MARKET BASKET ANALYSIS

The Power BI dashboard created is based on a mini project done using the “Bakery Sales Dataset” (collected from kaggle.com) 2016 & 2017. This is based on three main objectives:

1. To understand the dataset by understanding the behavior of sales, transactions, sales by part of each day and day type (weekday or weekend).
2. Market Basket Analysis and visualize the top 10 association rules (Lift).
3. Basket Size Distribution - How many items are typically purchased per transaction.

Slicers are provided accordingly to filter the visualizations according to needs.