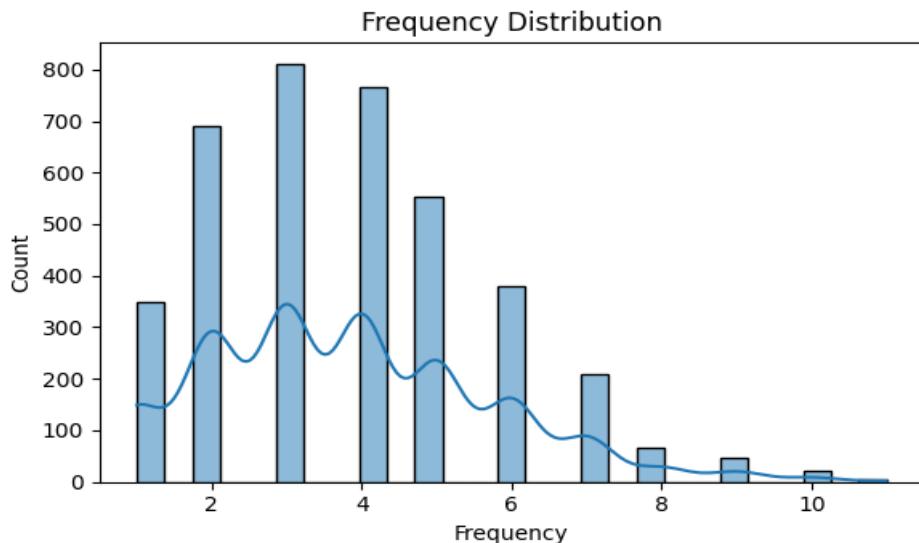


Market Basket Analysis (Retail Analytics)

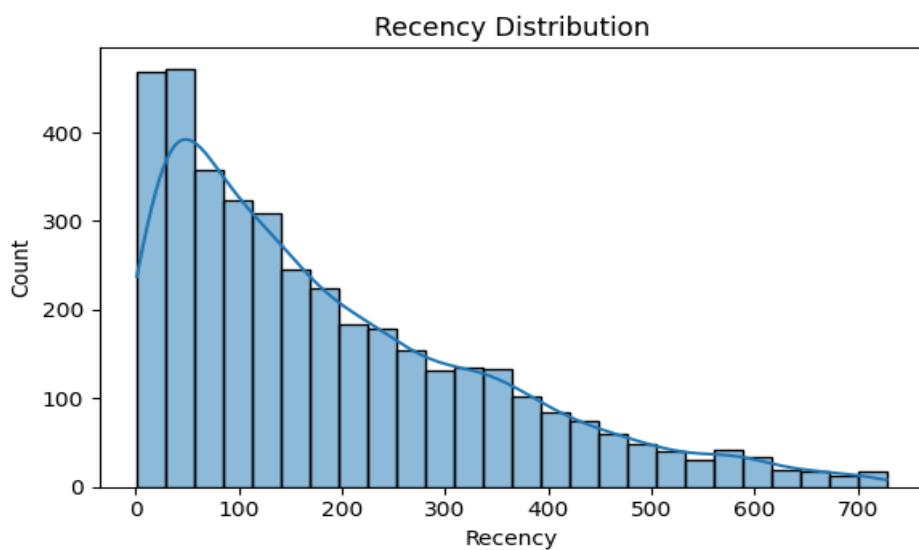
Project Overview

This report summarizes the results of Market Basket Analysis using the Apriori Algorithm, along with customer segmentation using RFM analysis. The visualizations included in this report represent the distribution of Recency and Frequency across customers.

Frequency Distribution



Recency Distribution



Generated Output Files

- frequent_itemsets.csv
- association_rules.csv
- rfm_segments.csv

These files contain the computed itemsets, association rules, and RFM scores.