

Data Mining

Homework Assignment #2

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Table 1: Example of the transaction data set

CustomerID	TransactionID	BasketContent
1	1234	{Aspirin, Panadol}
1	4234	{Aspirin, Sudafed}
2	9373	{Tylenol, Cepacol}
2	9843	{Aspirin, Vitamin C, Sudafed}
3	2941	{Tylenol, Cepacol}
3	2753	{Aspirin, Cepacol}
4	9643	{Aspirin, Vitamin C}
4	9691	{Aspirin, Ibuprofen, Panadol}
5	5313	{Panadol, Vitamin C}
5	1003	{Tylenol, Cepacol, Ibuprofen}
6	5636	{Tylenol, Panadol, Cepacol}
6	3478	{Panadol, Sudafed, Ibuprofen}

Task 1

- For the data from Table 1 compute the support and support count for itemsets {Aspirin}, {Tylenol, Cepacol}, {Aspirin, Ibuprofen, Panadol} by treating each transaction ID as a market basket.
- Compute the confidence for the following association rules: {Aspirin, Vitamin C \rightarrow Sudafed}, {Aspirin \rightarrow Vitamin C}, {Vitamin C \rightarrow Aspirin}. Why the results for last two rules are different?
- List all the frequent itemsets under the support count threshold $s_{min} = 3$.
- What does the anti-monotonicity property of support imply? Give an example using the above data set.

Task 2

Apply Apriori algorithm on the drug data set example 1 with support count threshold $s_{min} > 3$. Show the candidate and frequent itemsets for each iteration. Enumerate all the final frequent itemsets. Also indicate the association rules that are generated and highlight the strongest ones.

Task 3

Construct an FP-tree using the same data set 1 (use the same support count threshold $s_{min} > 3$). Explain all the steps of the tree construction and draw a resulting tree. Based on this tree answer the questions: how many transactions contain {Aspirin} and {Cepacol}? How many transactions were made in total?

Task 4

Simulate frequent pattern enumeration based on the FP-tree constructed in the previous exercise. Report all the frequent patterns.

Task 5

In this task we will get familiar with the statistical computing language R. Install it. We suggest you to download also the IDE that will make your life much easier: R studio. Once you are set up, take a look at the introduction of R from the CRAN page (Manuals → An Introduction to R) or just google any basic tutorial. R is an open source and has a very powerful community with plenty of tutorials and websites. Once you feel more comfortable with it, go through the following tutorial, run it, check and report the results, describe and interpret them:

```
#install necessary packages (run only once)
install.packages("arules")
install.packages("arulesViz")

#load data from the url
data_url =
  url("https://courses.cs.ut.ee/MTAT.03.183/2014_spring/uploads/Main/titanic.txt")
titanic = read.table(data_url, sep = ',', header = TRUE)

#observe the data
##first 6 observations
head(titanic)
#types of features
str(titanic)
#dimensionality of the data
dim(titanic)
```

```

#load package for frequent set mining
library(arules)
#help with apriori
?apriori
#run apriori algorithm with default settings
rules = apriori(titanic)
#inspection of the result
inspect(rules)

#now let us assume, we want to see only those rules that have
  rhs as survived:
rules = apriori(titanic,appearance = list(rhs=c("Survived=No",
  "Survived=Yes"),default="lhs"))
inspect(rules)

#let us relax the default settings for the rules we are
  looking for
rules = apriori(titanic,parameter = list(minlen=2, supp=0.05,
  conf=0.8),appearance = list(rhs=c("Survived=No",
  "Survived=Yes"),default="lhs"))

#visualization
library(arulesViz)
plot(rules, method="graph", control=list(type="items"))

```

Task 6 (2pt)

Use the drug dataset 1 (or simulate a similar to it) and repeat the analysis in Task 5 using R. Report the results.