

以經驗法則應用在關聯法則門檻值制定之研究

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摘要

挖掘關聯法則(Association Rules)是有關資料探勘中的一種重要技術之一，所謂挖掘關聯規則，就是從交易資料庫中，找出交易項目之間的關聯性。由於規則的產生必須大於支持度(Support)及信度(Confidence)的門檻值，這樣挖掘出的規則才具有意義。然而門檻值的大小必須由相關的專家所制定，尚無一定的準則可循。有鑑於此，本研究企圖以分位數的原理來制定門檻值，使所挖掘出的規則較具意義。在本研究之關聯法則門檻值之制訂方式，我們定義為某百分位數，也就是使用者認為其需要前百分之多少重要之規則。在這裡我們假設這些百分位數與算術平均數、偏態係數與峰態係數等統計參數存在某種關係。我們試圖利用這些統計參數找出經驗公式，以便能快速訂出門檻值，讓進行關聯法則之挖掘時，在門檻值訂定方面有所依據。

關鍵詞：資料探勘、關聯法則、大項目集合、支持度、信度、經驗法則、偏態、峰態。

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