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Market Basket Analysis Report

Antecedents and Consequents

The table below lists strong association rules, showing which items are frequently bought together

Antecedents	Consequents
GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER
PINK REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER
PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER
GREEN REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER
GREEN REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER
PINK REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER
PINK REGENCY TEACUP AND SAUCER, GREEN REGENCY TEACUP AND SAUCER	ROSES REGENCY TEACUP AND SAUCER
ROSES REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER, GREEN REGENCY TEACUP AND SAUCER
GARDENERS KNEELING PAD CUP OF TEA	GARDENERS KNEELING PAD KEEP CALM
GARDENERS KNEELING PAD KEEP CALM	GARDENERS KNEELING PAD CUP OF TEA

Interpretation of Results

The following rules are selected based on high confidence and lift, indicating strong associations among items

Rule	Support	Confidence	Lift	Interpretation
GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER → PINK REGENCY TEACUP AND SAUCER	0.025	0.705	19.34	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
PINK REGENCY TEACUP AND SAUCER → GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	0.025	0.700	19.34	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER → GREEN REGENCY TEACUP AND SAUCER	0.025	0.904	18.73	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
GREEN REGENCY TEACUP AND SAUCER → PINK REGENCY TEACUP AND	0.025	0.528	18.73	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).

SAUCER, ROSES REGENCY TEACUP AND SAUCER				
GREEN REGENCY TEACUP AND SAUCER → PINK REGENCY TEACUP AND SAUCER	0.030	0.621	17.04	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
PINK REGENCY TEACUP AND SAUCER → GREEN REGENCY TEACUP AND SAUCER	0.030	0.822	17.04	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
PINK REGENCY TEACUP AND SAUCER, GREEN REGENCY TEACUP AND SAUCER → ROSES REGENCY TEACUP AND SAUCER	0.025	0.851	16.98	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
ROSES REGENCY TEACUP AND SAUCER → PINK REGENCY TEACUP AND SAUCER, GREEN REGENCY TEACUP AND SAUCER	0.025	0.508	16.98	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
GARDENERS KNEELING PAD CUP OF TEA → GARDENERS KNEELING PAD KEEP CALM	0.027	0.721	16.11	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).
GARDENERS KNEELING PAD KEEP CALM → GARDENERS KNEELING PAD CUP OF TEA	0.027	0.601	16.11	Customers who buy the antecedent(s) are highly likely to also buy the consequent(s).

Recommendations

Based on the analysis, here are three actionable marketing strategies

- Offer bundle discounts for strongly associated items, especially matching tea cups and saucers.
- Create themed product pages (e.g., Regency Tea Sets Collection) to encourage multi-item purchases.
- Use targeted ads or emails to recommend complementary products based on previous purchases.

Reference:

antecedents	consequents	support	confidence	lift
GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER	0.025485	0.704514	19.34351
PINK REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	0.025485	0.699728	19.34351
PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER	0.025485	0.903509	18.72626
GREEN REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	0.025485	0.528205	18.72626
GREEN REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER	0.029939	0.620513	17.03712
PINK REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER	0.029939	0.822011	17.03712
PINK REGENCY TEACUP AND SAUCER, GREEN REGENCY TEACUP AND SAUCER	ROSES REGENCY TEACUP AND SAUCER	0.025485	0.85124	16.9811
ROSES REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER, GREEN REGENCY TEACUP AND SAUCER	0.025485	0.508391	16.9811
GARDENERS KNEELING PAD CUP OF TEA	GARDENERS KNEELING PAD KEEP CALM	0.02692	0.721485	16.11025
GARDENERS KNEELING PAD KEEP CALM	GARDENERS KNEELING PAD CUP OF TEA	0.02692	0.601105	16.11025
PINK REGENCY TEACUP AND SAUCER	ROSES REGENCY TEACUP AND SAUCER	0.028207	0.774457	15.44938
ROSES REGENCY TEACUP AND SAUCER	PINK REGENCY TEACUP AND SAUCER	0.028207	0.562685	15.44938
GREEN REGENCY TEACUP AND SAUCER	ROSES REGENCY TEACUP AND SAUCER	0.036174	0.749744	14.95639
ROSES REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER	0.036174	0.721619	14.95639
DOLLY GIRL LUNCH BOX	SPACEBOY LUNCH BOX	0.02598	0.63253	14.45947
SPACEBOY LUNCH BOX	DOLLY GIRL LUNCH BOX	0.02598	0.593891	14.45947
CHARLOTTE BAG PINK POLKADOT	RED RETROSPOT CHARLOTTE BAG	0.025732	0.704607	13.85087
RED RETROSPOT CHARLOTTE BAG	CHARLOTTE BAG PINK POLKADOT	0.025732	0.505837	13.85087
STRAWBERRY CHARLOTTE BAG	CHARLOTTE BAG SUKI DESIGN	0.020388	0.575419	13.28922
STRAWBERRY CHARLOTTE BAG	RED RETROSPOT CHARLOTTE BAG	0.023852	0.673184	13.23318
ALARM CLOCK BAKELIKE GREEN	ALARM CLOCK BAKELIKE RED	0.031324	0.654602	12.88042
ALARM CLOCK BAKELIKE RED	ALARM CLOCK BAKELIKE GREEN	0.031324	0.616358	12.88042
CHARLOTTE BAG PINK POLKADOT	CHARLOTTE BAG SUKI DESIGN	0.02019	0.552846	12.76789
CHARLOTTE BAG SUKI DESIGN	WOODLAND CHARLOTTE BAG	0.022367	0.516571	12.62258
WOODLAND CHARLOTTE BAG	CHARLOTTE BAG SUKI DESIGN	0.022367	0.546554	12.62258
WOODLAND CHARLOTTE BAG	RED RETROSPOT CHARLOTTE BAG	0.024891	0.608222	11.95619
PAPER CHAIN KIT VINTAGE CHRISTMAS	PAPER CHAIN KIT 50'S CHRISTMAS	0.02697	0.67201	11.88099
ALARM CLOCK BAKELIKE PINK	ALARM CLOCK BAKELIKE RED	0.022466	0.598155	11.76974
CHARLOTTE BAG SUKI DESIGN	RED RETROSPOT CHARLOTTE BAG	0.02499	0.577143	11.34524
ALARM CLOCK BAKELIKE PINK	ALARM CLOCK BAKELIKE GREEN	0.020338	0.541502	11.3161
WOODEN FRAME ANTIQUE WHITE	WOODEN PICTURE FRAME WHITE FINISH	0.026524	0.559499	10.3538
JUMBO STORAGE BAG SUKI, JUMBO BAG RED RETROSPOT	JUMBO BAG PINK POLKADOT	0.020388	0.571429	9.535449
HEART OF WICKER LARGE	HEART OF WICKER SMALL	0.024	0.528322	9.040085

JUMBO BAG WOODLAND ANIMALS	JUMBO STORAGE BAG SUKI	0.022169	0.52459	8.999082
JUMBO BAG RED RETROSPOT, JUMBO BAG PINK POLKADOT	JUMBO STORAGE BAG SUKI	0.020388	0.503053	8.629614
60 TEATIME FAIRY CAKE CASES	PACK OF 72 RETROSPOT CAKE CASES	0.021526	0.545113	8.612697
JUMBO BAG WOODLAND ANIMALS	JUMBO BAG PINK POLKADOT	0.02113	0.5	8.343518
JUMBO STORAGE BAG SUKI, JUMBO BAG PINK POLKADOT	JUMBO BAG RED RETROSPOT	0.020388	0.801556	7.847797
LUNCH BAG PINK POLKADOT	LUNCH BAG RED RETROSPOT	0.029345	0.552656	7.24729
LUNCH BAG WOODLAND	LUNCH BAG RED RETROSPOT	0.025732	0.517928	6.791885
LUNCH BAG SUKI DESIGN	LUNCH BAG RED RETROSPOT	0.027415	0.513915	6.739252
DOTCOM POSTAGE	JUMBO BAG RED RETROSPOT	0.024	0.685028	6.706904
JUMBO BAG PINK POLKADOT	JUMBO BAG RED RETROSPOT	0.040529	0.676301	6.621454
JUMBO BAG SCANDINAVIAN BLUE PAISLEY	JUMBO BAG RED RETROSPOT	0.021922	0.675305	6.611706
LUNCH BAG BLACK SKULL.	LUNCH BAG RED RETROSPOT	0.031275	0.501587	6.577596
JUMBO BAG STRAWBERRY	JUMBO BAG RED RETROSPOT	0.026178	0.64908	6.354944
JUMBO BAG BAROQUE BLACK WHITE	JUMBO BAG RED RETROSPOT	0.028702	0.627027	6.139032
JUMBO BAG SPACEBOY DESIGN	JUMBO BAG RED RETROSPOT	0.021081	0.624633	6.115597
JUMBO BAG WOODLAND ANIMALS	JUMBO BAG RED RETROSPOT	0.026376	0.624122	6.110588
RED HANGING HEART T-LIGHT HOLDER	WHITE HANGING HEART T-LIGHT HOLDER	0.023703	0.664355	6.096861
JUMBO STORAGE BAG SUKI	JUMBO BAG RED RETROSPOT	0.035679	0.612054	5.992439
JUMBO BAG PINK VINTAGE PAISLEY	JUMBO BAG RED RETROSPOT	0.025337	0.599532	5.869833
JUMBO STORAGE BAG SKULLS	JUMBO BAG RED RETROSPOT	0.020437	0.587482	5.751861
JUMBO SHOPPER VINTAGE RED PAISLEY	JUMBO BAG RED RETROSPOT	0.033452	0.57976	5.676254
JUMBO BAG APPLES	JUMBO BAG RED RETROSPOT	0.026772	0.561203	5.494572
RECYCLING BAG RETROSPOT	JUMBO BAG RED RETROSPOT	0.020487	0.557201	5.455382