Homework 6

Practice of Association Rules

We want to study the characteristic of people associated to do payments using Internet ("Pagament.a.través.d.Internet."). We have the file tic_tt, with information about equipement and usage of internet.

1. Read the file: tic_tt. Check the "class" of every variable of tic_tt.

2. Find the profile of the people who do payments by Internet (use the function catdes of FactoMineR). (to perform the catdes of a variable, it should be categorical (factor in the R nomenclature).

3. Convert the tic_tt file to a transactions file.

4. Define the parameters: Min_support, min_confidence and máximum size of itemsets, and run the apriori function.

5. List the 10 most frequent itemsets.

6. List the first 10 rules sorted by the lift.

7. List the 10 rules according the lift, where the Consequent is "Pagament.a.través.d.Internet.".