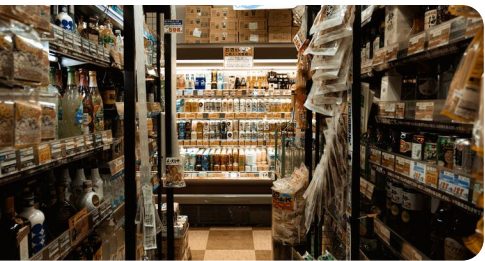


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32 New Notebook



## market\_basket\_optimization

contains purchase behavior of products for a retail store

Data Card Code (3) Discussion (0)

### About Dataset

The dataset is specially curated for Association Rule Learning using \*\*Apriori and Eclat \*\*using Python to predict Shopping Behavior.

Apriori is one of the powerful algorithms to understand association among the products. Take an example of a supermarket where most of the person buys egg also buys milk and also baking soda. Probably the reason is they want to bake a cake for new year's eve.

So we can see there is an association between eggs, milk as well as baking soda. Now after knowing such association we simply put all the 3 things together in the shelf and that definitely will increase our sales.

Let's perform Apriori with the help of an example.

### Usability

10.00

### License

CC0: Public Domain

### Expected update frequency

Annually

### Tags

- Business
- Tabular
- Retail and Shopping
- Categorical
- Marketing

### See what others are saying about this dataset

What have you used this dataset for?

- Learning 0
- Research 0
- Application 0

How would you describe this dataset?

- Well-documented 0
- Well-maintained 0
- Clean data 0
- Original 0
- High-quality notebooks 0
- Other

Market\_Basket\_Optimisation.csv (302.91 kB)

DetailCompactColumn

10 of 20 columns

About this file

The dataset doesn't need a header, please load the dataset with header = False

A shrimp item 1	A almonds item 2	A avocado item 3	A vegetables mix item 4	A green grapes item 5	A whole w item 6
mineral water burgers Other (6347)	8% 8% 85%	(null) mineral water Other (5020)	23% 6% 79%	(null) mineral water Other (4013)	41% 5% 54%
(null) mineral water Other (3143)	55% 3% 42%	(null) green tea Other (2375)	66% 2% 32%	(null) french fries Other (119)	
burgers	meatballs	eggs			
chutney					
turkey	avocado				
mineral water	milk	energy bar	whole wheat rice	green tea	
low fat yogurt					
whole wheat pasta	french fries				
soup	light cream	shallot			
frozen vegetables	spaghetti	green tea			
french fries					
eggs	pet food				
cookies					
turkey	burgers	mineral water	eggs	cooking oil	
spaghetti	champagne	cookies			
mineral water	salmon				
mineral water					
shrimp	chocolate	chicken	honey	oil	cooking c
turkey	eggs				
turkey	fresh tuna	tomatoes	spaghetti	mineral water	black tea
meatballs	milk	honey	french fries	protein bar	
red wine	shrimp	pasta	pepper	eggs	chocolate
rice	sparkling water				
spaghetti	mineral water	ham	body spray	pancakes	green tea
burgers	grated cheese	shrimp	pasta	avocado	honey
eggs					
parmesan cheese	spaghetti	soup	avocado	milk	fresh bre
ground beef	spaghetti	mineral water	milk	energy bar	black tea
sparkling water					
mineral water	eggs	chicken	chocolate	french fries	
frozen vegetables	spaghetti	yams	mineral water		
herb & pepper	tomato sauce	light cream	magazines		
mineral water	chocolate	avocado	eggs		
turkey	french fries	strawberries			
frozen vegetables	strong cheese	chocolate			
cookies					
pickles	spaghetti	salmon	escalope		
energy bar	french fries				
red wine	ground beef	mineral water			
mineral water	cake	cottage cheese			
pickles	champagne	green tea			
spaghetti					
fresh tuna	frozen vegetables	spaghetti	mineral water	honey	whole whe
spaghetti					
soup	meatballs	hot dogs	sparkling water		
escalope					
soup	avocado	french fries	hot dogs	brownies	body spr
mineral water	chicken	cereals	clothes accessories		
mineral water	bug spray				
avocado	muffins				
burgers	black tea	green tea			
spaghetti	chocolate	brownies	white wine	green tea	

Data Explorer

Version 1 (302.91 kB)

Market\_Basket\_Optimisation.c

Summary

1 file

20 columns

### Metadata

Expand all

### Collaborators

### Authors

### Coverage

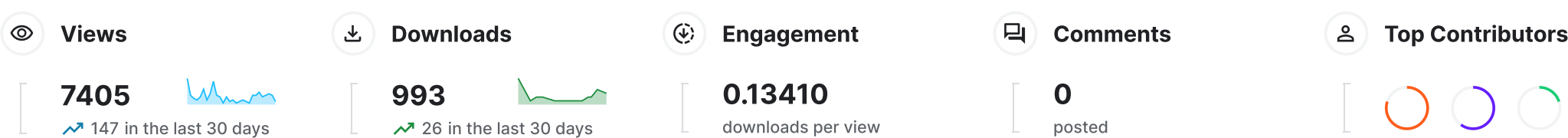
### DOI Citation

### Provenance

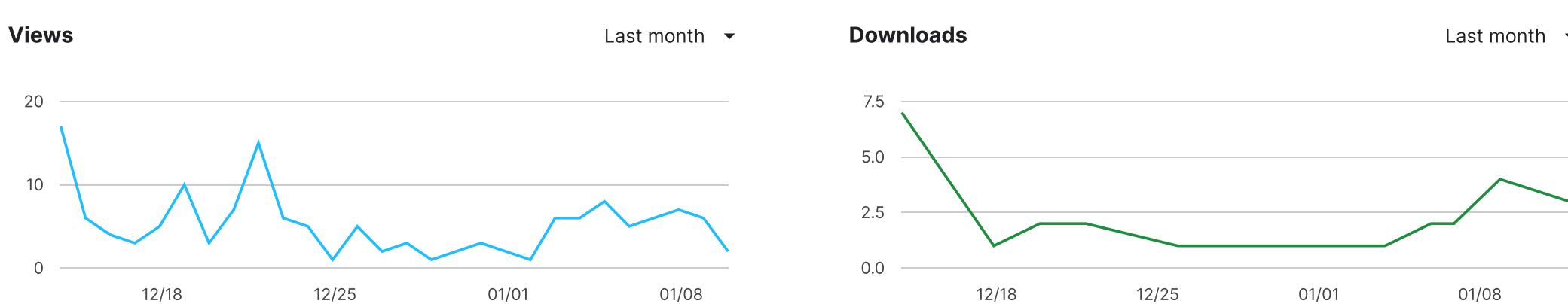
### License

### Expected Update Frequency

### Activity Overview



### Detail View



### Related Notebooks

See all

Association Rule | Apriori Algorithm

Updated a year ago

market\_basket\_optimization

association\_rules\_market\_bar

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market\_basket\_optimization

Association Rule feat. Decision Tree

Updated 10 months ago

market\_basket\_optimization