Market Basket Analysis

**Background of the project**

The main objective of the project was to investigate the customer responses to some survey questions and predict the answer to the brand preference question. So I ran and optimized two different decision tree classification methods in R – C5.0 and Random Forest and compared which one works better for this data set.

Also need to predict the sales in four different product types while assessing the effects service and customer reviews have on sales. This will help the sales team better understand how types of products might impact sales across the enterprise. We used regression to build machine learning models for this analysis using a choice of two of three popular algorithms.

Also done Market Basket Analysis using Apriori algorithm.