INTRODUCTION

The retailer wants to target customers with suggestions on itemset that a

customer is most likely to purchase. I was given a dataset containing data of a

retailer; the transaction data provides data around all the transactions that have

happened over a period of time. Retailer will use result to grove in his industry

and provide for customer suggestions on itemset, we be able increase customer

engagement and improve customer experience and identify customer behavior

DATASET

The data is obtained from https://www.Kaggle.com/data

COLUMNS USED

From Market\_Basket.csv data the following columns are used

• Country name

• Item name

• Quantity

• Price

• Count

• Sum Price

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LIBRARIES USED

The Python 3 environment comes with many helpful analytics libraries installed and several

helpful packages to load.

The essential libraries used in this project are :

• Importing OS (for kaggle inputs)

• Numpy and Pandas libraries

• Matplotlib

• Seaborn

TRAIN AND TEST

Training the dataset by isnull().sum(), drop(), show(), and by using apriori algorithm we train

the data.

Testing the data by importing mlxtend.frequent\_patterns from apriori with ensuring the plot

merging and sorting the values by displaying 3D plot by mpld3 package.

A diagram of a diagram

Description automatically generated

A diagram of data processing

Description automatically generated