Data Mining Assignment 1

1. What the data is.

The data is about “More” super market near my house.

1. What type of benefit you might hope to get from data mining.

From the data mining, I would at least know on which product am spending more money and which product is more necessary to buy for the house rather than spending in unnecessary things. I would also get to know how much am spending for one-time shopping and how can I reduce the money spent. I will also know when buying one item, which item is frequently bought together.

1. What type of data mining (classification, clustering, etc.) you think would be relevant.

Association rule mining is more relevant because Association rule mining is a procedure which aims to observe frequently occurring patterns, correlations, or associations from datasets found in various kinds of databases such as relational databases, transactional databases, and other forms of repositories.

Association Rule Mining is sometimes referred to as “Market Basket Analysis”, as it was the first application area of association mining. The aim is to discover associations of items occurring together more often than you’d expect from randomly sampling all the possibilities.

4. Name one type of data mining that you think would not be relevant, and describe briefly why not.

Regression wouldn’t be relevant because Regression analysis is a reliable method of identifying which variables have impact on a topic of interest. The process of performing a regression allows you to confidently determine which factors matter most, which factors can be ignored, and how these factors influence each other.