**Cardiff Metropolitan University**

**MSc Data Science**

**Business Process and Data Analysis**

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**Final Report**

**Hennes & Mauritz AB(H&M)**

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**Part 1:**

1. **Introduction**

Hennes & Mauritz AB(H&M) is a Swedish multinational fast fashion clothing retail giant that has 5,421 stores worldwide, operating in 74 different countries and comprises of eight brands namely H&M having 4,455 stores founded in 1947, COS having 294 stores having started in 2007, WEEKDAY which has 55 stores that began in 2002, MONKI which started in 2006 having 124 stores, H&M HOME having 394 stores that started in 2009, & Other Stories which has 72 stores which began in 2013, ARKET having 21 stores having started in 2017 and lastly AFOUND which is the latest brand having 6 stores which started its operations in 2018 (hmgroup.com, 2021).

Although it is one of the largest retailer of clothes in the world, Hennes & Mauritz has stiff competition from various other brands namely ZARA, Marks and Spencer’s, NEXT and many others. Hennes and Mauritz had to face two challenges together ‘BREXIT’ and COVID pandemic. In light of these two major challenges, the day to day operations and strategy of the company had to be drastically changed in order to remain competitive in world market.

The report investigates the problematic situation H&M is facing, then consider prospective of various stakeholders, after that it analyses the needs to different parties involved and finally defines the requirement. The goal of this report is to highlight the inadequacies in the business procedures and processes of Hennes and Mauritz which have been highlighted as a result of Brexit and Covid.

1. **Justification of tools and techniques**

One of the most important tool for an organization to distinguish itself from its competitors is the strategy which the company adopts. For analysing the strategy of Hennes and Mauritz (H&M) we would be using PESTLE and SWOT analysis. This would help us in identifying the external as well the internal market factors in detail that has a significant impact on H&M.

We would also be conducting a resource audit as it helps in identifying and effectively using the organizational resources. It gives an accurate account of the resources available and as a result we could allocate them at places where we could maximize the benefits reaped from them.

Next for investigation of the situation, we would be using Rich picture diagram and Data Flow Diagram. Rich picture is an easy way to explain company’s processes and conveying the problem in an easy to understand language for all the stakeholders. Data flow diagrams explains the system in a simple diagrammatic manner.

In considering perspective of Hennes and Mauritz, we would be using two techniques namely CATWOE and Power/Interest grid matrix. CATWOE explains various stakeholder’s point of view in resolving business issues and conflicts between themselves for enhancing company’s efficiency.

In the power/interest grid, the stakeholder’s are prioritized based on their level of influence and interest .

Analysing the company’s need would be done using ‘structured techniques’. Structured English explains the complex process in an easy to understand language and identifies the company needs.

Lastly, for defining the requirements, we would be using level 0 and level 1 data flow diagrams. These diagrams explain the whole process in detail and helps in pointing out any faults in the process using a visual approach.

1. **Different type of analysis**

Here we would be analysing H&M using various techniques and tools which would help us in obtaining valuable information regarding the processes and highlight its discrepancies as well.

**Strategy analysis:**

Formulation of a strategy is a very complex matter which requires analysing various aspects of the business especially the business environment in order to properly understand the business that would help in coming up with an efficient business strategy. Once formulated, this strategy needs to be re-assessed after frequent intervals to improve it and incorporate any further changes necessary. In this era of stiff competition, a smooth and robust business strategy is what distinguishes an average business from an excellent business (Grant, R.M., 2021)

In order to analyse the strategy of H&M, we would be using ‘SWOT’ analysis for internal business strategy analysis and for external strategy analysis ‘PESTLE’ technique would be used. SWOT analysis is extremely important for organizations as it helps in understanding its strengths, overcoming its weaknesses, capitalizing on the opportunities and taking necessary precautions against the threats that it faces. An effective SWOT analysis can help organization to accomplish its goals and objectives. (Leigh, D., 2009). PESTLE technique is very efficient and highly dynamic in nature which can be used for every industry in identifying industry potential and future growth. PESTLE analysis also helps in formulation of SWOT analysis as it forms the basis on which companies make their internal strategies (Perera, R., 2017).

**PESTLE Analysis**

1. **Political Factors:**

With Covid, there was a lot of red tape and restriction of movement between countries as every country was making their own rules as to who would be able to enter their country. This resulted in delays of shipment across borders, late deliveries and hence increase in production cost of H&M.

Brexit resulted in further issues for the company as most of its products are supplied from Asian countries thus with exit from Europe there were increased taxes which company had to pay for movement between border resulting into significant losses for the company.

Both Covid and Brexit resulted in shortage of workers for H&M in UK which drastically increased the production costs for the products.

1. **Economic Factors:**

The spread of Covid has wreaked havoc for world economies. The condition of UK has been further worsened by Brexit at the same time. With high inflation, job losses due to covid, trading restrictions, logistics issues and reduction in purchasing power of customers has pushed up price of H&M as production cost has increased. This has resultantly reduced the profit margins of the company significantly.

1. **Social Factors:**

Covid caused increased restrictions and forced people to stay in home. This forced all the companies including H&M to focus its marketing attention towards online customers. Hence there was more social presence on social media websites, more online advertisements, better customer service online and massive discounts on online stores by H&M in order to attract customers during peak covid times.

H&M also indirectly helped communities during Covid times and publishes its corporate social responsibilities in its reports which has made a positive impact on customer’s mind towards H&M as a brand resulting in increased sales.

1. **Technological Factors:**

The global pandemic Covid had caused H&M to restructure itself as an organization. There is more focus on online shopping which has caused majority of its employees to work remotely and coordinate with various stakeholder’s like suppliers online through use of latest technologies.

The operational, logistical and border issues faced by suppliers at UK border were resolved much more efficiently by coordinating online through the use of latest software installed in mobiles.

1. **Legal Factors:**

Having outsourced its manufacturing and containing franchises in multiple countries around the world, H&M could face potential law suits from manufacturers if working conditions of factories is not according to international standards. Thus there is a high risk to the company from law suits and Brexit coupled with Covid has made it difficult for the company officials to visit factories personally due to travel restrictions and ensuring the standards are met.

Additionally in fashion industry, there is always a moderate risk of stealing designs and ideas of company products.

Brexit resulted in delays in logistics and late deliveries which could result in further legal implications from the vendors.

1. **Environmental Factors:**

Being in the apparel industry requires the company to be conscious of its policies that might impact the environment. H&M releases ‘sustainability performance report’ annually that addresses company’s initiatives towards the environment. H&M closely works with all it’s suppliers and makes sure that they follow principles that are not harmful for the environment. H&M was also listed in A category of CDP’S category, that contain companies which are most environmentally transparent. It promotes the usage of environment friendly and recyclable fabric. Similarly the packaging material used by the company is mostly environment friendly, the company plans on reducing emissions by 20% from its operating activities by year 2025, focus on consumption of clean energy and by 2030 H&M aims to make all its packaging from recycled material. Due to Covid, factory visits to check the environmental impacts of manufacturing were delayed and there were delays in apparel collection which are re-used in making clothes to have save the environment. The supply chain might face delays due to Brexit restrictions, shortage of lorry drivers and covid that resulted in having negative environmental impacts as supply chain circle was increased. Thus there is a moderate risk to business in meeting the environmental challenges. (H&M Sustainability Performance Report, 2020).

**SWOT Analysis**

1. **Strengths:**

H&M as a brand sells a diverse group of products. They sell clothes, shoes, accessories, cosmetics and many more things .This diversity in portfolio results in the company making profits all year long. Moreover the products of H&M are extremely affordable and person of every class can afford it.

During Covid, the huge online presence of H&M as a brand helped it in making reasonable sales and remaining competitive despite the massive challenges. Additionally the robust supply chain model the company has helped H&M in meeting its customer requirements even during a surge in orders during peak covid times. The company has suppliers all around the world which makes it not reliant on any one particular supplier which is a big bonus in these ever challenging times.

1. **Weaknesses:**

While having multiple suppliers is a big positive, it can also be considered a weakness for H&M. The company relies on suppliers for all its stock which is shipped from all around the world. Recently with the spread of covid and Brexit, these suppliers have been facing a lot of issues on transportation of these goods to H&M which is why heavy reliance on suppliers can also be considered as a weakness.

H&M operates in fashion industry where copying of designs is very common. The company faces criticism that it steals ideas from various places and does not give due credit to its original designer.

1. **Opportunities:**

With covid encouraging retailers to go more towards online shopping, there is a huge opportunity for H&M to develop its online presence and compete with other giants in this field. This market has a huge potential which is still untapped and would result in huge profits for the company.

H&M can also introduce new products which would further diversify its product portfolio.

Another field which the company can venture into is manufacturing the clothes itself that would give H&M huge competitive advantage as the logistics issues faced due to covid and Brexit would be neutralised by this.

1. **Threats:**

**Covid**

One of the biggest threats which H&M and many businesses faced was the global pandemic of COVID-19. A lot of it’s stores closed worldwide and the H&M group had to lay off a lot of its employees due to lockdowns. The travel bans, supply chain disruptions and social distancing rule further fuelled this process and as a result H&M Group profits and sales decreased massively. As a result of covid, 36 % which amounts to 1,800 stores of H&M Group were closed (H&M Group Annual Report,2020).

**Brexit**

The Brexit would create travel restrictions and increase red tape that would make the whole procedure of supplying the products into the UK much more expensive and troublesome. The delayed delivery of orders into the UK due to supply chain issues caused by Brexit have resulted in decrease of profits for H&M Group. The fuel and delivery driver shortage in UK caused by Brexit further worsened the issues that resulted in delays in operations of H&M which had a huge impact financially on the company (Bloomberg,2021).

**Resource Audit:**

Obtaining information about an organization’s resources and then making strategies based on that is the right way to move forward. The H&M group resources can generally be categorized into five main groups namely:

1. **Financial resources**

Group made net profit of SEK 1,243 M at the end of year 2020 (H&M Group Annual Report,2020).

1. **Physical resources**

5,421 stores worldwide, that includes 289 stores in UK(H&M Group Annual Report,2020).

Value of property, plant and equipment totalled SEK 91,174 M as of 30 November,2020 6(H&M Group Annual Report,2020).

1. **Intangible resources**

Value of its intangibles totalled SEK 10,432 M at the end of year 2020 (H&M Group Annual Report,2020).

1. **Human resources**

153,000 employees at the end of year 2020 (H&M Group Annual Report,2020).

1. **Cash Flows**

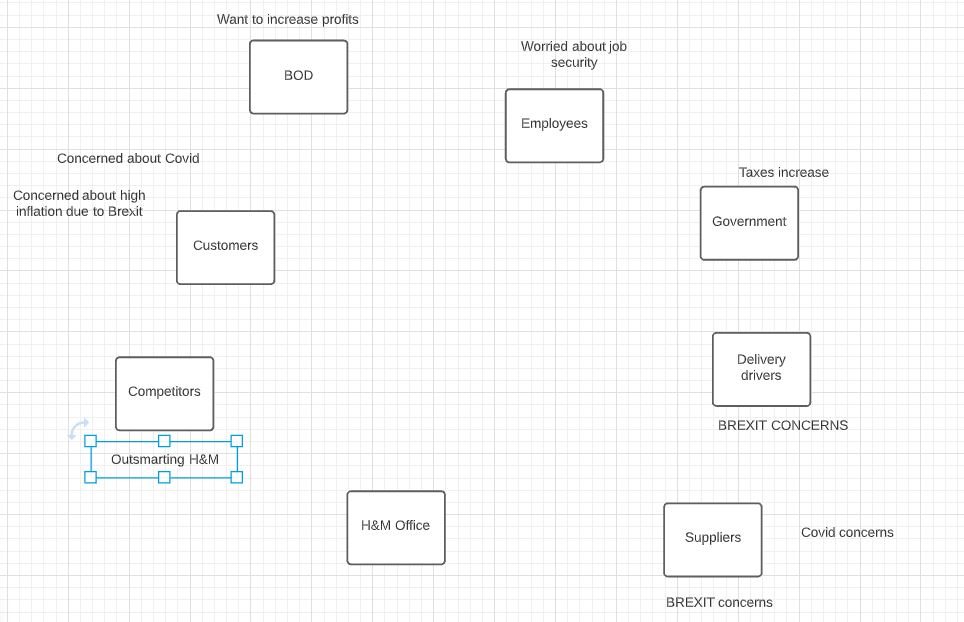
The group had cash flows of SEK 16,540 M at the end of year 2020 (H&M Group Annual Report,2020).

**Investigate Situation**

1. **Rich Picture**

Rich pictures is a diagrammatic technique which is used to simplify a complex procedure and helps in further breakdown of the process into small components to make it easily understandable (Monk, A. and Howard, S., 1998).

We are taking H&M as our company. The important stakeholder’s for H&M include directors, board members, employees, staff members, lorry drivers, suppliers, customers, government and competitors. The diagram takes Covid 19 and Brexit situation into account while dealing these important stakeholders.



1. **DFD Context diagram**

Data flow diagram explains step by step in detail how the information flows throughout the process. DFDs are used for understanding the existing flow of data and what changes can be made to it for its further improvement (Jilani, A.A.A., Nadeem, A., Kim, T.H. and Cho, E.S., 2008).

**Covid**: As a result of covid, H&M had to focus more on online shopping and as a result we would be analysing its online shopping system by making a Data Flow Diagram.



**Brexit**: Due to Brexit, H&M had delays in its logistics and supply chain was impacted due to increased border paperwork thus we would be analysing the company’s supply chain by making a Data Flow Diagram.

Diagram

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**Consider Perspective**

1. **CATWOE Analysis**

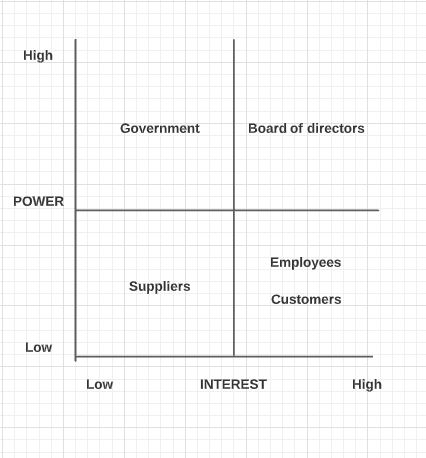
It is a technique which is used for defining and understanding the issues from stakeholder’s point of view. This technique is extremely important before formulation of a strategy as the concerns of all stakeholder needs to be taken into account and any changes should incorporate their required changes (Basden, A. and Wood-Harper, A.T., 2002).

The CATWOE analysis is used to understand stakeholder’s view regarding Covid, Brexit and how to deal with these difficult times. It analyses both external and internal environment.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Customers** | **Suppliers** | **Employees** | **Director** | **Government** |
| **Customers** | Community member or ordinary people | Suppliers and logistics companies | People working there | Shareholders who make important decisions and receive profits | Local government of that country. |
| **Actors** | Shop employees and marketing team | Logistics department and third party suppliers | All shop employees | All the company’s directors | Suppliers and the company |
| **Transformation** | Purchase of goods in return of money | Providing logistical services | Actively selling the products | Exchange of money for selling goods | Tax generation on which government runs |
| **World View** | Place where customers can buy goods | They supply the goods to the market | Earning their livelihood by working here | Maximization of profits from selling the goods | Collecting taxes from these businesses |
| **Owner** | Board of directors | Have separate board members | Board of directors | People who have put their money on the business | Governments itself |
| **Environment** | Covid rules  Brexit rules causing increased tariffs | Various legislations governing them, social distancing measures and new border laws. | New social distancing rules, new Brexit rules to check while dealing with suppliers and lorry drivers. | Social distancing rules, new Brexit legislations | Social distance rules and new legislation at border for Brexit. |

1. **Power/Interest Grid**

It is a stakeholder management tool which is used for placing stakeholder’s according to increasing power and interest in the project. The grid helps in identification of important stakeholder’s and then addressing their needs in order to help in successful completion of the project (Olander, S. and Landin, A., 2005).



1. **High Power, High Interest**

These stakeholders have high power and high interest. In H&M case, the company’s board of director are placed in this portion as they are the ones most concerned about the company’s performance. They need to be looked after carefully and be heard.

1. **High Power , Low Interest**

This section includes the government which is mostly concerned about the taxes and enforcement of law in the sector. The company needs to follow all the rules to make them happy.

1. **Low Power, High Interest**

Employees of H&M and customers would be placed under this section as they would be interested in all the company’s working but their won’t have the power to change anything. These stakeholder’s need to be communicated regularly.

1. **Low Power, Low Interest**

They include H&M suppliers only who don’t care too much about anything. The supplier’s just need to be observed closely in this grid.

**Analyse Needs:**

1. **Structured Techniques**

**Online ordering from H&M during COVID:**

**Customer:**

If customer has an account:

Login to account using login details

If logged in correctly:

Search for items to be bought

If Item is in stock:

Then order the item

Else:

Order again once restocked again next day

**Payment:**

If product is selected:

Then proceed to checkout

If payment mode is debit/credit card:

Enter details and make payment for order

Else If paying via PayPal:

Enter details and pay for order.

The above diagram explains the situation of online ordering in which customer needs to login first, then search for all relevant products, make an order and lastly confirm payment details.

**Supply Chain of H&M in context of BREXIT:**

**Ordering:**

If the stock level in warehouse is low:

Sent purchase requisition to the purchasing department

If purchasing department has stock available in other warehouses:

Shift and supply some of the stock to other nearby warehouses urgently

Else:

Order new stock through suppliers

**Suppliers:**

If order is manufactured completely:

Dispatch the goods via lorries towards UK borders.

If all the required paperwork is complete at borders:

Lorry drivers would further deliver the products to warehouses

Else:

Complete the required paperwork resulting in delays of order

Here the diagram is based on warehouse inventory levels, if its low then we would be sending a purchase requisition to our purchasing department who would notify the suppliers to send goods.

1. **UML Use Case Diagram for online ordering from H&M during COVID:**

**Diagram

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This diagram shows how an existing and a new customer would be making an online order via website during covid as most people were extremely scared to go out thus they shifted their focus on online retail.

1. **UML Use Case Diagram for supply chain of H&M in context of BREXIT:**

**Diagram

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The Brexit has caused massive supply chain disruptions which has caused the shortage of stocks. This problem can be solved by seeing it in detail using UML case diagram.

**Define Requirements**

**Level 0 diagram – online shopping**

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The above level 0 diagram shows what steps does a customer take when he shops online. It’s a brief overview of all the system.

**Level 1 diagram – online shopping**

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Level 1 diagram explains every step in detail. From customer login, product search, checkout and making payment every step has been discussed here.

1. **Observation and recommendation**

Variety of tools were used in analysis of H&M as a retailer in Covid and Brexit times.

The external and internal strategic analysis was done by using PESTLE and SWOT which provided some useful insights into the business.

There would be a lot of red tape and paperwork involved for lorry drivers and logistics would be impacted due to Brexit. Thus H&M needs to find new manufacturers within the country or try to make products itself in order to mitigate this risk.

The Rich picture showed the whole process of H&M and what were the concerns of various stakeholders. CATWOE analysis explained what was important for which stakeholder and a common ground needs to be established by all major stakeholder in order to formulate a strategy which is beneficial for the company.

The DFD and UML diagrams showed how H&M have faced issues with Brexit and Covid. These diagrams explained in detail what were the main processes followed by H&M and what problems company was facing in its operation due to these two major problems. It showed all the steps in online shopping which a customer faces and the issues he faces. Similarly for Brexit, these diagrams showed the logistical issues faced by the lorry driver and what course of action they could take as a result of these issues.

Thus to remain competitive in these tough times, H&M needs to focus more attention on online shopping, understand its customer needs, resolve the lorry driver’s issues as fast as possible, make all the border paperwork’s for driver automatic thus increasing the efficiently.

1. **Evaluation**

A lot of diagrams were used to explain the steps and processes which H&M is following during these times. The tools used in the assignment are market proven which can help in analysing the strategy and minutely observe every step in the whole process.

The diagrams were drawn using Lucid Chart which showed steps that company followed during Covid and Brexit. These diagrams helped making all the processes and its steps easy to explain for the reader and consequently resulting in better understanding the whole task.

The structured English explanation made complex steps easy to understand and grasp the whole process smoothly for the reader.

Furthermore the PESTLE and SWOT analysis is very efficient in analysing the strategy as it caters to all the external and internal factor impacting the organization.

All the stakeholder’s were taken care of using stakeholder wheel analysis using CATWOE and this resulted in better strategy formulation as it helped in generating new ideas.

**Part 2: Business Data Analysis**

**Introduction**

Market basket analysis is data mining python technique that is used by large retail superstores in identifying the buyer’s purchasing pattern and the products which are frequently bought together. We live in an era where there is an explosion of data in every field and similarly the transactional data of buyers in retail superstores can be efficiently used by analysts in conducting research to identifying buying pattern. This analysis helps in increasing the sales by placing those items which buyer’s purchase more frequently together closer to each other in the store. The algorithm which is used in market basket analysis is the ‘apriori algorithm’ that is based on association rule. Companies use this algorithm for making their sales and marketing strategies. (Blattberg, R.C., Kim, B.D. and Neslin, S.A., 2008).

Association rule is a machine learning method that identifies relationship between two variables in the dataset based on the measure of interestingness. The main aim of the rule is to find items that are mostly bought together. (Zhang, C. and Zhang, S., 2003). The parameters used in association rule are:

**Antecedent:** It refers to the original item which is being bought.

**Consequent:** It refers to the item which is bought together with the antecedent.

**Confidence**: Confidence tells us the probability of two products being bought together. It is calculated by dividing the probability of two items occurring together in a dataset transaction with the occurrence probability of antecedent.

**Support:** It measures the number of times an item appears in a given dataset. It is calculated by dividing the number of transactions where an item appear with the total number of transactions in the dataset. Support tells us how popular a product is in a supermarket amongst customers.

**Lift:** It is used for assessing the strength of relationship between various products. It is calculated by dividing target and average confidence. For example probability of students who are unable to pay their fees in a class is 20% while probability of students unable to pay in school is 10%. Then lift would be 0.2/0.1 = 2

**Analysis**

The current dataset under analysis consists of 532,621 transactions form 8 different countries. It contains data regarding customer purchase in retail stores. Apriori algorithm will be applied to this dataset and analysis would be done based on those rules.

**Italy**

Figure 1 shows the frequent itemset for Italy using apriori algorithm.

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**(Figure 1)**

The figure 2 shows us best combination of products which are most frequently bought together in Italy. Here we can see that confidence is 100% for all the products shown in the figure that means that the consequent product is always bought together with the antecedent product. We also see that conviction is infinity for all the combination which tells us that consequent alone is of no use to the customer hence he needs to buy the antecedent with it in order to make full use of that product.

**![Text

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDuRXhpZgAATU0AKgAAAAgABAE7AAIAAAAMAAAISodpAAQAAAABAAAIVpydAAEAAAAYAAAQzuocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFVzbWFuIFphZmFyAAAFkAMAAgAAABQAABCkkAQAAgAAABQAABC4kpEAAgAAAAMxOAAAkpIAAgAAAAMxOAAA6hwABwAACAwAAAiYAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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**(Figure 2)**

**Portugal**

Figure 3 shows the frequent itemset for Portugal.

**![Text

Description automatically 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**(Figure 3)**

All the combinations in figure 4 have support of almost 10% which means that these combinations only accounts for 10% of overall transactions. The confidence for line 92,112 and 133 is 100% which means that there is a very high chance that the antecedent and consequent would be bought together. This can also be proven by the fact that conviction here is infinity.

**![Text

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDuRXhpZgAATU0AKgAAAAgABAE7AAIAAAAMAAAISodpAAQAAAABAAAIVpydAAEAAAAYAAAQzuocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFVzbWFuIFphZmFyAAAFkAMAAgAAABQAABCkkAQAAgAAABQAABC4kpEAAgAAAAMzNwAAkpIAAgAAAAMzNwAA6hwABwAACAwAAAiYAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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**(Figure 4)**

**France**

Figure 5 shows the frequent itemset for France.

**![A picture containing text

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**(Figure 5)**

**![Text

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**(Figure 6)**

In figure 6, we see that in indexes 18 and 19 the confidence is not the same even though the products are just reversed. This means that products needs to be set up in a proper manner then it would be sold more.

**Conclusion**

In association rule, the parameters conviction, confidence and support plays a key role in identifying the best combination of item to be sold together. The frequency of items bought together does not depend on the item’s popularity.

Here are a few recommendations based on the apriori algorithm.

1. Combinations with confidence of 100% and infinity convictions would be best put together for Italy.

2. For Portugal, all the current combinations look good and would be suitable to put together.

3. For France, red spotty paper plates and cups need to be sold in packs of 6 then they would make more profits. Additionally the alarm clock is a famous product as it is being sold in all the major combinations.

Thus this market basket analysis can be used by retailers to sell more items and identify the buying patterns of the customer.

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