Guided Projects Artificial Intelligence & Machine Learning

Guided Projects: Unsupervised Learning

Association Rule Mining: Market Basket Analysis

Association Rule Mining is used when we want to **find an association between different objects** in a set or find **frequent patterns** in a **transaction** database or relational databases. The applications of **Association Rule Mining** are found in **Marketing, Basket Data Analysis** (or Market Basket Analysis) in **retailing**, **clustering** and **classification**. It can be used to find what items do **customers frequently** buy together by **generating** a set of rules called Association Rules.

Question:

Apriori is a statistical algorithm for implementing associate rule mining, that primarily relies on three components: Life, Support and Confidence. Using this algorithm try to find the rules that describe the relation between each of the products that were brought by the customers as described in

Dataset Link: Store Data

https://drive.google.com/file/d/1y5DYn0dGoSbC22xowBq2d4po6h1JxcTQ/view?usp=sharing