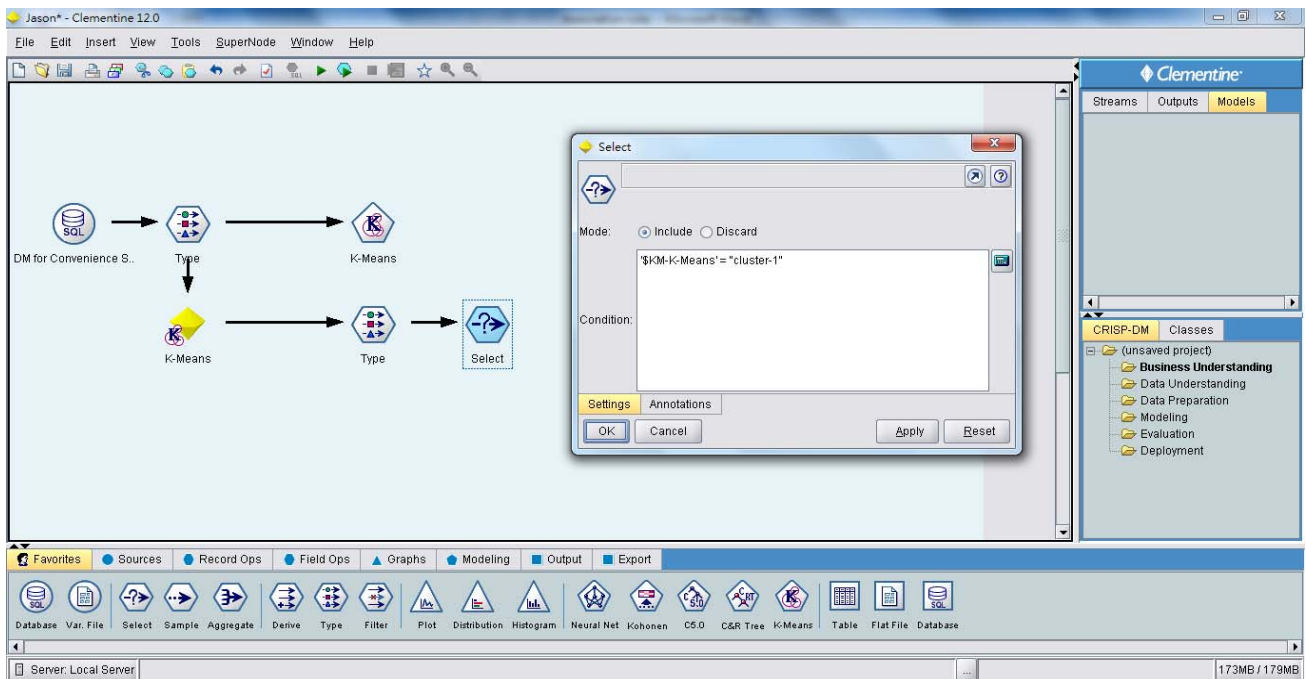
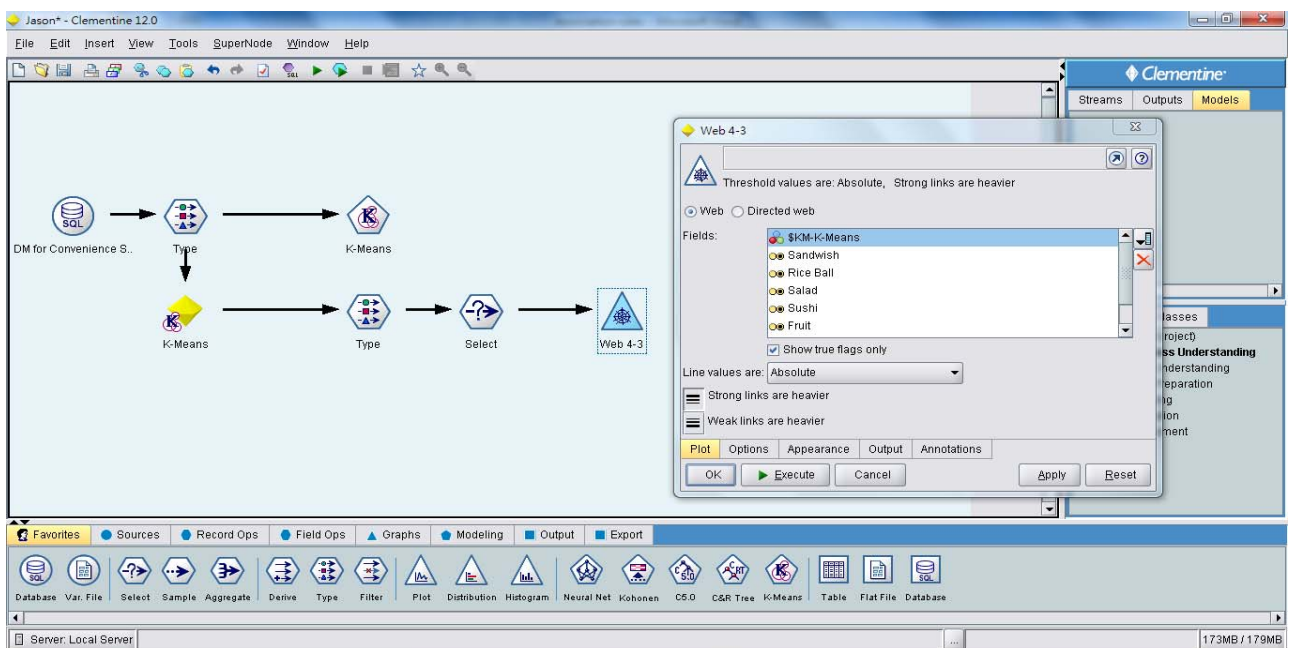


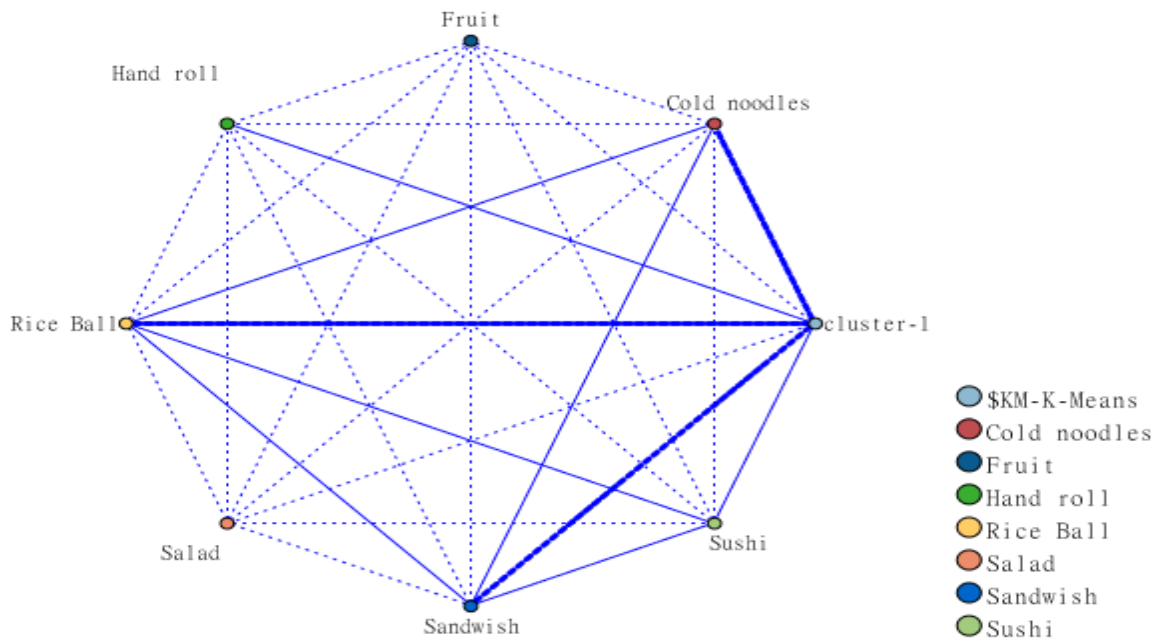
Association rules instruction on SPSS Modeler



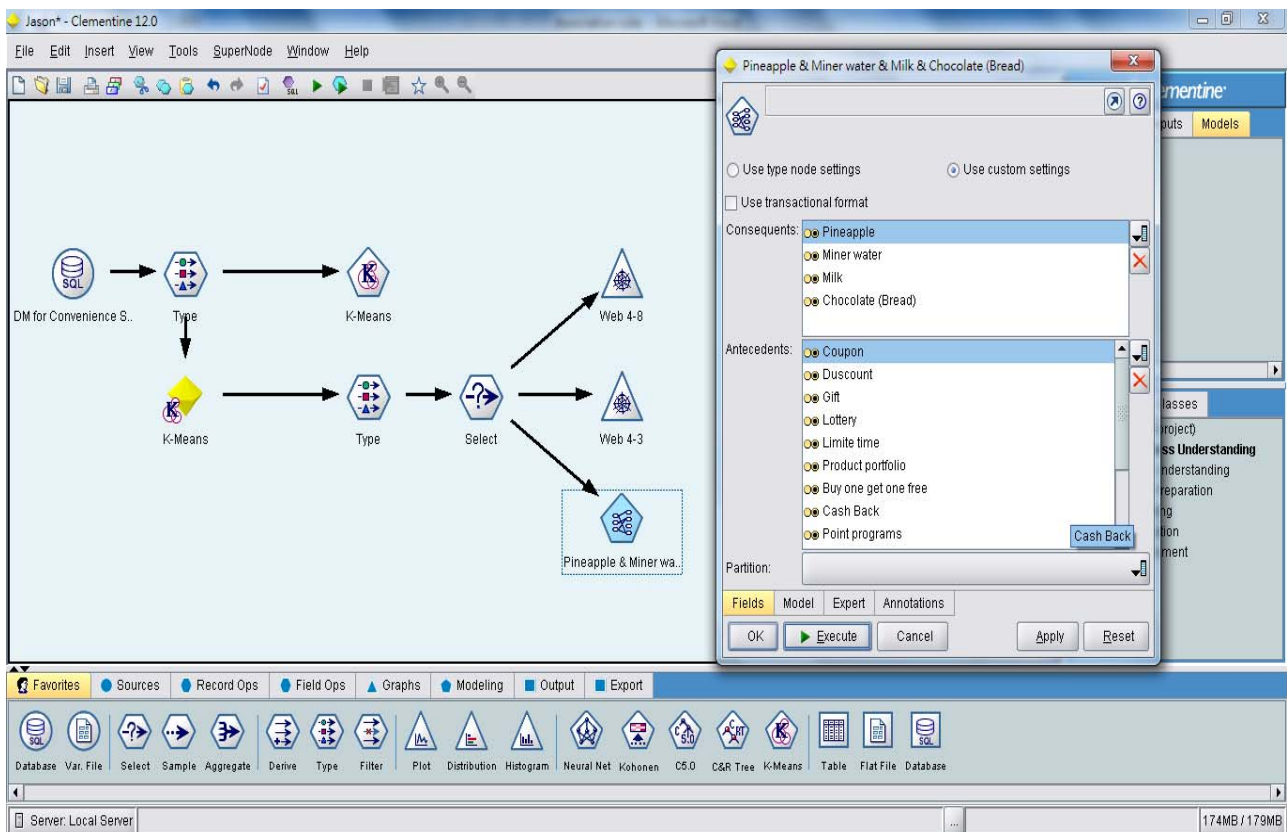
Customer profile is start at analyzing customer Cluster-1. Retrieve Cluster-1 node file of .CSV file from Disk.



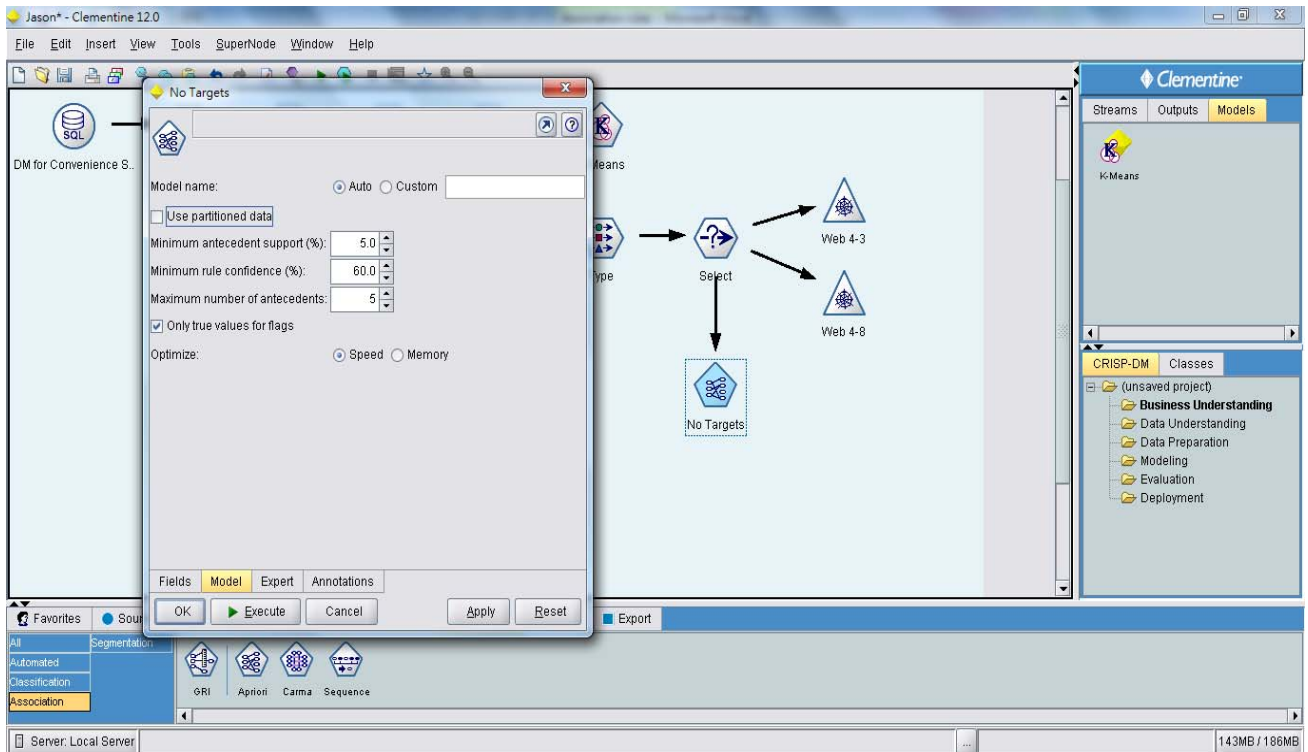
Association rules are analyzed to Cluster 1 on fresh food preference and purchase behaviors by retrieving data from database. Analysis results are generated on below association map diagram.



Association map of fresh food



In addition, association rules are analyzed to Cluster 1 on fresh food preference and purchase behaviors for a product mix design by generating node from Disk and retrieving data from database.



In this analysis, mini support is set up to 5% and mini confidence is set up to 60%.

C:\Users\Wen\Desktop\Pineapple & Miner water & Milk & Chocolate (Bread).html - Windows Internet Explorer

C:\Users\Wen\Desktop\Pineapple & Miner water & Milk & Chocolate (Bread).html

Cluster-1 Bread Products Preferences

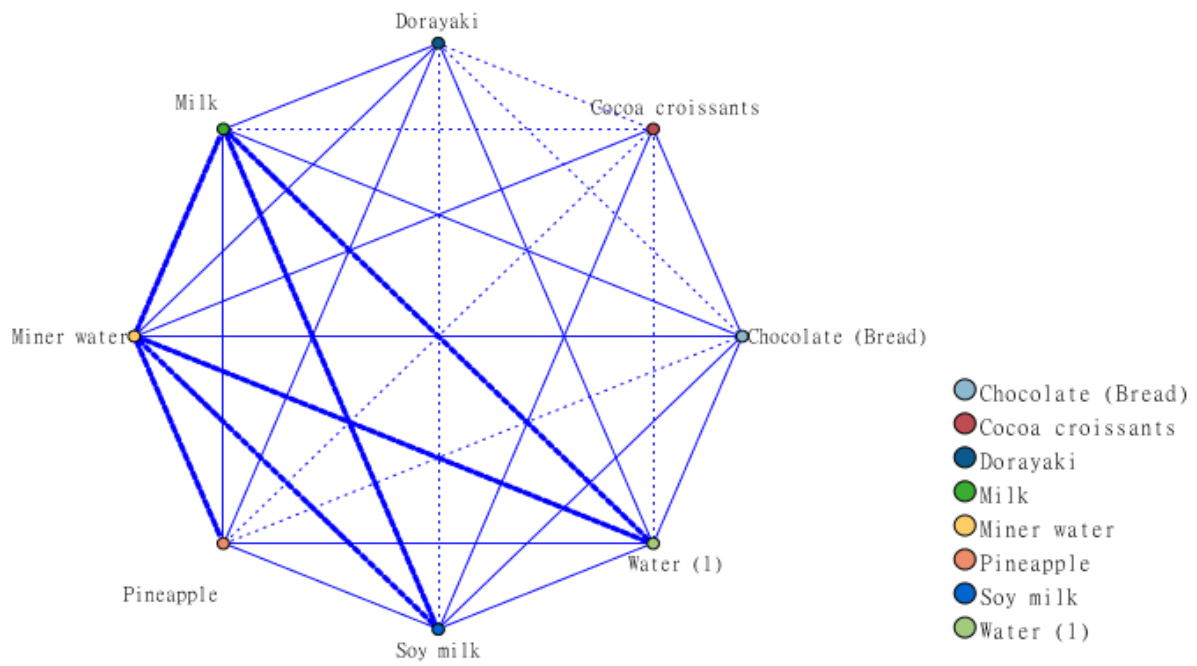
	Consequent	Antecedent	Support %	Confidence %	Lift
1	Chocolate Bread	Toast and Discount	11.336	89.286	2.141
2	Pineapple	The second half price of the same commodity and Apple Sidra	5.668	78.571	1.866
3	Milk	Grape Juice and Coupon	6.478	93.75	1.666
4	Miner water	Grapes Toast Thick Slice and Discount	6.478	87.5	1.578
5	Miner water	Cash Back	6.085	63.333	1.006
6	Miner water	Product portfolio and Toast = 2	5.68	60.714	0.948
7	Miner water	Grape juice and Buy one get one free	12.373	60.656	0.947
8	Miner water	Product portfolio and Buy one get one free	6.085	60.0	0.932

完成

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100%

Then, we can find some association rules on the bread product preference.



Association map of product mix of fresh food

Then, association rules are analyzed to Cluster-1 on a product mix of fresh food. Analysis results are generated on above association map diagram.