

Market Basket Analysis for different Retail Products

Retailers utilize market basket analysis, a data mining approach, to boost sales by better understanding client buying habits. Identifying product groups and items that are most likely to be bought together, includes evaluating big data sets, such as purchase history.

Why Market Basket Analysis is important?

Finding items that buyers desire to buy is the major goal of market basket analysis. Market basket analysis may help sales and marketing teams develop more effective product placement, pricing, cross-sell, and up-sell tactics.

The market study definition is based on Association Mining rules, as was already explained. Association mining is a technique used by the AIS, SETM, and Apriori algorithms. The Apriori Algorithm is the MBA algorithm that is used the most frequently.

Benefits Of Market Basket Analysis:

- ✓ Gaining market share: Once a business reaches its peak growth, finding new ways to do so might be difficult. Market basket analysis may be used to integrate gentrification and demographic data to locate the sites of new businesses or geo-targeted marketing.
- ✓ Campaigns and promotions: MBA is used to identify the goods that work well together as well as the products that serve as the cornerstones of their product range.
- ✓ Behaviour analysis: A fundamental tenet of marketing is comprehending consumer behaviour patterns. MBA may be used for anything, including UI/UX and basic catalogue designs.
- ✓ Optimization of in-store activities: MBA is useful in deciding what goes on the shelves as well as at the back of the shop. Because geographic patterns are a major factor in determining the strength or popularity of particular products, MBA is increasingly used to manage inventory for each store or warehouse.