How to get started with the Affinity Marketing Lab:

1. **Import the Affinity Marketing repository.** It has the data and the processes. There are several ways to do this. Here is a “cheating” way that is easy and works quickly:

## Find where your default reposity location is:

### Open RapidMiner.

### Right-click on any repository. Select “open in file browser”. It will give you some kind of warning, but just ignore. You are not going to do anything with this repository. You just want to find the location.

### This will take you to a Finder window (Mac) or Explorer (Windows)

## Now, download the Affinity Marketing zip file that I sent you. Unzip it into the Repositories folder that you just found. The unzipped folder should be named “AffinityMarketing” (no spaces).

## Back in RapidMiner, click on the left-most icon under Repositories. If you rest your mouse on it, it should say, “Add a connection to a new repository server.” When you click on it, a dialogue window appears

### Select “New Local Repository” and give it the alias AffinityMarketing (spelled exactly the same as in your actual directory). Leave the default “root” repository as it appears

2. Click “finish”. Your AffinityMarketing repository should now appear.

# In addition to the repository, download and refer to the following files (all are in the Affinity Marketing folder on Sakai):

## Links to the videos.

## Affinity Marketing Data Sets. This is not the datasets, but descriptions of the four original datasets and also the final data set that is the result of the preprocessing.

## Documentation.docx: This is a visual capture of the RM operations for all of the processes. The ops are numbered so that you can refer to them in your homework.

## The assignment document. (This is also linked to in the syllabus.)