



# Cross marketing

FINAL PROJECT BY SAMIKSHA VENUGOPAL

# PROBLEM STATEMENT

- ▶ Massive amount of data continuously being collected and stored. Analyses the data and suggest a strategy which product must be combined sold to increase the sales of online electronic store. Identify the least sold by product to run a discount and to clear the stock of goods.

# TECHNIQUES USED TO SOLVE THE PROBLEM

Computed by using 3 steps

- ▶ First process of rules generation
- ▶ Assessment of rule strength
- ▶ Plot the graph for analysis.

# ANALYSIS & INTERPRETATION

2633521-samples used for mining: Basket data ( transactions )  
49,688 products

Absolute minimum support count: 2243

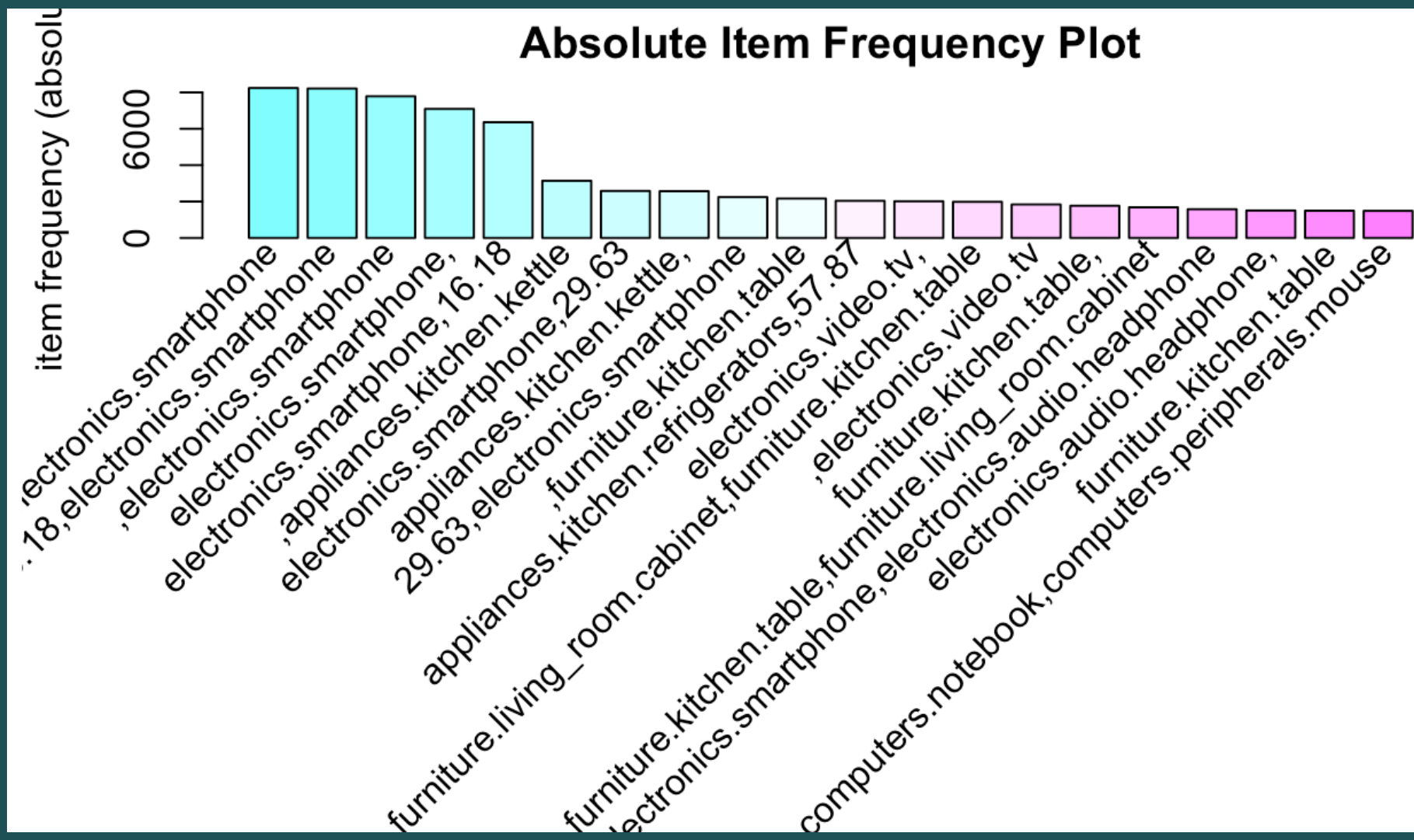
5 rules mined.

Support: 0.005, conf= 0.001

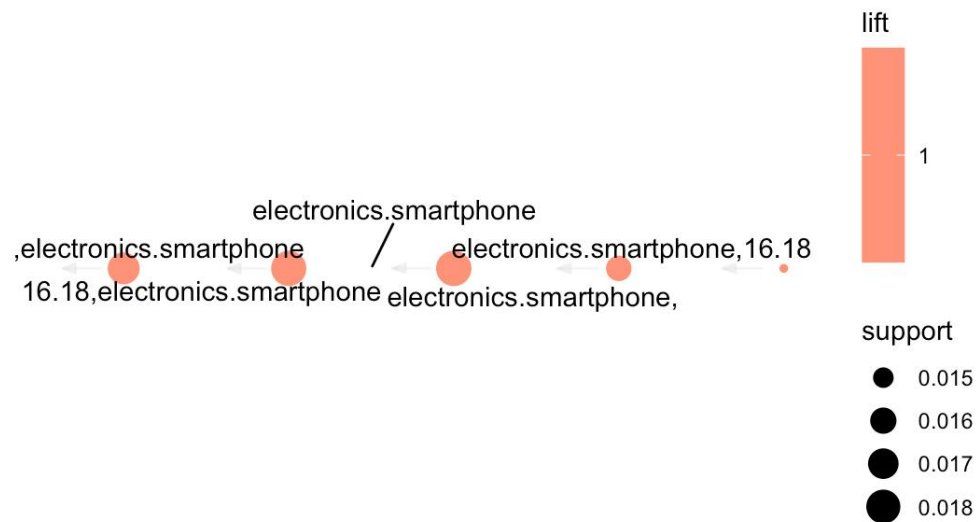
Most purchased products mined and visualized

Most returned products visualization along with data table

Sorted rules by means of confidence and lift.



# CONCLUSION & RESULTS



- ▶ Electronics smart phones are the bestselling products.
- ▶ Most frequently purchased from the data set is electronic smartphone.
- ▶ Least purchased peripherals mouse.
- ▶ Here I confused that additional discounted as be provided for products like peripherals and notebooks in the market.



**THANK YOU**