

Analysis of Strong Data By Using Apriori Algorithm

Thu Zar Linn, Than Htike Aung

Computer University (Hintthada)

thuzarlinn88@gmail.com

Abstract

Association rule mining is widely used in business enterprise to analyze for marketing strategies and its good is to find interesting association or correlation relationship among a large set of data items. With massive amount of data continuously being collected and stored in databases, many companies are becoming interested in mining association rules from their databases to increase their profits from large amount of transaction data. In this study, it will be used to analyses the sale data for extracting frequent item sets. This system will provide according to the interestingness measures on support, confidence values with period.