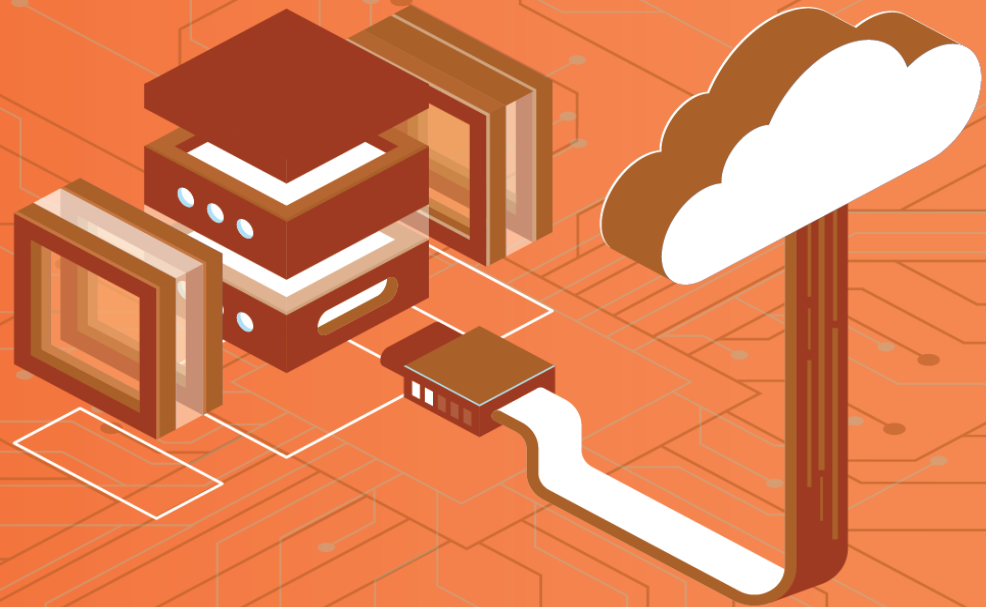


# Sales Analytics

**Market Basket Analysis**

Proof of Concept



**.Northware<sup>®</sup>**

# Market Basket Analysis

This offering seeks to leverage our Data Analytics and Business Expertise to define specific Business Cases that would result in an Increase in Sales through the implementation of Cross Selling initiatives.

The main question that the Market Basket Analysis answers is: ***What is the probability that a customer would purchase product B given that he is already purchasing product A?***

Answering this question allows us to use Statistical Analysis of Sales Data to understand purchasing patterns as well as help answer some of the most common and useful questions in Sales Analytics:

- What products are commonly sold together?
- What products could I promote to increase Ticket Value if the Customer is already purchasing product A?
- What products should I focus on to build great promotions that increase sales?

We implement the results of the Market Basket Analysis as Power BI reports that allow for interactive analysis by business areas as well as provide Business Cases on specific larger projects that could be pursued based on this analysis.

Implementing those larger projects, such as Product Recommendations at POS, can have a large impact in Sales not only as a way to sell and additional product but also by implementing it as part of a Customer Retention and Growth Strategy.



## Common Use Cases

Product Recommendations  
Bundles and Promotions  
Category Management  
Tactical Marketing Campaigns

## Main Objectives

Increase Total Sales  
Increase Average Ticket Value  
Increase Average Customer Value