Retail Store Market Basket Analysis Insights

ASED Full Store MBA

Total Transactions = 24,138

Transactions over 2 = 9,722

Min support = 0.0025

Frequent Items = 67 items

Associations = 21

Top 5

1: (COLGATE TOOTHBRUSH CLASSIC) (COLGATE TOOTHPASTE .85 OZ)

2: (KANGAROO GRN XL INTENSE 1CT) (KANGAROO VIOLET VENUS 3000 1CT)

3: (PYTHON 4K 1PK) (KANGAROO GRN INTENSE MALE 1CT)

4: (PYTHON 4K 1PK) (ROCK SOLID 8K 1PK)

5: (SUPER PANTHER 29K 1PK ) (PINK PUSSYCAT PILL)

ASED Filtered Store MBA

* Removed all SUPPLEMENT categories

Total Transactions = 17,619

Transactions over 2 = 7,192

Min Support = 0.00125

Frequent Items = 617

Associations = 19

Top 5

1: (TOWEL PINEAPPLES STRIPES 30X60) (TOWEL PINEAPPLES NAVY 30 X 60)

2: (TOWEL LOGO BABY PNK 32 X 64) (TOWEL LOGO TURQ 32 X 64)

3: (TOWEL LOGO BABY PNK 32 X 64) (TOWEL LOGO YELLOW 32 X 64)

4: (LIL FUCKER MINI G SPOT) (AURORA BOREAL'ASS PLUG LED REM)

5: (VEDO RIO ANAL INDIGO) (LIL FUCKER MINI G SPOT)

ASED Dept & CombinedDept MBA

* Individual departments by themselves
* Similar departments combined

**Adornments**

Total Transactions = 1,836

Transactions over 2 = 349

Min Support = 0.008

Frequent Items = 99

Associations = 23

Top 5

1: (STICKER SET PINEAPPLE GLOW) (PASTIES CLICKER LED PINEAPPLE)

2: (PASTIES X SNAKE PRINT MULTI) (PASTIES X ANIMAL MULTI GLIT)

3: (JEWEL TATTOO NIP DANGLERS) (JEWEL TATTOO NIP VAG STARBURST)

4: (JEWEL TATTOO NIPPLE CRYSTALS) (JEWEL TATTOO VAG FLWRS VINES)

5: (EYELASH GLUE STAR GLUE WHT) (EYELASH 3D MINK BLACK #10)

**Apparel**

Total Transactions = 6,231

Transactions over 2 = 1,684

Min Support = 0.002

Frequent Items = 316

Associations = 19

Top 5

1: (SHORTS 3 STRAP SIDES KELLY GRN) (HALTER RHNSTNS LYCRA KELLY GRN)

2: (BXDW NO FUCKS SKIRT BLU PLAID ) (BXDW NO FUCKS GIVEN BRA PANTY)

3: (TRI TOP LYCRA SLIDER NPNK OS) (THONG TIE SIDE LYCRA FUS OS)

4: (SHORT MINI SCRUNCH PUR OS) (TRI TOP LYCRA SLIDER PUR OS)

5: (THONG COMFORT V FOIL GLD OS) (TRI TOP SKINNY METALLIC GLD)

**Body and Wellness**

Total Transactions = 6,692

Transactions over 2 = 1,507

Min Support = 0.008

Frequent Items = 69

Associations = 29

Top 5

1: (KANGAROO VIOLET VENUS 3000 1CT) (KANGAROO WHT X-INTENSE 1CT)

2: (KANGAROO PNK VENUS INTENSE 1CT) (KANGAROO BLU ALPHA 3000 1CT)

3: (KANGAROO GRN INTENSE MALE 1CT) (KANGAROO PNK VENUS INTENSE 1CT)

4: (KANGAROO GRN XL INTENSE 1CT) (KANGAROO VIOLET VENUS 3000 1CT)

5: (KANGAROO BLU ALPHA 3000 1CT) (KANGAROO VIOLET VENUS 3000 1CT)

**Books**

Total Transactions = 90

Transactions over 2 = 10

Min Support = 0.3

Frequent Items =

Associations = 13

Top 5

1: (ETHICAL SLUT THE ) (LOVERS GUIDE TO HOMEMADE VIDEO)

2: (LOVERS GUIDE TO HOMEMADE VIDEO, OPENING UP) (ULTIMATE GDE ANAL (WOMEN) 2ND)

3: (ULTIMATE GDE ANAL (WOMEN) 2ND) (OPENING UP)

4: (LOVERS GUIDE TO HOMEMADE VIDEO, ULTIMATE GDE ... (OPENING UP)

5: (ULTIMATE GDE ANAL (WOMEN) 2ND) (LOVERS GUIDE TO HOMEMADE VIDEO)

**Branded Promo Products**

Total Transactions = 664

Transactions over 2 = 74

Min Support = 0.02

Frequent Items = 32

Associations = 19

Top 5

1: (FLIP FLOPS BLACK FAIRVILLA LRG) (FLIP FLOPS BLACK FAIRVILLA XL)

2: (MUG CERAMIC PINEAPPLE LOGO BLK) (MAGNET PINEAPPLE LOGO)

3: (MAGNET PINEAPPLE LOGO) (COOZIE BOTTLE ZIP PINEAPP LOGO)

4: (FAIRVILLA FU TUMBLER RED) (WINE GLASS PINEAPPLE LOGO BLK)

5: (TUMBLER PINEAPPLE LOGO BLK) (FAIRVILLA TUMBLER RED 18OZ)

**Fantasy Wear**

Total Transactions = 1,121

Transactions over 2 = 300

Min Support = 0.01

Frequent Items = 118

Associations = 55

Top 5

1: (PAINTGLOW UV PAINT STICK ORG) (PAINTGLOW UV PAINT STICK GRN)

2: (GLITTER UV SHAKER CHAM PINK ) (GLITTER UV SHAKER PEACH PARADI)

3: (PAINTGLOW UV FACE PAINT YEL) (PAINTGLOW UV FACE PAINT PNK)

4: (UV GLITTER GEL PEACH PARADISE) (UV GLITTER GEL MINT GREEN)

5: (UV GLITTER GEL MINT GREEN) (UV GLITTER GEL PEACH PARADISE)

**Fetish**

Total Transactions = 2,141

Transactions over 2 = 481

Min Support = 0.006

Frequent Items = 154

Associations = 31

Top 5

1: (DILATOR HEGER SINGLE 7/8) (SURGILUBE MEDICAL LUBE 4.25 OZ)

2: (SINCERELY BUNNY BUTT PLUG META) (SINCERELY BUNNY BUTT PLUG SLCN)

3: (LUBE TUBE CLR 2PK) (CLOUD 9 ENEMA DISPOSABLE 2PK)

4: (KINKLAB POWER TRIPPER ATT) (NEONWAND WHT HNDL PPL ELECTRO )

5: (SS UNDER BED RESTRAINT SYSTEM) (S&M SATIN BLINDFOLD - BLACK)

**Furniture**

Total Transactions = 74

Transactions over 2 = 2

Min Support = 0.5

Frequent Items = 66

Associations = 604

Top 5

1: (FF SPINNING FANTASY SWING BLK, SS SEX SLING B... (FF YOGA SEX SWING)

2: (FF SPINNING FANTASY SWING BLK, SS G SPOT LINK... (SS SEX SLING BLACK, SS DOGGIE STYLE STRAP BLK)

3: (SS DOGGIE STYLE STRAP BLK, SS DOOR JAM SEX SL... (FF SPINNING FANTASY SWING BLK, SS SEX SLING B... 0.5

4: (SS SEX SLING BLACK, SS DOGGIE STYLE STRAP BLK) (FF SPINNING FANTASY SWING BLK, SS G SPOT LINK...

5: (FF SPINNING FANTASY SWING BLK, SS DOGGIE STYL... (SS SEX SLING BLACK, SS G SPOT LINK POSITION C...

**Gifts**

Total Transactions = 1,320

Transactions over 2 = 292

Min Support = 0.012

Frequent Items = 78

Associations = 21

Top 5

1: (BOOBIE BEER CAN TOPPER) (PECKER BEER CAN TOPPER)

2: (PECKER BEACH BALL) (BOOBIE BEACH BALL)

3: (BOOBIE BEACH TOWEL) (PECKER BEACH TOWEL)

4: (CHOCOLATE LOLLI MILK NIPPLE) (CHOCOLATE LOLLI MLK PENIS)

5: (LIQUORED UP COCK POP STRAW DAI) (LIQUORED UP COCK POP BAHAMA MA)

**Hosiery**

Total Transactions = 1,149

Transactions over 2 = 118

Min Support = 0.009

Frequent Items = 72

Associations = 23

Top 5

1: (THIGH HI LACE TOP SHEER BLK QN) (THIGH HIGH LACE TOP SHEER BLK)

2: (BDYSTKN CROTCHLESS LYCRA NET) (BDYSTKN CROCHET FOOTLESS BLK)

3: (PANTYHOSE SUSPEND FSHNT RHNSTN) (SOCKS CROCHET HRT LACE WHT OS)

4: (THIGH HIGH 3" LACE STAY UP OS) (THIGH HI FENCE NET LYCRA WHITE)

5: (STOCKING INDUSTRIAL NET WHT OS) (SOCKS BOW EMBROID RUF OPAQUE)

**Jewelry**

Total Transactions = 2,219

Transactions over 2 = 480

Min Support = 0.006

Frequent Items = 137

Associations = 19

Top 5

1: (THONG CHAINMAIL LEAF SIL) (TOP BRA CHAINMAIL LEAF SIL)

2: (SKIRT CROCHET RHNSTN WHT OS) (TOP CROCHET RHNSTN WHT OS)

3: (BRA HALTER CHAIN JEWELS CONNCT) (SKIRT CHAIN JEWELS CONNCT DNGL)

4: (THONG RHNSTN DAISIES OS) (BRA RHNSTN DAISIES OS ADJSTBL)

5: (TOP BELT CHAIN JEWELS AB DNGL) (BRA CHAIN JEWELS AB DNGL )

**Lube and Lotion**

Total Transactions = 2,712

Transactions over 2 = 368

Min Support = 0.01

Frequent Items = 78

Associations = 23

Top 5

1: (KLEAN FREAK SCENT FREE WIPE) (KLEAN FREAK PEPPERMINT WIPE)

2: (KLEAN FREAK COCONUT WIPE) (KLEAN FREAK SCENT FREE WIPE)

3: (CHAI MASSAGE OIL FOIL 30ML) (SENSUAL MASSAGE OIL FOIL 30ML)

4: (UBERLUBE GOOD TO GO REFILL) (UBERLUBE GOOD TO GO SILV 15ML)

5: (JO H2O ANAL 4oz ORIGINAL) (JO H2O 4oz ORIGINAL)

**Men's Products**

Total Transactions = 1,268

Transactions over 2 = 161

Min Support = 0.018

Frequent Items = 49

Associations = 13

Top 5

1: (TENGA EGG - CLICKER) (TENGA EGG - LOVERS)

2: (HUNKY JUNK C-RING HUJ ICE) (COCK RING RIBBED CLR)

3: (COCK RING OX HUMPBALLS CLR) (SCREAMING O RING O )

4: (SCREAMING O RING O 2 CLEAR) (COCK RING RIBBED CLR)

5: (SCREAMING O RING O ) (SCREAMING O RING O XL CLR)

**NonVibes and Rubber**

Total Transactions = 921

Transactions over 2 = 100

Min Support = 0.03

Frequent Items = 34

Associations = 15

Top 5

1: (SPLENDID MEDIUM BLUE AND WHT) (BUTTPLUG SLCN HRT GEM RED MD)

2: (NAT YOURS GLITTER COCK 6 IN) (AURORA BOREAL'ASS PLUG LED REM)

3: (HER ROYAL HARNSS EMPRESS BOX) (TOUCH & GLOW DILDO)

4: (ADAMS TRUE FEEL COCK BROWN) (SS HARNESS CORSET LACE RED)

5: (FOR YOUR HARNESS KIT 7IN COCK) (ADAMS TRUE FEEL COCK BROWN)

**Resort and Miscellaneous**

Total Transactions = 3,327

Transactions over 2 = 492

Min Support = 0.015

Frequent Items = 43

Associations = 21

Top 5

1: (LIGHTNING CABLE USB ASST) (USB WALL CHARGER 1.0A ASST)

2: (HERBAL ESSENCES CONDITION 2 OZ) (HERBAL ESSENCES SHAMPOO 2 OZ)

3: (TOWEL PINEAPPLES STRIPES 30X60) (TOWEL PINEAPPLES NAVY 30 X 60)

4: (PEPCID COMPLETE CHWBLE 2 TABS) (TAGAMET HB200 6 TABLETS)

5: (COLGATE TOOTHPASTE .85 OZ) (COLGATE TOOTHBRUSH CLASSIC)

**Vibes**

Total Transactions = 2,543

Transactions over 2 = 413

Min Support = 0.01

Frequent Items = 90

Associations = 39

Top 5

1: (NIXIE G-SPOT PUR OMBRE VIBE) (ESSENTIAL POWER BULLET PURPLE)

2: (LIL FUCKER MINI G SPOT) (SENSUELLE NUBII BULLET RS GLD)

3: (JESSI ROSE GOLD) (LIL FUCKER MINI G SPOT)

4: (PURITY PINK) (ROMP FREE AIR SUCTION VIBE)

5: (VEDO RIO ANAL INDIGO) (ESSENTIAL POWER BULLET PURPLE)

**Wearables**

Total Transactions = 10,060

Transactions over 2 = 3,704

Min Support = 0.0012

Frequent Items = 610

Associations = 23

Top 5

1: (PAINTGLOW UV FACE PAINT GRN) (PAINTGLOW UV FACE PAINT ORG)

2: (BRA RHNSTN DAISIES OS ADJSTBL) (THONG RHNSTN DAISIES OS)

3: (TRI TOP LYCRA SLIDER NPNK OS) (THONG TIE SIDE LYCRA FUS OS)

4: (BRA CHAIN JEWELS AB DNGL ) (TOP BELT CHAIN JEWELS AB DNGL)

5: (GLOW NECKLACE ASST) (GLOW BRACELETS 3 PC ASST)

**Books and Gifts**

Total Transactions = 1,384

Transactions over 2 = 309

Min Support = 0.016

Frequent Items = 64

Associations = 13

Top 5

1: (BOOBIE BEER CAN TOPPER) (PECKER BEER CAN TOPPER)

2: (SHIT SHOW COLORED PENCILS) (CUTE AS FUCK COLORING BOOK)

3: (PECKER BEACH TOWEL) (BOOBIE BEACH TOWEL)

4: (CHOCOLATE LOLLI MLK PENIS) (CHOCOLATE LOLLI MILK NIPPLE)

5: (LIQUORED UP COCK POP STRAW DAI) (LIQUORED UP COCK POP BAHAMA MA)

**Toys**

Total Transactions = 7,630

Transactions over 2 = 2,407

Min Support = 0.003

Frequent Items = 251

Associations = 27

Top 5

1: (LIL FUCKER MINI G SPOT) (AURORA BOREAL'ASS PLUG LED REM, VEDO RIO ANAL...

2: (AURORA BOREAL'ASS PLUG LED REM) (LIL FUCKER MINI G SPOT, VEDO RIO ANAL INDIGO)

3: (LIL FUCKER MINI G SPOT) (AURORA BOREAL'ASS PLUG LED REM)

4: (VEDO RIO ANAL INDIGO) (AURORA BOREAL'ASS PLUG LED REM, LIL FUCKER MI...

5: (BATTERY ENERGIZER AAA 4PK) (EVES FIRST THRUSTER RABBIT PNK)

**Template**

Total Transactions =

Transactions over 2 =

Min Support =

Frequent Items =

Associations =

Top 5

1:

2:

3:

4:

5: