

A Novel Way to Compute High Utility Itemsets

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Abstract: One of the key fact-finding areas in data mining is association rule mining. For estimating association rules, there are numerous algorithms. These methods use confidence and support values, which are insufficient for real-time applications. High utility itemset is a new and rapidly expanding area of data mining that is highly beneficial in real-time applications. The user receives the important or more expensive stuff. Using the Novel utility-frequent apriori algorithm, we compute high utility itemsets in this study. This algorithm offers a great opportunity to alter the utility range in order to target the profit and obtain more valuable things.

Keywords: Association rule mining, Support and Confidence, High Utility Itemsets, Range of utility

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