Dataset Source:

Adopted from <http://archive.ics.uci.edu/ml/datasets/msnbc.com+anonymous+web+data>

This data describes the page visits of users who visited msnbc.com on September 28, 1999. Visits are recorded at the level of URL category (see description) and are recorded in time order.

Each sequence in the dataset corresponds to page views of a user during that twenty-four-hour period.

The categories are "business", "community news", "frontpage", "frontpagemisc", "frontpageon-air", "frontpage-opinion", "health", "living", "local", "misc", "msn-news", "msn-sports", "on-air", "opinion", "tech", "travel", "weather"

Identify The top 5 interesting rules.

Any recommendations for website design or ad placements?