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RESEARCH ARTICLE

Mining Association Rules to Improve Academic Performance

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Abstract—The main objective of higher education institutions is to provide quality education to its students. Institutions hope to improve the quality of education by identifying the set of students that needs special focus to clear the exams such that appropriate steps can be taken to improve the overall success ratio of the students. This will result in excellent placements and hereby increasing the quality intake of students in subsequent years. A system to analyze the performance of students using association analysis algorithm is being described in this paper. This paper will assist the academic planners in identification of students that need more attention such that the extra efforts can be employed on these set of students to improve the results.

Keywords—Data Mining; Business Intelligence; WEKA; Data Visualization; Association Analysis

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