“Customers who bought this item also bought . . . ” is the Amazon catch-phrase for recommending items that go together with another item in a new buyers shopping cart. Amazon uses a data mining technique known as Market Basket Analysis (MBA) to uncover products that are often purchased together. MBA is the process of discovering association rules in large transaction databases. Association Rules (ARs) are data-generated rules in the form of if-then statements. ARs differ from the if-then rules of logic in the sense that they are probabilistic in nature and are often used in retail online marketing to make product recommendations. In this presentation, I will use a small, simple dataset to illustrate the basic concepts of association rules and a fairly large one to demonstrate how MBA is used in practice to make business decisions. I will also discuss the limitations of MBA and proposed a broader approach to investigating a fresh market basket dataset.