

Data Mining & Warehousing

Apriori Algorithm

The Apriori algorithm is used to find the association rule between two or more objects in the dataset. In other words, it finds the relationship between one object to others. The end goal of this algorithm is, to get an association rule.

Support

Support usually determines how frequently a particular item occurs in the dataset. In other words, the support is defined as the frequency of the item in the dataset.

Confidence

In the Apriori algorithm, confidence is a conditional probability that calculates the likelihood of item Y being purchased when item X is purchased. Confidence is also known as conditional probability in statistics.