm if fuzzy_ecomp_r is not symmetric:

```

A1.col_clum fuzzy_ecompr A2.col_clu, THOLD 0
AND
A2.col_clum fuzzy_ecompr A1.col_clu, THOLD 0

```

c) Using a T-conorm if fuzzy_ecomp_r is not symmetric:

```

A1.col_clum fuzzy_ecompr A2.col_clu, THOLD 0
OR
A2.col_clum fuzzy_ecompr A1.col_clu, THOLD 0

```

- Computing population's ultrametric distance matrix (by example, the matrix D' in Figure 2). In the distance matrix, each of the three elements verifies the triangle inequality. The matrix is transformed so that each of the three elements of the ultrametric inequality is also verified. An algorithm based on the method of Benzécri (Benzécri, 1976) is used. For this purpose, we use a parallel algorithm using MPI (Quinn 2003).

2. Computing possible α -cuts: Since the ultrametric matrix is finite, it contains only a finite set of different values. Thus, for the hierarchical clustering or ultrametric matrix we can always determine unequivocally the set of all possible different α -cuts, that is, the set of all different equivalence relations associated with the matrix. In other words, every α -cut implies a different partition or the population's clustering. By example, in the Figure 2 the possible α -cuts are 0.1, 0.15, 0.2, 0.5 and 0.6.

3. Clustering: This process assigns each individual in the population to a certain cluster. In order to do so it is necessary to obtain a certain partition from the ultrametric matrix. Therefore, the problem consists of choosing an α -cut among the possible α -cuts already obtained, according to the hypothesis that no previous information about the

structure of the data is available. The partition can be obtained in different ways according to the user's choice:

- Absolute good partition. We obtain the partition determined by the α -cut 0.5 (Vila 1979). By example, in the Figure 2 the α -cut 0.5 determines the classes {5, 6, 3} and {4, 2, 1}.
- A good partition. We use an unsupervised learning procedure based on fuzzy-set tools. This procedure determines a good partition as the minimum value of a measure defined on the set of all possible α -cuts (Delgado 1996).
- Partition that determines a certain number of groups. By means of a binary search algorithm on all possible α -cuts, we obtain the α -cut which implies a number of groups which are closest to the user's request.

4 EXPERIMENTAL RESULTS

This system has been applied to some problems of the segmentation of bank customers in real life situations. Here we show a particular case of segmentation. The relevant attributes identified by the banking expert have been:

- Payroll (*payroll*): is a binary attribute that indicates if the client receives payroll through the financial company (value 1) or not (value 0). We decide define this attribute as Type 4 specifying a FEQ comparator in the dmFMB based in the Sokal and Michener distance.
- Average account balance of the client in last 12 moths (*balance*): it is obtained through an analytic study in the company data warehouse system. This is a crisp attribute but we decide define this as Type 1 in the dmFMB using the fuzzy constants value $\#n = 500$ (approximately n , see Table 2).
- Geographic area of clients (*area*): there are three areas in the study: Madrid, Barcelona (Spanish cities) and rest of World. Obviously, this is a scalar attribute (Type 3), therefore we define a similarity relationship for the FEQ comparator in the dmFMB (see Table 3).

Table 3: Similarity relationship defined for *area*

| <i>area</i> | Madrid | Barcelona | Rest of World |
|---------------|--------|-----------|---------------|
| Madrid | 1 | 0.6 | 0 |
| Barcelona | | 1 | 0 |
| Rest of World | | | 1 |

Now we must specify the weight of each attributes in the clustering process in order to better focus the customers clustering according to the user

criteria. The weights chosen are 0.4 for *area* and *payroll* and 0.2 for *balance*.

Finally, by means of a sample of a few tuples the system here proposed has obtained six clusters as the optimum number in the population (see Table 4).

Table 4: Results of clustering: six clusters

| id_client | area | payroll | balance | id_cluster |
|-----------|---------------|---------|---------|------------|
| 93036 | Rest of World | 0 | -959 | 1 |
| 60932 | Rest of World | 0 | 1 | 1 |
| 65940 | Rest of World | 0 | 35 | 1 |
| 07788 | Madrid | 0 | 10 | 4 |
| 87992 | Madrid | 0 | 241 | 4 |
| 67476 | Madrid | 1 | 1 | 2 |
| 44596 | Madrid | 1 | 16 | 2 |
| 14160 | Madrid | 1 | 141 | 2 |
| 11281 | Madrid | 1 | 353 | 2 |
| 65532 | Madrid | 1 | 631 | 2 |
| 74188 | Madrid | 1 | 965 | 2 |
| 18096 | Barcelona | 0 | -36 | 5 |
| 45700 | Barcelona | 0 | 0 | 5 |
| 21184 | Barcelona | 0 | 5 | 5 |
| 10427 | Barcelona | 0 | 9 | 5 |
| 49867 | Barcelona | 1 | 0 | 6 |
| 01384 | Barcelona | 1 | 7 | 6 |
| 50392 | Barcelona | 1 | 1580 | 3 |
| 55689 | Barcelona | 1 | 1831 | 3 |
| 87752 | Barcelona | 1 | 1989 | 3 |
| 23952 | Barcelona | 1 | 2011 | 3 |

5 CONCLUSIONS

dmFSQL Server has been extended to handling of different types of data (Carrasco 2002) and used as a useful tool for certain Data Mining process (Carrasco 1999, Carrasco 2001, Carrasco 2002) and other applications (Galindo 1999). Now we have applied dmFSQL for the clustering problem. Besides the specific requirements of the clustering problem, the prototype has been designed considering the above-mentioned desirable functionalities of Data Mining systems:

- Handling of Different Types of Data: The possibility of combination any type of data for the clustering process is considered novel in the implementations of systems of this type.
- Mining Information from Different Sources of Data: DAPHNE is very flexible when managing data of different DBMS.

- Efficiency and Interactive Mining Knowledge: The prototype has been designed to be interactive with the user and to give the answer in real time in order to obtain the wanted population's partition.
- Accuracy: The use of the classic method of Benzécri to obtain the hierarchy of parts has guaranteed the goodness of such a partition. In addition, the procedure to obtain a good partition based on fuzzy sets has given excellent results during the tests.
- Friendly Interface: The interface of DAPHNE is graphic and completely user guided. Like-wise, the prototype includes a meta-database, in such a way that the management of a clustering project can become quick and easy for the user.

Regarding future works:

- we will show a theoretical study of the properties of the new similarity functions incorporated in this work (combining fuzzy set theory, classical distance functions, etc.) and how imply the clustering process;
- we will specify an extension of dmFSQL language that includes clustering clauses;
- we will integrate DAPHNE functionalities into dmFSQL Server.

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