Market basket analysis with R-studio

**Statement**: To recognize the pattern of cross-selling in the customers and increase sales.

**The task to perform**: 1. Data preprocessing.

2. Find the total number of transactions and items in the inventory.

3. find the total number of items purchased and get the top-selling items for the analysis.

4. Apply the association rule and create visualizations for the analysis.

**The task performed**: 1. Summary of the market basket.

2. Code for the association rules.

3. Building the Apriori algorithm.

**Results:** As we build the Apriori algorithm and the various set of association rules in our r-script we get the list of items that have been bought together several times in many transactions. These analytics will help to increase sales and gain more profits according to the products.