
Data Mining- Week-8 Quiz

Question 1

1 / 1 pts

Applications of Frequent Pattern Analysis include

- ☐ Basket data analysis
- ☐ Cross-marketing
- ☒ ALL
- ☐ Catalogue design

Correct!

Question 2

1 / 1 pts

process analyzes customer buying habits by finding associations between the different items that customers place in their "shopping baskets" is -----

- ☐ Sale campaign analysis
- ☒ Market Basket Analysis
- ☐ Web log analysis
- ☐ DNA sequence analysis

Correct!