CASE STUDY

At VAdaye Stores, we sell all kinds of grocery items, ranging from food items to personal care items, household supplies, baby care items and even your health care supplies.

Our Mission: Delivering unparalleled Quality and Freshness right to Your doorstep, while ensuring Your convenience and a delightful shopping experience without compromise.

Our Vision: The Favourite stop for all our customers across the country, for all their basic necessities and Something to Miss for those in diaspora.

Our Goal is to enhance customer satisfaction while increasing revenue at the same time, which is why we are interested in understanding our customers’ purchasing behaviour using Market Basket Analysis.

DEFINITION

Market Basket Analysis is a technique used to uncover associations between items. It works by looking for combinations of items that occur together frequently in transactions (Towards Data Science, 2017). It is a data mining technique that analyses patterns of co-occurrence and determines the strength of the link between products purchased together. It leverages these patterns recognized in any retail setting to understand the behaviour of the customer by identifying the relationships between the items bought by them (Turing), and to decide which products should be cross-sold or promoted together (Blattbery, *et al.*, 2008)

WHY MARKET BASKET ANALYSIS?

* Helps with Product placement (in a catalogue or website) to encourage the purchaser of one item to buy the other item
* Helps with physical shelf arrangement
* Enables up-sell, cross-sell and bundling opportunities
* Used to determine the right incentives to offer in order to retain the customer’s business (David, 2013)

DATASET

The data file contains 2 years of sale transaction data from a typical grocery outlet. The dataset contains 38,765 transactions and n items. Dataset also includes unique customer identifiers and dates when each of all the transactions was made.

METHODS

RESULTS

CONCLUSION

RECOMMENDATION