

Zgłoszenie tematu pracy dyplomowej :: STUDIA I STOPNIA ::

Promotor:	Dr hab. Jozef Kapusta, prof. UP
Temat pracy dyplomowej (j. polski, j. angielski):	E-shop Module for Market Basket Analysis
Zakres pracy i oczekiwane rezultaty praktyczne:	<p>Market Basket Analysis is a modeling technique based on the theory that if you buy a certain group of items, you are more (or less) likely to buy another group of items. A typical objective of the analysis, when applying market basket analysis, is to produce a set of association rules. Association analysis can look to see if there are combinations of products that co-occur in transactions frequently.</p> <p>The aim of bachelor's thesis is to develop a module that would be included as a part of selected e-shop systems. The primary goal of the module is to create association rules with market basket analysis from data about orders.</p>
*Wymagane oprogramowanie/języki programowania:	PHP, SQL
*Środowisko uruchomieniowe:	Windows or Linux
Dodatkowe wymagania i uwagi:	English language
*Literatura:	<p>1. AGRAWAL, R., SRIKANT, R. 1994. Fast Algorithms for Mining Association Rules in Large Databases. Proceedings of the 20th International Conference on Very Large Databases, pp 487-499.</p> <p>2. Association Rules (Market Basket Analysis) – http://www.ms.unimelb.edu.au/~odj/Teaching/dm/1%20Association%20Rules%2008.pdf</p> <p>3. BING, L. 2011. Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data. Springer Heidelberg. p. 637. ISBN 978-3-642-19459-7.</p>

*pola opcjonalne