Abstract

The Association Rule Mining is the traditional mining technique which identifies the frequent itemsets from the databases and this technique generates the rules by considering the each items. The traditional association rule mining fails to obtain the infrequent itemsets with higher profit. Since association rule mining technique treats all the items in the database equally by considering only the presence of items within the transaction. The above problem can be solved using the Utility Mining technique. The Utility Mining technique identifies the product combinations with high profit but low frequency itemsets in the transactional database. Hiding High Utility Itemsets (HUIs) is the main challenges faced in the utility mining. In this paper, a detailed discussion about the traditional Association Rule Mining and the various algorithms involved in Utility Mining is explained.
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**Index Terms**

Computer Science  
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**Keywords**

Association rule mining  
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utility mining.