

# Eclat - Support

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

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