

Recommendation System



AGENDA

- Introduction
- What and Why EDA?
- Understanding Market Basket Analysis
- Implementation

Exploratory Data Analysis

- *Exploratory data analysis* is an approach of analysing data sets to summarize their main characteristics, often using statistical graphics and other data visualization methods.

Why?

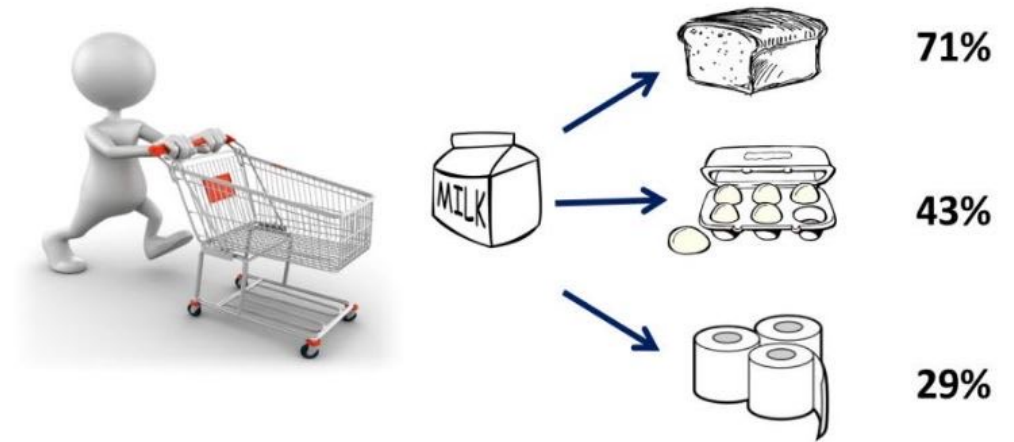
- It can help identify obvious errors, as well as better understand patterns within the data, detect outliers, find interesting relations among the variables





Market Basket Analysis

- Market basket analysis is a **technique used by companies to increase sales by better understanding customer purchasing patterns.**
- It takes purchase history data to find product groupings, as well as products that are **likely to be purchased together.**



Frequently bought together



i These items are shipped from and sold by different sellers. [Show details](#)

- ✓ **This item:** Nikon D850 FX-Format Digital SLR Camera Body **\$2,996.95**
- ✓ Sony Professional XQD G Series 64GB Memory Card (QDG64E/J) **\$129.95**
- ✓ EN-EL15a Rechargeable Li-ion Battery **\$54.95**

Conclusion

- EDA
- Top 10 First Choices
- Trending Items
- Deal Of The Day
- Frequently Bought Together

