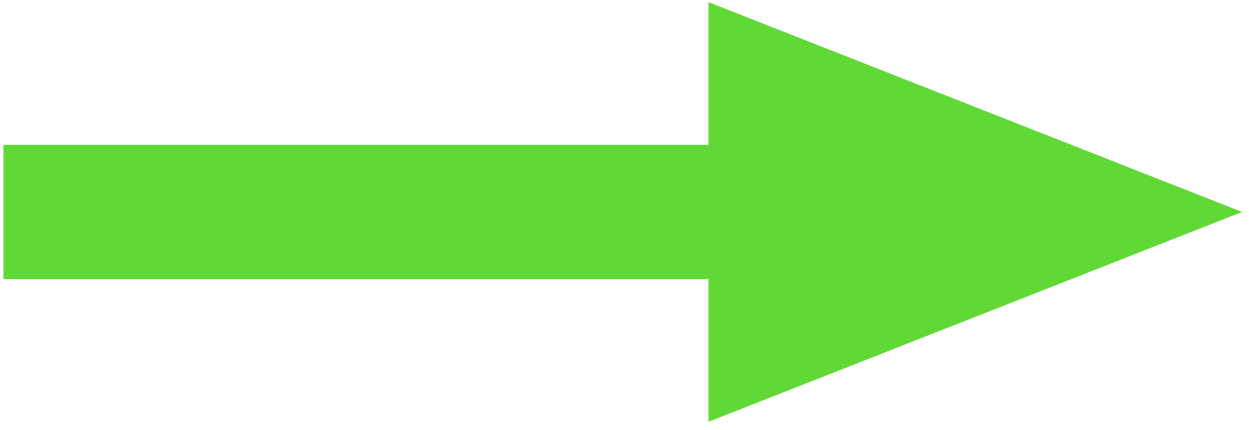
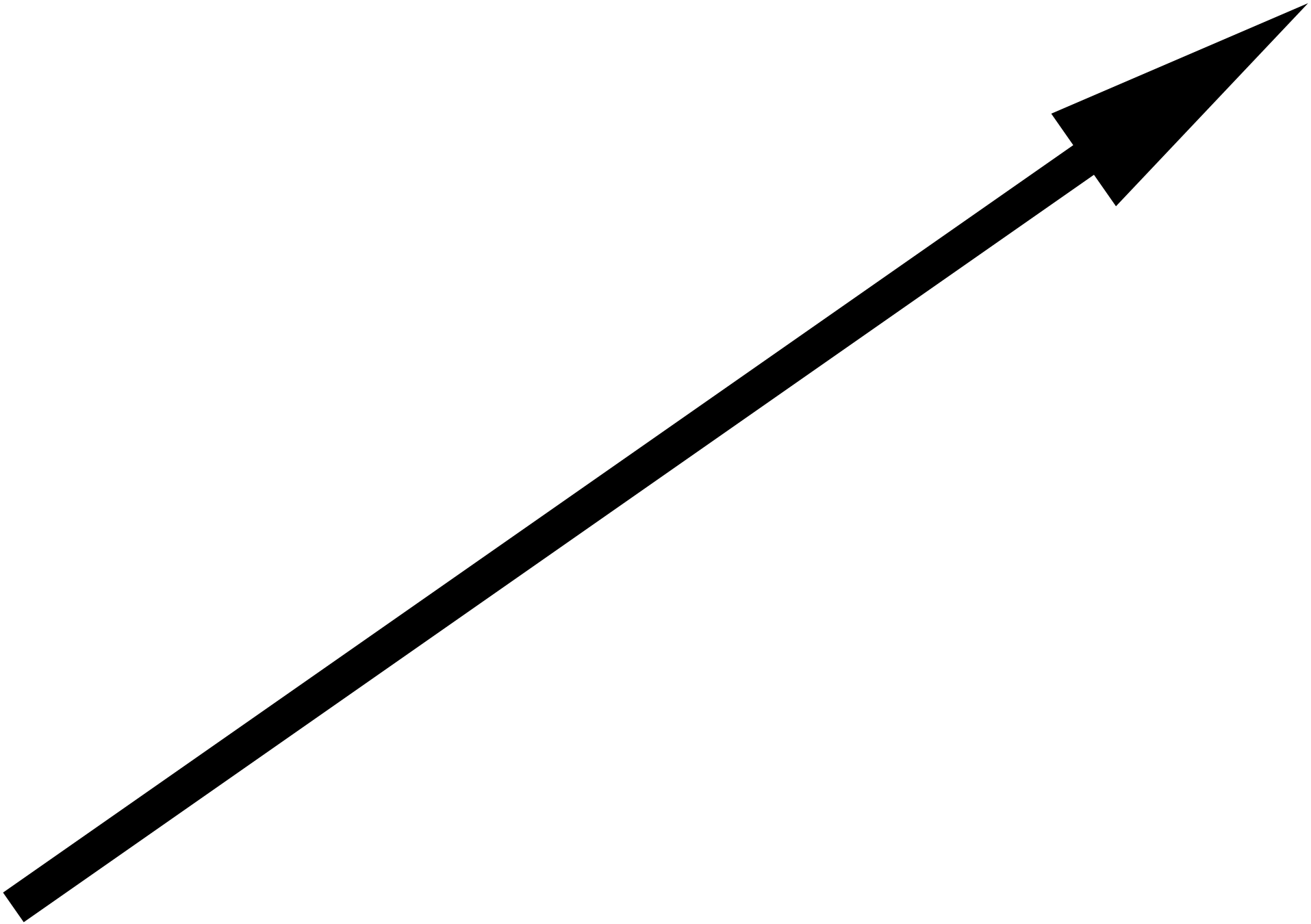
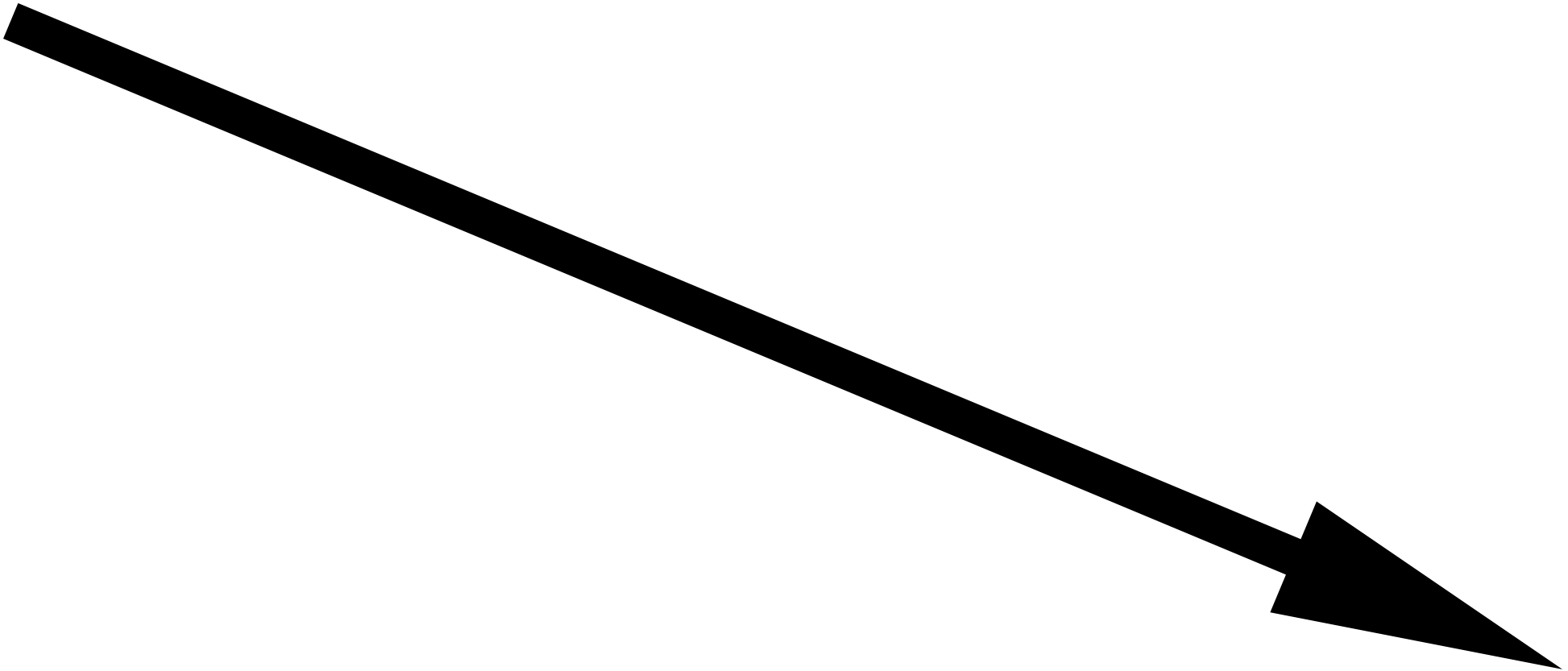
Consumption Patterns



Restaurant





$$\text{Support} = \frac{frq(X, Y)}{N} = P(X \cup Y)$$

$$\text{Confidence} = \frac{frq(X, Y)}{frq(X)} = P(Y \mid X)$$

$$\phi = \frac{P(X \cap Y) - P(X)P(Y)}{\sqrt{P(X)(1 - P(X))P(Y)(1 - P(Y))}} = \sqrt{\frac{\chi^2}{n}}$$

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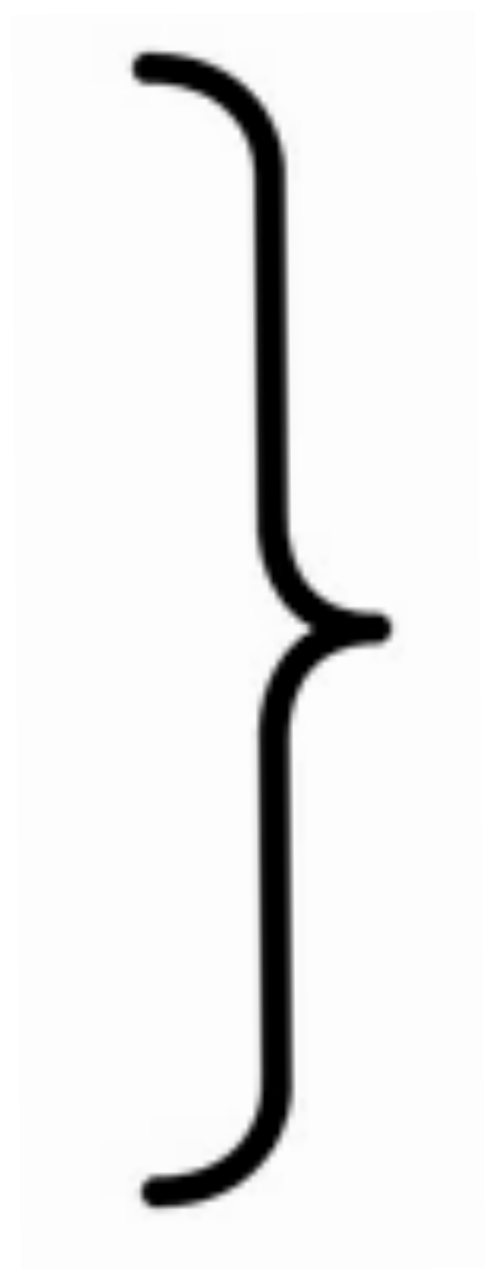

Phi Correlation Coefficient (ϕ)

$-1 \leq \phi \leq 1$, 0 when X and Y are independent

Consumption Patterns

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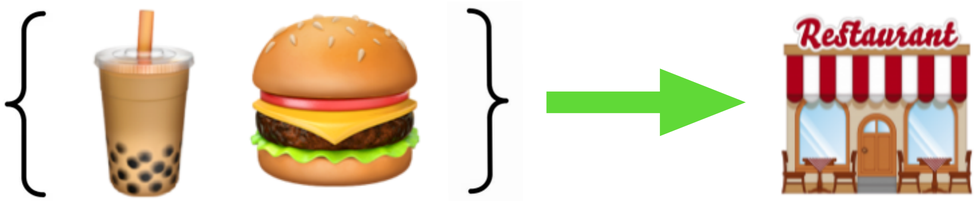
Consumption Patterns



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