**LAB TUTORIAL ASSIGNMENT 1**

**MARKET BASKET ANALYSIS OF CANADIAN PRODUCE**

**Business Problem**

Canadian Grocery Store “ABC Foods” wants to manage inventory more efficiently to reduce produce waste. It buys both domestic and imported foods from a wholesaler. It wants to understand which items are bought together most frequently and why consumers might buy these combinations. ABC Foods believes that these insights will help it to adjust prices to incentivize sales when it has surplus inventory nearing expiration.

1. ***Generate Output***

Using MarketBasketAnalysisData.csv (on LEARN), write and run the Market Basket Analysis script from the last lecture. Create the df2 output and then insert it below (either copy and paste or insert a screenshot). **(2 MARKS)**

1. ***Analyze the Results***

Use the key terms to explain the most important observation(s) from 1. above. **(2 MARKS)**

1. ***Provide Insights***

Explain the relevance of these results. **(4 MARKS)**

1. ***List References***

Use APA 7th Edition. Tip: The library citation tool can be used. **(2 MARKS)**