Chapter 7 Code for Market Basket Analysis (MBA)

data class;

input id female tall grade;

datalines;

1 1 1 3

2 0 3 1

3 0 3 1

4 0 1 1

5 1 2 4

6 1 2 4

;

run;

proc print;

run;

proc cluster data=class method=centroid out=tree;

id id;

var Female Tall Grade;

run;

FILENAME REFFILE '/folders/myfolders/Clustering\_model.xlsx';

PROC IMPORT DATAFILE=REFFILE

DBMS=XLSX

OUT=WORK.IMPORT;

GETNAMES=YES;

RUN;

PROC CONTENTS DATA=WORK.IMPORT; RUN;

proc varclus data=import;

var age aum risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;

proc cluster data=import method=ward ccc pseudo out=tree PLOTS(MAXPOINTS=300);

id custid;

var age aum risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;

Proc tree data = tree out = cluster\_output nclusters=5;

Id custid;

Copy age aum risk\_appetite fund\_performance investment\_potential

investment\_involvement complex\_product;

Run;

/\*used to generate fig 7.20\*/

proc export data=work.cluster\_output dbms=xlsx outfile='/folders/myfolders/exported.xlsx';

run;

/\*alternate modelling effort\*/

proc varclus data=import;

var risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;