**Market Basket Analysis and Transaction Probability**

We want to understand how customers buy products together. Your task is to study how likely it is that a customer will buy one product if they have already bought another.

**For example:**

* If a customer buys Product A, how likely are they to also buy Product B or Product C?
* If a customer buys Product B, how likely is it that they will also buy Product A or Product C?

**To Do List:**

1. Research Market Basket Analysis in detail and explain how it helps predict what customers might buy in the future. Prepare a presentation slide.
2. Use a dataset of customer transactions (i.e., transaction\_data.csv). Analyze the data to find out how often customers buy certain products together and calculate the chances (probability) of buying other products.
3. Use charts or graphs to show your findings. Provide insights that can help make better marketing decisions.
4. Make month on month user churn and retention cohort.

**Tools to use:**

1. Use Python (or a similar programming language) to process the data.
2. Use any tool you are comfortable with (Power BI, Python libraries like Matplotlib, etc.) to create the charts and visuals.