*Data Source: Jeffrey, O., James, J. C., Michael, F., Jeffrey, D. C., & David, A. (2014). Essentials of Business Analytics. Cengage Learning, Inc.*

Apple Computers tracks their online transactions at iStore. The brand interested in learning about the purchase patterns of its customers. It can use these patterns to provide recommendations as a customer browses their website.

Each row indicates the iPad features and accessories selected by a customer.

Use a minimum support of 10% and confidence of 50% to generate a list of association rules.

1. Review the top 15 rules and summarize your suggestions