

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	4
Prediction 1	5
Prediction 2	6
Prediction 3	7
Prediction 4	7
Task 4: Prediction Queries	8
Prediction 1	8
Prediction 2	8
Prediction 3	9
Prediction 4	10
Results	11

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_SeriesYear] LONG 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')

```

Prediction 1

Mining Model:	Prediction_1	Viewer:	Microsoft Association Ru
Rules	Itemsets	Dependency Network	
Minimum probability:	0.40	Filter Rule:	
Minimum importance:	0.11	Show:	Show attribute name and value
<input type="checkbox"/> Show long name	Maximum rows:	2000	
Pr...	Importance	Rule	
1.000	0.643	Car_MakeName = RENAULT, Car_SeriesYear = 2002 -> Customer_Occupation = Retiree	
1.000	0.423	Car_Series = LE MY06 CRD, Car_Model = 300C -> Customer_Occupation = Manager	
1.000	0.423	Car_Series = LE MY06 CRD, Car_MakeName = CHRYSLER -> Customer_Occupation = Manager	
1.000	0.423	Car_Series = LE MY06 CRD, Car_SeriesYear = 2006 -> Customer_Occupation = Manager	
1.000	0.423	Car_Series = PROTEGE -> Customer_Occupation = Manager	
1.000	0.423	Car_Series = PROTEGE, Car_Model = 323 -> Customer_Occupation = Manager	
1.000	0.423	Car_Series = PROTEGE, Car_MakeName = MAZDA -> Customer_Occupation = Manager	
1.000	0.631	Car_Series = PRIVILEGE -> Customer_Occupation = Retiree	
1.000	0.631	Car_Series = PRIVILEGE, Car_MakeName = RENAULT -> Customer_Occupation = Retiree	
1.000	0.631	Car_Series = PRIVILEGE, Customer_Age >= 83 -> Customer_Occupation = Retiree	
1.000	0.594	Car_Series = 18i -> Customer_Occupation = Labour	
1.000	0.594	Car_Series = 18i, Car_Model = 3 -> Customer_Occupation = Labour	
1.000	0.594	Car_Series = 18i, Car_MakeName = BMW -> Customer_Occupation = Labour	
1.000	0.594	Car_Series = E46 18i -> Customer_Occupation = Labour	
1.000	0.594	Car_Series = E46 18i, Car_Model = 3 -> Customer_Occupation = Labour	
1.000	0.594	Car_Series = E46 18i, Car_MakeName = BMW -> Customer_Occupation = Labour	
1.000	0.731	Car_Model = S3 -> Customer_Occupation = Nurse	
1.000	0.731	Car_Model = S3, Car_Series = 1.8 -> Customer_Occupation = Nurse	
1.000	0.731	Car_Model = S3, Car_MakeName = AUDI -> Customer_Occupation = Nurse	
1.000	0.731	Car_Model = S3, Car_SeriesYear = 2000 -> Customer_Occupation = Nurse	
1.000	0.594	Car_Model = 5 -> Customer_Occupation = Labour	
1.000	0.594	Car_Model = 5, Car_MakeName = BMW -> Customer_Occupation = Labour	
1.000	0.594	Car_Model = X5 -> Customer_Occupation = Labour	
1.000	0.594	Car_Model = X5, Car_MakeName = BMW -> Customer_Occupation = Labour	
1.000	0.437	Car_Series = ASTINA SHADES, Customer_Age = 67 - 75 -> Customer_Occupation = Manager	
1.000	0.458	Car_Series = ASTINA SHADES, Car_MakeName = MAZDA -> Customer_Occupation = Manager	
1.000	0.437	Customer_Age = 67 - 75, Car_SeriesYear = 2006 -> Customer_Occupation = Manager	
1.000	0.444	Car_Series = ASTINA SHADES, Customer_Gender = M -> Customer_Occupation = Manager	
1.000	0.423	Car_Series = MY06 UPGRADE XSE HDI 2.0 TOURING, Customer_Age = 63 - 67 -> Customer_Occupation = Manager	
1.000	0.694	Car_SeriesYear = 2002, Customer_Age >= 83 -> Customer_Occupation = Retiree	
1.000	0.631	Car_Series = SPORT, Car_Model = CLIO -> Customer_Occupation = Retiree	
1.000	0.631	Car_Series = SPORT, Car_MakeName = RENAULT -> Customer_Occupation = Retiree	
1.000	0.631	Car_Series = SPORT, Car_SeriesYear = 2002 -> Customer_Occupation = Retiree	
1.000	0.631	Car_Series = SPORT, Customer_Age >= 83 -> Customer_Occupation = Retiree	
1.000	0.631	Car_Series = SPORT, Customer_Gender = F -> Customer_Occupation = Retiree	
1.000	0.600	Car_Series = 3C 3.2 V6 FSI -> Customer_Occupation = Labour	
1.000	0.600	Car_Series = 3C 3.2 V6 FSI, Car_Model = PASSAT -> Customer_Occupation = Labour	
1.000	0.600	Car_Series = 3C 3.2 V6 FSI, Car_SeriesYear = 2006 -> Customer_Occupation = Labour	
1.000	0.600	Car_Series = 3C 3.2 V6 FSI, Customer_Age = 40 - 49 -> Customer_Occupation = Labour	
Rules: 390			

Mining Model:
Prediction_1
Viewer:
Microsoft Association Ru

Rules
Itemsets
Dependency Network

Minimum support:
8
Filter Itemset:
Minimum itemset size:
0
Show:
Show attribute name and value
Maximum rows:
2000
☐ Show long name

Support	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

Itemsets: 1315

Prediction 2

Mining Model: Prediction_2 Viewer: Microsoft Association Ru

Rules Itemsets Dependency Network

Minimum probability: 0.40 Filter Rule:

Minimum importance: -0.13 Show: Show attribute name and value

☐ Show long name Maximum rows: 2000

Pr ...	Importance	Rule
1.000	0.458	Car_Series = ASTINA SHADES, Car_MakeName = MAZDA -> Customer_Occupation = Manager
1.000	0.423	Car_Series = LE MY06 CRD, Car_Model = 300C -> Customer_Occupation = Manager
1.000	0.423	Car_Series = LE MY06 CRD, Car_MakeName = CHRYSLER -> Customer_Occupation = Manager
1.000	0.423	Car_Series = LE MY06 CRD, Car_SeriesYear = 2006 -> Customer_Occupation = Manager
1.000	0.423	Car_Series = PROTEGE -> Customer_Occupation = Manager
1.000	0.423	Car_Series = PROTEGE, Car_Model = 323 -> Customer_Occupation = Manager
1.000	0.423	Car_Series = PROTEGE, Car_MakeName = MAZDA -> Customer_Occupation = Manager
1.000	0.771	Car_Series = PRIVILEGE -> Customer_Age >= 83
1.000	0.631	Car_Series = PRIVILEGE -> Customer_Occupation = Retiree
1.000	0.771	Car_Series = PRIVILEGE, Car_MakeName = RENAULT -> Customer_Age >= 83
1.000	0.631	Car_Series = PRIVILEGE, Car_MakeName = RENAULT -> Customer_Occupation = Retiree
1.000	0.594	Car_Series = 18i -> Customer_Occupation = Labour
1.000	0.594	Car_Series = 18i, Car_Model = 3 -> Customer_Occupation = Labour
1.000	0.594	Car_Series = 18i, Car_MakeName = BMW -> Customer_Occupation = Labour
1.000	0.594	Car_Series = E46 18i -> Customer_Occupation = Labour
1.000	0.594	Car_Series = E46 18i, Car_Model = 3 -> Customer_Occupation = Labour
1.000	0.594	Car_Series = E46 18i, Car_MakeName = BMW -> Customer_Occupation = Labour
1.000	0.731	Car_Model = S3 -> Customer_Occupation = Nurse
1.000	0.731	Car_Model = S3, Car_Series = 1.8 -> Customer_Occupation = Nurse
1.000	0.731	Car_Model = S3, Car_MakeName = AUDI -> Customer_Occupation = Nurse
1.000	0.731	Car_Model = S3, Car_SeriesYear = 2000 -> Customer_Occupation = Nurse
1.000	0.594	Car_Model = 5 -> Customer_Occupation = Labour
1.000	0.594	Car_Model = 5, Car_MakeName = BMW -> Customer_Occupation = Labour
1.000	0.594	Car_Model = X5 -> Customer_Occupation = Labour
1.000	0.594	Car_Model = X5, Car_MakeName = BMW -> Customer_Occupation = Labour
1.000	0.766	Car_Series = S, Car_MakeName = SAAB -> Customer_Occupation = Nurse
1.000	0.766	Car_Series = S, Car_Model = 40977 -> Customer_Occupation = Nurse
1.000	0.792	Car_Model = CLIO -> Customer_Age >= 83
1.000	0.649	Car_Model = CLIO -> Customer_Occupation = Retiree
1.000	0.212	Car_Series = 2 -> Customer_Gender = M
1.000	0.423	Car_SeriesYear = 2003, Car_MakeName = MAZDA -> Customer_Occupation = Manager
1.000	0.221	Car_SeriesYear = 1997, Car_MakeName = VOLVO -> Customer_Gender = M
1.000	0.766	Car_SeriesYear = 2001, Car_MakeName = SAAB -> Customer_Occupation = Nurse
1.000	0.700	Car_Model = 3 -> Customer_Occupation = Labour
1.000	0.594	Car_Model = 3, Car_SeriesYear = 1999 -> Customer_Occupation = Labour
1.000	0.700	Car_Model = 3, Car_MakeName = BMW -> Customer_Occupation = Labour
1.000	0.634	Car_Model = POLO -> Customer_Occupation = Labour
1.000	0.504	Car_MakeName = CHRYSLER -> Customer_Occupation = Manager
1.000	0.765	Car_Model = 206, Car_SeriesYear = 2006 -> Customer_Age = 63 - 67

Rules: 493

Mining Model: Prediction_2 Viewer: Microsoft Association Ru

Rules Itemsets Dependency Network

Minimum support: 8 Filter Itemset:

Minimum itemset size: 0 Show: Show attribute name and value

Maximum rows: 2000 ☐ Show long name

Support	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	Customer_Age = 67 - 75, Customer_Occupation = Manager
81	2	Car_MakeName = MAZDA, 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	3	Car_MakeName = MERCEDES-BENZ, Customer_Age >= 83, Customer_Occupation = Retiree
79	2	Car_MakeName = MERCEDES-BENZ, Customer_Occupation = Retiree
79	2	Customer_Occupation = Labour, Customer_Gender = M
79	2	Car_Model = 323, Car_MakeName = MAZDA
79	2	Car_MakeName = MERCEDES-BENZ, Customer_Age >= 83
79	3	Car_Model = 323, Car_MakeName = MAZDA, Customer_Occupation = Manager
79	2	Car_Model = 323, Customer_Occupation = Manager
78	3	Customer_Age >= 83, Customer_Occupation = Retiree, Customer_Gender = M
78	2	Customer_Age = 63 - 67, Customer_Occupation = Manager
78	2	Customer_Age >= 83, Customer_Gender = M
77	2	Car_MakeName = MERCEDES-BENZ, Customer_Gender = M

Itemsets: 1315

Prediction 3

Prediction 4

Mining Model:	Prediction_4	Viewer:	Microsoft Association Ru
Rules	Itemsets	Dependency Network	
Minimum probability:	0.40	Filter Rule:	
Minimum importance:	0.45	Show:	Show attribute name and value
<input type="checkbox"/> Show long name		Maximum rows:	2000
↓ Probability	Importance	↑ Rule	
1.000		Car_MakeName = AUDI, Car_SeriesYear = 2000 -> Car_Model = 53	
1.000		Car_MakeName = AUDI, Car_SeriesYear = 2000 -> Car_Series = 1.8	
1.000		Car_MakeName = CHRYSLER, Car_SeriesYear = 2006 -> Car_Model = 300C	
1.000		Car_MakeName = MITSUBISHI -> Car_Model = 380	
1.000		Car_MakeName = MITSUBISHI -> Car_Series = DB	
1.000	1.	Car_MakeName = MITSUBISHI -> Car_SeriesYear = 2005	
1.000		Car_MakeName = MITSUBISHI, Car_Model = 380 -> Car_Series = DB	
1.000	1.	Car_MakeName = MITSUBISHI, Car_Model = 380 -> Car_SeriesYear = 2005	
1.000		Car_MakeName = MITSUBISHI, Car_SeriesYear = 2005 -> Car_Model = 380	
1.000		Car_MakeName = MITSUBISHI, Car_SeriesYear = 2005 -> Car_Series = DB	
1.000		Car_MakeName = MITSUBISHI, Customer_Age = 40 - 49 -> Car_Model = 380	
1.000		Car_MakeName = MITSUBISHI, Customer_Age = 40 - 49 -> Car_Series = DB	
1.000	1...	Car_MakeName = MITSUBISHI, Customer_Age = 40 - 49 -> Car_SeriesYear = 2005	
1.000		Car_MakeName = MITSUBISHI, Customer_Gender = M -> Car_Model = 380	
1.000	1.	Car_MakeName = MITSUBISHI, Customer_Gender = M -> Car_SeriesYear = 2005	
1.000		Car_MakeName = MITSUBISHI, Customer_Occupation = Manager -> Car_Model = 380	
1.000		Car_MakeName = MITSUBISHI, Customer_Occupation = Manager -> Car_Series = DB	
1.000	1...	Car_MakeName = MITSUBISHI, Customer_Occupation = Manager -> Car_SeriesYear = 2005	
1.000		Car_MakeName = NISSAN -> Car_Model = 200	
1.000		Car_MakeName = NISSAN, Car_SeriesYear = 1998 -> Car_Model = 200	
1.000		Car_MakeName = NISSAN, Car_SeriesYear = 2002 -> Car_Model = 200	
1.000		Car_MakeName = NISSAN, Customer_Age = 63 - 67 -> Car_Model = 200	
1.000		Car_MakeName = NISSAN, Customer_Gender = F -> Car_Model = 200	
1.000		Car_MakeName = NISSAN, Customer_Gender = M -> Car_Model = 200	
1.000		Car_MakeName = NISSAN, Customer_Occupation = Manager -> Car_Model = 200	
1.000		Car_MakeName = NISSAN, Customer_Occupation = Retiree -> Car_Model = 200	
1.000	0.846	Car_Model = 180 -> Car_MakeName = MERCEDES-BENZ	
1.000		Car_Model = 180 -> Car_Series = E LIMITED EDITION	
1.000	0.811	Car_Model = 180, Car_SeriesYear = 1994 -> Car_MakeName = MERCEDES-BENZ	
1.000	0.819	Car_Model = 180, Car_SeriesYear = 1994 -> Car_Series = E LIMITED EDITION	
1.000		Car_Model = 180, Customer_Age >= 83 -> Car_MakeName = MERCEDES-BENZ	
1.000		Car_Model = 180, Customer_Age >= 83 -> Car_Series = E LIMITED EDITION	
1.000	0.819	Car_Model = 180, Customer_Occupation = Retiree -> Car_MakeName = MERCEDES-BENZ	
1.000		Car_Model = 180, Customer_Occupation = Retiree -> Car_Series = E LIMITED EDITION	
1.000		Car_Model = 200 -> Car_MakeName = NISSAN	
1.000		Car_Model = 200, Car_SeriesYear = 1998 -> Car_MakeName = NISSAN	
Rules: 847			

Mining Model:	Prediction_4	Viewer:	Microsoft Association Ru
Rules	Itemsets	Dependency Network	
Minimum support:	8	Filter Itemset:	
Minimum itemset size:	0	Show:	Show attribute name and value
Maximum rows:	2000	<input type="checkbox"/> Show long name	
↓ Support	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	Customer_Age = 67 - 75, Customer_Occupation = Manager	
81	2	Car_MakeName = MAZDA, Customer_Occupation = Manager	
80	2	Customer_Occupation = Manager, Customer_Gender = F	
80	2	Customer_Age = 40 - 49, Customer_Occupation = Labour	
79	1	Car_Model = 323	
79	2	Customer_Occupation = Labour, Customer_Gender = M	
79	3	Car_MakeName = MERCEDES-BENZ, Customer_Age >= 83, Customer_Occupation = Retiree	
79	2	Car_Model = 323, Customer_Occupation = Manager	
79	2	Car_Model = 323, Car_MakeName = MAZDA	
79	2	Car_MakeName = MERCEDES-BENZ, Customer_Age >= 83	
79	3	Car_Model = 323, Car_MakeName = MAZDA, Customer_Occupation = Manager	
79	2	Car_MakeName = MERCEDES-BENZ, Customer_Occupation = Retiree	
78	3	Customer_Age >= 83, Customer_Occupation = Retiree, Customer_Gender = M	
78	2	Customer_Age >= 83, Customer_Gender = M	
78	2	Customer_Age = 63 - 67, Customer_Occupation = Manager	
77	2	Car_MakeName = MERCEDES-BENZ, Customer_Gender = M	
Itemsets: 1315			

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	Expression
54	M	BMW	3	E36 28i	1996	Labour

Prediction 2

```
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
```

Messages		Results				
Car_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 18i	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 18i	2002	65	F	Labour
BMW	5	25i	1991	65	M	Labour
VOLKSWAGEN	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
VOLKSWAGEN	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

Prediction 3

```

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

Prediction 4

```

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

```

Messages		Results								
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	2006
BMW	3	E36 18is SPORT	1998	52	M	Labour	BMW	3	ASTINA	2006
BMW	3	E46 18i	1999	52	M	Labour	BMW	3	ASTINA	2006
BMW	3	E36 18is SPORT	1998	52	M	Labour	BMW	3	ASTINA	2006
BMW	3	E36 28i	1996	53	M	Labour	BMW	3	ASTINA	2006
BMW	3	E46 18i EXECU...	2001	53	M	Labour	BMW	3	ASTINA	2006
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	3	E36 28i	1996	53	M	Labour	BMW	3	ASTINA	2006
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	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 18i	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	2006
DATSUN	180B	SSS	1977	37	F	Labour	BMW	3	ASTINA	2006
BMW	3	18is	1996	37	F	Labour	BMW	3	ASTINA	2006
BMW	3	E46 18i	2004	37	F	Labour	BMW	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.