A GENERAL QUALITY MEASURE FOR ASSOCIATION RULES

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Abstract

During the last years a number of quality measures for associations rules were proposed. The main goal of this paper is to describe a construction of a general quality measure for association rules. The main advantage of this measure is that it covers the majority of confidence and support measures and allows some other new measures to be obtained. In this way we achieve a general and unifying frame for the most important quality measures used in association rules.

Keywords: Data mining; Data structures; Measure of association.
AMS Classification: 68P05; 68P20; 68P99