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## Which of the following Pre-Class Learning Activities have you completed?

There are no answers set for this question (MSQ)

## On a scale of 0 (easiest) to 100 (hardest), how difficult are the Pre-class learning activities?

There are no answers set for this question (OPEN)

## What are the intended learning outcomes of the topic association rule?

4. Explain the workings and results of the advanced predictive techniques in the context
of the business problem to client/employer.

5. Propose business solutions/recommendations based on the advanced predictive

techniques.

## Which of the following is an association rule?

{Chicken Burger}→ ”{French Fries}

## {Chicken Burger, Coke}→ ” {French Fries} means ……………………………….

having Chicken Burger and Coke is associated to having French Fries.

## Support of an association rule is ……………………….

the proportion of cases that contain the items listed in the association rule.

## Supp({Burger, French Fries}) = 0.7 means ………………………………………….

70% of the cases contain both French Fries and Burger.

## The Rule Support of the association rule {Burger, Coke}$\rightarrow$ '' {Fries} is ................

Supp( {Burger, Coke, French Fries} )

## Confidence of an association rule X$\rightarrow$ ''Y is ...............

P(Y | X)

## Confidence of an association rule measures the ...........................

predictive strength of the association rule.

## Conf({Burger, Coke}$\rightarrow$ ''{Fries}) = 0.8 means .................................

among cases that contain Burger and Coke, 80% contain Fries.

## Lift of an association rule X$\rightarrow$ ''Y is ................

P(Y | X) / P(Y)

**Lift({Burger, Coke}$\rightarrow$ ''{Fries}) = 2.17 means ……………………………**

P({Fries} | {Burger, Coke}) = 2.17$\times$'' P({Fries})

**The most difficult aspect of Association Rules is ……………………………………**

identifying the list of useful association rules.