Project - Group & Topic

Project group

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Project Leader

Shraddhaben Patel is the assigned project leader.

Project Topic

Market basket analysis of the Instacart data. We will try to predict which previously purchased products will be in a user's next order.

Application subject area

MBA(Market basket analysis)

Specific data set and sources

We are going to use the Kaggle dataset and Instacart public data to analyze the solution.

https://www.kaggle.com/c/instacart-market-basket-analysis/data

Reference resources

Below are the reference resources which will be used to devise a strategy for the solution.

https://www.researchgate.net/publication/322161863_Market_Basket_Analysis_to_Identify_Customer_Behaviours_by_Way_of_Tran

https://iopscience.iop.org/article/10.1088/1757-899X/722/1/012068

https://www.kaggle.com/competitions/instacart-market-basket-analysis

https://www.databricks.com/notebooks/gallery/MarketBasket.html

https://www.lexjansen.com/sesug/2019/SESUG2019_Paper-252_Final_PDF.pdf

Supplemental resources

Softwares Used:

1. R
2. R Studio