**Case Study on Market Basket Analysis**

Steve is store manager of a Multi brand retail store. He has access to the transactions data stored every time a customer buys something from his stores. He knew by experience that certain products are often bought together but with huge variety of products available, he wanted to perform some statistical test to capture the insightful association available in the transaction records available in his database.

He had plans to re-design the store layout so that customers find the associated products next to each other. He wanted to rethink over the offers and promotions to ensure that they make sense to the customers. Finally, this basket analysis will help him proactively recommend “What else” and “What next” to his loyal customers.

Steve will perform Market basket analysis and based on the output results, plan his store layout, promotions and recommendations.