Take the bank-data-final.arff file posted online, and perform association rule analysis using WEKA to answer the following questions. Change options for Apriori to obtain a longer list of rules as follows: change minMetric to 0.8 and change numRules to 100. Run Apriori. Copy resulting rules to MS Word so you can search for rules about pep and interpret those rules.

1). What types of customers have a higher chance of buying a personal equity plan (pep=YES)? What types of customers have a lower chance of buying a personal equity plan?

2). Please examine the results and identify two interesting rules and explain why you think they are interesting.

Below is the description of the attributes in the data.

|  |  |
| --- | --- |
| **age** | age of customer in years |
| **sex** | MALE / FEMALE |
| **region** | inner\_city/rural/suburban/town |
| **income** | income of customer |
| **married** | is the customer married (YES/NO) |
| **children** | number of children |
| **car** | does the customer own a car (YES/NO) |
| **save\_acct** | does the customer have a saving account (YES/NO) |
| **current\_acct** | does the customer have a current account (YES/NO) |
| **mortgage** | does the customer have a mortgage (YES/NO) |
| **pep** | did the customer buy a PEP (Personal Equity Plan) after the last mailing (YES/NO) |