Objective: Help Amazon identify consumer and product trends and predict consumer behavior.

Research Question
1. Can we predict which products a consumer will most likely purchase together across product categories?

Machine Learning:
- ○ Apriori Algorithm
    - ■ https://pypi.org/project/apyori/
    - ■ https://medium.com/edureka/apriori-algorithm-d7cc648d4f1e
        - ● Available as part of the PyPI dependency on Python.
    - ■ 'Apriori Algorithm is a Machine Learning algorithm which is used to gain insight into the structured relationships between different items involved. The most prominent practical application of the algorithm is to recommend products based on the products already present in the user's cart. **Walmart** especially has made great use of the algorithm in suggesting products to it's users.' - GeeksforGeeks
- ○