- **Support** → fraction of transactions, containing both item A and B

  Support(A→B) = Prob(A∩B)

- **Confidence** → How often the item B appears in transactions that contains item A

  Eg: If 80% of transactions containing ***milk*** also contains ***bread***, then

  Confidence(Milk→Bread) = 0.8

  Confidence(A→B) = P(A∩B) / P(A) = P(B|A)

- **Lift** → How much more likely, A and B occur together, compared to if they were independent

  Interpretation:

  - *= 1, indicates independent*
  - *> 1, positive association*
  - *< 1, negative association*

  Eg: lift = 1.67, means A and B, co-occur 67% more often by chance.

- **Leverage and Conviction**