Discover Associations Between Products

* Word Format and 1-3 page report.
* The insightful rules that you've discovered.
* Any visualizations that you've performed.
* Summary of your findings.
* Any observations you've made throughout your analysis.
* Your answers to the questions within Danielle's email.
* Any future recommendations if Blackwell was to acquire Electronidex.
* Written for a non-data audience and created for business purposes.

Main goal:

Make a customer profile and a product profile that will tell us if Blackwell should acquire Electroindex.

conduct a **market basket analysis by** identify purchasing patterns that will provide insight into Electronidex's clientele.

**TECHNICAL**