**Project-1: Distributed Market Basket Analysis**

Association rules are frequently used for Market Basket Analysis by retailers to understand the purchase behavior of their customers. This information can then be used for many different purposes such as cross-selling and up-selling of products, sales promotions, loyalty programs, store design, discount plans, and many other.

**Application in product recommendations:** This action or practice of selling additional products or services to existing customers is called cross-selling. Giving product recommendation is one of the examples of cross-selling that are frequently used by online retailers. One simple method to give product recommendations is to recommend products that are frequently browsed together by the customers.

Suppose we want to recommend new products to the customers based on the products they have already browsed online. Write A-Priori algorithm using a Spark program to find products which are frequently browsed together. Fix the support to s = 85 (i.e. itemsets need to occur at least 85 times to be considered frequent) and find itemsets of size 2, 3, and 4. With frequent itemsets, generate association rules that has only one items on the right hand-side of the rule (i.e) {X} ◊ {Y} for frequent 2-itemset, {X,Y} ◊ Z, {X,Z} ◊ {Y}, and {Y, Z} ◊ {X} for frequent 3-itemset and so on and so forth. Generate rules with confidence threshold c = 90%. Sort all association rules by decreasing order of confidence. Use the online browsing behavior dataset from browsing.txt given with this instruction. Each line in the data represents a browsing session of a customer. On each line, each string of 8 characters represents the ID of an item browsed during that session. The items are separated by spaces.

**Tips for your Spark program:**

1. One Spark job to find both frequent itemsets and association rules

2. All computations should be done only with RDDs. If you collect() results and do computations, you are not utilizing Spark at all

3. Make use of the broadcast() wisely. Broadcast is very essential for the A-Priori algorithm

4. Except for frequent item mining (first pass of A-Priori), other frequent itemset mining should be in a recursive function or a ‘for’ loop. DO NOT WRITE 3 functions to generate frequent 2-itemsets, frequent 3-itemsets, and frequent 4-itemsets

5. Your Spark program should be memory efficient. Follow the A-Priori steps as it is. There are other memory inefficient programs available in web

6. Make a wise decision to choose whether to persist and write the intermediate results (frequent itemsets, for example)

**Expected Output Format:**

The Spark program should generate only one output file – association rules. If you write any intermediate outputs, your program should delete them before its termination.

ID1,ID5 ◊ ID2; Confidece=98.45%

ID234,ID712,ID1 ◊ ID193; Confidence=94.2%

(NOTE: ID\*\*\* should be replaced with item names from the input)