1.

Descriptive statistics:

A picture containing calendar

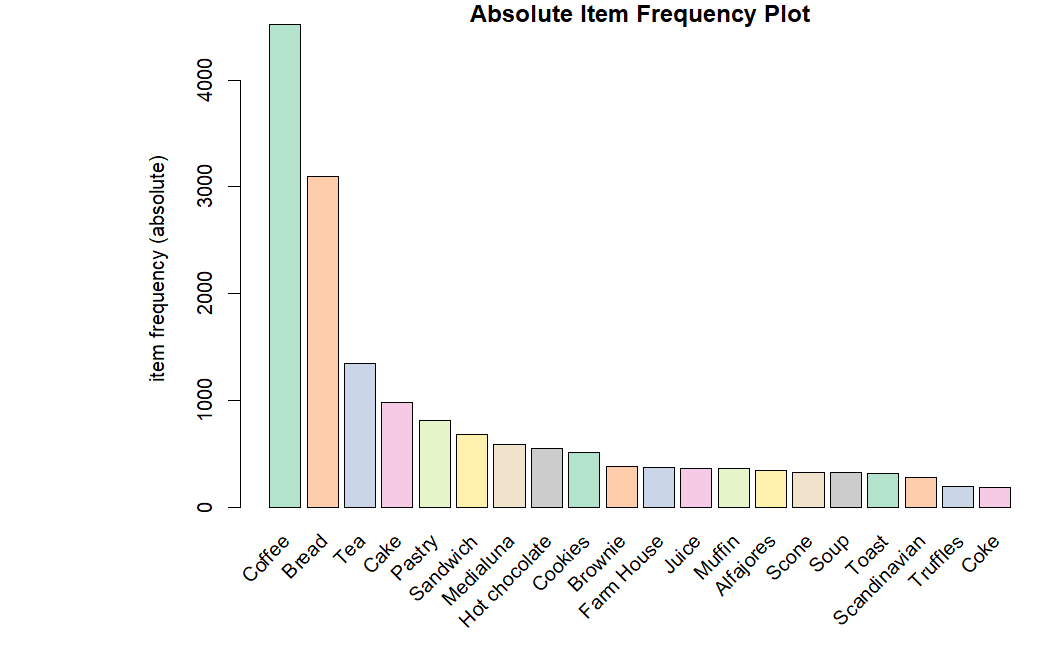
Description automatically generated

Graphical user interface, text, application

Description automatically generated

Text

Description automatically generated



2.

Association Rules

Table

Description automatically generated with medium confidence

Coffee filter

Table

Description automatically generated

Support:

Support is the percentage of transactions in a dataset that contain a particular itemset. It tells you how often a particular combination of items appears in your dataset.

Confidence:

Confidence is the percentage of transactions that contain item A also contain item B. It tells you how often customers who buy item A also buy item B.

Lift:

Lift is a measure of how much more often item A and item B are bought together than would be expected by chance. A lift value of 1 means that the items are independent of each other, a value greater than 1 indicates that they are positively correlated, and a value less than 1 indicates that they are negatively correlated.