**Bus Adm 816**

**Software Exercise 5**

**Due: December 10**

In this assignment, you will work on a data mining exercise on association rules using SAP Predictive Analytics. The exercise, which has been posted separately on D2L, is based on Chapter 11 from the text. The data file needed for completing the exercise has also been posted.

Please read the following instructions before competing the exercise:

Chapter 11: Exercise 1 (Association Analysis)

Take screenshots after completing the following steps in the exercise; post the screenshots into a Word or Excel file called SW Ex5 XXX, where XXX is your 3-digit student id:

3a, 4e, 4g, 4i, 5f

In step 6f, name the file Titanic\_rules XXX and post this to your student dropbox.

In step 6i, explain the first and last rule in terms of support, confidence, and lift, and then

answer Questions 1, 2 and 3 (post your responses in the SW Ex5 XXX document). Submit the document to the Student Dropbox.