**Case Study 2**

**Market Basket Analysis**

INFO8146-24W- Diagnostics Analysis

Presented By:

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Siddhesh 07-04-2024

Student Signature Date

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**Summary/Conclusion**

Support:

* This measure shows how popular a specific item is across all transactions. It shows that all items have a fair amount of client popularity, ranging from 4.7% to 6.6%.

Confidence:

* This measures how likely it is for a buyer to buy another product after buying one. It falls between 3.7% and 5.8%, meaning that there is a moderate to high percentage of confidence in the relationship between items.

Lift:

* Lift compares the probability of two things being purchased jointly to the probability of their being purchased separately. Products with a lift score greater than 1 are more likely to be purchased in combination. The range of lift values, which indicate strong correlations between specific product pairs, is 76.0% to 89.7%.

These results suggest that there may be strong correlations between different sandwich varieties and salad sales. For instance, the high lift value of 89.7% suggests that consumers who buy Economy Bought Salads are very likely to buy Economy Bought Toasted Sandwiches as well. Similarly, Deluxe Bought Toasted Sandwiches and Deluxe Bought Salads show a strong correlation (89.3% lift value).

**Recommendation**

The sandwich shop could think about combining deals or promotions that offer discounts when customers purchase a sandwich along with a salad, given the high correlations between sandwich kinds and salad purchases. By encouraging customers to purchase both things at once, this tactic may take advantage of the observed purchasing patterns and boost overall sales as well as customer happiness. Furthermore, the store could examine.