1. Explain why you chose the level of support and confidence you chose.  Discuss at least 2 of the following factors:
   * What number of data points corresponds to the level of support you chose
   * The minimum support of any 1-item set
   * The maximum support of any 1-item set
   * The number of rules and how your target audience will use them
     + For example, a company who will be using a fast computerized system to apply the rules and identify customers with a high probability of buying pastry, to offer them a coupon (inexpensive for the company to produce) would be happy to have a large number of rules with “pastry” as the consequent.
     + In contrast, a company whose salespeople will be memorizing rules to help them identify customers with a high probability of buying a car, to spend hours of time educating the customers about the merits of different cars, would prefer to have a small number of very high-lift, high-confidence rules.
2. Identify 2 rules with high lift that give substantially different information about the relationships in the data.  (For example, one rule should not be a subset of the other rule.)  Choose at least one of the following questions to answer:
   * Do the associations make sense, based on your prior knowledge about this subject, or do they surprise you?  Explain.
   * Find a published news article or academic paper analyzing a response variable related to the consequent in your rules.  Does it agree with your analysis about the direction of the relationship between the antecedents and consequent?  If not, what are some differences between your analysis and the article that could explain the difference in results?  (For example, a different population being studied, or an additional covariate.)  Why might these change the results?
   * What should your target audience do about the relationship described by this rule?  Is it plausible that the relationship between the antecedents and the consequent is causal?  (There might be an action step for your target audience even if the relationship is not causal.  For example, even if buying shoes doesn’t *cause* an increased probability of buying socks (but they’re both associated with income and a general need for footwear), a company might still want to target sock ads to customers who have purchased shoes.) If the rules you selected are not actionable, choose another rule that is actionable.  Describe the relationship between the antecedents and consequent, and explain what your target audience could do about it.
3. Choose two or more subsets of rules based on an item in their antecedent or consequent.  (For example, rules with “Quality of life = 10” as their consequent, versus rules with “Quality of life = 9” as their consequent.)  Look for trends in what other items are included in the rules in each subset.  (For example, “Rules for ‘Quality of life = 10’ frequently involve good health, while rules for `quality of life = 9’ are more likely to involve entertainment options.”) Choose at least one of the following questions to answer:
   * Do the trends make sense, based on your prior knowledge about this subject, or do they surprise you?  Explain.
   * What should your target audience do about the trends?