



Market Basket

School of Information Studies
Syracuse University

Market Basket



GV BROWN RICE 007874212222	1	0.10	N
GV LONG RICE 007874235205	F	1.28	N
GV 2 RF MLK 007874235187	F	3.08	0
RAMEN-BEEF12 004178900232	F	1.82	0
SUBTOTAL		10.30	
TOTAL		10.30	
SHOPPING CARD TEND		10.00	
CASH TEND		0.50	
CHANGE DUE		0.20	

SHOP.CARD REDEMPTION	10.00
ACCOUNT 605214515600	
APPR. CODE = 037453	
REF #0571931	

Market Basket (cont.)

- What goes with what?
- What products are ordered together?
- What activities go together?
- What products should be featured?
- What products should be recommended?



Data Conversion

TOTAL 10.30
 SHOPPING CARD TEND 10.00
 CASH TEND 0.50
 CHANGE DUE 0.20

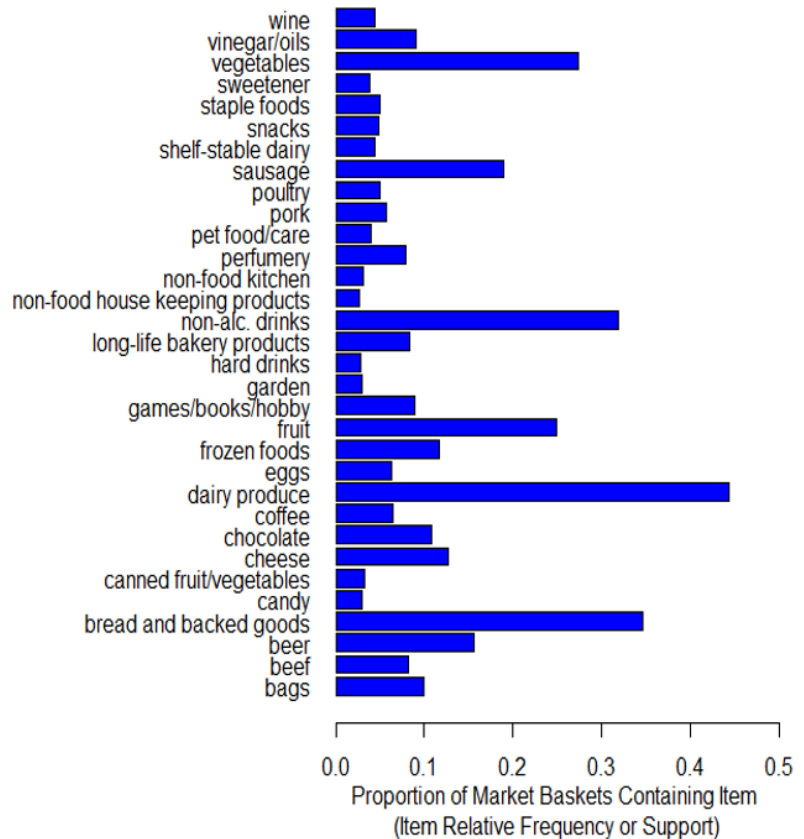
 SHOP.CARD REDEMPTION 10.00
 ACCOUNT 605214515600
 APPR. CODE = 037453
 REF #0571931
 Beg Bal Tran Amt End Bal
 10.00 10.00 0.00
 10/14/10 21:20:50

citrus fruit	semi-finished bread	margarine	ready soups	
tropical fruit	yogurt	coffee		
whole milk				
pip fruit	yogurt	cream cheese	meat spreads	
other vegetables	whole milk	condensed milk	long life bakery product	
whole milk	butter	yogurt	rice	abrasive cleaner
rolls/buns				
other vegetables	UHT-milk	rolls/buns	bottled beer	liquor (appetizer)
pot plants				
whole milk	cereals			
tropical fruit	other vegetables	white bread	bottled water	chocolate
citrus fruit	tropical fruit	whole milk	butter	curd
beef				
frankfurter	rolls/buns	soda		
chicken	tropical fruit			
butter	sugar	fruit/vegetable juice	newspapers	

Row Labels	1000	1008	1012	1012	1013	1013	1013	1100	1503	1503	1503	1503	1600	1601	1601	1601	1601	1601	1603	
	2	0	0	5	3	4	5	1	0	4	6	9	8	0	1	2	4	5	6	3
536370																				
536382																				
536446																				
536464																				
536544																				
536592																				
536621																				
536743																				
536756																				
536778																				
536805																				
536838																				
536863																				
536865																				
536876																				
536946																				
536983																				
536987																				
537047																				
537050																				
537126																				
537129																				
537136																				
537137																				
537140																				
537155																				
537196																				
537200																				
537222																				
537225																				
537227																				
537237																				
537240																				
537351																				
537362																				
537374																				

Terminology

- Item set
- Association rule
 - Antecedent
 - Consequent
- Selection criteria
 - Support
 - Confidence
 - Lift



Use Cases

- Store layout
- Feature promotions
- Product bundling
- Recommended items

