**Cloud Computing for Data Analysis**

**VIDEO CASE 07 : Association Rules Market Basket Analysis**

Watch following videos:

**Video 1:** <https://youtu.be/GqwrAJPP4mk>

**Video 2:** <https://www.youtube.com/watch?v=TcUlzuQ27iQ>

**Video Case Questions:**

1. What is Market Basket Analysis?
2. Mention some disadvantages of Apriori algorithm for longer transactions.
3. In what other domains Market Basket Analysis can be applied?