ABC Company is a global online retail website, which sells products, such as home goods/improvement products (like a Home Depot).

1. Sales Director at the same company wants to understand which products are usually bought together so that he can increase the ticket size by displaying the right items before checkout to promote impulse buying and in return profits with a personalized web layout (similar to Amazon recommendation system “Customers also bought X, Y and Z with this product”). Perform the appropriate analysis to answer this question and provide business insights to the Sales Director.
2. Head of Supply Chain wants to determine inventory levels for the next 12 weeks based on customer demand for their top 10 products in order to lower inventory cost and reduce wastage. He wants to understand the seasonality, if any, associated with the products. Perform the appropriate analysis to solve his problem, and provide business insights to the Sales Director