**NOTES**

Video->

* Support(Item)=Nºtransactions of the item/Nºof total transactions [0-1]
* Confidence(X->Y)=Support(x U y)/Support(x) (the likely of buying Y when X has been bought)
* Lift(X->Y)=Support(x U y)/(Support(x) \*Support(y)) ) (the likely of buying Y when X has been bought considering the popularity of Y.)

• >1: Likely to Y be bought with X

• <1: Unlikely to Y be bought with X

Conviction(X->Y): 1-supp(Y)/1-conf(X->Y)