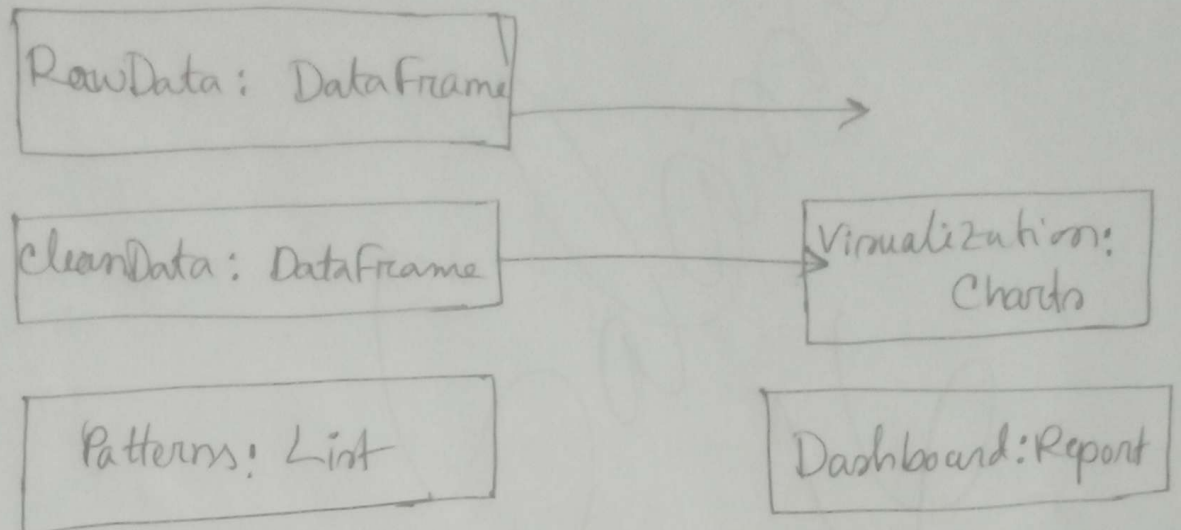


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IT-21016

3rd Year 2nd Semester

Object Diagram for Marketing and Retail Analytics System:



Object Diagram

Explanation:

- RawData: DataFrame: Represents the raw data collected from database.
- CleanedData: DataFrame: Represents the preprocessed data after cleaning and preprocessing tasks.
- Visualizations: Charts: Represents the graphical outputs (bar charts, scatter plots) used to analyze and interpret trends and patterns in the data.
- Patterns: List: Represents the frequent itemsets or association rules derived from Market Basket Analysis.
- Dashboard: Report: Represents the final report/ dashboard that compiles all insights for business.