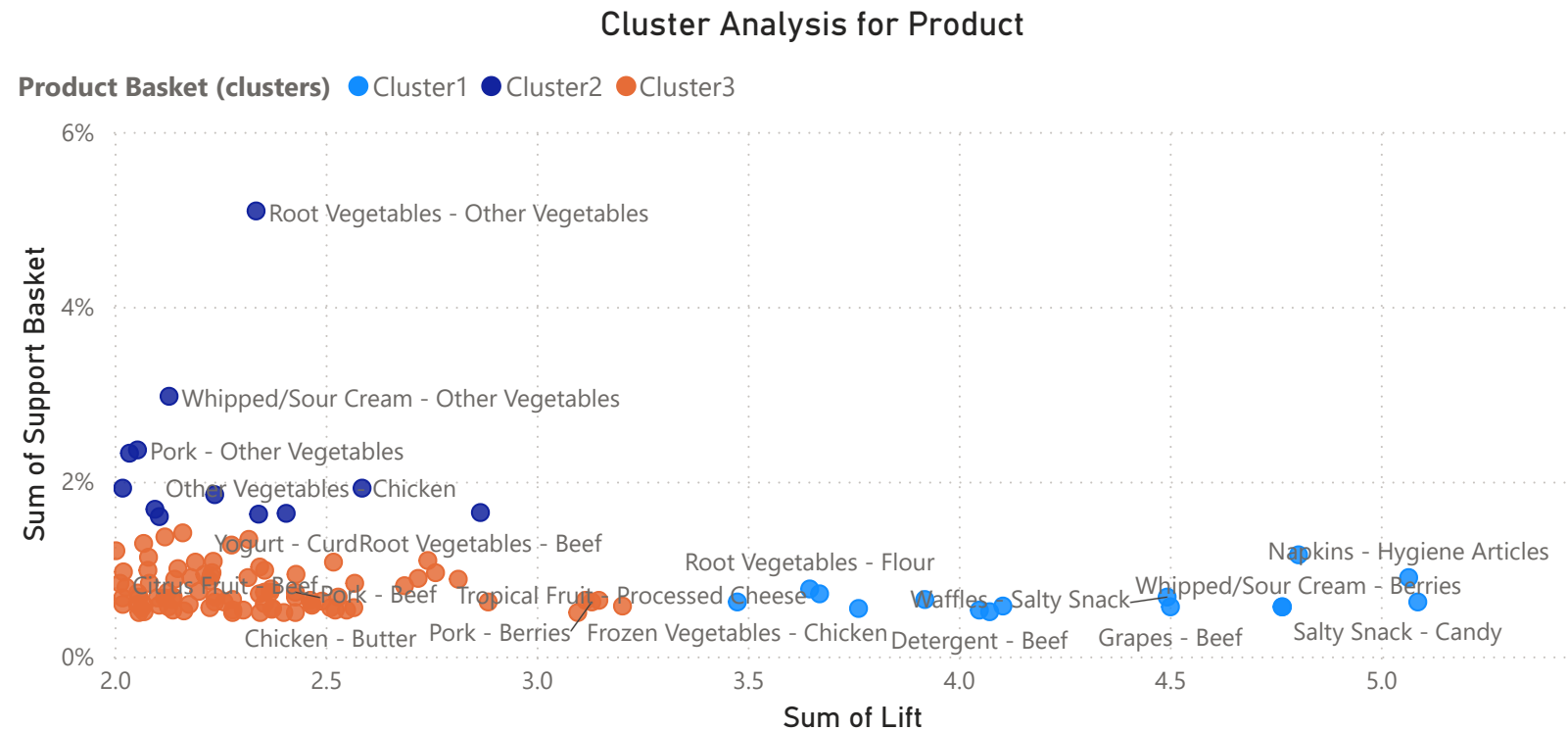
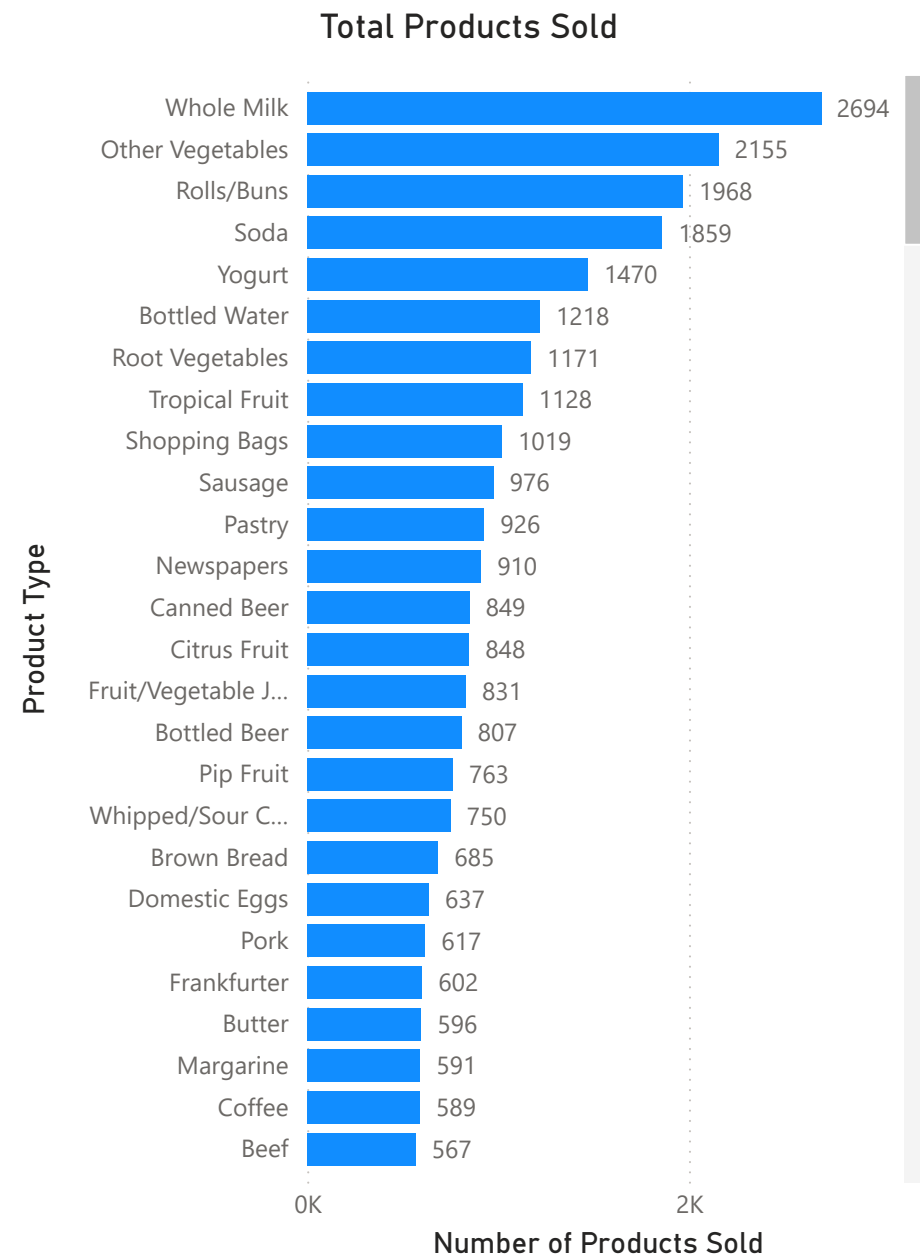


# Transaction Analysis



Product Basket	Sum of Support Basket	Sum of Confidence Prod1	Sum of Confidence Prod2
Root Vegetables - Butter	1.21%	11.10%	21.81%
Citrus Fruit - Beef	0.84%	10.61%	15.87%
Yogurt - Whipped/Sour Cream	1.92%	14.08%	27.60%
Frankfurter - Domestic Eggs	0.67%	11.96%	11.30%
Domestic Eggs - Curd	0.60%	10.05%	11.96%
Sausage - Chocolate	0.97%	10.66%	18.34%
Pip Fruit - Margarine	0.79%	11.14%	14.38%
Tropical Fruit - Root Vegetables	2.32%	22.16%	21.35%
Margarine - Beef	0.60%	10.83%	11.29%
Pork - Other Vegetables	2.36%	41.17%	11.79%
Pip Fruit - Curd	0.73%	10.22%	14.58%
Root Vegetables - Hard Cheese	0.50%	4.61%	22.41%

# Survey Analysis

1360

In-Store

409

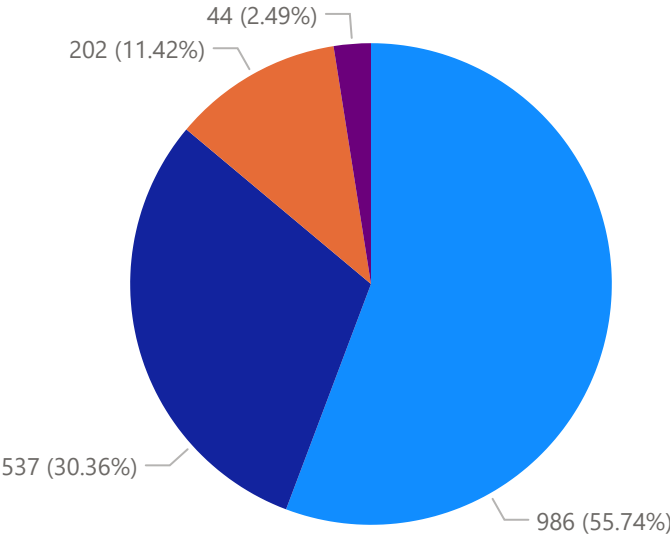
Delivery

Shopping type	Average of Deli-quality	Average of Product-quality	Average of Service-quality
Delivery	7.00	7.15	7
In-store	5.92	6.32	6

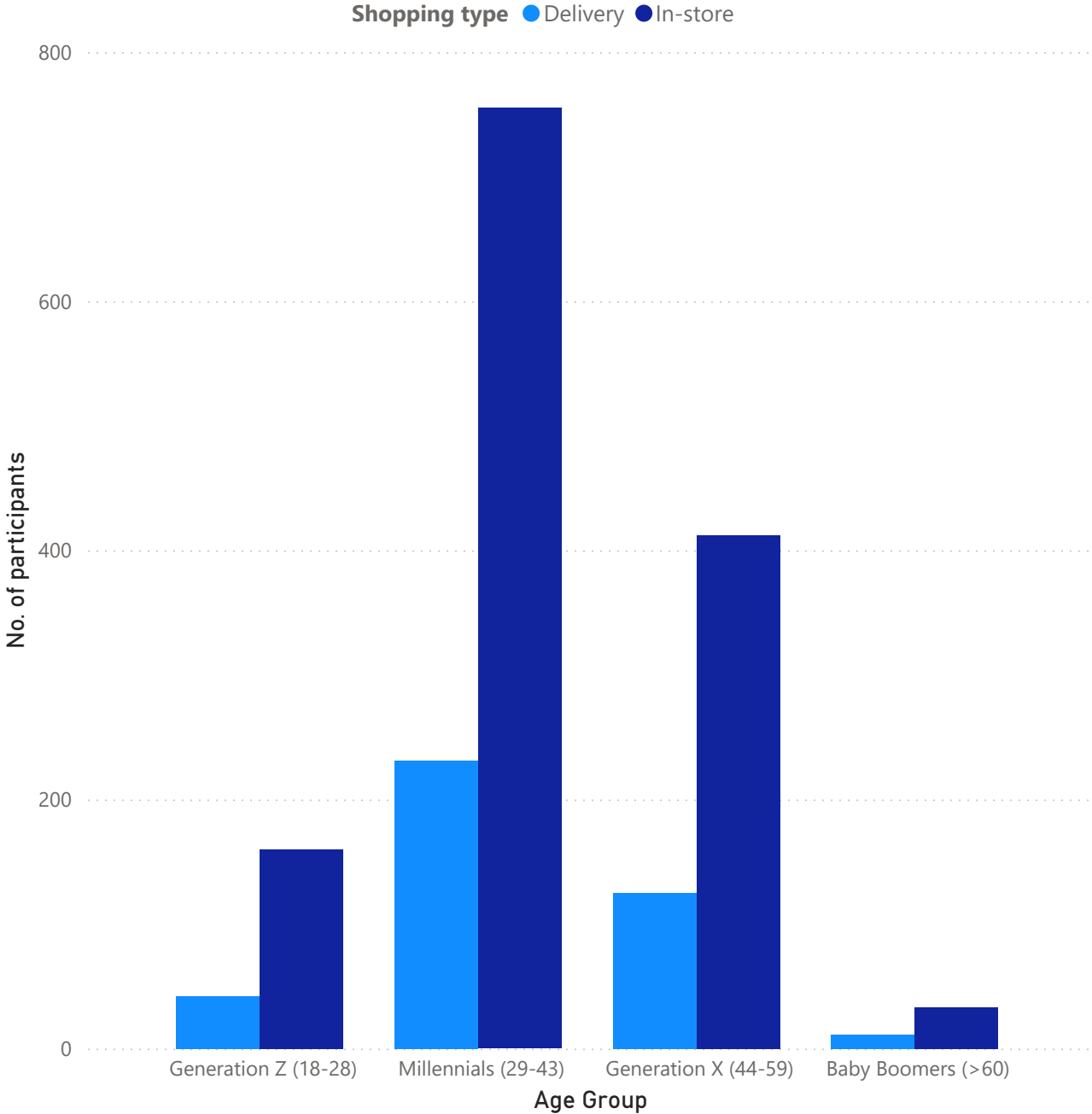
## Age Demographic of Survey Participants

### Age Groups

- Millennials (29-43)
- Generation X (44-59)
- Generation Z (18-28)
- Baby Boomers (>60)



## Shopping Type of Participants



# Heatmap for Profile

Education	admin.	blue-collar	entrepreneur	housemaid	management	retired	self-employed	services	student	technician	unemployed
basic.4y	0.50	0.23	0.38	0.31	0.14	0.36	0.75	0.25	0.00	0.00	0.00
basic.6y	0.19	0.17	1.00	0.00	0.00	0.33	0.00	0.00		0.40	0.00
basic.9y	0.08	0.19	0.00		0.22	0.63	0.15	0.27	0.00	0.10	0.00
high.school	0.22	0.21	0.00	0.33	0.28	0.11	0.00	0.23	0.25	0.15	0.11
professional.course	0.07	0.25	0.25	0.50	0.80	0.13	0.00	0.27	0.00	0.16	0.00
university.degree	0.21	0.30	0.20	0.20	0.21	0.11	0.28	0.00	0.00	0.27	0.25

# Decision Tree for Profile

