

# Data Science

Project

Market Basket Analysis

# Agenda

1

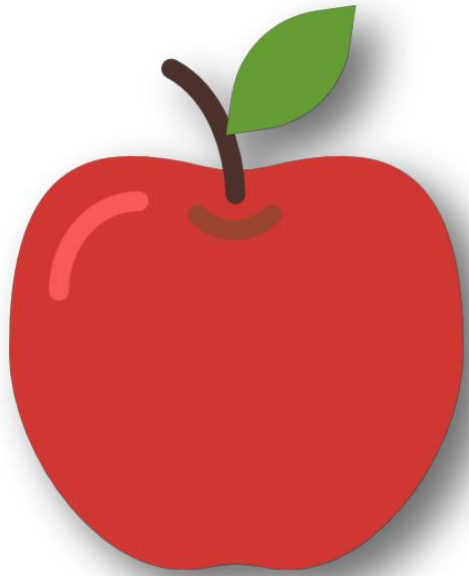
MARKET BASKET ANALYSIS

# PROBLEM STATEMENT

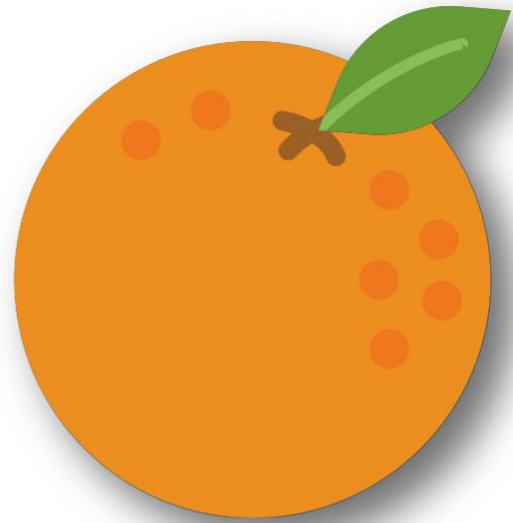
Consider yourself to be the newly appointed manager of a retail-store '**ALL-MART**'. Your first task as manager of the store is to *increase cross-selling*



# PROBLEM STATEMENT

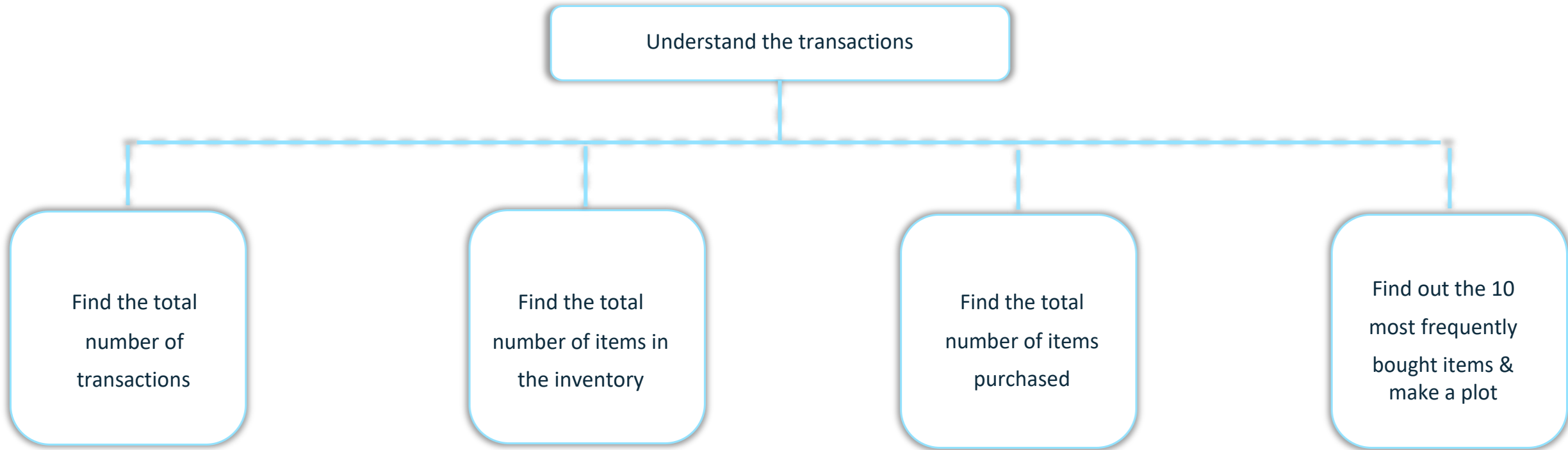


Item 'A'

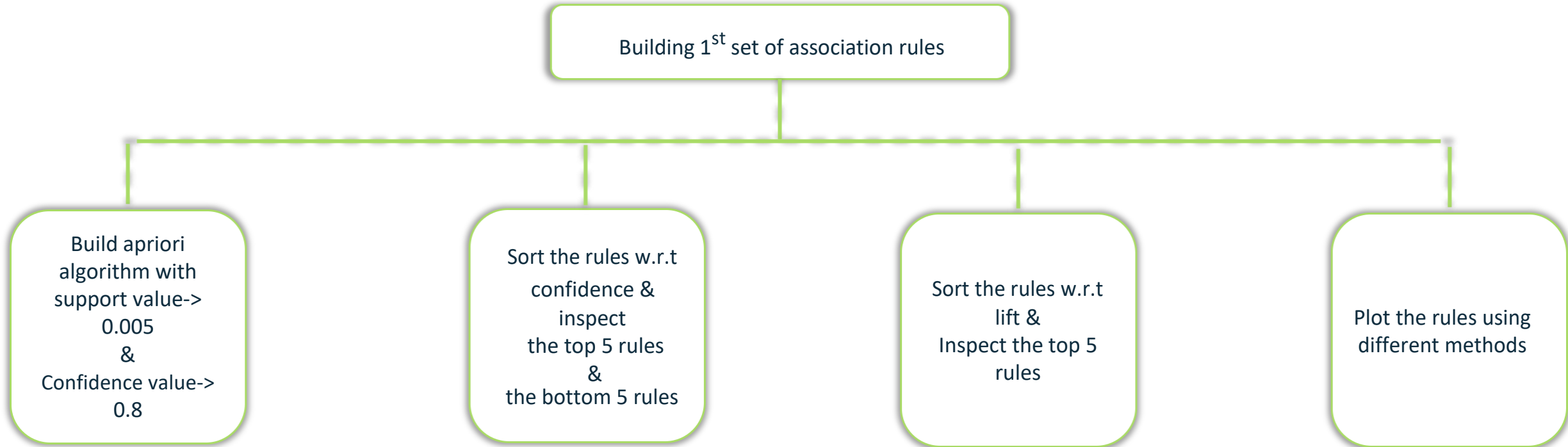


Item 'B'

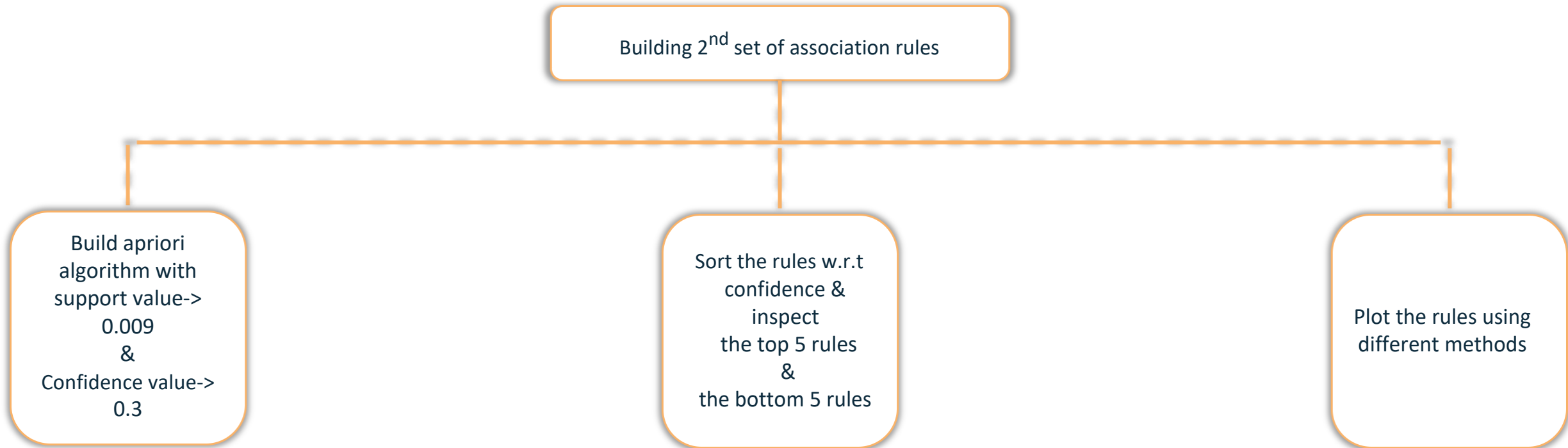
# TASKS TO BE PERFORMED



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