

The background features two large, decorative, curved lines. One line, in shades of blue and green, curves from the top right towards the center. Another line, in shades of green and blue, curves from the bottom left towards the center. Both lines have a soft, multi-layered appearance.

Axstore

Substitutes and complementary products

Summary



The planned promotion on pizza cheese will most likely increase sales on the complementary products 'prosciutto', 'parmesan', 'pizza cheese', 'pineapple' by around 70-80 %. Thus, we recommend the supply chain team to anticipate this increase in demand and stock accordingly.



The stock out of Taco Shells could be mitigated by stocking up with the potential substitutes Taco Tortilla and Taco Subs.

The planned promotion on pizza cheese will most likely increase sales on complementary products



By analyzing association rules, we can conclude that the items most frequent bought together with pizza cheese are:

'prosciutto',
'parmesan',
'pizza_cheese',
'pineapple'



These items occur in the same basket as pizza cheese around 70-80 % of the times and are likely to increase correspondingly in sales as well when running a promotion on pizza cheese.

The stock out of Taco Shells at supplier site can be mitigated with stock up of substitutes



By analyzing association rules and extracting complementary products to Taco Shells enabled further analysis of the behavior of these complementary products.



From our analysis of these we could see that Taco Tortilla and Taco Subs occur frequently with products bought frequently with Taco Shells.

- Taco Shells: ['taco_spice_mix', 'taco_salsa', 'minced_meat', 'corn']
- Taco Tortilla: ['taco_spice_mix', 'taco_salsa', 'minced_meat', 'corn']
- Taco Subs: ['taco_spice_mix', 'taco_salsa', 'corn']



Thus, we argue that Taco Tortilla and Taco Subs are potential substitutes for Taco Shells and could be used to mitigate our stock out issue