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.

References

- Rakesh Agrawal Tomasz Imieliński_ Arun Swami, Mining association rules between sets of Items in large databases, ACM SIGMOD Conference Washington DC, USA, May 1993.
- Chris Cornelis, Peng Yan, Xing Zhang, Guoqing Chen, Mining Positive and Negative Association Rules from Large Databases, in: IEEE 2006.
- Yeong-Chyi Lee a, Tzung-Pei Hong b,_, Wen-Yang Lin c, Mining association rules with multiple minimum supports using maximum constraints, Preprint submitted to Elsevier Science 22 November 2004.
- B. Kavitha Rani1, K. Srinivas2, B. Ramasubba Reddy3, Dr. A. Govardhan4, Mining Negative Association Rules, International Journal of Engineering and Technology Vol. 3 (2),
2011, pp 100-105.
- Yun Sing Koh1 Russel Pears2, Rare association rule mining via transaction clustering, Conferences in research and practice in Information Technology (CRPIT), Vol. 87, 2008.
- Virendra Kumar Shrivastava Dr. Parveen Kumar Dr. K. R. Pardasani, Extraction of interesting association rules using GA optimization, Global Journal of Computer Science and Technology Vol. 10 Issue 5 Ver. 1.0 July 2010, pp 81-84.

**Index Terms**

Computer Science Database

**Keywords**

Apriori Algorithm Association Rule Mining Genetic Algorithm Negative Association Rule