



Finding Association Rules

- We are generally only interested in association rules with reasonably high support (e.g. support of 2% or greater)
- Naïve algorithm
 1. Consider all possible sets of relevant items.
 2. For each set find its support (i.e. count how many transactions purchase all items in the set).
 - **Large itemsets**: sets with sufficiently high support
 3. Use large itemsets to generate association rules.
 - From itemset A generate the rule $A - \{b\} \Rightarrow b$ for each $b \in A$.
 - Support of rule = support (A).
 - Confidence of rule = support (A) / support ($A - \{b\}$)