

BASKET ANALYSIS

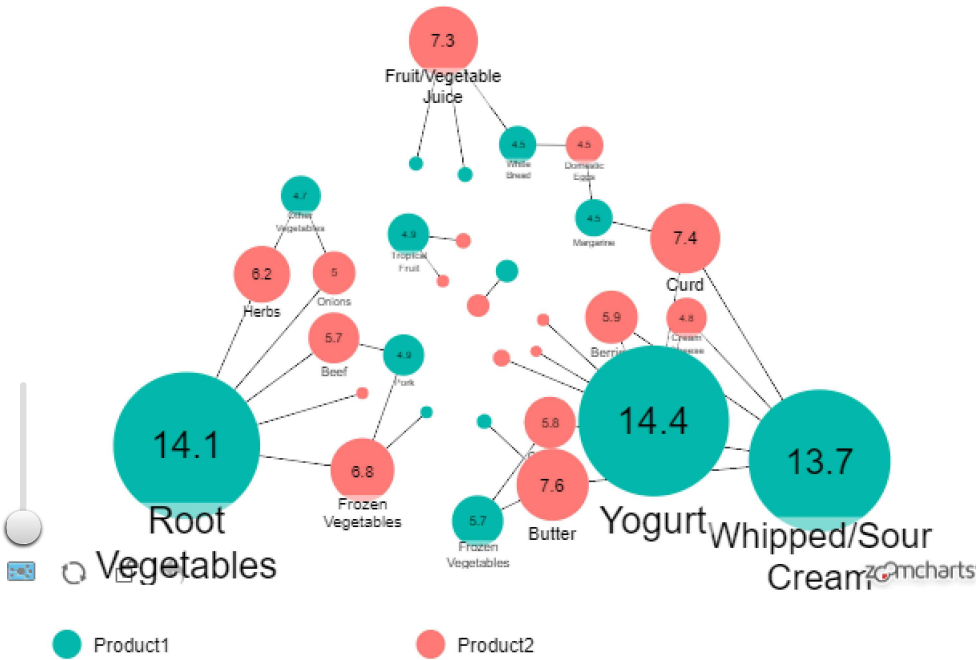
7835

Total Transactions

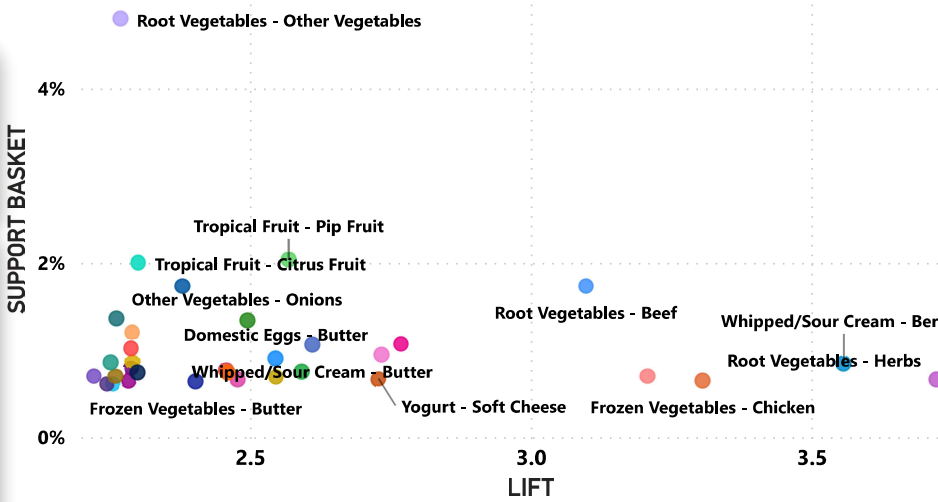
170

Products Count

BASKET ANALYSIS NETWORK



BASKET ANALYSIS MAP



BASKET ANALYSIS DETAILS

Basket	Sum of Support Basket	Sum of Confidence of Prod1	Sum of Confidence of Prod2	Sum Lift
Yogurt - Soft Cheese	0.66%	4.84%	37.41%	
Yogurt - Sliced Cheese	0.74%	5.40%	31.52%	
Yogurt - Curd	1.74%	12.66%	32.61%	
Yogurt - Cream Cheese	1.34%	9.78%	34.20%	
Yogurt - Butter Milk	0.86%	6.24%	30.88%	
Yogurt - Berries	1.02%	7.45%	31.37%	
White Bread - Fruit/Vegetable Juice	0.70%	16.42%	9.67%	
White Bread - Domestic Eggs	0.61%	14.33%	9.60%	
Whipped/Sour Cream - Curd	1.07%	14.74%	20.14%	
Whipped/Sour Cream - Cream Cheese	0.65%	8.95%	16.61%	
Whipped/Sour Cream - Chicken	0.74%	10.18%	17.90%	
Whipped/Sour Cream - Butter	1.06%	14.56%	18.99%	
Total	35.53%	440.91%	754.20%	8