|  |  |
| --- | --- |
| Transaction No. | Transactions |
| 1 | { bread , whole milk , eggs } |
| 2 | { whole milk , butter, pasta } |
| 3 | { bread, whole milk, butter , eggs } |
| 4 | { bread, eggs } |
| 5 | { bread , whole milk , pasta } |
| 6 | { bread, whole milk , eggs, pasta } |

Example Rule of supermarket: { bread , whole milk } 🡪 { eggs } ( X 🡪 Y)

Support (X U Y) = Support ( Bread , whole milk , eggs } = 3/6 = 0.5

Confidence ( X 🡪 Y ) = Support ( X U Y ) / Support (X)

Support ( X) = Support ( Bread, whole milk ) = 4/6 = 0.666667

Hence, Confidence ( X 🡪 Y ) = 0.5/0.666667 = 0.75

We are 75 % confident about the rule { bread , whole milk } 🡪 { eggs }