A STUDY AND ENHANCED APPROACH ON HIGH UTILITY ITEM SET MINING

Dr. R.KANIMOZHI

HOD OF COMPUTER APPLICATION

IDHAYA COLLEGE FOR WOMEN, KUMBAKONAM

kanimvenkat@gmail.com

Abstract:

Data mining is a big subject for analysis to find the hidden knowledge from the unprocessed data's, here we are used High Utility Itemsets (HUI) for finding its task from the frequent item data set for all transactions in the recent years. High Utility Item set mine is used for profit and quantity factors based on the item sets. Moreover, many real-world items repeatedly come for the transaction, HUI considered these items with important and quantity. Traditionally these items are considered in positive profit in HUI, but in the real world, some of the items have come with negative profit also. The research also now moving towards uncertain data, and so stream data also studied respectively by HUI, and its best to our knowledge to reach positive profit. Sometimes the uncertainty data are seldom learned by HUI issues also. HUI transforming the data's into the transactional set by useful regulation to decide by effectual strategy.

Keywords - Data mining, Association Rule, Utility mining, High utility Item.

I. INTRODUCTION

Data mining: In the past ten years research in various areas data mining reach to discover the knowledge from a huge database. To find the hidden value is the main aim of data mining from the extra data from the raw database and is used in various domains [1]. Data mining can be applied in the different processes by using various algorithms like classification and association to better yield by their inputs [2]. The data mining is classified in two ways that are predictive and descriptive. The person-interpretable can be easily found by descriptive mining based on Association rule, sequential pattern, and clustering and describe the data. The unknown prediction or future standards are based on predictive mining by their techniques are classification, regression, and deviation [15].

Figure 1 SHOWS THE EXTRACTION OF DATA USING DATA MINING
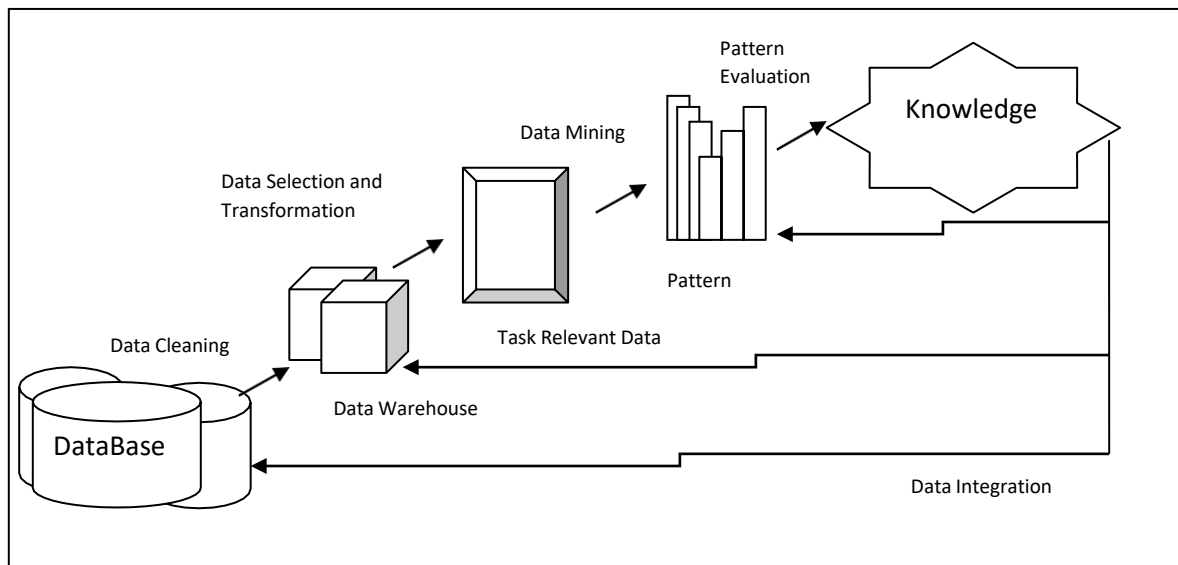
While discovering the knowledge the process of data are shown below:

Data Cleaning: Remove of noises from unstable data.

Data Integration: Data source are combines in various places.

Data Selection: Select particular data for a suitable problem.

Data Transformation: Data should be converted in an appropriate format.

Data Mining: Applying various techniques to solve data mining problems.

Pattern Evaluation: This pattern evaluation meets their requirements as they found.

Knowledge Presentation: Visualization is output for the end user to represent the knowledge presentation.

Data mining is used to hidden data from the extraction of the huge database, and it's easy to transform the data/data set in the way of discovering knowledge as shown in the figure 1[3]. The extraction of data using data mining and it becomes useful information to make the decision from the analysis data. In storing the database the technologies are more improved and that created into groups, so it easily becomes low cost and availability of storage and increase of data capture[4].

II.   ASSOCIATION RULE MINING

Association rule is the most popular technique in data mining for research tribulations. They find the co-occurrences, correlations, frequent patterns, associations amongst the set of a transactional database. Rules with confidence level and support are the user thresholds were established. When data increases with its complicity, data structure and other algorithms did not compile [5]. The association rules find the frequent item from the process of the large database, and its results are generating on frequent itemsets. The resultant can be analyzed by the example from the market by getting frequent item set by their condition they using association algorithm and predict the results [6].

III.   UTILITY MINING

Association Rule Mining has found the significant relationship is present among frequent item pattern in the huge database, based on that many algorithms are introduced by Rakesh Agrawal like classification and association, etc., Some contrast item differs in various aspects, this difference has strongly influenced some results like decision support and these values are each item is considered as utility. In modern business mining as high utility items prove the key stricture in decision support for many applications and more algorithms are developed a High Utility Itemsets on mining [14]. This is measured by using the cost of the item, profit by the preferences of the user. So the algorithm concentrate on mining essentially either it may reduce the joins or candidate itemsets to get profit on cross-sell items. This cross-selling item may bring itemsets together on high utility items. X is the itemset for profitable measure and Utility of item set is X i.e u(X). The amount of utility itemset is X and for all transactions contain X, and itemsets X define high utility itemset. U(X)>= min-utility, here min-utility is defined as minimum utility doorsill [8]. The goal of high utility item has the itemset as greater or equal to the minimum threshold of users. Each deal of utility itemset and sum values are calculated by the formula $UT(X,db) = \sum_{X \subseteq T \cap T \subseteq db} UT(X,T).$ [9]

IV.   HIGH UTILITY ITEM(HUI)

The objective of high utility items is to bring profit for all users, especially in business applications, although they did not consider the frequent item set. Different issues come for high utility item sets that are the list-based approach, pattern growth and level-wise are the three major frameworks that are dealing with the problem [10]. Customary high utility mining algorithm proposed and dealing with static raw data, it ignores the timeliness of itemsets from the database with an existential chance. In detail, for the unsure databases, itemsets with the high utility and the more existential chances are practical to users, not itemsets but one of them and the best of the knowledge [11]. From HUI data flow they have some phases like model based on sliding windows and many algorithms are developed to solve the problem efficiently. Precise data flow is the main deal with their algorithms,

especially from real-time applications. When data sources are collected with noisy the uncertain may come, but this HUI algorithm can handle this precise [12].

V.   Related work

Our proposed work is found towards the High Htility Itemset and their meaning in utility itemset is printability, interestingness, and significance of users to the itemset. Here some conditions for utility transactions that are distinct itemset are mention as external and transaction items are mentioned as internal form utility. The description of utility itemset is two ways that are internal and external utility [13]. If an itemset is defined as a high utility set, but it does not come under the user-specific minimum threshold then it is called a low utility set. The main aim is to find the transaction dataset as a user frequency doorsill that is finding the lacking and weight and make them as profit. High Utility Itemset Mining (HUIM) has some of the methodologies that are the Apriori approach, Tree-based approach, projection-based approach, and Hybrid approach. The high utility itemset is defined as X and the prearranged database is D and it does not low than user precise minimum utility tally is shown below in the figure 2 [7].

FIGURE 2 SHOWS THE SUM OF HUI

$$HUI \leftarrow \{ X \mid \sum_{X \subseteq T_d \wedge T_d \in D} u(X, T_d) \geq TU^D \times \varepsilon \}$$

$$TWU(X) = \sum_{T_c \in g(X)} TU(T_c)$$

VI.   Conclusion:

In traditional mining frequent item algorithms are planned to extract the frequent itemset from large databases in the business. Frequent item mining has less frequent with profit but not give the pattern. High Utility Itemset method gives more profitable and not considering the frequency. This paper discussed various algorithms used in HUI and reduces the noise from the database and found the output. The HUI can show the performance in the execution time and comes reduces the time complicity, memory usage as described in many types of research. The survey can explain about the hidden factors, profit, various applications, and mining algorithms approaches of HUI.

VII. References

[1] Ju Wang, Fuxian Liu, and Chunjie Jin, PHUIMUS: A Potential High Utility Itemsets Mining Algorithm Based on Stream Data with Uncertainty, Mathematical Problems in Engineering Volume 2017, Article ID 8576829, 13 pages

[2] 1BHARTI AHUJA, 2RUPALI BHARTIYA, NOVEL TECHNIQUE FOR MINING A HIGH UTILITY ITEMSETS FROM TRANSACTIONAL DATABASE, International Journal of Mechanical And Production Engineering, ISSN: 2320-2092, Volume- 5, Issue-2, Feb.-2017

[3] Mrs. Bharati M. Ramageri, DATA MINING TECHNIQUES AND APPLICATIONS, Indian Journal of Computer Science and Engineering, Vol. 1 No. 4 301-305

[4] Sudip Bhattacharya1, Deepty Dubey2, High Utility Itemset Mining, International Journal of Emerging Technology and Advanced Engineering Website: www.ijetae.com (ISSN 2250-2459, Volume 2, Issue 8, August 2012)

[5] Algorithm R.Nandhini, Dr.N.Suguna, Shrewd Technique for Mining High Utility Itemset via TKU and TKO International Journal of Computer Science and Information Technologies, Vol. 6 (6) , 2015, 5261-5264

[6] Shalini Zanzote Ninoria, S. S. Thakur, A Survey on High Utility Itemsets Mining, International Journal of Computer Applications (0975 – 8887) Volume 175 – No.4, October 2017.

[7] Kavitha V 1, Dr.Geetha B G2, HIGH UTILITY ITEMSET MINING WITH INFLUENTIAL CROSS SELLING ITEMS FROM TRANSACTIONAL DATABASE, International Journal of Advanced Engineering Technology E-ISSN 0976-3945

[8] Jyothi Pillai, O.P.Vyas, Overview of Itemset Utility Mining and its Applications, International Journal of Computer Applications (0975 – 8887)Volume 5– No.11, August 2010

[9] 1M. Suneetha and 2M.V.P. Chandra Sekhara Rao, Comprehensive Study on High Utility Itemsets Mining with Various Approaches and its Applications, International Journal of Pure and Applied Mathematics, Volume 119 No. 15 2018, 7-17

[10] Kirti Santoki, A survey on high utility item set mining with various techniques, International Journal of Engineering Development and Research © 2017 IJEDR | Volume 5, Issue 2 | ISSN: 2321-9939

[11] Chongsheng Zhang, George Almpanidis ∗, Wanwan Wang, Changchang Liu , An empirical evaluation of high utility itemset mining algorithms School of Computer and Information Engineering, Henan University, KaiFeng, 475001, China, homepage: www.elsevier.com/locate/eswa

[12] Arunkumar, M. S, Suresh P, Gunavathi C, Preethi S, Periodicity Mining, "a Time Inference over High Utility Item set Mining" – A study, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-7 Issue-4S, November 2018.

[13] P.Sharmila1, Dr. S.Meenakshi2, AN ENHNACED HIGH UTILITY PATTERN APPROACH FOR MINING ITEMSETS, International Journal of Advanced Research in Computer Engineering & Technology (IJARCET, Volume 7, Issue 1, January 2018, ISSN: 2278 – 1323

[14] Kuldeep Singh∗, Shashank Sheshar Singh, Ajay Kumar and Bhaskar Biswas, High utility itemsets mining with negative utility value: A survey, Journal of Intelligent & Fuzzy Systems 35 (2018) 6551–6562, DOI:10.3233/JIFS-18965

[15] Shengping Lv 1,2, Hoyeol Kim 2 , Binbin Zheng 1 and Hong Jin 1, A Review of Data Mining with Big Data towards Its Applications in the Electronics Industry, ∗ Received: 11 March 2018; Accepted: 4 April 2018; Published: 8 April 2018