

## Market Basket Analysis

<b>Title</b>	Market Basket Analysis
<b>Industry</b>	Media and Information Services
<b>Function</b>	
<b>Background</b>	Market Basket analysis is a data analysis and data mining technique that discovers co-occurrence relationships among activities performed by (or recorded about) Specific individuals or groups.
<b>Data Source</b>	9_Tiffin.csv (2013)
<b>Technology</b>	Tableau 8.2 ( 32 bit edition)
<b>Story/ Analysis</b>	<p>This dashboard helps to increase the productivity of a Tiffin centre. It represent the Business of a Tiffin Centre. This dashboard illustrates a very important piece of information about Product affinity. So at the time of order placing by customer you can suggest them these products (which are mostly purchase by other customers with his product).</p> <p>When a customer call in a tiffin centre to order a Tiffin</p> <ul style="list-style-type: none"> <li>• Tiffin centre employee select Customer's -             <ul style="list-style-type: none"> <li>• Location</li> <li>• Gender</li> <li>• Mode of order</li> <li>• Age Group</li> </ul> </li> <li>• After than select product which is order by customer from word cloud</li> <li>• Than bar chart shows the top 5 Products which are mostly purchase by the customers with that Product</li> <li>• And Heat Map shows the size of that product</li> <li>• And a text chart shows the price of that product</li> </ul>
<b>Value/ Decision</b>	Show the product which are mostly sold with a particular product
<b>Cosmetics/ Look &amp; Feel</b>	<ul style="list-style-type: none"> <li>• Used Heat Map</li> <li>• Word Cloud</li> <li>• Dynamic titles</li> </ul>
<b>Technical/ Capability</b>	<ul style="list-style-type: none"> <li>• Used Self Join</li> <li>• Parameters</li> <li>• Index , last , iif functions</li> </ul>