

DATASET EXPLANATION

A dataset for market basket analysis typically contains information about transactions made in a retail or e-commerce environment. This type of data is used to understand customer purchasing behavior, identify product associations, and optimize marketing and sales strategies. Here's a description of the dataset you mentioned:

1. **Bill No:** This column represents a unique identifier for each transaction or sales receipt. It helps track individual purchases and serves as a reference point for each transaction.

2. **Item Name:** This column contains the names or descriptions of the products that were purchased in each transaction. It provides details about what items were bought.

3. **Quantity:** The quantity column indicates the number of units of each item that were purchased in a particular transaction. It helps calculate the total items bought and is essential for analyzing sales volumes.

4. **Date:** The date column records the date when each transaction occurred. This information is crucial for analyzing sales trends, seasonality, and the impact of special events or promotions on purchasing behavior.

5. **Price:** This column contains the price of each item in the transaction. It's used to calculate the total transaction value, as well as to analyze the average price of items purchased in a given period.

6. Customer ID: Customer ID is a unique identifier for each customer. It allows you to link transactions to specific customers, which is valuable for customer segmentation and understanding individual purchasing habits.

7. Country: This column specifies the country where the transaction took place. It's essential for analyzing regional variations in purchasing behavior and understanding the geographic distribution of customers.

Market basket analysis typically aims to find associations between items frequently purchased together in a single transaction. This can be used to improve product placement, make product recommendations, and optimize inventory management. Additionally, it helps retailers understand their customers' preferences and tailor marketing strategies accordingly.