11b – Association Rule Mining

Assume the following market basket transactions for a fictional super-market that carries the following products: **A** (angel hair pasta), **B** (bread), **C** (cereal), **D** (diapers), **E** (eggs), and **F** (flour).

#1	A	B		D		F
#2		B	C	D		
#3	A	B	C	D		
#4	A	B		D	E	F
#5		B		D		F
#6	A	B	C		E	
#7	A	B	C	D		
#8			C		E	F
#9	A	B	C	D		F
#10			C	D	E	

(1) Compute the support counts for each of the size 1 itemsets:

	A	B	C	D	E	F
Count:						

(2) Compute the support counts for each doubleton (i.e., size 2 itemsets):

	F	E	D	C	B
A	AF:	AE:	AD:	AC:	AB:
B	BF:	BE:	BD:	BC:	
C	CF:	CE:	CD:		
D	DF:	DE:			
E	EF:				

(3) Compute the support counts for the following size 3 itemsets:
- ABC:
- ABD:
- ABE: