**Market Basket Analysis**

1. **Background of the Project**

* The board of Directors for Blackwell Electronics is considering acquiring Electronidex, a start-up electronics online retailer. So the the board of directors is requesting for additional information to better understand the clientele that Electronidex currently is serving and if it would be an optimal partnership.

1. **Objective**

* The objective of the Market Market Basket Analysis is to identify purchasing patterns that will provide insight into Electronidex's clientele.

1. **Data**

* The dataset (Electroindex Transactions 2017) that was given to perfom this project contains a total of 9835 transactions with 125 items.

1. **Analysis(Key Finding)**

* The highest transactions for item sets was 2163 for 1 itemset. 1647 transactions were carried out for 2 item sets, 1294 for 3 item sets, while 30 item sets attracted only 1 transaction, 27 item sets attracted 3 transactions etc.

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* The most frequent items that was procured was the imac at 2519, the HP Laptop at 1909 and the CYBERPOWER Gamer Desktop at 1809 There was a gradual decline in transactions with increase in the number of item sets procured.

Chart, histogram

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* There are 635 rules #4 items have the most rules :4. These parameters are requesting that the rules cover 10% of the transactions and are 80% correct.

A screenshot of a computer

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Text

Description automatically generated with medium confidence

1. **Recommendation**

While some of the sales levels of Electronidex on some item sets seem to be high and sales to corporations may yield benefits, there is still need for some more data if a concrete decision needs to be made. Data required would include financial data - that may give some information on the true state of profits and losses from these transactions.