Abstract

This paper symbolizes our aim to promote Business organizations to take marketing decisions based on mining large databases of Transactions. Frequent item sets and Strong Association Rules are formed without need of supplying minimum support and minimum confidence. We have proposed and implemented an algorithm that scans Database only once and modifies Apriori algorithm and produces better results.

References

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Enhancement of Marketing Strategies using Weighted Association Rule Mining


Index Terms

Computer Science Algorithms

Keywords

Support  Confidence  weighted support  weighted confidence