**Task 4:** Discover Associations Between Products

* Are there any interesting patterns or item relationships within Electronidex's transactions?
* Would Blackwell benefit from selling any of Electronidex's items?
* In your opinion, should Blackwell acquire Electronidex?
* If Blackwell does acquire Electronidex, do you have any recommendations for Blackwell? (Ex: cross-selling items, sale promotions, should they remove items, etc.)
* there were ’835 transactions altogether
* 135 different items were bought during the month
* the most frequently bought item was “iMac”: 2’519 purchases
* there were 2’163 single item baskets, the biggest basket included 30 items
* median basket included 3 items; mean had 4.4 items.
* lhs rhs support confidence
* [1] {Acer Aspire,ViewSonic Monitor} => {HP Laptop} 0.01077783 0.6022727
* [2] {Dell Desktop,ViewSonic Monitor} => {HP Laptop} 0.01525165 0.5747126
* [3] {CYBERPOWER Gamer Desktop,ViewSonic Monitor} => {HP Laptop} 0.01220132 0.5020921
* [4] {ASUS 2 Monitor,Lenovo Desktop Computer} => {iMac} 0.01087951 0.5911602
* [5] {Apple Magic Keyboard,Dell Desktop} => {iMac} 0.01016777 0.5847953
* [6] {ASUS Monitor,HP Laptop} => {iMac} 0.01179461 0.5829146
* [7] {ASUS 2 Monitor,HP Laptop} => {iMac} 0.01108287 0.5828877
* [8] {Dell Desktop,ViewSonic Monitor} => {iMac} 0.01474326 0.5555556
* [9] {Lenovo Desktop Computer,ViewSonic Monitor} => {iMac} 0.01576004 0.5555556
* [10] {HP Laptop,Microsoft Office Home and Student 2016} => {iMac} 0.01291307 0.5521739
* [11] {Acer Desktop,ViewSonic Monitor} => {iMac} 0.01006609 0.5439560
* [12] {Acer Desktop,Lenovo Desktop Computer} => {iMac} 0.01230300 0.5307018
* [13] {CYBERPOWER Gamer Desktop,ViewSonic Monitor} => {iMac} 0.01281139 0.5271967
* [14] {Apple Magic Keyboard,Lenovo Desktop Computer} => {iMac} 0.01138790 0.5161290
* [15] {Acer Desktop,HP Laptop} => {iMac} 0.01596340 0.5114007
* [16] {Apple Magic Keyboard,HP Laptop} => {iMac} 0.01474326 0.5105634
* [17] {Dell Desktop,Lenovo Desktop Computer} => {iMac} 0.01860702 0.5069252
* [18] {HP Laptop,HP Monitor} => {iMac} 0.01057448 0.5024155
* [19] {HP Laptop,Lenovo Desktop Computer} => {iMac} 0.02308083 0.5000000
* lift count
* [1] 3.102856 106
* [2] 2.960869 150
* [3] 2.586734 120
* [4] 2.308083 107
* [5] 2.283232 100
* [6] 2.275889 116
* [7] 2.275784 109
* [8] 2.169071 145
* [9] 2.169071 155
* [10] 2.155868 127
* [11] 2.123782 99
* [12] 2.072033 121
* [13] 2.058348 126
* [14] 2.015137 112
* [15] 1.996675 157
* [16] 1.993406 145
* [17] 1.979202 183
* [18] 1.961594 104
* [19] 1.952164 227