

## **Executive Summary**

Dillards is interested in moving around up to 20 SKUs in their stores to boost sales. They want to know the top 100 candidates that would be relevant and where they should move them. I've decided to look at data in December, so recommendations can be given for the busiest time of the year, the holiday season. The association rules demonstrate many implications with lift values above 10. This implies that customers are 10 times more likely to purchase one set of items if they've purchased another. Ultimately, we've found many relevant candidates for movement, however, there's important considerations beyond just the lift metric that Dillards will have to consider when making their moves.