



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

Identifies 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