Association Rule Learning models:

1. Apriori
2. Eclat

**Apriori :**

**(Support , Confidence, Lift)**

**Movie recommendation M1 and M2 are movies.**

**Support(M1) =**  (# user watchlist containing M1) / (# No of users)

**Confidence(M1 -> M2) =**  (# user watchlist containing both M1 and M2)

/ (# user watchlist containing M1)

**Lift (M1 -> M2) =** Confidence(M1 -> M2) / Support(M2)

