AI & ML Video Assignment

5th October 2020

Market Basket Analysis and Recommendation Systems

Associate Rule Minning (Apriori Algorithm)

Perform Market Basket Analysis using Associate Rule Minning (Apriori Algorithm) using the following transactional dataset:
https://www.kaggle.com/shazadudwadia/supermarket#

    Use support = 0.1 and confidence=0.4 for threshold.
    Output the following:
    a) Support score for all the different products.
    b) Confidence for each pair of products.