Recommender System: Find similar items based on the features of another item

Basket Analysis: Find similar items based on sale history

Practical Motivation: Intelligent promotional planning, e.g.

* The effect of cannibalization,
* You don’t want to put 2 items on promotion that generally sell well together,
* You want to place items that sell well together close,..

How will you use the models differently?

Are the only intended to find similar items or are they supposed to analyze the items deeper, e.g. the cannibalization effect, or will the merchandizer do that himself?

Which model is going to solve each of the examples (under practical motivation)

Similar: link data