Association Rule Analysis (Market Basket Analysis) Assignment

Dr. George Azzopardi

university of groningen

Groceries data set

- The file groceries.txt contains 9835 rows with comm separated items

- Each row can be considered as a receipt with a transaction of multiple grocery items

Tasks

1. Show the histogram of all items in the 9835 transactions

2. Implement a program (language of your choice) that determines all the rules. The program must take as input two parameters: **support** and **confidence**

3. How many rules satisfy the following input parameter values? **support = 0.001, confidence = 0.8**

4. Sort the association rules by confidence in descending order and list the top 30 rules

5. Compare and contrast the following measures of interestingness: support, confidence, lift, conviction and leverage