



# ***ASSOCIATION RULE MINING ON CUSTOMER COMPLAINTS***

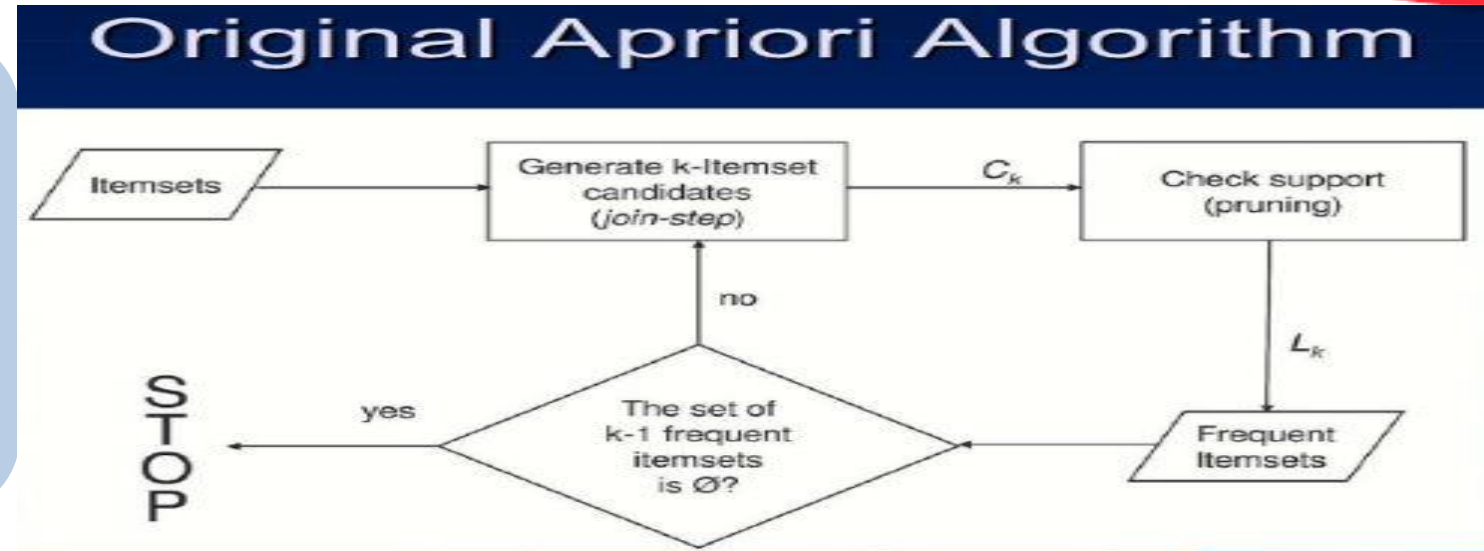
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# MODEL CONSTRUCTION



**ML Algorithm**  
Association (Unsupervised)  
Apriori Algorithm



## Programming Environment

- KNIME

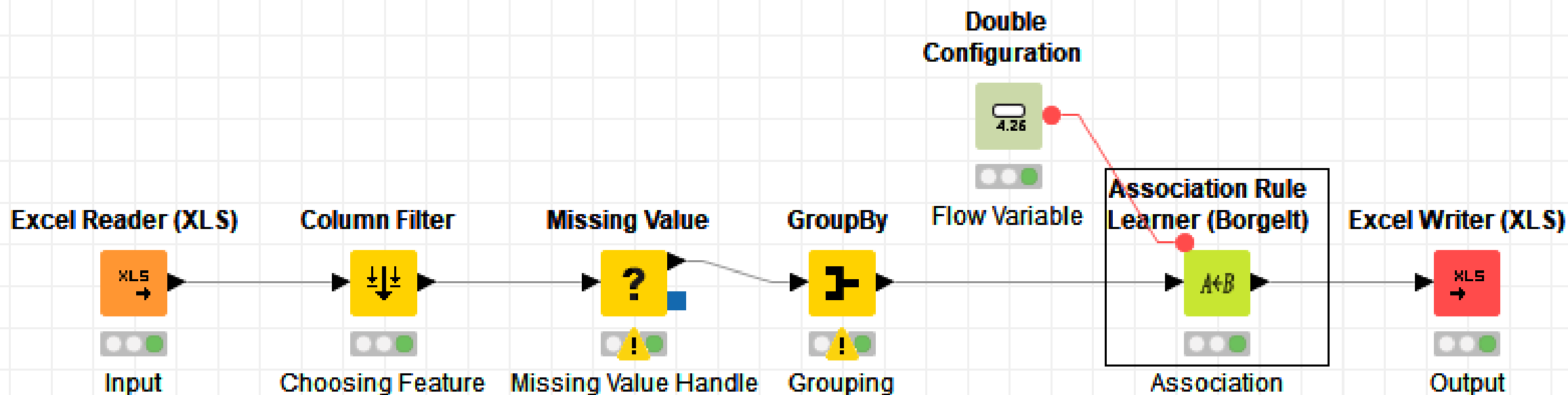
## Feature

- Site Code
- Complaint category
- Time

## Data Set

- Training Sample: **360851**
- Compliant Category: **23**

# WORKFLOW



# RESULT



Antecedent	Consequent	Rule Confidence(%)
Calling, Data	Coverage	98.1
Calling, Coverage	Data	97.9
Data, Coverage	Calling	65.8
Calling	Data	97
Data	Calling	63.4
Calling	Coverage	97.2
Coverage	Calling	63.4
Data	Coverage	94.6
Coverage	Data	94.3





***THANK YOU***

