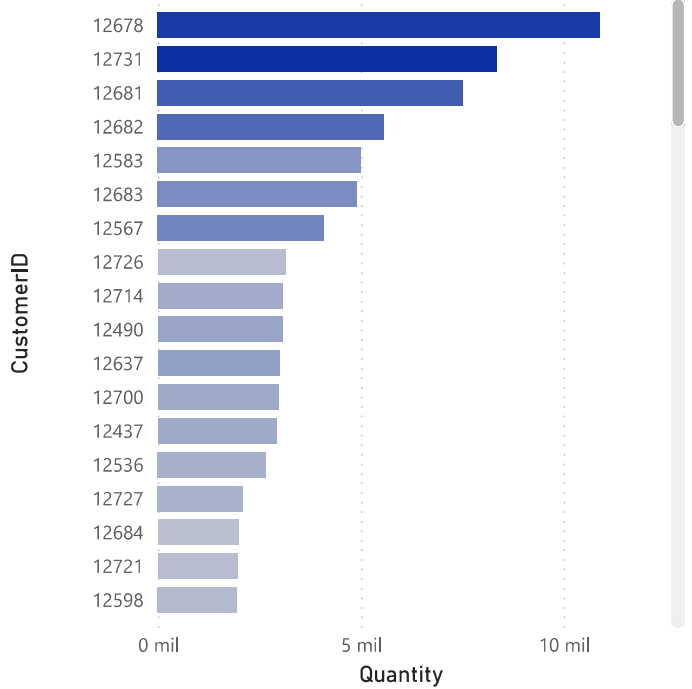


Rentabilidad por cliente

gasto 0.07 mil 18.79 mil



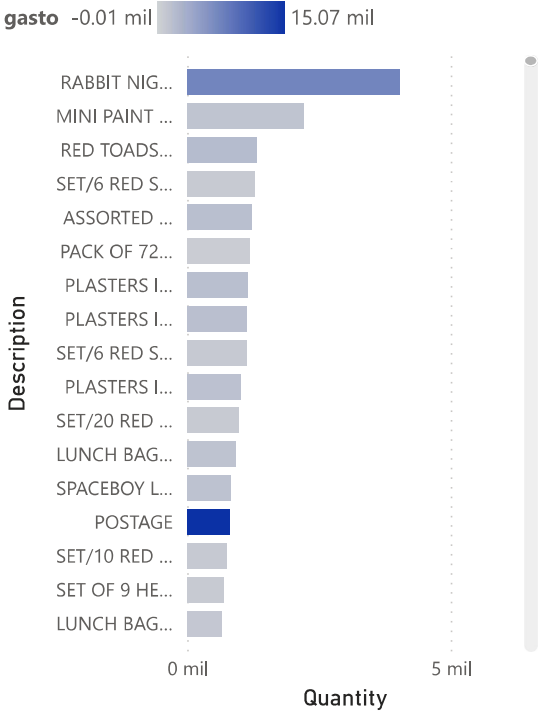
Información del cliente

| CustomerID | Quantity | UnitPrice | gasto      |
|------------|----------|-----------|------------|
| 14277      | 1624     | 872.14    | 3,957.00   |
| 12740      | 342      | 56.00     | 427.60     |
| 12736      | 173      | 22.32     | 234.00     |
| 12735      | 368      | 232.90    | 779.57     |
| 12734      | 88       | 4.74      | 110.40     |
| 12732      | 111      | 42.27     | 236.26     |
| 12731      | 8366     | 930.75    | 18,793.41  |
| 12729      | 233      | 96.24     | 453.01     |
| 12728      | 419      | 214.79    | 836.33     |
| 12727      | 2085     | 466.43    | 3,947.70   |
| 12726      | 3143     | 261.23    | 2,609.10   |
| 12724      | 445      | 197.22    | 1,031.41   |
| 12723      | 434      | 220.96    | 725.07     |
| 12722      | 560      | 251.27    | 904.33     |
| 12721      | 1954     | 509.48    | 2,628.98   |
| 12719      | 361      | 149.50    | 608.10     |
| 12718      | 203      | 51.72     | 238.25     |
| Total      | 110480   | 43,031.99 | 197,403.90 |

¿Qué compra?

| Description                     | UnitPrice | gasto      |
|---------------------------------|-----------|------------|
| 50'S CHRISTMAS GIFT BAG LARGE   | 1.25      | 15.0       |
| DOLLY GIRL BEAKER               | 11.25     | 150.0      |
| I LOVE LONDON MINI BACKPACK     | 20.75     | 78.0       |
| NINE DRAWER OFFICE TIDY         | 14.95     | 29.0       |
| SET 2 TEA TOWELS I LOVE LONDON  | 21.55     | 416.0      |
| SPACEBOY BABY GIFT SET          | 257.20    | 1,325.0    |
| TRELLIS COAT RACK               | 4.95      | 29.0       |
| 10 COLOUR SPACEBOY PEN          | 10.20     | 285.0      |
| 12 COLOURED PARTY BALLOONS      | 3.90      | 78.0       |
| 12 EGG HOUSE PAINTED WOOD       | 12.75     | 25.0       |
| 12 MESSAGE CARDS WITH ENVELOPES | 3.30      | 39.0       |
| 12 PENCIL SMALL TUBE WOODLAND   | 4.55      | 128.0      |
| 12 PENCILS SMALL TUBE RED       | 4.55      | 96.0       |
| RETROSPOT                       |           |            |
| 12 PENCILS SMALL TUBE SKULL     | 4.55      | 100.0      |
| 12 PENCILS TALL TUBE POSY       | 0.29      | 6.0        |
| 12 PENCILS TALL TUBE RED        | 8.50      | 89.0       |
| Total                           | 43,031.99 | 197,403.90 |

Productos vendidos por Número y rentabilidad



Información del producto

| Description                         | Quantity | UnitPrice | gasto      |
|-------------------------------------|----------|-----------|------------|
| 50'S CHRISTMAS GIFT BAG LARGE       | 12       | 1.25      | 15.00      |
| DOLLY GIRL BEAKER                   | 120      | 11.25     | 150.00     |
| I LOVE LONDON MINI BACKPACK         | 19       | 20.75     | 78.85      |
| NINE DRAWER OFFICE TIDY             | 2        | 14.95     | 29.90      |
| SET 2 TEA TOWELS I LOVE LONDON      | 132      | 21.55     | 416.40     |
| SPACEBOY BABY GIFT SET              | 86       | 257.20    | 1,325.70   |
| TRELLIS COAT RACK                   | 6        | 4.95      | 29.70      |
| 10 COLOUR SPACEBOY PEN              | 336      | 10.20     | 285.60     |
| 12 COLOURED PARTY BALLOONS          | 120      | 3.90      | 78.00      |
| 12 EGG HOUSE PAINTED WOOD           | 2        | 12.75     | 25.50      |
| 12 MESSAGE CARDS WITH ENVELOPES     | 24       | 3.30      | 39.60      |
| 12 PENCIL SMALL TUBE WOODLAND       | 197      | 4.55      | 128.05     |
| 12 PENCILS SMALL TUBE RED RETROSPOT | 149      | 4.55      | 96.85      |
| 12 PENCILS SMALL TUBE SKULL         | 155      | 4.55      | 100.75     |
| 12 PENCILS TALL TUBE POSY           | 24       | 0.29      | 6.96       |
| 12 PENCILS TALL TUBE RED RETROSPOT  | 105      | 8.50      | 89.25      |
| 12 PENCILS TALL TUBE WOODLAND       | 72       | 5.10      | 61.20      |
| Total                               | 110480   | 43,031.99 | 197,403.90 |

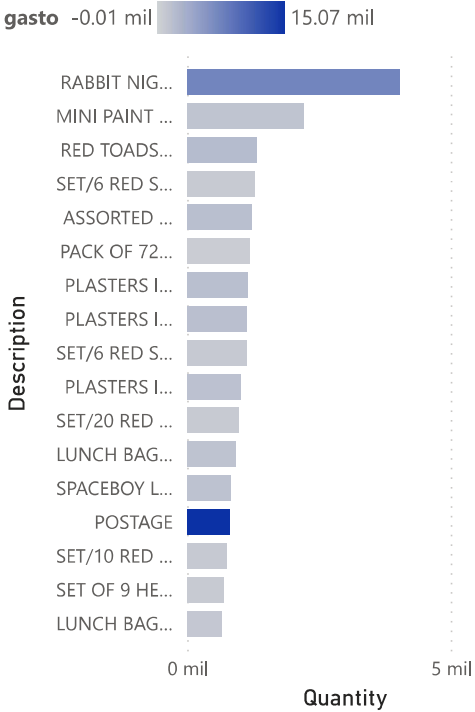
antecedents

Todas

consequents

frozenset({'POSTAGE'})

Productos vendidos por Número y rentabilidad



Información del producto

| antecedents                                                            | consequents            | confidence | conviction | lift  | support |
|------------------------------------------------------------------------|------------------------|------------|------------|-------|---------|
| frozenset({'ALARM CLOCK BAKELIKE GREEN'})                              | frozenset({'POSTAGE'}) | 0.85       | 2.115      | 1.25  | 0.07    |
| frozenset({'ALARM CLOCK BAKELIKE PINK', 'ALARM CLOCK BAKELIKE GREEN'}) | frozenset({'POSTAGE'}) | 0.83       | 1.8872     | 1.23  | 0.05    |
| frozenset({'ALARM CLOCK BAKELIKE PINK', 'ALARM CLOCK BAKELIKE RED '})  | frozenset({'POSTAGE'}) | 0.90       | 3.1453     | 1.33  | 0.06    |
| frozenset({'ALARM CLOCK BAKELIKE PINK'})                               | frozenset({'POSTAGE'}) | 0.88       | 2.603      | 1.30  | 0.08    |
| frozenset({'ALARM CLOCK BAKELIKE RED ', 'ALARM CLOCK BAKELIKE GREEN'}) | frozenset({'POSTAGE'}) | 0.90       | 3.3623     | 1.34  | 0.06    |
| frozenset({'ALARM CLOCK BAKELIKE RED '})                               | frozenset({'POSTAGE'}) | 0.92       | 4.013      | 1.36  | 0.07    |
| frozenset({'ASSORTED COLOUR MINI CASES'})                              | frozenset({'POSTAGE'}) | 0.93       | 4.3926     | 1.37  | 0.05    |
| frozenset({'COFFEE MUG APPLES DESIGN'})                                | frozenset({'POSTAGE'}) | 0.86       | 2.2777     | 1.27  | 0.05    |
| frozenset({'DOLLY GIRL LUNCH BOX'})                                    | frozenset({'POSTAGE'}) | 0.73       | 1.1832     | 1.07  | 0.06    |
| frozenset({'JUMBO BAG RED RETROSPOT'})                                 | frozenset({'POSTAGE'}) | 0.84       | 2.0607     | 1.25  | 0.07    |
| frozenset({'JUMBO BAG WOODLAND ANIMALS'})                              | frozenset({'POSTAGE'}) | 1.00       | inf        | 1.48  | 0.07    |
| frozenset({'LUNCH BAG APPLE DESIGN', 'LUNCH BAG RED RETROSPOT'})       | frozenset({'POSTAGE'}) | 0.92       | 4.2299     | 1.37  | 0.05    |
| frozenset({'LUNCH BAG APPLE DESIGN'})                                  | frozenset({'POSTAGE'}) | 0.82       | 1.8077     | 1.22  | 0.09    |
| frozenset({'LUNCH BAG RED RETROSPOT'})                                 | frozenset({'POSTAGE'}) | 0.79       | 1.5268     | 1.17  | 0.10    |
| frozenset({'LUNCH BAG SPACEBOY DESIGN'})                               | frozenset({'POSTAGE'}) | 0.75       | 1.3815     | 1.11  | 0.08    |
| Total                                                                  |                        | 42.63      |            | 63.20 | 3.91    |