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Abstract
For the information technology has advanced increasingly and the transaction of the product between companies has been conducted frequently, the transaction information which had a great deal of considerable accumulation and was dealt by hand has gradually transformed into being dealt by the computer. However, what this thesis is interested in and what the business also wants to know is how to dig up the useful relative information about consumption for the business and how to apply it to the marketing strategy to both buyers' and sellers' satisfaction while the raising frequency of the consumption results in growing transaction information. Therefore, this thesis tries to discover the hidden correlation between products and products. Then, to the business of market products, some peripheral products related to these market products can be successfully sold as a matter of course. Nevertheless, under the real transaction situation, it is not sufficient to reveal only the correlation between products and products. In view of this, this thesis adds the concept of time, because there is often time-space sequence occurring when the consumers buy the products. For example, after buying the A-item product, the consumers have the inclination for buying B-item product a couple of days later, and even C-item product more few days later. Accordingly, if the association rules of time-space sequence of different items can be found from the consumers' transaction information, they must be very helpful reference information to those business managers who want to analyze the consumers' consumption behavior and the consumers' consumption mode.

In this thesis, the data source for exploration is the consumers' transaction information. It assumes that the itemset of each consumer's transaction information contains time-space sequence. For example, A2B5C as a consumer's transaction information means that this consumer buys B-item product two days later after buying A-item product, and buys C-item product five days later after buying B-item product. This thesis uses the idea of association rules proposed by R. Agrawal and R. Srikant and the idea of simple association rules proposed by Chen Yen-liang and Ling Chun-ching, and then adds the modified design of TSSP (time-space sequential pattern) to analyze time-space sequence as a factor of consumers' consumption behavior. It can not only successfully discover the correlation between products and products, but also identifies the sequence between products and products with time-space sequence; moreover, it can provide the business a reference to make marketing strategy.
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