**ASSOCIATION RULE MINING**

Association Rule Mining (ARM) is defined as the data mining technique of using machine learning in analyzing associations and relationships between and among the dataset. It generates rules which will tally the frequency of the instance that items occurs together in a transaction. There are many applications of ARM such as Market Basket Analysis, Medical Diagnosis, Protein Sequence. The Apriori Algorithm is used to determine the strength or weakness of the association between two items. The rule with the high coverage, high support, high confidence and the highest lift will be considered in this analysis.

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| **SAS Miner Process Flow** |
| **Output** |