

MARKET BASKET ANALYSIS

July 22, 2020

Danielle Sherman
Chief Technology Officer
Blackwell Electronics
www.blackwellelectronics.com

Re: ELECTRONIDEX – Market Basket Analysis

Dear Ms. Sherman,

We have processed Electronidex's data representing one month of online transactions. Please find the summary of our findings below.

Market Basket Analysis

The performed Market Basket Analysis showed that Apple MacBook Air was the top performing product – 3.9% of total sales, followed by Apple Earpods – 1.6% (Figure 1.1.).

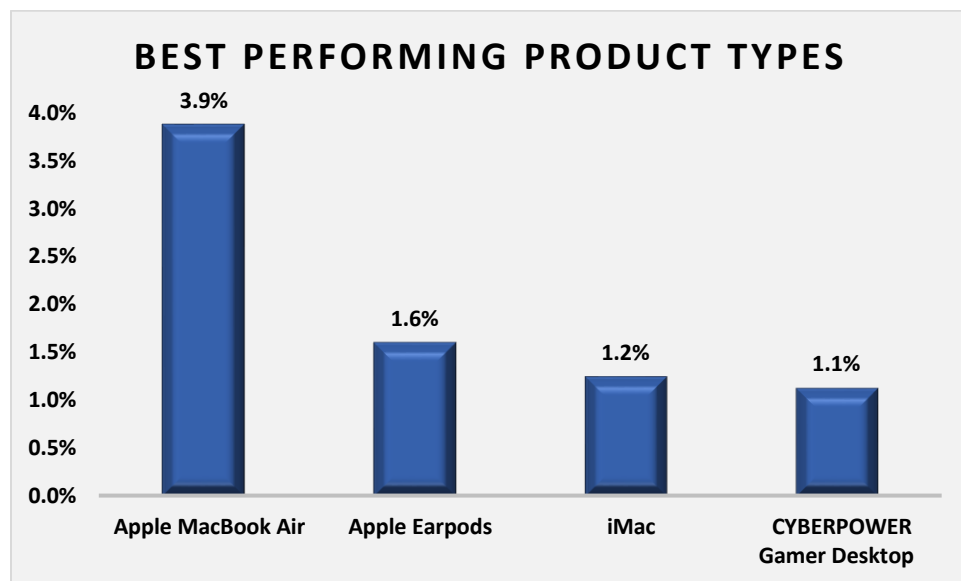


Figure 1.1.

The analysis did not detect the significant association rules for cross-selling items. To detect the statistically significant association rules, we will need data for several months to see the trends. Our recommendation is to consider marketing Apple Earpods with Apple Macbook Air to customers because Apple Earpods are the damage-prone accessories for Apple Macbook Air and the second-best performing product type.

MARKET BASKET ANALYSIS

Summary

Electronidex sells widely available electronic items. Market share and penetration, geographical presence, financial parameters, and other types of information are required to make the informed decision regarding the acquisition. As it was stated above, we will need the data for several months to confirm the trends.

Please let me know if you have further questions.