Recommender Engines
Association Rule Models Summary

Algorithm	Description	Model	Input	Output	Pros	Cons	Use Case
FP-Growth and Apriori	Measures the strength of co-occurrence between one item with another	Finds simple, easy to understand rules like {Milk, Diaper} → {Beer}	Transactions format with items in the columns and transactions in the rows	List of relevant rules developed from the data set	Unsupervised approach with minimal user inputs. Easy to understand rules	Requires preprocessing if input is of different format	Recommendation engines, cross-selling, and content suggestions