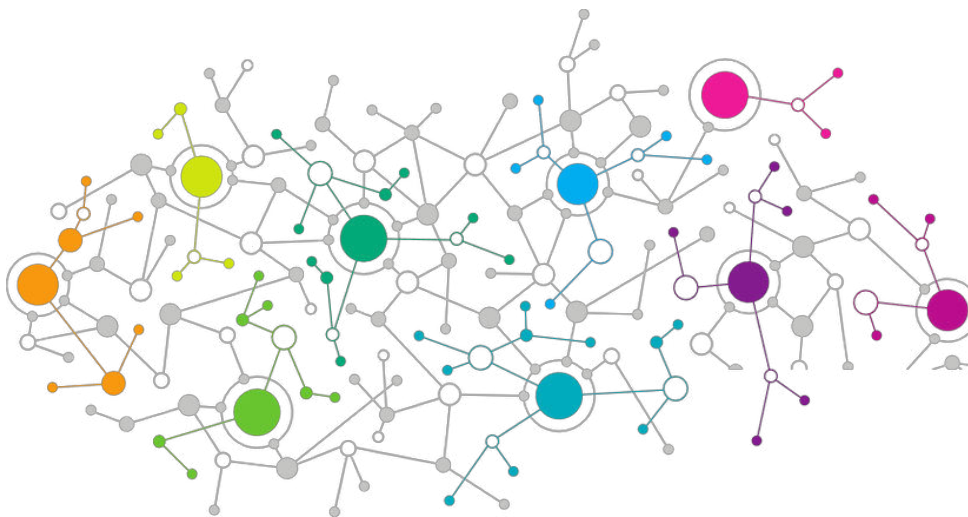




# Data Science

Project

Market Basket Analysis



# Agenda

**01**

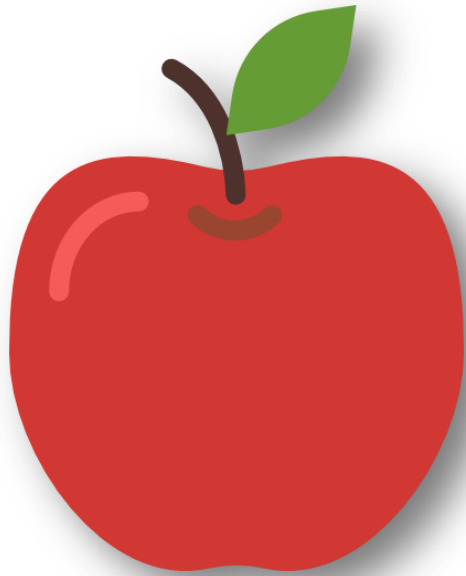
**MARKET BASKET ANALYSIS**

# Problem Statement

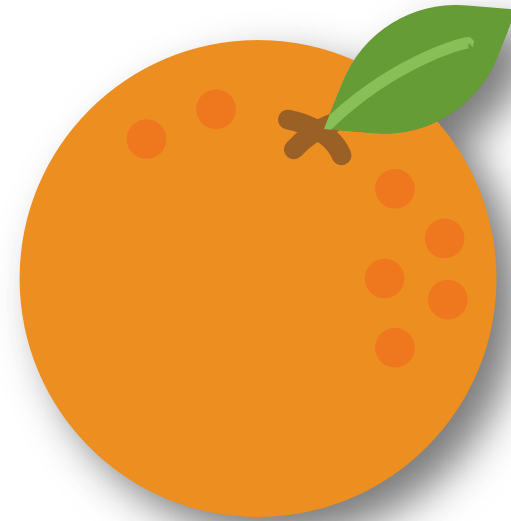
Consider yourself to be the newly appointed manager of a retail-store '**ALL-MART**'. Your first task as manager of the store is to *increase cross-selling*



# Problem Statement

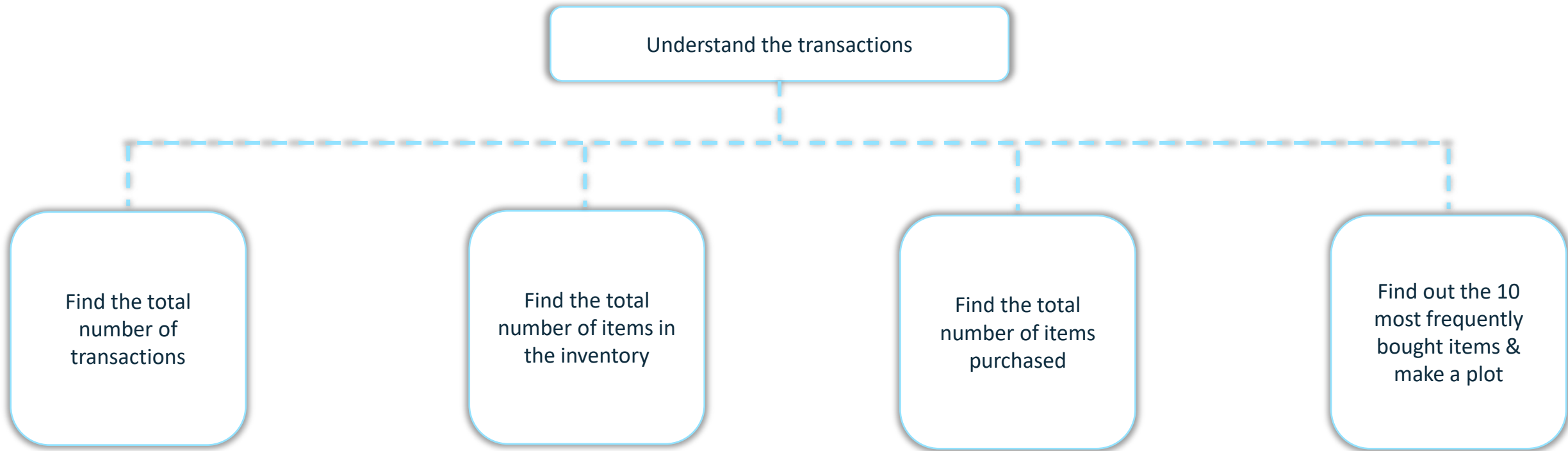


Item 'A'

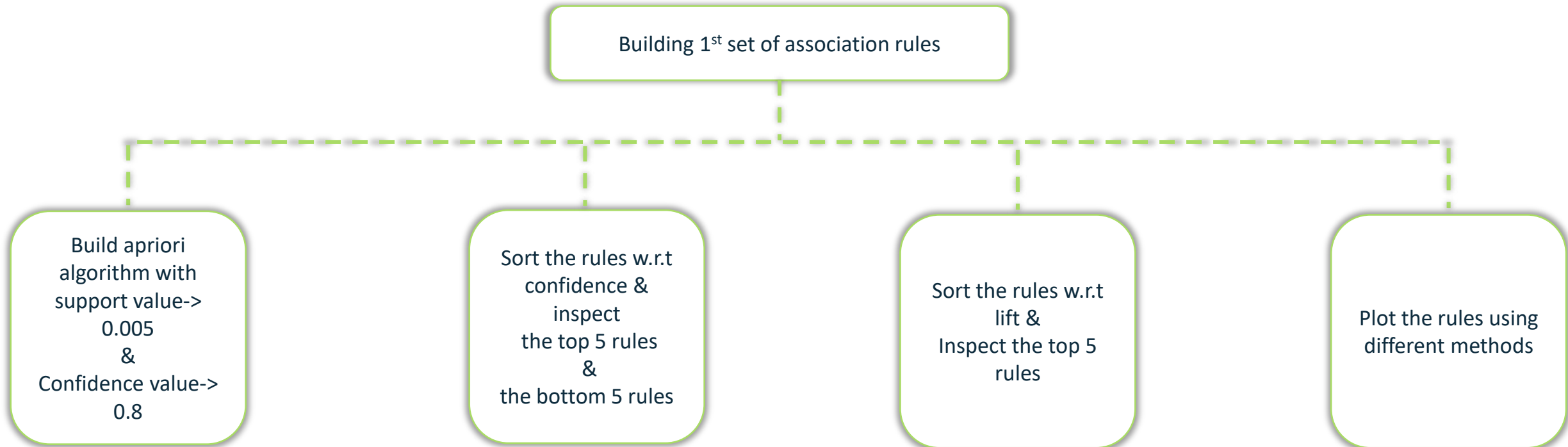


Item 'B'

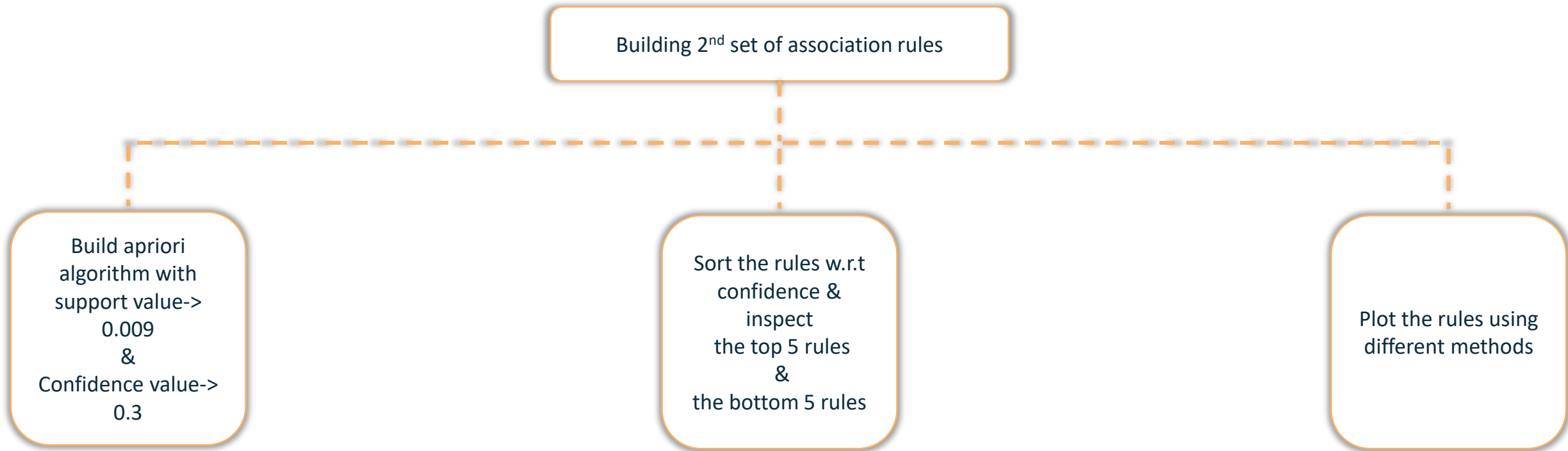
# Tasks to be Performed



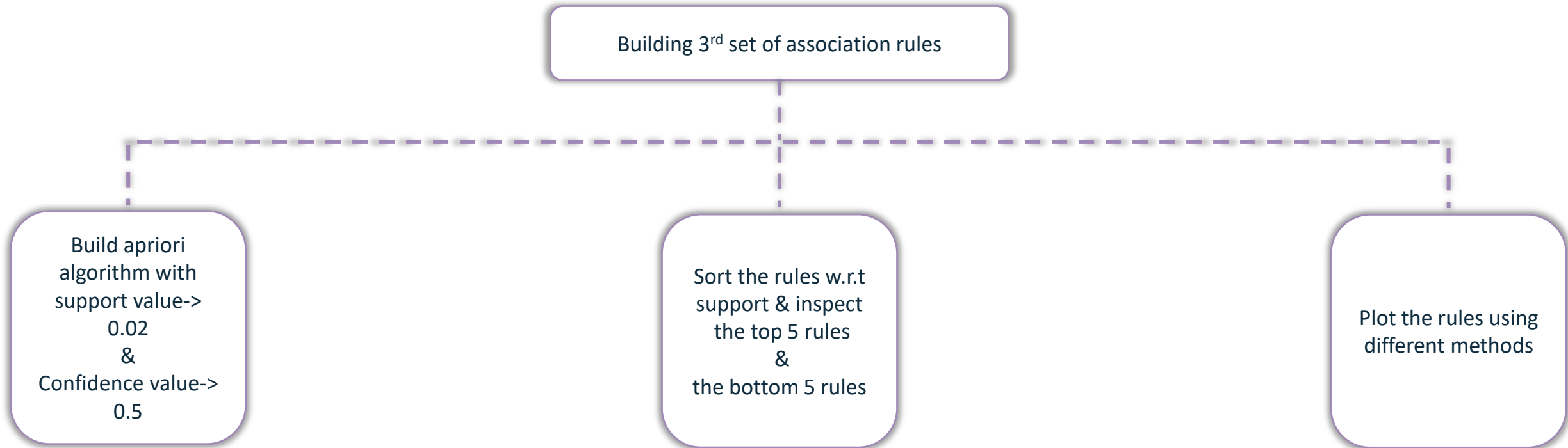
# Tasks to be Performed



# Tasks to be Performed



# Tasks to be Performed





**Thank You**