



INSTA CART
COMPANY

Analyzing Customer Purchase Patterns and Recommendations



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BUSINESS QUESTIONS AND SOLUTIONS

- **HOW TO MAKE CUSTOMERS NEVER FORGET INSTACART?**
- **WHEN TO SEND REMINDERS TO USERS TO SHOP FROM INSTACART?**

FROM ANALYZING THE DATA, WE OBSERVED THAT:

- MOST USERS MAKE ORDERS AFTER A WEEK FROM THEIR LAST ORDER. OR FROM A MONTH OF THEIR LAST ORDER.
- AFTER A WEEK FROM THE LAST ORDER, THE PROBABILITY OF REORDERING WITHIN THE SAME MONTH IS SMALL.
- THE NEXT ORDER HAS A HIGHER PROBABILITY TO BE WITHIN 10 DAYS FROM THE CURRENT ORDER.

BUSINESS SOLUTION: SEND REMINDERS TO USERS WHO HAVEN'T ORDERED SINCE 7 DAYS FROM THEIR LAST ORDER. AS THE ANALYSIS SHOWS, IT'S OF HIGH PROBABILITY TO BUY ON THE 7TH DAY, SO REMIND THEM TO AND CATCH THE HIGH PROBABILITY OF A CUSTOMER TO MAKE THEIR NEXT ORDER

- **WHEN TO RECOMMEND CUSTOMIZED PRODUCTS TO A USER?**

CONCERNING CUSTOMERS WHO HAVE BEEN INACTIVE FOR MORE THAN 30 DAYS FROM SHOPPING AT INSTACART, CONSIDER CUSTOMIZING RECOMMENDING PRODUCTS ACCORDING TO THEIR PURCHASING HISTORY, WHILE AVOIDING RECOMMENDING NEW PRODUCTS. WE WANT TO BUILD LOYALTY WITH THEM AGAIN, THEY'RE NOT YET READY TO LEAVE THEIR COMFORT ZONE.

BUSINESS QUESTIONS AND SOLUTIONS

- **WHEN TO RECOMMEND PRODUCTS THAT HAVE A HIGH RATIO OF BEING REORDERED?**

- 74 % OF PRODUCTS BOUGHT AT THE SAME DAY OF PREV ORDER, ARE REORDERS.
- 69% OF PRODUCTS BOUGHT AFTER ONE WEEK FROM THE PREVIOUS ORDER ARE REORDERS.

BUSINESS SOLUTION: THESE ARE GOOD TIMINGS TO RECOMMEND HIGHLY REORDERING RATIO PRODUCTS IF THE USER HAS PREVIOUSLY ORDERED ON THE SAME DAY OR HAS PASSED A WEEK SINCE LAST ORDERED.

- OUR ANALYSIS REVEALED THAT THE MAJORITY OF ORDERS ARE PLACED DURING WEEKENDS.
- MOST ORDERS ARE PLACED DURING THE DAY, FROM 9:00 A.M. TO 4:00 P.M.

BUSINESS SOLUTION: CREATE A BUNDLE OFFER THAT COMBINES A FREQUENTLY PURCHASED PRODUCT WITH A LESS FREQUENTLY PURCHASED PRODUCT, ENSURING THAT THE FIRST PRODUCT IS ALWAYS PURCHASED.

BUSINESS QUESTIONS AND SOLUTIONS

- WHEN TO RECOMMEND A CUSTOMER NEW (NEVER ORDERED BEFORE) PRODUCTS OR A LESS FREQUENTLY BOUGHT PRODUCT?

BUSINESS SOLUTION: TARGET CLIENTS WHO DON'T REORDER PREVIOUSLY ORDERED PRODUCTS. CUSTOMERS IN THIS CATEGORY ARE MOST WILLING TO TRY NEW EXPERIENCES.

- WHICH DEPARTMENT OR AISLE SHOULD WE THINK ABOUT EXPANDING OR ADDING ADDITIONAL PRODUCTS TO?

ALTHOUGH ONLY 10% OF ALL PRODUCTS INSTACART OFFERS ARE ORGANIC, THE ORGANIC PRODUCTS ARE SHAPING 31% OF TOTAL PURCHASED PRODUCTS.

BUSINESS SOLUTION: EXPANDING THE ASSORTMENT OF ORGANIC PRODUCTS AVAILABLE TO INSTACART RETAILERS. ADDITIONALLY, THINK ABOUT ADDING NEW PRODUCTS TO THE CATEGORIES THAT DON'T HAVE MANY OPTIONS FOR PRODUCTS, BUT SELL A LOT OF THEM. STATED DIFFERENTLY.

THANK YOU