Based on the scenario described below, generate all possible association rules with values for confidence, support (for dependent), and lift.  Submit your solutions in a Word document (name it AssocRulesXXX) to the student dropbox by 11:00 pm, Wednesday, December 6.

**Scenario**

800,000 transactions

650,000 cell phones

200,000 cases

100,000 screen protectors

20,000 battery chargers

50,000 cell phones, cases 🡪 transactions

*Confidence-* 50,000/800,000 \* 100 = 6.25%

*Support-* 750,000/850,000 = 88.23%

*Lift-* 6.25/88.23= 7.08

25,000 cell phones, screen protectors

*Confidence-*

*Support-*

*Lift-*

17,000 cell phones, battery chargers

*Confidence-*

*Support-*

*Lift-*

16,000 cases, screen protectors

*Confidence-*

*Support-*

*Lift-*

7,000 cases, battery chargers

*Confidence-*

*Support-*

*Lift-*

7,000 screen protectors, battery chargers

*Confidence-*

*Support-*

*Lift-*

10,000 cell phones, cases, screen protectors

*Confidence-*

*Support-*

*Lift-*

10,000 cell phones, cases, battery chargers

*Confidence-*

*Support-*

*Lift-*

9,000 cell phones, screen protectors, battery chargers

*Confidence-*

*Support-*

*Lift-*

6,000 cases, screen protectors, battery chargers

*Confidence-*

*Support-*

*Lift-*

5,000 cell phones, cases, battery chargers, screen protectors

*Confidence-*

*Support-*

*Lift-*