* **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**