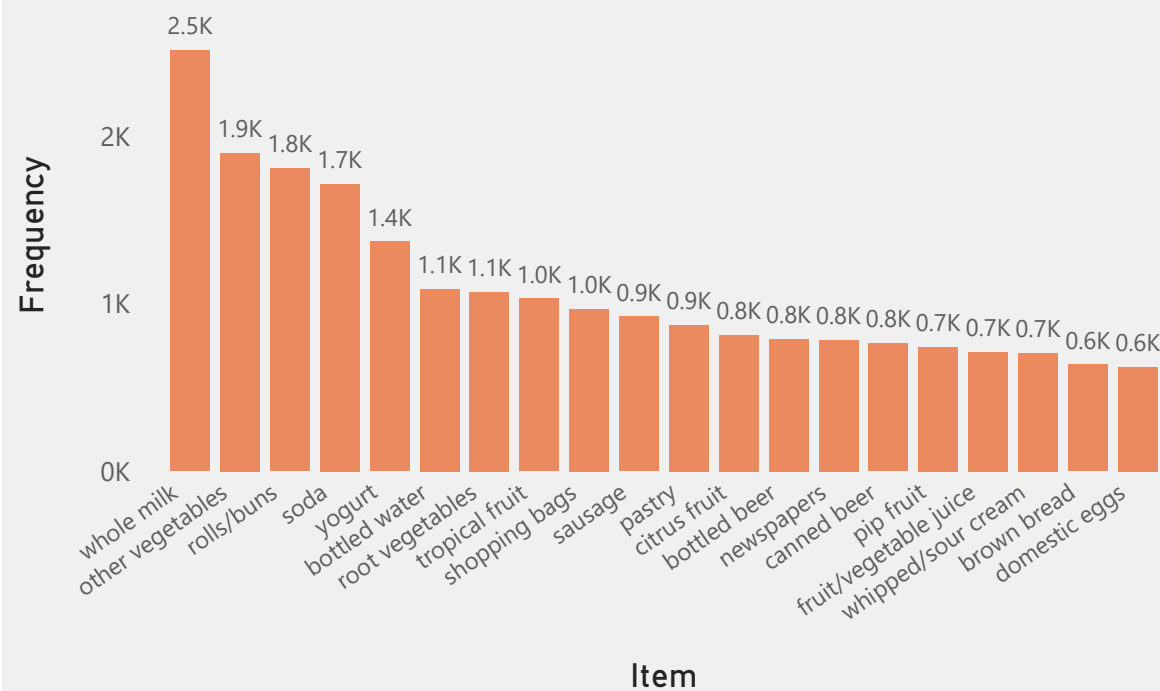


Market Basket Analysis

by Thanh Phuong Nguyen

Frequency an item being purchased



2 Items purchased together

Item	abrasive cleaner	artif. sweetener	baby cosmetics	baby food	bag
abrasive cleaner			1		
artif. sweetener	1				
baby cosmetics					
baby food					
bags					
baking powder		3		1	
bathroom cleaner	1				
beef	6	1			
berries	6	2			
beverages	1				
bottled beer	6	1			
bottled water	3	7			
brandy					
brown bread	4	3			1
butter	5	1			1
butter milk	2		2		1
TOTAL	35	32	6		1

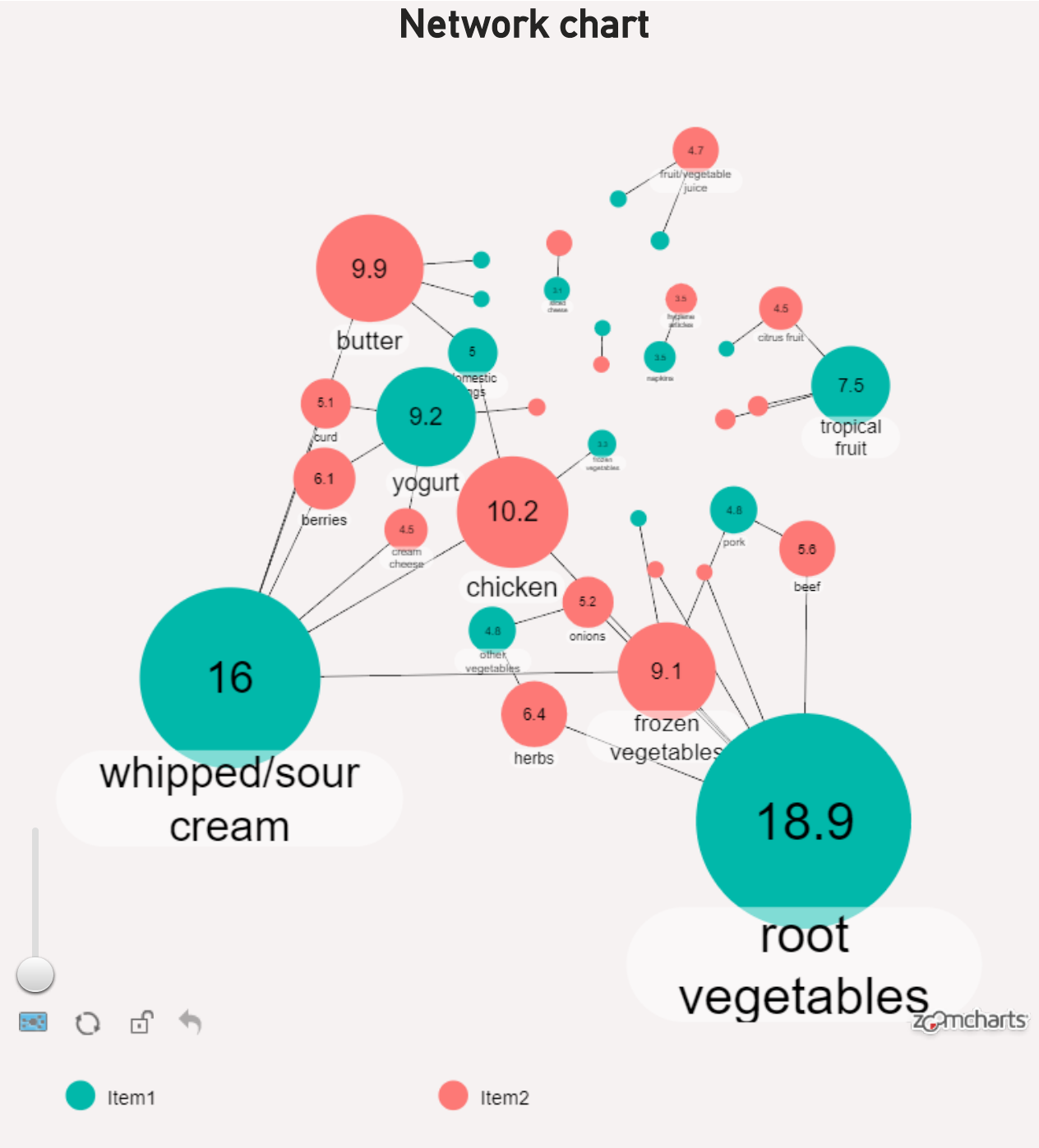
Item	Purchase frequency
whole milk	2513
other vegetables	1903
rolls/buns	1809
soda	1715
yogurt	1372
bottled water	1087
root vegetables	1072
tropical fruit	1032
shopping bags	969
sausage	924
pastry	875
citrus fruit	814
bottled beer	792
newspapers	785
canned beer	764
pip fruit	744
fruit/vegetable juice	711
whipped/sour cream	705
brown bread	638
domestic eggs	624
TOTAL	43367

Basket	Support	Confidence_item_1	Confidence_item_2	Lift
root vegetables - other vegetables	4.74%	0.43	0.24	2.25
tropical fruit - pip fruit	2.04%	0.19	0.27	2.57
tropical fruit - citrus fruit	1.99%	0.19	0.24	2.29
root vegetables - beef	1.74%	0.16	0.33	3.04
yogurt - curd	1.73%	0.12	0.32	2.33
other vegetables - onions	1.42%	0.07	0.46	2.37
pip fruit - citrus fruit	1.38%	0.18	0.17	2.21
yogurt - cream cheese	1.24%	0.09	0.31	2.24
root vegetables - frozen vegetables	1.16%	0.11	0.24	2.21
root vegetables - chicken	1.09%	0.10	0.25	2.33
yogurt - berries	1.06%	0.08	0.32	2.28
whipped/sour cream - curd	1.05%	0.15	0.20	2.74
whipped/sour cream - butter	1.02%	0.14	0.18	2.56
domestic eggs - butter	0.97%	0.15	0.17	2.75
root vegetables - onions	0.95%	0.09	0.30	2.80
whipped/sour cream - berries	0.90%	0.13	0.27	3.80
margarine - domestic eggs	0.83%	0.14	0.13	2.24
yogurt - sliced cheese	0.80%	0.06	0.33	2.35
whipped/sour cream - frozen vegetables	0.79%	0.11	0.16	2.30
fruit/vegetable juice - frozen vegetables	0.78%	0.11	0.16	2.25

Market Basket Analysis

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Network chart



Scatterplot

