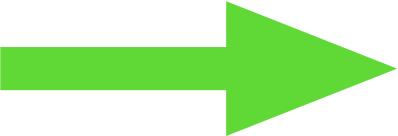




Consumption Patterns















Consumer
Data
Research
Centre

An ESRC Data Investment

KANTAR WORLD PANEL







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

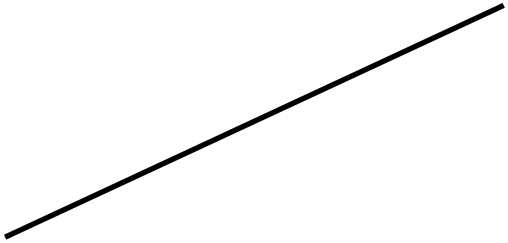
1. Most rules are redundant and uninteresting

2. Regional-specific rules may be neglected

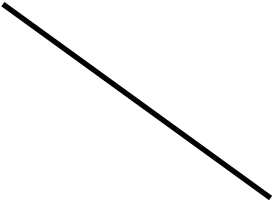


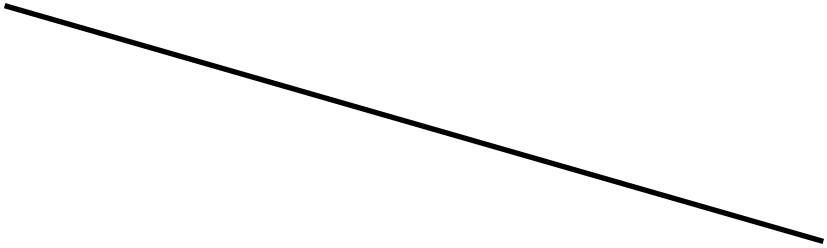


















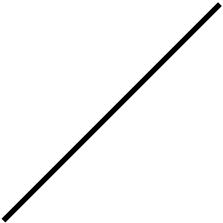


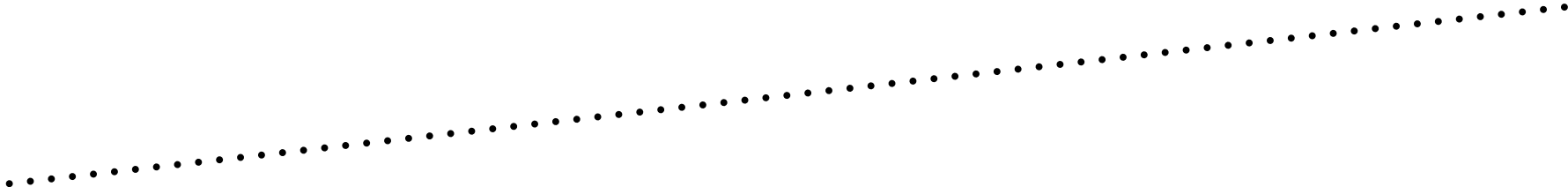








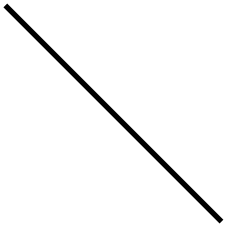


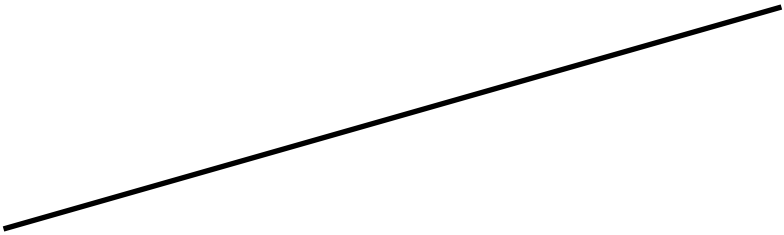


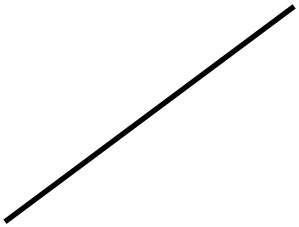


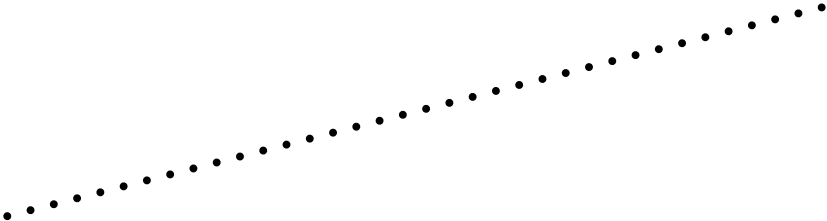


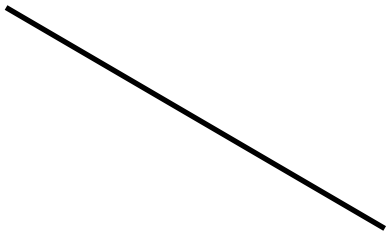


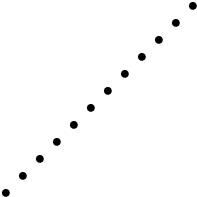
















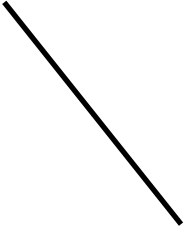


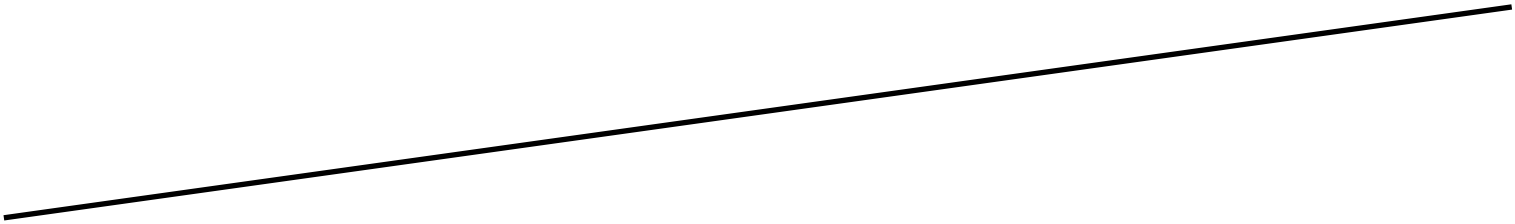








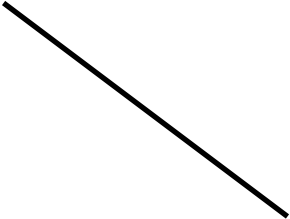


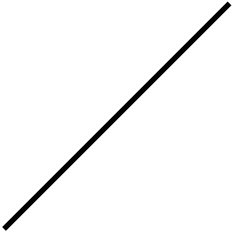














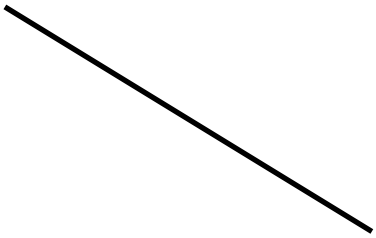


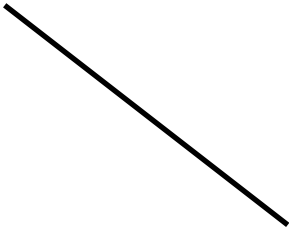




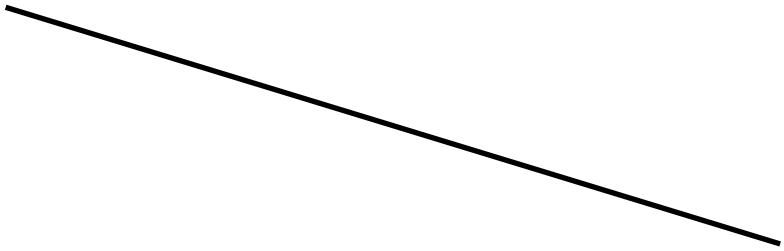


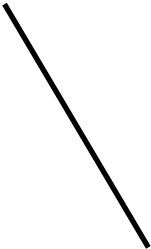


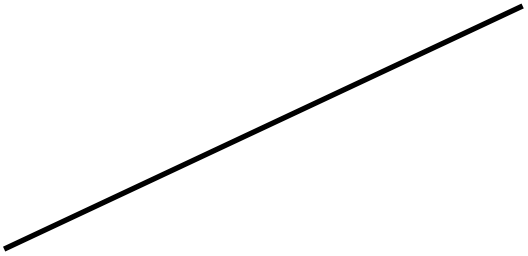










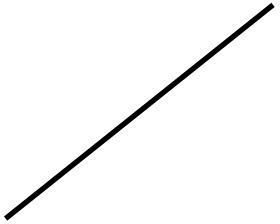


















All possible
Attribute-value pairs

Conjunction of 2
attribute-value pairs

Conjunction of 3
attribute-value pairs







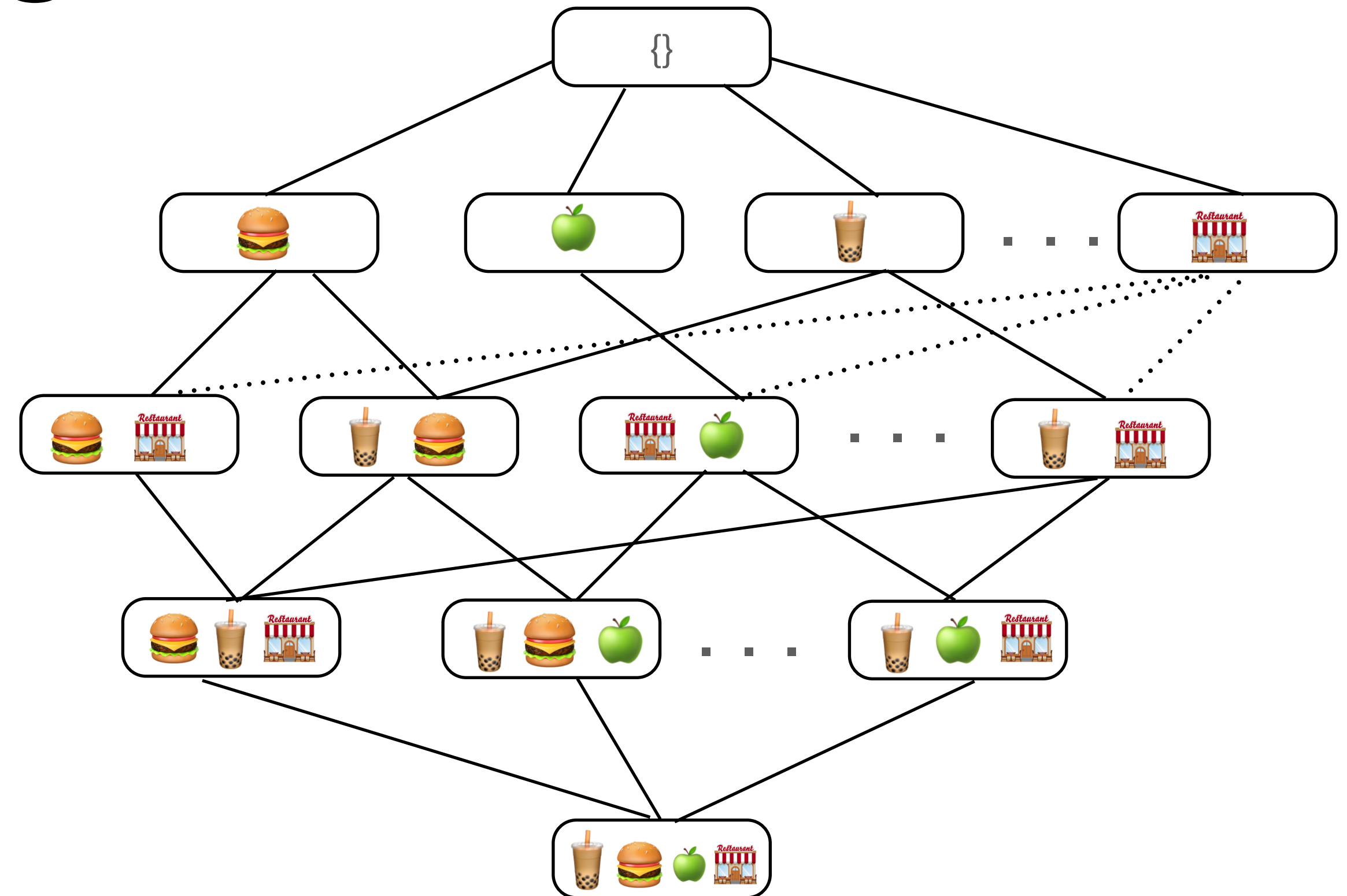
Restaurant



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

