

# MARKET BASKET ANALYSIS

Strategic ideation on  
how to increase the  
sale of "Potato Chips"  
by panel data analysis  
from a **Category  
Manager viewpoint**



# OUR APPROACH TO THE PROBLEM



APRIORI MODEL

AGGREGATE THE DATA:  
**PANEL ID, WEEK, MINUTE**



RULES WITH A TWIST

**CONFIDENCE >0.3**  
**LIFT >2**



INNOVATIVE CAMPAIGN  
IDEATION

**3 ASSOCIATION RULES  
& RECOMMENDATIONS**

# RULE 1



31%  
PROBABILITY



## BACK TO SCHOOL CAMPAIGN

Sandwich and chips, the  
**perfect school lunch**

## PICNIC BUNDLE

Save on your next  
summer or spring  
**picnic!**



## VIRAL FOOD CHALLENGE

#chips on sandwich  
challenge

# BACK TO SCHOOL CAMPAIGN



**Target audience:** Parents who pack school lunches for their kids

- Create a purchasing habit early on in the beginning of the school year

- Encourage parents to get in the habit of purchasing mayo, paper towels, and potato chips together

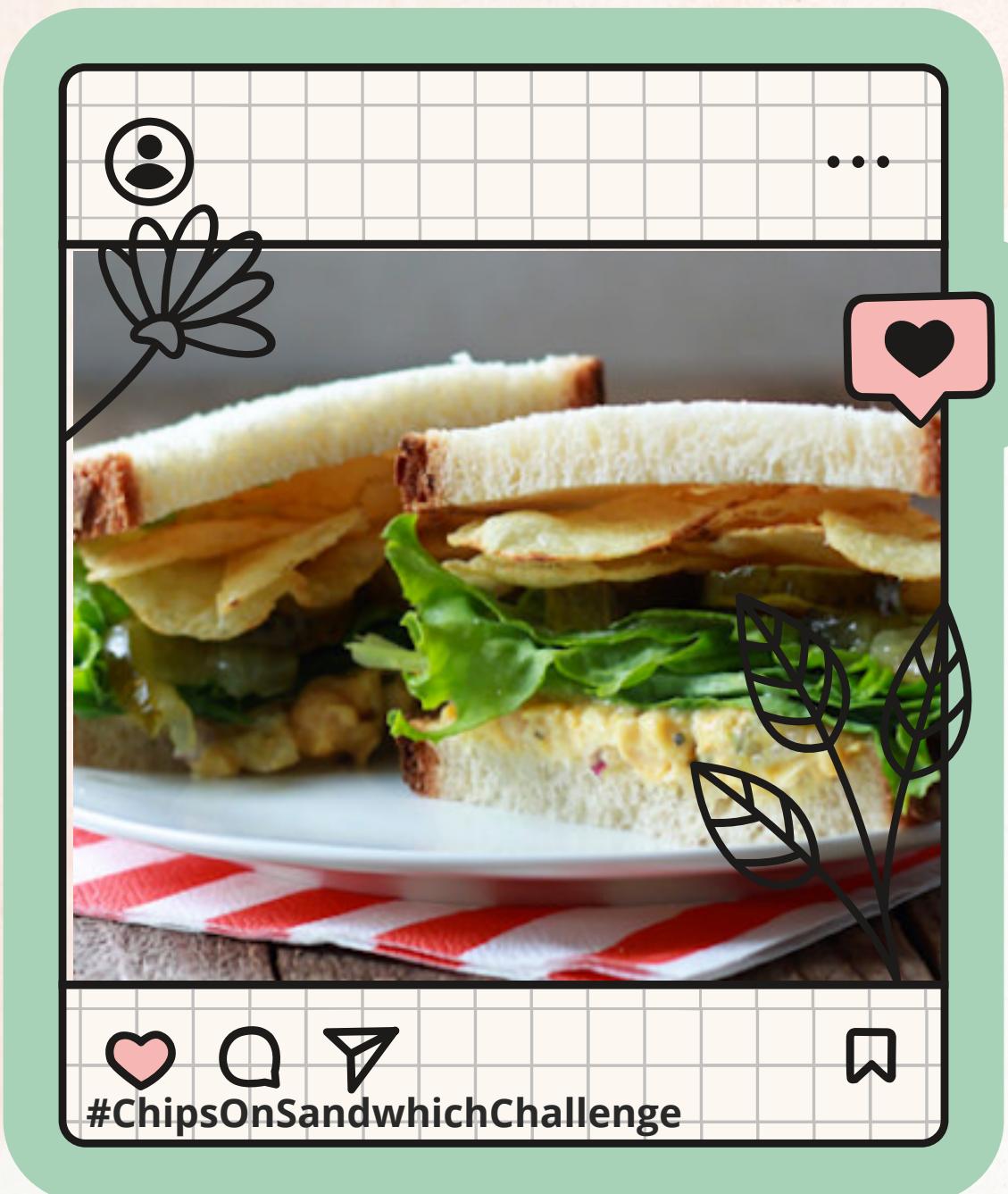
# PICNIC BUNDLE SALE



**Target audience:** Parents preparing a family picnic and other outdoorsy people who enjoy picnics

- Picnic bundle sale (mayo, paper towels, potato chips, and other picnic essentials)
- Promote heavily during the spring and summer where picnics are common

# CHIPS ON SANDWICH CHALLENGE



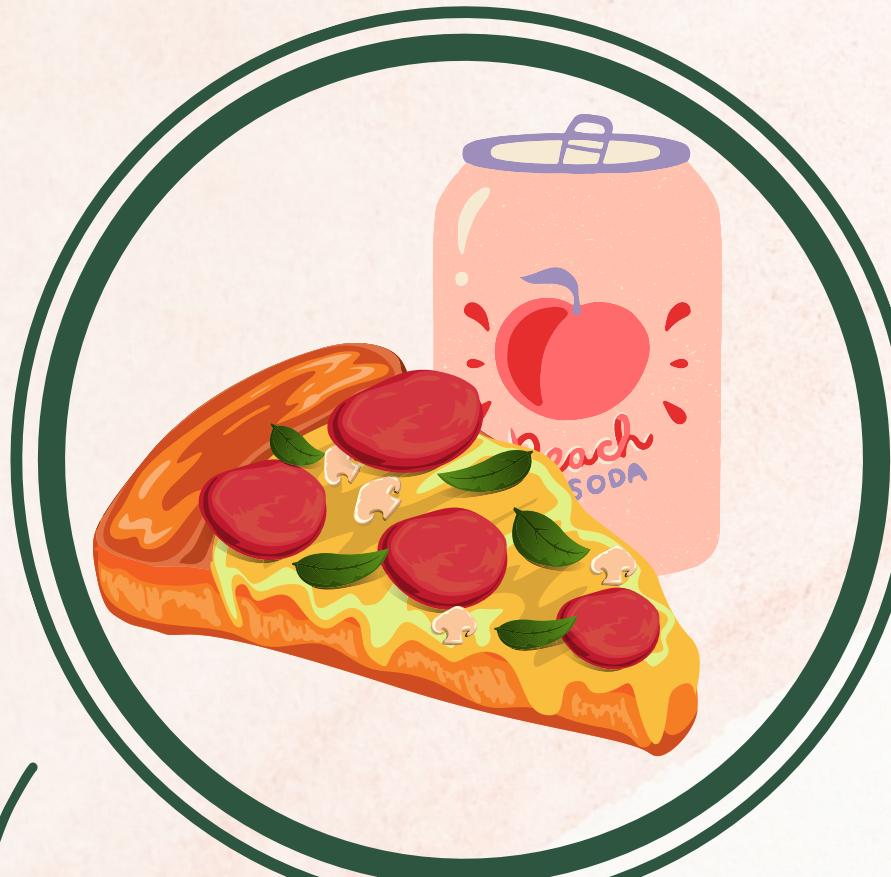
**Target audience:** young users, around ages 15–35, that are active on social media

- Encourage users to try putting potato chips in their sandwiches and post their photos on social media with the hashtag **#ChipsOnSandwichChallenge**

- Encourage users to send in their favorite sandwich and chips combination

## RULE 2

38.55%  
PROBABILITY

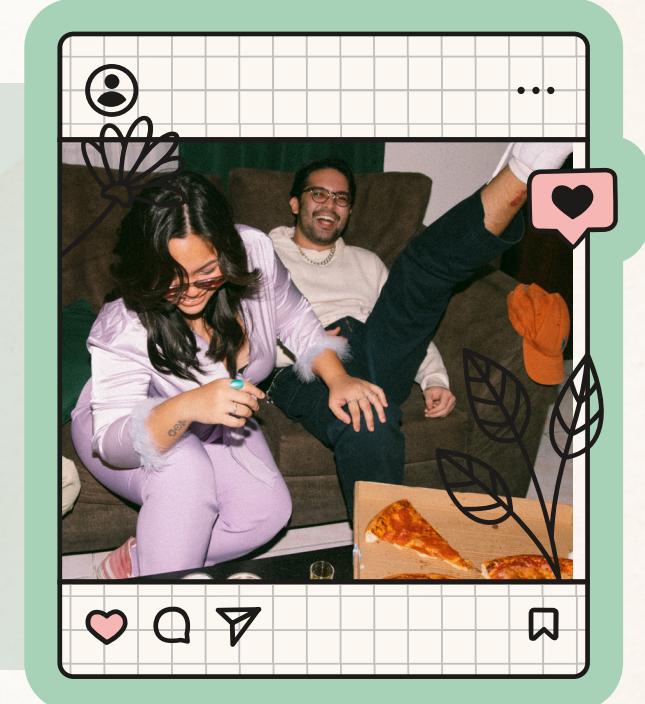


TARGET AUDIENCE  
**PARTY LOVERS**



## VIDEO/POSTS ON SOCIAL MEDIA

You can't have a party without  
**Potato Chips!**



## SAMPLE TASTING BOOTH

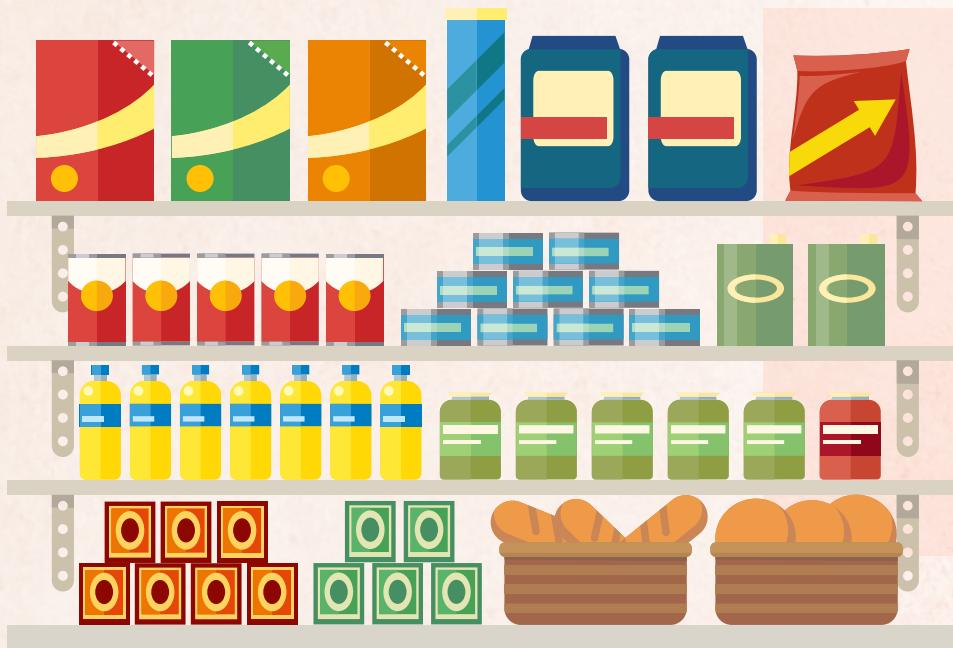


place around  
the **soft drink** section and **frozen pizza**  
section

## WEEKEND/ HOLIDAYS FUN OFFERINGS

Frozen pizza + Soft Drinks + potato chips  
bundle  
exclusively on **weekend or holiday**





## STRATEGIC ISLE ASSORTMENT

Place in **adjacent** areas where potential buyers can easily locate products

## BUNDLE OFFERINGS

**Mayo+Peanut Butter!**  
Offerings and Bundle pricing

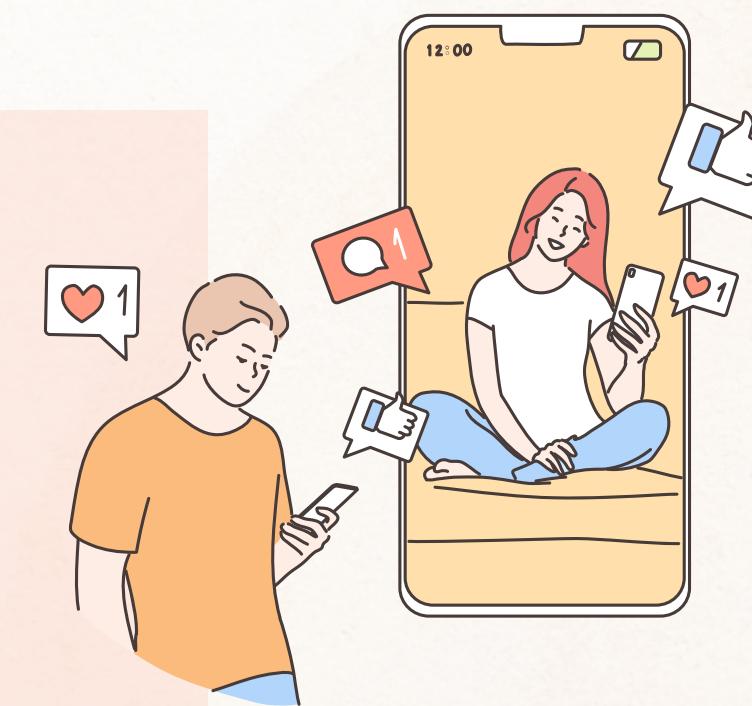


**31.73%**  
**PROBABILITY**



## SOCIAL MEDIA CONTENT CAMPAIGN

**#CREATIVE CRUNCH**  
CHALLENGE



**TARGET AUDIENCE**  
**YOUNG CUSTOMERS**





# THANK YOU

ANY QUESTIONS?

## CREATIVE POTATOES



IJU LIN



CHU HSUAN  
TSAO



YILING KANG



JESSICA LOU



NAILA  
SHARMIN