

Association Rule Analysis Report

All Products:

- Iphone 12 pro max
- Pixel 9 pro
- Iphone 8

Frequent Itemsets:

Itemset: {Iphone 12 pro max}, Support: 50.00%

Itemset: {Iphone 8}, Support: 25.00%

Itemset: {Pixel 9 pro}, Support: 37.50%

Itemset: {Iphone 12 pro max, Pixel 9 pro}, Support: 12.50%

Association Rules:

Rule: {Iphone 12 pro max} -> {Pixel 9 pro}, Support: 12.50%, Confidence: 25.00%, Lift: 0.67

Rule: {Pixel 9 pro} -> {Iphone 12 pro max}, Support: 12.50%, Confidence: 33.33%, Lift: 0.67