

Data Analytics 2 - Market Basket Analysis

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Version Number	Changes	Date
0.9	Basic structure, text and plots	16.09.2019

Main Takeaways

In most product categories Blackwell and Electronidex fit together nicely by offering products in different categories or product in different price ranges.

With PC:s, Displays and Tablets there is considerable overlap. This is worrying as these 3 categories create 45 % percent of Blackwells' profits.

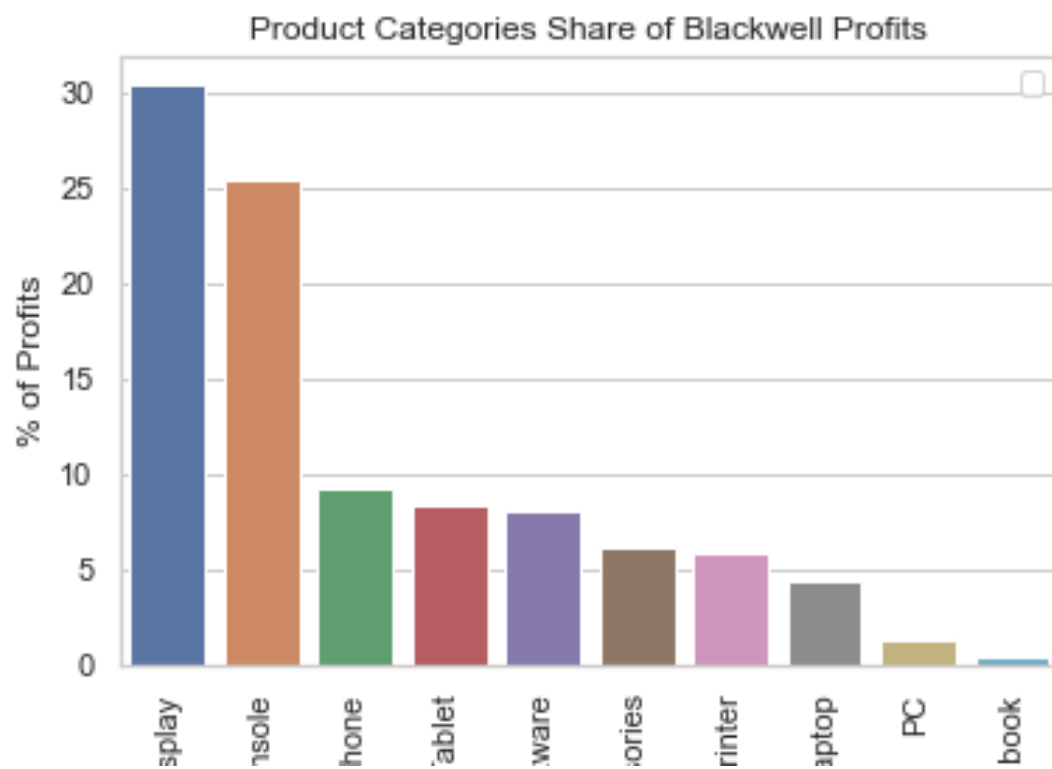
Electronidex has a huge portfolio of over 4000 products and as there are only slightly over 10000 transactions with more than 1 unique product, it is hard to find reliable connections for buying certain products together.

If we add the product brand to the analysis, the results are still weak. The one interesting thing in this level is the way that apple products are often bought together with other apple products. Apple is also the most popular brand in transactions, being over 2 times more common than the next one which OWC (who make Apple accessories).

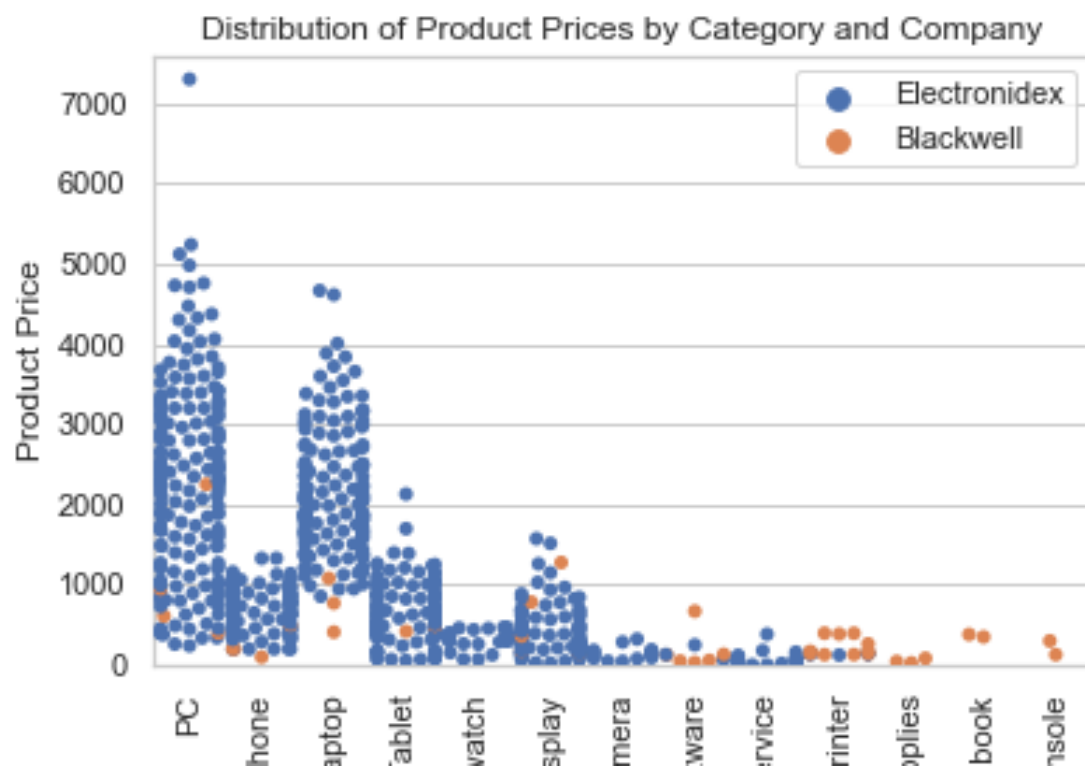
If we perform the market basket analysis at level of product categories, we find interesting connections between buying smartwatches, cameras and products of category other (these include a number of different products e.g. lamps with usb ports for charging other devices, connected thermostats etc.) and buying products of categories

Blackwell Product Line Comparison to Electronidex Product Line

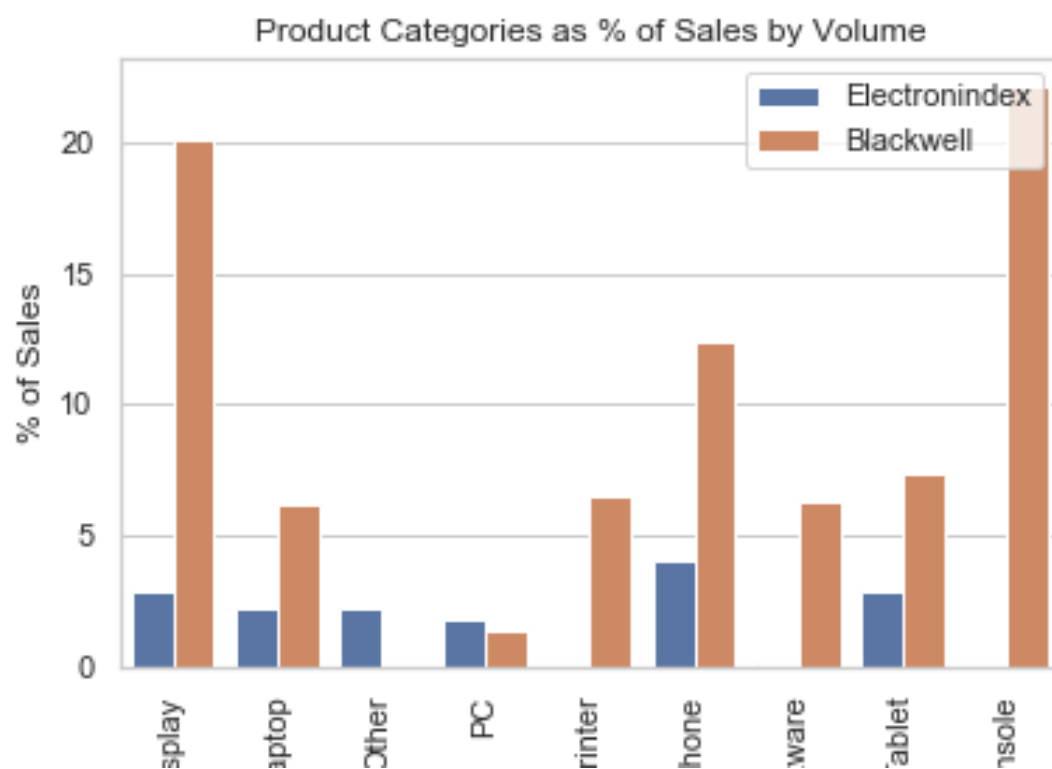
Where we make profits



What are the individual profits per product?



Blackwell and Electronidex sales by product category





Market Basket Analysis of Electronindex Transactions

Product Level

Brand Level

Product Category Level