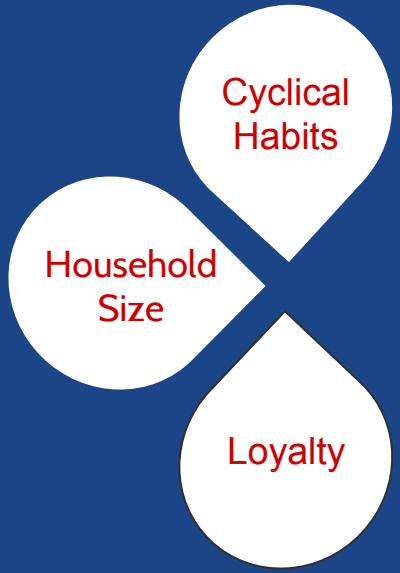
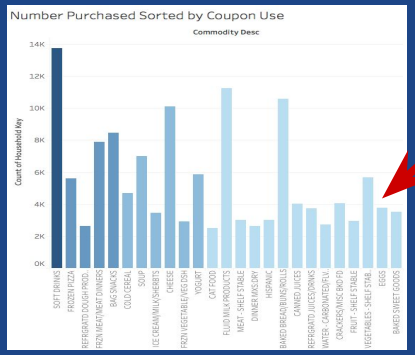
Prediction

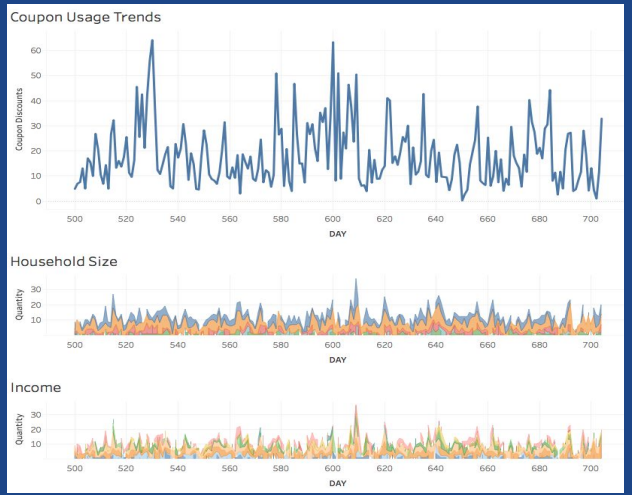


Probabilities using Likelihood Estimation

Analysis

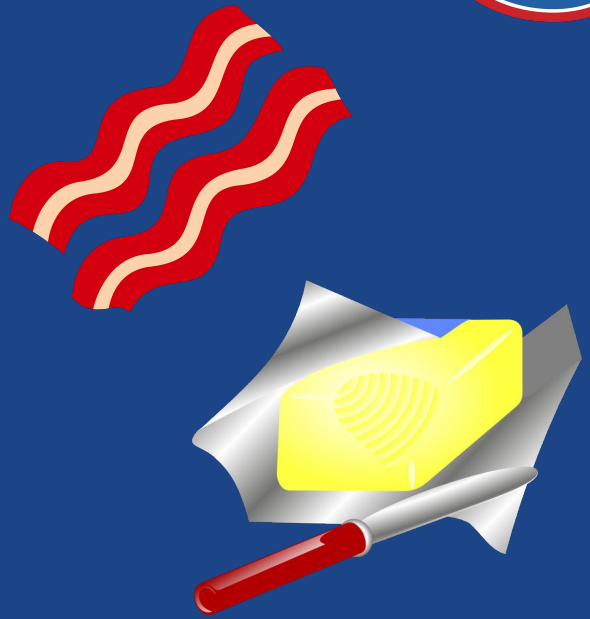
- Egg purchases are made in predictable cycles, which can be modeled by an exponential distribution
  - Probability that this upcoming week fit into that cycle
- Household size, income level, and membership can affect how likely they are to buy
- Complementary goods have significant potential due to high probability of joint probabilities





Recommendation

Offer promotions during ‘off periods’

Target customers based on household and cyclical information from analysis

Encourage purchases using complementary goods