**NAME: Ashish Bisht**

**ID: 801168390**

**Cloud Computing for Data Analysis**

**VIDEO CASE 07 : Association Rules Market Basket Analysis**

Watch following videos:

**Video 1:** https://youtu.be/GqwrAJPP4mk

**Video 2:** https://www.youtube.com/watch?v=TcUlzuQ27iQ

**Video Case Questions:**

• What is Market Basket Analysis?

ANS:

• Market Basket Analysis is the technique used by the retailers in the market because it helps in finding the associations between the items purchased by the customers.

• This technique basically looks at all the combinations of the items that occur together frequently in the transactions. Because of this, it is helping the retailers to understand the relationship between the items that people are buying.

• This is helpful for the direct marketers. It helps them to analyze and understand what kind of products should be offered to the customers.

• Mention some disadvantages of Apriori algorithm for longer transactions.

ANS:

• The candidate generation in this algorithm produces a large number of subsets.

• The bottom up subset explorations give a maximum subset S making this algorithm very slow.

• The Apriori algorithm also assumes that the transaction database is memory resident.

• Hence these turns out to be a major issue for longer transactions.

• In what other domains Market Basket Analysis can be applied?

ANS:

• Cross selling.

• Customer behavior.

• Product placement.

• Fraud detection.

• Analyzing the credit card purchases.