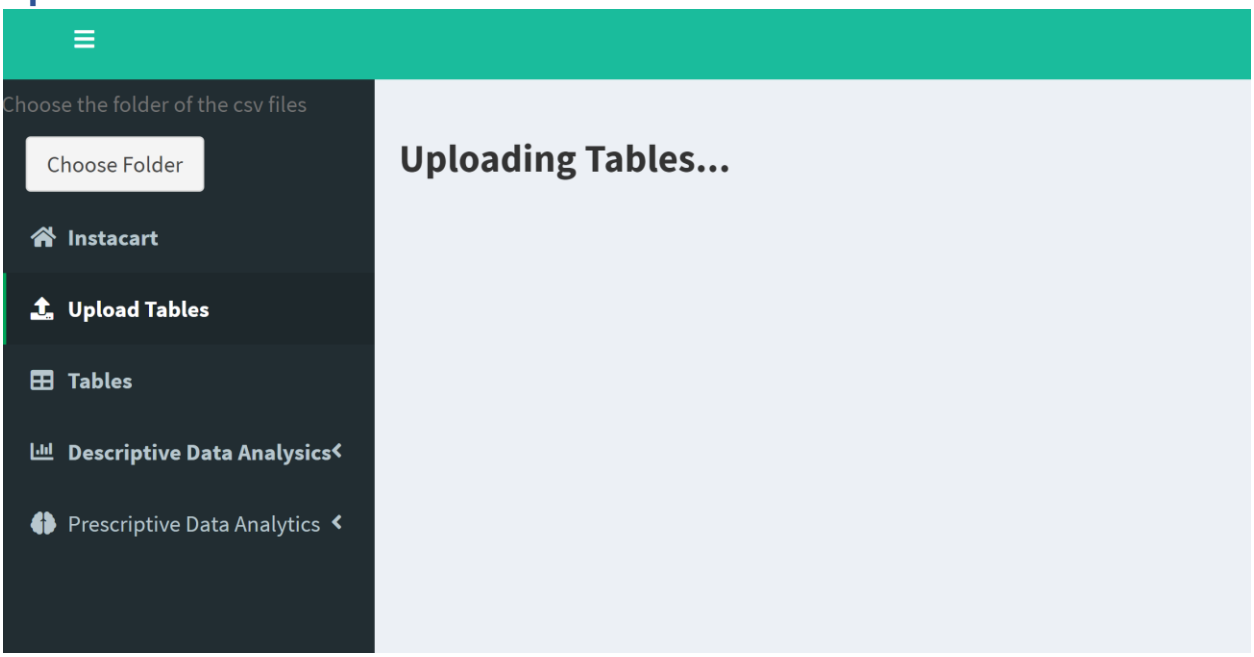
Instacart Market Basket Analysis

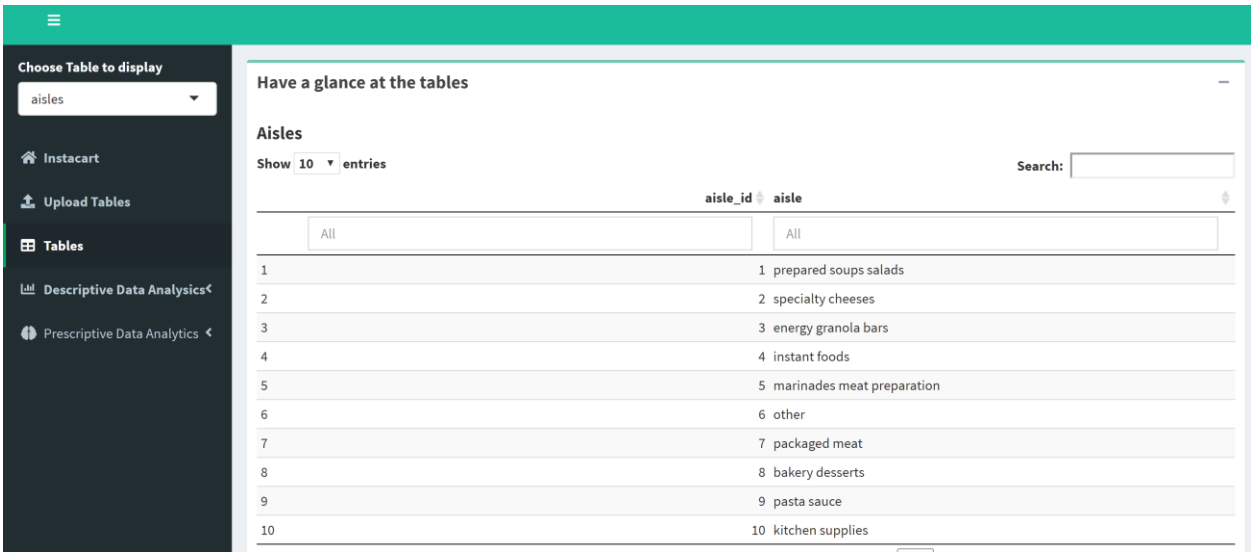
Shiny Dashboard Screenshots

Home Page

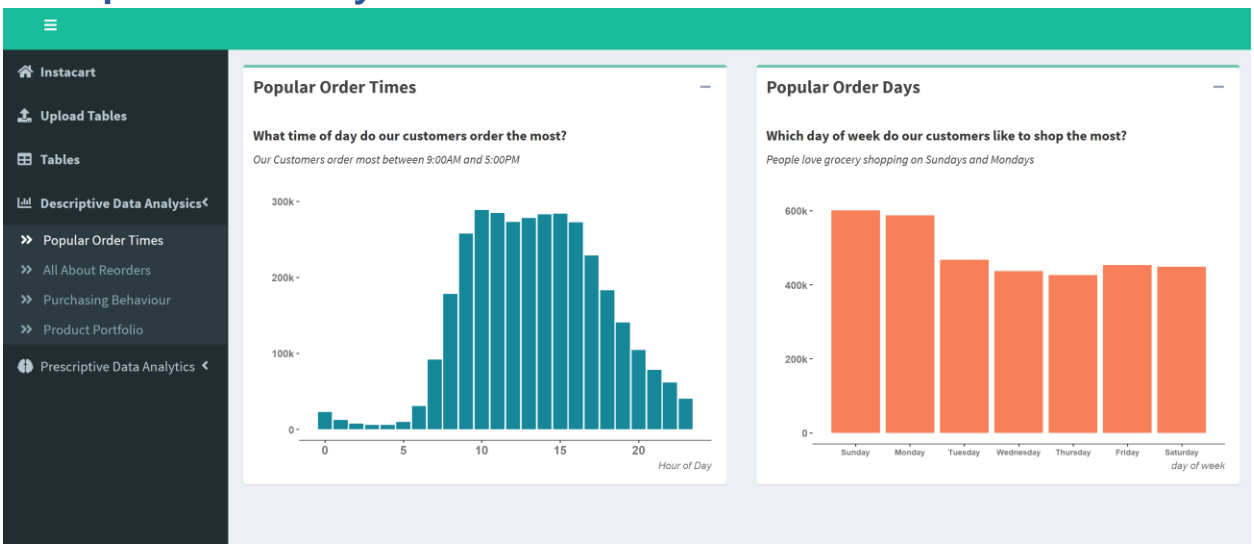
Upload Tables

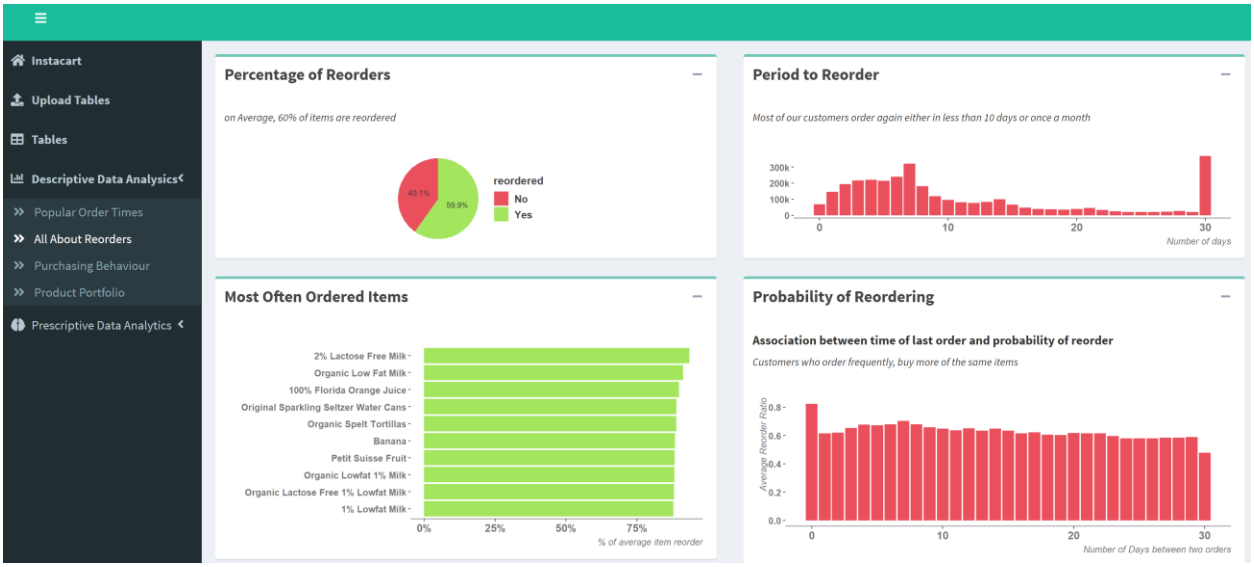


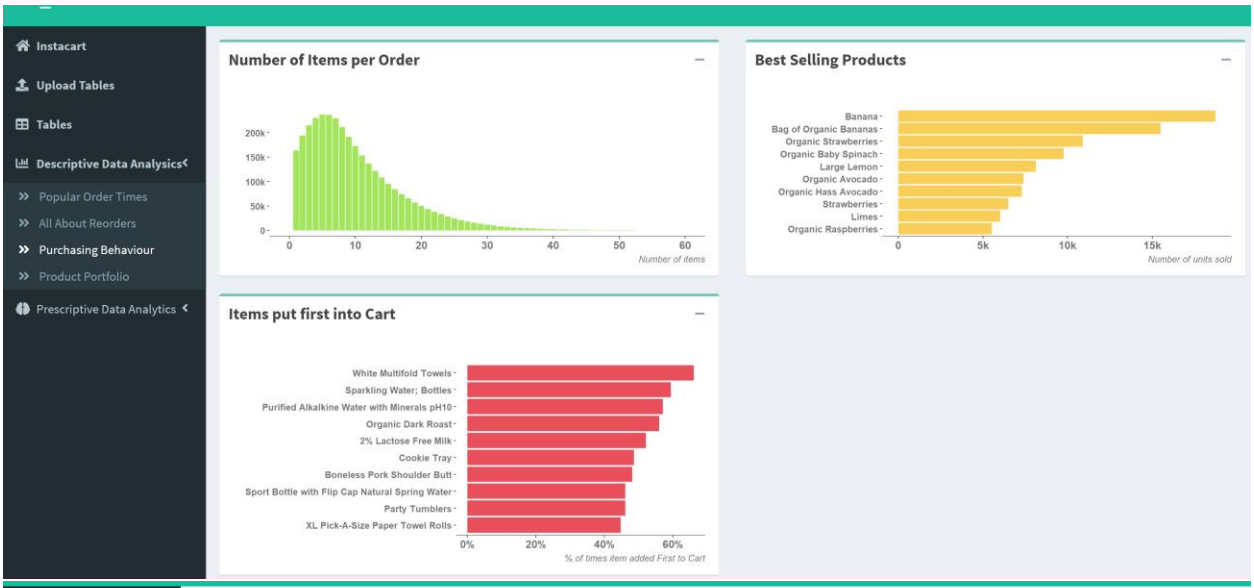
Tables



Descriptive Data Analytics




Instacart
Upload Tables
Tables
Descriptive Data Analysics
Popular Order Times
All About Reorders
Purchasing Behaviour
Product Portfolio
Prescriptive Data Analytics
Percentage of Reorders
on Average, 60% of items are reordered
40.1%
59.9%
reordered
No
Yes
Period to Reorder
Most of our customers order again either in less than 10 days or once a month
300k
200k
100k
0
0
10
20
30
Number of days
Most Often Ordered Items
2% Lactose Free Milk
Organic Low Fat Milk
100% Florida Orange Juice
Original Sparkling Seltzer Water Cans
Organic Spelt Tortillas
Banana
Petit Suisse Fruit
Organic Lowfat 1% Milk
Organic Lactose Free 1% Lowfat Milk
1% Lowfat Milk
0%
25%
50%
75%
% of average item reorder
Probability of Reordering
Association between time of last order and probability of reorder
Customers who order frequently, buy more of the same items
Average Reorder Ratio
0.8
0.6
0.4
0.2
0.0
0
10
20
30
Number of Days between two orders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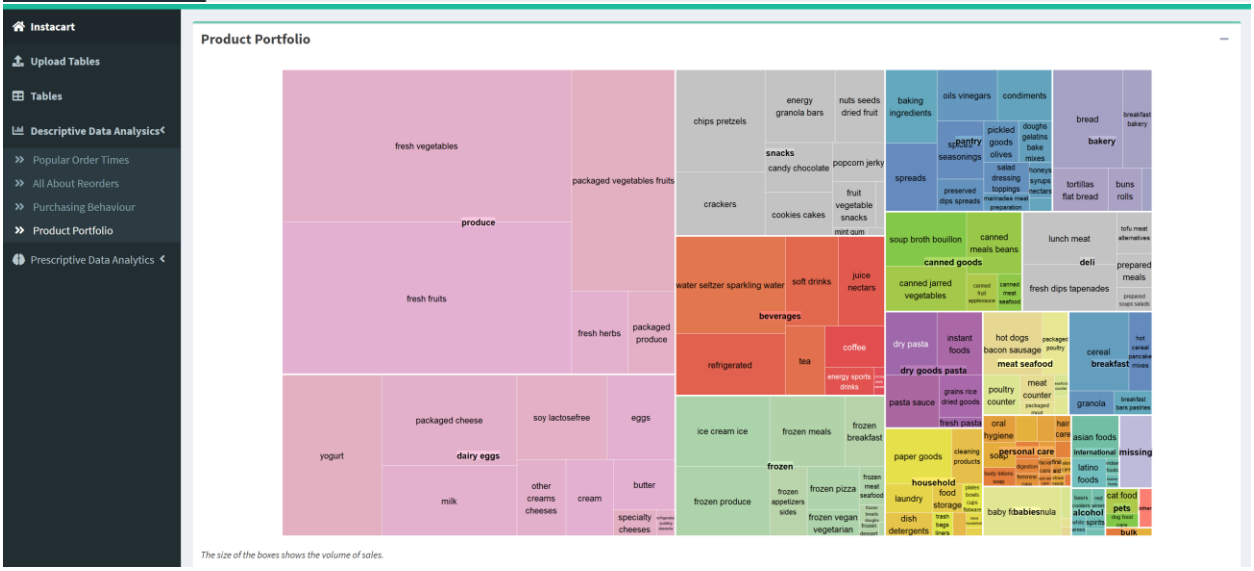
Number of Items per Order
200k
150k
100k
50k
0
0
10
20
30
40
50
60
Number of items
Best Selling Products
Banana
Bag of Organic Bananas
Organic Strawberries
Organic Baby Spinach
Large Lemon
Organic Avocado
Organic Hass Avocado
Strawberries
Limes
Organic Raspberries
0
5k
10k
15k
Number of units sold
Items put first into Cart
White Multifold Towels
Sparkling Water; Bottles
Purified Alkalkine Water with Minerals pH10
Organic Dark Roast
2% Lactose Free Milk
Cookie Tray
Boneless Pork Shoulder Butt
Sport Bottle with Flip Cap Natural Spring Water
Party Tumblers
XL Pick-A-Size Paper Towel Rolls
0%
20%
40%
60%
% of times item added First to Cart


Instacart
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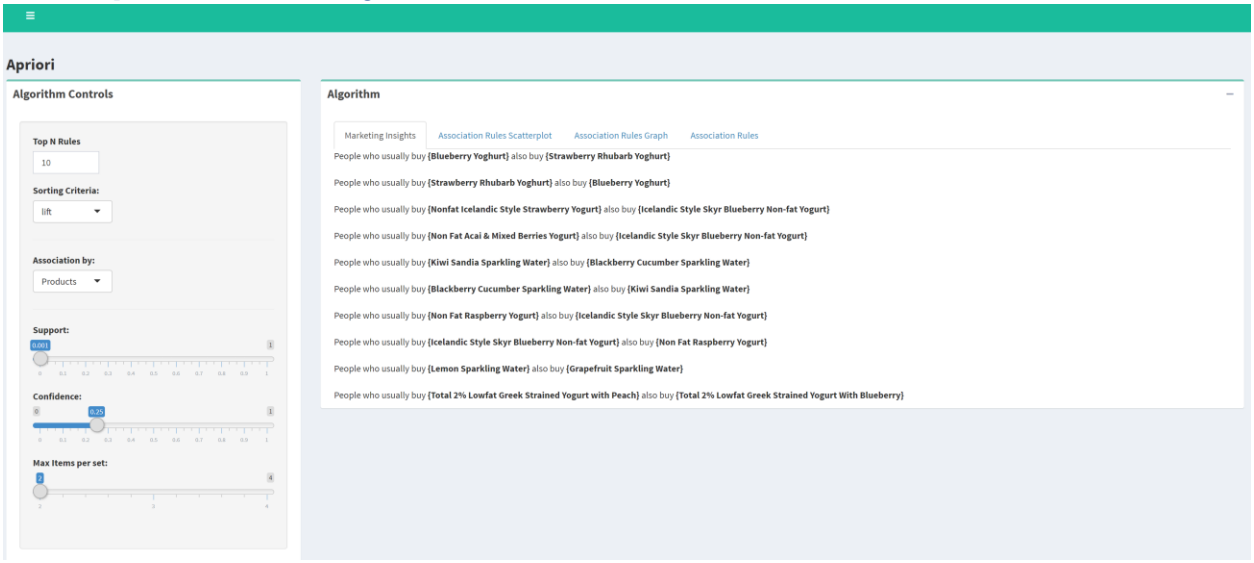
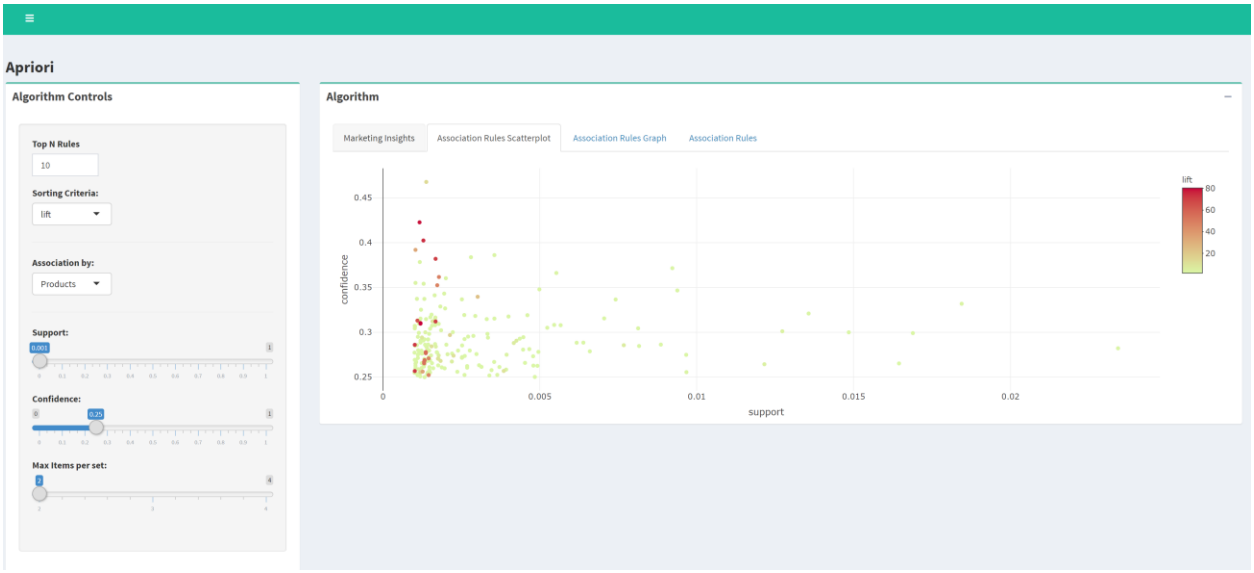
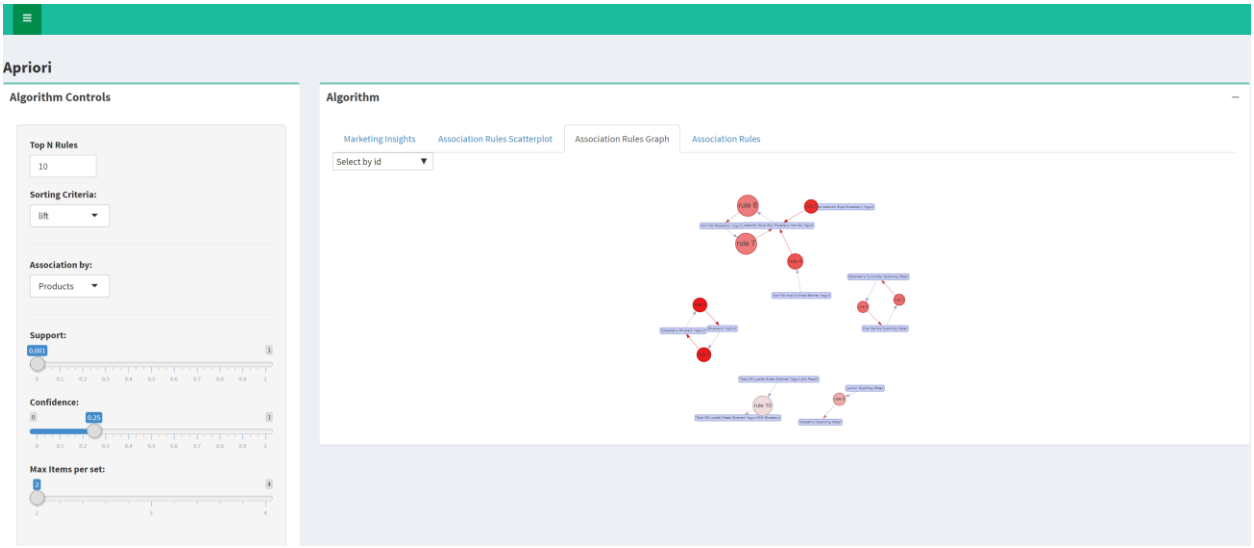
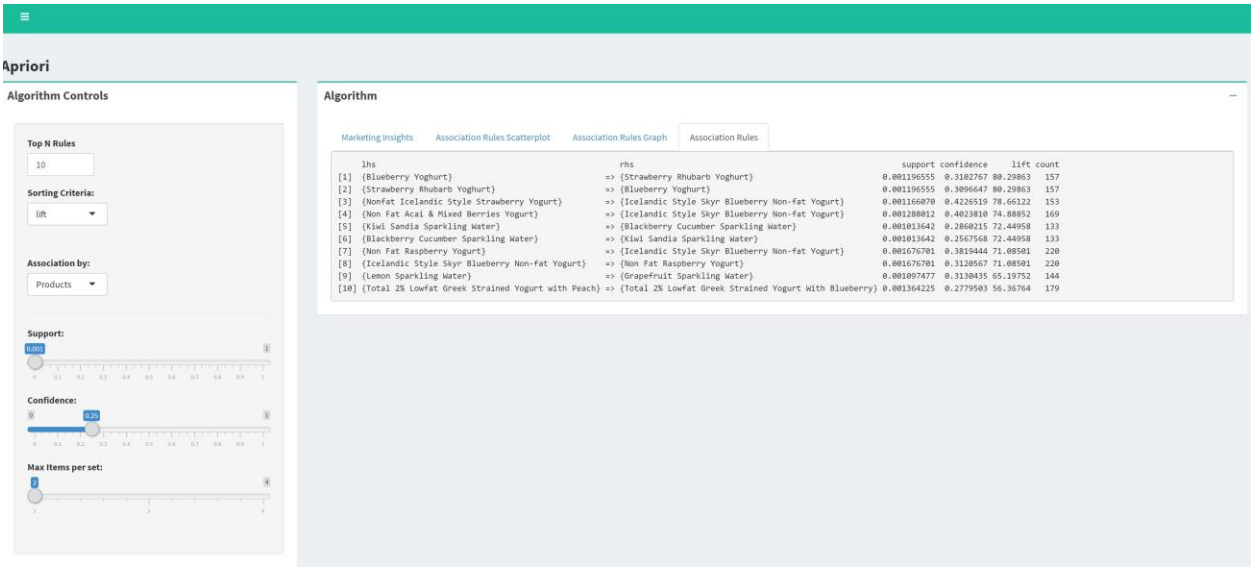
Product Portfolio
fresh vegetables
packaged vegetables fruits
produce
fresh fruits
fresh herbs
packaged produce
yogurt
packaged cheese
soy lactosefree
eggs
dairy eggs
milk
other creams cheeses
cream
butter
specialty cheeses
chips pretzels
energy granola bars
nuts seeds dried fruit
snacks
candy chocolate
popcorn jerky
crackers
cookies cakes
fruit vegetable snacks
mint gum
water seltzer sparkling water
soft drinks
juice nectars
beverages
refrigerated
tea
coffee
energy sports drinks
ice cream ice
frozen meals
frozen breakfast
frozen
frozen produce
frozen appetizers sides
frozen pizza
frozen meat seafood
frozen vegan vegetarian
baking ingredients
oils vinegars
condiments
spices seasonings
pantry
pickled goods olives
doughs gelatins bake mixes
spreads
salad dressing toppings marinades meat preparation
honeys syrups nectars
preserved dips spreads
bread
breakfast bakery
bakery
tortillas flat bread
buns rolls
soup broth bouillon
canned meals beans
canned goods
canned jarred vegetables
lunch meat
tofu meat alternatives
deli
prepared meals
fresh dips tapenades
dry pasta
instant foods
hot dogs bacon sausage
meat seafood
dry goods pasta
pasta sauce
grains rice dried goods
poultry counter
meat counter
fresh pasta
cereal
breakfast
granola
breakfast bars pastries
paper goods
cleaning products
oral hygiene
hair care
personal care
soap
household
laundry
food storage
dish detergents
baby fbabiesnula
asian foods
international
missing
latino foods
alcohol
cat food
pets
bulk
The size of the boxes shows the volume of sales.

Prescriptive Data Analytics









	lhs		rhs	support	confidence	lift	count
[1]	{Blueberry Yoghurt}	=>	{Strawberry Rhubarb Yoghurt}	0.001196555	0.3102767	80.29863	157
[2]	{Strawberry Rhubarb Yoghurt}	=>	{Blueberry Yoghurt}	0.001196555	0.3096647	80.29863	157
[3]	{Nonfat Icelandic Style Strawberry Yogurt}	=>	{Icelandic Style Skyr Blueberry Non-fat Yogurt}	0.001166070	0.4226519	78.66122	153
[4]	{Non Fat Acai & Mixed Berries Yogurt}	=>	{Icelandic Style Skyr Blueberry Non-fat Yogurt}	0.001288012	0.4023810	74.88852	169
[5]	{Kiwi Sandia Sparkling Water}	=>	{Blackberry Cucumber Sparkling Water}	0.001013642	0.2860215	72.44958	133
[6]	{Blackberry Cucumber Sparkling Water}	=>	{Kiwi Sandia Sparkling Water}	0.001013642	0.2567568	72.44958	133
[7]	{Non Fat Raspberry Yogurt}	=>	{Icelandic Style Skyr Blueberry Non-fat Yogurt}	0.001676701	0.3819444	71.08501	220
[8]	{Icelandic Style Skyr Blueberry Non-fat Yogurt}	=>	{Non Fat Raspberry Yogurt}	0.001676701	0.3120567	71.08501	220
[9]	{Lemon Sparkling Water}	=>	{Grapefruit Sparkling Water}	0.001097477	0.3130435	65.19752	144
[10]	{Total 2% Lowfat Greek Strained Yogurt with Peach}	=>	{Total 2% Lowfat Greek Strained Yogurt With Blueberry}	0.001364225	0.2779503	56.36764	179