

# Market Basket Analysis

Company C



# Background



## Restaurant Industry

More  
competitive  
than ever

**“If I build  
it, they will  
come”**

No longer valid!

# Problem

## Struggling

- Maintaining profit margin
- Continuous growth

## Due to

- Intensifying competition
- Changes in consumer habits

# How to solve it?



Leverage sales data to gain insights into customers' consumption patterns



**Data  
Visualization &  
Market Basket  
Analysis**



# why?



## Customer

Understanding of  
customers'  
**consumption  
patterns and  
preferences**

## Products

Appropriate  
product offering

# Methodology

## 01 Exploring

- Features
- Problems
- Early Insights



## 02 Preparing

- Inconsistencies
- New features



# Methodology

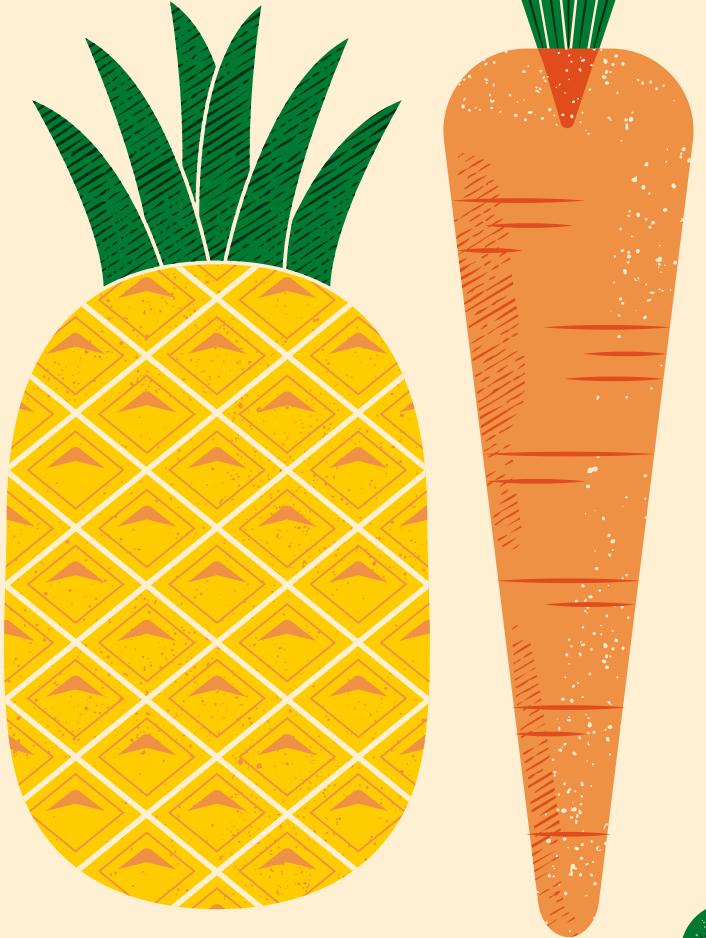
## 03 visualizing

- Customers
- Products

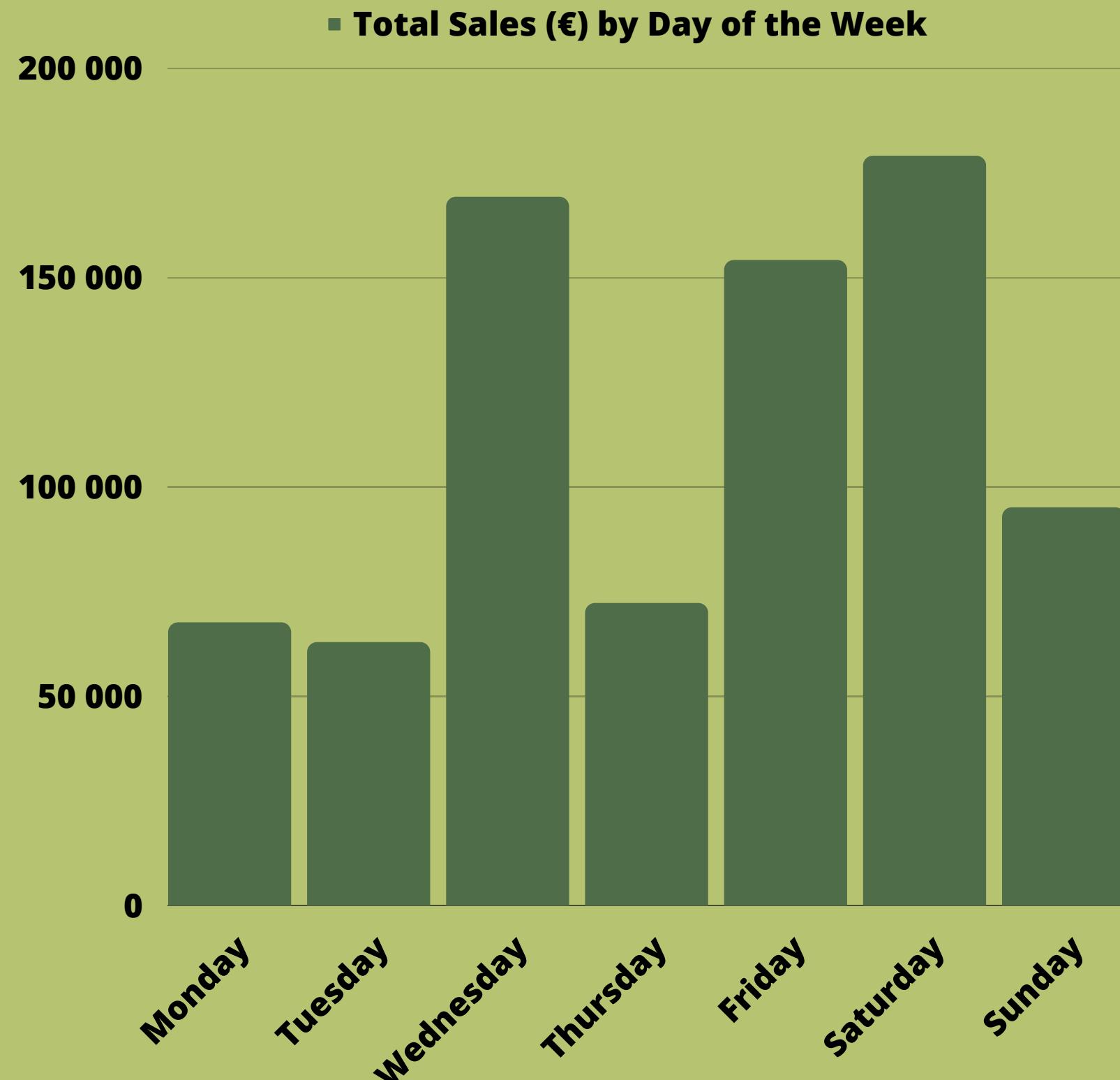
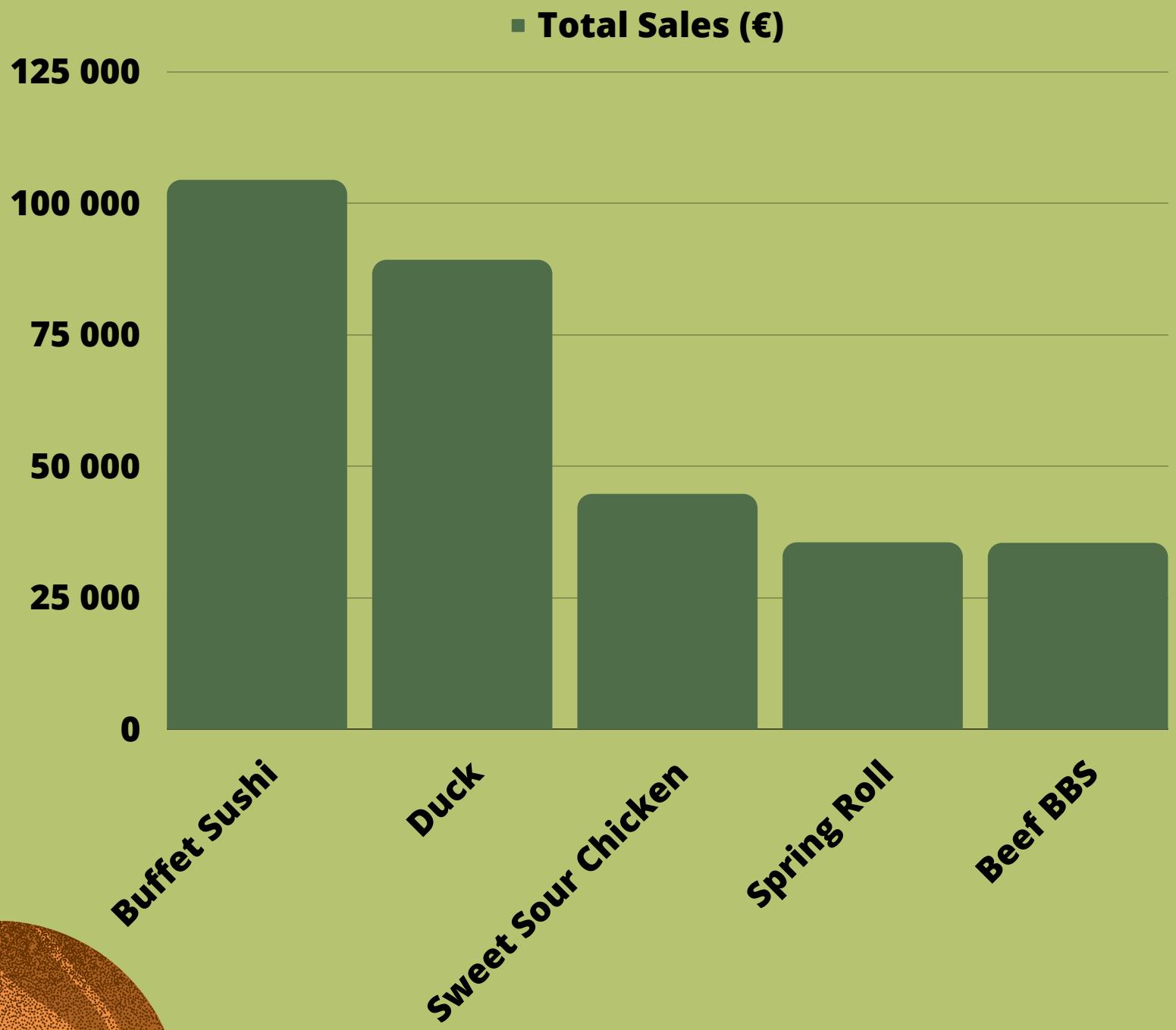


## 04 Finding Associations

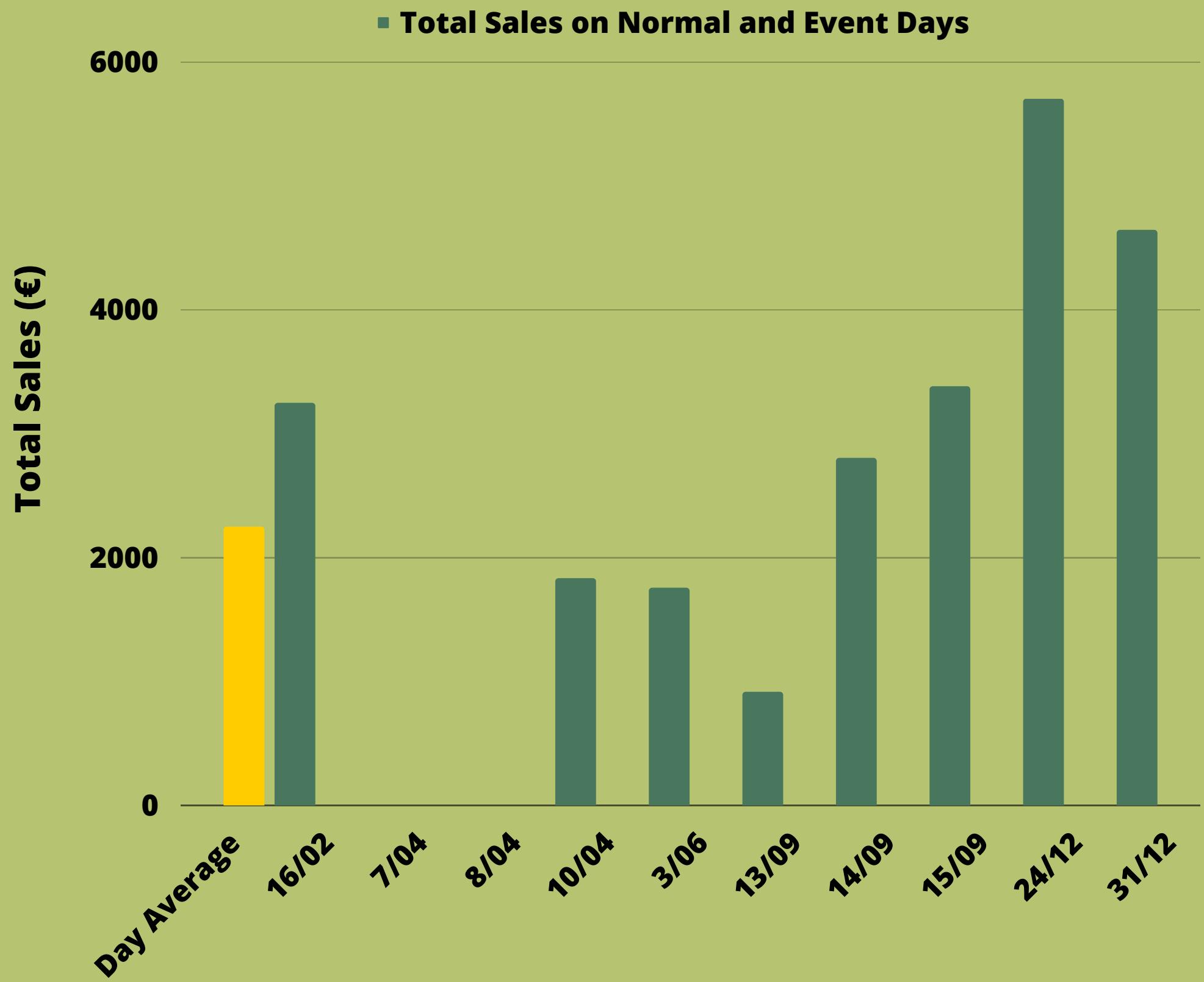
- Subsets of Data
- Features



# Our Customers



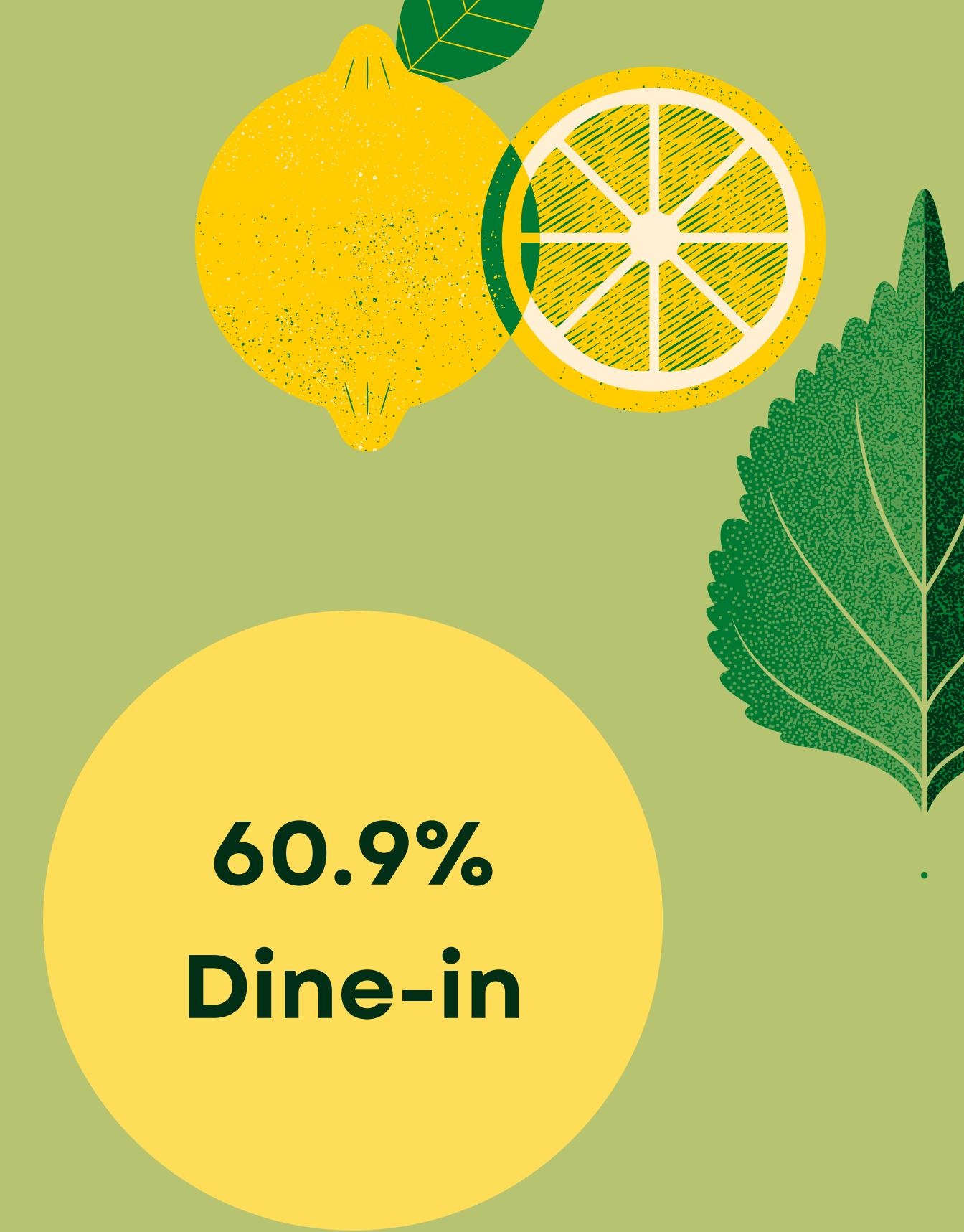
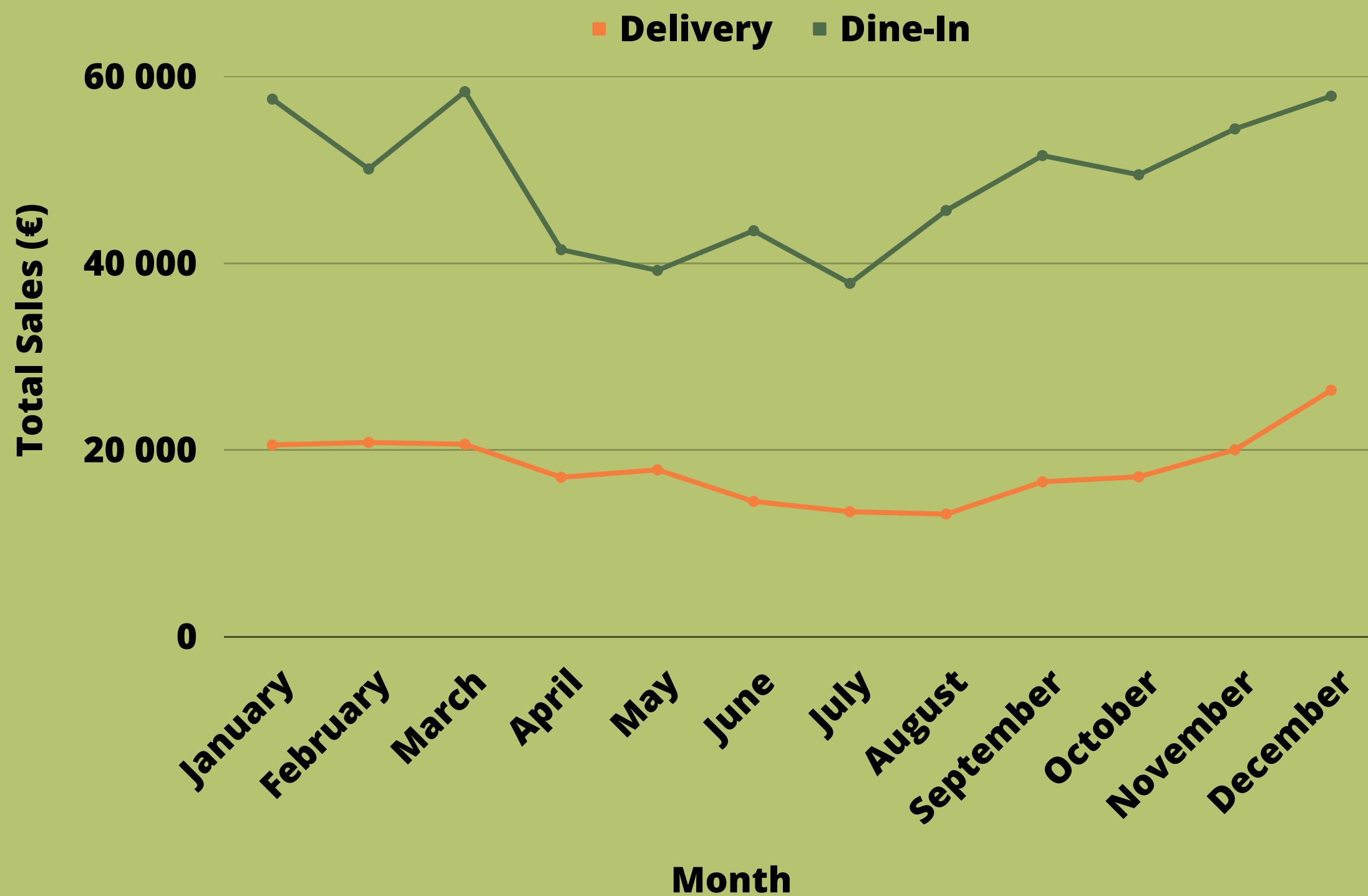
# Our Customers



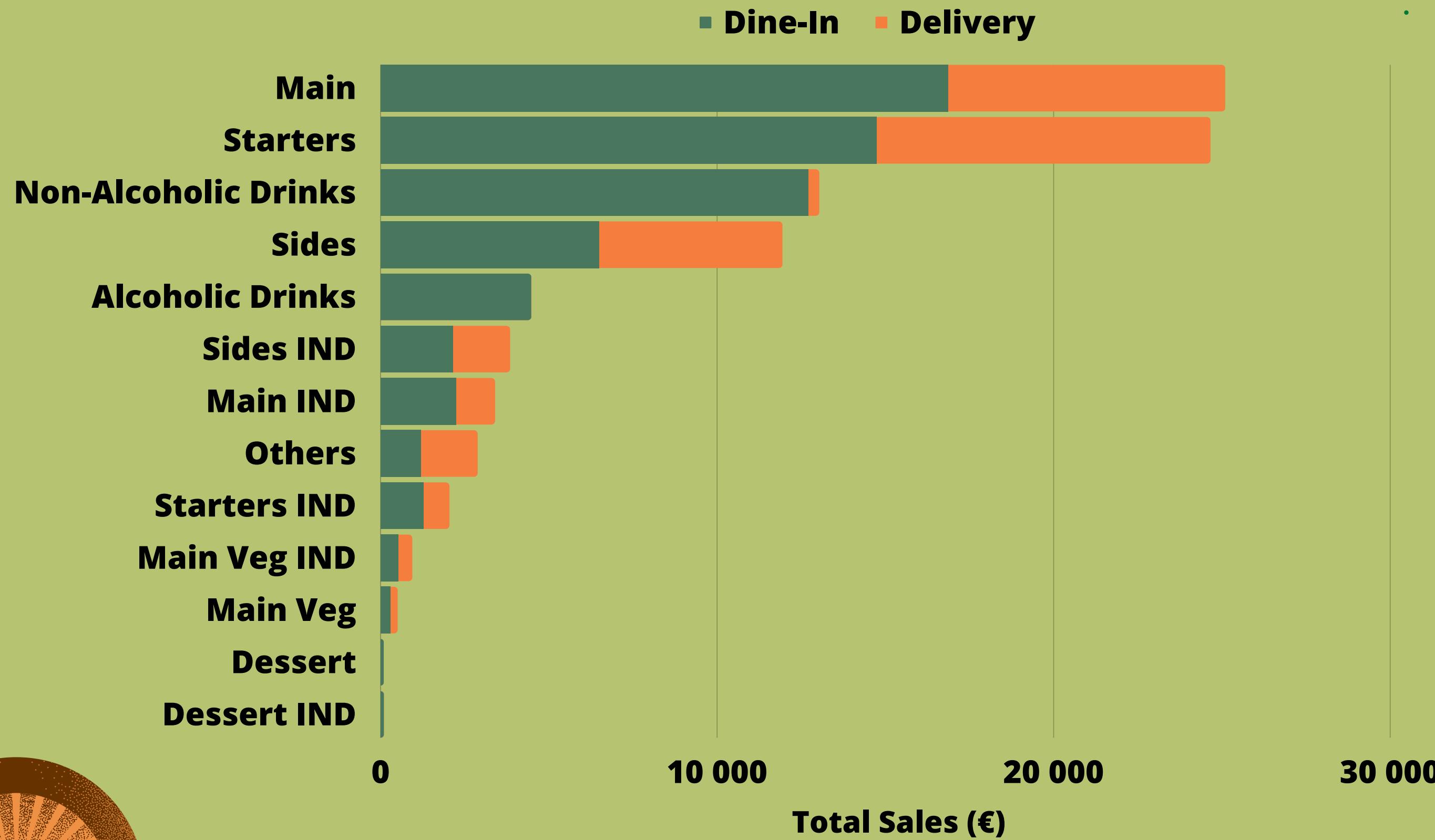
No major differences for holidays



# Our Customers



# Our Customers



# Further Insights

## New menus

Special Menu	
S	2 Spring Rolls
S	1/4 Duck
M	1 Beef BBS or 1 Sweet Sour Chicken
SD	Egg Fried Rice
D	1 Mineral Water 33/50 cl

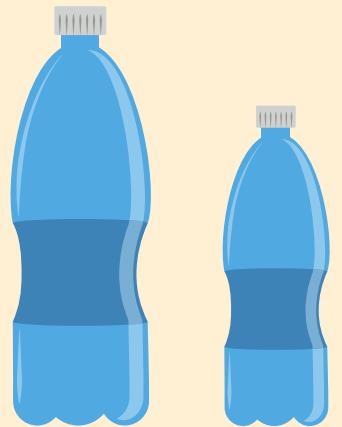
Indian Menu	
SD	1 Naan
SD	1 Jira Pulao
M	1 Butter Chicken or 1 Chick Korma Kasmiri or 1 Chick Tikka Masala
D	1 Mineral Water 33/50 cl

# Further Insights

## New products

01

Water Bottle of 33/50 cl



02

Plain Noodles



# Deployment & Maintenance Plan

01 Test and present

Put into production

02

03 Continuous access to the information

Monitor and improve with time

04



# Conclusion



# Thank You!

## GRUPO G

- Ana Miguel, 20221645
- Ana Rita Viseu, 20220703
- Miguel Cruz, 20221391
- Rodrigo Brigham, 20221607
- Sara Galguinho, 20220682

