

Consumption Patterns









Consumer
Data
Research
Centre

An ESRC Data Investment

KANTAR WORLD PANEL

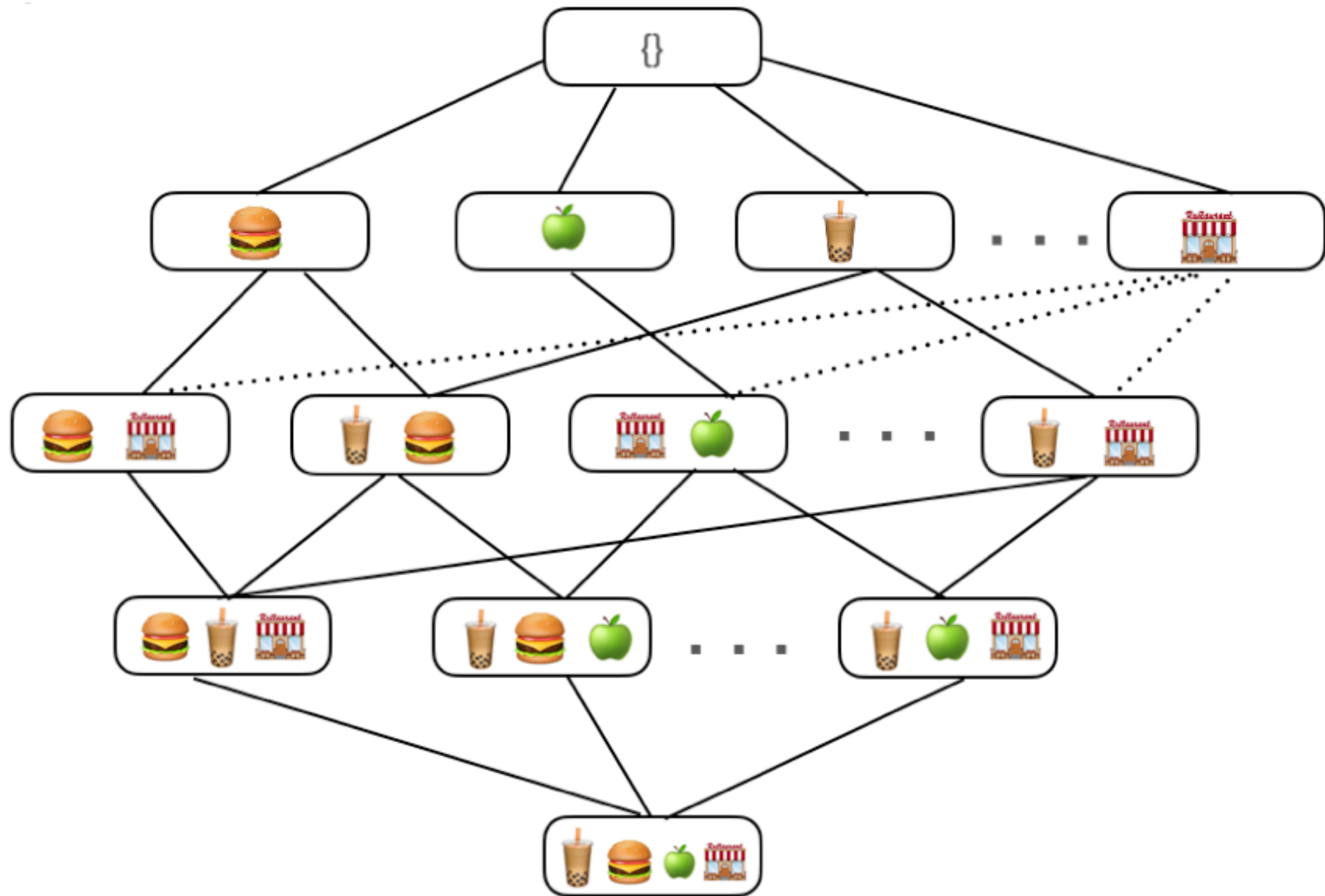
Possible association rules $\approx 3 \times 10^{31}$

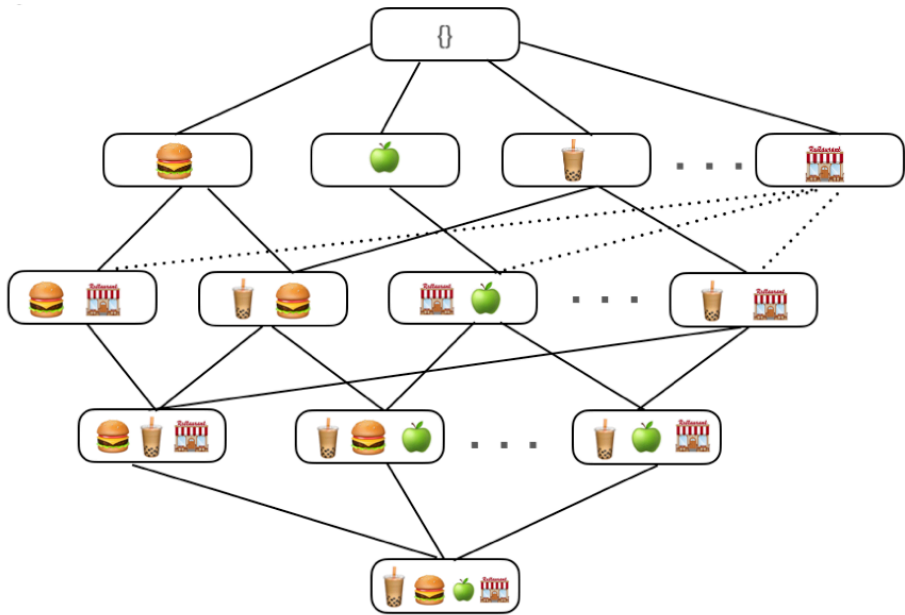
1. Most rules are redundant and uninteresting

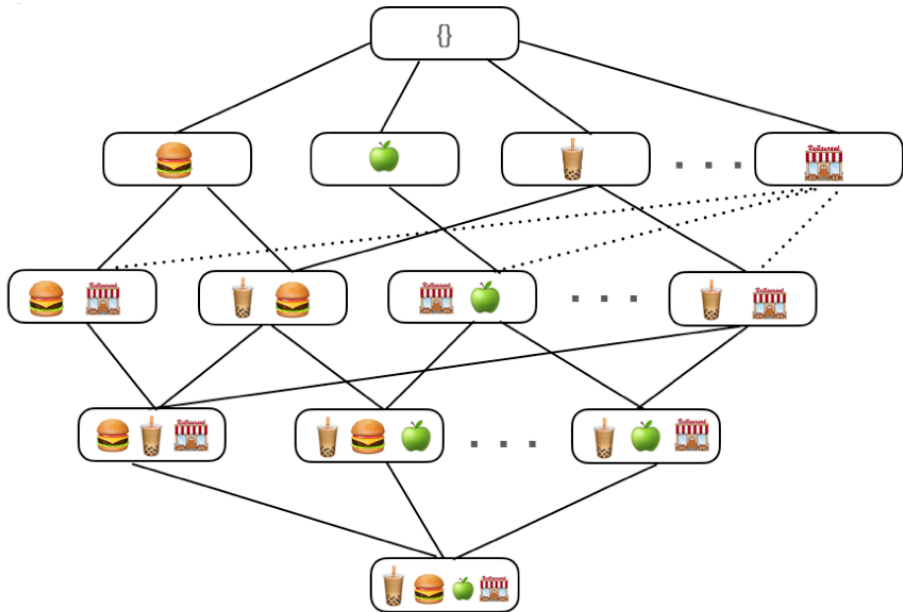
2. Regional-specific rules may be neglected

3. Too many rules to be compared -

4. Inconsistent attributes-value pairs to
compare between groups







Countryside living

innerness in cosmopolitan

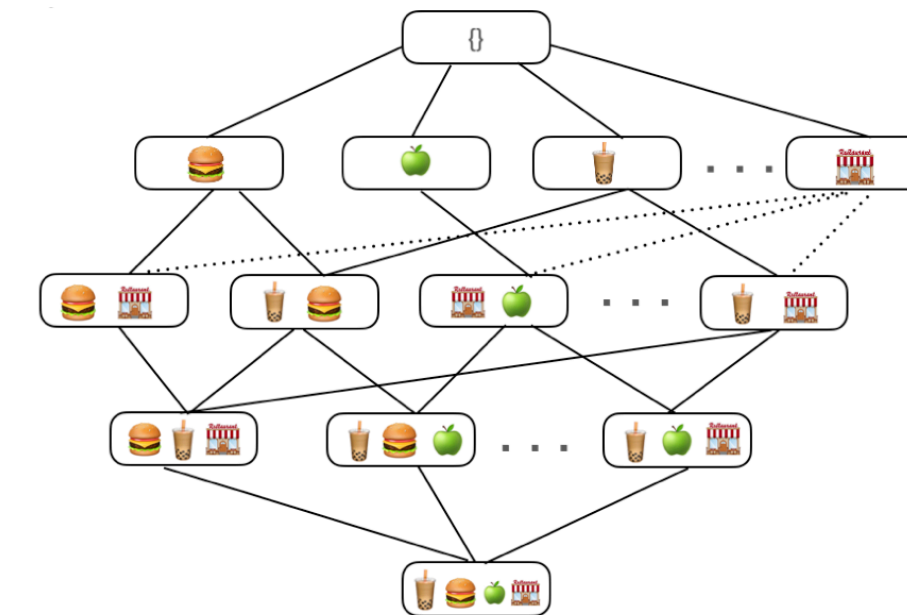
Industrious communities

Consumption Patterns

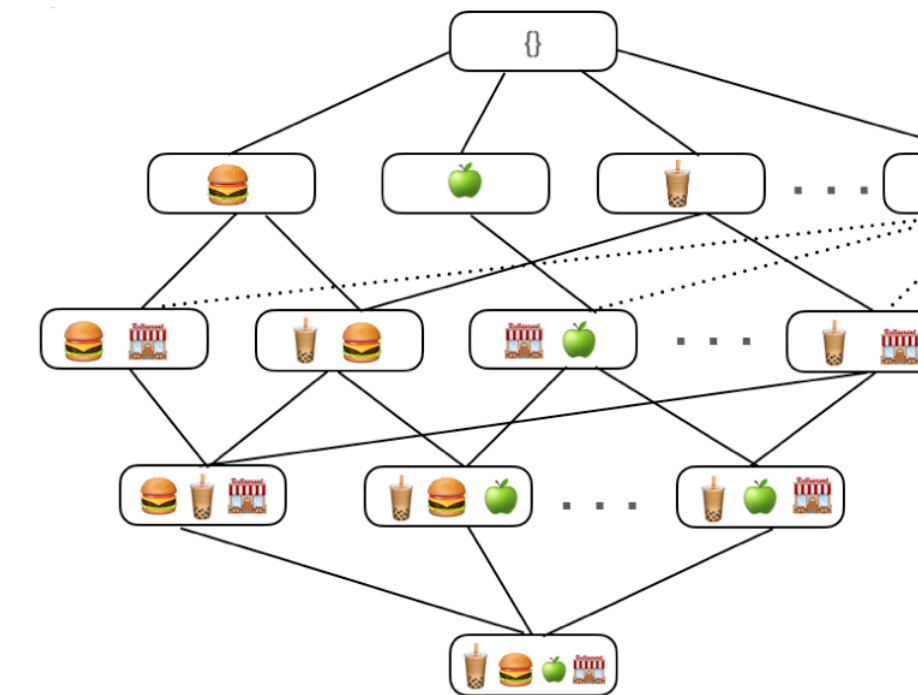
Possible association rules $\approx 3 \times 10^{31}$

1. Most rules are redundant and uninteresting
2. Regional-specific rules may be neglected
3. Too many rules to be compared -
4. Inconsistent attributes-value pairs to compare between groups

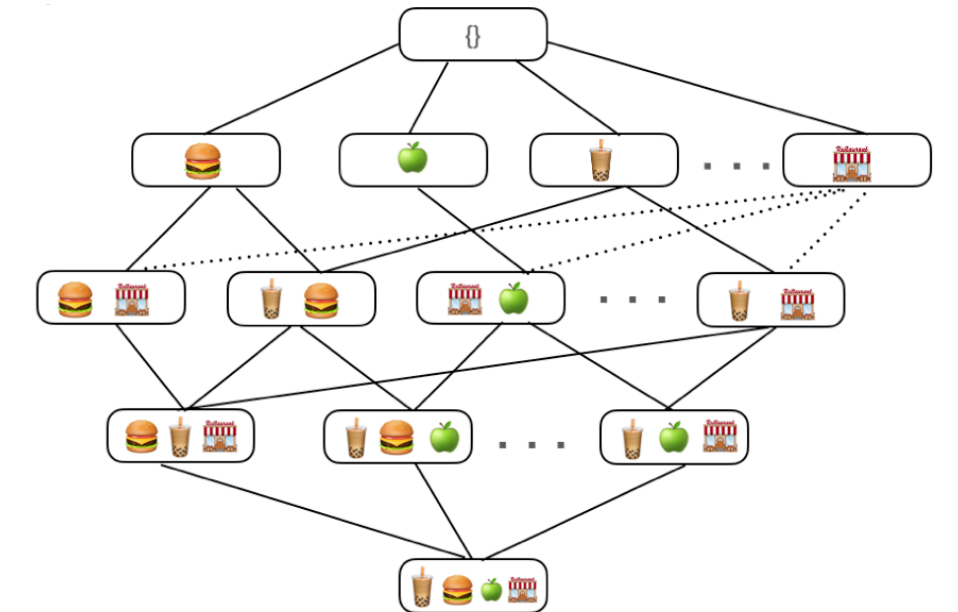
Inner city cosmopolitan



Countryside living



Industrious communities



Defining Derivations

1. Identifying the consumption patterns that **differentiate** regional and geodemographics groups
 - We want to find the **Surprising** rules (contrast-set) that are **Significant** and **Large** across groups, while neglecting rules that are redundant and universal.