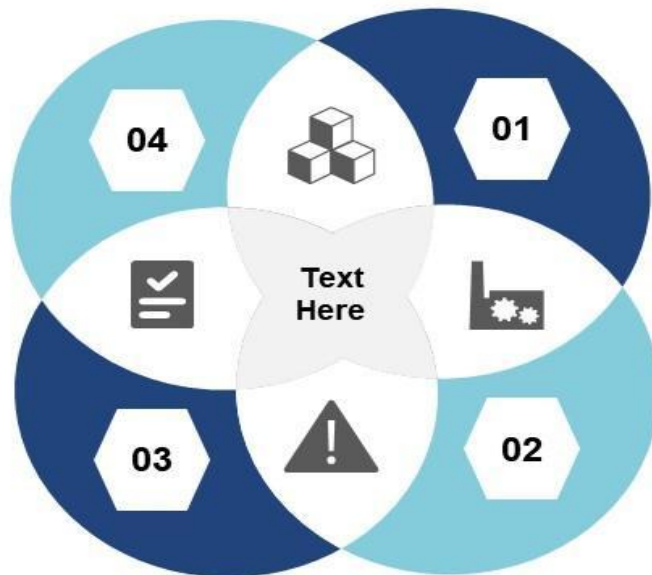# Market Basket Analysis

- One basket tells you about what one customer purchased at one time.

- A loyalty card makes it possible to tie together purchases by a single customer (or household) over time.

Market Basket Analysis

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Market Basket Analysis

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Market Research & Trends Analysis

Target User

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Major Competitors

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Funds Available

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MARKET SIZE

Potential Market Size

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Market Trends

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Product/Service Available

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Support Statistics Market Basket Analysis

01

Support Statistics Market Basket Analysis
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Crowdsourced Supply Chain Data Analysis

Crowdsourced Supply Chain Data Analysis

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Advantages and Disadvantages

Advantages

- Help with decision making.
- Improve company revenue and lower costs.
- Market basket analysis.

Disadvantages

- Great cost at implementation stage.
- Possible misuse of information.
- Possible in accuracy of data.

Summary

- Data warehouse
  - A subject-oriented, integrated, time-variant, and nonvolatile collection of data in support of management's decision-making process
- A multi-dimensional model of a data warehouse
  - Star schema, snowflake schema, fact constellations
  - A data cube consists of dimensions & measures
- OLAP operations: drilling, rolling, slicing, dicing and pivoting
- OLAP servers: ROLAP, MOLAP, HOLAP
- Efficient computation of data cubes
  - Partial vs. full vs. no materialization
  - Multiway array aggregation
  - Bitmap index and join index implementations
- Further development of data cube technology
  - Discovery-drive and multi-feature cubes
  - From OLAP to OLAM (on-line analytical mining)