

Transaction ID	Items Purchased
1	Milk, Bread, Butter
2	Milk, Eggs
3	Bread, Butter, Jam
4	Milk, Eggs, Butter
5	Bread, Butter, Jam, Milk

In this Milk = A, Bread = B, Butter = C, Eggs = D  
 and Jam = E

Itemset	Support	Itemset	Support
A	4	A, B, C	1
B	4	A, D, C	1
C	4	B, C, E	2
D	2	A, B, E	1
E	2	A, C, E	1
A, B	2		
A, C	2		
A, D	2		
A, E	2		
B, C	3		
B, E	2		
C, D	1		
C, E	2		

## Association Rules

Rule

Confidence (%)

$$B \cap C \rightarrow E$$

66.7 %

$$A \cap B \rightarrow C$$

50 %

$$A \cap C \rightarrow B$$

50 %

$$B \cap E \rightarrow C$$

100 %

$$A \cap D \rightarrow C$$

50 %