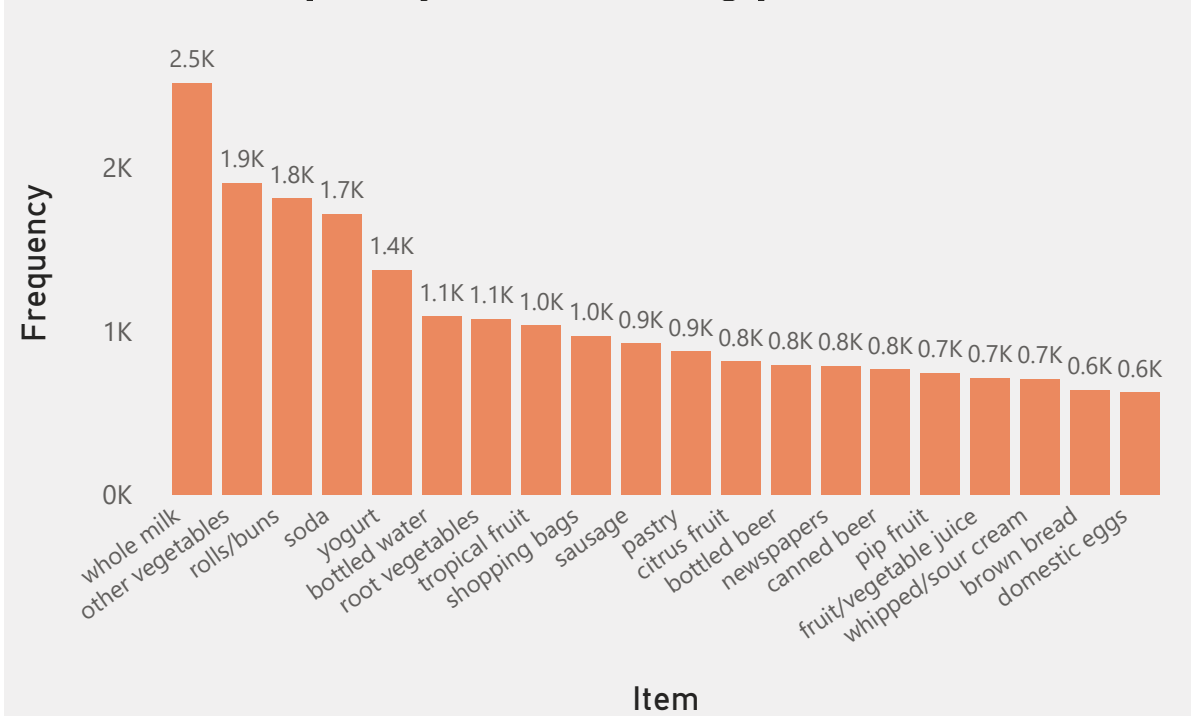


# Market Basket Analysis

Frequency an item being purchased



2 Items purchased together

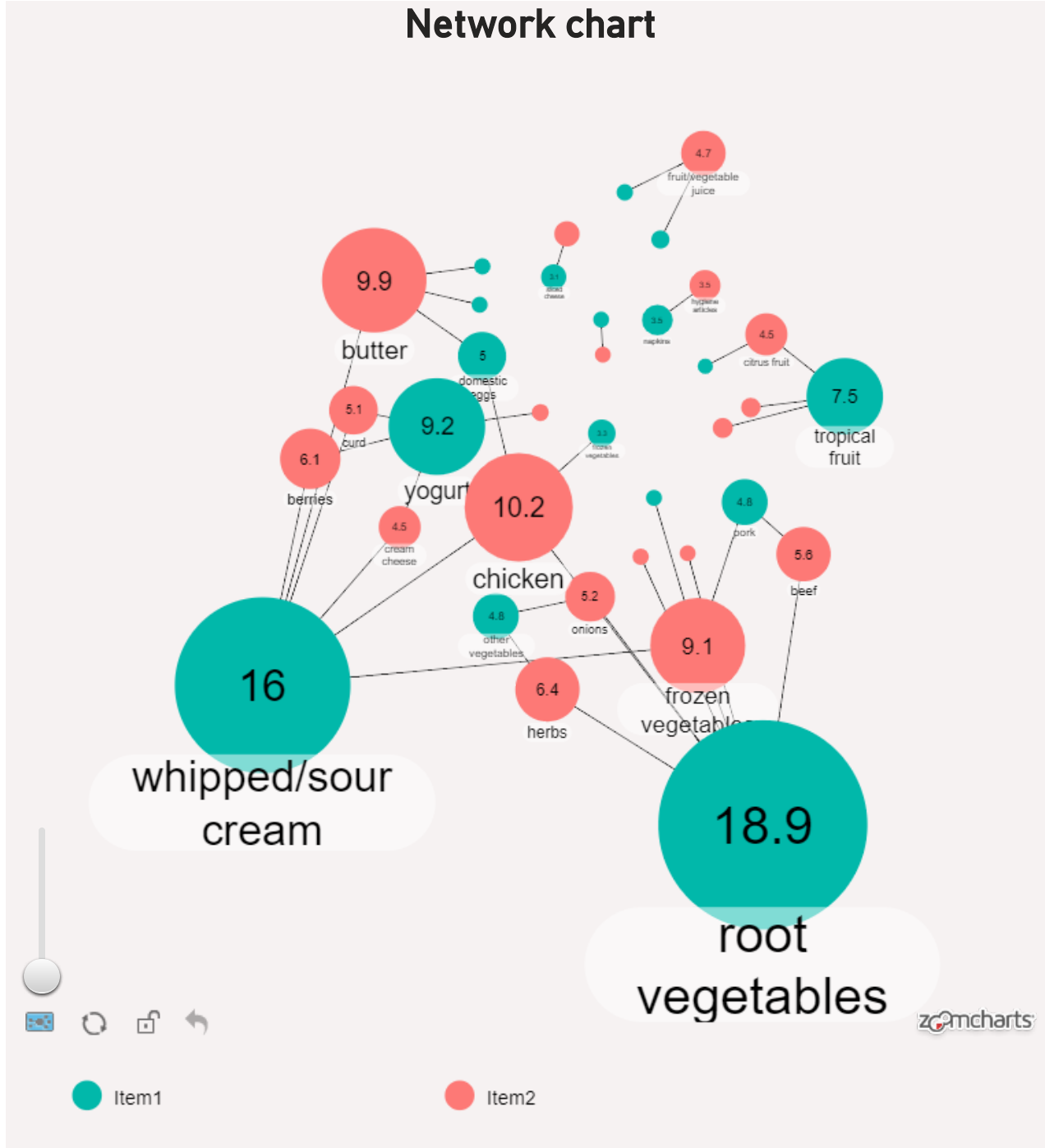
| Item             | abrasive cleaner | artif. sweetener | baby cosmetics | baby food | bag |
|------------------|------------------|------------------|----------------|-----------|-----|
| abrasive cleaner |                  |                  | 1              |           |     |
| artif. sweetener | 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

Network chart



Scatterplot

