



# Market Basket Analysis

## Improve consumer buying pattern analysis with artificial intelligence



### Overview

Market Basket Analysis helps retailers monetize consumer behavior by analyzing buying patterns to influence purchasing decisions.

Confidently predict consumer purchase decisions. Simulate “what-if” scenarios on assortment changes. Uncover cross-selling opportunities and discover creative planogram ideas to promote items with surgical precision.

### Features

**Dynamically simulate profitability impact with assortment changes**

Identifies indirect sales gain or loss due to impact on complementary product categories

**Identify cross-selling recommendations as consumers build their baskets**

Recognizes top categories that indirectly contribute to lost revenue



Increase revenue with insight-driven planograms



Reduce slow moving inventory with effective promotions



Increase revenue with cross-selling nudge recommendations



Drive marketing campaigns with surgical precision

### Industries

Consumer

### Functions

Sales

Marketing

Merchandising

Finance

### Processes

Marketing

Store operations

Assortment planning

FP&A

### Innovations leveraged

Apriori algorithm powered by SAP HANA® Predictive Analysis Library

SAP® Customer Active Repository

SAP S/4HANA®

SAP Cloud Platform

SAP Analytics Cloud