

BASKET ANALYSIS

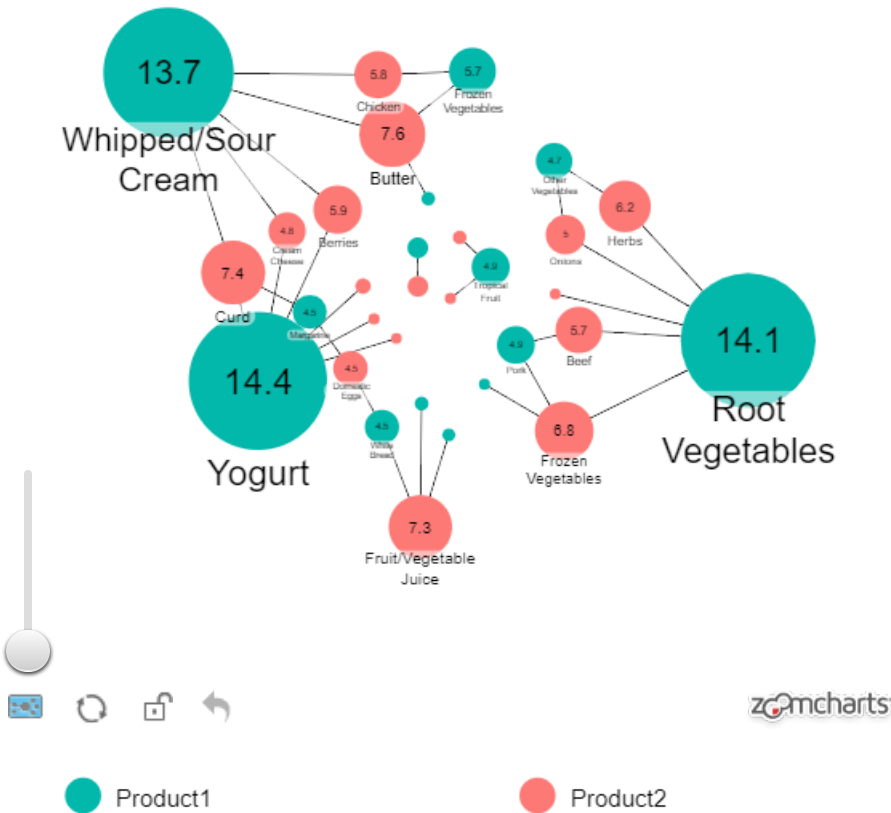
7835

Total Transactions

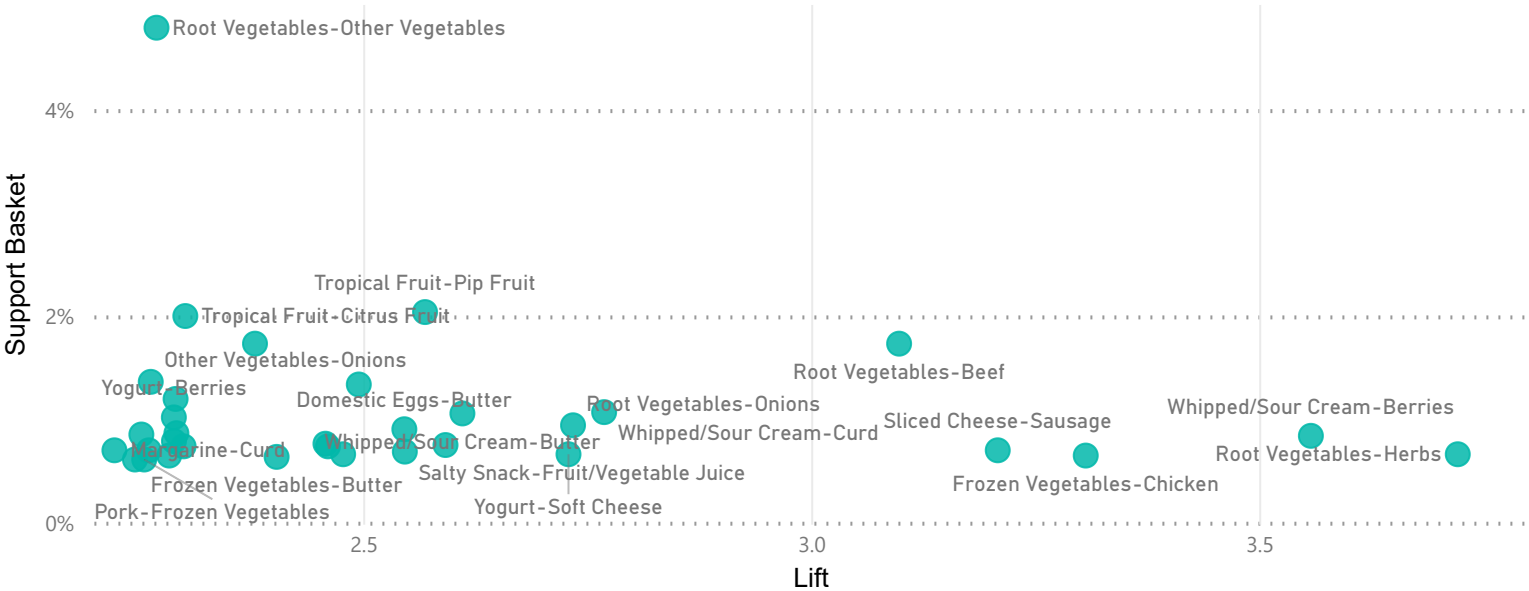
170

Product Count

Basket Analysis Network



Basket Analysis Map



Basket Analysis Detail

Basket	Sum of Support Basket	Sum of Confidence for Prod 1	Sum of Confidence for Prod 2	Sum of Lift
Domestic Eggs-Butter	0.91%	14.20%	16.25%	2.55
Frozen Vegetables-Butter	0.64%	13.40%	11.44%	2.40
Frozen Vegetables-Chicken	0.65%	13.67%	15.74%	3.31
Fruit/Vegetable Juice-Frozen Vegetables	0.79%	10.90%	16.62%	2.29
Long Life Bakery Product-Fruit/Vegetable Juice	0.66%	17.99%	9.14%	2.48
Margarine-Curd	0.70%	11.83%	13.19%	2.22
Margarine-Domestic Eggs	0.87%	14.62%	13.60%	2.29
Other Vegetables-Herbs	0.77%	3.98%	47.24%	2.46
Other Vegetables-Onions	1.37%	7.10%	43.50%	2.26
Pork-Beef	0.75%	13.20%	14.79%	2.59
Pork-Frozen Vegetables	0.61%	10.74%	12.87%	2.26
Root Vegetables-Beef	1.74%	15.78%	34.09%	3.10
Root Vegetables-Frozen Vegetables	1.20%	10.90%	25.20%	2.29
Total	35.53%	440.91%	754.20%	84.47