



Data Review

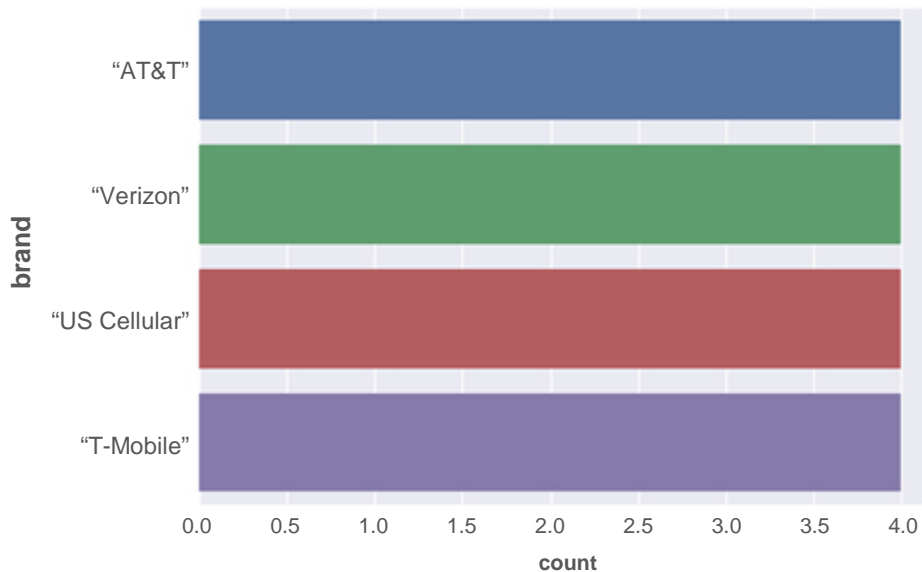
School of Information Studies
Syracuse University

Choosing Data

citrus fruit	semi-finished bread	margarine	ready soups	
tropical fruit	yogurt	coffee		
whole milk				
pip fruit	yogurt	cream cheese	meat spreads	
other vegetables	whole milk	condensed milk	long-life bakery product	
whole milk	butter	yogurt	rice	abrasive cleaner
rolls/buns				
other vegetables	UHT-milk	rolls/buns	bottled beer	liquor (appetizer)
pot plants				
whole milk	cereals			
tropical fruit	other vegetables	white bread	bottled water	chocolate
citrus fruit	tropical fruit	whole milk	butter	curd
beef				
frankfurter	rolls/buns	soda		
chicken	tropical fruit			
butter	sugar	fruit/vegetable juice	newspapers	

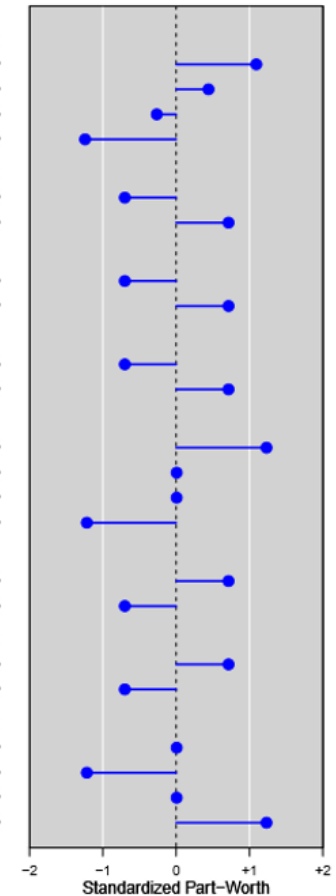
age	default	balance	housing	loan	contact	day	month	duration	campaign	pdays	previous	poutcome	Response
30	no	1787	no	no	cellular	19	oct	79	1	-1	0	unknown	no
33	no	4789	yes	yes	cellular	11	may	220	1	339	4	failure	no
35	no	1350	yes	no	cellular	16	apr	185	1	330	1	failure	no
30	no	1476	yes	yes	unknown	3	jun	199	4	-1	0	unknown	no
59	no	0	yes	no	unknown	5	may	226	1	-1	0	unknown	no
35	no	747	no	no	cellular	23	feb	141	2	176	3	failure	no
36	no	307	yes	no	cellular	14	may	341	1	330	2	other	no
39	no	147	yes	no	cellular	6	may	151	2	-1	0	unknown	no
41	no	221	yes	no	unknown	14	may	57	2	-1	0	unknown	no

Preference Data

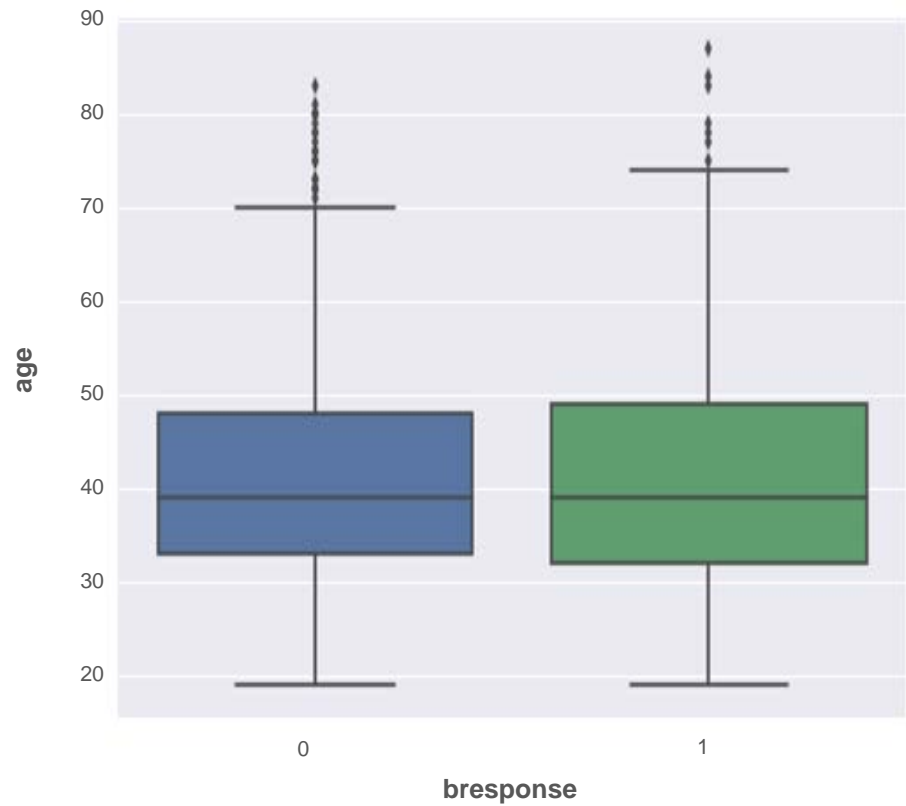
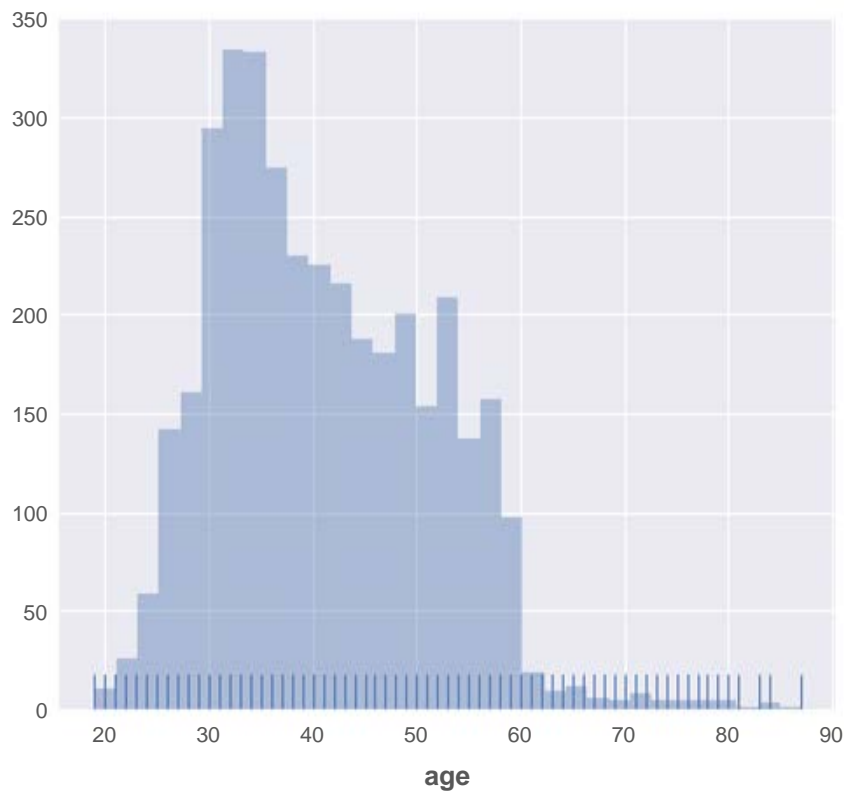


Monthly Cost	51.19%
"\$100"	(1.09)
"\$200"	(0.43)
"\$300"	(-0.27)
"\$400"	(-1.25)
Offers 4G Service	16.67%
"4G NO"	(-0.71)
"4G YES"	(0.71)
Sells Samsung Products	10.71%
"Samsung NO"	(-0.71)
"Samsung YES"	(0.71)
Sells Google/Nexus Products	7.14%
"Nexus NO"	(-0.71)
"Nexus YES"	(0.71)
Start-up Cost	7.14%
"\$100"	(1.22)
"\$200"	(0.00)
"\$300"	(-0.00)
"\$400"	(-1.22)
Has Nearby Retail Store	2.38%
"Retail NO"	(0.71)
"Retail YES"	(-0.71)
Sells Apple Products	2.38%
"Apple NO"	(0.71)
"Apple YES"	(-0.71)
Mobile Service Provider	2.38%
"AT&T"	(0.00)
"T-Mobile"	(-1.22)
"US Cellular"	(-0.00)
"Verizon"	(1.22)

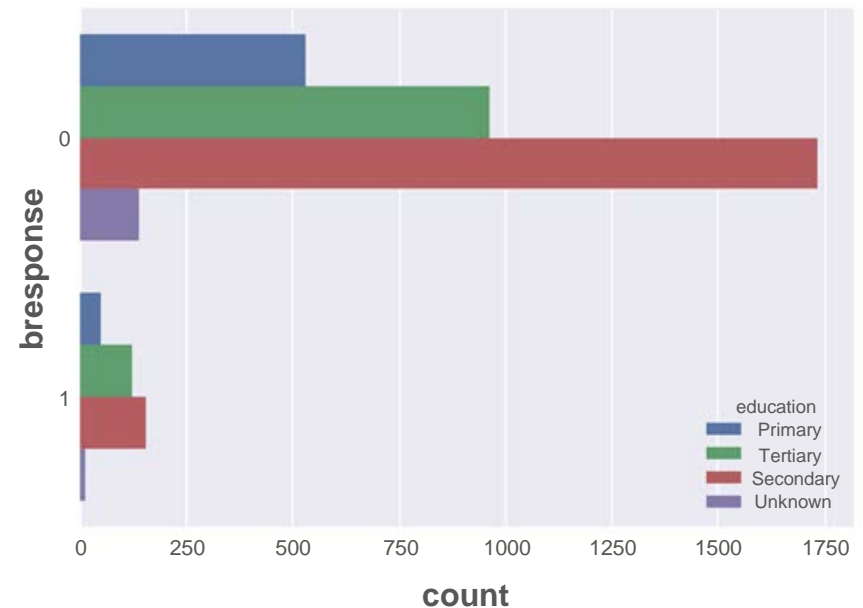
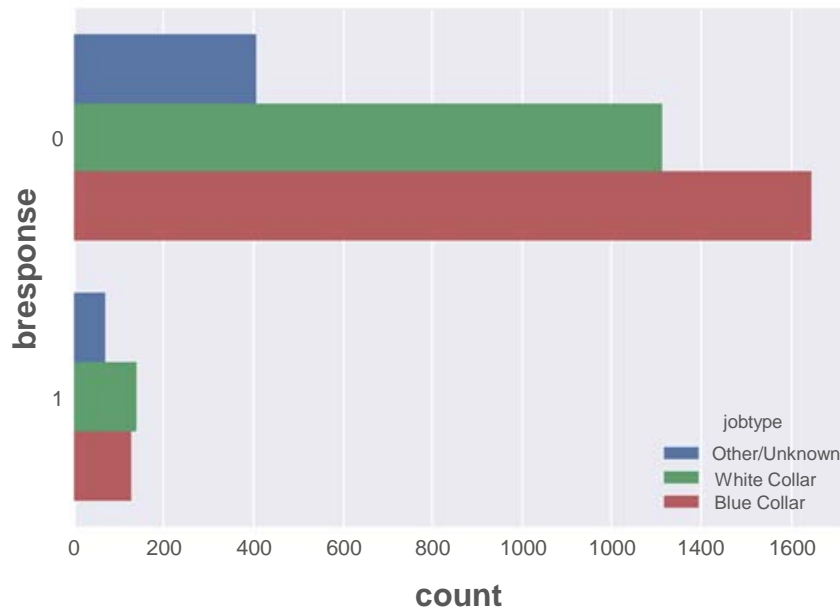
Internal consistency: 1.00



Consumer Description

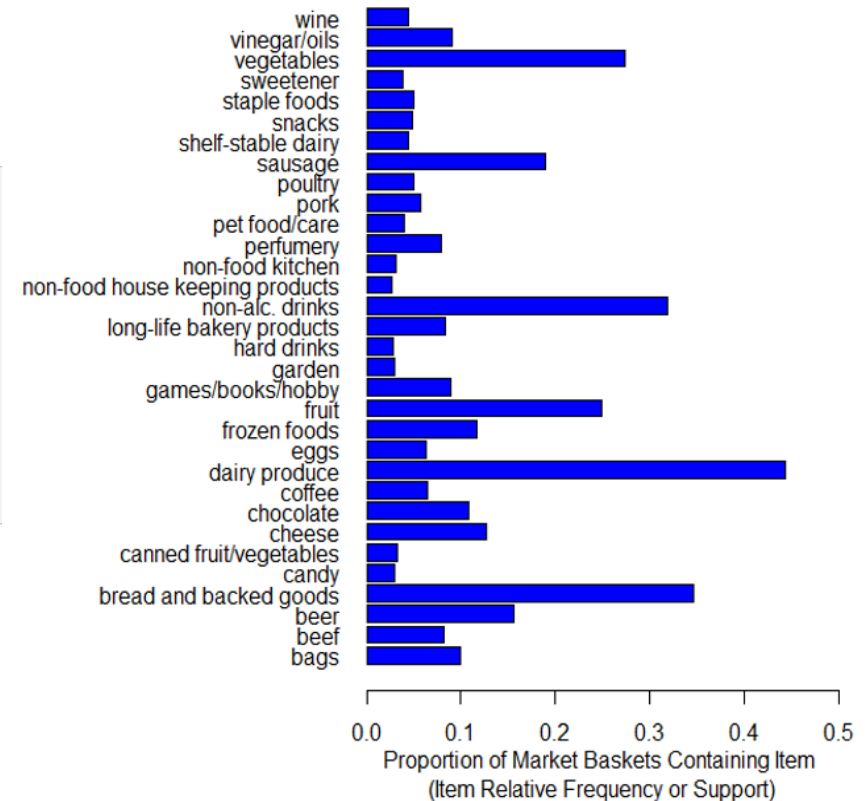


Consumer Description (cont.)



Product Description

citrus fruit	semi-finished bread	margarine	ready soups	
tropical fruit	yogurt	coffee		
whole milk				
pip fruit	yogurt	cream cheese	meat spreads	
other vegetables	whole milk	condensed milk	long life bakery product	
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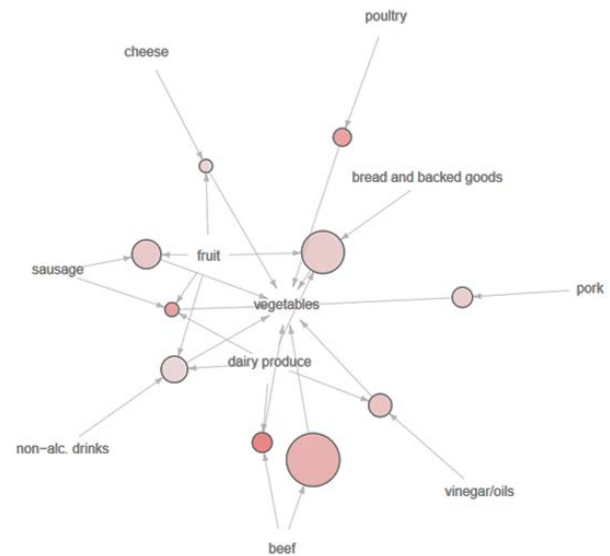


Product Association

Grouped Matrix for 344 Rules



Graph for 10 rules



size: support (0.027 - 0.04)
color: lift (1.899 - 2.22)