**Abstract**

This analysis is based upon the consumers’ buying behavior. The common factor of consumers’ buying behavior is price. The rise in price leads to less purchase of the products. This paper aims at identifying the product that is sold least in order to make the store order the same in less quantity so that loss due to stock of expired products could be avoided. This paper also aims at identifying the products that are most essential to the consumers which may be purchased by the consumers irrespective of the rise in price so the profit of the store could be increased.