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Course Content

MRA Project - Milestone 2

Submission type	:	File Upload
Due Date	:	Dec 19, 11:59 PM
Total Score	:	45
Available from	:	Dec 10, 8:00 AM

Description

Dear Participants,

Please go through the problem statement and find the Dataset attached in the Project Section.

Grocery Store Data: [dataset_group.csv](#)

The project involves conducting a thorough analysis of Point of Sale (POS) Data for providing recommendations through which a grocery store can increase its revenue by popular combo offers & discounts for customers.

Problem Statement:

A Grocery Store shared the transactional data with you. Your job is to identify the most popular combos that can be suggested to the Grocery Store chain after a thorough analysis of the most commonly occurring sets of items in the customer orders. The Store doesn't have any combo offers. Can you suggest the best combos & offers?

Exploratory Analysis

- Exploratory Analysis of data & an executive summary (in PPT) of your top findings, supported by graphs.
- Are there trends across months/years/quarters/days etc. that you are able to notice?

Use of Market Basket Analysis (Association Rules)

- Write Something about the association rules and their relevance in this case
- Add KNIME workflow Image or Python package used

- Write about threshold values of Support and Confidence

Associations Identified

- Put the associations in a tabular manner
- Explain about support, confidence, & lift values that are calculated

A suggestion of Possible Combos with Lucrative Offers

- Write recommendations
- Make discount offers or combos (or buy two get one free) based on the associations and your experience

Tools to be used:

1. KNIME Analytics Platform or
2. Tableau or
3. Python

Please note the following:

- Your submission should include the following:
 - **A PowerPoint Presentation** (Deck of min 15 slides) - You will be evaluated based upon this. (You can convert PPT to PDF, that is also acceptable)
 - **Supporting file-** You can use **any tool(Tableau or Python or KNIME)** used in the DSBA program for this project. Its a **must** to share the code for reference
- Please ensure timely submission as a post-deadline assignment will not be accepted.

Please reflect on all that you have learned while working on this project. This step is critical in cementing all your concepts and closing the loop. Please write down your thoughts [here](#).

Thanks

Program Office

Scoring guide (Rubric) - DSBA MRA Project - Milestone 2



Criteria	Points
Exploratory Analysis --> Exploratory Analysis of data & an executive summary (in PPT) of your top findings, supported by graphs. --> Are there trends across months/years/quarters/days etc. that you are able to notice?	12.5

Criteria

Points

Use of Market Basket Analysis (Association Rules) -->Write Something about the association rules and its relevance in this case -->Add KNIME workflow Image or Python package used -->Write about threshold values of Support and Confidence

12.5

Associations Identified --> Put the associations in a tabular manner --> Explain about support, confidence, & lift values that are calculated

7.5

Suggestion of Possible Combos with Lucrative Offers --> Write recommendations --> Make discount offers or combos (or buy two get one free) based on the associations and your experience

8

Quality of Submission PPT/PDF Report (Please refer to the Evaluation Guidelines for Business report checklist. Marks in this criteria are at the moderator's discretion)

4.5

Points

45

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