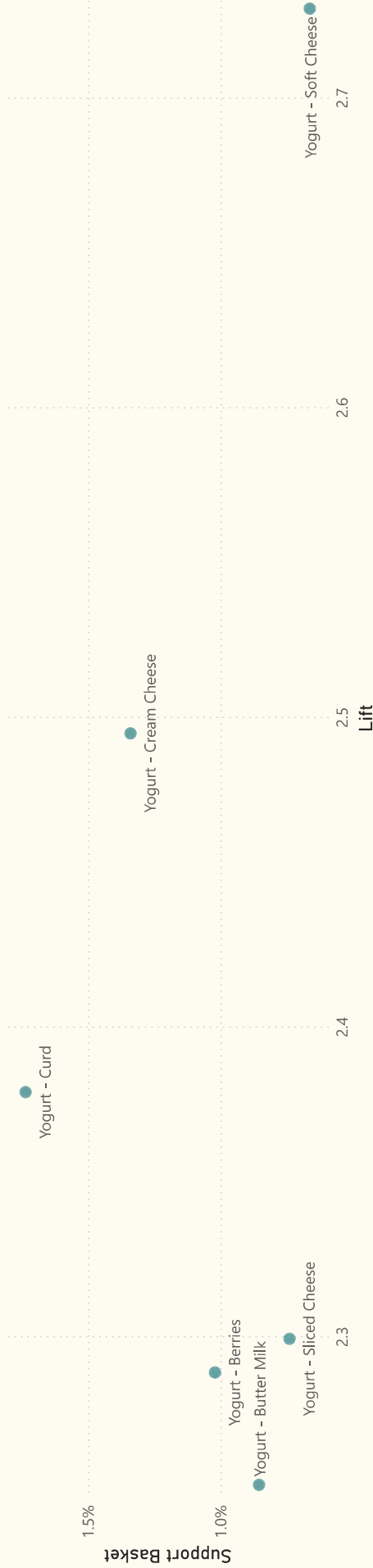# Market Basket Analysis

Basket Analysis Map

Basket Analysis Detail

Basket	Support Basket	Confidence of Prod 1	Confidence of Prod 2	Lift
Yogurt – Soft Cheese	0.66%	4.84%	37.41%	2.73
Yogurt – Cream Cheese	1.34%	9.78%	34.20%	2.50
Yogurt – Curd	1.74%	12.66%	32.61%	2.38
Yogurt – Sliced Cheese	0.74%	5.40%	31.52%	2.30
Yogurt – Berries	1.02%	7.45%	31.37%	2.29
Yogurt – Butter Milk	0.86%	6.24%	30.88%	2.25

Basket Analysis Network