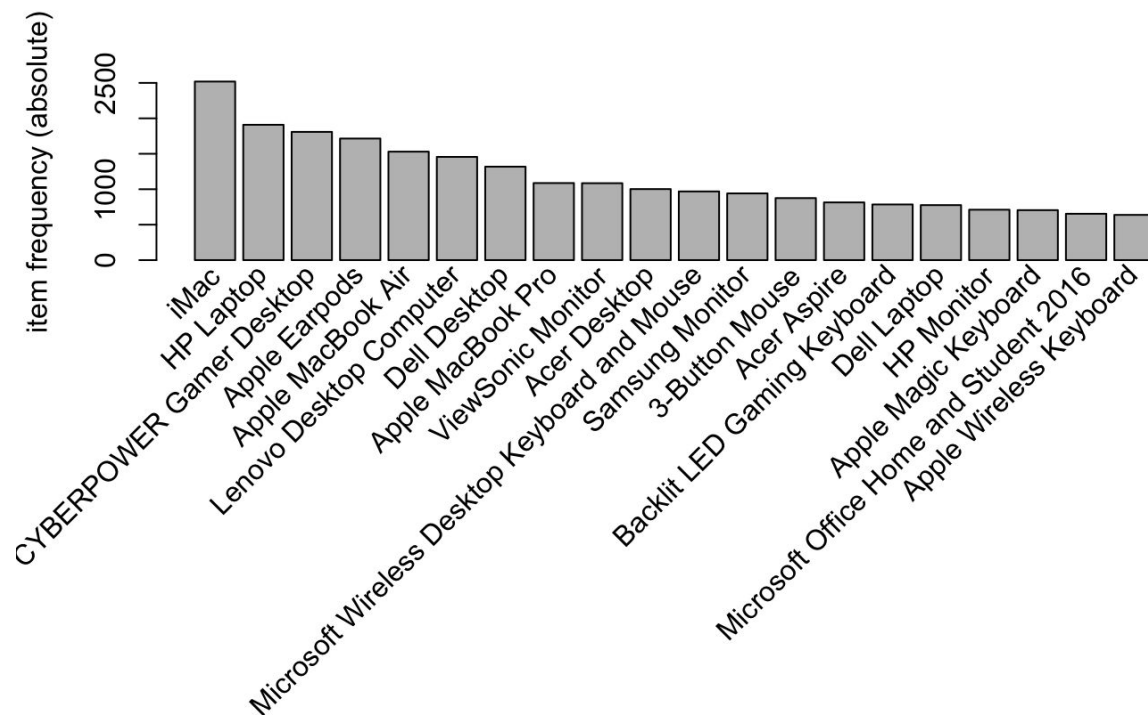


## Market Basket Analysis Report

Blackwell Electronics' board of directors is considering acquiring Electronidex, a start-up electronics online retailer. The purpose of our analysis is to better understand the clientele that Electronidex currently is serving and if it would be an optimal partnership.

We conducted a market basket analysis on one month's worth of online transactions from Electronidex, to see which groups of items Electronidex's customers purchase.

### Top Selling Items



### Least Selling Items

Logitech Wireless Keyboard, VGA Monitor Cable, Panasonic On-Ear Stereo Headphones, 1TB Portable External Hard Drive, Canon Ink, Logitech Stereo Headset, Ethernet Cable, Canon Office Printer, Gaming Mouse, Professional Audio Cable

If the need arises, we recommend removing these items.

### Interesting Relationships Between Items

Out of almost 10,000 transactions, we found:

Customers who purchase the Acer Aspire Laptop and the View Sonic Monitor are more likely to also purchase an HP Laptop.

In addition, customers who purchase the Acer *Desktop* and the View Sonic Monitor are also likely to purchase an iMac.

It's interesting that the Acer Desktop, Acer Aspire Laptop, and the View Sonic Monitor are in the 10 top selling items, yet, they are not at the top. iMacs are, followed by HP Laptops. Yet, all of these three items drive purchases of the top 2 items.

We recommend using these combination of items to drive sales-oriented initiatives. Since Blackwell already has manufacturing relationships with Acer, Blackwell may certainly benefit from selling Acer Desktops and Laptops.