**Association Rule Mining via Apriori Algorithm in Python**

Association rule mining is a technique to identify underlying relations between different items. where learners can go through variety of books on therir learning time. Usually, there is a pattern in what the they read. For instance, learners who try web design who HTML, Java Script,CSS Tutroials In short, transactions involve a pattern. Suitable learning path can be recommended if the relationship between the items purchased in different transactions can be identified.

### Apriori Algorithm for Association Rule Mining

There are three major components of Apriori algorithm:

* Support
* Confidence
* Lift

##### **Support**

Support refers to the default popularity of an item and can be calculated by finding number of transactions containing a particular item divided by total number of transactions. Suppose we want to find support for item B. This can be calculated as:

Support(B) = (Transactions containing (B))/(Total Transactions)