

A STUDY ON ASSOCIATION RULES

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ABSTRACT

Data Mining refers to extracting or “Mining” knowledge from large amounts of data. Today’s Industrial scenario is having manifold of data which is data rich and information poor. The information and knowledge gained can be used for applications ranging from business management, production control, and market analysis, to engineering design and science exploration. Data Mining can be viewed as a result of natural evolution of information technology.

Association rule mining finds interesting association among a large set of data items. With massive amounts of data continuously being collected and stored. Many industries are becoming interested in mining association rules from their databases. The discovery of interesting association relationships among huge amounts of business transaction records can help in many business decision making process, such as catalogue design, cross marketing, and loss leader analysis.

KEYWORDS: Association Rule Mining, Data Mining, Factorial Degree