CAB430 Assignment 2

N9720316

PATRIC MARCHANT

Contents	
Statement of Completeness	2
Task 1: Designing Mining Structures	2
Task 2: Designing mining models	3
Task 3: Processing your mining structures and mining models	1
Prediction 1	5
Prediction 2	ŝ
Prediction 3	7
Prediction 4	7
Task 4: Prediction Queries	3
Prediction 1	3
Prediction 2	3
Prediction 3)
Prediction 4)
Results 1	1

Statement of Completeness

Task 1	Yes
Task 2	Yes
Task 3	Yes
Task 4	Prediction 3 not predicting correctly

Task 1: Designing Mining Structures

For this task, one mining structure is sufficient, as we can include all the relevant columns from 4 of the tables in CarRental_XYZ, we will later be able to create mining structures and include/exclude any columns depending on the prediction.

For the overall mining structure, only one ID is used as a key, as any other IDs do not give any helpful information to the algorithm, and should thus not be included, similar fields such as Customer_Address, and Store_State_Name/Store_City (Store_Name is sufficient)

```
CREATE MINING STRUCTURE [Car_Renter]
(

[Order_ID] LONG KEY,
[Customer_Age] LONG DISCRETIZED(Automatic,10),
[Customer_Gender]TEXT DISCRETE,
[Customer_Occupation] TEXT DISCRETE,
[Car_MakeName]TEXT DISCRETE,
[Car_Model]TEXT DISCRETE,
[Car_Series] TEXT DISCRETE,
[Car_Series] TEXT DISCRETE,
[Store_Name] TEXT DISCRETE
)
WITH HOLDOUT (30 PERCENT or 1000 CASES)
```

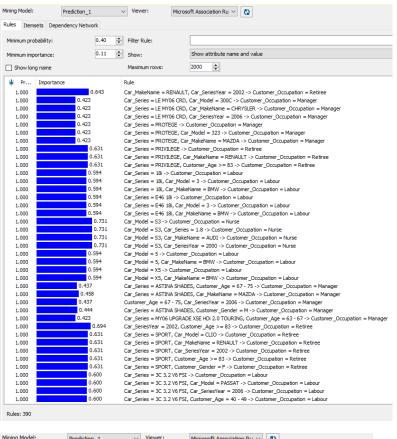
Task 2: Designing mining models

```
//inputs: Customer info, Car info
//outputs: Predicted Customer_Occupation
ALTER MINING STRUCTURE [Car Renter]
ADD MINING MODEL [Prediction 1]
      [Order ID],
      [Customer_Age],
      [Customer Gender],
      [Customer Occupation] PREDICT,
      [Car MakeName],
       [Car Model],
       [Car Series],
       [Car SeriesYear]
) USING Microsoft Association Rules
WITH DRILLTHROUGH
//inputs: Car info
//outputs: Predicted Customer Info
ALTER MINING STRUCTURE [Car Renter]
ADD MINING MODEL [Prediction 2]
(
       [Order ID],
       [Customer Age] PREDICT ONLY,
      [Customer Gender] PREDICT ONLY,
      [Customer Occupation] PREDICT ONLY,
      [Car MakeName],
      [Car Model],
      [Car Series],
      [Car SeriesYear]
)USING Microsoft Association Rules
WITH DRILLTHROUGH
//inputs: Customer info, Car info
//outputs: Predicted Store_Name
ALTER MINING STRUCTURE [Car Renter]
ADD MINING MODEL [Prediction 3]
       [Order_ID],
       [Customer Age],
       [Customer_Gender],
[Customer_Occupation],
       [Car MakeName],
```

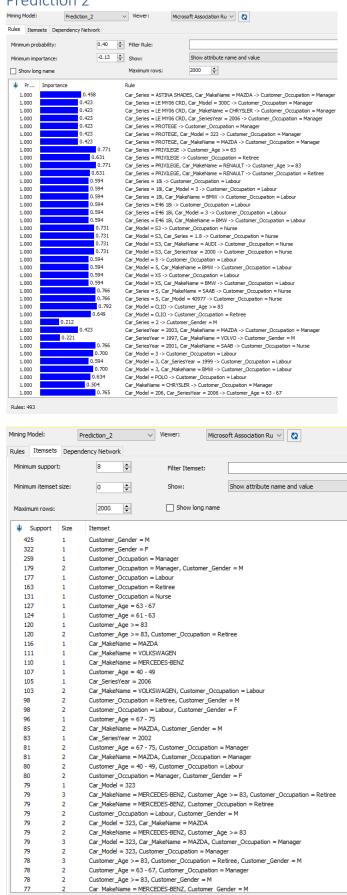
```
[Car_Model],
       [Car_Series],
[Car_SeriesYear],
       [Store Name] PREDICT ONLY
) USING Microsoft Association Rules
WITH DRILLTHROUGH
//inputs: Car info, Customer info
//outputs: Predicted Car info
ALTER MINING STRUCTURE [Car Renter]
ADD MINING MODEL [Prediction 4]
       [Order ID],
       [Customer_Age],
       [Customer_Gender],
       [Customer Occupation],
       [Car MakeName] PREDICT,
       [Car_Model] PREDICT,
       [Car_Series] PREDICT,
       [Car SeriesYear] PREDICT
) USING Microsoft Association Rules
WITH DRILLTHROUGH
```

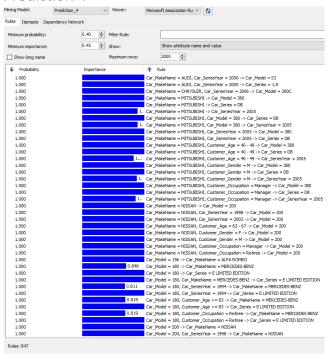
Task 3: Processing your mining structures and mining models

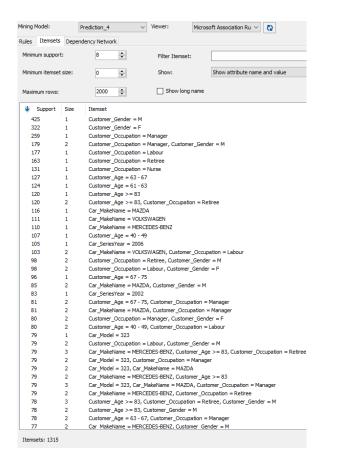
```
// filling Mining structure with data and generating test and training sets
INSERT INTO MINING STRUCTURE [Car_Renter]
[Order_ID] ,
[Customer_Age],
[Customer_Gender],
[Customer_Occupation],
[Car_MakeName],
[Car_Model],
[Car Series],
[Car SeriesYear],
[Store_Name]
OPENQUERY(CarRentalXYZ,
'SELECT [Order_ID], cst.Customer_Age, cst.Customer_Gender, cst.Customer_Occupation,
car.Car_MakeName, car.Car_Model, car.Car_Series, car.Car_SeriesYear, str.Store_Name
FROM dbo.XYZ RentalOrder AS fct
LEFT JOIN dbo.XYZ Customer AS cst ON cst.Customer ID = fct.Order Customer
LEFT JOIN dbo.XYZ Car AS car ON car.Car ID = fct.Order Car
LEFT JOIN dbo.XYZ_Store AS str ON str.Store_ID = fct.Order_Store')
```



ing Model:		Prediction_1 Viewer: Microsoft Association Ru									
les Items	ets Depen	ndency Network									
linimum supp	oort:	8 🖨 Filter Itemset:									
linimum item	set size:	0 Show: Show attribute name and value									
laximum rov	ıs:	2000 🖨 🗆 Show long name									
	t Size	Itemset									
425	1	Customer_Gender = M									
322	1	Customer_Gender = F									
259	1	Customer_Occupation = Manager									
179	2	Customer_Occupation = Manager, Customer_Gender = M									
177	1	Customer_Occupation = Labour									
163	1	Customer_Occupation = Retiree									
131	1	Customer_Occupation = Nurse									
127	1	Customer_Age = 63 - 67									
124	1	Customer_Age = 61 - 63									
120	1	Customer_Age >= 83									
120	2	Customer_Age >= 83, Customer_Occupation = Retiree									
116	1	Car_MakeName = MAZDA									
111	1	Car_MakeName = VOLKSWAGEN									
110	1	Car_MakeName = MERCEDES-BENZ									
107	1	Customer_Age = 40 - 49									
105	1	Car_SeriesYear = 2006									
103	2	Car_MakeName = VOLKSWAGEN, Customer_Occupation = Labour									
98	2	Customer_Occupation = Retiree, Customer_Gender = M									
98	2	Customer_Occupation = Labour, Customer_Gender = F									
96	1	Customer_Age = 67 - 75									
85	2	Car_MakeName = MAZDA, Customer_Gender = M									
83	1	Car_SeriesYear = 2002									
81	2	Car_MakeName = MAZDA, Customer_Occupation = Manager									
81	2	Customer_Age = 67 - 75, Customer_Occupation = Manager									
80	2	Customer_Age = 40 - 49, Customer_Occupation = Labour									
80	2	Customer_Occupation = Manager, Customer_Gender = F									
79	1	Car_Model = 323									
79	2	Car_MakeName = MERCEDES-BENZ, Customer_Occupation = Retiree									
79	2	Car_Model = 323, Car_MakeName = MAZDA									
79	3	Car_MakeName = MERCEDES-BENZ, Customer_Age >= 83, Customer_Occupation = Retiree									
79	2	Car_Model = 323, Customer_Occupation = Manager									
79	2	Car_MakeName = MERCEDES-BENZ, Customer_Age >= 83									
79	3	Car_Model = 323, Car_MakeName = MAZDA, Customer_Occupation = Manager									
79	2	Customer_Occupation = Labour, Customer_Gender = M									
78	2	Customer_Age = 63 - 67, Customer_Occupation = Manager									
78	3	Customer_Age >= 83, Customer_Occupation = Retiree, Customer_Gender = M									
78	2	Customer_Age >= 83, Customer_Gender = M									
77	2	Car MakeName = MERCEDES-BENZ, Customer Gender = M									







Task 4: Prediction Queries

```
Prediction 1
SELECT q.Customer_Age, q.Customer_Gender, q.Car_MakeName, q.Car_Model, q.Car_Series,
q.Car_SeriesYear,
       PREDICT([Customer_Occupation] AS [[Prediction on Car_Renter])
From
       [Prediction_1]
NATURAL PREDICTION JOIN
(SELECT 54 AS Customer_Age, 'M' AS Customer_Gender, '3' AS Car_Model, 'Professional'
AS Occupation, 'BMW' AS Car_MakeName, 'E36 28i' AS Car_Series, '1996' AS
Car_SeriesYear ) AS q
■ Messages ■ Results
 Customer_Age
              Customer_Gender
                           Car_MakeName
                                        Car_Model
                                                     Car_Series
                                                                  Car_SeriesYear
                                                     E36 28i
                                                                  1996
                                                                               Labour
```

```
SELECT t.Car_MakeName, t.Car_Model, t.Car_Series, t.Car_SeriesYear,
    PREDICT([Customer_Age] AS [Prediction on Car_Renter]),
    PREDICT([Customer_Gender] AS [Prediction on Car_Renter]),
    PREDICT([Customer_Occupation] AS [Prediction on Car_Renter])
FROM
    [Prediction_2]
NATURAL PREDICTION JOIN
(SELECT * FROM [Prediction_2].CASES WHERE ISTestCase()
) AS t
```

ar_MakeName	Car_Model	Car_Series	Car_SeriesYear	Expression	Expression	Expression
BMW	3	E46 18i EXECU	2001	65	F	Labour
BMW	3	E36 28i	1996	65	M	Labour
BMW	3	18i	1995	65	F	Labour
DATSUN	FAIRLADY	SPORTS	1964	65	M	Manager
MAZDA	121	SHADES	1997	62	M	Manager
BMW	3	18i	1994	65	F	Labour
BMW	3	E46 16ti	2004	65	F	Labour
MAZDA	121	METRO SHADES	2002	62	M	Manager
BMW	3	E46 18i SPORT	2005	65	F	Labour
BMW	3	E46 18i SPORT	2005	65	F	Labour
BMW	5	28i	1997	65	M	Labour
BMW	3	18i	1991	65	F	Labour
MAZDA	121	METRO SHADES	2001	62	M	Manager
BMW	7	35iL EXECUTIVE	1988	65	M	Labour
BMW	X5	E53 3.0i	2001	65	M	Labour
BMW	3	E46 18i EXECU	2000	65	F	Labour
BMW	3	18i	1986	65	F	Nurse
BMW	X5	E53 3.0d	2005	65	M	Labour
BMW	3	E46 16ti	2002	65	F	Labour
BMW	5	25i	1991	65	M	Labour
/OLKSWAGEN	JETTA	1KM 2.0 TURB	2007	56	F	Labour
VOLKSWAGEN	GOLF	1K GT	2007	56	F	Labour
VOLKSWAGEN	MULTIVAN	T5 COMFORTL	2006	44	F	Labour
VOLKSWAGEN	TOUAREG	7L R5 TDi LUX	2006	44	F	Labour
VOLKSWAGEN	JETTA	1KM 2.0 TURB	2006	56	F	Labour
VOLKSWAGEN	GOLF	1K 2.0 FSI SPO	2006	56	F	Labour
VOLKSWAGEN	TOUAREG	7L R5 TDi LUX	2006	44	F	Labour
VOLKSWAGEN	JETTA	1KM 2.0 TDI	2006	56	F	Labour
VOLKSWAGEN	GOLF	GL	1998	56	F	Labour
/OLKSWAGEN	MULTIVAN	T5 HIGHLINE	2006	44	F	Labour
VOLKSWAGEN	TRANSPORTER	T5 MY08 CRE	2008	44	F	Labour
VOLKSWAGEN	GOLF	1K 2.0 FSI SPO	2006	56	F	Labour
VOLKSWAGEN	JETTA	1KM 2.0 TDI	2006	56	F	Labour

```
SELECT t.Car_MakeName, t.Car_Model, t.Car_Series, t.Car_SeriesYear, t.Customer_Age,
t.Customer_Gender, t.Customer_Occupation,
    PREDICT([Store_Name] AS [Prediction on Car_Renter])
FROM
    [Prediction_3]
NATURAL PREDICTION JOIN
    OPENQUERY(CarRentalXYZ, 'SELECT [Order_ID], cst.Customer_Age, cst.Customer_Gender,
cst.Customer_Occupation, car.Car_MakeName, car.Car_Model, car.Car_Series,
car.Car_SeriesYear, str.Store_Name
FROM dbo.XYZ_RentalOrder AS fct
LEFT JOIN dbo.XYZ_Customer AS cst ON cst.Customer_ID = fct.Order_Customer
LEFT JOIN dbo.XYZ_Car AS car ON car.Car_ID = fct.Order_Car
LEFT JOIN dbo.XYZ_Store AS str ON str.Store_ID = fct.Order_Store') AS t
```

Car_MakeName	Car_Model	Car_Series	Car_SeriesYear	Customer_Age	Customer_Gender	Customer_Occu	Expression
BMW	3	E46 18i	1999	52	M	Labour	St. Leonards_store
BMW	3	E36 18is SPORT	1998	52	M	Labour	St. Leonards_store
BMW	3	E46 18i	1999	52	M	Labour	St. Leonards_store
BMW	3	E36 18is SPORT	1998	52	M	Labour	St. Leonards_store
BMW	3	E36 28i	1996	53	M	Labour	St. Leonards_store
BMW	3	E46 18i EXECU	2001	53	M	Labour	St. Leonards_store
BMW	3	18i	1995	53	M	Labour	St. Leonards_store
BMW	X5	E53 MY06 UPG	2006	53	M	Labour	St. Leonards_store
BMW	3	E36 28i	1996	53	M	Labour	St. Leonards_store
BMW	3	18i	1995	53	M	Labour	St. Leonards_store
BMW	X5	E53 MY06 UPG	2006	53	M	Labour	St. Leonards_store
BMW	X5	E53 3.0d	2004	48	F	Labour	St. Leonards_store
BMW	3	18i	1997	48	F	Labour	St. Leonards_store
BMW	3	E46 18i	1999	48	F	Labour	St. Leonards_store
BMW	3	E46 18i	1999	48	F	Labour	St. Leonards_store
BMW	3	E46 18i	1999	48	F	Labour	St. Leonards_store
BMW	X5	E53 3.0d	2004	48	F	Labour	St. Leonards_store
BMW	3	18i	1997	48	F	Labour	St. Leonards_store
BMW	3	E46 18i	1999	48	F	Labour	St. Leonards_store
BMW	3	E90 20i	2006	48	M	Labour	St. Leonards_store
BMW	3	E90 20i	2006	48	M	Labour	St. Leonards_store
BMW	5	E39 23i	1996	48	M	Labour	St. Leonards_store
BMW	5	E39 30i SPORT	2002	48	M	Labour	St. Leonards_store
DATSUN	FAIRLADY	SPORTS	1964	48	M	Labour	St. Leonards_store
MAZDA	121	SHADES	1997	48	M	Labour	St. Leonards_store
BMW	5	E39 30i SPORT	2002	48	M	Labour	St. Leonards_store
DATSUN	FAIRLADY	SPORTS	1964	48	M	Labour	St. Leonards_store
MAZDA	121	SHADES	1997	48	M	Labour	St. Leonards_store
BMW	5	E39 23i	1996	48	M	Labour	St. Leonards_store
BMW	3	18is	1996	37	F	Labour	St. Leonards_store
BMW	3	E46 16ti	2004	37	F	Labour	St. Leonards_store
BMW	3	18i	1994	37	F	Labour	St. Leonards_store
DATSUN	180B	SSS	1977	37	F	Labour	St. Leonards_store
BMW	3	18i	1994	37	F	Labour	St. Leonards_store
DATSUN	180B	SSS	1977	37	F	Labour	St. Leonards_store
BMW	3	18is	1996	37	F	Labour	St. Leonards_store
BMW	3	E46 16ti	2004	37	F	Labour	St. Leonards store

```
SELECT t.Car_MakeName, t.Car_Model, t.Car_Series, t.Car_SeriesYear, t.Customer_Age,
t.Customer_Gender, t.Customer_Occupation,
  PREDICT([Car_MakeName] AS [Prediction on Car_Renter]),
  PREDICT([Car_Model] AS [Prediction on Car_Renter]),
  PREDICT([Car_Series] AS [Prediction on Car_Renter]),
  PREDICT([Car_SeriesYear] AS [Prediction on Car_Renter])
FROM
  [Prediction 4]
NATURAL PREDICTION JOIN
OPENQUERY(CarRentalXYZ, 'SELECT [Order_ID], cst.Customer_Age, cst.Customer_Gender,
cst.Customer_Occupation, car.Car_MakeName, car.Car_Model, car.Car_Series,
car.Car SeriesYear, str.Store Name
FROM dbo.XYZ_RentalOrder AS fct
LEFT JOIN dbo.XYZ_Customer AS cst ON cst.Customer_ID = fct.Order_Customer
LEFT JOIN dbo.XYZ_Car AS car ON car.Car_ID = fct.Order_Car
LEFT JOIN dbo.XYZ_Store AS str ON str.Store_ID = fct.Order_Store') AS t
```

Car_MakeName	Car_Model	Car_Series	Car_SeriesYear	Customer_Age	Customer_Gender	Customer_Occu	Expression	Expression	Expression	Expre
BMW	3	E46 18i	1999	52	M	Labour	BMW	3	ASTINA	2000
BMW	3	E36 18is SPORT	1998	52	M	Labour	BMW	3	ASTINA	200
BMW	3	E46 18i	1999	52	M	Labour	BMW	3	ASTINA	200
BMW	3	E36 18is SPORT	1998	52	M	Labour	BMW	3	ASTINA	200
BMW	3	E36 28i	1996	53	M	Labour	BMW	3	ASTINA	200
BMW	3	E46 18i EXECU	2001	53	M	Labour	BMW	3	ASTINA	200
BMW	3	18i	1995	53	M	Labour	BMW	3	ASTINA	2000
BMW	X5	E53 MY06 UPG	2006	53	M	Labour	BMW	JETTA	ASTINA	2006
BMW	3	E36 28i	1996	53	M	Labour	BMW	3	ASTINA	200
BMW	3	18i	1995	53	M	Labour	BMW	3	ASTINA	2006
BMW	X5	E53 MY06 UPG	2006	53	M	Labour	BMW	JETTA	ASTINA	2006
BMW	X5	E53 3.0d	2004	48	F	Labour	BMW	3	ASTINA	2006
BMW	3	18i	1997	48	F	Labour	BMW	3	ASTINA	2006
BMW	3	E46 18i	1999	48	F	Labour	BMW	3	ASTINA	2006
BMW	3	E46 18i	1999	48	F	Labour	BMW	3	ASTINA	2006
BMW	3	E46 18i	1999	48	F	Labour	BMW	3	ASTINA	2006
BMW	X5	E53 3.0d	2004	48	F	Labour	BMW	3	ASTINA	2006
BMW	3	18i	1997	48	F	Labour	BMW	3	ASTINA	2006
BMW	3	E46 18i	1999	48	F	Labour	BMW	3	ASTINA	2006
BMW	3	E90 20i	2006	48	M	Labour	BMW	PASSAT	ASTINA	2006
BMW	3	E90 20i	2006	48	M	Labour	BMW	PASSAT	ASTINA	2006
BMW	5	E39 23i	1996	48	M	Labour	BMW	3	ASTINA	2006
BMW	5	E39 30i SPORT	2002	48	M	Labour	BMW	3	ASTINA	2006
DATSUN	FAIRLADY	SPORTS	1964	48	M	Labour	VOLKSWAGEN	323	ASTINA	2006
MAZDA	121	SHADES	1997	48	M	Labour	VOLVO	323	ASTINA	2006
BMW	5	E39 30i SPORT	2002	48	M	Labour	BMW	3	ASTINA	2006
DATSUN	FAIRLADY	SPORTS	1964	48	M	Labour	VOLKSWAGEN	323	ASTINA	2006
MAZDA	121	SHADES	1997	48	M	Labour	VOLVO	323	ASTINA	2006
BMW	5	E39 23i	1996	48	M	Labour	BMW	3	ASTINA	2006
BMW	3	18is	1996	37	F	Labour	BMW	3	ASTINA	2006
BMW	3	E46 16ti	2004	37	F	Labour	BMW	3	ASTINA	2006
BMW	3	18i	1994	37	F	Labour	BMW	3	ASTINA	2006
DATSUN	180B	SSS	1977	37	F	Labour	BMW	3	ASTINA	2006
BMW	3	18i	1994	37	F	Labour	BMW	3	ASTINA	200
DATSUN	180B	SSS	1977	37	F	Labour	BMW	3	ASTINA	200
BMW	3	18is	1996	37	F	Labour	BMW	3	ASTINA	2006
RMW	3	F46 16ti	2004	37		Labour	RMW/	3	ASTINA	2006

Results

While predictions 1, 2, and 4 ran successfully and generated meaningful output, due to missing rules in task 3, prediction 3 ran, but gave a false positive output, i.e. it recommended the same store to every row in the batch prediction.