Q1. The file marketbasketdata.xlsx contains sales transactions.

1. Determine all two product lifts and determine the five largest lifts
2. Determine the largest three product lift.

Do the above in both Excel and R and compare the results.

Q2. The file cereal.xlsx contains cereals, protein, fat, sugar, sodium, fiber, carbs, sugar and potassium content per ounce for 43 breakfast cereals. Use this data to perform a cluster analysis.

Do the cluster analysis using both Excel and R and compare the results?