


```
{eggs} -> {mineral water} (conf: 0.304, supp: 0.066, lift: 1.030, conv
{shrimp} -> {mineral water} (conf: 0.338, supp: 0.031, lift: 1.146, co
{low fat yogurt} -> {mineral water} (conf: 0.339, supp: 0.031, lift: 1
{chocolate} -> {mineral water} (conf: 0.342, supp: 0.069, lift: 1.159,
{cake} -> {mineral water} (conf: 0.356, supp: 0.036, lift: 1.207, conv
{spaghetti} -> {mineral water} (conf: 0.357, supp: 0.078, lift: 1.212,
{tomatoes} -> {mineral water} (conf: 0.370, supp: 0.032, lift: 1.257,
{pancakes} -> {mineral water} (conf: 0.375, supp: 0.044, lift: 1.273,
{milk} -> {mineral water} (conf: 0.383, supp: 0.063, lift: 1.300, conv
{frozen vegetables} -> {mineral water} (conf: 0.385, supp: 0.047, lift
{frozen vegetables} -> {spaghetti} (conf: 0.300, supp: 0.036, lift: 1.
{ground beef} -> {mineral water} (conf: 0.429, supp: 0.053, lift: 1.45
{olive oil} -> {mineral water} (conf: 0.438, supp: 0.036, lift: 1.487,
{burgers} -> {eggs} (conf: 0.341, supp: 0.038, lift: 1.556, conv: 1.18
{soup} -> {mineral water} (conf: 0.466, supp: 0.030, lift: 1.582, conv
{ground beef} -> {spaghetti} (conf: 0.411, supp: 0.051, lift: 1.881, c
```

Figure-8: List of frequent patterns

5. Conclusion

By the above results we can infer that the MBA (Market Based Analysis) really helps the marketer conclude on the products performance and their affinity towards each other in the market space when bought together. Also, the information generated by EDA is very essential for marketers to know their products and to come up with a plan to increase their sales in this research article Apriori algorithm is proposed to mine the frequent patterns that are generated to be used to suggest products to the customer based on their previous purchase and the cart. This application can be used widely not only in retail stores but also on e-commerce websites and other gaming applications.

Cross-selling and up-selling are the retail secrets that motivate consumers to buy. This has become a flourishing factor for an industry that uses patterns in market-based analytics to mine data to derive customer insights and improve brand performance.

6. Future Scope

In this project we found the frequent patterns of the items. Future scope of the project can be to find and evaluate the likelihood probability of the new mixed patterns which have the potential to attract the customers.

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