

# SAS Enterprise Miner Exercise and Assignment Handbook for Higher Education

## Conducting an Association Analysis Using SAS Enterprise Miner (5 Points)

A store is interested in determining the associations between items purchased from the Health and Beauty Aids Department and the Stationery Department. The store chose to conduct a market basket analysis of specific items purchased from these two departments. The **TRANSACTIONS** data set contains information about more than 400,000 transactions made over the past three months. The following 17 products are represented in the data set: bar soap, bows, candy bars, deodorant, greeting cards, magazines, markers, pain relievers, pencils, pens, perfume, photo processing, prescription medications, shampoo, toothbrushes, toothpaste, and wrapping paper. (Please attach screenshots for each step performed in the following sub-questions, from a to g)

There are four variables in the data set:

| Name        | Model Role | Measurement Level | Description                        |
|-------------|------------|-------------------|------------------------------------|
| STORE       | Rejected   | Nominal           | Identification number of the store |
| TRANSACTION | ID         | Nominal           | Transaction identification number  |
| PRODUCT     | Target     | Nominal           | Product purchased                  |
| QUANTITY    | Rejected   | Interval          | Quantity of this product purchased |

- Create a new diagram. Name the diagram **Transactions**.
- Create a new data source using the data set **AAEM.TRANSACTIONS**. (This data source is available in the AAEM e-book data library -- you should already have it on your computer after our hands-on exercise on association rules.)
- Assign the variables **STORE** and **QUANTITY** the model role **Rejected**. These variables will not be used in this analysis. Assign the **ID** model role to the variable **TRANSACTION** and the **Target** model role to the variable **PRODUCT**.
- Add the node for the **TRANSACTIONS** data set and an **Association** node to the diagram.

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