# Electronidex’s market banquet analysis

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**Abstract**

The customers of Electronidex buy on average 4 items and 62 % of transactions have 4 or less items. The strongest association rules have 4 items and 90% of those rules have the same item (ViewSonic Monitor) purchased given that other items were purchased. Therefore, Blackwell would benefit from acquiring Electronidex and selling its products.

* Are there any interesting patterns or item relationships within Electronidex's transactions?

A total of 9,835 transactions were analyzed and 63% of those transactions had 4 or less items. The total items were 43,104. The most common items were the iMac and the HP Laptop as shown in **Figure 1**. Furthermore, customers on average purchase 4 items per transaction.

**Figure 1. Top 20 items with the most frequency.**

Chart, histogram

Description automatically generated

The following 10 **rules** have the strongest association or patern:

1. 83% of customers who buy Apple MacBook Pro, HP Black & Tri-color Ink, HP Laptop, and iMac also buy Acer Aspire.
2. 100% of customers who buy Dell Desktop, iMac, Lenovo Desktop Computer, and Mackie CR Speakers also buy ViewSonic Monitor.
3. 92% of customers who buy Dell Desktop, Lenovo Desktop Computer, and Mackie CR Speakers also buy ViewSonic Monitor.
4. 91% of customers who buy Dell Desktop, Etekcity Power Extension Cord Cable, HP Laptop, iMac, and Lenovo Desktop Computer also buy ViewSonic Monitor.
5. 90% of customers who buy Acer Aspire, Apple Earpods, HP Laptop, and HP Monitor also buy ViewSonic Monitor.
6. 86% of customers who buy HP Laptop, iMac, Lenovo Desktop Computer, and Mackie CR Speakers also buy ViewSonic Monitor.
7. 85% of customers who buy Acer Aspire, Dell Desktop, Epson Printer, and HP Laptop also buy ViewSonic Monitor.
8. 85% of customers who buy Acer Aspire, ASUS Chromebook, Dell Desktop, and HP Laptop also buy ViewSonic Monitor.
9. 81% of customers who buy Dell Desktop, HP Laptop, iMac, and Mackie CR Speakers also buy ViewSonic Monitor.
10. 80% of customers who buy Acer Aspire, HP Laptop, and Koss Home Headphones also buy ViewSonic Monitor.

* Would Blackwell benefit from selling any of Electronidex's items?

The customers of Electronidex buy on average 4 items and 62 % of transactions have 4 or less items. The strongest association rules have 4 items and 90% of those rules have the same item (ViewSonic Monitor) purchased given that other items were purchased. Both Electronidex and Blackwell sell electronics online. Therefore, selling Electronidex’s items would benefit Blackwell.

* In your opinion, should Blackwell acquire Electronidex?

Yes, because it would benefit Blackwell for the reasons explained before.

* If Blackwell does acquire Electronidex, do you have any recommendations for Blackwell? (Ex: cross-selling items, sale promotions, should they remove items, etc.)

Yes, to cross-sell the ViewSonic Monitor based on the rules explained before.