**Kumaraguru College of Technology, Coimbatore**

**Department of Computer Science and Engineering**

**U18ITI5201-Data Mining Techniques**

**Academic Year: 2024 – 2025(Odd Sem)**

**Association Rule Mining [CO4, K3]**

1. Implement Python code to apply Apriori algorithm to mine association rules for the given dataset. Use suitable packages.
2. *Use Store\_dataset attached.*
3. *List all the rules with Min\_support* = 0.6, Confidence = 0.3

**References:**

<https://towardsdatascience.com/demystifying-customer-behavior-with-market-basket-analysis-87b5841def3a>

<https://www.codespeedy.com/apriori-algorithm-in-python/>

<https://www.edureka.co/blog/apriori-algorithm/>

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| **Experiment Split-up** | **Marks** |
| Problem Analysis (5) |  |
| Program and Output (15) |  |
| Viva (10) |  |
| Total Marks (30) |  |
| Signature |  |