

Name: Nikhil. P  
Roll No: 170041

**Question 3. What happens when we increase the confidence level? Why?**

Answer: This explains how likely Y is purchased when X is purchased. This defines association between two items. For example when a person buys milk is more likely to buy bread as well or vice versa. This is measured by the proportion of transactions with item X, in which item Y also appears. Expressed as  $\{X \rightarrow Y\}$ . Calculated by the proportion of number of transactions in which both (X & Y) occurs to support of the item X.

When we increase the confidence level, we tend to increase the probability of that item to be transacted with the compared item.