

Apriori - Lift

Movie Recommendation:

$$\text{lift}(\mathbf{M_1} \rightarrow \mathbf{M_2}) = \frac{\text{confidence}(\mathbf{M_1} \rightarrow \mathbf{M_2})}{\text{support}(\mathbf{M_2})}$$

Market Basket Optimisation:

$$\text{lift}(\mathbf{l_1} \rightarrow \mathbf{l_2}) = \frac{\text{confidence}(\mathbf{l_1} \rightarrow \mathbf{l_2})}{\text{support}(\mathbf{l_2})}$$