**Context:**

You work for a large clothing and accessories distribution company. The company is in Montreal and generally targets a middle-class clientele. In addition, it has an online service to sell its products internationally. All online products can be found in stores.

The city names in the data refers to the location of the buyer.

To increase the sales this summer, the company runs monthly promotions to entice their customers to purchase a certain line of clothing and accessories. As a Data Analyst for this company, you are responsible of defining the right promotions to push each month. You do this by using data mining techniques.

You decided to perform an association rules analysis on your customer data including all purchases made over a year. After applying the criteria, you get the following 10 association rules:

Table

Description automatically generated

Using the above table, interpret association rule number 3 (support, confidence, lift). How do you think you would characterize this rule and is it an interesting rule for your future promotions?