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1. The most prevalent products, in customer baskets

Based on the analysis of the corporation's sales data, it's clear that some products stand out as customer favorites. Widget B was the most popular product overall, purchased 62 times, followed by Widget A, Gadget X, and Thingamajig, each with 59 purchases. Gadget Y was close behind at 57

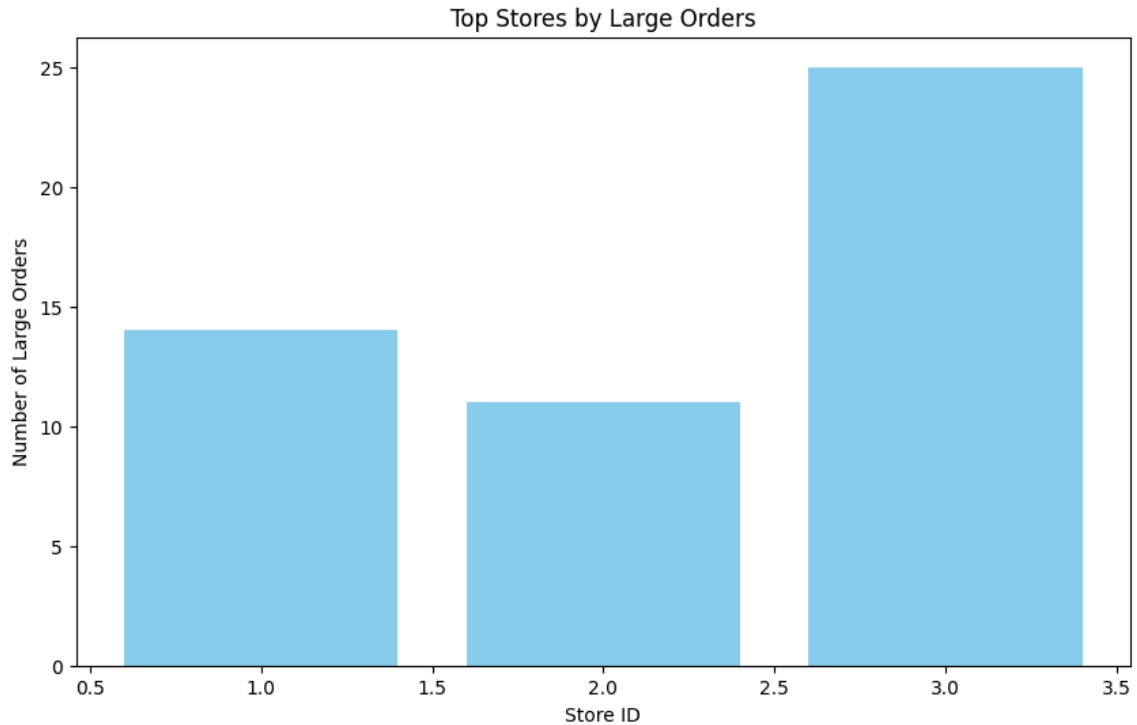
2. The frequency by which customers were large buyers, or filled up large baskets

Orders with more than three items were classified as "large baskets," and the data showed there were 50 such orders throughout the year. This indicates that a substantial number of customers are making higher-volume purchases. Large basket orders are significant as they suggest either bulk buying behavior or a strong customer preference for certain combinations of products.

3. Which stores contained the large-basket buyers, and by how much

Store analysis revealed that large-basket buyers were distributed across all stores, but Store 3 accounted for the most such orders, contributing 22 large baskets. Store 1 and Store 2 followed with 15 and 13 large orders, respectively. This suggests that Store 3 either has a larger customer base or caters to buyers who prefer making bulk purchases.

4. A visualization that ranks the top, large-basket customer stores, by frequency



5. A top-n list of products, which were typical to customers in this demographic

Among customers with large baskets, Widget B was the most common product, appearing in 43 orders. Gadget X was the second most typical product with 40 occurrences, while Widget A and Thingamajig each appeared in 38 orders.

6. A categorical approach to the above demographic – what is the categoric makeup of their baskets, on average? Breaking down the composition of large baskets, Widget B made up 19.11% of the items purchased, closely followed by Gadget X at 17.78%. Widget A and Thingamajig each contributed 16.89%, while Gadget Y and Widget C accounted for 16% and 13.33%, respectively. This distribution indicates that large-basket buyers have a preference for a balanced mix of products, with a slight lean toward Widget B and Gadget X.

7. Formulate a visualization for item 6, above

Product Distribution in Large Orders

