Abstract

Association rule mining is interested area in present time for many research scholars. In this paper we show an efficient study of optimization of association rule mining. Lot of research done over positive association rule mining and now negative association rule mining is area of research. But we focus to study all kind of rules like positive and negative association rule as well as optimization of them with the help of genetic algorithm. Basically mining apply over Market basket, retail databases, and healthcare. Here we also study about basic Apriori algorithm for getting frequent item sets. Genetic algorithm also studied in deep in this research paper because of with the help of genetic algorithm we will found efficient association rules. In
this research paper we also show some steps of methodology to find association rules through Genetic algorithm.

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**Index Terms**

Computer Science \hspace{1cm} Database

**Keywords**

Apriori Algorithm \hspace{1cm} Association Rule Mining \hspace{1cm} Genetic Algorithm \hspace{1cm} Negative Association Rule