Association Rule Learning

# Apriori:

This algorithm is made of 3 things Support, Confidence, Lift

Ex. Movie recommendation

**Support** = No. of people who have seen movie M1.

**Confidence** = No. of people who has also seen movie M2.

If we randomly suggest a person to watch M2, what is the probability of them liking it?

**Lift** = No. of people who have seen M1 also out of the people who has seen M2.

* So we set the Minimum values for both Support and Confidence and perform the algorithm.

# Eclat