

Instacart Analysis Report

Introduction

This report provides a comprehensive analysis of Instacart's customer purchasing behaviors, focusing on customer demographics, order frequencies, and preferences for specific product categories. The analysis informs a targeted marketing strategy to optimize sales and customer engagement.

Key Questions Addressed

1. What are the busiest days of the week and hours of the day for orders?
2. Are there specific times of the day when customers spend the most money?
3. What are the simpler price range groupings for directing marketing efforts?
4. Which departments have the highest frequency of product orders?
5. What are the differences in ordering habits based on loyalty, region, age, income, and family status?
6. What insights can we gain from the customer profiles for targeted marketing?

Busiest Days and Hours

The analysis indicates that weekends, particularly Saturdays and Sundays, are the busiest days for orders. The peak order hours are between 10 AM and 3 PM. This information suggests that advertisements could be scheduled for times outside these peak hours to reach users when they are less likely to be placing orders.

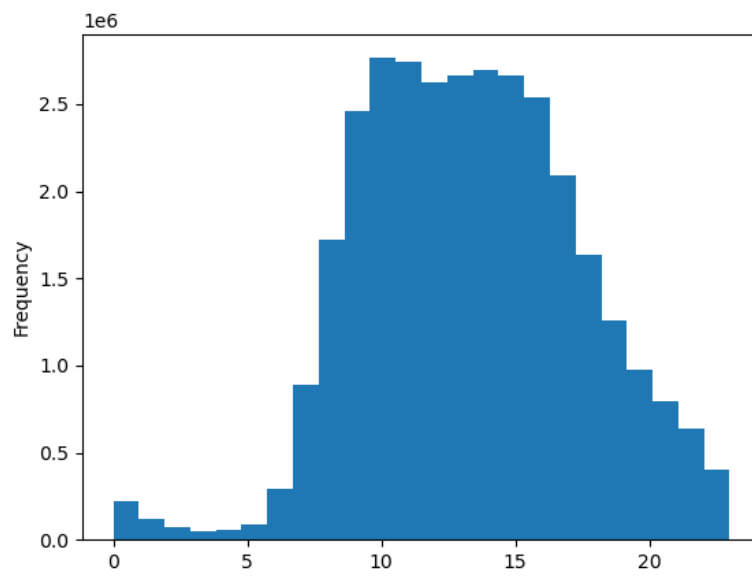


FIGURE 1: ORDERS BY HOUR OF THE DAY

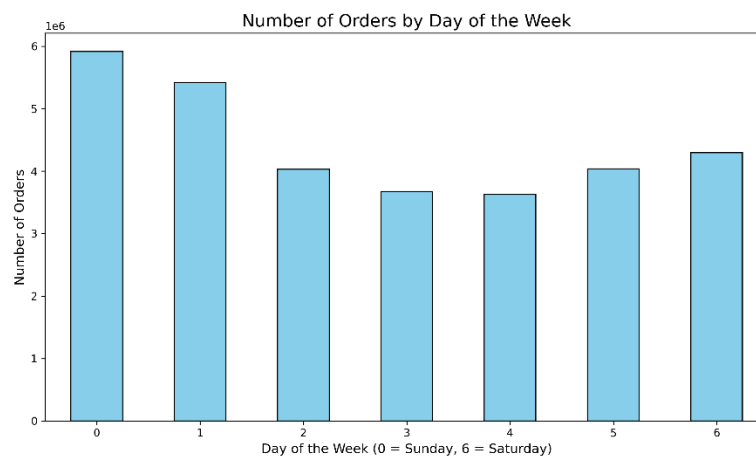


FIGURE 2: BUSIEST DAY OF WEEK

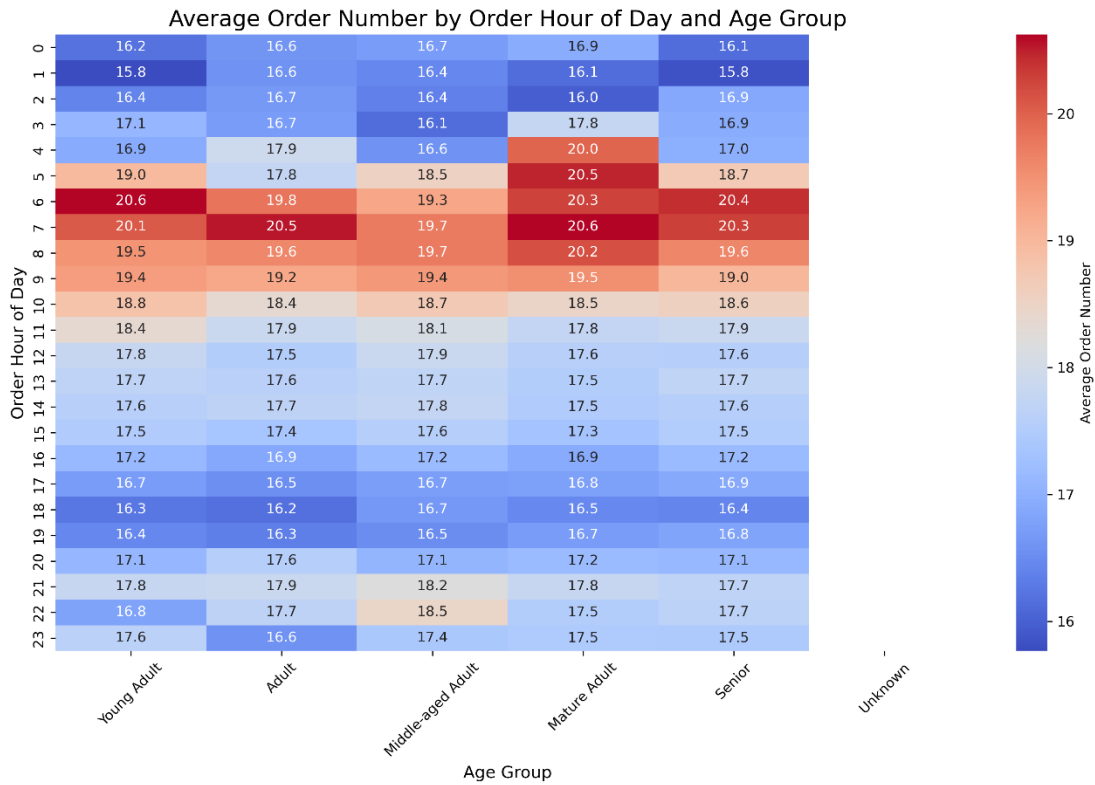


FIGURE 3: AVERAGE ORDER NUMBER BY HOURS OF DAY AND AGE GROUP

Spending Trends

Customers spend the most money during evening hours, particularly between 6 PM and 9 PM. This insight could guide the marketing team to focus on promoting high-value products during these times.

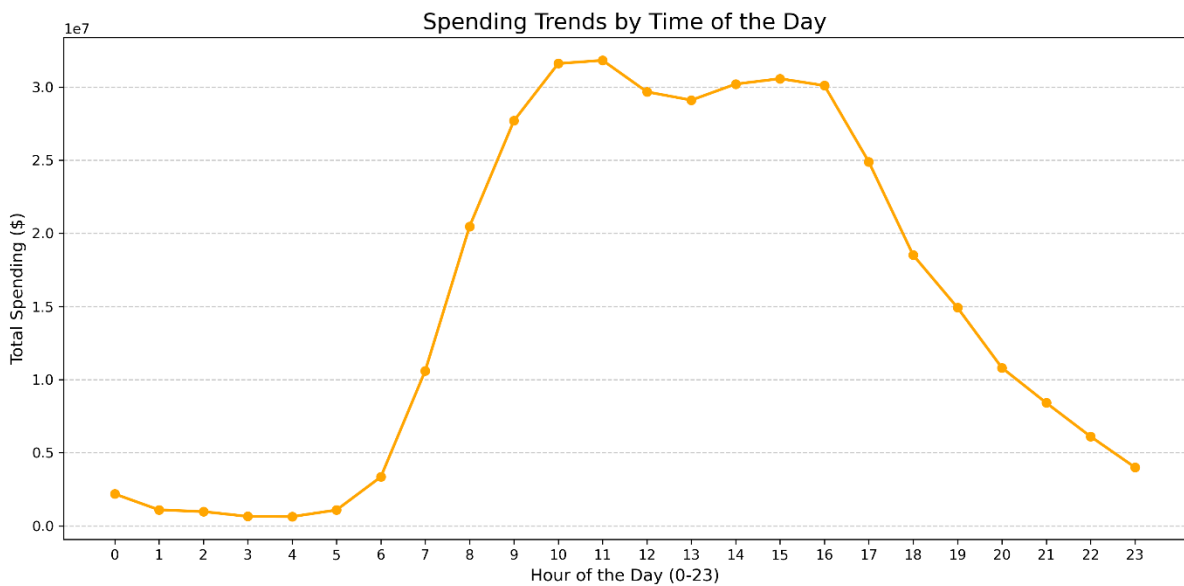


FIGURE 4: SPENDING TRENDS BY TIME OF THE DAY

Price Range Groupings

Products were grouped into three price ranges: High-range products ($> \$15$), Mid-range products ($\$5 - \15), and Low-range products ($< \$5$). This categorization simplifies marketing efforts and helps target customer preferences based on spending habits.

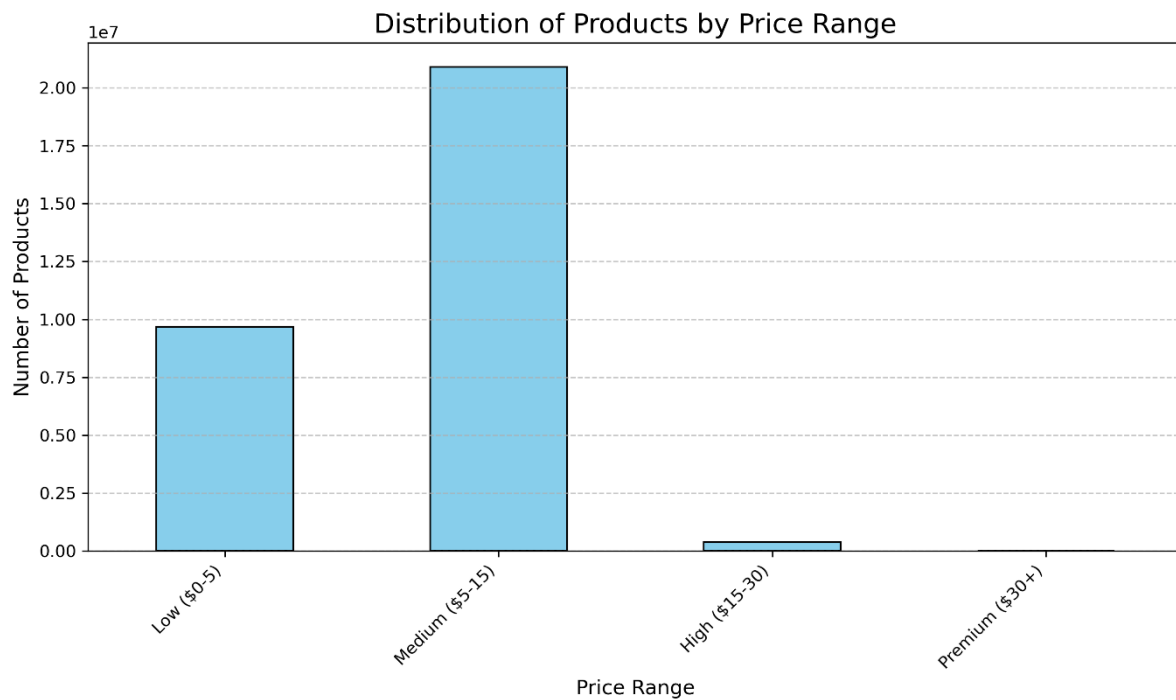


FIGURE 5: DISTRIBUTION OF PRODUCTS BY PRICE RANGE

Department Preferences

Produce is the most frequently ordered department across all regions, followed by dairy and beverages. The marketing team should focus on promoting these categories to maximize engagement.

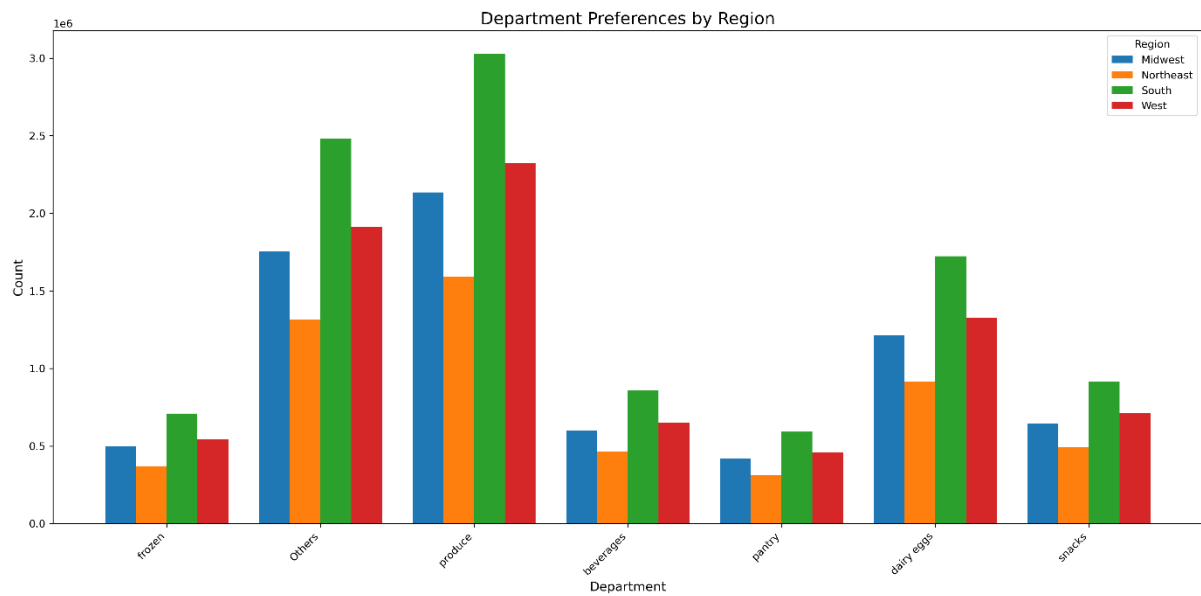


FIGURE 6: DEPARTMENT PREFERENCES BY REGION

Customer Profiles and Behaviors

The analysis identified differences in ordering habits based on customer demographics and loyalty status. Loyal customers place more frequent and higher-value orders compared to new or infrequent customers. Additionally, customers in the South region exhibit higher spending tendencies.

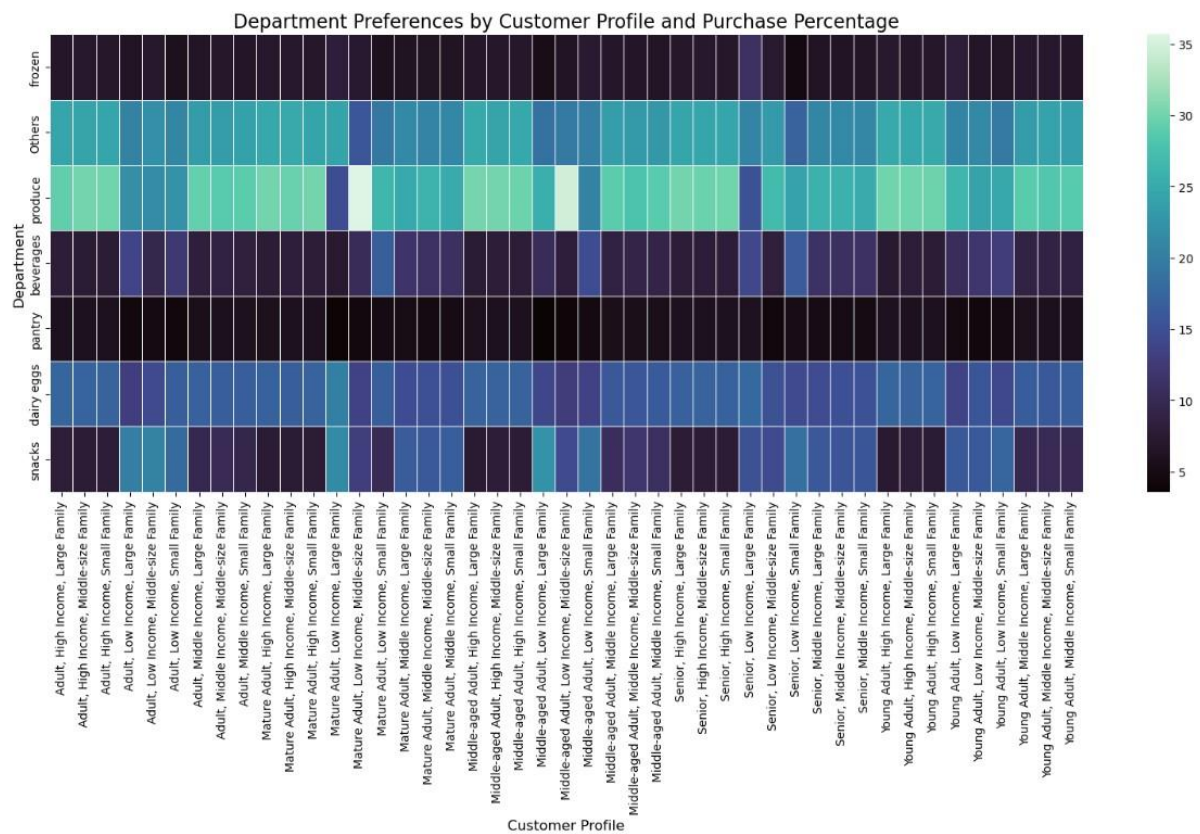


FIGURE 7: CUSTOMER PROFILES AND DEPARTMENT PREFERENCES

Recommendations

1. Schedule advertisements during non-peak hours to increase visibility.
2. Promote high-value products during evening hours when spending is highest.
3. Focus marketing efforts on high-demand departments such as Produce and Dairy.
4. Use customer profiles to design targeted campaigns, catering to the preferences and spending habits of different demographics and regions.