

<b>THESIS TITLE</b>	ASSOCIATION RULE MODELING FOR PURCHASE DATABASE USING FP-GROWTH TECHNIQUE
<b>KEYWORDS</b>	DATA MINING, ASSOCIATION RULE, FP-GROWTH
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### **ABSTRACT**

The purpose of this research is to find the possible causal relationship between each of the large supermarkets' sale transactions. The obtained data of a number of each individual customer purchase transactions is analyzed, Create Model item by item, according to "Association Rules" using "FP-Growth" technique. The research's result has shown the capability of forecasting the customers' demand which can be regulated into 4 Patterns include

1. Set Parameter Support 0.1, Confidence 0.7 Association Rule of the product All 15 Rule
2. Set Parameter Support 0.1, Confidence 0.8 Association Rule of the product All 11 Rule
3. Set Parameter Support 0.2, Confidence 0.7 Association Rule of the product All 6 Rule
4. Set Parameter Support 0.2, Confidence 0.8 Association Rule of the product All 6 Rule

Such result can be implemented to the decisions making about offering products which would meet the customers' individual demand and, therefore; earning the customers' satisfaction as one to the appropriate and effective marketing strategies.