

# Apriori- Confidence

Movie Recommendation:  $\text{confidence}(\mathbf{M_1} \rightarrow \mathbf{M_2}) = \frac{\# \text{ user watchlists containing } \mathbf{M_1} \text{ and } \mathbf{M_2}}{\# \text{ user watchlists containing } \mathbf{M_1}}$

Market Basket Optimisation:  $\text{confidence}(\mathbf{l_1} \rightarrow \mathbf{l_2}) = \frac{\# \text{ transactions containing } \mathbf{l_1} \text{ and } \mathbf{l_2}}{\# \text{ transactions containing } \mathbf{l_1}}$