

INSTACART BASKET ANALYSIS

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Tools Used

Python, Pandas, Jupyter, Excel,
PowerPoint



Goal

Analyze Instacart's data, derive insights,
and suggest marketing strategies based
on customer segmentation to improve
sales and customer targeting.



Data Source

[Instacart Data Set](#)

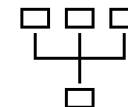
SKILLS DEMONSTRATED



Data
Wrangling



Data
Merging



Deriving
Variables



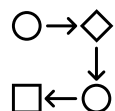
Cleaning &
Summarizing



Aggregating
Data



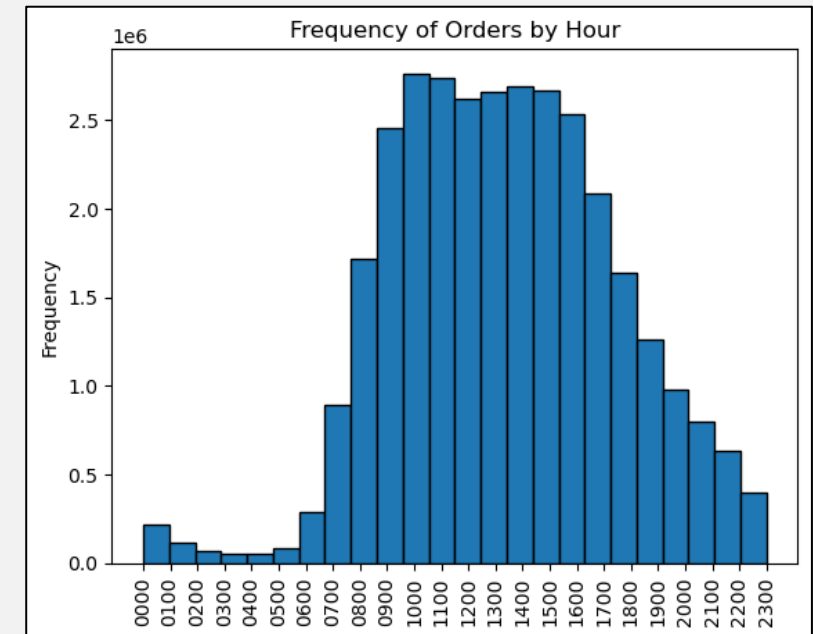
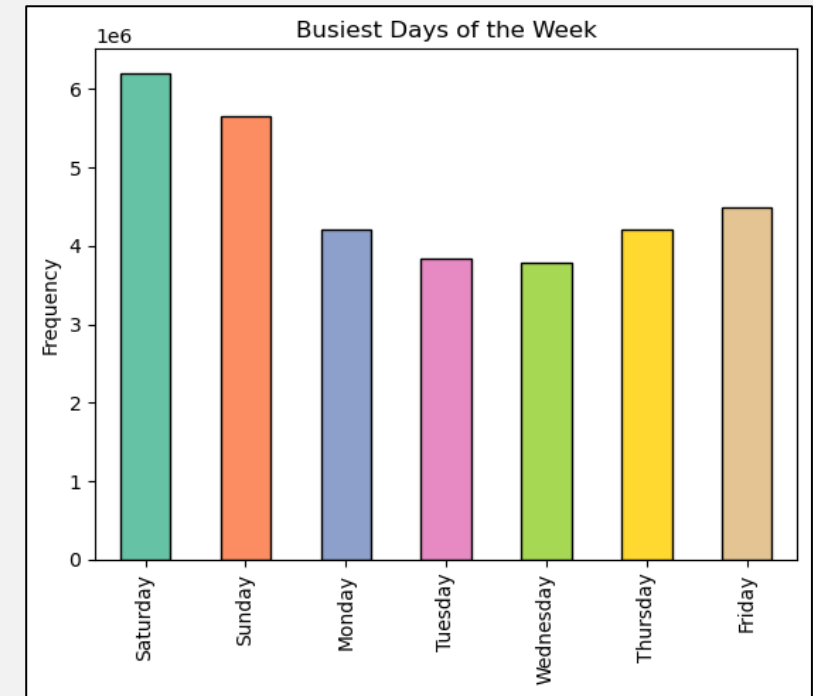
Reporting



Population
Flows

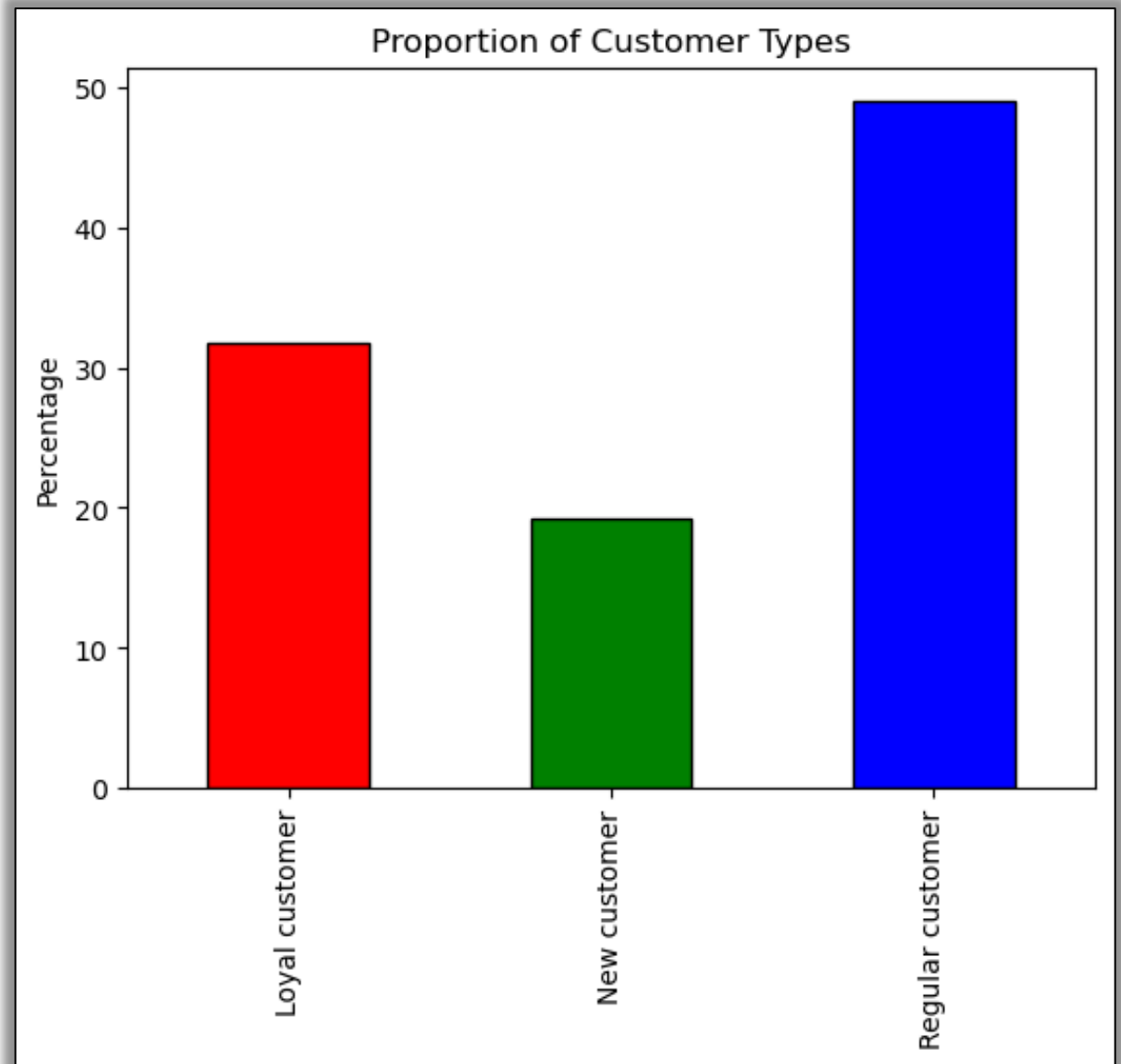
KEY TAKEAWAY #1

- Instacart experiences the highest order frequency on the weekend, with Saturday being the busiest day.
- Tuesdays and Wednesdays are the least busy.
- Highest order frequency occurs between 9am and 5pm.
- **Recommendation:** Schedule ads on Tuesdays and Wednesdays after 3pm.

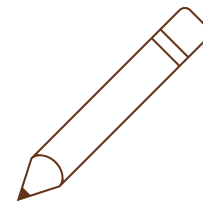


KEY TAKEAWAY #2

- Customers were divided into 3 categories according to the frequency with which they shopped at Instacart.
- "Loyal" customers have fewer days between orders than "Regular" customers.
- **Recommendation:** Consider offering benefits (such as a rewards program) to customers to encourage more frequent ordering



PROJECT LINKS



Project Brief



Final Report

THANK YOU!

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