



# Association Rules (Cont.)

- Rules have an associated support, as well as an associated confidence.
- **Support** is a measure of what fraction of the population satisfies both the antecedent and the consequent of the rule.
  - E.g. suppose only 0.001 percent of all purchases include milk and screwdrivers. The support for the rule is  $milk \Rightarrow screwdrivers$  is low.
- **Confidence** is a measure of how often the consequent is true when the antecedent is true.
  - E.g. the rule  $bread \Rightarrow milk$  has a confidence of 80 percent if 80 percent of the purchases that include bread also include milk.
- We omit further details, such as how to efficiently infer association rules