1. The data to be analysed relates to purchases made by several customers during the month of December at a small retailer.
   a. Load the *compras.txt* dataset and perform a preliminary analysis of it:
      - Number of customers
      - Number of different products sold
      - Number of shopping baskets
      - Number of purchases of each product numerically and graphically using a histogram
      - Number of products per shopping basket
      - Count the baskets by number of products sold, that is, the number of baskets with 1 product, with 2 products, ...
   b. With the data previously loaded create a basket object, with each basket described as a one-hot encoded and visualize it.
   c. Use the Apriori algorithm to obtain the frequent itemsets with Sup_{min} = 5%. Visualize them.
   d. View frequent sets with 2 or more items and Sup_{min} = 15%.
   e. Apply the Apriori algorithm to extract Association Rules with $Conf_{min}$ = 80%. Visualize them.
   f. For the previously generated ruleset, view:
      - the range of values for the Support, Confidence, Lift, Leverage and Conviction measures
      - the 15 rules with the highest lift
      - rules supported by LHS > 15%, confidence > 95% and lift > 2.5
      - rules that include the canned item in the rule consequent
      - rules that include the item fish and fruitvegs in the rule antecedent
   g. Apply the Apriori algorithm again to extract Association Rules with Sup_{min} = 1%, $Conf_{min}$ = 10% and graphically visualize the Confidence × Support (Lift) rules

2. It is intended to create a dataframe with data to develop a model that characterises consumers into three groups according to the products they purchase, for example baskets with:
   - Fruits and vegetables, dairy, fish, and meat => healthy;
   - frozen_meals, canned, charcuterie => lazy;
   - remaining => others.

For that:

- With basket dataframe define the customer type accordingly with the products purchased.
- With the cliente.txt file, build a dataframe that allows you to develop a model to characterise consumers.