

# Association Rules

- Association Rules are a set of if-then statements that help uncover relationships between variables in large datasets.
- They are commonly used in market basket analysis, where businesses analyze customer purchasing behavior to identify items frequently bought together.
- Customers who buy smartphones are likely to also buy phone cases.

# Data Mining Vs Unsupervised Learning

- Data mining is the process of discovering patterns and knowledge from large datasets.
- Unsupervised learning is a machine learning technique that finds patterns in data without labeled outputs.
- Data Mining extracts useful information; Unsupervised Learning identifies hidden structures.
- Data Mining can be supervised or unsupervised; Unsupervised Learning has no predefined labels.