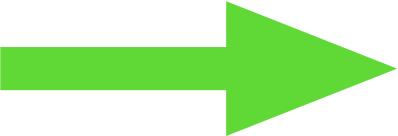






**Consumption Patterns**























Consumer  
Data  
Research  
Centre

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# An ESRC Data Investment

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**KANTAR** WORLD PANEL









Possible association rules  $\approx 3 \times 10^{31}$

1. Most rules are redundant and uninteresting

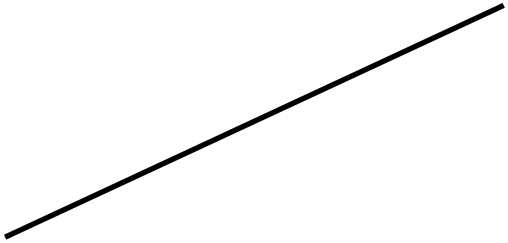
2. Regional-specific rules may be neglected



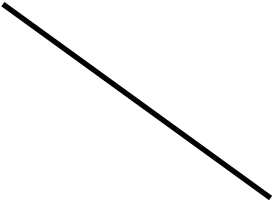


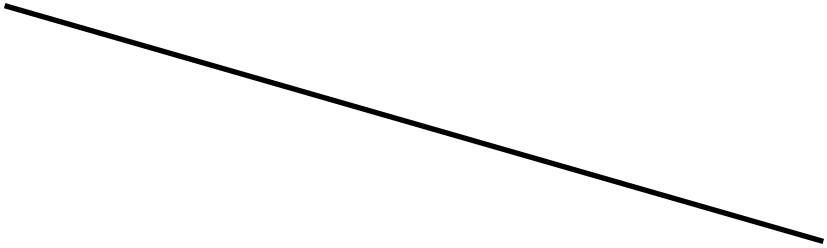




















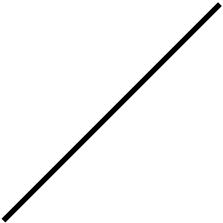


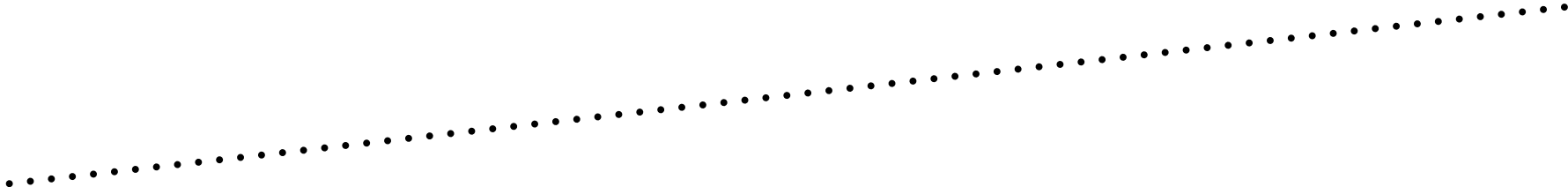










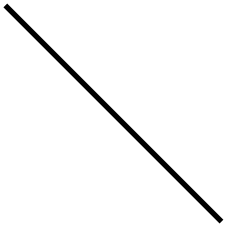


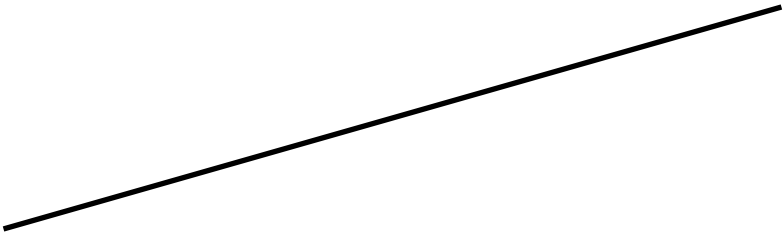


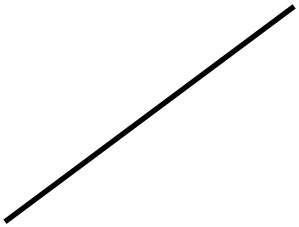


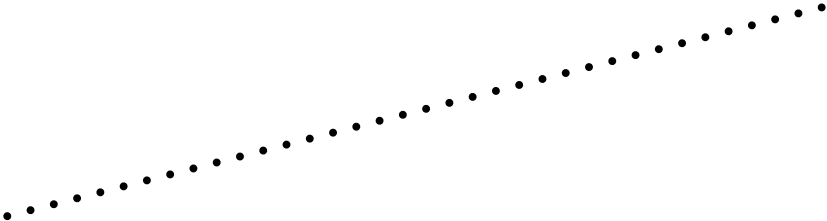


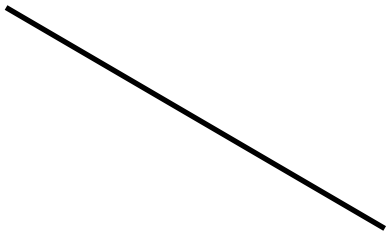


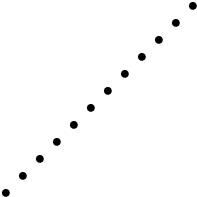


















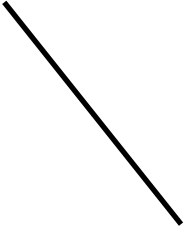


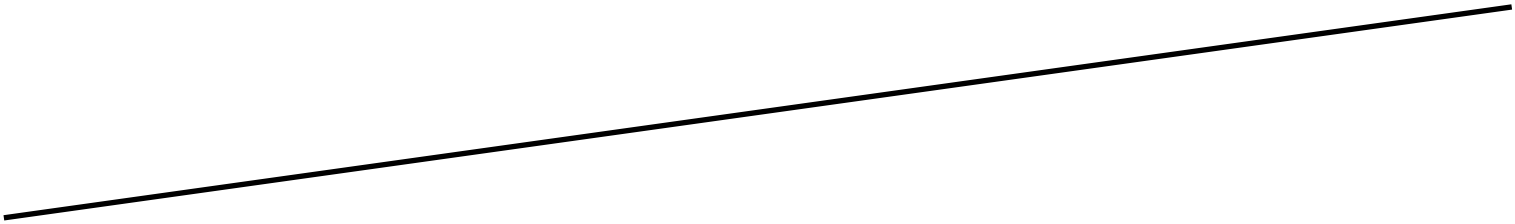










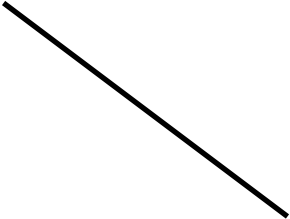


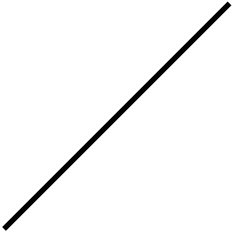
















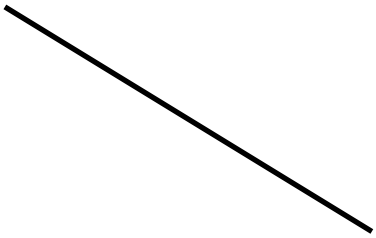


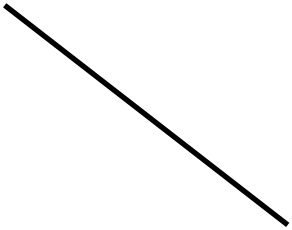




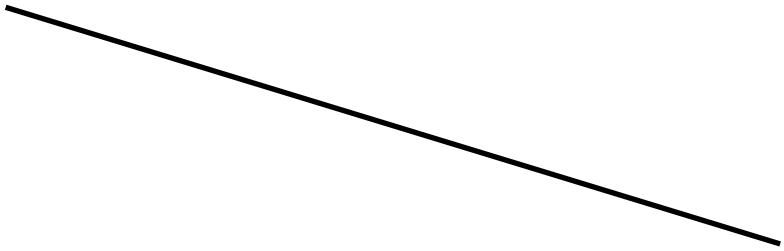


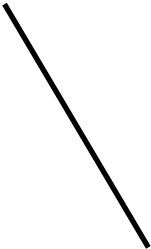




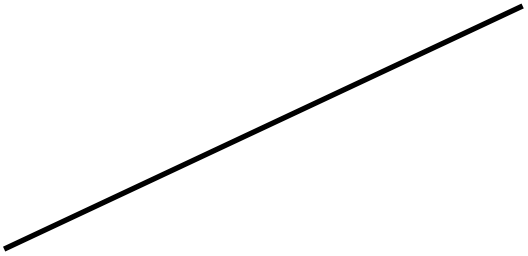










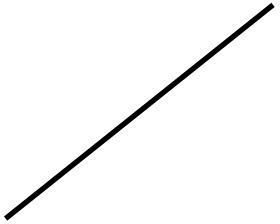




















All possible  
Attribute-value pairs

Conjunction of 2  
attribute-value pairs

Conjunction of 3  
attribute-value pairs







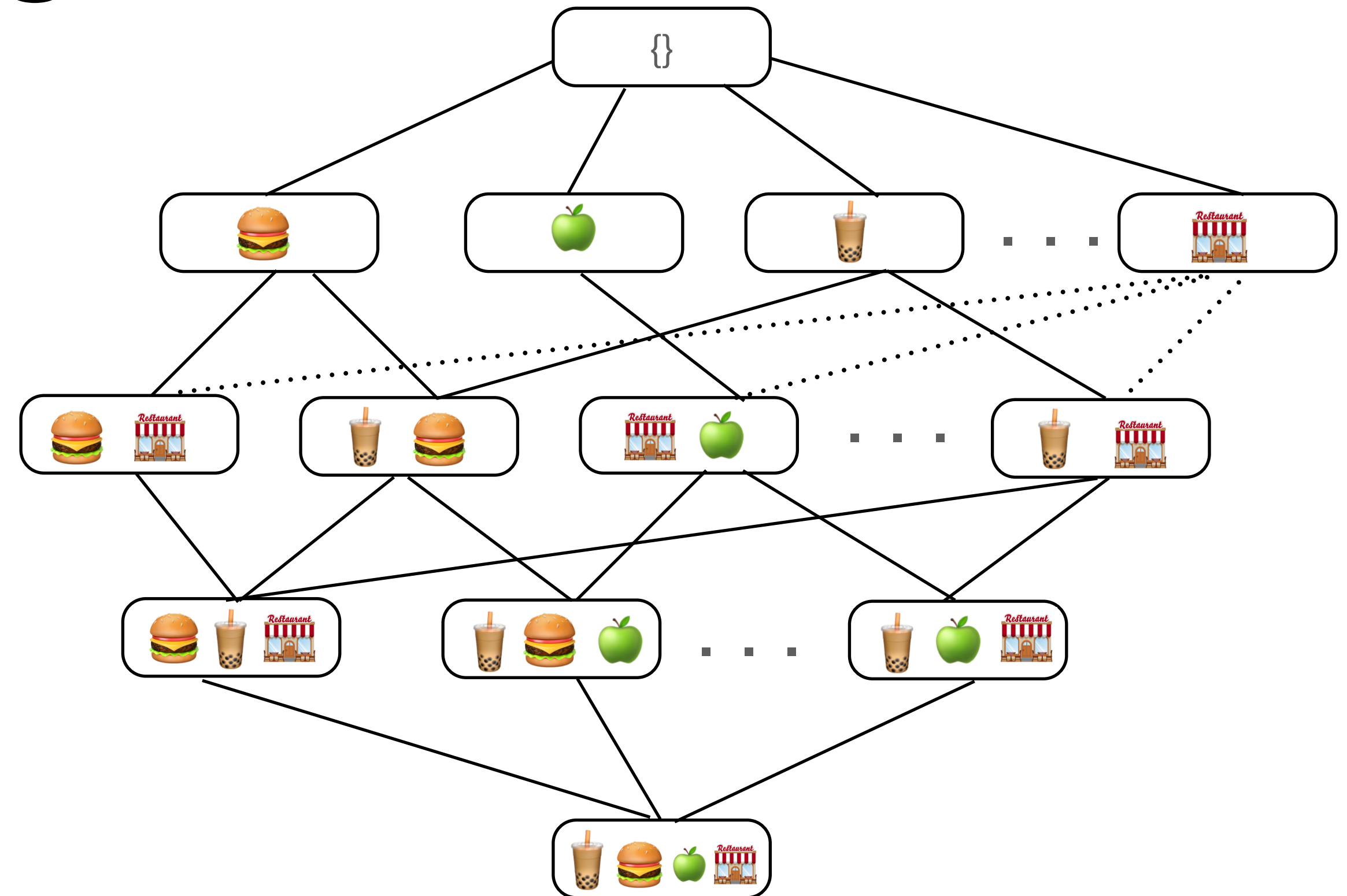




# Consumption Patterns

Possible association rules  $\approx 3 \times 10^{31}$

1. Most rules are redundant and uninteresting
2. Regional-specific rules may be neglected



# Consumption Patterns

