**Code Explanation:**

* First, I imported all the necessary libraries which are often used in Data Analysis.
* Next, I read the data and started analyzing it.
* After gaining some idea about the data I started cleaning it, and simultaneously visualizing it.
* The first point to notice here was the ‘Item Description’ column which displayed less values compared to other values. However, in pre-processing the data it became clean.
* Next, I cleaned the data based on Cost Per Item, Item Code, Number of Items Purchased.
* We did not need most of the columns for finding the frequent items, just the Transaction Id and Item Code would have sufficed, but still in order to clean the data we needed them.
* I added a constant valued column, for ease in applying the Apriori algorithm.
* I also checked if the Transaction Id is matching with the country or not. Because ideally same transaction id must be from the same country, and I found that it holds true.
* The only thing remaining to clean was then User Id, where it had value = -1.

However, It belonged only to UK and it had the rest of the data proper, also since it had a values more than 2,00,000, I thought I should keep it in my data for now.

* I made two dataframes df1 and df2, where I removed rows with User Id = -1 in df2.
* Next, for better analysis, I targeted to apply the apriori algorithm on some individual countries first and then on the whole dataset.
* So, I started to process the data to make it compatible to the algorithm.
* I applied the algorithm on France country data and displayed 20 rows, which properly displayed the frequent items and consisted of prediction for two other items which are frequently bought if a particular item is bought.
* In the algorithm, I kept the minimum support value to be 8% since the amount of data was comparatively less and the lift value should always be greater than 1 so I chose minimum as 1.1.
* I applied the above on df1 and df2 to notice the difference, but since the values not being considered belonged to UK, there was not any difference in the output for France.
* I then transferred the output to .csv file.
* I used df2 henceforth and did the same for Germany as I did for France.
* Finally, I applied Apriori to the entire dataset and kept reducing the minimum support value sequentially till I got the output.
* The possible support value I found was 0.025. The most probable reason for me to be forced to keep such a low value for the support was the size of the dataset, which greatly reduced the support values for all the items.
* I transferred this result to the allcountries.csv file. The number of frequent items found in this case with huge data are less and can be increased by reducing the minimum support value. However, keeping the support value below 0.01 would result in making the computation extremely complex to compute.

Opening the .ipynb file via Jupyter or Google would result in a better view and understanding.