Analysis of Users' Behavior on Book Loan Log Based on Association Rule Mining

Authors : Kanyarat Bussaban, Kunyanuth Kularbphettong

Abstract : This research aims to create a model for analysis of student behavior using Library resources based on data mining technique in case of Suan Sunandha Rajabhat University. The model was created under association rules, apriori algorithm. The results were found 14 rules and the rules were tested with testing data set and it showed that the ability of classify data was 79.24 percent and the MSE was 22.91. The results showed that the user's behavior model by using association rule technique can use to manage the library resources.