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**Market Basket Analysis Report**

**1. Antecedents and Consequents**

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

**2. Interpretation of Results**

The following rules have high confidence ( $\geq 0.5$ ) and very high lift ( $\gg 1$ ), indicating meaningful purchasing patterns:

Rule	Support	Confidence	Lift	Interpretation
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 antecedents are highly likely to buy the consequents.
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 antecedents are highly likely to buy the consequents.
GREEN REGENCY TEACUP AND SAUCER → PINK REGENCY TEACUP AND SAUCER, ROSES REGENCY TEACUP AND SAUCER	0.025	0.528	18.73	Customers who buy the antecedents are highly likely to buy the consequents.
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 antecedents are highly likely to buy the consequents.
GREEN REGENCY TEACUP AND SAUCER → PINK REGENCY TEACUP AND SAUCER	0.030	0.621	17.04	Customers who buy the antecedents are highly likely to buy the consequents.
PINK REGENCY TEACUP AND SAUCER → GREEN REGENCY	0.030	0.822	17.04	Customers who buy the antecedents are

TEACUP AND SAUCER				highly likely to buy the consequents.
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 antecedents are highly likely to buy the consequents.
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 antecedents are highly likely to buy the consequents.
GARDENERS KNEELING PAD KEEP CALM → GARDENERS KNEELING PAD CUP OF TEA	0.027	0.601	16.11	Customers who buy the antecedents are highly likely to buy the consequents.
GARDENERS KNEELING PAD CUP OF TEA → GARDENERS KNEELING PAD KEEP CALM	0.027	0.721	16.11	Customers who buy the antecedents are highly likely to buy the consequents.

### 3. Recommendations

Based on the discovered rules, we recommend the following marketing strategies:

1. Bundle tea cup sets (PINK, GREEN, ROSES REGENCY) as a limited-edition trio to increase average order size.
2. Promote garden kneeling pads (KEEP CALM and CUP OF TEA) together as a gardening essentials kit.
3. Use targeted email campaigns to upsell matching items — e.g., if a customer buys a single cup, offer the complementary designs in a follow-up message.