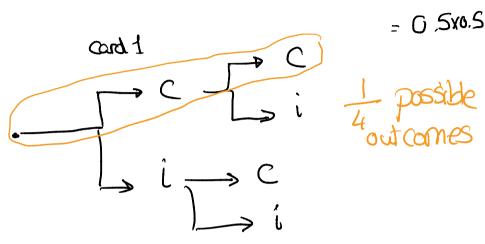
Iangaction	apples, beer, bread	1	
transaction	icecream, bread, milk, cookies	_	
2		\downarrow	
		\dashv	
9835			\
		_	1

we store the data using a sparse matrix representation

apples barans advices item 1 item 2 items item 4 items - items	
item 1 items items items items item	ables
ti // // 69	7
t1 V V V V V V	†
9835	

Prob(1 carect card) = 0.5

Prob(getting 2 correct cords in a row) = 0.25



P(getting all 10 correct) =
$$0.5^{10}$$

= 0.000976
= 0.97 get 1,000
 0.97 get 1,000

Confidence $(I \rightarrow j) = P(j \mid I)$ $= count of baskets containing both <math>j \in SI$ = count of baskets contI = count of baskets contI

$$Lift(I \rightarrow j) = \frac{conf(I \rightarrow j)}{Pr(containing J)}$$