**Market Basket Analysis**

[**https://towardsdatascience.com/a-gentle-introduction-on-market-basket-analysis-association-rules-fa4b986a40ce?token=UCCdlZM1aMiXYNY9**](https://towardsdatascience.com/a-gentle-introduction-on-market-basket-analysis-association-rules-fa4b986a40ce?token=UCCdlZM1aMiXYNY9)