Recommendation System

→

Market Basket Analysis

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Data Analytics FT
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A little about our Dataset

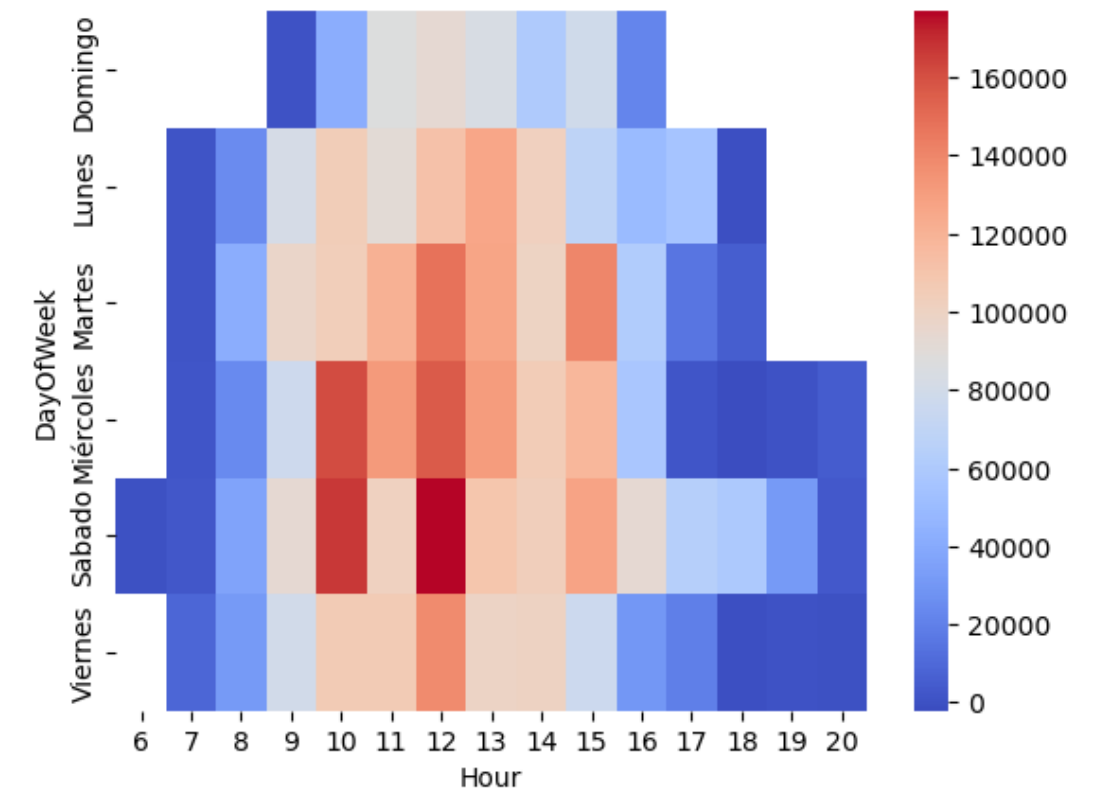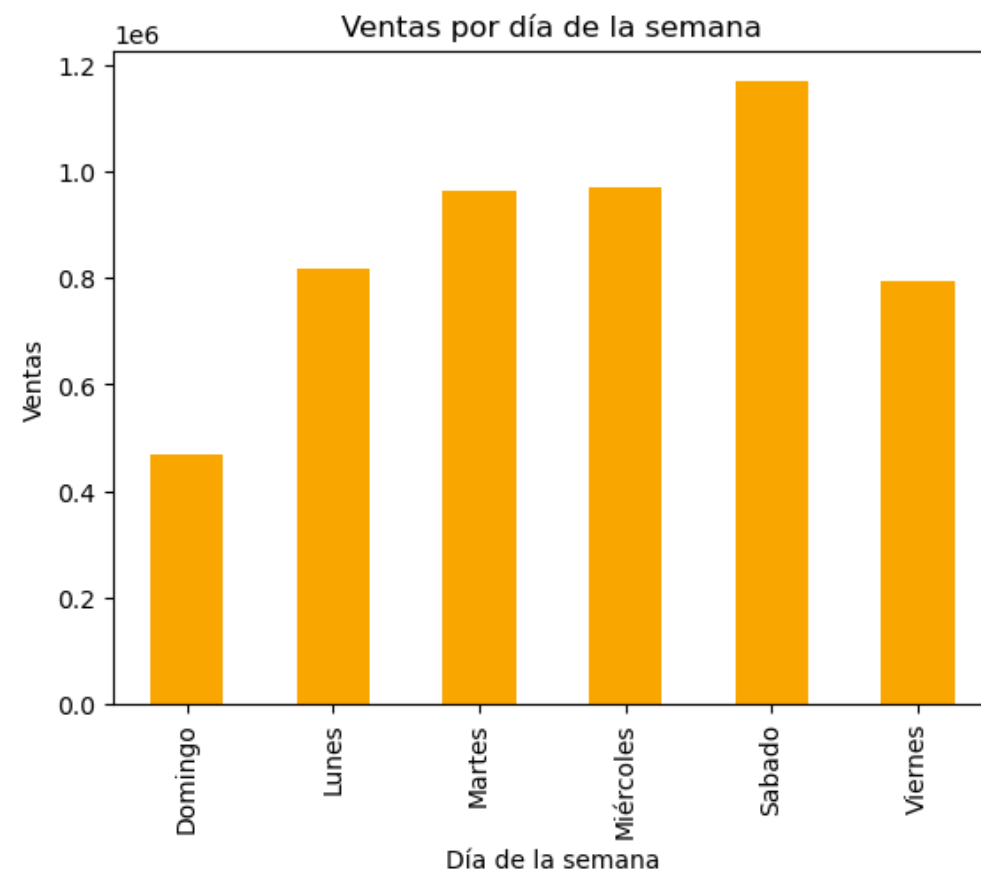| DATASET	KAGGLE
DATA	REAL TRANSACTIONS FROM AN E-COMMERCE
PERIOD	FROM 2010-2011
RECORDS	APPROXIMATELY 500,000

Target

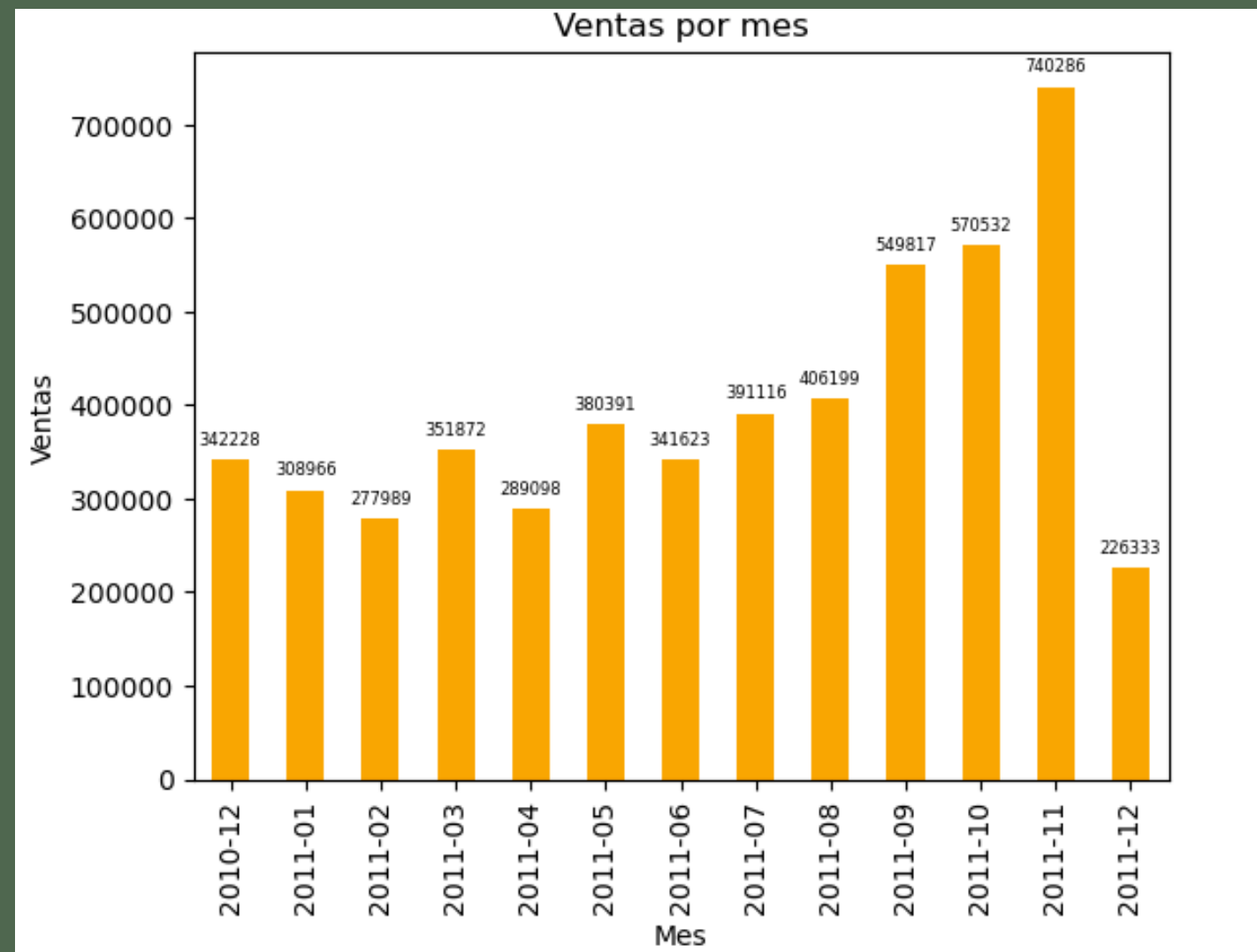## **Recommendation System**
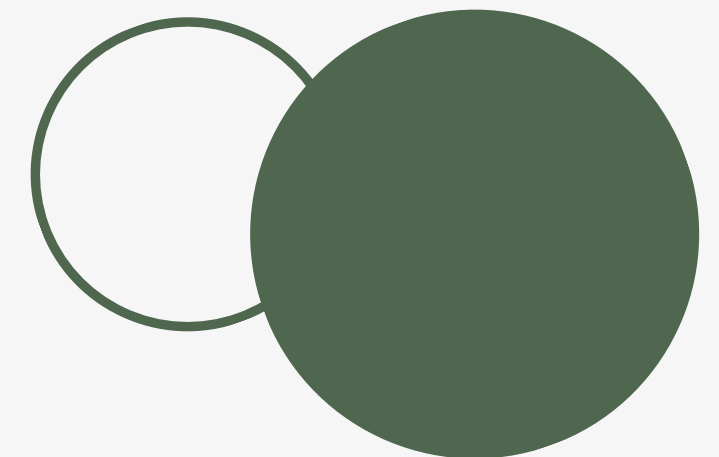
Distribution of purchases by country
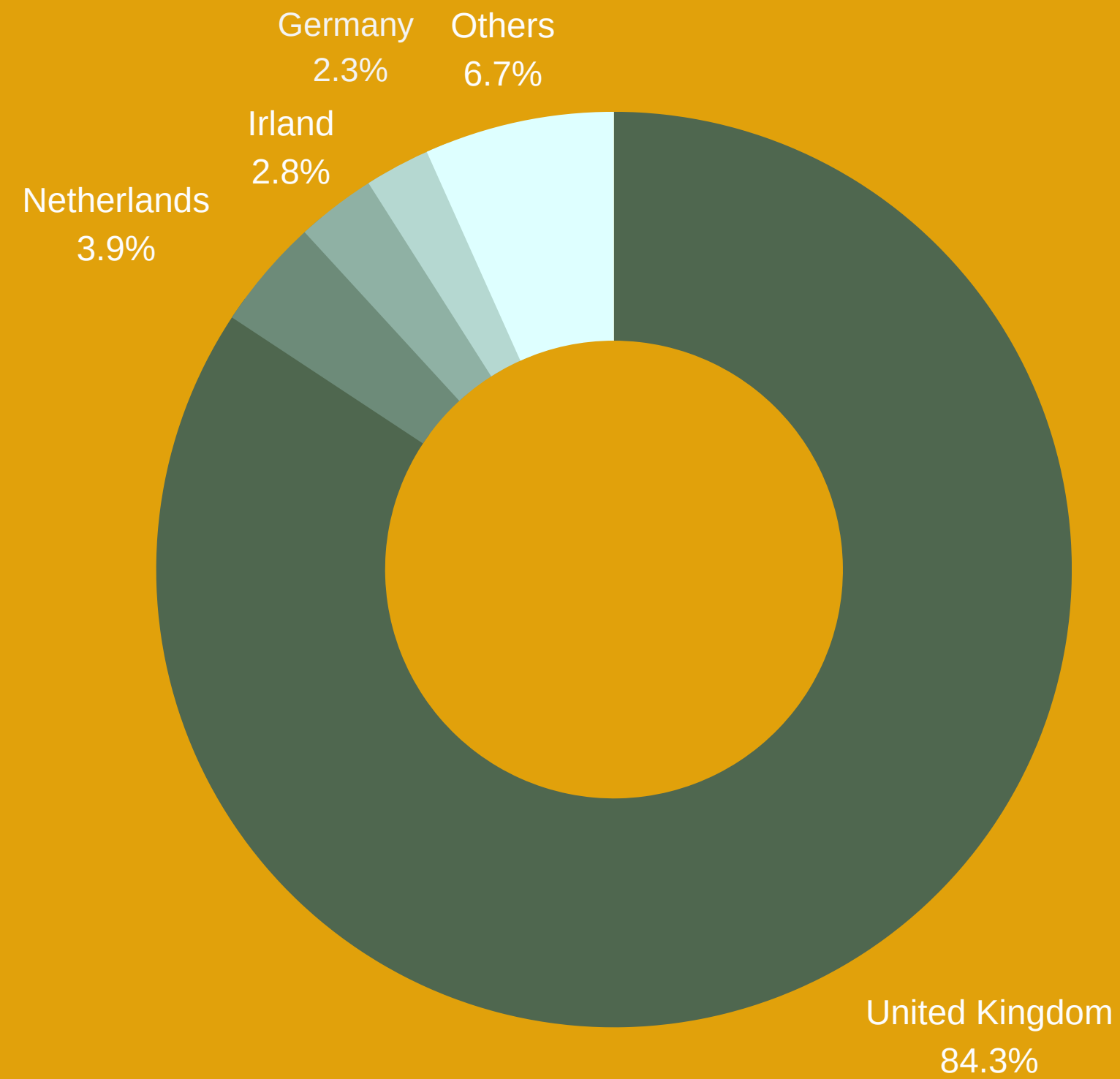
Orders by Day and Hour

Orders by Month

Average number of purchases per customer: 22.39/M

Month with the most purchases: November

White Hanging Heart T-Light Holder

Regency Cakestand 3 Tier

Jumbo Bag Red Retrospot

Market Basket Analysis

Apriori Algorithm

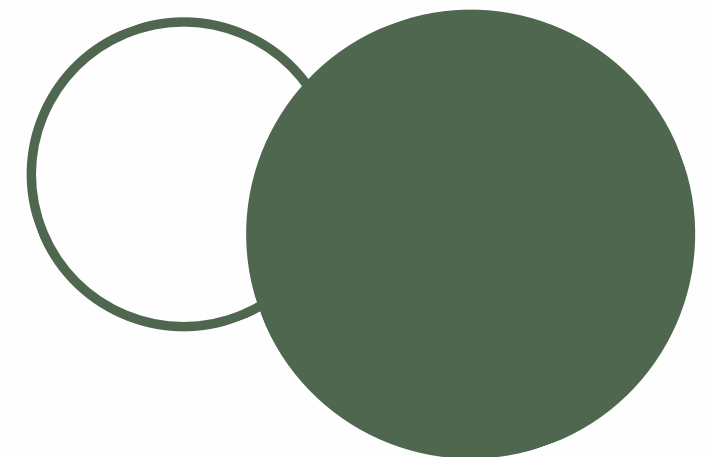**Association Analysis method**

```
Ingrese el nombre del producto:  [                                ]




Ingrese el nombre del producto:  SET OF 20 KIDS COOKIE CUTTERS
Productos sugeridos en función del artículo comprado 'SET OF 20 KIDS COOKIE CUTTERS':
1. PLASTERS IN TIN CIRCUS PARADE
2. POPPY'S PLAYHOUSE KITCHEN
3. RETROSPOT TEA SET CERAMIC 11 PC
```
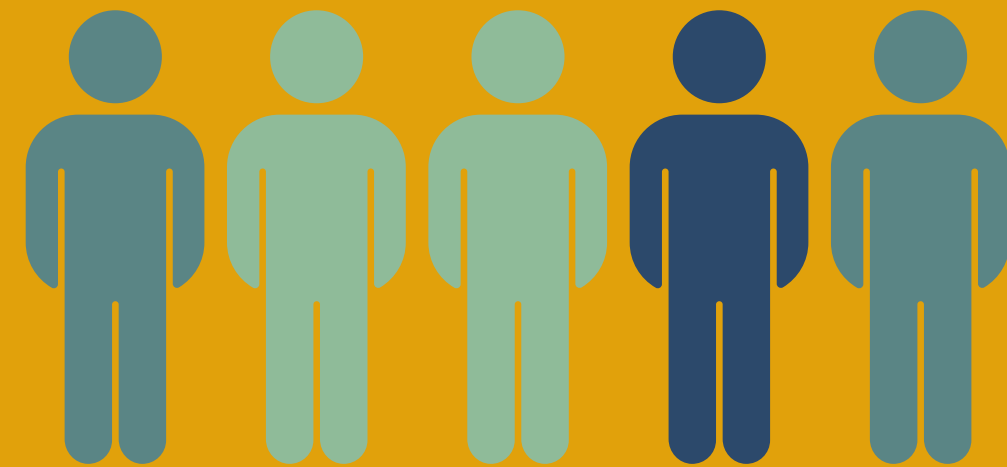
Conclusion

Challenge

Recommendation System

Banking and Finance

THANK YOU!