



**SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY
(Autonomous)**

DEPARTMENT OF INFORMATION TECHNOLOGY

CIRCULAR

Date: 10-03-2025

It is hereby informed that our department is planned to organize one day seminar to III Year students of IT department on the topic "Future Trends in Association Rule Mining" on **11-03-2025**. All the III Year students of IT Department are instructed to attend the seminar without fail.


HOD IT

Copy to:

1. Principal sir for kind information
2. Circulate among the faculty
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Sri Venkateswara College of Engineering and Technology
(Autonomous)
R V S Nagar, Chittoor, Andhra Pradesh, 517127 India

Department of Information Technology in Association with ITEA, SVCET

Cordially invite you for the Seminar
“Future Trends in Association Rule Mining”

Resource Person
Mr. M Satish Kumar,
Associate Professor, MCA, M. Tech, SVCET.

Date: 11-03-2025

Event Coordinator

Mr. P. Nandakumar, Asst. Prof/IT

HOD – IT

(Dr. J. Velmurugan)

Report on Guest Lecture: Future Trends in Association Rule Mining

Title: Future Trends in Association Rule Mining

Resource Person: Mr. M. Satish Kumar, Associate Professor, MCA, SVCET

Date: 11th March 2025

Time: 11:30 AM to 12:30 PM

Venue: Lecture Hall, IT Department, SVCET

Organized By: Department of Information Technology, SVCET

HoD-IT: Dr. J. Velmurugan

Coordinator: Mr. P. Nandakumar

Introduction

The Department of Information Technology organized a guest lecture on "Future Trends in Association Rule Mining" delivered by **Mr. M. Satish Kumar**, an esteemed Associate Professor from **MCA department, SVCET**. The session was conducted on **11th March 2025** from **11:30 AM to 12:30 PM** in the Seminar Hall. The lecture aimed to enlighten students about emerging trends, applications, and advancements in association rule mining within data science and machine learning domains.

Objectives

The primary objectives of the guest lecture were:

- To provide insights into the fundamentals of **Association Rule Mining (ARM)**.
- To discuss **recent advancements** and **future trends** in ARM techniques.
- To explore the integration of ARM in various real-world applications such as **market basket analysis, fraud detection, and recommendation systems**.
- To highlight the role of **AI and Big Data** in improving association rule mining methods.

Key Highlights

During the session, Mr. Satish Kumar covered the following topics in detail:

- **Introduction to Association Rule Mining:** Fundamental concepts, Apriori algorithm, and FP-Growth algorithm.
- **Challenges in ARM:** Issues related to scalability, data sparsity, and performance optimization.
- **Advanced ARM Techniques:** Utilization of deep learning models, hybrid algorithms, and evolutionary strategies for efficient rule generation.
- **Applications:** Real-world applications in e-commerce, healthcare, cybersecurity, and social network analysis.
- **Emerging Trends:** Leveraging cloud computing, blockchain, and edge computing to enhance ARM efficiency.

Interactive Session

The lecture was followed by an engaging Q&A session where students actively participated. Mr. Satish Kumar addressed queries regarding the application of ARM in retail analytics, bioinformatics, and IoT systems. He also provided valuable insights into career opportunities in data science and artificial intelligence for aspiring IT professionals.

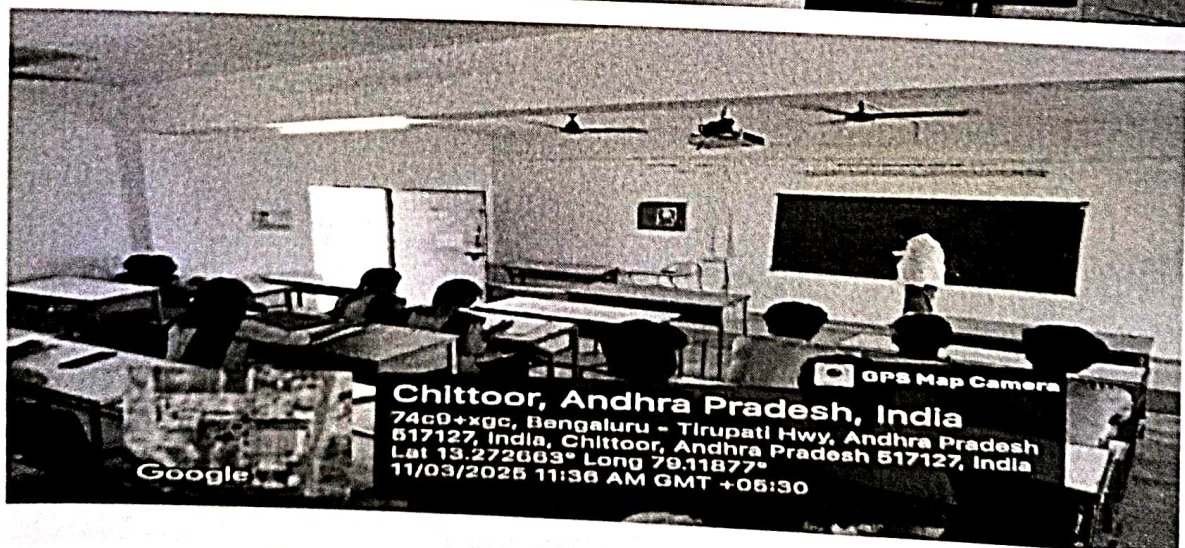
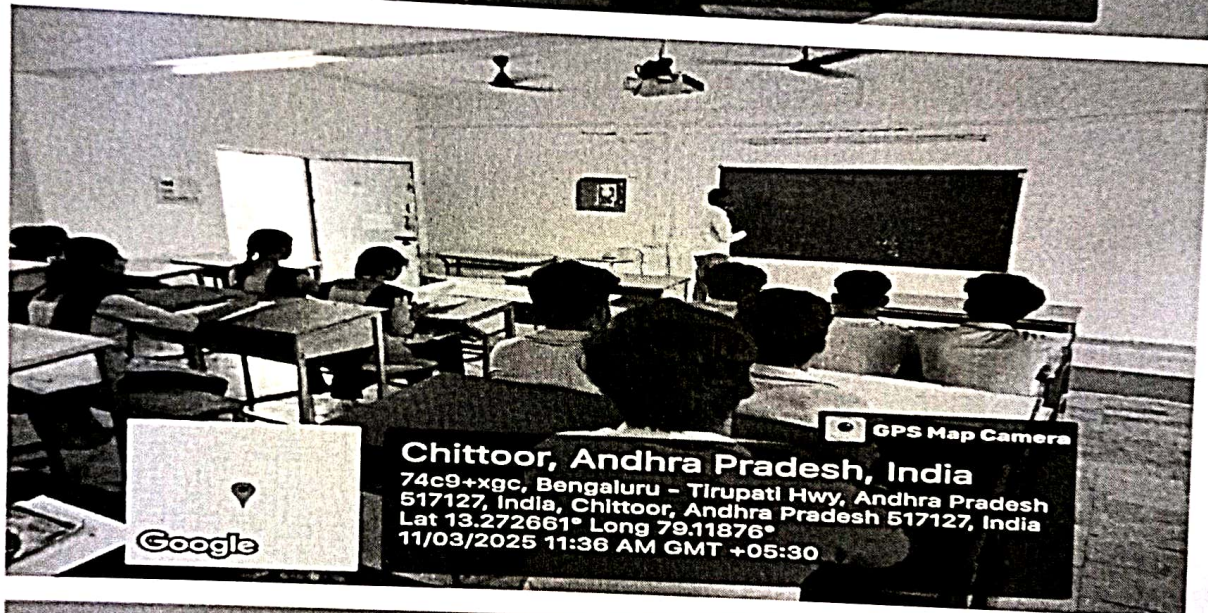
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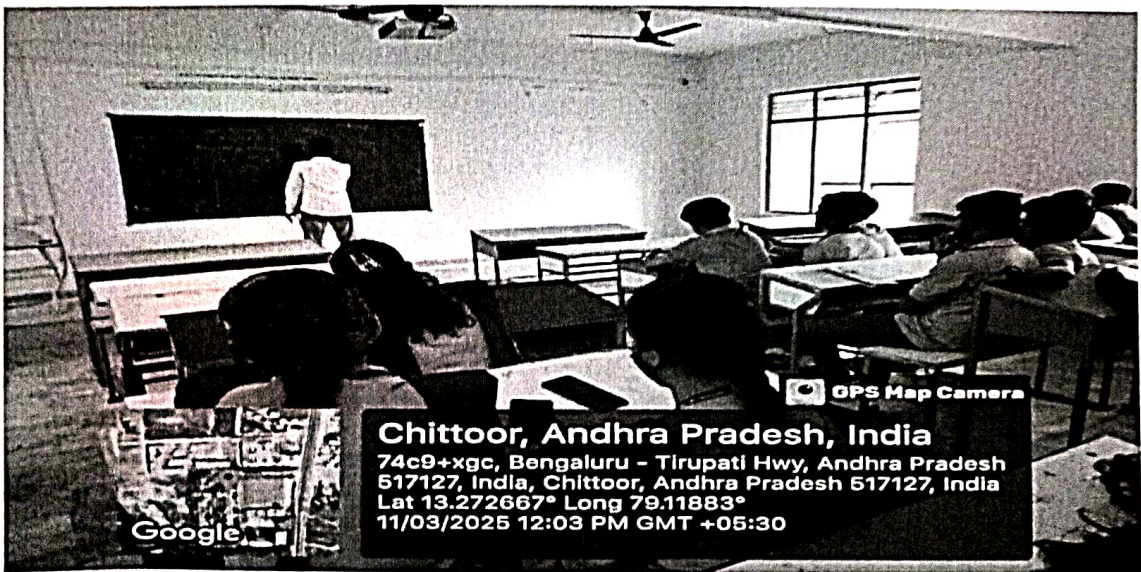
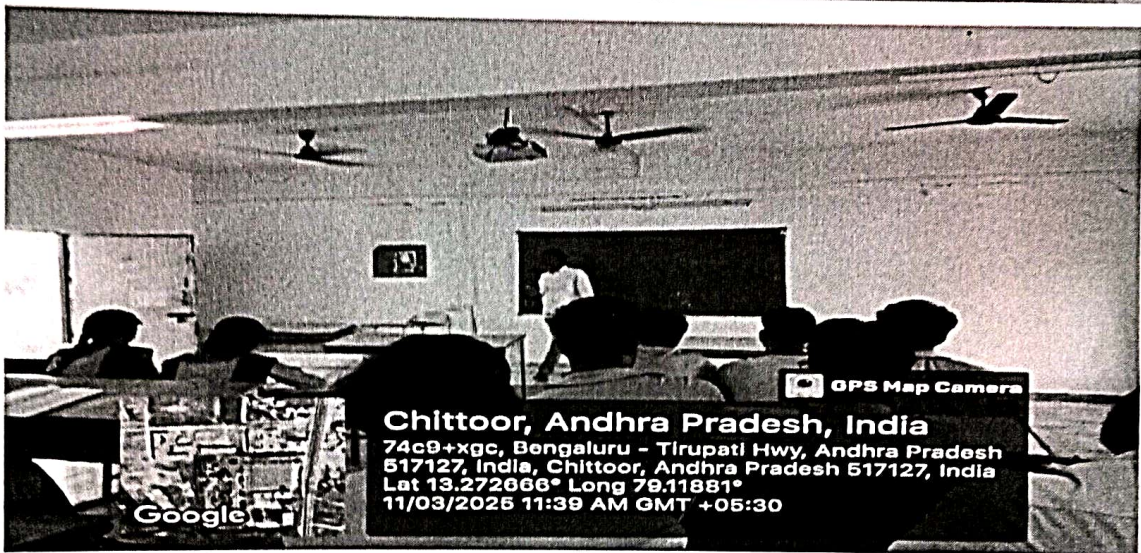
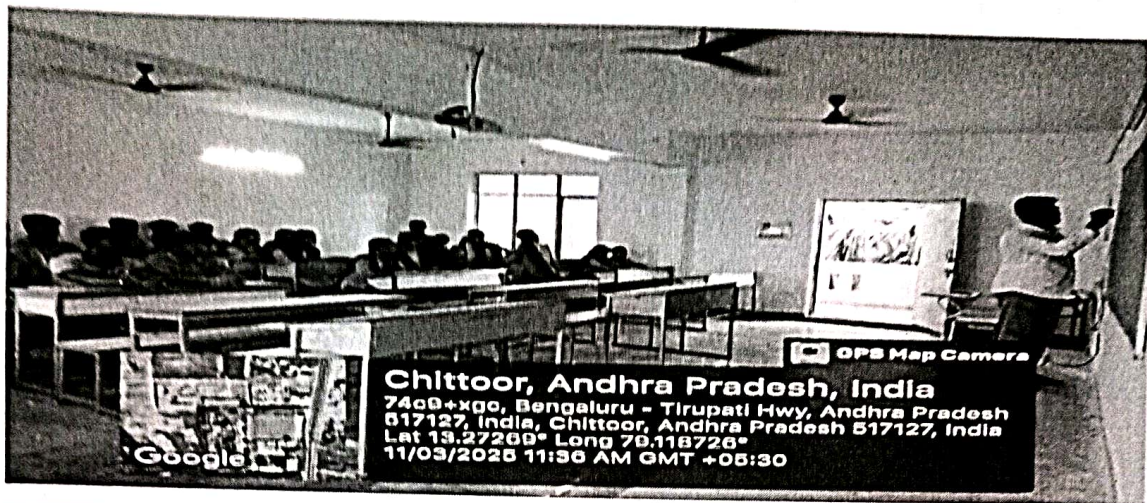
The guest lecture proved to be highly informative and beneficial for the students. Attendees gained a comprehensive understanding of advanced techniques in ARM and their practical applications. The lecture also motivated students to explore research opportunities in data mining and machine learning domains.

Conclusion

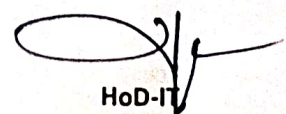
The session concluded with a vote of thanks delivered by Mr. P. Nandakumar, expressing gratitude to Mr. M. Satish Kumar for his insightful presentation and dedication to enhancing students' knowledge. The event was highly appreciated by both students and faculty members for its informative content and engaging delivery.

Screenshots








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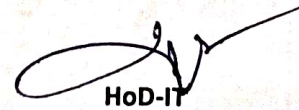
DEPARTMENT OF INFORMATION TECHNOLOGY

Event: Seminar on "Future Trends in Association Rule Mining"

Date: 11.03.2025 (FN)

| SNo | Roll No. | Name | Signature |
|-----|------------|-----------------------------------|----------------------------------|
| 1 | 22781A1201 | ADENA HARI PRASAD REDDY | Adena Hari Prasad Reddy |
| 2 | 22781A1202 | ANNEM VASU GOWTHAM REDDY | Annem Vasu Gowtham Reddy |
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| 9 | 22781A1226 | DUGGINENI KAVITHA | Duggineni Kavitha |
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| 14 | 22781A1265 | N BHANUPRAKASH | N Bhanuprakash |
| 15 | 22781A1266 | NARA BALA KRISHNA | Nara Bala Krishna |
| 16 | 22781A1267 | NAVEL SINGH NISHANTH RAJ | Navel Singh Nishanth Raj |
| 17 | 22781A1268 | PALAGANI PRASANTH | Palagani Prasanth |
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| 21 | 22781A1272 | PATAN SUMIYA | Patan Sumiya |
| 22 | 22781A1273 | PATHELLA VENKATA PHANEENDRA KUMAR | Patella Venkata Phaneendra Kumar |
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| 24 | 22781A1275 | PATNAM UPENDRA | Patnam Upendra |
| 25 | 22781A1276 | PATTAN NOWZIYA | Pattan Nowziya |
| 26 | 22781A1277 | PILLIBOINA SHILPA | Pilliboina Shilpa |
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| 29 | 22781A1281 | POSA NAVEEN | Posa Naveen |
| 30 | 22781A1282 | R BALACHANDRA | R Balachandra |
| 31 | 22781A1283 | RUDRARAJU VASANTH KUMAR RAJU | Rudraraju Vasanth Kumar Raju |
| 32 | 22781A1284 | SARIPIRALLA CHANDANA | Saripiralla Chandana |
| 33 | 22781A1285 | SHAIK ABDUL SADIK | Shaik Abdul Sadik |
| 34 | 22781A1286 | SHAIK AMAL | Shaik Amal |
| 35 | 22781A1287 | SHAIK ARSHIYA TASLEEM | Shaik Arshiya Tasleem |
| 36 | 22781A1288 | SHAIK MAHAMMAD FAJIL | Shaik Mahammad Fajil |
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| 39 | 22781A1291 | SYED MOHAMMAD ASIM | Syed Mohammad Asim |
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| 42 | 22781A1294 | TELLAKULA SOMASEKHAR | Somasekh |
| 43 | 22781A1295 | THIPPANNA GARI NARAYANA REDDY | T. Narayana Reddy |
| 44 | 22781A1296 | UPPUDOLLA BHANU PRAKASH | U. Bhannu Prakash |
| 45 | 22781A1297 | VAJRALA BAHYA BANU | Banu |
| 46 | 22781A1298 | VARAPANA MOHAN REDDY | Mohan |
| 47 | 22781A1299 | VEMANA CHARITHA CHOWDARY | Charitha |
| 48 | 22781A12A1 | YALLAPU JYOTHI SWAROOP | J. Jyothi |
| 49 | 22781A12A2 | YAMBA DEEKSHITHA | Deekshitha |
| 50 | 22781A12A3 | YANDAPALLI SANDEEP | Sandeep |
| 51 | 22781A12A4 | YARVA PAVAN KUMAR | Pavan |
| 52 | 22781A12A5 | YEPURI GURU SAI | G. Sai |
| 53 | 22781A12A6 | YETURI VENKATA SUDHARSHAN | Y. Venkata Sudharshan |
| 54 | 22781A12A7 | AASHISH SINGH | Aashish |
| 55 | 22781A12A8 | JIGYASHA KUMARI YADAV | Jigyasha |
| 56 | 22781A12A9 | CHHOTU KUMAR | CHHOTU |
| 57 | 23785A1201 | JEEREDDY PRASANNA KUMAR REDDY | Prasanna |
| 58 | 23785A1202 | JUTURU MANOHAR | J. Manohar |
| 59 | 23785A1203 | KARNATI SUNKUGARI TEJASWINI DEVI | Tejaswini |
| 60 | 23785A1204 | MODDUPATI THILAK KUMAR | M. Thilak |
| 61 | 23785A1205 | PERIKALA RAVI KUMAR | P. Ravi Kumar |
| 62 | 23785A1206 | SINGANABOYINA SASI KUMAR | S. Sankar |


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