1. Describe the two main methods of representing market basket data. What are the benefits

and drawbacks of each?

Well the two main methods are methods that use transactional data format and or a tabular data format.You could even use a pie chart if you wanted to According to our book, the transactional data format only requires two fields, and ID and a content field. A benefit to using a pie chart to display the data that it is easy to understand. You also do not have to be able to understand technical terms to read a pie chart. A drawback of a pie chart is that they do not always have exact information. Also if you just look at charts you may miss out on analysing underlying factors. Now a benefit to using a table is that the information presented is accurate. The table also covers all and or most factors whether they are important or not so you have access to all information. A drawback of a table would be it can be very time consuming to build the table. The table is prone to errors if built by humans.

2. Describe support and confidence. Express the formula for confidence using support.

Well when we talk about support and confidence, we want to bring in the association rule which is an implication expression in the form of A -> B where A and B are disjoint itemsets. The strength of the association rule can and is measured in turns of support and confidence. So when we talk about support we are talking about how often a rule is applicable to a given data set. Now confidence determines how frequently how frequently items in B appear in transaction that contain A. Now the support for a particular association rule A -> is the proportion of transactions in D that contain both A and B. The confidence of the association rule A->B is a measure of accuracy of the rule, which is then determined the percentage of transaction in D containing A that will also contain B.

