**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.
- Identify cross-selling recommendations as consumers build their baskets.
- Identify indirect sales gain or loss due to impact on complementary product categories.
- 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

For more information or to discuss a specific challenge your organization is facing, contact SAP@deloitte.com