Finding Support

- Determine support of itemsets via a single pass on set of transactions

  - Large itemsets: sets with a high count at the end of the pass

- If memory not enough to hold all counts for all itemsets use multiple passes, considering only some itemsets in each pass.

- Optimization: Once an itemset is eliminated because its count (support) is too small none of its supersets needs to be considered.

- The **a priori** technique to find large itemsets:

  - Pass 1: count support of all sets with just 1 item. Eliminate those items with low support

  - Pass i: candidates: every set of i items such that all its $i-1$ item subsets are large

    - Count support of all candidates

    - Stop if there are no candidates