**Cloud Computing for Data Analysis**

**VIDEO CASE 07 : Association Rules Market Basket Analysis**

Watch following videos:

**Video 1:** <https://youtu.be/GqwrAJPP4mk>

**Video 2:** <https://www.youtube.com/watch?v=TcUlzuQ27iQ>

**Video Case Questions:**

1. What is Market Basket Analysis?

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| Finding customer buying habits by associations and correlations between the different items that customers place in their “shopping basket” is called Market Basket Analysis.  For example, given a database of customer transactions, where each transaction is a set of items, Market Basket Analysis is the process of find groups of items which are frequently purchased together. |

1. Mention some disadvantages of Apriori algorithm for longer transactions.

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| For large transactions, execution time is more as wasted in producing candidates every-time. Besides this, it also needs more search space and higher computational cost. |

1. In what other domains Market Basket Analysis can be applied?

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| Market Basket Analysis can be applied fraud detection, recommendation engine, product placement, etc. |