You will perform association analysis using JMP Pro. There is a section in *Predictive and Specialized Modeling.pdf* documentation that shows how to do association analysis. You may want to read this section before starting the assignment. For this assignment, follow the instructions given below.

1. Start JMP Pro
2. Select Help > Sample Data Library and open Grocery Purchases.jmp.
3. Select Analyze > Screening > Association Analysis.
4. Select Product and click Item.
5. Select Customer ID and click ID.
6. Set the following parameters
   - Minimum Support: 0.15
   - Minimum Confidence 0.35
   - Lift: 1.2
   - Maximum Antecedents: 3
   - Maximum Rule Size: 10
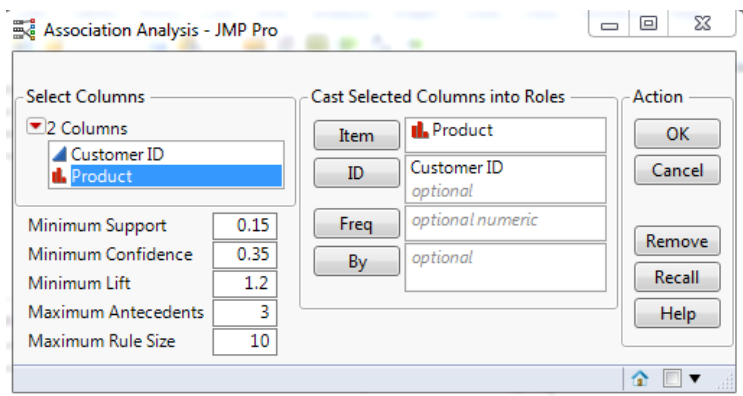
7. Click OK.
   Rules report will appear. Capture a top part of the report, including about 20 rules, and include this screenshot in your report.

8. Right-click Confidence > select Format Column
   - Change Dec from 0 to 2
   - Select Support, Confidence, and Lift
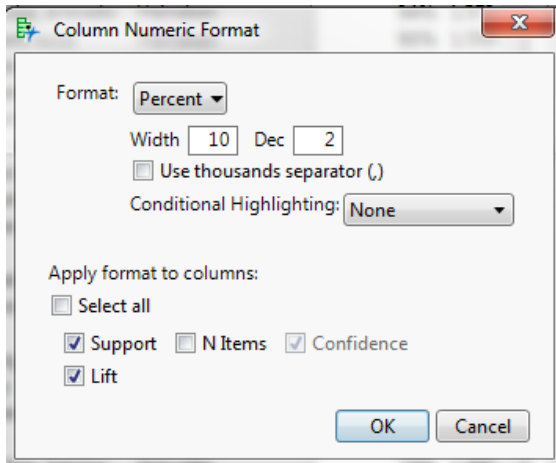
Click OK. Rules report will now show 2 digits below the decimal point for those three measures. Capture a top part of the report, including about 20 rules, and include this screenshot in your report.

9. Find the 3-itemset {crackers, Heineken, soda} under Frequent Item Sets.
10. Manually mine all rules from this 3-itemset and calculate the confidences of these rules using the method discussed in the class. Show, in your report, all rules and their confidences. You can find all necessary information that are needed to calculate confidences from the JMP Pro's output and you need to show how you calculated the confidences.
11. If the minimum confidence is 70%, which ones are strong rules?