## عنوان مقاله:

A New Algorithm for High Average-utility Itemset Mining

# محل انتشار:

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**نویسندگان:** A. Soltani - *Dept. of Computer Engineering, University of Bojnord, Bojnord, Iran* 

.M. Soltani - Dept. of Computer Engineering, Quchan University of Technology, Quchan, Iran

### خلاصه مقاله:

High utility itemset mining (HUIM) is a new emerging field in data mining which has gained growing interest due to its various applications. The goal of this problem is to discover all itemsets whose utility exceeds minimum threshold. The basic HUIM problem does not consider length of itemsets in its utility measurement and utility values tend to become higher for itemsets containing more items. Hence, HUIM algorithms discover a huge enormous number of long patterns. High average-utility itemset mining (HAUIM) is a variation of HUIM that selects patterns by considering both their utilities and lengths. In the last decades, several algorithms have been introduced to mine high average-utility itemsets. To speed up the HAUIM process, here a new algorithm is proposed which uses a new list structure and pruning strategy. Several experiments performed on real and synthetic datasets show that the proposed algorithm .outperforms the state-of-the-art HAUIM algorithms in terms of runtime and memory consumption

# كلمات كليدي:

data mining, Frequent Pattern, Utility, High Average-Utility itemset

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