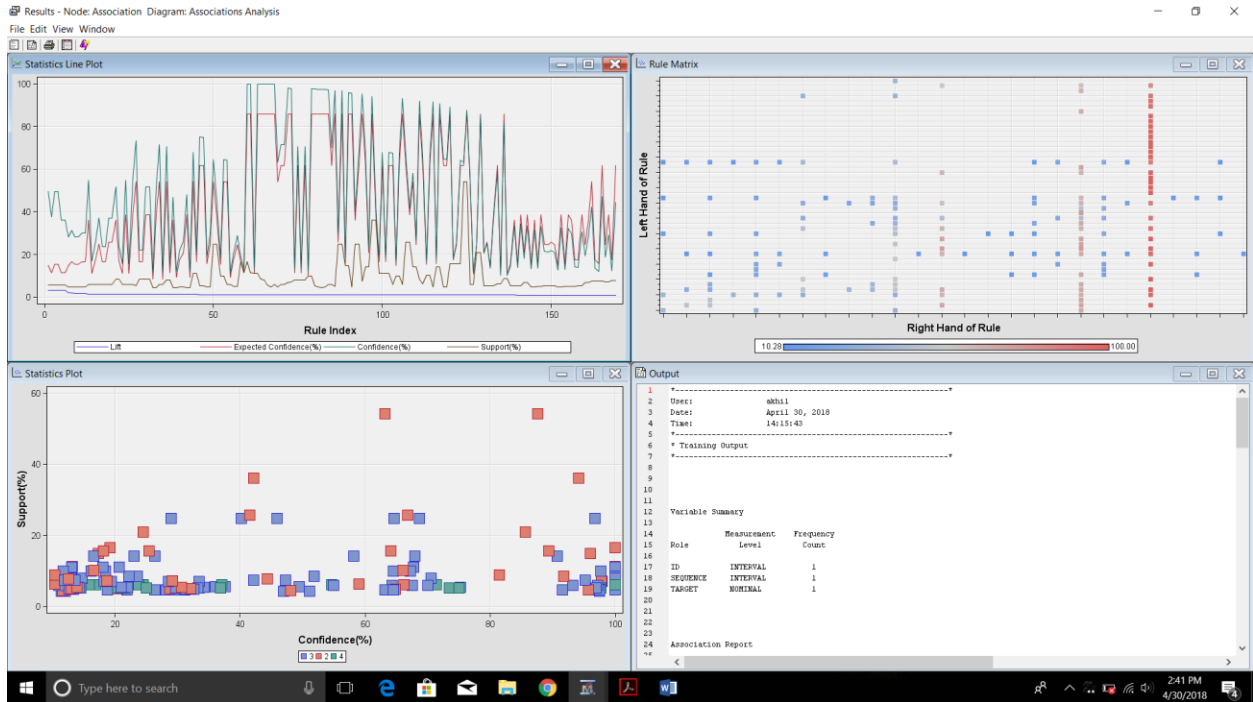


Report on
Association Rule Mining

By:

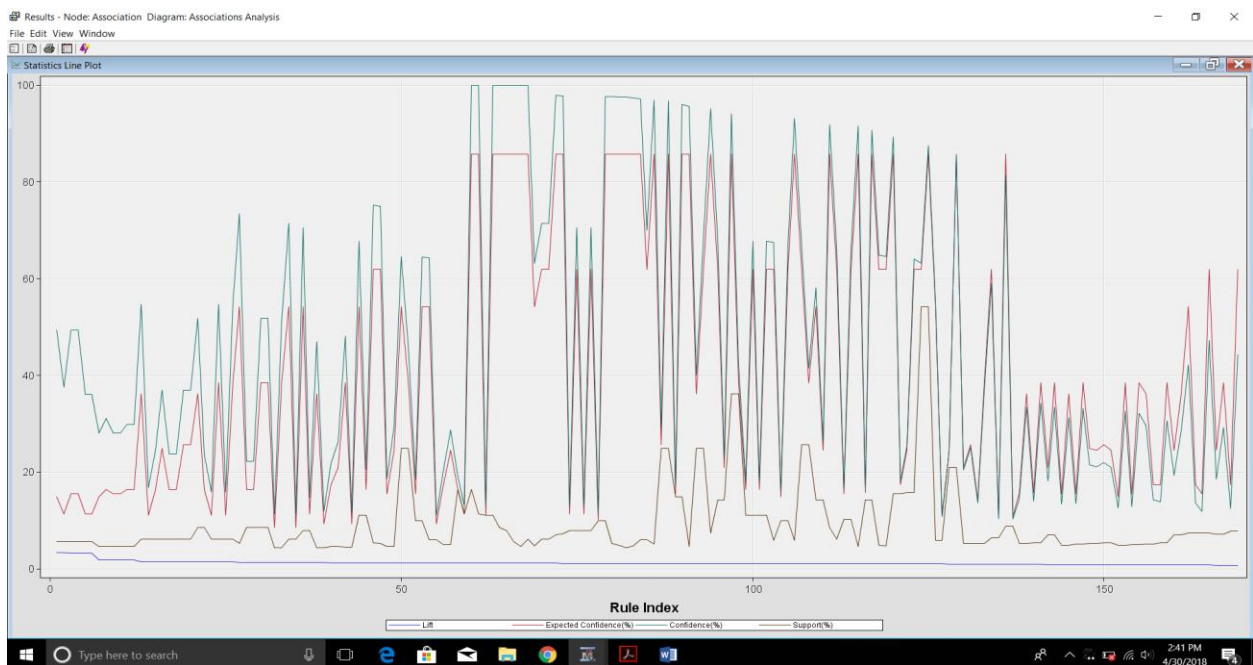
Venkata Akhilesh (800989790)

Harsha Vardhan Ganti (800989176)



After following the steps given in the PDF, we run association node, then Association Diagram window appears with

- 1) Statistic plot
- 2) Statistic Line Plot
- 3) Rule Matrix
- 4) Output windows are visible.



The statistic line plot graphs

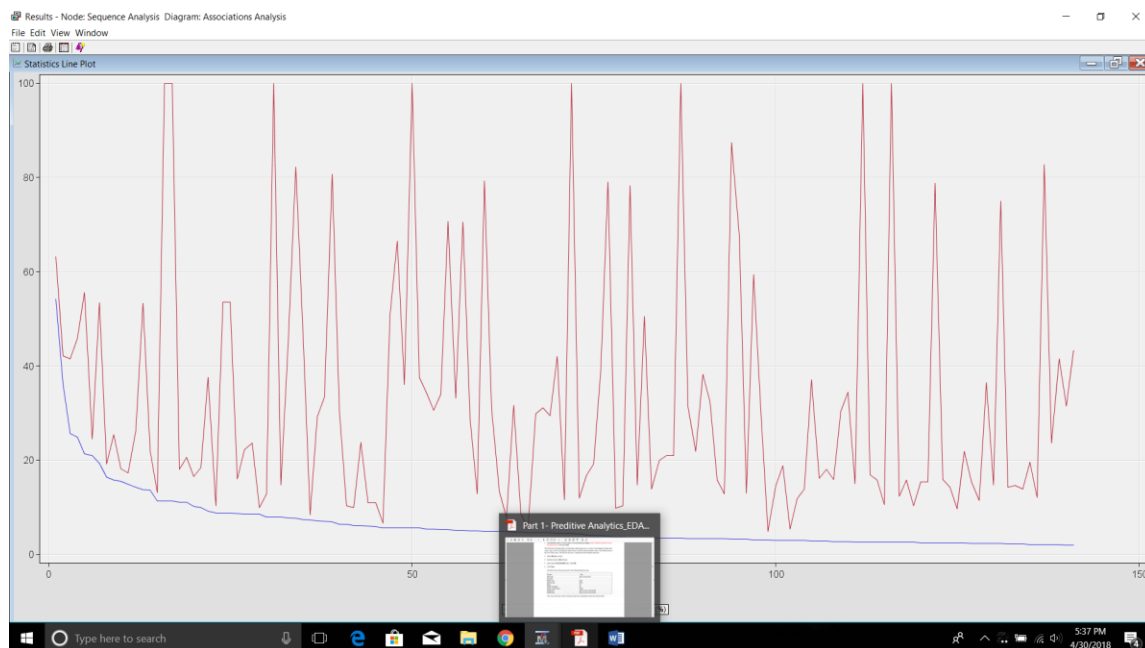
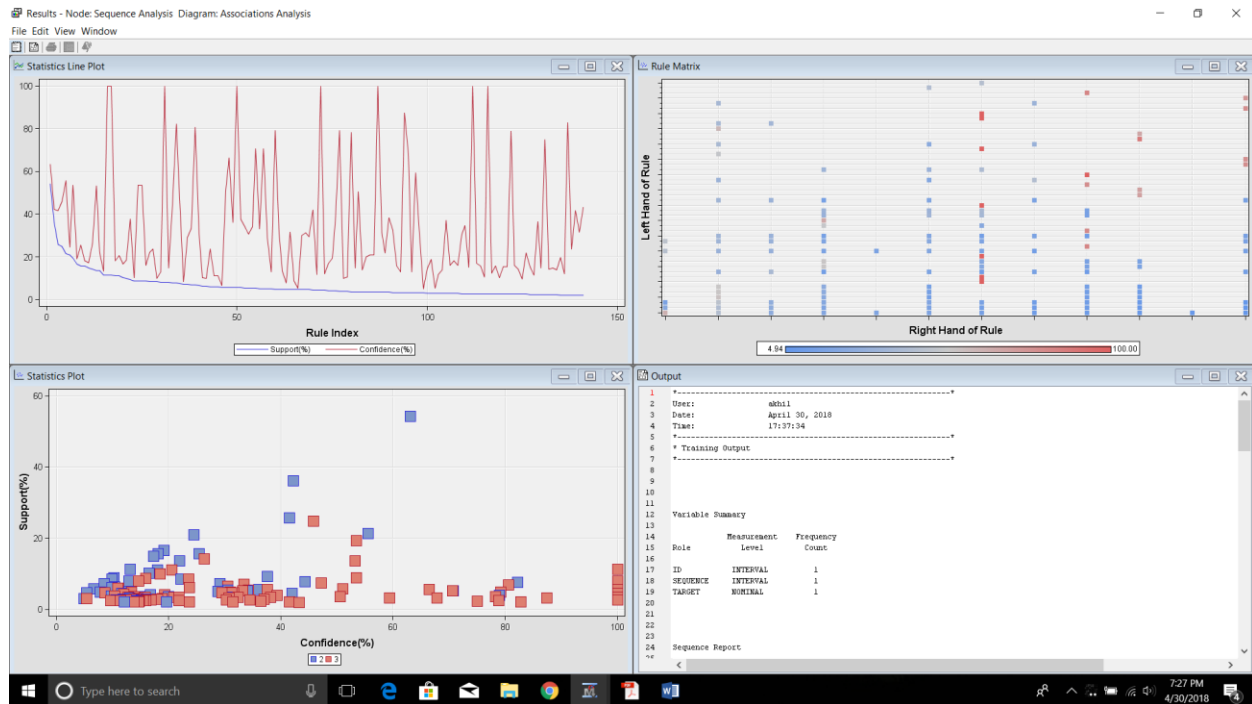
- 1) The lift
- 2) Excepted confidence
- 3) Confidence
- 4) Support for each of the rules by rule index number.



Examine the Rule matrix. The points are colored based on the Confidence of the rules.

➤ Sequence Analysis

Steps are as per the PDF. After running the diagram from Sequence Analysis, Results are observed.



Maximize the Statistic line plot, we can see that the results are ordered in descending order of support percentage as per statistical plot in case of sequence analysis. This plot also graphs Support of each rule by Rule Index Number.

Percent count = Transaction Count/Total number of customers = Maximum Transaction count.

Percent confidence = Transaction Count / transaction count for left side of the sequence.