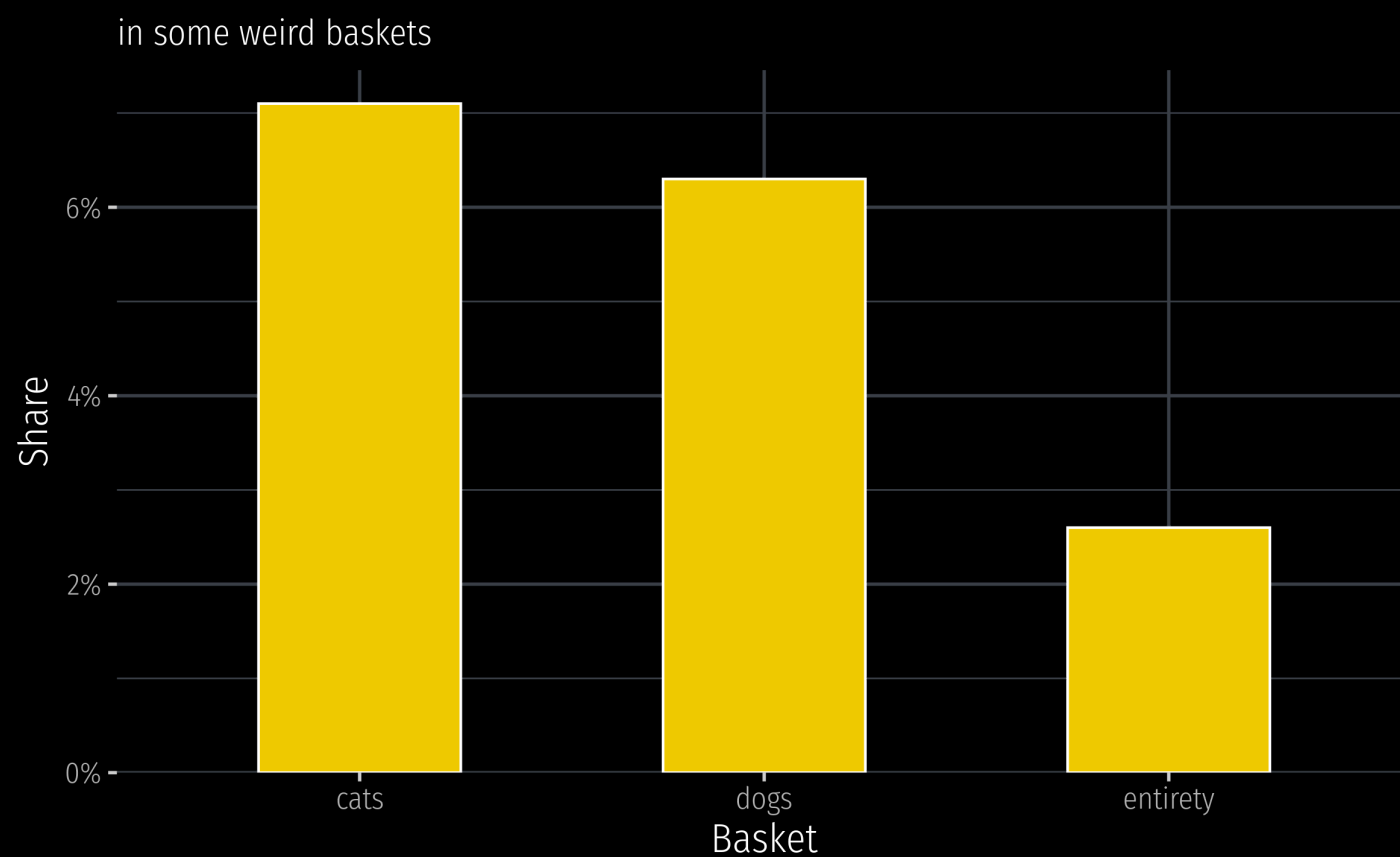


PRODUCT IN A BASKET

A Research Poster About Online Groceries

Share of orders containing alcohol in the general number



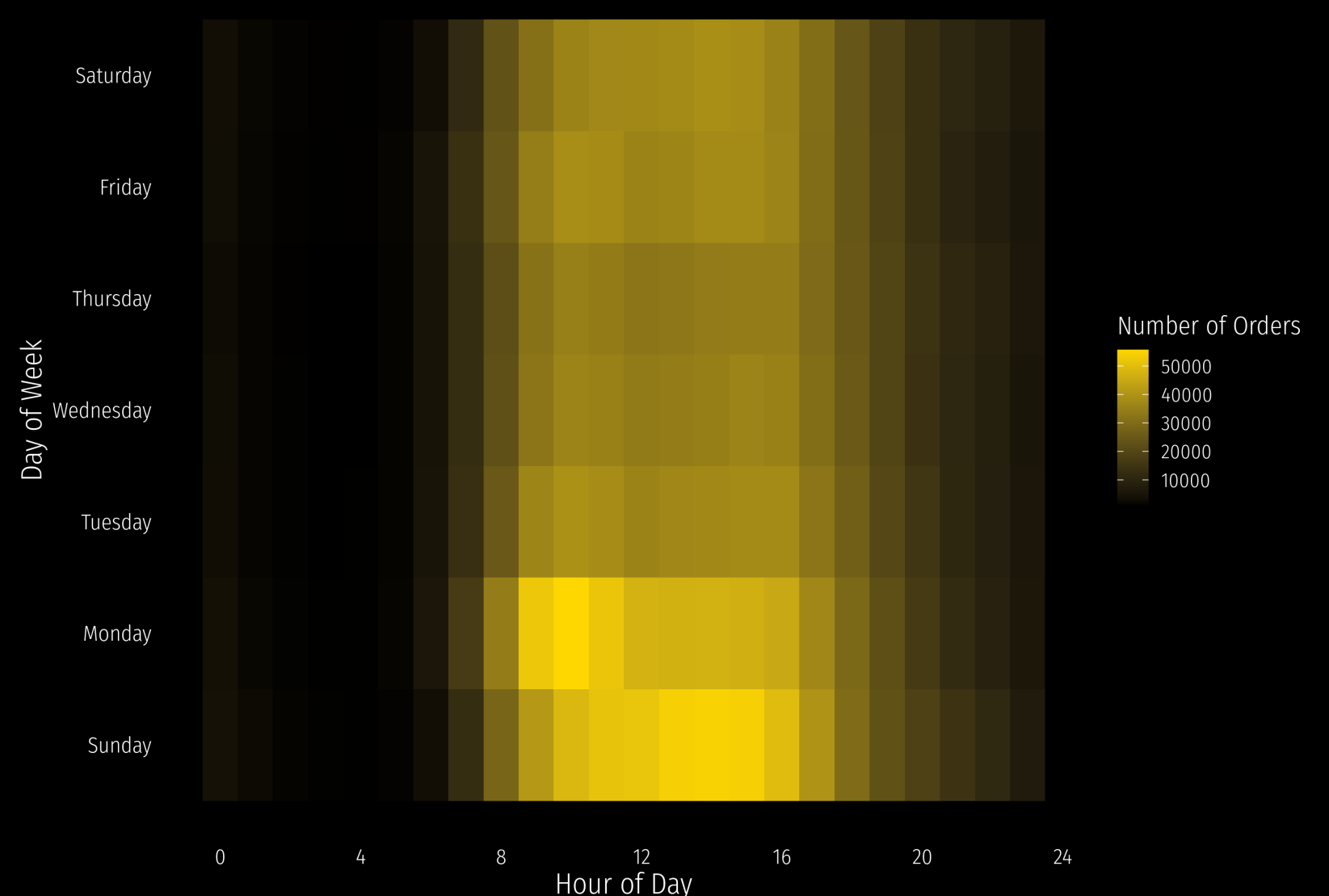
Share of orders containing alcohol



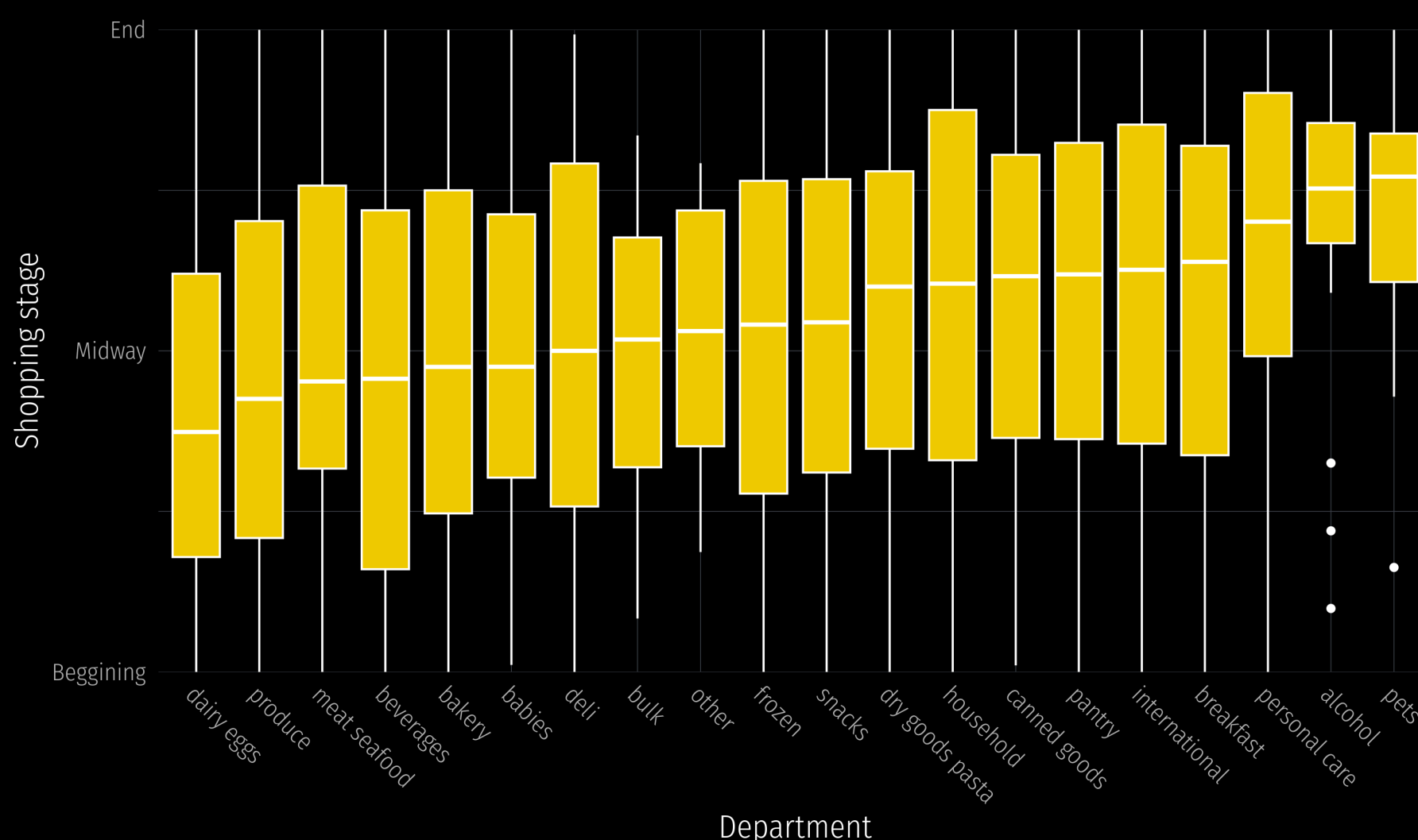
In an analysis of online grocery orders, we observe that baskets with cat food are more likely to contain alcohol than those with dog food or in the general tally. Despite this, the proportion of alcohol-related purchases does slightly increase with the size of the order, remaining consistent across the board.

This suggests that for many, alcohol is a staple, not an afterthought, in their shopping routine, irrespective of the presence of pets or the bulk of their purchases.

Hour / Day of week heatmap



Products placement in carts



Shopping peaks on Sunday and Monday afternoons, indicating these days as prime for stocking up post-weekend or pre-week planning.

Products in carts start with daily essentials, moving to indulgences and personal items towards the end.