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Homework 4 Question

If we look at the data that has been derived from the association rules we used in this problem, we can get a good understanding of what courses they should bundle on the firms’ site. If we look at the lift for the items bundled together, we can find which classes are more likely to be purchased if one class is already purchased. When we analyze the results that we got from our model we can see that there is the strongest lift of 1.624 for classes Survey and CatData together. This means that a person is 1.62 times more likely to also purchase either Survey or CatData if the other is purchased already. The next strongest lift is with DOE and SW with a lift of 1.502 which shows a person is 1.50 times more likely to purchase DOE or SW when the other is purchased already. The other lifts that are derived between CatData and SW, and Regression and CatData are still above one but they don’t have a strong enough lift to necessarily bundle these classes together. From looking at the data I think that Statistics.com should bundle CatData and Survey because of the lift of 1.62 which is the highest lift and people are more likely already to purchase the other class if one is already purchased, so it would make more sense to bundle them together. I would be cautious and most likely not go with bundling DOE and SW because although the lift is at 1.50 I wouldn’t feel as confident that people would buy the bundling option since their not as likely to buy the other class if one is already bought, same goes for bundling CatData and SW, and CatData and Regression.