Q1: In the material of link (), the lift value is determined by 3. How to decide optimum lift values in searching for association rules between item sets?

Q2: Is there possible to use market basket analysis apart from retail?

Q3: As far as I understanding, market basket analysis seems too basic by comparison with other marketing analytic techniques. Also, it is required to more human intuition than others. For example, on the YouTube video at 02:00, it is mentioned that beer and diapers are sold at the weekend more than weekdays. How can we construct more smart?