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MARKET BASKET ANALYSIS

How your products are related to each other?

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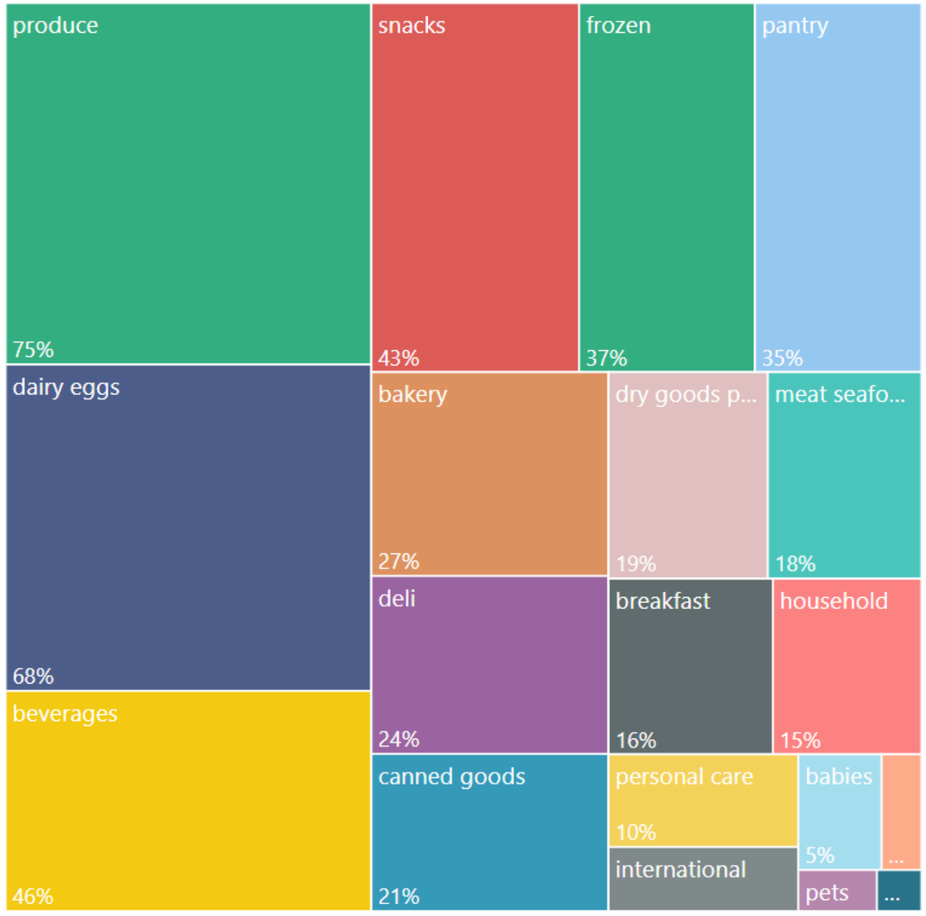
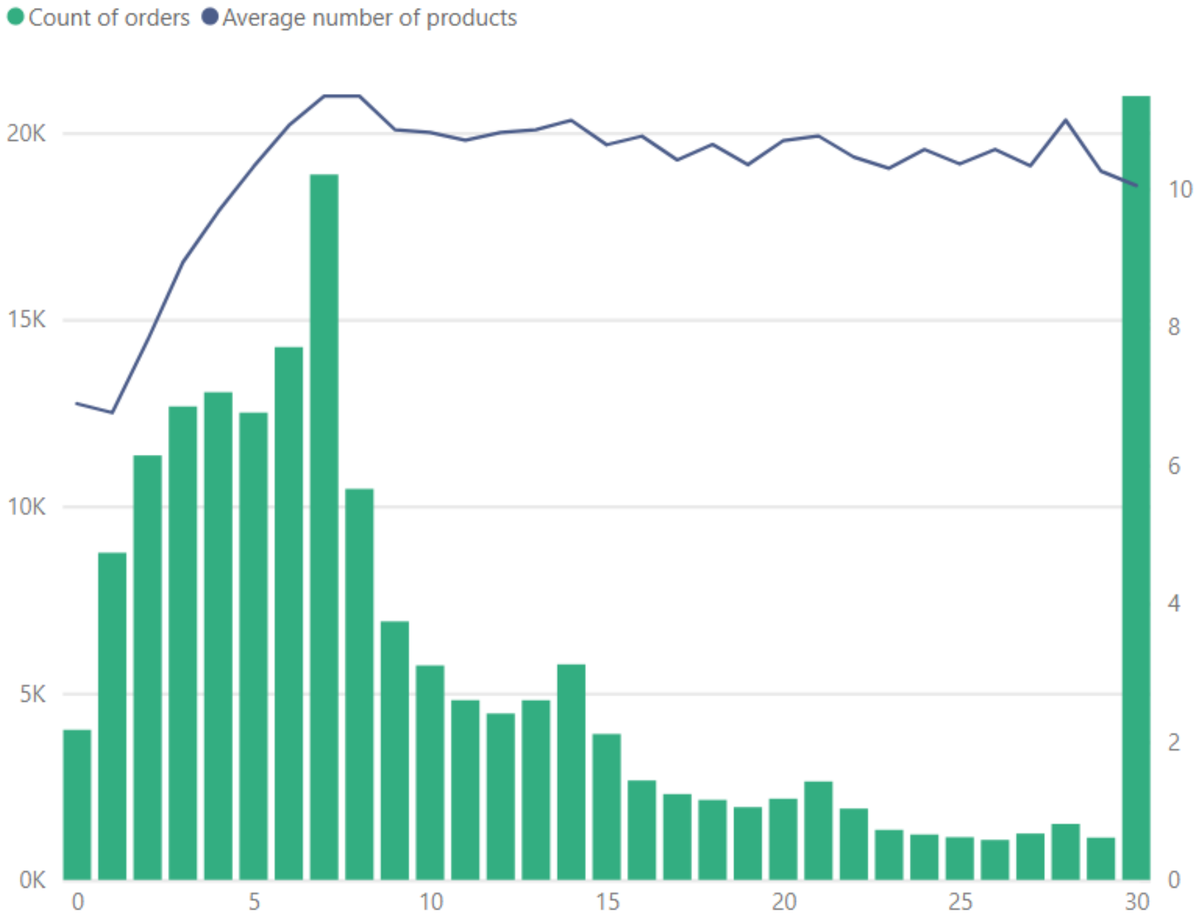
How can we use data to sell more?

Selling smartly

First, we need to understand the data.

DEPARTMENTS & TIME





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We need to understand that the clients have different characteristics.

Having that, we decided to group them.

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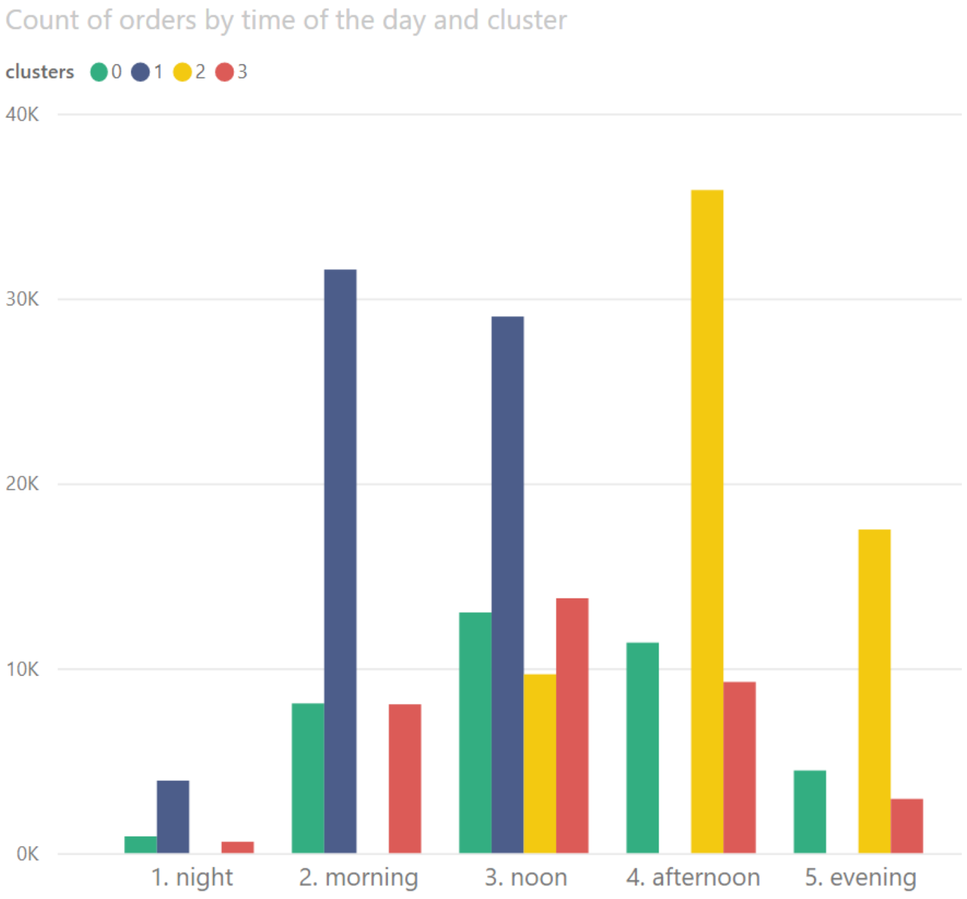
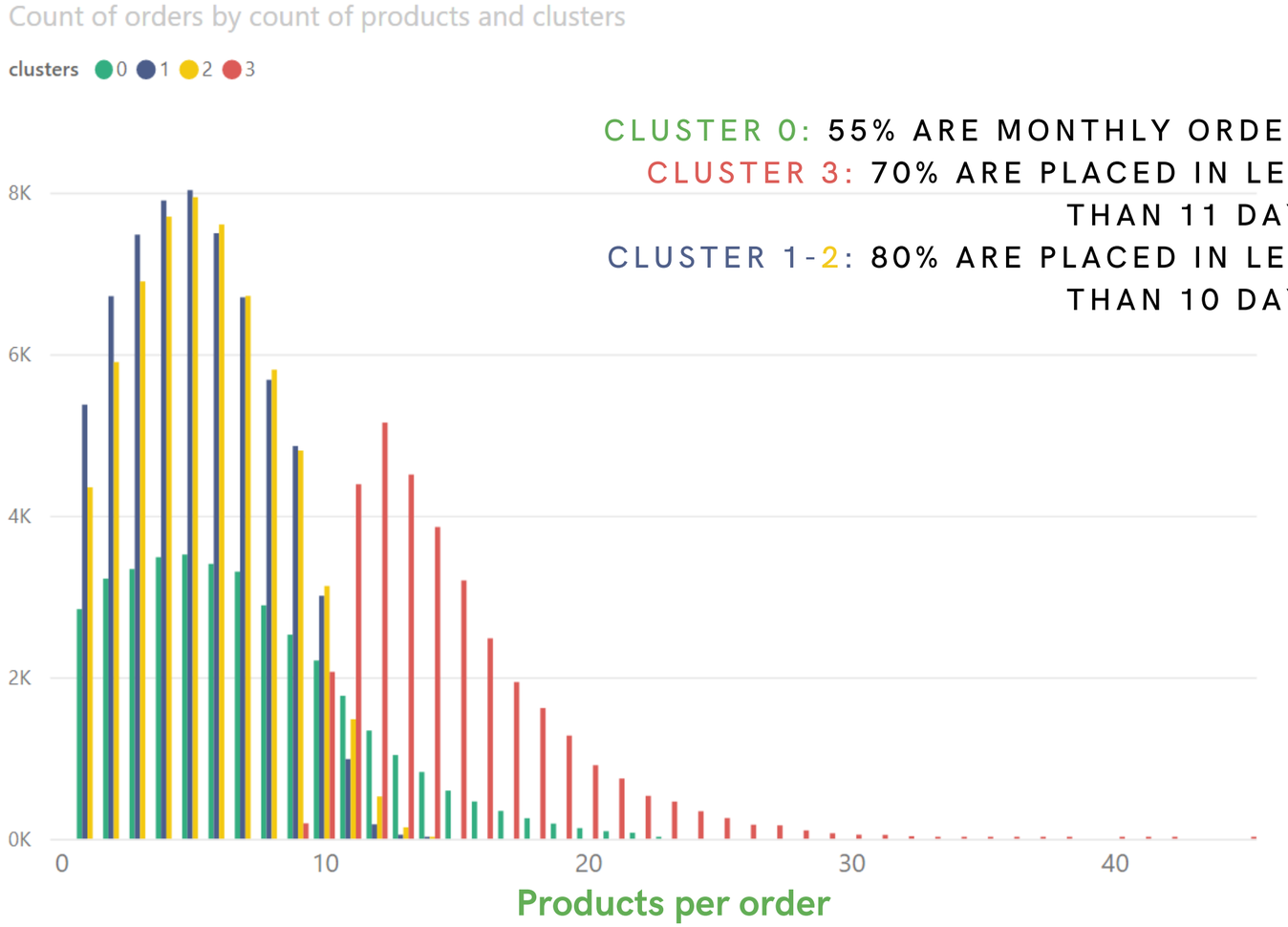
The different characteristics of each cluster





CLUSTER 0: 55% ARE MONTHLY ORDERS

CLUSTER 3: 70% ARE PLACED IN LESS THAN 11 DAYS

CLUSTER 1-2: 80% ARE PLACED IN LESS THAN 10 DAYS

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Which products are bought together? Which ones are never bought together?

In order to suggest better what products are going to be sold, we can understand which ones most likely to be sold together, so if a product X is on the cart, we can offer product Y.

Complementary Goods

Yogurt and
Fresh Fruits

Hot Dog Sausage and
Packaged Cheese

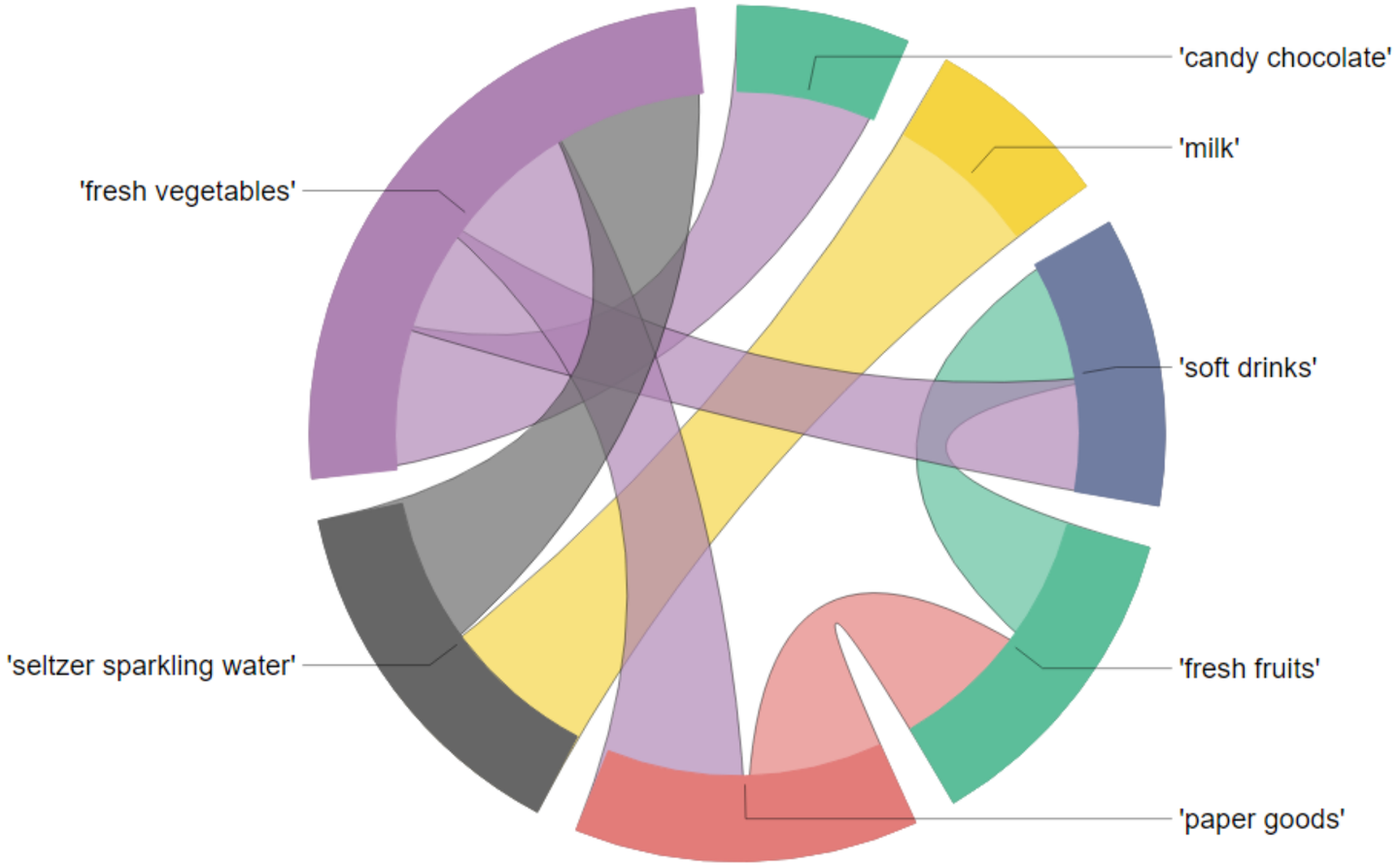
Fresh Herbs and
Fresh Vegetables

Tapenade and
Pretzels

Fresh Fruits and
Fresh Vegetables

Lunch Meat and
Bread

Substitute Goods



Deployment

- Power BI
- Layout and Product Display
- Recommendation System
- Seasonal Meetings
- Demand of Products

Thank you!

Any questions?