

Market Basket Analyse on Online Retail

Uchralt Temuulen

2018 07 08

1 Introduction

The motivation in this task is to know the customer behaviour on online retail for merchandise products. Also how do different group of customer that spend different amount of money behave. What kind of products are they most frequently buying? Are there differences in these groups? What kind of products are connected to each other mostly? We used for these the market basket analyse method. We found out that there are not big differences in different customers groups. They all buy almost the same article.

An example of using bullet points, in case it is needed.

- Text 1
- Text 2

2 Related Work

An example of how to insert references in the article [1].

3 Methodology

Introduce the machine learning technique(s) or the algorithm(s) used in the project.

An example of inserting figures. Position and width of the figure can be adjusted as needed.

4 Implementation

Introduce the data used in the experiments, the setup of the experiments, and the results and/or comparisons.



Figure 1: Brief description of the figure.

An example of inserting tables. Position of the table can be adjusted as needed.

1	2	3
4	5	6
7	8	9

Table 1: Brief description of the table.

5 Conclusion

Conclude the whole project in short text.

References

- [1] Hu, Yi and Li, Wenjie, *Document sentiment classification by exploring description model of topical terms*, Computer Speech & Language, 25-2, pages 386–403, Elsevier, 2011.