

Name: Parinita Badre
USC ID: 8804379764
Date: 15th October, 2019

Data Mining Assignment 2 Explanation

The output of the task 2 are the following two items which are frequent items:

('4710011401128', '4710011401135', '4710011405133', '4710011406123')
(('4710011401128', '4710011401135', '4710011405133', '4710011409056'))

Of these, the first 3 product IDs are common. We can form an association between the two:

('4710011401128', '4710011401135', '4710011405133') -> '4710011409056'

('4710011401128', '4710011401135', '4710011405133') -> '4710011406123'

We can deduce that the 2 items can be recommended to the user groups that choose the first 3 items.

We can also have a sale on the items and increase the prices of the associated items.

We could also use this information for product placement on shelves at the store by placing the frequently bought items together.