ABSTRACT

Market Basket Analysis is a modelling technique based upon the theory that if you buy a certain group of items, you are more (or less) likely to buy another group of items. The main aim of MBA in marketing is to provide the information to the retailer to understand the purchase behavior of the buyer, which can help the retailer in correct decision making. There are various algorithms are available for performing MBA.

Today, the large amount of data is being maintained in the databases in various fields like retail markets, banking sector, medical field etc. But it is not necessary that the whole information is useful for the user. That is why, it is very important to extract the useful information from large amount of data. This process of extracting useful data is known as data mining or A Knowledge Discovery and Data (KDD) process.