

R Notebook

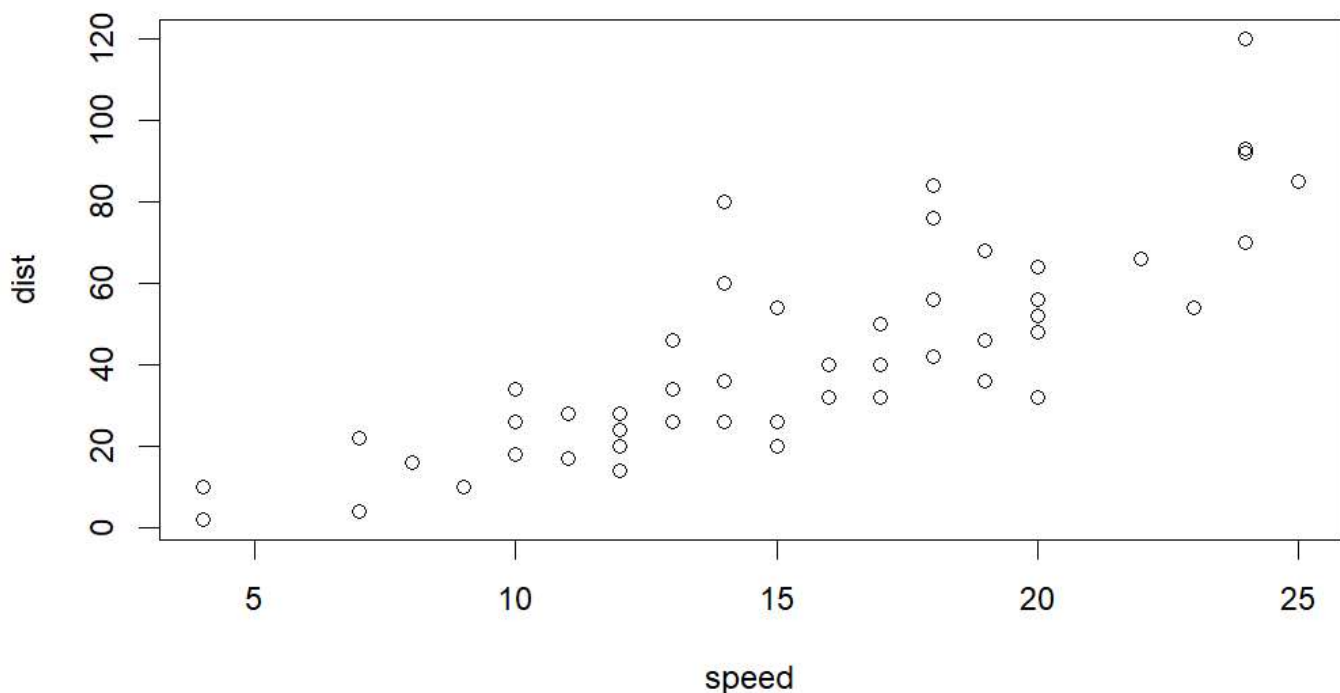
[Code ▼](#)

This is an R Markdown (<http://rmarkdown.rstudio.com>) Notebook. When you execute code within the notebook, the results appear beneath the code.

Try executing this chunk by clicking the *Run* button within the chunk or by placing your cursor inside it and pressing *Ctrl+Shift+Enter*.

[Hide](#)

```
plot(cars)
```



Add a new chunk by clicking the *Insert Chunk* button on the toolbar or by pressing *Ctrl+Alt+I*.

When you save the notebook, an HTML file containing the code and output will be saved alongside it (click the *Preview* button or press *Ctrl+Shift+K* to preview the HTML file).

The preview shows you a rendered HTML copy of the contents of the editor. Consequently, unlike *Knit*, *Preview* does not run any R code chunks. Instead, the output of the chunk when it was last run in the editor is displayed.

[Hide](#)

```
c <- 1+78
c
```

```
[1] 79
```

[Hide](#)

```
b <- 85+25  
b
```

```
[1] 110
```

[Hide](#)

```
library(arules)
```

Loading required package: Matrix

Attaching package: 'arules'

The following objects are masked from 'package:base':

abbreviate, write

[Hide](#)

```
library(arulesViz)
```

[Hide](#)

```
market_basket<- read.transactions(  
  
  file= "C:/PRASAD WORKS/R Studioio Works/data set in r-20231213T060837Z-001/data set in r/market  
_basket.csv",  
  sep=',',  
  quote="",  
  format = 'basket',  
  rm.duplicates =TRUE,  
  skip=1  
  
)
```

distribution of transactions with duplicates:

items

	1	2	3	4	5	6	7	8	9	10	11	12
1029	473	266	159	83	61	52	32	16	15	10	11	
13	14	15	16	17	18	20	22	23	25	27	34	
4	3	2	1	5	1	1	1	2	1	1	1	
52												
1												

[Hide](#)

```
summary(market_basket)
```


Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
2.00	8.00	16.00	22.16	28.00	548.00

includes extended item information - examples:

labels

<chr>

1	"ASSORTED FLOWER COLOUR ""LEIS"""
2	"CHARLIE+LOLA""EXTREMELY BUSY"" SIGN"
3	"FLOWER GLASS GARLAND NECKL.36""BLACK"

3 rows

Hide

```
library(dplyr)
```

Attaching package: ‘dplyr’

The following objects are masked from ‘package:arules’:

intersect, recode, setdiff, setequal, union

The following objects are masked from ‘package:stats’:

filter, lag

The following objects are masked from ‘package:base’:

intersect, setdiff, setequal, union

Hide

```
market_basket %>% head(n=5) %>% inspect()
```

items

- [1] {1,
MEDIUM CERAMIC TOP STORAGE JAR}
- [2] {2,
3D DOG PICTURE PLAYING CARDS,
AIRLINE BAG VINTAGE JET SET BROWN,
ALARM CLOCK BAKELIKE CHOCOLATE,
ALARM CLOCK BAKELIKE GREEN,
ALARM CLOCK BAKELIKE ORANGE,
ALARM CLOCK BAKELIKE PINK,
ALARM CLOCK BAKELIKE RED,
BATHROOM METAL SIGN,
BLACK CANDELABRA T-LIGHT HOLDER,
BLACK EAR MUFF HEADPHONES,
BLACK GRAND BAROQUE PHOTO FRAME,
BLUE 3 PIECE POLKADOT CUTLERY SET,
BLUE DRAWER KNOB ACRYLIC EDWARDIAN,
BOOM BOX SPEAKER BOYS,
BOX OF 6 ASSORTED COLOUR TEASPOONS,
CAMOUFLAGE EAR MUFF HEADPHONES,
CLEAR DRAWER KNOB ACRYLIC EDWARDIAN,
COLOUR GLASS. STAR T-LIGHT HOLDER,
EMERGENCY FIRST AID TIN,
FOUR HOOK WHITE LOVEBIRDS,
GREEN DRAWER KNOB ACRYLIC EDWARDIAN,
LARGE HEART MEASURING SPOONS,
MINI PAINT SET VINTAGE,
PINK 3 PIECE POLKADOT CUTLERY SET,
PINK DRAWER KNOB ACRYLIC EDWARDIAN,
PURPLE DRAWERKNOB ACRYLIC EDWARDIAN,
RED 3 PIECE RETROSPOT CUTLERY SET,
RED DRAWER KNOB ACRYLIC EDWARDIAN,
RED TOADSTOOL LED NIGHT LIGHT,
SET OF 2 TINS VINTAGE BATHROOM,
SET/3 DECOUPAGE STACKING TINS}
- [3] {3,
3D DOG PICTURE PLAYING CARDS,
60 TEATIME FAIRY CAKE CASES,
72 SWEETHEART FAIRY CAKE CASES,
AIRLINE BAG VINTAGE JET SET BROWN,
AIRLINE BAG VINTAGE JET SET WHITE,
ALARM CLOCK BAKELIKE CHOCOLATE,
ALARM CLOCK BAKELIKE GREEN,
ALARM CLOCK BAKELIKE ORANGE,
ALARM CLOCK BAKELIKE PINK,
ALARM CLOCK BAKELIKE RED,
BLACK CANDELABRA T-LIGHT HOLDER,
BLUE NEW BAROQUE CANDLESTICK CANDLE,
BOX OF 6 ASSORTED COLOUR TEASPOONS,
CHOCOLATE CALCULATOR,
MINI LADLE LOVE HEART RED,
PACK OF 60 MUSHROOM CAKE CASES,

PACK OF 60 SPACEBOY CAKE CASES,
PINK NEW BAROQUECANDLESTICK CANDLE,
RED RETROSPOT OVEN GLOVE,
RED RETROSPOT OVEN GLOVE DOUBLE,
RED TOADSTOOL LED NIGHT LIGHT,
REGENCY CAKESTAND 3 TIER,
SANDWICH BATH SPONGE,
SET OF 2 TINS VINTAGE BATHROOM,
SET/2 RED RETROSPOT TEA TOWELS,
SMALL HEART MEASURING SPOONS,
TEA TIME OVEN GLOVE,
TOOTHPASTE TUBE PEN,
WOODLAND CHARLOTTE BAG}

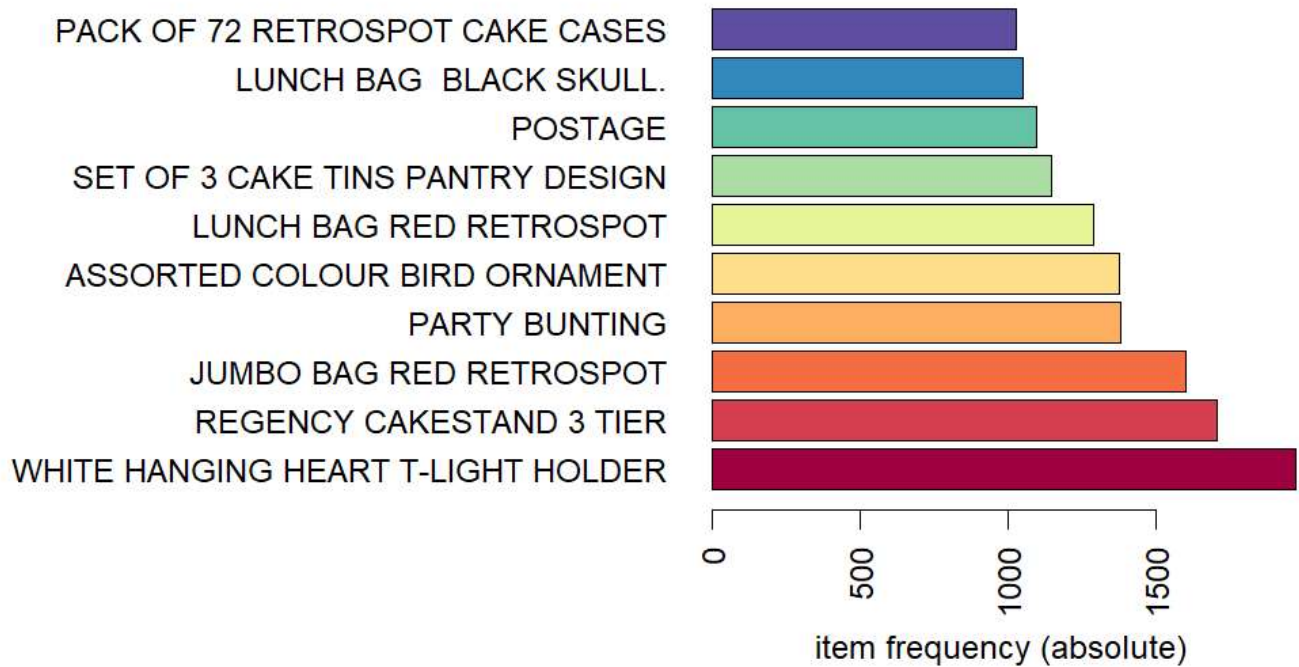
[4] {3D SHEET OF CAT STICKERS,
3D SHEET OF DOG STICKERS,
4,
AIRLINE BAG VINTAGE JET SET BROWN,
AIRLINE BAG VINTAGE JET SET RED,
AIRLINE BAG VINTAGE JET SET WHITE,
AIRLINE BAG VINTAGE TOKYO 78,
GIFT BAG PSYCHEDELIC APPLES,
HOLIDAY FUN LUDO,
ICE CREAM SUNDAE LIP GLOSS,
LARGE HEART MEASURING SPOONS,
MINI PAINT SET VINTAGE,
PACK OF 60 DINOSAUR CAKE CASES,
RED DRAWER KNOB ACRYLIC EDWARDIAN,
RED RETROSPOT OVEN GLOVE DOUBLE,
RED RETROSPOT PURSE,
RED TOADSTOOL LED NIGHT LIGHT,
REGENCY CAKESTAND 3 TIER,
ROSES REGENCY TEACUP AND SAUCER,
SET OF 2 TINS VINTAGE BATHROOM,
SMALL FOLDING SCISSOR(POINTED EDGE),
SMALL HEART MEASURING SPOONS,
TREASURE ISLAND BOOK BOX,
VINTAGE HEADS AND TAILS CARD GAME,
WATERING CAN PINK BUNNY}

[5] {3D DOG PICTURE PLAYING CARDS,
5,
AIRLINE BAG VINTAGE JET SET BROWN,
AIRLINE BAG VINTAGE TOKYO 78,
ALARM CLOCK BAKELIKE CHOCOLATE,
ALARM CLOCK BAKELIKE RED,
COAL BLACK,
FEATHER PEN,
NAMASTE SWAGAT INCENSE,
RABBIT NIGHT LIGHT,
REGENCY MILK JUG PINK,
REGENCY SUGAR BOWL GREEN,
REGENCY TEA PLATE GREEN,
REGENCY TEA PLATE PINK,

```
REGENCY TEA PLATE ROSES,  
REGENCY TEA STRAINER,  
REGENCY TEAPOT ROSES,  
SMALL HEART MEASURING SPOONS,  
TRIPLE HOOK ANTIQUE IVORY ROSE,  
VICTORIAN SEWING KIT}
```

Hide

```
library(RColorBrewer)  
library(arules)  
itemFrequencyPlot(x = market_basket,  
                  topN = 10,  
                  type = 'absolute',  
                  horiz = TRUE,  
                  col = brewer.pal(10, 'Spectral')  
                  )
```



Hide


```
library(RColorBrewer)
library(arules)

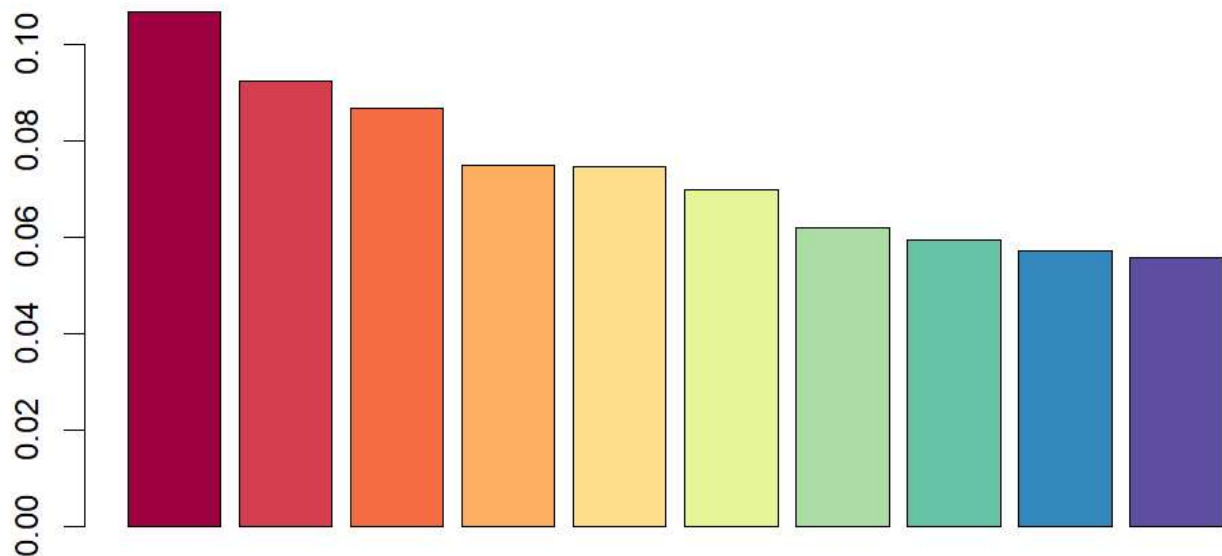
# Assuming market_basket is your transaction data

# Calculate item frequencies
item_freq <- itemFrequency(market_basket)

# Get top N items
top_items <- head(sort(item_freq, decreasing = TRUE), 10)

# Create a bar plot with colors
barplot(top_items, col = brewer.pal(10, 'Spectral'), main = 'Top 10 Items')
```

Top 10 Items



E HANGING HEART T-LIGHT HOLDER SET OF 3 CAKE TINS PANTRY DESIGN

Hide

```
rule1 <- market_basket %>%
  apriori(parameter = list(supp=0.005, conf =0.8)) %>%
  sort(by = "confidence")
```

Apriori

Parameter specification:

confidence <dbl>	minval <dbl>	s... <dbl>	ar... <chr>	aval <lgl>	originalSupport <lgl>	maxtime <dbl>	support <dbl>	minlen <int>
0.8	0.1	1	none	FALSE	TRUE	5	0.005	1

1 row | 1-10 of 12 columns

Algorithmic control:

filter <dbl>	tree <lgl>	heap <lgl>	memopt <lgl>	load <lgl>	sort <int>	verbose <lgl>
0.1	TRUE	TRUE	FALSE	TRUE	2	TRUE

1 row

Absolute minimum support count: 92

```
set item appearances ...[0 item(s)] done [0.00s].
set transactions ...[22346 item(s), 18440 transaction(s)] done [0.23s].
sorting and recoding items ... [1257 item(s)] done [0.02s].
creating transaction tree ... done [0.01s].
checking subsets of size 1 2 3 4 5 6 done [0.07s].
writing ... [561 rule(s)] done [0.01s].
creating S4 object ... done [0.00s].
```

Hide

summary(rule1)

set of 561 rules

rule length distribution (lhs + rhs):sizes

2	3	4	5	6
64	201	211	79	6

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
2.000	3.000	4.000	3.576	4.000	6.000

summary of quality measures:

support	confidence	coverage
Min. :0.005043	Min. :0.8000	Min. :0.005152
1st Qu.:0.005477	1st Qu.:0.8362	1st Qu.:0.006345
Median :0.006562	Median :0.8962	Median :0.007538
Mean :0.007055	Mean :0.8936	Mean :0.007899
3rd Qu.:0.007972	3rd Qu.:0.9412	3rd Qu.:0.008677
Max. :0.024946	Max. :1.0000	Max. :0.030152

lift	count
Min. : 8.036	Min. : 93.0
1st Qu.: 25.003	1st Qu.:101.0
Median : 57.604	Median :121.0
Mean : 58.506	Mean :130.1
3rd Qu.: 91.274	3rd Qu.:147.0
Max. :126.817	Max. :460.0

mining info:

data <chr>	ntransactions <int>	support <dbl>	confidence <dbl>
.	18440	0.005	0.8

1 row | 1-5 of 5 columns

Hide

rule1 %>% head(n=5) %>% inspect

lhs <chr>	rhs <chr> %>% <chr>	support <dbl>	confidence <dbl>	coverage <dbl>	lift <dbl>	count <dbl>
[1] {GARAGE DESIGN}	=> {KEY FOB}	0.005585683	1	0.005585683	49.17333	
[2] {ELEPHANT}	=> {BIRTHDAY CARD}	0.006832972	1	0.006832972	76.19835	
[3] {COAL BLACK}	=> {FEATHER PEN}	0.005965293	1	0.005965293	77.15481	
[4] {LIGHT PINK}	=> {FEATHER PEN}	0.005694143	1	0.005694143	77.15481	
[5] {RETRO SPOT}	=> {BIRTHDAY CARD}	0.006832972	1	0.006832972	76.19835	

5 rows

Hide

```
rule1 %>% tail(n=5) %>% inspect()
```

lhs	rhs	support	co
confidence	coverage	lift	count
[1] {SET OF 3 WOODEN HEART DECORATIONS, SET OF 3 WOODEN SLEIGH DECORATIONS}	=> {SET OF 3 WOODEN STOCKING DECORATION}	0.006561822	
0.8013245 0.008188720 53.92855			121
[2] {REGENCY MILK JUG PINK, REGENCY SUGAR BOWL GREEN}	=> {REGENCY TEAPOT ROSES}	0.008947939	
0.8009709 0.011171367 41.84108			165
[3] {PINK POLKADOT BOWL, RED RETROSPOT BOWL}	=> {BLUE POLKADOT BOWL}	0.005422993	
0.8000000 0.006778742 66.15247			100
[4] {SET OF 12 FAIRY CAKE BAKING CASES, SET OF 6 SNACK LOAF BAKING CASES, SET OF 6 TEA TIME BAKING CASES}	=> {SET OF 12 MINI LOAF BAKING CASES}	0.005856833	
0.8000000 0.007321041 41.09192			108
[5] {LUNCH BAG APPLE DESIGN, LUNCH BAG PINK POLKADOT, LUNCH BAG WOODLAND}	=> {LUNCH BAG RED RETROSPOT}	0.006290672	
0.8000000 0.007863341 11.45342			116

Hide

```
rule1 <- rule1 %>% sort(by = "lift")
```

Hide

```
rule1 %>% head(n=5) %>% inspect()
```

	lhs		rhs	support	confidence	coverage
ge	lift	count				
[1]	{DOLLY GIRL CHILDRENS CUP, SPACEBOY CHILDRENS BOWL}	=>	{DOLLY GIRL CHILDRENS BOWL}	0.005206074	0.9696970	0.0053687
64	126.8171	96				
[2]	{DOLLY GIRL CHILDRENS BOWL}	=>	{DOLLY GIRL CHILDRENS CUP}	0.006344902	0.8297872	0.0076464
21	106.2589	117				
[3]	{DOLLY GIRL CHILDRENS CUP}	=>	{DOLLY GIRL CHILDRENS BOWL}	0.006344902	0.8125000	0.0078091
11	106.2589	117				
[4]	{DOLLY GIRL CHILDRENS BOWL, SPACEBOY CHILDRENS BOWL}	=>	{DOLLY GIRL CHILDRENS CUP}	0.005206074	0.8135593	0.0063991
32	104.1808	96				
[5]	{HERB MARKER BASIL, HERB MARKER MINT, HERB MARKER PARSLEY, HERB MARKER ROSEMARY, HERB MARKER THYME}	=>	{HERB MARKER CHIVES}	0.007158351	0.9166667	0.0078091
11	101.8273	132				

#Plotting

Hide

```
plot(rule1,engine= "htmlwidget")
```

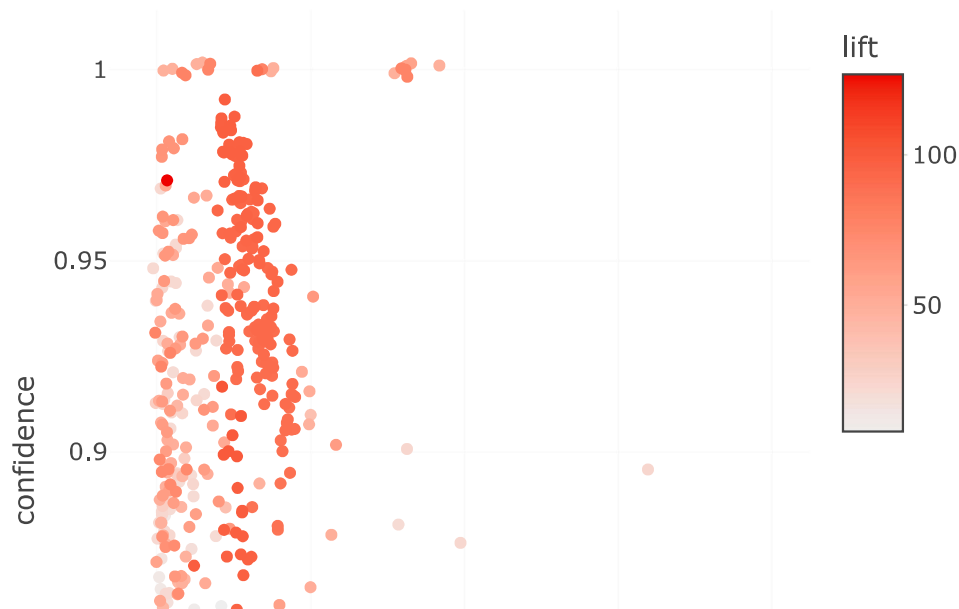
To reduce overplotting, jitter is added! Use jitter = 0 to prevent jitter.

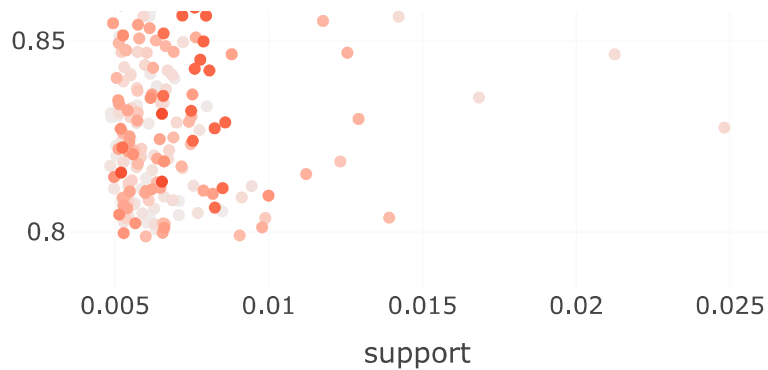
Registered S3 method overwritten by 'data.table':

```
method      from
print.data.table
```

Registered S3 method overwritten by 'htmlwidgets':

```
method      from
print.htmlwidget tools:rstudio
```

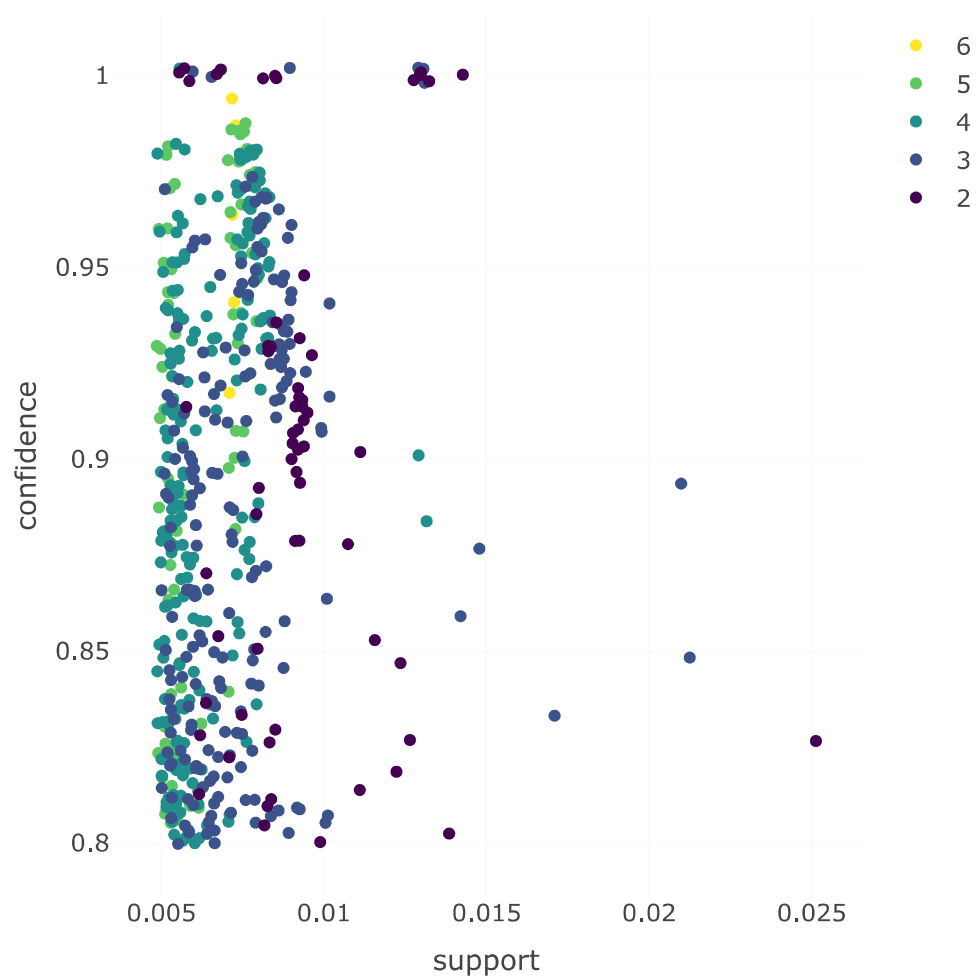




Hide

```
plot(rule1, method = "two-key", engine="htmlwidget")
```

To reduce overplotting, jitter is added! Use jitter = 0 to prevent jitter.



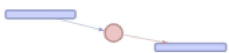
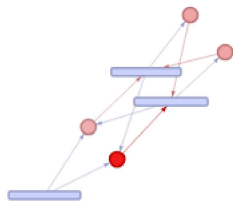
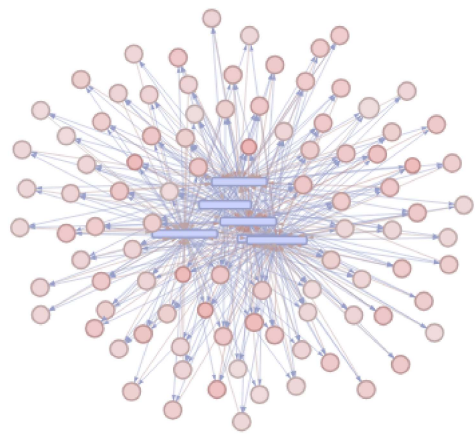
Hide

```
plot(rule1, method="graph",engine="htmlwidget")
```

Warning: Too many rules supplied. Only plotting the best 100 using 'lift' (change control parameter max if needed).

Select by id

▼



lhs	rhs	support	confidence	coverage
<chr>	<chr×chr>	<dbl>	<dbl>	<dbl>
[1] {SET 3 RETROSPOT TEA}	=> {SUGAR}	0.01306941	1	0.01306941
[2] {SUGAR}	=> {SET 3 RETROSPOT TEA}	0.01306941	1	0.01306941
[3] {SET 3 RETROSPOT TEA}	=> {COFFEE}	0.01306941	1	0.01306941
[4] {SUGAR}	=> {COFFEE}	0.01306941	1	0.01306941
[5] {BACK DOOR}	=> {KEY FOB}	0.01268980	1	0.01268980

5 rows

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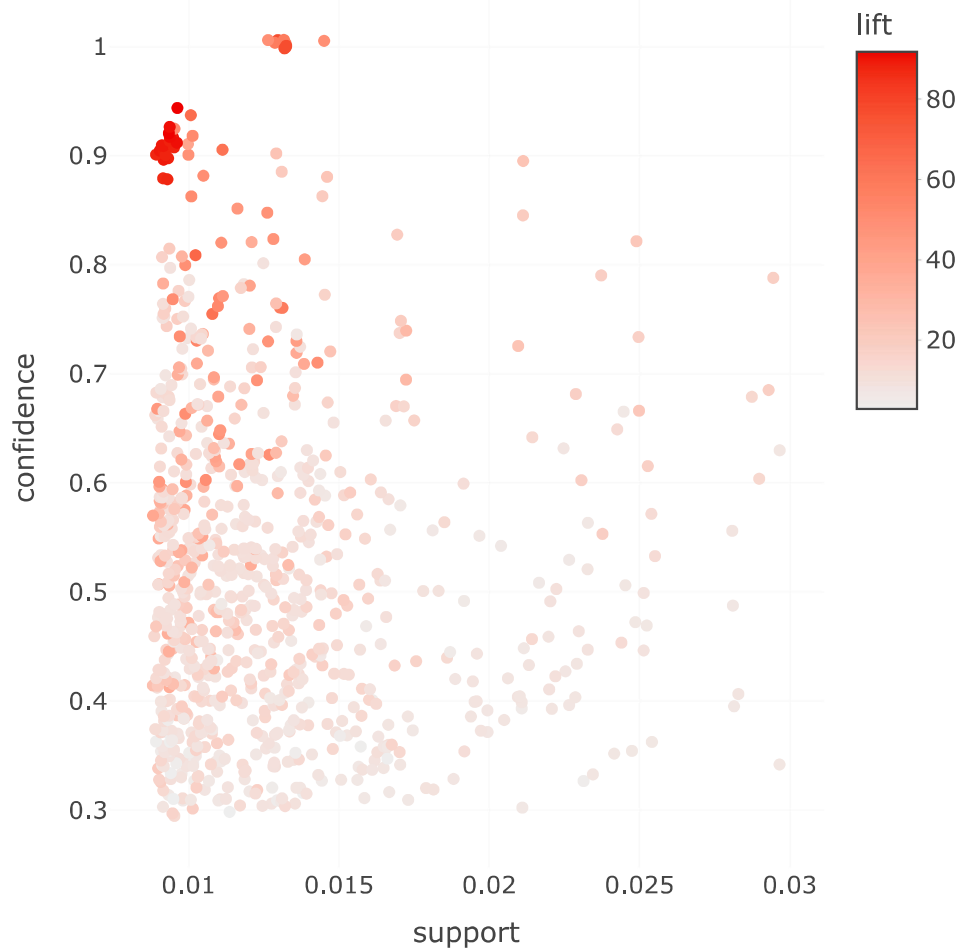
```
rule2 %>% tail(n=5) %>% inspect
```

lhs	rhs	support	conf
idence coverage lift count			
[1] {HOME BUILDING BLOCK WORD}	=> {WHITE HANGING HEART T-LIGHT HOLDER}	0.011334056	0.3
024602 0.03747289 2.829714 209			
[2] {LUNCH BAG RED RETROSPOT}	=> {LUNCH BAG APPLE DESIGN}	0.021095445	0.3
020186 0.06984816 6.430974 389			
[3] {CHARLOTTE BAG SUKI DESIGN}	=> {CHARLOTTE BAG APPLES DESIGN}	0.009544469	0.3
008547 0.03172451 13.053555 176			
[4] {IVORY KITCHEN SCALES}	=> {MINT KITCHEN SCALES}	0.010086768	0.3
000000 0.03362256 18.197368 186			
[5] {JUMBO SHOPPER VINTAGE RED PAISLEY}	=> {JUMBO BAG BAROQUE BLACK WHITE}	0.012852495	0.3
000000 0.04284165 8.523883 237			

Hide

```
plot(rule2,engine= "htmlwidget")
```

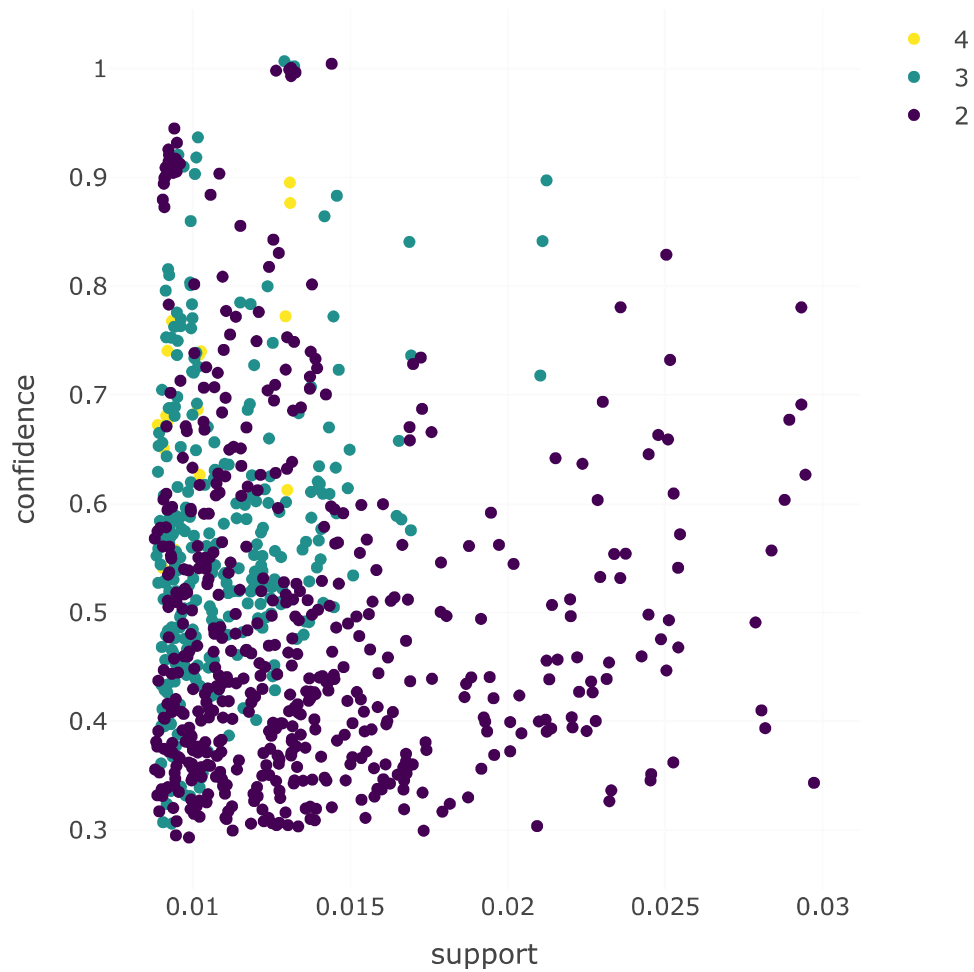
To reduce overplotting, jitter is added! Use jitter = 0 to prevent jitter.



Hide

```
plot(rule2,method = "two-key",engine= "htmlwidget")
```


To reduce overplotting, jitter is added! Use jitter = 0 to prevent jitter.



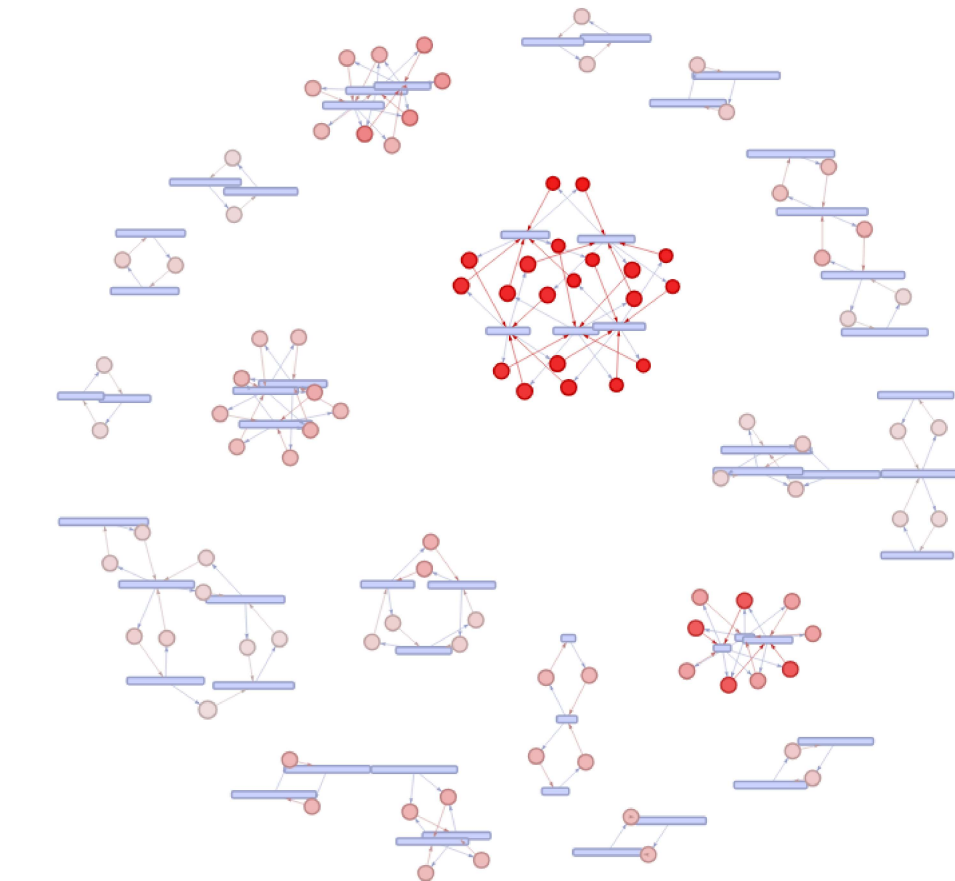
Hide

```
plot(rule2, method="graph",engine= "htmlwidget")
```

Warning: Too many rules supplied. Only plotting the best 100 using 'lift' (change control parameter max if needed).

Select by id





Hide

```
rule3 <- market_basket %>%
  apriori(parameter = list(supp = 0.02, conf = 0.5)) %>%
  sort(by = 'support')
```

Apriori

Parameter specification:

confidence	minval	s...	ar...	aval	originalSupport	maxtime	support	minlen
<dbl>	<dbl>	<dbl>	<chr>	<lgl>	<lgl>	<dbl>	<dbl>	<int>
0.5	0.1	1	none	FALSE	TRUE	5	0.02	1

1 row | 1-10 of 12 columns

Algorithmic control:

filter	tree	heap	memopt	load	sort	verbose
<dbl>	<lgl>	<lgl>	<lgl>	<lgl>	<int>	<lgl>
0.1	TRUE	TRUE	FALSE	TRUE	2	TRUE

1 row

Absolute minimum support count: 368

```
set item appearances ...[0 item(s)] done [0.00s].
set transactions ...[22346 item(s), 18440 transaction(s)] done [0.19s].
sorting and recoding items ... [208 item(s)] done [0.01s].
creating transaction tree ... done [0.01s].
checking subsets of size 1 2 3 done [0.01s].
writing ... [29 rule(s)] done [0.00s].
creating S4 object ... done [0.00s].
```

Hide

summary(rule3)

set of 29 rules

rule length distribution (lhs + rhs):sizes

```
2 3
26 3
```

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
2.000	2.000	2.000	2.103	2.000	3.000

summary of quality measures:

support		confidence		coverage	
Min.	:0.02028	Min.	:0.5025	Min.	:0.02364
1st Qu.	:0.02251	1st Qu.	:0.5594	1st Qu.	:0.03444
Median	:0.02364	Median	:0.6355	Median	:0.03812
Mean	:0.02442	Mean	:0.6467	Mean	:0.03863
3rd Qu.	:0.02538	3rd Qu.	:0.6909	3rd Qu.	:0.04284
Max.	:0.02956	Max.	:0.8945	Max.	:0.05049
lift		count			
Min.	: 5.799	Min.	:374.0		
1st Qu.	: 7.552	1st Qu.	:415.0		
Median	:14.151	Median	:436.0		
Mean	:13.995	Mean	:450.3		
3rd Qu.	:18.438	3rd Qu.	:468.0		
Max.	:23.909	Max.	:545.0		

mining info:

data <chr>	ntransactions <int>	support <dbl>	confidence <dbl>
.	18440	0.02	0.5

1 row | 1-5 of 5 columns

[Hide](#)

```
rule3 %>% head(n=5) %>% inspect
```

lhs	rhs	support	confidence
coverage	lift	count	
[1] {JUMBO BAG PINK POLKADOT}	=> {JUMBO BAG RED RETROSPOT}	0.02955531	0.6264368
0.04718004 7.22872 545			
[2] {GREEN REGENCY TEACUP AND SAUCER}	=> {ROSES REGENCY TEACUP AND SAUCER}	0.02933839	0.7829233
0.03747289 18.43819 541			
[3] {ROSES REGENCY TEACUP AND SAUCER}	=> {GREEN REGENCY TEACUP AND SAUCER}	0.02933839	0.6909323
0.04246204 18.43819 541			
[4] {ALARM CLOCK BAKELIKE GREEN}	=> {ALARM CLOCK BAKELIKE RED}	0.02879610	0.6730038
0.04278742 14.15073 531			
[5] {ALARM CLOCK BAKELIKE RED}	=> {ALARM CLOCK BAKELIKE GREEN}	0.02879610	0.6054732
0.04755965 14.15073 531			

[Hide](#)

```
rule3 %>% head(n=5) %>% inspect
```

lhs	rhs	support	confidence
coverage	lift	count	
[1] {JUMBO BAG PINK POLKADOT}	=> {JUMBO BAG RED RETROSPOT}	0.02955531	0.6264368
0.04718004 7.22872 545			
[2] {GREEN REGENCY TEACUP AND SAUCER}	=> {ROSES REGENCY TEACUP AND SAUCER}	0.02933839	0.7829233
0.03747289 18.43819 541			
[3] {ROSES REGENCY TEACUP AND SAUCER}	=> {GREEN REGENCY TEACUP AND SAUCER}	0.02933839	0.6909323
0.04246204 18.43819 541			
[4] {ALARM CLOCK BAKELIKE GREEN}	=> {ALARM CLOCK BAKELIKE RED}	0.02879610	0.6730038
0.04278742 14.15073 531			
[5] {ALARM CLOCK BAKELIKE RED}	=> {ALARM CLOCK BAKELIKE GREEN}	0.02879610	0.6054732
0.04755965 14.15073 531			

[Hide](#)

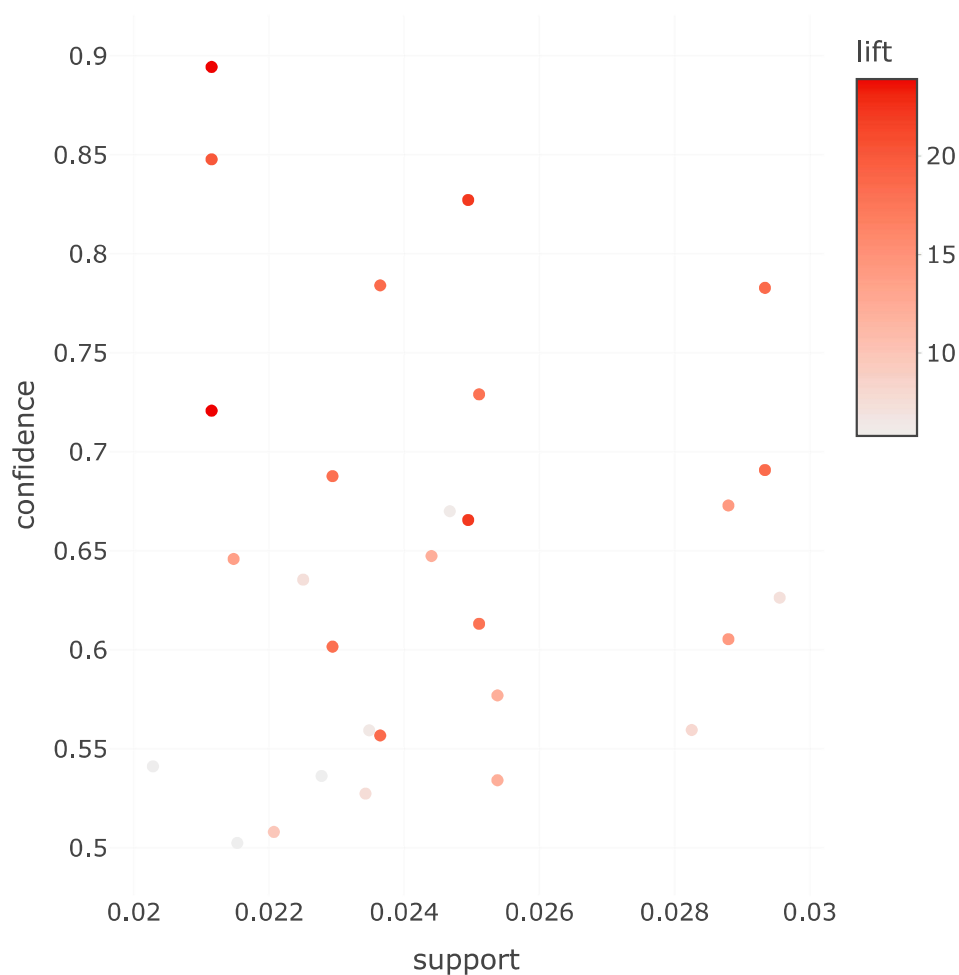
```
rule3 %>% tail(n=5) %>% inspect
```

	lhs	rhs	support	confidenc
e	coverage lift count			
[1]	{ALARM CLOCK BAKELIKE PINK}	=> {ALARM CLOCK BAKELIKE RED}	0.02147505	0.646003
3	0.03324295 13.58301 396			
[2]	{GREEN REGENCY TEACUP AND SAUCER, PINK REGENCY TEACUP AND SAUCER}	=> {ROSES REGENCY TEACUP AND SAUCER}	0.02114967	0.847826
1	0.02494577 19.96668 390			
[3]	{PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER}	=> {GREEN REGENCY TEACUP AND SAUCER}	0.02114967	0.894495
4	0.02364425 23.87047 390			
[4]	{GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER}	=> {PINK REGENCY TEACUP AND SAUCER}	0.02114967	0.720887
2	0.02933839 23.90856 390			
[5]	{GREEN REGENCY TEACUP AND SAUCER}	=> {REGENCY CAKESTAND 3 TIER}	0.02028200	0.541244
6	0.03747289 5.86057 374			



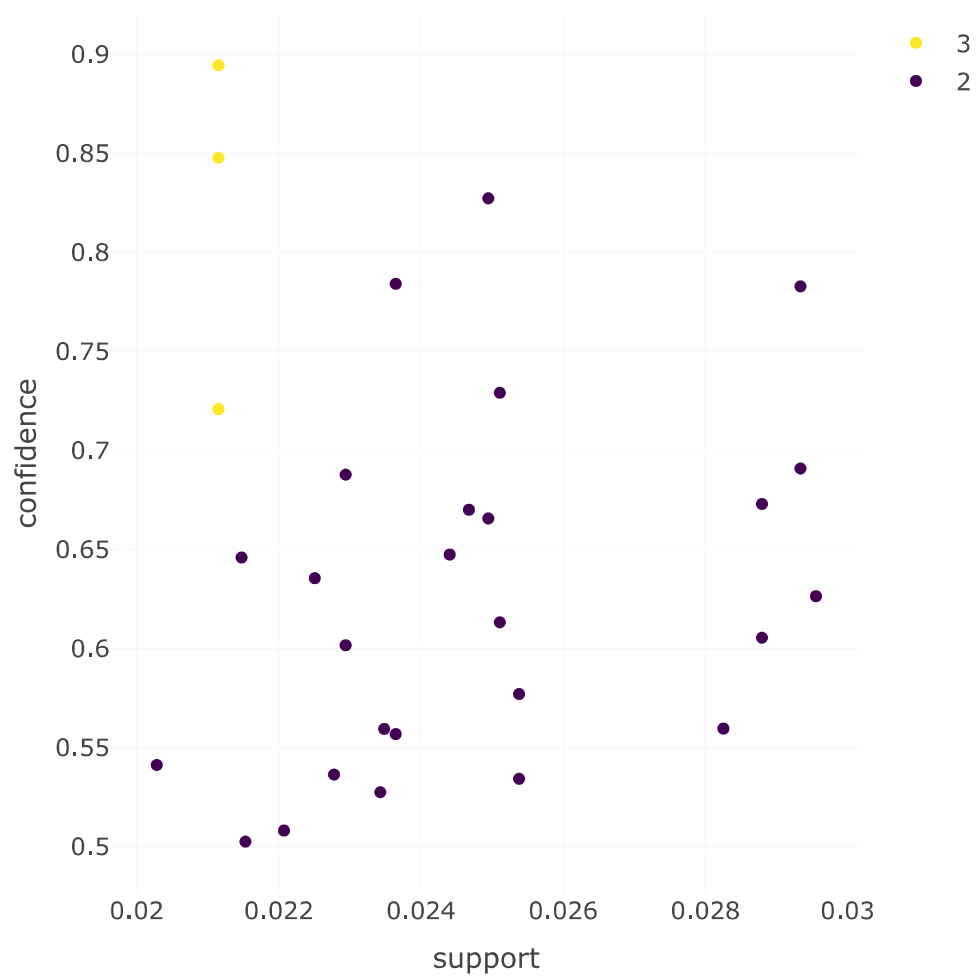
Hide

```
plot(rule3,engine= "htmlwidget")
```



Hide

```
plot(rule3,method="two-key",engine= "htmlwidget")
```

[Hide](#)

```
plot(rule3,method="graph",engine= "htmlwidget")
```

Select by id



