



CAPSTONE PROJECT

InstaCart
(Power BI & SQL)



Instacart Business Overview

Instacart is a leading online grocery delivery and pickup service in North America that partners with retailers to offer same-day delivery. The platform connects customers with personal shoppers who handpick items from local stores.

Management has tasked you with building an interactive dashboard to visualize key metrics, answer critical business questions, and identify opportunities for growth and efficiency.



KPIs:

- Total Orders
- Total Customers
- Total Revenue
- Average Order Value

Business Problems and Objectives:

☐ Profitable aisles

- ☐ **Requirement:** Identify aisles with high customer demand but low profitability
- ☐ **Objective:** Negotiate better supplier pricing or reduce low-margin items in underperforming aisles.

☐ Best and Worst Selling Products

- ☐ **Requirement:** Identify the best-performing and worst-performing products based on total sales volume and revenue.
- ☐ **Objective:** Promote high-performing products through marketing campaigns while evaluating underperforming products for potential discontinuation or improvements.

☐ Best Time of Day to Increase Employee Shifts

- Requirement:** Identify which time of the day is busiest.
- Objective:** Reduce labor costs during low-activity periods.

☐ Sales Trend

- Requirement:** Plan inventory and marketing campaigns ahead of predicted demand spikes
- Objective:** Minimize overstocking during seasonal dips

Dashboard Requirements & Analysis



KPIs:

- Total Orders
- Total Customers
- Total Revenue
- Average Order Value

Business Problems/Questions:

- ☐ What are the top 5 depts by revenue
- ☐ What are top 3 products we sold most during the weekends?
- ☐ Does bread generate more profits than alcoholic products?
- ☐ Which products have not been sold at all?

Business Questions/ Analysis for SQL

