Problem 1. 3.5

Propose a three-level cascade where when one level rejects, the next one is used as in equation 3.10. How can we fix the λ on different levels?

$$\lambda_{ik} = \begin{cases} 0 & i = k \\ \lambda & i = K + 1 \\ 1 & otherwise \end{cases} \tag{1}$$

Solution

Problem 2. 3.9

Show that as we move an item from the consequent to the antecedent, confidence can never increase: confidence(ABC D) confidence(AB CD).

Solution

Problem 3. 3.10

Associated with each item sold in basket analysis, if we also have a number indicating how much the customer enjoyed the product, for example, on a scale of 0 to 10, how can you use this extra information to calculate which item to propose to a customer?

Solution