Datasource: Shmueli, G., Bruce, P. C., Yahav, I., Patel, N. R., & Lichtendahl Jr, K. C. (2017). *Data mining for business analytics: concepts, techniques, and applications in R*. John Wiley & Sons.

Cosmetics.xls contains cosmetic purchases given in a binary matrix form. How can association mining help in the purpose of point-of-sale display, guidance to sales personnel in promoting cross sales?