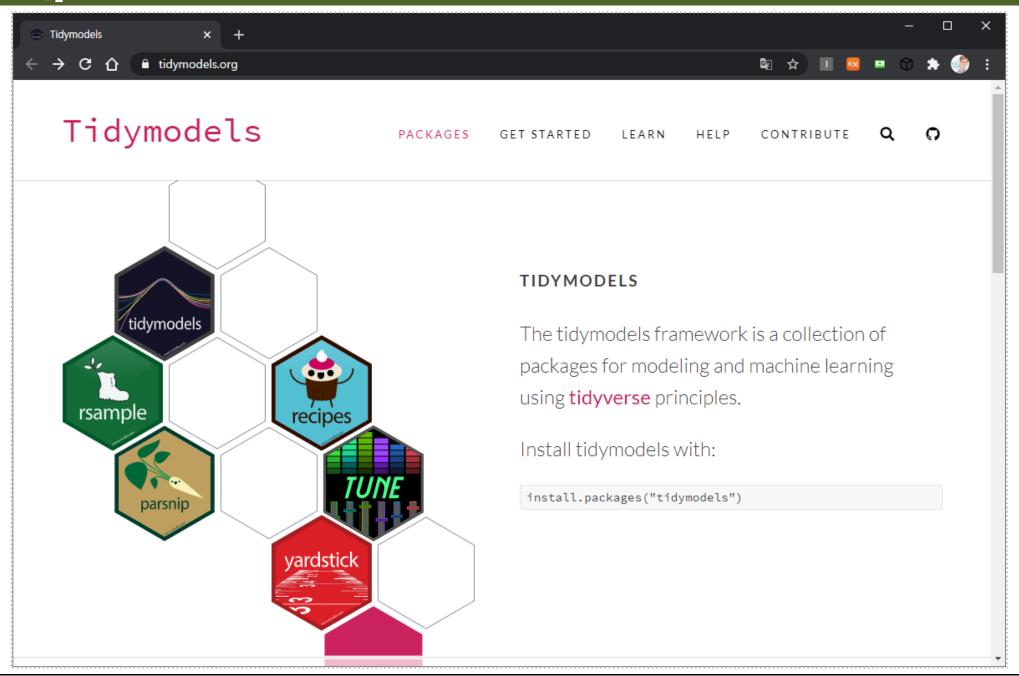
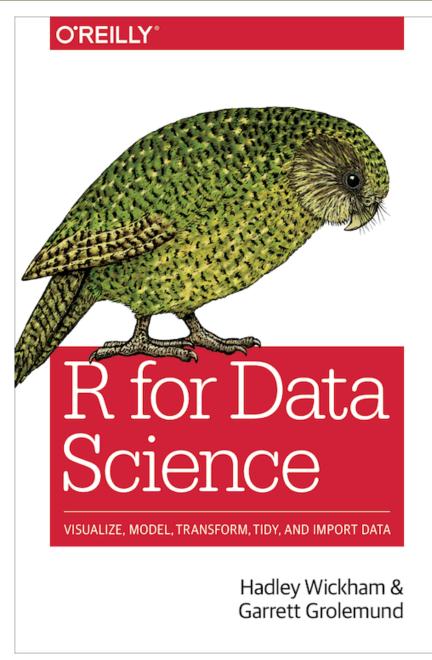
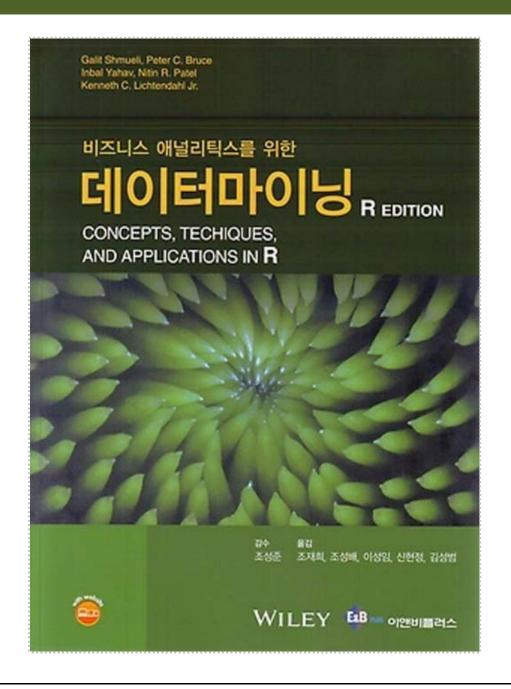
# Ch10.연관규칙

#### 교재



#### 교재





### 학습목표

■ R 프로그래밍 실습

■ 실습: 북클럽 사례

# 북까페 사례

## 데이터형식

■ 찰스 북클럽 사례

• 4,000 거래

ChildBks: 어린이 (제거)

■ YouthBks: 청소년

■ CookBks: 요리 등

| TABLE    | E 14.7   | SUBSET OF BOOK PURCHASE TRANSACTIONS IN BINARY MATRIX FORMAT |          |        |        |         |          |           |         |          |
|----------|----------|--|----------|--------|--------|---------|----------|-----------|---------|----------|
| ChildBks | YouthBks | CookBks  | DoItYBks | cefBks | ArtBks | GeogBks | ItalCook | ItalAtlas | ItalArt | Florence |
| 0        | 1        | 0  | 1        | 0      | 0      | 1       | 0        | 0         | 0       | 0        |
| 1        | 0        | 0  | 0        | 0      | 0      | 0       | 0        | 0         | 0       | 0        |
| 0        | 0        | 0  | 0        | 0      | 0      | 0       | 0        | 0         | 0       | 0        |
| 1        | 1        | 1  | 0        | 1      | 0      | 1       | 0        | 0         | 0       | 0        |
| 0        | 0        | 1  | 0        | 0      | 0      | 1       | 0        | 0         | 0       | 0        |
| 1        | 0        | 0  | 0        | 0      | 1      | 0       | 0        | 0         | 0       | 1        |
| 0        | 1        | 0  | 0        | 0      | 0      | 0       | 0        | 0         | 0       | 0        |
| 0        | 1        | 0  | 0        | 1      | 0      | 0       | 0        | 0         | 0       | 0        |
| 1        | 0        | 0  | 1        | 0      | 0      | 0       | 0        | 0         | 0       | 0        |
| 1        | 1        | 1  | 0        | 0      | 0      | 1       | 0        | 0         | 0       | 0        |
| 0        | 0        | 0  | 0        | 0      | 0      | 0       | 0        | 0         | 0       | 0        |

#### Package 설치

# 연관분석: Table 15.9

```
# tidyverse: ggplot2, purrr, tibble 3.0.3,
      dplyr, tidyr, stringr, readr, forcats
# install.packages("tidyverse")
# install.packages("arules")
library(tidyverse)
library(arules)
```

#### Package 설치

```
Console
      Terminal
             Jobs
C:/Users/leecho/Desktop/R-DM/Ch10.연관규칙/ 🖈
> # install.packages("tidyverse")
> # install.packages("arules")
> library(tidyverse)
-- Attaching packages -----
                                              ---- tidyverse 1.3.0 --
√ ggplot2 3.3.2 √ purrr 0.3.4
 tibble 3.0.4 √ dplyr 1.0.2
 tidyr 1.1.2 √ stringr 1.4.0
 readr 1.4.0 √ forcats 0.5.0
-- Conflicts ------
                                                    ----- tidyverse conflicts() --
 dplyr::filter() masks stats::filter()
             masks stats::lag()
 dplyr::lag()
경고메시지(들):
1: 패키지 'tidyverse'는 R 버전 4.0.3에서 작성되었습니다
2: 패키지 'ggplot2'는 R 버전 4.0.3에서 작성되었습니다
3: 패키지 'tibble'는 R 버전 4.0.3에서 작성되었습니다
4: 패키지 'tidyr'는 R 버전 4.0.3에서 작성되었습니다
5: 패키지 'readr'는 R 버전 4.0.3에서 작성되었습니다
6: 패키지 'purrr'는 R 버전 4.0.3에서 작성되었습니다
7: 패키지 'dplyr'는 R 버전 4.0.3에서 작성되었습니다
8: 패키지 'stringr'는 R 버전 4.0.3에서 작성되었습니다
9: 패키지 'forcats'는 R 버전 4.0.3에서 작성되었습니다
> library(arules)
필요한 패키지를 로딩중입니다: Matrix
다음의 패키지를 부착합니다: 'Matrix'
The following objects are masked from 'package:tidyr':
   expand, pack, unpack
다음의 패키지를 부착합니다: 'arules'
The following object is masked from 'package:dplyr':
   recode
Files Plots Packages Help Viewer
                                                                                               00
```

# 01.데이터 불러오기

## 01.데이터 불러오기

```
Terminal
Console
                lobs
 C:/Users/leecho/Desktop/R-DM/Ch10.연관규칙/ 🖈
> # 01.데이터 불러오기
> book_tb <- read_csv('CharlesBookClub.csv',
                      col_names = TRUE,
                      locale=locale('ko', encoding='euc-kr'),
                      na=".") %>% # csv 데이터 읽어오기
    mutate_if(is.character, as.factor)
-- Column specification
cols(
  .default = col_double()
 Use spec() for the full column specifications.
> str(book_tb)
tibble [4,000 x 24] (S3: spec_tbl_df/tbl_df/tbl/data.frame)
                   : num [1:4000] 1 2 3 4 5 6 7 8 9 10 ...
 $ Sea#
 $ ID#
                   : num [1:4000] 25 29 46 47 51 60 61 79 81 90 ...
 $ Gender
                   : num [1:4000] 1 0 1 1 1 1 1 1 1 1 ...
 $ M
                   : num [1:4000] 297 128 138 228 257 145 190 187 252 240 ...
 $ R
                   : num [1:4000] 14 8 22 2 10 6 16 14 10 6 ...
 $ F
                   : num [1:4000] 2 2 7 1 1 2 1 1 1 3 ...
 $ FirstPurch
                   : num [1:4000] 22 10 56 2 10 12 16 14 10 20 ...
 $ ChildBks
                   : num [1:4000] 0 0 2 0 0 0 0 1 0 0 ...
                   : num [1:4000] 1 0 1 0 0 0 0 0 0 0 ...
 $ YouthBks
 $ CookBks
                   : num [1:4000] 1 0 2 0 0 0 0 0 0 1 ...
 $ DoItYBks
                   : num [1:4000] 0 0 0 0 0 0 0 0 0 ...
 $ RefBks
                   : num [1:4000] 0 0 1 0 0 0 0 0 0 0 ...
 $ ArtBks
                   : num [1:4000] 0 0 0 0 0 0 0 0 0 ...
 $ GeogBks
                   : num [1:4000] 0 0 1 0 0 0 1 0 0 0 ...
 $ ItalCook
                   : num [1:4000] 0 0 1 0 0 0 0 0 0 0 ...
 $ ItalAtlas
                   : num [1:4000] 0 0 0 0 0 0 0 0 0 ...
 $ ItalArt
                   : num [1:4000] 0 0 0 0 0 0 0 0 0 0 ...
 $ Florence
                   : num [1:4000] 0 0 0 0 0 0 0 0 0 ...
 $ Related Purchase: num [1:4000] 0 0 2 0 0 0 1 0 0 0 ...
 $ Mcode
                   : num [1:4000] 5 4 4 5 5 4 4 4 5 5 ...
 $ Rcode
                   : num [1:4000] 4 3 4 1 3 2 4 4 3 2 ...
Files Plots Packages
                 Help Viewer
                                                                                                                   00
```

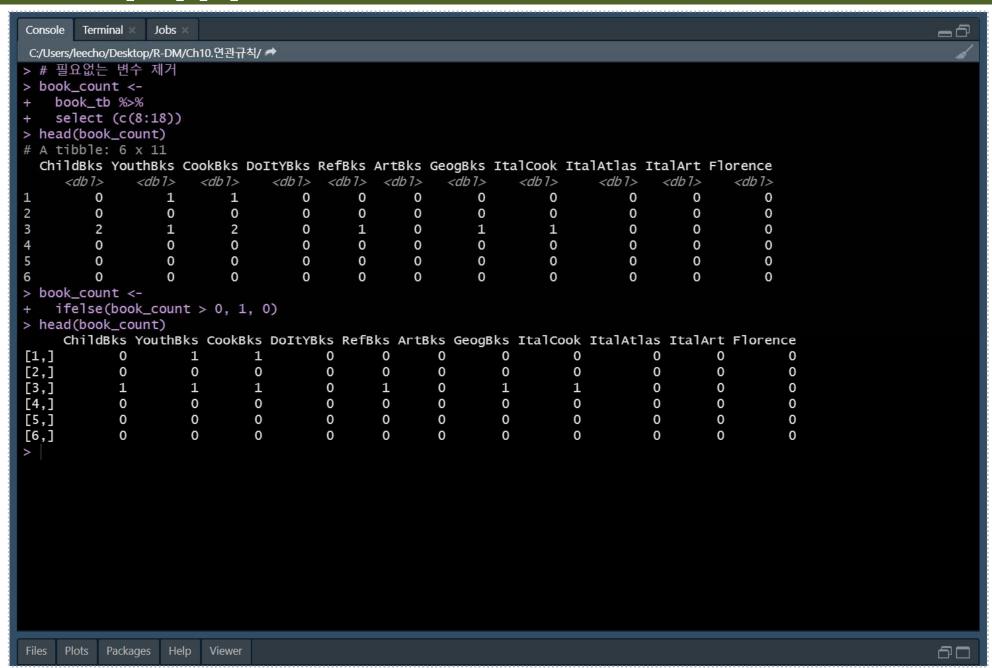
# 01.데이터 불러오기

```
Console
                     Terminal ×
                                             Jobs
  C:/Users/leecho/Desktop/R-DM/Ch10.연관규칙/ 🖈
                   M = col_double(),
                   R = col_double(),
                   F = col_double().
                   FirstPurch = col_double(),
                   ChildBks = col_double(),
       . .
                   YouthBks = col_double(),
                   CookBks = col_double(),
       . .
                   DoItYBks = col_double(),
                   RefBks = col_double(),
       . .
                   ArtBks = col_double(),
                   GeogBks = col_double(),
       . .
                   ItalCook = col_double().
                   ItalAtlas = col_double(),
       . .
                   ItalArt = col_double(),
                   Florence = col_double(),
       . .
                     Related Purchase = col_double(),
                   Mcode = col_double(),
       . .
                   Rcode = col_double(),
                   Fcode = col_double(),
       . .
                   Yes_Florence = col_double().
                   No_Florence = col_double()
       . .
      ..)
 > head(book_tb)
    A tibble: 6 x 24
        Seq# ID# Gender
                                                                                         R
                                                                                                         F FirstPurch ChildBks YouthBks CookBks DoItYBks RefBks ArtBks GeogBks
                                                                        M
         <db1> <db1>
                                           <db1> <db1> <db1> <db1>
                                                                                                                             <db1>
                                                                                                                                                      <db1>
                                                                                                                                                                               <db1>
                                                                                                                                                                                                     <db1>
                                                                                                                                                                                                                              <db7>
                                                                                                                                                                                                                                                \langle db 1 \rangle
                                                                                                                                                                                                                                                                   \langle db 1 \rangle
                                                                                                                                                                                                                                                                                           <db1>
                                 25
                                                       1
                                                                                                         2
                                                                                                                                     22
                                                                                                                                                                                                                                                           0
                                                                                                                                                                                                                                                                               0
                                                                                                                                                                                                                                                                                                     0
1
                   1
                                                                   297
                                                                                      14
                                                                                                                                                                0
                                                                                                                                                                                         1
                                                                                                                                                                                                               1
                                                                                                                                                                                                                                        0
                   2
                                 29
                                                       0
                                                                  128
                                                                                        8
                                                                                                         2
                                                                                                                                     10
                                                                                                                                                                0
                                                                                                                                                                                         0
                                                                                                                                                                                                               0
                                                                                                                                                                                                                                        0
                                                                                                                                                                                                                                                           0
                                                                                                                                                                                                                                                                               0
                                                                                                                                                                                                                                                                                                     0
3
                   3
                                 46
                                                       1
                                                                  138
                                                                                      22
                                                                                                                                     56
                                                                                                                                                                2
                                                                                                                                                                                         1
                                                                                                                                                                                                               2
                                                                                                                                                                                                                                        0
                                                                                                                                                                                                                                                           1
                                                                                                                                                                                                                                                                               0
                                                                                                                                                                                                                                                                                                     1
                                 47
                                                                                        2
                                                                                                         1
                                                                                                                                       2
                                                                                                                                                                                         0
                                                                                                                                                                                                               0
                                                                                                                                                                                                                                                           0
                                                                                                                                                                                                                                                                               0
                                                       1
                                                                  228
                                                                                                                                                                0
                                                                                                                                                                                                                                        0
                                                                                                                                                                                                                                                                                                     0
5
                   5
                                 51
                                                                                                         1
                                                                                                                                                                                         0
                                                                                                                                                                                                               0
                                                                                                                                                                                                                                                           0
                                                                                                                                                                                                                                                                               0
                                                       1
                                                                   257
                                                                                      10
                                                                                                                                     10
                                                                                                                                                                0
                                                                                                                                                                                                                                        0
                                                                                                                                                                                                                                                                                                     0
                                                                 145
                                                                                         6
                                                                                                                                     12
                                                                                                                                                                0
                                                                                                                                                                                         0
                                                                                                                                                                                                               0
                                                                                                                                                                                                                                        0
                                                                                                                                                                                                                                                           0
                                 60
                                                       1
                                                                                                                                                                                                                                                                                                     0
      ... with 10 more variables: ItalCook <dbl>, ItalAtlas <dbl>, ItalArt <dbl>, Florence <dbl>, Related
           Purchase <abl>, Mcode <abl>, Rcode <abl>, Fcode <abl>, Yes_Florence <abl>, No_Florence <able>, No_Florence <abl
             Plots Packages
                                                 Help
                                                                Viewer
                                                                                                                                                                                                                                                                                                                             00
```

#### 02.전리작업

```
# 02.전리작업: dataframe을 matrix 형식으로 변환
# 필요없는 변수 제거
book_count <-
 book_tb %>%
 select (c(8:18))
head(book_count)
# 1이상인 데이터를 1로 변환
# matrix형태로 자동 변환
book_count <-
 ifelse(book_count > 0, 1, 0)
head(book_count)
```

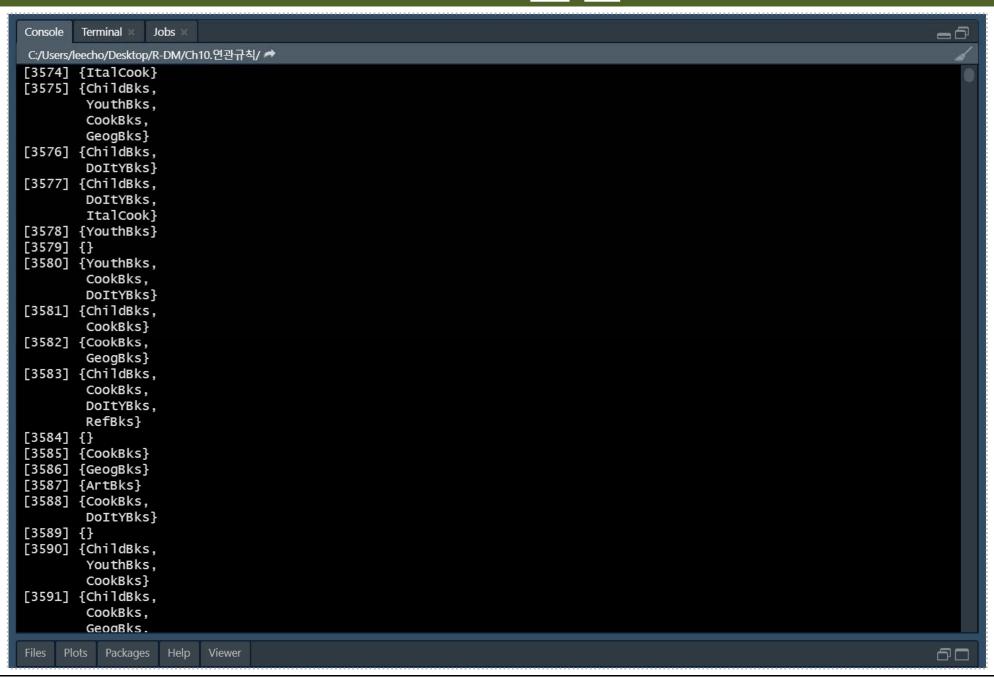
#### 02.전리작업



#### 03.Transactions으로 변환

```
# 03.바이너리 코드를 transactions으로 변환
books_trans <-
book_count %>%
as("transactions")
inspect(books_trans)
```

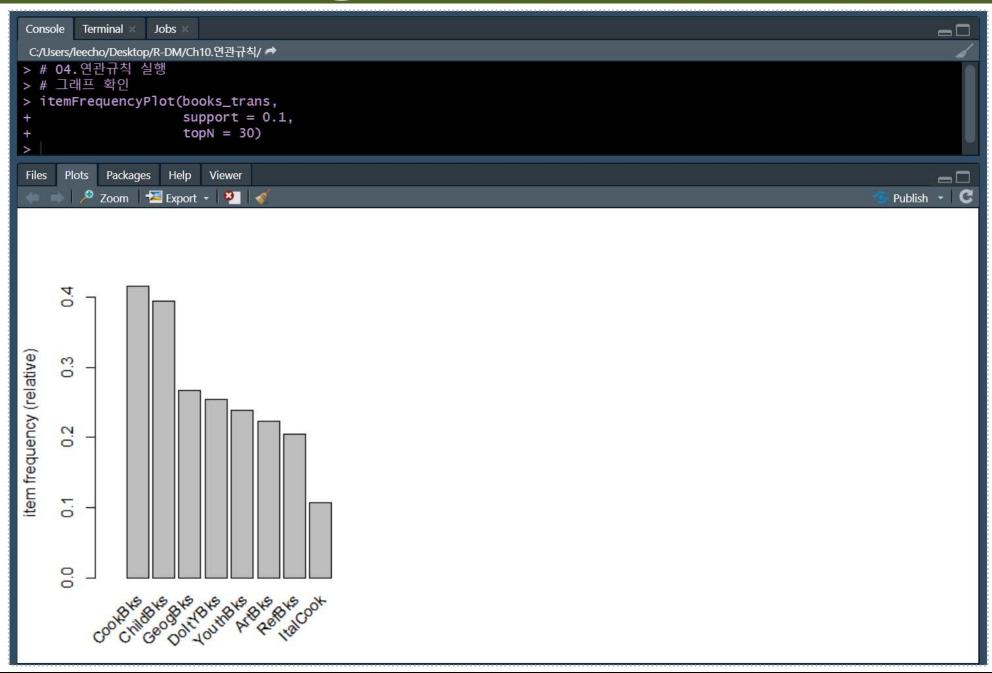
### 03.Transactions으로 변환



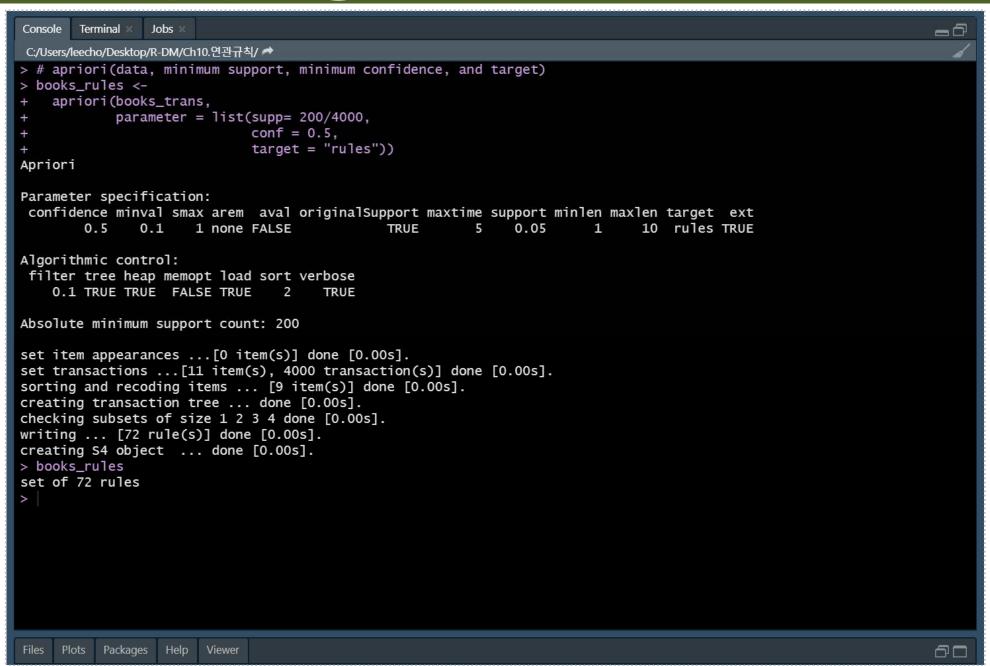
#### 04.연관규칙 실행

```
# 04.연관규칙 실행
# 그래프 확인
itemFrequencyPlot(books_trans,
             support = 0.1,
             topN = 30)
# apriori(data, minimum support, minimum confidence, and target)
books_rules <-
 apriori(books_trans,
       parameter = list(supp= 200/4000,
                   conf = 0.5,
                   target = "rules"))
books_rules
```

#### 04.연관규칙 실행



#### 04.연관규칙 실행



```
# 05.규칙확인: lift가 높은 순서로 sorting
# rules을 테이블 형태로 저장
rules_tbl <-
 books_rules %>%
 inspect() %>%
 as_tibble(.name_repair = "unique")
str(rules_tbl)
# 특정 조건에 맞는 규칙 찾기
rules_tbl %>%
 arrange(desc(lift)) %>%
 filter (support >= 0.1,
       confidence >= 0.5,
       lift >=1)
```

```
Terminal
Console
                Jobs
 C:/Users/leecho/Desktop/R-DM/Ch10.연관규칙/ 🖈
> # 05.규칙확인: lift가 높은 순서로 sorting
> # rules 확
> rules_tbl <-
    books_rules %>%
    inspect() %>%
    as tibble(.name repair = "unique")
     1hs
                                               support confidence coverage lift
    {ItalCook}
                                 => {ChildBks} 0.06025 0.5604651 0.10750 1.422500 241
[1]
    {ItalCook}
[2]
                                 => {CookBks} 0.06875 0.6395349 0.10750 1.539193 275
[3]
    {ArtBks}
                                 => {CookBks} 0.11300 0.5067265 0.22300 1.219558 452
[4]
    {RefBks}
                                 => {ChildBks} 0.12825 0.6263736 0.20475 1.589781 513
[5]
    {RefBks}
                                 => {CookBks} 0.13975 0.6825397 0.20475 1.642695 559
                                 => {ChildBks} 0.14750 0.6190976 0.23825 1.571314 590
[6]
    {YouthBks}
    {YouthBks}
[7]
                                 => {CookBks} 0.16100 0.6757608 0.23825 1.626380 644
    {GeogBks}
                                 => {ChildBks} 0.14625 0.5482662 0.26675 1.391538 585
[8]
                                 => {CookBks} 0.15625 0.5857545 0.26675 1.409758 625
[9]
    {GeogBks}
[10] {DoItYBks}
                                 => {ChildBks} 0.16150 0.6339549 0.25475 1.609022 646
[11] {DoItYBks}
                                 => {CookBks} 0.16875 0.6624141 0.25475 1.594258 675
[12] {ChildBks}
                                 => {CookBks} 0.24200 0.6142132 0.39400 1.478251 968
[13] {CookBks}
                                 => {ChildBks} 0.24200 0.5824308 0.41550 1.478251 968
[14] {YouthBks,ArtBks}
                                 => {CookBks} 0.05150 0.7410072 0.06950 1.783411 206
[15] {ArtBks,GeogBks}
                                 => {ChildBks} 0.05100 0.6276923 0.08125 1.593128 204
[16] {ArtBks,GeogBks}
                                 => {CookBks} 0.05525 0.6800000 0.08125 1.636582 221
[17] {DoItYBks,ArtBks}
                                 => {ChildBks} 0.05375 0.7214765 0.07450 1.831159 215
[18] {ChildBks,ArtBks}
                                 => {DoItYBks} 0.05375 0.5106888 0.10525 2.004667 215
[19] {DoItYBks,ArtBks}
                                 => {CookBks} 0.05300 0.7114094 0.07450 1.712177 212
[20] {ChildBks,ArtBks}
                                 => {CookBks} 0.07325 0.6959620 0.10525 1.674999 293
[21] {CookBks,ArtBks}
                                 => {ChildBks} 0.07325 0.6482301 0.11300 1.645254 293
[22] {YouthBks.RefBks}
                                 => {ChildBks} 0.06200 0.7630769 0.08125 1.936743 248
[23] {YouthBks,RefBks}
                                 => {CookBks} 0.06825 0.8400000 0.08125 2.021661 273
[24] {RefBks,GeogBks}
                                 => {ChildBks} 0.05925 0.7247706 0.08175 1.839519 237
[25] {RefBks,GeogBks}
                                 => {CookBks} 0.06450 0.7889908 0.08175 1.898895 258
[26] {DoItYBks,RefBks}
                                 => {ChildBks} 0.07100 0.7675676 0.09250 1.948141 284
[27] {ChildBks,RefBks}
                                 => {DoItYBks} 0.07100 0.5536062 0.12825 2.173135 284
[28] {DoItYBks,RefBks}
                                 => {CookBks} 0.07450 0.8054054 0.09250 1.938400 298
[29] {CookBks.RefBks}
                                 => {DoItYBks} 0.07450 0.5330948 0.13975 2.092619 298
     Plots Packages
                 Help
                       Viewer
                                                                                                                 00
```

```
Console Terminal ×
                Jobs
 C:/Users/leecho/Desktop/R-DM/Ch10.연관규칙/ 🖈
> str(rules_tbl)
tibble [72 x 8] (S3: tbl_df/tbl/data.frame)
         : chr [1:72] "{ItalCook}" "{ItalCook}" "{ArtBks}" "{RefBks}" ...
 $ 1hs
             : chr [1:72] "=>" "=>" "=>" "=>" ...
 $ ...2
            : chr [1:72] "{ChildBks}" "{CookBks}" "{CookBks}" "{ChildBks}" ...
 $ rhs
 $ support : num [1:72] 0.0602 0.0688 0.113 0.1283 0.1398 ...
 $ confidence: num [1:72] 0.56 0.64 0.507 0.626 0.683 ...
 $ coverage : num [1:72] 0.107 0.107 0.223 0.205 0.205 ...
 $ lift : num [1:72] 1.42 1.54 1.22 1.59 1.64 ...
             : int [1:72] 241 275 452 513 559 590 644 585 625 646 ...
 $ count
                                                                                                                   00
Files Plots Packages Help Viewer
```

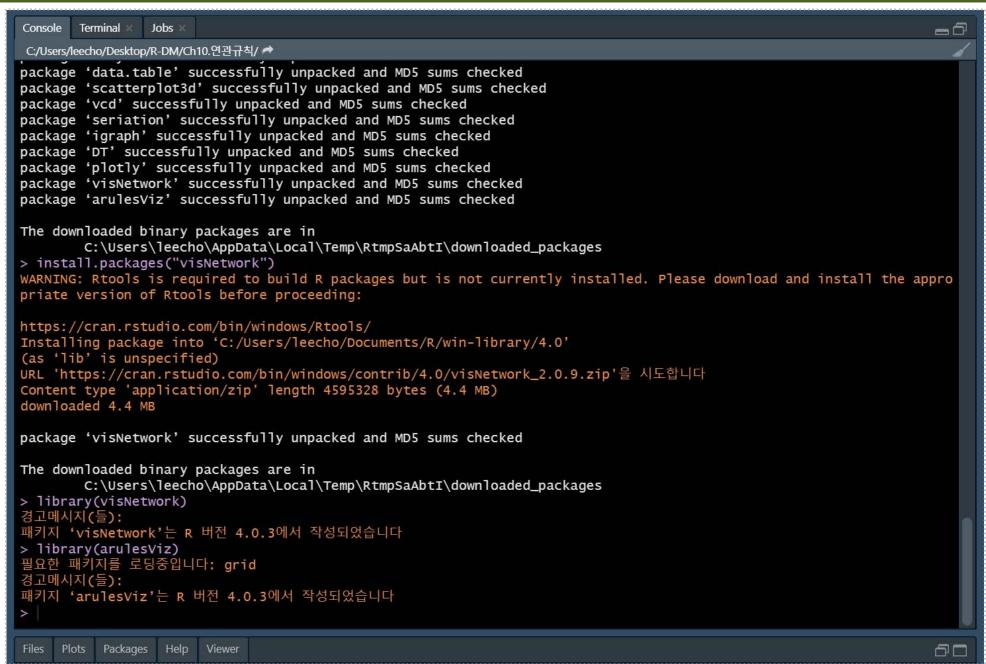
```
# 특정 조건에 맞는 규칙 찾기
```

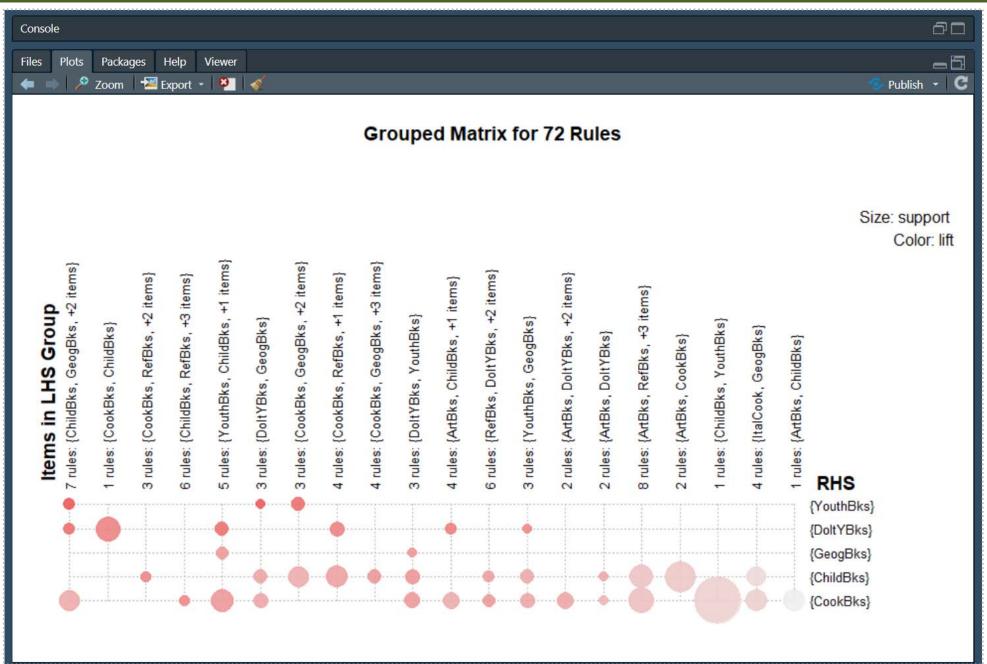
```
rules_tbl %>%
 arrange(desc(lift)) %>%
 filter (support >= 0.1,
       confidence >= 0.5,
       lift >=1)
# 특정 items 찾기
rules_tbl %>%
 arrange(desc(lift)) %>%
 filter(rhs == "{YouthBks}")
```

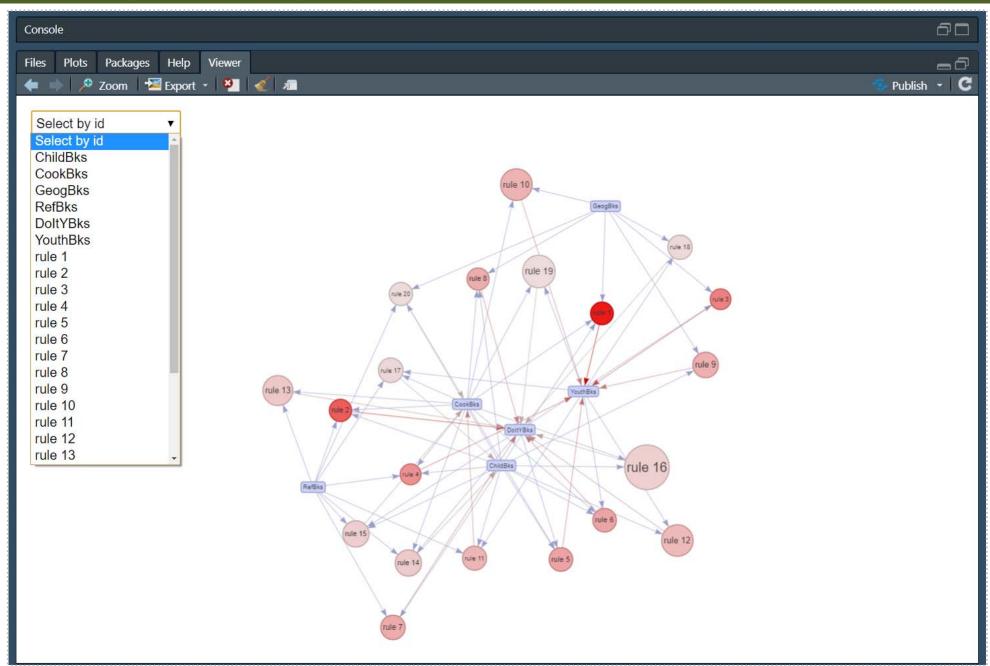
```
Terminal ×
 Console
                 Jobs
 C:/Users/leecho/Desktop/R-DM/Ch10.연관규칙/ 🖈
> rules tbl %>%
    arrange(desc(lift)) %>%
    filter (support >= 0.1,
            confidence >= 0.5.
            lift >=1)
# A tibble: 20 x 8
   1hs
                                          support confidence coverage lift count
                        ...2 rhs
                                                                 <db1> <db1> <int>
                        <chr> <chr>
                                            <db1>
                                                        <db1>
   <chr>
 1 {ChildBks,CookBks} =>
                              {DoItYBks}
                                            0.128
                                                       0.528
                                                                 0.242 2.07
                                                                               511
 2 {ChildBks, YouthBks} =>
                                                                 0.148 1.96
                               {CookBks}
                                            0.12
                                                       0.814
                                                                               480
 3 {ChildBks,RefBks}
                              {CookBks}
                                            0.104
                                                       0.807
                                                                 0.128 1.94
                                                                               414
                        =>
 4 {CookBks.DoItYBks} =>
                               {ChildBks}
                                            0.128
                                                       0.757
                                                                 0.169 1.92
                                                                               511
 5 {ChildBks.DoItYBks} =>
                                            0.128
                                                       0.791
                                                                 0.162 1.90
                                                                               511
                               {CookBks}
 6 {YouthBks,CookBks} =>
                                            0.12
                                                                 0.161 1.89
                               {ChildBks}
                                                       0.745
                                                                               480
 7 {CookBks,RefBks}
                                            0.104
                                                                 0.140 1.88
                                                                               414
                        =>
                               {ChildBks}
                                                       0.741
 8 {ChildBks,GeogBks}
                        =>
                               {CookBks}
                                            0.110
                                                       0.749
                                                                 0.146 1.80
                                                                               438
 9 {CookBks, GeogBks}
                               {ChildBks}
                                            0.110
                                                       0.701
                                                                 0.156 1.78
                                                                               438
                        =>
10 {RefBks}
                               {CookBks}
                                            0.140
                                                       0.683
                                                                 0.205 1.64
                                                                               559
                        =>
11 {YouthBks}
                                                                               644
                        =>
                               {CookBks}
                                            0.161
                                                       0.676
                                                                 0.238 1.63
12 {DoItYBks}
                               {ChildBks}
                                            0.162
                                                       0.634
                                                                 0.255 1.61
                                                                               646
                        =>
13 {DoItYBks}
                               {CookBks}
                                            0.169
                                                       0.662
                                                                 0.255 1.59
                                                                               675
                        =>
14 {RefBks}
                               {ChildBks}
                                            0.128
                                                       0.626
                                                                 0.205 1.59
                                                                               513
                        =>
15 {YouthBks}
                                            0.148
                                                       0.619
                                                                 0.238 1.57
                                                                               590
                               {ChildBks}
                        =>
16 {CookBks}
                               {ChildBks}
                                                                 0.416 1.48
                                            0.242
                                                       0.582
                                                                               968
                        =>
17 {ChildBks}
                               {CookBks}
                                            0.242
                                                       0.614
                                                                 0.394 1.48
                                                                               968
                        =>
18 {GeogBks}
                                            0.156
                                                                               625
                        =>
                               {CookBks}
                                                       0.586
                                                                 0.267 1.41
19 {GeogBks}
                               {ChildBks}
                        =>
                                            0.146
                                                       0.548
                                                                 0.267 1.39
                                                                               585
20 {ArtBks}
                               {CookBks}
                                            0.113
                                                       0.507
                                                                 0.223 1.22
                                                                               452
                        =>
                                                                                                                        00
     Plots
          Packages
                   Help
```

```
Console
       Terminal ×
                Jobs
 C:/Users/leecho/Desktop/R-DM/Ch10.연관규칙/ 💣
> rules_tbl %>%
    arrange(desc(lift)) %>%
   filter(rhs == "{YouthBks}")
# A tibble: 6 x 8
  1hs
                                               support confidence coverage lift count
                              ...2 rhs
  <chr>>
                              <chr> <chr>
                                                  <db7>
                                                             <db1>
                                                                      <db1> <db1> <int>
1 {ChildBks,CookBks,GeogBks} =>
                                    {YouthBks} 0.0632
                                                                     0.109 2.42
                                                                                   253
                                                            0.578
                                    {YouthBks} 0.0545
2 {DoItYBks,GeogBks}
                                                            0.540
                                                                     0.101 2.26
                                                                                    218
                              =>
3 {ChildBks,CookBks,RefBks}
                                                                     0.104 2.24
                                    {YouthBks} 0.0552
                                                            0.534
                                                                                    221
                              =>
4 {ChildBks,CookBks,DoItYBks} =>
                                                                     0.128 2.20
                                    {YouthBks} 0.067
                                                            0.524
                                                                                    268
5 {ChildBks,GeogBks}
                                                                     0.146 2.17
                              =>
                                    {YouthBks} 0.0755
                                                            0.516
                                                                                    302
6 {CookBks,GeogBks}
                                    {YouthBks} 0.0802
                                                            0.514
                                                                     0.156 2.16
                                                                                    321
                              =>
     Plots Packages
                                                                                                                    00
                  Help
                       Viewer
```

```
# 06.그래프 그리기
# install.packages("arulesViz")
# install.packages("visNetwork")
library(visNetwork)
library(arulesViz)
plot(sort(books_rules,
       by = "support"),
       method = "grouped")
# {item} → {item}: 지지도(support)
# color: 향상도(Lift)
plot(sort(books_rules,
       by = "lift")[1:20],
    method = "graph",
    engine = "htmlwidget")
```







# 참고자료

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