**Project Title: MARKET BASKET INSIGHTS**

**DEFITION:**

Market basket insights refer to the analysis of consumer purchasing patterns to identify relationships between products or items frequently bought together. It's a valuable technique for retailers and businesses to understand customer behavior and optimize various aspects of their operations, such as product placement, pricing, and marketing strategies.

Here's a breakdown of the design thinking process for creating market basket insights:

> **Empathize**

> **Define**

> **Define**

> **Prototype**

> **Test**

> **Implement**

> **Iterate**

> **Share**

> **Feedback**

**1. Empathize:** Understand the needs and goals of your business and your customers. What are your objectives for analyzing market baskets? What problems are you trying to solve?

**2. Define:** Clearly define the scope of your analysis. Determine the specific questions you want to answer, such as which products are commonly purchased together, which promotions are most effective, or how seasonal trends impact purchasing.

**3. Ideate:** Generate ideas for collecting and analyzing data. Consider using transaction records, customer surveys, or loyalty program data. Brainstorm potential algorithms or models for identifying patterns.

**4. Prototype:** Create a prototype of your analysis process. This might involve setting up a data pipeline, selecting relevant variables, and designing a visualization or reporting dashboard.

**5. Test:** Test your analysis on a small sample of data to ensure it's producing meaningful insights. Adjust your approach if necessary and refine your prototype.

**6. Implement:** Scale up your analysis to the full dataset. Automate data collection and analysis if possible. Continuously monitor and update your insights.

**7. Iterate:** Market basket insights are not static. Continue to refine your analysis methods and adapt to changing customer behaviors and business goals.

**8. Share:** Communicate your findings with stakeholders within your organization. Provide actionable recommendations based on the insights gained.

**9. Feedback:** Collect feedback from stakeholders and customers. Use this feedback to further improve your market basket analysis and its impact on your business.

By following this design thinking process, you can develop valuable market basket insights that help optimize your business operations and enhance the customer experience.

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