

Apriori - Support

Movie Recommendation: $\text{support}(\mathbf{M}) = \frac{\# \text{ user watchlists containing } \mathbf{M}}{\# \text{ user watchlists}}$

Market Basket Optimisation: $\text{support}(\mathbf{I}) = \frac{\# \text{ transactions containing } \mathbf{I}}{\# \text{ transactions}}$