



Overview

Have you ever wondered why your local grocery store is designed in a certain way? The design is most probably derived from an optimization solution on how their shopper's shop at their store. Data exploration was performed on a Groceries dataset which has one month worth of recorded transactions containing "baskets" of various sizes. The analysis done provides many insights which would assist in designing an optimal layout of the store to optimize the shopper's experience.

Transactions

9835

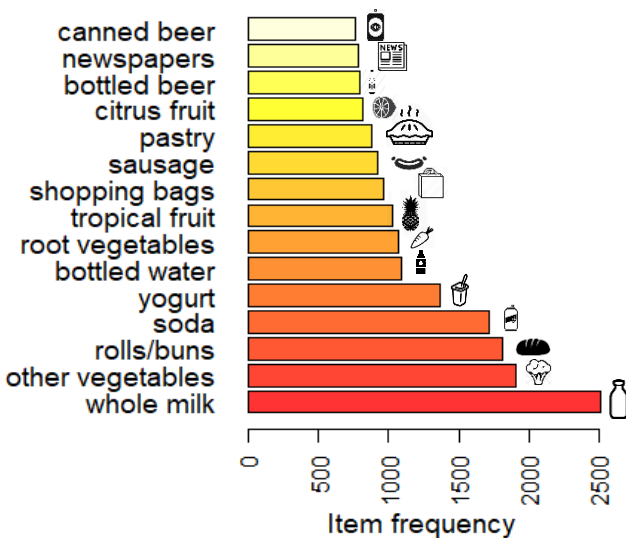
Grocery items

169

Item categories

55

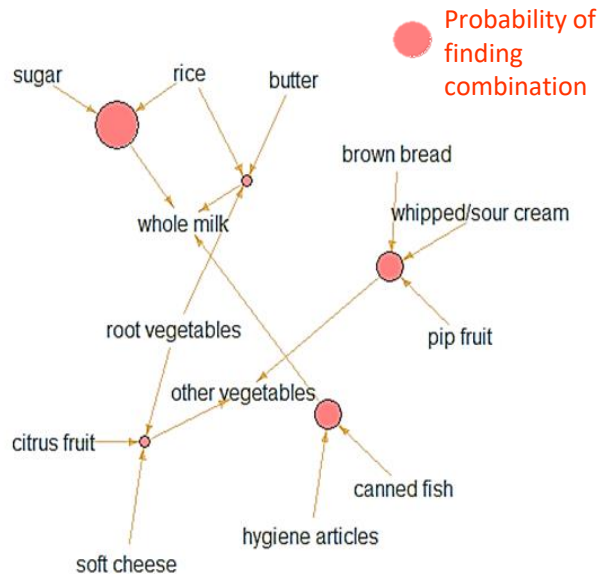
15 Most frequent items



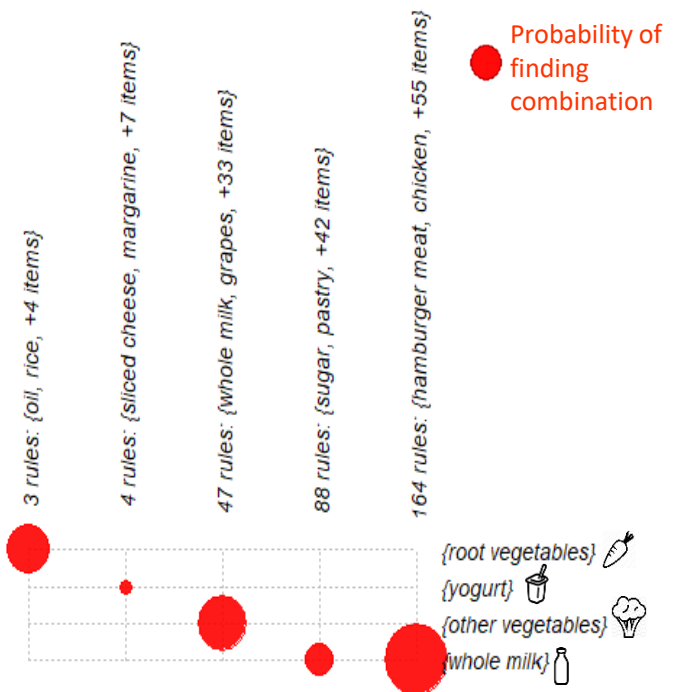
Most likely basket

Whole milk  Root vegetables 
Other vegetables 

Highly probable item combinations



Likely combinations of frequent items



References

The data set is provided for arules by Michael Hahsler, Kurt Hornik and Thomas Reutterer.

Get in touch hello@seboca.com

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