192. A NOVEL APPROACH OF HIGH UTILITY INFREQUENT WEIGHTED ITEMSET MINING

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The high utility and the frequent itemset mining that was used before is to identify some correlations among the data but there are some other aspects involved in this process as well., such as, to determine the interest/intensity of all the itemsets, thus it helps in understanding the items that will provide maximum profit in case of a business process. There are weights given for each data item, since each item is given different weights there is a correlation holding the data. The discovery of rare patterns is very interesting when compared to the frequent ones that is the reason why infrequent itemsets are mined and when there is a need to reduce the cost function then there are two main aspects such as; the minimum and the maximum support measures that are being used. Many traditional approaches ignore the influence/interest of each item during transaction within the analyzed data, in some domains, such as the detection of computer attacks, fraudulent transactions in financial institution are said to use such information. This method is all about increasing the efficiency and the effectiveness i.e.., the performance evaluation is the outcome of this process and to obtain them there are two novel algorithms that are used and they are, the IWI miner algorithm and the MIWI miner algorithm.

ISBN 978-81-904760-6-5