**Team 11 Project Proposal**

**Group Members**

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**Motivation behind solving the problem**

Purchases at a grocery store are often ingredients to a larger meal, paired together, or just frequently bought together by a similar demographic. It would save so much time and improve overall shopping satisfaction if the items that are commonly purchased together were near each other.

**Business Problem**

Finding what products are frequently purchased together in order to optimize store product location.

**Dataset:** InstaCart Online Grocery Basket Analysis Dataset

* Downloaded from: Kaggle
* Originally scraped from InstaCart
* Size: 713mb
* Six Sheets: aisles.csv, departments.csv, order\_products\_\_prior.csv, order\_products\_\_train.csv, orders.csv, and products.csv
* Notable Column Data: aisle, department, product, order, and hour of order