**Cloud Computing for Data Analysis**

**VIDEO CASE 08 : Action Rules**

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**Video Case Questions:**

1. What are differences between Classification Rules and Action Rules?

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| Classification Rules | Action Rules |
| Given a population whose members each belong to one of a number of different sets of classes or classification rules or classifier is a procedure by which the elements of population ser are each predicted to belong to one of the classes | An action rule is a rule extracted from database that describes a possible transition of objects from one state to another with respect to distinguished attribute called decision attribute |
| Classification rules have only one attribute | Action rules make use of pre classification rules which decides the attributes of information system into two sets flexible and stable |

Classification rules the functions that assigns items in a class to target class. The goal of the classification is to correctly predict the target class. Action rules represent actionable pattern. Produces action to achieve the desired action.

1. How the attribute set in a dataset should be divided for Action Rules?

**Ans:** For action rules, the attributes are divided in two groups i.e. stable and flexible. These reflect the ability of business user to control and influence changes for customer. Stable attributes value can be changed for a given consumer. The remaining attributes are called flexible. Flexible attributes are essential in achieving a goal since they provide a tool for making hints to a user what changes within some values of flexible attributes are needed for given group of objects.

1. In what other application action rules can be applied?

**Ans:** Action rules can be applied in social networks for increasing friends or connections. Business application for maximizing profits, Medicine to study and decrease severity of tumor,