

CASE 1

Association Rules

1. Launch SAS Enterprise Miner

Steps: Please refer to SAS EM Installation Part 2.

1. Sign on the Control Center at <https://odamid.oda.sas.com>
2. Click SAS Enterprise Miner link which will start downloading a file (e.g., main.jnlp).
3. Run the downloaded file (e.g., main.jnlp).
4. If JAVA Update window appears, click Later.
5. Click Run

2. Opening an existing project (e.g., PA2020)

Steps: Click Open Project → Select PA2020 → Click OK

3. Creating new diagram

Steps: File → New → Diagram (e.g., Case 1)

4. Adding a SAS dataset to Data Sources

Steps: File → New → Data Source → Source: SAS Table → Click Browser → Click padata → Click data file (e.g., Ar_cosmetics)

5. Adding a SAS dataset in SAS EM

Steps: Data Sources in Project panel ➔ Move data source to Diagram panel

6. Changing Variable Roles

Steps: Click the data source node and right click ➔ Edit Variables ➔ Change roles (Note: Association Rule requires one ID variable and one Target variable)

- Transaction: ID
- Item: Target

7. Changing Data Set Role

Steps: Click the data source node ➔ Role under Train (in Properties panel)

- Note: Association Rule requires transaction data set.

8. Adding an Association node

Steps: Explore ➔ Association

9. Creating Process Flow

Steps: Connect the data source node to the Association node

10. Changing Criteria

- Association ➔ Property Panel
- Minimum Confidence = 50
- Support Type = Count
- Minimum Support = 100

11. Running Association Rules

- Run the Association note and see the Results

12. Viewing the descriptions of the rules

Steps: View ➔ Rules ➔ Rule Descriptions

- Notice the symmetry in rules