

NAAN MUDHALVAN – IBM SKILL

ARTIFICIAL INTELLIGENCE

GROUP PROJECT

Project Title: Market basket Insight

Phase 1 Submission

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I can provide you with a general outline for a problem statement and design thinking approach for market Basket Insights project Here's an outline you can follow:

Problem Statement:

Market Basket Analysis (MBA) is a powerful technique used in retail and e-commerce to uncover patterns and relationships among products that customers frequently purchase together.

Title: Market Basket Insights

Introduction:

This project aims to implement MBA to improve sales, enhance customer satisfaction, and drive data-driven decision-making in the retail business.

Project Title: “Optimizing Sales and Customer Insights through Market Basket Analysis”

Project Objectives:

- a. Identify product associations.
- b. Increase sales.
- c. Improve inventory management.
- d. Enhance customer experience.
- e. Generate actionable insights.

- ❖ Key Deliverables
- ❖ Project Scope
- ❖ Project Team
- ❖ Project Time Line
- ❖ Budget and Resources
- ❖ Risk Assessments

Project Success Criteria:

The project’s success will be measured by:

- An increase in sales revenue.
- Enhanced customer satisfaction and engagement.
- Improved inventory management.
- Effective implementation of MBA insights.

Conclusion:

By defining the scope, objectives, team, and timeline, this project plan provides a clear roadmap for implementing Market Basket Analysis to drive business growth and improve customer experience in the retail sector.