Started on	Tuesday, July 30, 2019, 1:52 PM
State	Finished
Completed on	Tuesday, July 30, 2019, 1:53 PM
Time taken	34 secs
Points	7.00/7.00
Grade	**100.00** out of 100.00

Information

Hey, cool -- this time there are only 7 pages of grueling explanation, before you get to dive into the real example!

And -- Not so much math, either!

And it's obviously practical. People playing hunches in business, about what to promote to whom, are the best customers for the analysis of big data. They've been waiting for you to show up!

So, read pp 259 - 266, the story about "finding patterns" and "association rules," answering the questions, below, as you go.

Have fun...

Question **1**

Correct

1.00 points out of 1.00

The reason for "finding patterns" in data is to improve the use of your intuition, in making business decisions.

Select one:

- True
- False ✔

Maybe not. The real purpose is to replace reliance on intuition with reliance on data. You might think of it as improving your intuition, but we're trying to make "playing your hunches" more scientific.

The correct answer is 'False'.

Question **2**

Correct

1.00 points out of 1.00

Association rules are pretty firm, like, "If they buy peanut butter and jelly, they will buy bread, too."

Select one:

- True
- False ✔

Not exactly. The associations are more about increasing the "likelihood" of another event, like buying the bread.

The correct answer is 'False'.

Question **3**

Correct

1.00 points out of 1.00

Because they are complex, it takes a long time for a pattern matching system to be trained on association rules.

Select one:

- True
- False ✔

They aren't really trained, exactly. There is no "goal". It's not "supervised learning". But, it can take a bit for the system to come up with useful associations.

The correct answer is 'False'.

Question **4**

Correct

1.00 points out of 1.00

A good deal of the job, of good pattern matching, is deciding categories of associations to not care about.

Select one:

- True ✔
- False

Yes, finding good ways to limit the scope lets the ML systems spend more time in valuable searching.

The correct answer is 'True'.

Question **5**

Correct

1.00 points out of 1.00

The rule known as Apriori says that, for an association to be interesting, the parts of it must occur with sufficient frequency.

Select one:

- True ✔
- False

That's roughly it. See pp 262-3.

The correct answer is 'True'.

Question **6**

Correct

1.00 points out of 1.00

You would have to say that a rule with both high support and high confidence was a strong rule.

Select one:

- True ✔
- False

You would. That's the definition of a strong rule.

The correct answer is 'True'.

Question **7**

Correct

1.00 points out of 1.00

The Apriori principle lets you grow rule sets, a growing set of associations that meet a given level of confidence.

Select one:

- True ✔
- False

This is basically how the unsupervised learning occurs, with this ML algorithm.

The correct answer is 'True'.

Question **8**

Complete

Not graded

We want to base online and remote face-to-face discussions on the topics of most value to you.

Please think carefully about all the material you read, then write a prompt for discussion you would like to hear - either:

a. Something that you aren't sure about, which you'd like to have explained in class, or

b. A topic you liked a lot, that you'd like to discuss in class.

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Thanks!