USE OF „SHOPPING BASKET" MODEL FOR FLUID FLOW PROBLEM SOLUTION

Dr. Hua Nam Son, PhD, főiskolai docens
Budapesti Gazdasági Főiskola
(hua.nam.son@pszfb.bgf.hu)

Dr. Gubán Miklós, PhD, főiskolai tanár
Gábor Dénes Főiskola
(guban@gdf.hu)

Abstract

Discovering common shopping baskets is a very attractive topic of data mining theory. In these researches the purchases (transactions) of the buyers are considered as a set of goods. However researchers are interested in the batch of goods chosen by the customers. In our recent study the purchases of customers (transactions) are not considered to be a set of batch of goods, but the set of volume of goods, which allows us to use an algebraic approach contributing to the formal description of shopping basket model. Our approach differs from other approaches in previous studies, that we have considered the volume of transactions in batches. The advantage of this approach is the better illumination of inter-transaction subsystems, and the role of network structure above them. In this general model we re-examine some of the known issues by net-theory assets. We present an explicit representation for frequent customers' baskets and for association rules. As a direct result of this issue algorithms are defined to explore frequent customers baskets and association rules.

A kutatás az EMMI-26130-2/2013/TUDPOL támogatásból valósul meg a Budapesti Gazdasági Főiskolán.