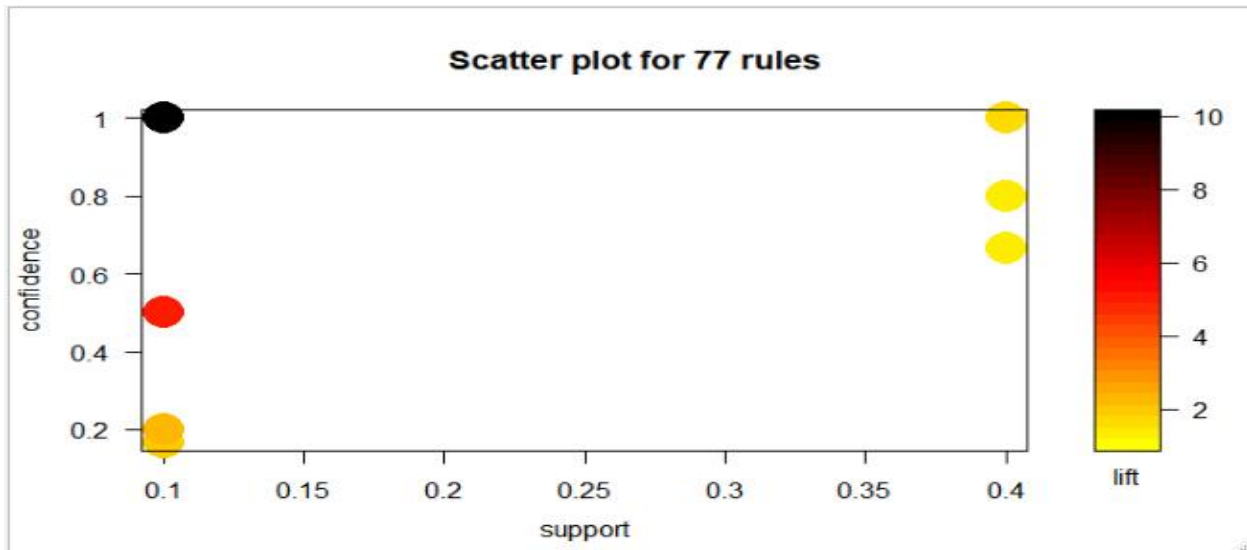


Association Rules

Example-My Movies Dataset

Based on Apriori algorithm with support 0.005 and confidence 0.05 and minimum length as 3 we are getting 77 rules.



```
> inspect(head(sort(Mrules, by = "lift")))
```

	lhs	rhs	support	confidence	lift	count
[1]	{Gladiator,Green.Mile}	=> {LOTR}	0.1	1.0	10	1
[2]	{Sixth.Sense,Gladiator,Green.Mile}	=> {LOTR}	0.1	1.0	10	1
[3]	{Gladiator,LOTR}	=> {Green.Mile}	0.1	1.0	5	1
[4]	{Sixth.Sense,LOTR}	=> {Green.Mile}	0.1	1.0	5	1
[5]	{Sixth.Sense,Green.Mile}	=> {LOTR}	0.1	0.5	5	1
[6]	{LOTR1,Harry.Potter1}	=> {LOTR2}	0.1	1.0	5	1

```
> inspect(head(sort(Mrules, by = "confidence")))
```

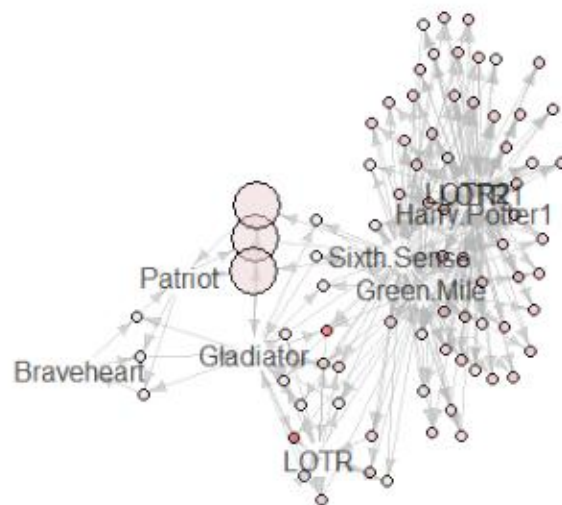
	lhs	rhs	support	confidence	lift	count
[1]	{Patriot,Braveheart}	=> {Gladiator}	0.1	1	1.428571	1
[2]	{Gladiator,Braveheart}	=> {Patriot}	0.1	1	1.666667	1
[3]	{LOTR,Green.Mile}	=> {Gladiator}	0.1	1	1.428571	1
[4]	{Gladiator,LOTR}	=> {Green.Mile}	0.1	1	5.000000	1
[5]	{Gladiator,Green.Mile}	=> {LOTR}	0.1	1	10.000000	1
[6]	{LOTR,Green.Mile}	=> {Sixth.Sense}	0.1	1	1.666667	1

```
> inspect(head(sort(Mrules, by = "support")))
```

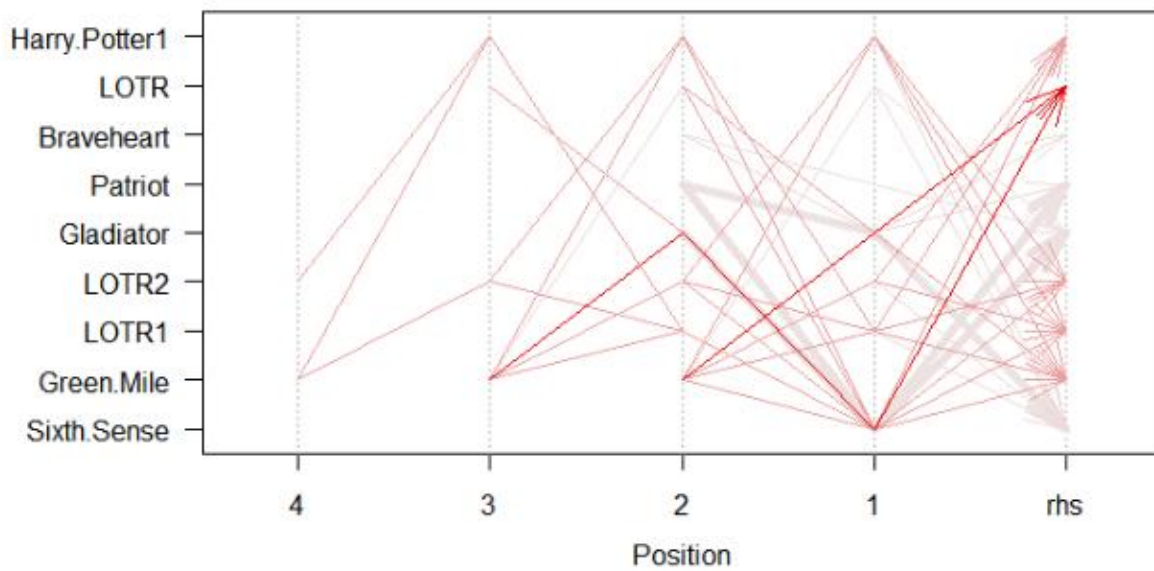
	lhs	rhs	support	confidence	lift	count
[1]	{Gladiator,Patriot}	=> {Sixth.Sense}	0.4	0.666667	1.111111	4
[2]	{Sixth.Sense,Patriot}	=> {Gladiator}	0.4	1.000000	1.428571	4
[3]	{Sixth.Sense,Gladiator}	=> {Patriot}	0.4	0.800000	1.333333	4
[4]	{Patriot,Braveheart}	=> {Gladiator}	0.1	1.000000	1.428571	1
[5]	{Gladiator,Braveheart}	=> {Patriot}	0.1	1.000000	1.666667	1
[6]	{Gladiator,Patriot}	=> {Braveheart}	0.1	0.166667	1.666667	1

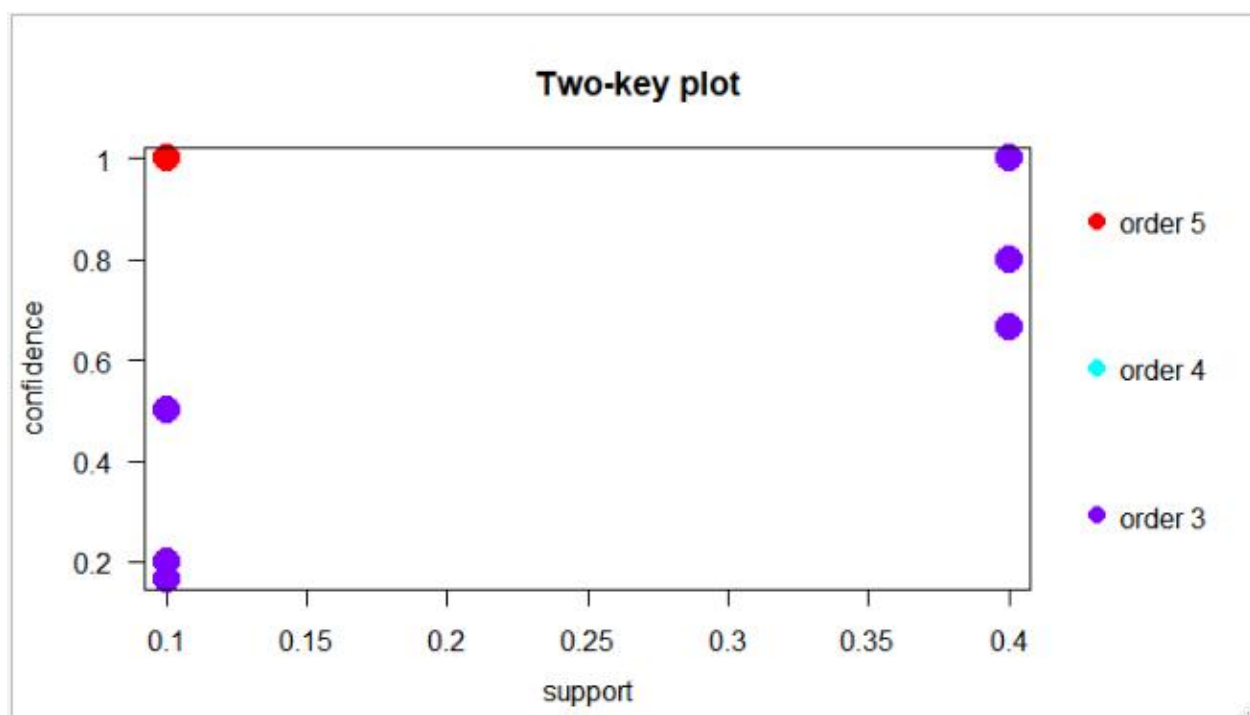
Graph for 77 rules

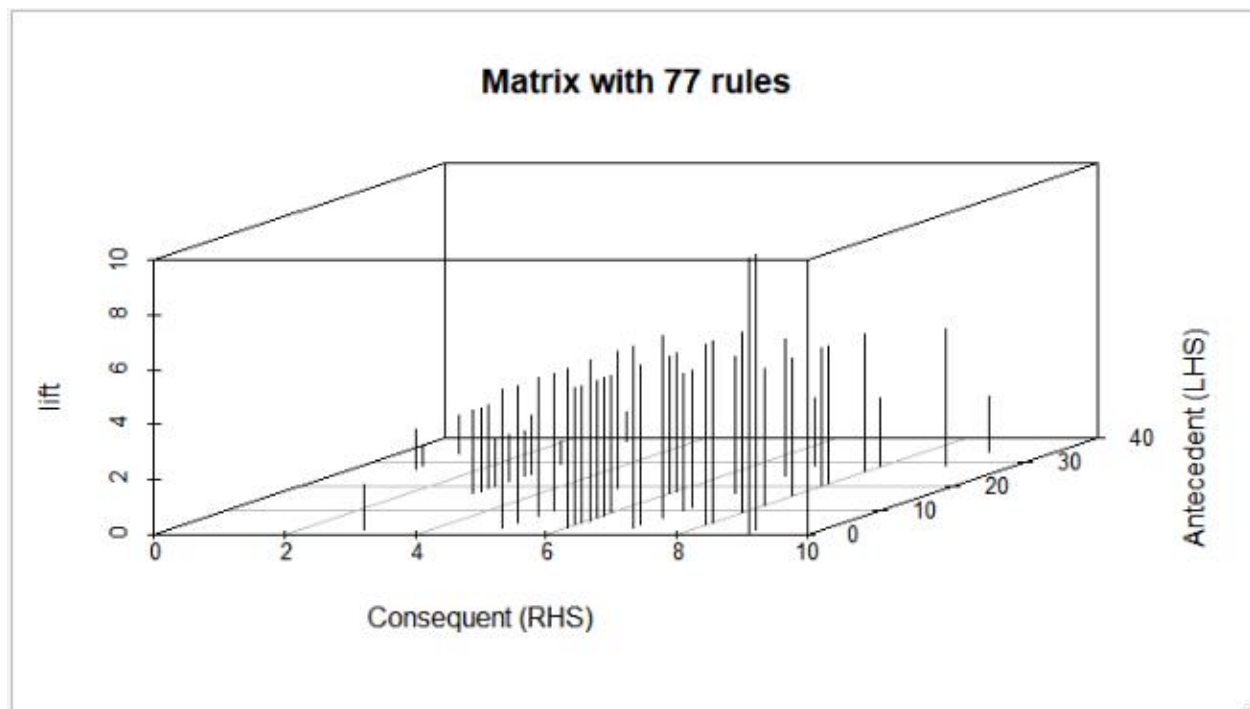
size: support (0.1 - 0.4)
color: lift (0.714 - 10)



Parallel coordinates plot for 77 rules







```
> inspect(Harrypotter[1:5])
```

	lhs	rhs	support	confidence	lift	count
[1]	{LOTR1,Harry.Potter1}	=> {LOTR2}	0.1	1.0	5.0	1
[2]	{LOTR1,LOTR2}	=> {Harry.Potter1}	0.1	0.5	2.5	1
[3]	{Harry.Potter1,LOTR2}	=> {LOTR1}	0.1	1.0	5.0	1
[4]	{LOTR1,Harry.Potter1}	=> {Green.Mile}	0.1	1.0	5.0	1
[5]	{LOTR1,Green.Mile}	=> {Harry.Potter1}	0.1	1.0	5.0	1

The people who buy Harry Potter most likely to buy Lord of the ring.