Session 2: Mining Multi-Dimensional Associations

Mining Multi-Dimensional Associations

- Single-dimensional rules (e.g., items are all in "product" dimension)
  - buys(X, "milk") $\Rightarrow$ buys(X, "bread")
- Multi-dimensional rules (i.e., items in $\geq$ 2 dimensions or predicates)
  - Inter-dimension association rules (*no repeated predicates*)
    - age(X, "18-25") $\wedge$ occupation(X, "student") $\Rightarrow$ buys(X, "coke")
  - Hybrid-dimension association rules (*repeated predicates*)
    - age(X, "18-25") $\wedge$ buys(X, "popcorn") $\Rightarrow$ buys(X, "coke")
- Attributes can be categorical or numerical
  - Categorical Attributes (e.g., *profession, product*: no ordering among values): Data cube for inter-dimension association
  - Quantitative Attributes: Numeric, implicit ordering among values—discretization, clustering, and gradient approaches