A Weighted Frequent Itemset Mining Algorithm for Intelligent Decision in Smart Systems

Abstract

Data mining technology has been playing an increasingly important role in decision making activities. Such as Frequent itemset mining (FIM), as an

important step of association rule analysis is becoming one of the most important research fields in data mining. FIM widely used in the field of precision marketing, personalized recommendation, network optimization, medical diagnosis and so on.

Weighted FIM in uncertain databases should take both existential probability and importance of items into account in order to find frequent itemsets of great importance to users. The weighted frequent itemsets not satisfy the downward closure property any longer. The search space of frequent itemsets cannot be narrowed according to downward closure property which leads to a poor time efficiency. The Weight judgment downward closure property-based FIM (WD-FIM) algorithm is proposed to narrow the searching space of the weighted frequent itemsets and improve the time efficiency. The evolution of segmentation was supported by advancements in technology. The shift into digital enabled an easier capture and retention of data while increasingly efficient databases facilitated the usability of that data. Although advancements in technology were crucial to the type of market segmentation used in precision marketing, they were not the driving force behind it. Instead, customer demand and expectation, alongside the fierce competition, were the driving factors.

Existing System

To mine frequent itemsets from uncertain data is to apply the candidate generate-and-test paradigm.State-of-the-art algorithms based on tree structures can cause fatal problems in terms of runtime and memory usage according to the characteristics of uncertain databases and threshold settings because their own tree data structures can become excessively large and complicated in their mining processes. Various approaches have been suggested to over come such problems.

Proposed U-Apriori algorithm which applies the candidate generate-and-test process to mine frequent itemsets from for uncertain data. Similar to Apriori algorithm for mining precise data, U-Apriori algorithm needs to scan the database frequently and generates a large number of candidate frequent itemsets.

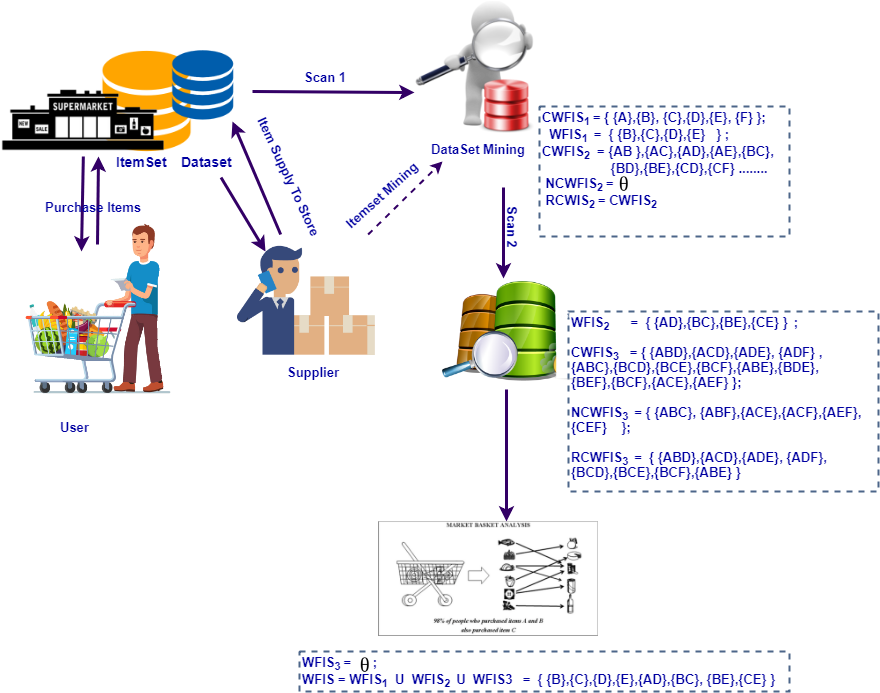
Proposed System

The proposed WD-FIM algorithm mines the weighted frequent itemsets from an uncertain database using the candidate generate-and-test paradigm. The weighted frequent itemsets are discovered by repeated iteration like U-Apriori algorithm. Obviously, there are significant differences between WD-FIM algorithm and U-Apriori algorithm. First, WD-FIM algorithm is proposed for mining weighted frequent itemsets in uncertain datasets. However, U-Apriori can only be used to discover frequent itemsets in uncertain datasets. Second, the basis of the proposed WD-FIM algorithm is the aforementioned weight judgment downward closure property and existence property of weighted frequent subsets, but the downward closure property is used directly to narrow the searching space of frequent itemsets in U-Apriori algorithm. Based on the aforementioned definitions and theorems, the pseudo code of proposed WD-FIM algorithm.

Future Work

In Future work The WD-FIM algorithm used results takes the input as: an uncertain transactional dataset, *DS*; a weight table, *wtable*; a user-specified minimum expected weighted support threshold, Then it scans the dataset to get the weighted frequent 1-itemsets. Finally, on the basis of the proposed weight judgment downward closure property and the existence property of weighted frequent subsets, the weighted frequent *k*-itemsets will be discovered and all weighted frequent itemsets will be returned. During this process, the calculation of *CWFISk* is extremely is performed to guarantee all the weighted frequent *k*-itemsets are included in *CWFISk* according to the existence property of weighted frequent subsets.

Architecture



Modules

User

Users Buying goods and the services from merchants who sell on the Internet. Since the emergence of the World Wide Web, Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online.

Store Market

Merchants have sought to sell their products to people who surf the Internet.

Before people buy anything online, get to know the seller people need to know their contact details for a reputable business should make this information easy to find. And also track the product details of customer mostly like, number of users view the product or purchase the product. A reputable business should also have good customer feedback - friends, family or other customers rate them highly.

Supplier

Supplier supplies the product items to multiple stores in a city. And also collects the data details from merchants which product is moving fast and users like mostly. Easily can track and maintain supply the demand product to the market by using advance methods like Weighted Frequent Itemset Mining.

Market Research – FIM PERFORMANCE ANALYSIS

WD-FIM (Weighted Downward – Frequent Itemset Mining) algorithm will be analyzed. All weighted frequent itemsets can be discovered by WD-FIM algorithm. Each weighted frequent *k*-itemset has at least one weighted frequent (*k -* 1)-itemset. Additionally, each weighted frequent (*k -* 1)-itemset is connected with *CWFIS*1 to get *CWFISk* in WD-FIM algorithm, Consequently, as long as weighted frequent (*k -* 1) -itemsets are complete, weighted frequent *k*-itemsets are also complete in WD-FIM algorithm. The dataset is scanned for the first time to get weighted frequent 1-itemsets.

Algorithm

Apriori algorithm

Apriori algorithm employs an iterative level-wise search for generating frequent item sets. The most significant characteristic of Apriori approach is that it constitutes from the previous frequent item sets rather than all the data items accessed in the transaction when selecting candidate item sets. The frequent item sets refer to the item sets whose supports are greater than or equal to the user's specified minsup. Here, Ck is the candidate item sets, where k is the number of item in the item set. Likewise, Lk represent a k-frequent item set. The Apriori algorithm executes as follows:

1) Ck is generated.

2) Lk is generated from Ck by pruning the item sets.

3) Ck+1 is generated by joining Lk with itself.

WD-FIM (weight judgment downward – Frequent Itemset Mining)

The weight judgment downward closure property and the existence property of weighted frequent subsets are first proposed and proved. Moreover, the WD-FIM algorithm is proposed. The weighted frequent itemsets are discovered by repeated iteration like U-Apriori algorithm. Obviously, there are significant differences between WD-FIM algorithm and U-Apriori algorithm. First, WD-FIM algorithm is proposed for mining weighted frequent itemsets in uncertain datasets. The basis of the proposed WD-FIM algorithm is the aforementioned weight judgment downward closure property and existence property of weighted frequent subsets, but the downward closure property is used directly to narrow the searching space of frequent itemsets in U-Apriori algorithm. Based on the aforementioned definitions and theorems, the pseudo code of proposed WD-FIM algorithm is given. The proposed WD-FIM algorithm takes the input as: an uncertain transactional dataset, *DS*; a weight table, *wtable*; a user-specified minimum expected weighted support threshold, ". First of all, the variables like *WFIS* and *WFISk* are initialized. Then it scans the dataset to get the weighted frequent 1-itemsets. Finally, on the basis of the proposed weight judgment downward closure property and the existence property of weighted frequent subsets, the weighted frequent *k*-itemsets will be discovered and all weighted frequent itemsets will be returned

**System Requirements**

# H/W System Configuration

# Processor - Pentium –III

Speed - 1.1 GHz

RAM - 256 MB(min)

Hard Disk - 20 GB

Key Board - Standard Windows Keyboard

Mouse - Two or Three Button Mouse

Monitor - SVGA

# S/W System Configuration

* Operating System :Windows95/98/2000/XP /7
* Application Server : Tomcat5.0/6.X /8.X
* Front End : HTML, Java, Jsp
* Scripts : JavaScript, jquery, ajax
* Server side Script : Java Server Pages.
* Database Connectivity : Mysql.

Conclusion

To realize intelligent decision making in smart systems, a weight judgment downward closure property based frequent itemset mining algorithm is proposed

to narrow the searching space of weighted frequent itemsets and improve the time efficiency. Weight judgment downward closure property for weighted frequent itemsets and the existence property of weighted frequent subsets are introduced and proved first. Based on these two properties, the WD-FIM algorithm is described in detail. Moreover, the completeness and time efficiency of WD-FIM algorithm are analyzed theoretically. The performance of the proposed WD-FIM algorithm is verified on both synthetic and real-life datasets.