Frequently Bought Together

You are going to recommend some product to the customer automatically, similar to the "frequently bought together" feature on Amazon.com. The shopping data from 10 past customers are given below:

Customer 1: Flower, Book, Balloon, Desk, Chair
Customer 2: Desk, Chair, TV, Lamp, Toy Car
Customer 3: TV, Toy Car
Customer 4: Chair, Toy Car, Desk
Customer 5: Flower, Book, TV
Customer 6: Desk, TV, Chair, Toy Car
Customer 7: Balloon, Toy Car, Flower
Customer 8: Desk, Book, TV, Chair
Customer 9: Toy Car, Flower, Lamp, TV
Customer 10: Chair, Lamp

Please complete the following 3 steps to make product recommendations.

Step 1: Calculate the count of each product, then find the most popular products (the top 4)

Product								
Count								

Step 2: Calculate the count for each pair of products among the top 4, then find the 2 most popular pairs

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Step 3: Please fill in the product you would recommend (write "Nothing" if there is no good suggestion)

- If a new customer is buying a TV, then recommend _____
- If a new customer is buying a Flower, then recommend _____
- If a new customer is buying a Book, then recommend _____
- If a new customer is buying a Desk, then recommend _____
- If a new customer is buying a Chair, then recommend _____