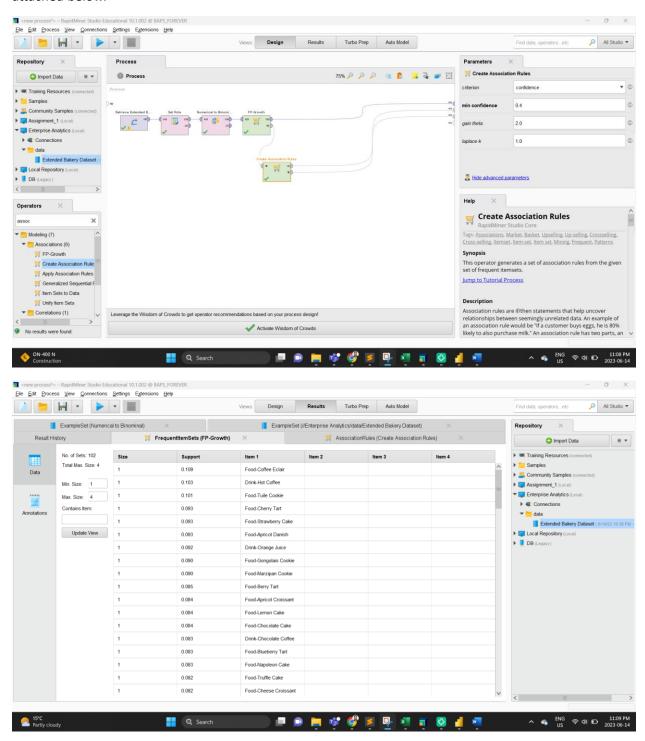
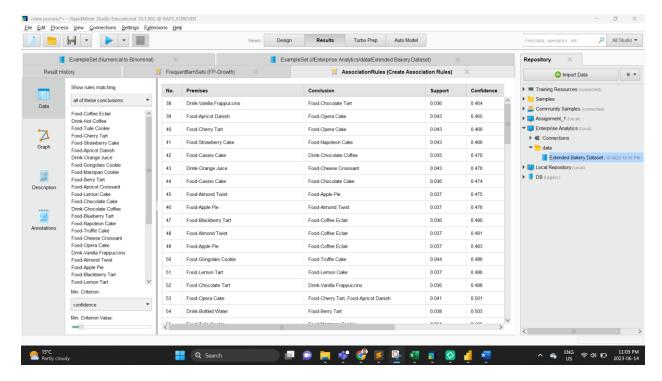
Enterprise Analytics – Lab 4

Rapid Miner Design as explained in the tutorial video and Screenshots of the results generated are attached below.





Market Basket Analysis for Top 3 Rules that is observed after running the analysis again with a confidence to 50% and min. support to 2%.

Top 3 Support Rules.

People who buy Cherry Tart have a confidence of 57.0% to also buy Apricot Danish, with a support of 5.3%.

People who buy Apricot Danish have a confidence of 57.4% to also buy Cherry Tart, with a support of 5.3%.

People who buy Marzipan Cookie have a confidence of 56.7% to also buy Tuile Cookie, with a support of 5.1%.

Top 3 Confidence Rules.

People who buy Lemon Lemonade, Lemon Cookie, Raspberry Lemonade, Green Tea have a confidence of 100% to also buy Raspberry Cookie, with a support of 2.1%.

People who buy Lemon Lemonade, Lemon Cookie, Raspberry Cookie, Green Tea have a confidence of 100% to also buy Raspberry Lemonade, with a support of 2.1%.

People who buy Lemon Cookie, Raspberry Lemonade, Raspberry Cookie, Green Tea have a confidence of 100% to also buy Lemon Lemonade, with a support of 2.1%.

