Assignment for Affinity Marketing Lab

This assignment can be completed with your Project Team

In several places in the videos, we discuss that there are certain judgment calls made by the designers of this data mining project. They decide to include/exclude certain attributes. They decide to compute certain additional attributes. They decide on how to handle any missing values. They decide which algorithms to use, and which parameters to use for those algorithms. And so forth.

1. Discuss two such decisions that the designers made. In each case:
   1. List the exact process that you are discussing. Use the process name and operation number, as numbered on the handout that I distributed in class.
   2. Why do you think the designers made this decision? Clearly, they feel that this decision will benefit the analysis of the data and somehow support the classification process. Be specific about how and why that decision might be appropriate in improving the classification.
   3. Test the decision of the designers.
      1. Either delete the process, modify the process/attribute or change some parameters. Describe (concisely) exactly the change that you have made.
      2. Explain why you might think that this would be a reasonable attempt to improve the classification.
      3. Report your conclusions: Did your change help the classification? If so, why do you think it did? If not, why not?
2. Thinking creatively: try to introduce some additional change (not necessarily related to a decision that the designers made, but some additional approach that you may have) to improve the classification process.
   1. List the exact place in which process, between which two operations, that you are introducing your change.
   2. Specify the exact operation(s) that you are introducing. Explain your choice.
   3. Test, and report on your results.
   4. I am more interested in why you would think of selecting a specific algorithm and whether you understand why it improved or didn’t improve the process.