

FP-GROWTH ALGORITHM IN DISCOVERY OF CUSTOMER PURCHASING PATTERNS

Summary

In the paper, an algorithm FP-Growth and its variants are discussed. A new process of finding association rules using the Rapid Miner package has been proposed. The process was optimized in terms of memory usage and performance of the rule discovery process. The impact of proposed modifications made to the whole process of finding association rules has been evaluated. The experiments have been carried out on the internet database containing the customer transactions of the Delicatessen Alma24.

Translated by Jerzy Korczak