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RESEARCH ARTICLE



FUFM-High Utility Itemsets in Transactional Database

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Abstract – The practical usefulness of the frequent item set mining is limited by the significance of the discovered itemsets. There are two principal limitations. A huge number of frequent item sets that are not interesting to the user are often generate when the minimum support is low. Proposing two algorithms, namely utility pattern growth (UP-Growth) and UP-Growth+, for mining high utility itemsets with a set of effective strategies for pruning candidate itemsets.

Keywords – Candidate pruning, frequent itemset, high utility itemset, utility mining, data mining

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