Abstract

In the modern world, where data is in abundant, the problem of segregating data that leads to a
specific purpose is the order of the hour. Traditionally we use data mining to achieve the purpose. A good example of the above mentioned problem can be found in a store. Generally, we use market basket analysis to find out which groups of products have a high chance of selling together. In this paper we present a new approach of segregating data by modifying the traditional Apriori algorithm. Since it is based on the traditional Apriori algorithm, the presented algorithm can be used for any number of data.

References

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Index Terms

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Keywords

Apriori Algorithm  Association Rules  Itemset  Tree  Support Count