

Project 1 – Association rules

Step 1

Assigned February 6

DUE February 15, 2017

Team assignment.

This project is concerned with Association Rule Mining. It consists of three steps to be assigned sequentially. The project encompasses the whole process of association rule mining: from the data set gathering to the generation of rules, to the analysis of the rules and suggestions and recommendations to the entity commissioning the study.

In Step 1 you are expected to select a real-life problem which lends to association rule mining (basically commission the data mining task); decide the format of the data to be collected and any restrictions in your considerations; collect the data and make preliminary runs with either of the software packages performing association rule mining. Finally, you are expected to discuss your project with the instructor (times will be provided on my office door).

Teams are encouraged to derive their data sets from real world examples (be it supermarket, book store, document processing, web mining, etc.) No two data sets can be the same for this project.

You are to deliver:

1. Detailed description of the problem you are solving, i.e. who commissioned the study and what is the expected outcome of it. (10 points)
2. Why is this applicable to association rule mining? (5 points)
3. Detailed description of your data set and **why is it applicable to association rules**. (15 points)
4. Actual data set. (5 points)
5. Preliminary results and parameter importance. How to measure the relevance/interestingness of the association rules. (10 points)
6. Used references (books, papers, URLs). (5 points)