**Association Rule Mining (ARM)**

Steps:

1. Launch SAS Enterprise Miner

Graphical user interface, text, website

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1. Create or Open a Project.

Graphical user interface, application, Word

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1. Create a Diagram.

A computer screen capture

Description automatically generated with medium confidence

1. From Data Source, select data table ***BANK\_SERVICES*** and drag it to the diagram.
   1. Assign variable roles as follows

Graphical user interface

Description automatically generated

1. From Explore, drag Association to the Diagram.
   1. Under Train > Variables, set the Use for Visit to ‘No’.Graphical user interface, application

      Description automatically generated
   2. Under Rules, set Export Rule by ID to ‘Yes’.

Table

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* 1. Run Principal Component Node
  2. Once run completed successfully, check for the result.

A screenshot of a computer

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1. Analyse Result

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* 1. From View > Rules, check Rules Table

A screenshot of a computer

Description automatically generated with medium confidence

Graphical user interface, table

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