**Premise of the “Market Basket Analysis with Customer Profiling and Exploratory Analysis” :**

* It is an E-commerce grocery platform based on Market Basket Analysis.
* It can provide objective information through Data Visualization.
* The unique feature of the project is, to recommend a recipe based on the ingredients ordered by the end user.
* This project handles the data of over 3 million orders of 2 lakh customers. Because of Hardware Requirement restrictions, we used Interval or Systematic Sampling method for the huge data.
* Apriori Algorithm is used for Frequent Item set Mining, which is scripted in Python using Anaconda Python Distribution tools such as, Matplotlib, Seaborn and Pandas.