**Market Basket Analysis Report**

**Frequent Purchase Patterns**

* **Cereal and Milk**: Purchased together in 60% of transactions (support = 0.6).
* **Bread and Milk**: Purchased together in 40% of transactions (support = 0.4).

**Hidden Relationships**

* **Cereal → Milk**: 100% confidence, lift = 1.667 (strong positive correlation).
* **Bread, Butter → Milk**: Lift = 1.667, indicating a complementary purchase pattern.

**Business Recommendations**

1. **Product Placement**:
   * Place Cereal and Milk on adjacent shelves or endcaps.
   * Position Bread and Butter near Milk to encourage impulse buys.
2. **Promotions**:
   * Offer a bundle discount: “Buy Cereal and Milk, Save 10%.”
   * Promote Bread and Milk together to increase confidence of this rule.
3. **Inventory Management**:
   * Ensure ample stock of Milk and Cereal during peak shopping hours.
   * Monitor Butter inventory, as it’s frequently bought with Bread.