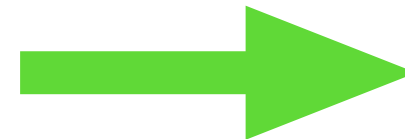
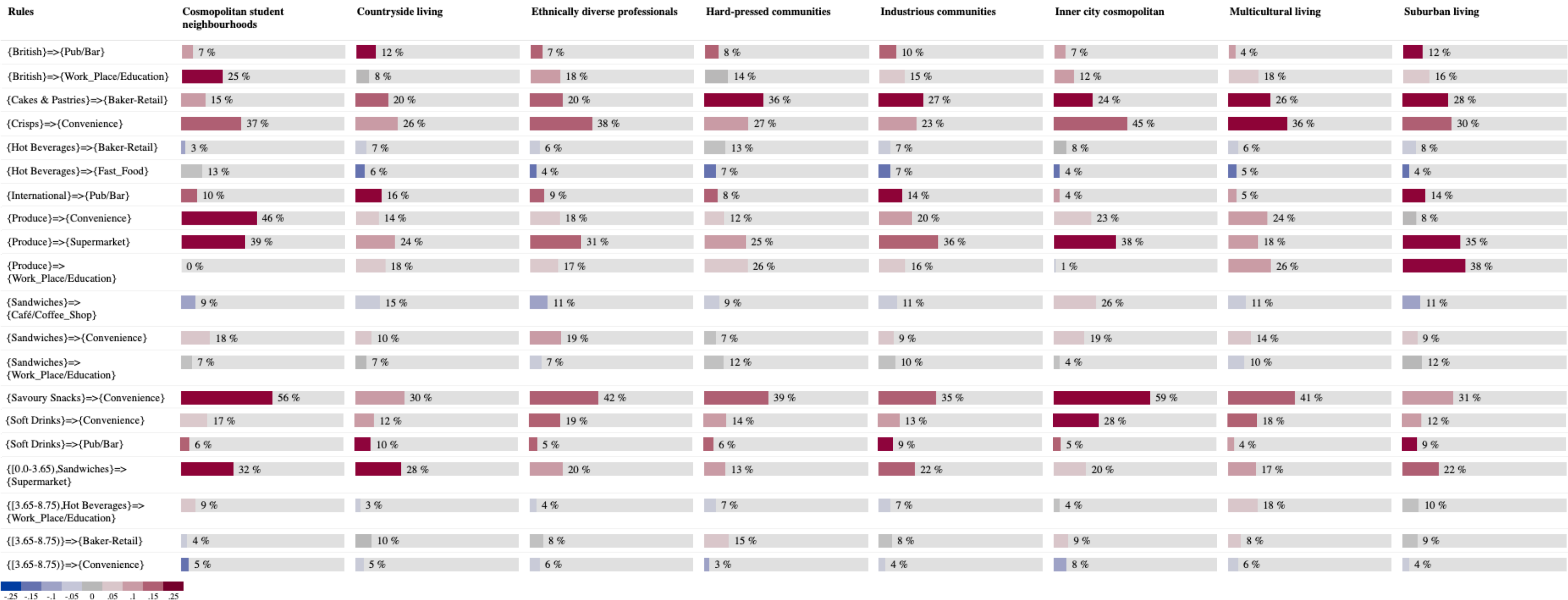


Finding Derivations: Valid

- A contrast-set for is considered to be **valid** if the support is greater than a minimum support threshold (frequency constraints)



Results - Geodemographics Groups



Φ value is continuous
 $\Phi > .05$ indicates a weak correlation between the antecedent has a positive effect of the consequent.
 $\Phi > .10$ indicates a moderate correlation between the antecedent has a positive effect of the consequent.
 $\Phi > .15$ indicates a strong correlation between the antecedent has a positive effect of the consequent.
 $\Phi > .25$ indicates a very strong correlation between the antecedent has a positive effect of the consequent.

Akoglu, H., 2018. User's guide to correlation coefficients. *Turkish Journal of Emergency Medicine*. doi:10.1016/j.tjem.2018.08.001.