# Market Basket Analysis Report

This report provides a comprehensive analysis of the market basket dataset, highlighting key statistics and insights.

## Statistical Summary

1. Sheet 1:

- 5,002 transactions spanning 731 unique dates.

- 100 unique products, with 'Product-41' being the most frequently sold.

- Quantity per transaction: Mean: 5.48, Min: 1, Max: 10.

- 100 unique stores, with Store ID 88 having the highest transactions.

2. Table\_1:

- Extends the data with calculated fields such as total product counts, sum of quantity, and conditional formatting for quantities above or below 5.

## Key Insights

1. Payment Type Distribution:

- Credit: 1,686 transactions

- Cash: 1,658 transactions

- Debit: 1,658 transactions

2. Top 5 Products by Quantity:

- Product-52: 387 units

- Product-78: 372 units

- Product-45: 372 units

- Product-41: 370 units

- Product-29: 357 units

3. Store Performance:

- Store 88 and Store 73 have the highest transaction volumes (68 transactions each).