What is a good threshold in association rule mining for support and confidence in order to have reliable rules?

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Originally Answered: What is a good threshold in association rule mining for support and confidence in order to have reliable rules ?

To supplement Gericke's answer in regards to the minimum support threshold:

Let's set the minimum support threshold to 10%.

With a database of 100 transactions, returning association rules that could potentially explain only 10 transactions may not be useful from a business standpoint.

With a database of 100 million transactions, returning association rules that can potentially explain 10 million transactions could be a huge business advantage.

It really depends on what is considered useful in a business context.