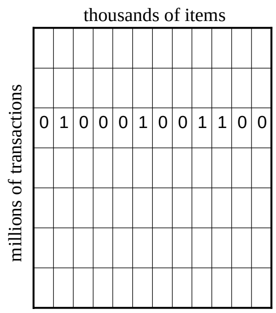
Transactions

- Because of barcode technology, stores can collect data (called Market Basket Data) on millions of *transactions*
- Typically, a transaction represents the contents of a single shopping cart
- A “1” in the table indicates a particular item (column) that is purchased as part of a particular transaction (row)



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Sets of Items vs. Sets of Transactions

- We are interested in finding sets of related items – those that typically appear together in a shopping cart
- We use lowercase letters (a, b, c) to represent items and uppercase letters (A, B, C) to represent sets of items (*itemsets*)
- We are also interested in sets of transactions; we use T(A) to represent the set of all transactions that include every item in itemset A
- Note that $A \subseteq B$ implies that $T(A) \supseteq T(B)$
  - This is because the more items we have in an itemset the fewer transactions there are that include *all* the items in the itemset
  - Example: there are lots of people who buy Poptarts, but many fewer who buy both Poptarts and lobster

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Measuring the *Support* of an Itemset

- An itemset A is only interesting if it occurs in a significant number of transactions
  - In other words, we want |T(A)| to be “large enough”
  - Notation: we use #(A) to represent |T(A)|; in other words, it’s the number of transactions that include all items of itemset A
- The support of itemset A is defined as $\#(A) / \#(\emptyset)$
  - $\#(\emptyset)$ is just the total number of all transactions
- We say itemset A is *supported* if support(A) > s_0 where s_0 is a constant that the user gets to choose
  - s_0 is typically a small fraction of a percent
  - “A *is supported*” is another way of saying that the items of A appear *together* in a significant number of transactions

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Goal: Find all Supported Itemsets

- Outline of algorithm:
  - Choose a set of candidate itemsets
  - Run through all the transactions and count how many times each candidate itemset appears
  - Itemsets that appear sufficiently often are reported
- This algorithm should work as long as our set of candidate itemsets is not too large
- Strategy 1: Check all possible itemsets
  - For 1000 items (not unusually large), there are 2^{1000} subsets
  - $2^{1000} = (2^{10})^{100} \approx (10^3)^{100} = 10^{300}$
  - We can’t possibly check this many itemsets

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Finding Supported Itemsets II

- Strategy 2: Check only the itemsets that actually occur
  - A single transaction might include, say, 40 items
  - We can generate candidate itemsets by looking at subsets of these 40 items; we can do this for each transaction
  - Number of subsets (for one typical transaction) = $2^{40} = (2^{10})^4 \approx (10^3)^4 = 10^{12}$ = 1 trillion
  - We can’t check this many itemsets either

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Finding Supported Itemsets III

- Strategy 3: Build candidate itemsets by adding one item at a time
  - Note that itemset {a, b, c, d} is supported only if itemset {a, b, c} is supported
    - In other words, once we find an unsupported itemset, adding an additional item will only make it *less* supported
  - Algorithm for finding supported itemsets of size k+1:
    - Assume we already know L_k, the set of all supported itemsets of size k
    - Generate new candidate itemsets (of size k+1) by looking for transactions that contain some $A \in L_k$ and then adding one more item to A from that transaction
    - Run through all the transactions and count how many times each candidate itemset appears
    - Report L_{k+1} = all candidates that appear sufficiently often

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Finding Supported Itemsets IV

- Strategy 4: Build candidate itemsets from subsets
  - If {a, b, c, d} is supported then so are {a, b, c}, {a, b, d}, {a, c, d}, and {b, c, d}
  - In other words, if any subset is unsupported then the set is unsupported
- Strategy 4 Algorithm: for finding supported itemsets of size k+1
  - Assume we already know L_k, the set of all supported itemsets of size k; further, assume L_k is in lexicographic order
  - Generate new candidate itemsets (of size k+1) by combining itemsets A and B in L_k where A and B are chosen such that
    - A is before B in lexicographic order and
    - A agrees with B except for the last item
  - [Pruning]: Reject a candidate itemset C if *any* size-k subset of C is missing from L_k
  - Report L_{k+1} = all remaining candidates that appear sufficiently often among all the transactions

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Example: Strategy 4

- Let L_3 = { {a, b, c}, {a, b, d}, {a, c, d}, {a, c, e}, {b, c, d} }
- Generated candidates (before pruning):
  - {a, b, c, d}
  - {a, c, d, e}
- Candidates after pruning:
  - {a, b, c, d}
- Note that {a, c, d, e} was pruned because {a, d, e} is missing from L_3
  - {c, d, e} is also missing from L_3

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Association Rules

- An *association rule* has the form A→B where A and B are itemsets
- Each association rule has a confidence factor
  - This indicates how often the rule appears to have "worked" in the dataset
  - The confidence factor for A→B is defined as
    - #(A∪B) / #(A)
    - In other words: Of all the times that A appears in transactions, what fraction also includes the items of B

Example:
- {bread, milk} → {eggs}
- The rule is a way of expressing the idea that people who buy bread and milk are likely to also buy eggs

Example confidence factor:
- (the number of transactions involving bread, milk, and eggs) divided by (the number of transactions involving just bread and milk)
- #({bread, milk, eggs}) / #({bread, milk})

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Using Association Rules

- For a rule A→B,
  A is the *antecedent* and B is the *consequent*
- By finding association rules, we can answer useful questions
  - Find all rules with Coke as a consequent
    - What can done to boost Coke sales?
  - Find all rules with bagels in the antecedent
    - What products might be affected if bagels are discontinued?
  - Find all rules with sausage in the antecedent and mustard as the consequent
    - What should be placed near sausage to encourage mustard sales?

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Confidence vs. Support

- A rule with a high confidence factor is not necessarily useful
  - Example: Suppose there is exactly one transaction that includes both Poptarts and lobster and that transaction also includes pizza
  - The confidence factor for {lobster, Poptarts} → {pizza} is #({Poptarts, lobster, pizza}) / #({Poptarts, lobster}) = 1
  - This rule has high *confidence*, but low *support*
- The support for a rule A→B is defined as *support*(A→B) = *support(A ∪ B)* = #(A ∪ B) / #(∅)

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Reporting the Useful Association Rules

- Suppose we already know
  - All supported itemsets
  - The value of *support*(C) for each supported itemset C
- Observe that if C is a supported itemset and C=A∪B then
  - A→B is an association rule that is supported,
  - A is supported (so we know *support*(A)), and
  - the confidence factor for A→B is given by *support*(C) / *support*(A)
- Example: suppose the following itemsets are known to have the given support (measured in fractions of a percent)
  - 0.3 {bread}
  - 0.25 {eggs}
  - 0.2 {milk}
  - 0.15 {bread, milk}
  - 0.10 {eggs, milk}
  - 0.08 {bread, eggs}
  - 0.05 {bread, eggs, milk}
- Find the association rules involving all of bread, eggs, and milk and determine the confidence factor for each rule

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