**NAAN** **MUDHALVAN** – **IBM** **SKILL**

**ARTIFICIAL** **INTELLIGENCE**

**GROUP** **PROJECT**

**Project Title: Market basket Insight**

**Phase 1 Submission**

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I can provide you with a general outline for a problem statement and design thinking approach for market Basket Insights project Here’s an outline you can follow:

**Problem Statement:**

Market Basket Analysis (MBA) is a powerful technique used in retail and e-commerce to uncover patterns and relationships among products that customers frequently purchase together.

**Title**: Market Basket Insights

**Introduction**:

This project aims to implement MBA to improve sales, enhance customer satisfaction, and drive data-driven decision-making in the retail business.

**Project Title:** “Optimizing Sales and Customer Insights through Market Basket Analysis”

**Project Objectives:**

a. Identify product associations.

b. Increase sales.

c. Improve inventory management.

d. Enhance customer experience.

e. Generate actionable insights.

* Key Deliverables
* Project Scope
* Project Team
* Project Time Line
* Budget and Resources
* Risk Assessments

**Project Success Criteria:**

The project’s success will be measured by:

* An increase in sales revenue.
* Enhanced customer satisfaction and engagement.
* Improved inventory management.
* Effective implementation of MBA insights.

**Conclusion**:

By defining the scope, objectives, team, and timeline, this project plan provides a clear roadmap for implementing Market Basket Analysis to drive business growth and improve customer experience in the retail sector.