Data Mining Assignment 3

1. **Read Chapter 6 (only sections 6.1 and 6.7).  
     
   2) Do Chapter 6 textbook problem #2 (parts a,b,c,d only) on page 404.**

**a) Compute the support for item sets {e}, {b, d}, and {b, d, e} by treating each**

**transaction ID as a market basket.**

10 distinct baskets/transactions.

• {e}: s = 8 /10 = 0.8

• {b, d}: s = 2 /10 = 0.2

• {b, d, e}: s = 2 /10 = 0.2

**b) Use the results in part (a) to compute the confidence for the association**

**rules {b, d} ---> {e} and {e} ---> {b, d}. Is confidence a symmetric measure?**

Both rules have support 0.2, (support count is 2):

• {b, d} → {e}: c = 0.2 /0.2 = 1

• {e} → {b, d}: c = 0.2 /0.8 = 0.25

Support is a symmetric measure, but confidence is not symmetric

**c) Repeat part (a) by treating each customer ID as a market basket. Each item**

**should be treated as a binary variable (1 if an item appears in at Least one**

**transaction bought by the customer, and 0 otherwise.)**

Now we have 5 baskets in total.

• {e}: s = 4/5 = 0.8

• {b, d}: s = 5/5 = 1

• {b, d, e}: s = 4/5 = 0.8

**d) Use the results in part (c) to compute the confidence for the association**

**rules {b, d} ---> {e} and {e} ---> {b, d}.**

• {b, d} → {e}: c = 0.8/1 = 0.8

• {e} → {b, d}: c = 0.8 /0.8 = 1  
  
**3) Do Chapter 6 textbook problem #6 (parts d,e only) on page 406.**

|  |  |
| --- | --- |
| Transaction ID | Items Boueht |
| 1  2  3  4  5  6  7  8  9  10 | {Milk, Beer, Diapers}  {Bread, Butter, Milk}  {Milk, Diapers, Cookies}  {Bread, Butter, Cookies}  {Beer, Cookies, Diapers}  {Milk, Diapers, Bread, Butter}  {Bread, Butter, Diapers}  {Beer, Diapers}  {Milk, Diapers, Bread, Butter}  {Beer, Cookies} |

**(d) Find an itemset (of size 2 or larger) that has the largest support.**

|  |  |
| --- | --- |
| Itemset | Support |
| cookies | milk | 1 |
| bread | cookies | 1 |
| milk | 5 |
| beer | cookies | 2 |
| beer | diapers | 3 |
| bread | butter | milk | 3 |
| bread | butter | cookies | 1 |
| beer | milk | 1 |
| butter | cookies | 1 |
| butter | milk | 3 |
| butter | 5 |
| bread | butter | diapers | milk | 2 |
| bread | butter | 5 |
| bread | 5 |
| butter | diapers | milk | 2 |
| bread | diapers | 3 |
| cookies | 4 |
| beer | 4 |
| butter | diapers | 3 |
| diapers | 7 |
| diapers | milk | 4 |
| beer | cookies | diapers | 1 |
| beer | diapers | milk | 1 |
| bread | diapers | milk | 2 |
| bread | butter | diapers | 3 |
| bread | milk | 3 |
| cookies | diapers | milk | 1 |
| cookies | diapers | 2 |
| ∅ | 10 |

The table is having all item sets with non-zero support count Ignoring the 1-itemsets (and ∅), the itemset with the largest support is {bread, butter}.

**(e) Find a pair of items, a and b, such that the rules {a} → {b} and {b} → {a}**

**have the same confidence.**

Bread and butter have the same support (s = 5). This means that the

rules {bread} → {butter} and {butter} → {bread} have the same

confidence (c = 5/5 = 1). The same can be said with beer and cookies

(s = 4, c = 2/4 = 0.5).  
  
**4) Using the data at [www.stats202.com/more\_stats202\_logs.txt](http://www.stats202.com/more_stats202_logs.txt) and treating each row as a "market basket" compute the support and confidence for the rule ip=65.57.245.11 → "Mozilla/5.0 (X11; U; Linux i686 (x86\_64); en-US; rv:1.8.1.3) Gecko/20070309 Firefox/2.0.0.3".**

**State what the support and confidence values mean in plain English in this context.**

The rule for which we have to find the support and confidence of the given Address is {65.57.245.11} -> {“Mozilla/5.0 (X11; U; Linux i686 (x86\_64); en-US; rv:1.8.1.3) Gecko/20070309 Firefox/2.0.0.3"} Support for {65.57.245.11} = 5021/14803 = 0.33

The support for {“Mozilla/5.0 (X11; U; Linux i686 (x86\_64); en-US; rv:1.8.1.3) Gecko/20070309 Firefox/2.0.0.3"} = 1619 /14803 = 0.109

Confidence for rule {65.57.245.11} -> {“Mozilla/5.0 (X11; U; Linux i686 (x86\_64); en-US; rv:1.8.1.3) Gecko/20070309 Firefox/2.0.0.3"} = support count ({65.57.245.11, “Mozilla/5.0 (X11; U; Linux i686 (x86\_64); en-US; rv:1.8.1.3) Gecko/20070309 Firefox/2.0.0.3"}) / support count ({65.57.245.11}) = 1619 / 5021 = 0.322