

Instacart Market Basket Analysis

Shiny Dashboard Manual

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User Manual

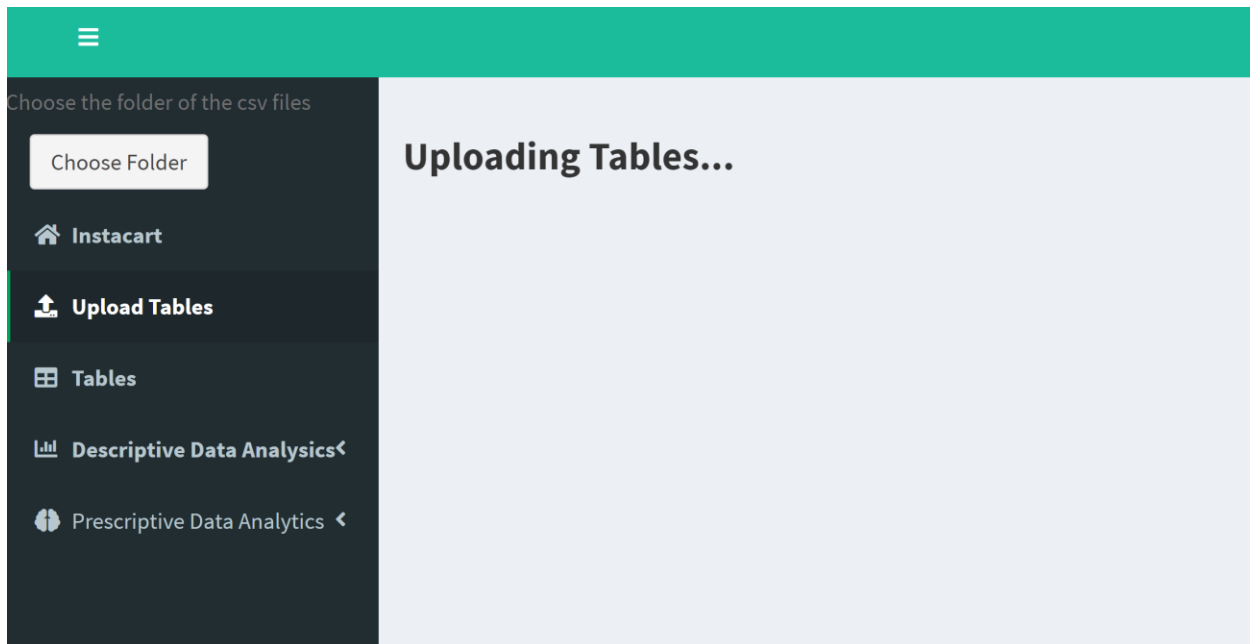
Welcome to Instacart

The R Dashboard welcomes its users with a homepage showing a picture reminding in a very quick way that Instacart is a **“1 Hour Grocery Delivery”** Service. The user will use the sidebar to navigate through the different tabs of the dashboard.



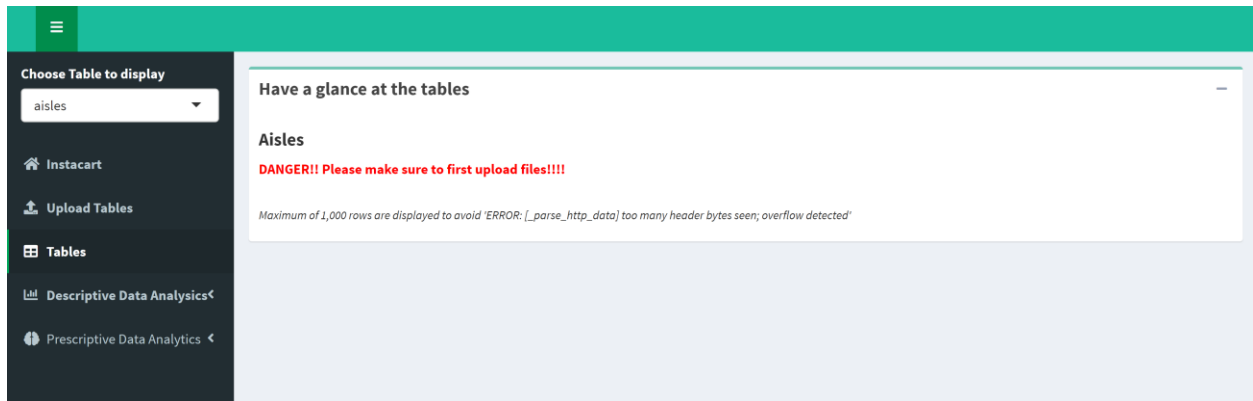
Upload Data Tables

When the user clicks “Upload Tables”, a button will appear to give the user the ability to choose a folder from which the csv files are to be uploaded to the R Dashboard environment.

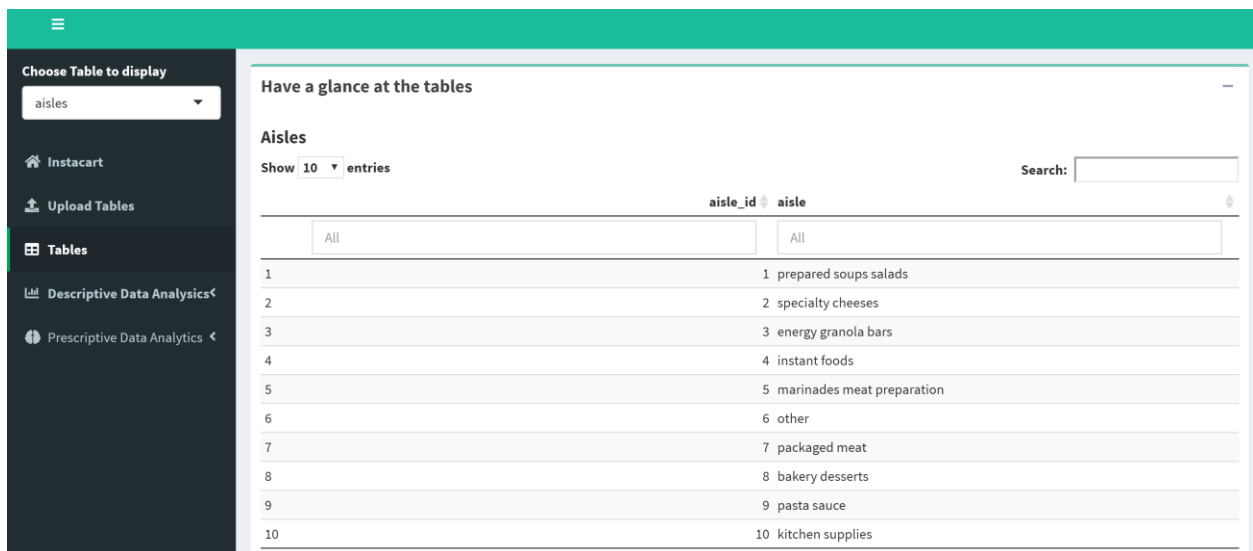


Take a glance at the Tables

If the user forgets to choose folder of the csv files, upon clicking "Tables" to view them, a message will remind him to go back and choose folder.



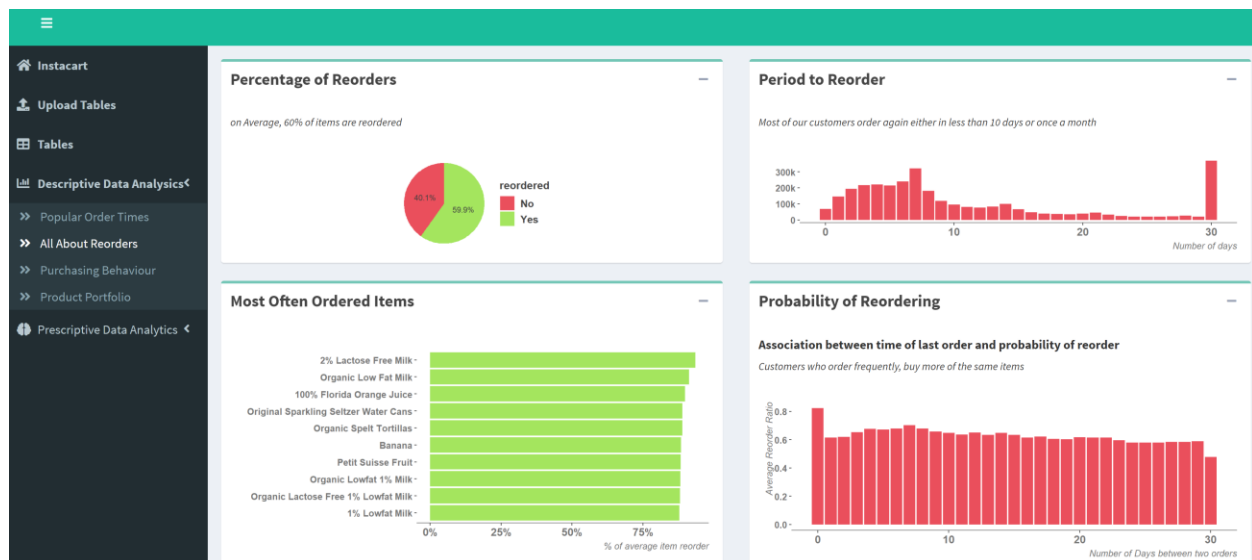
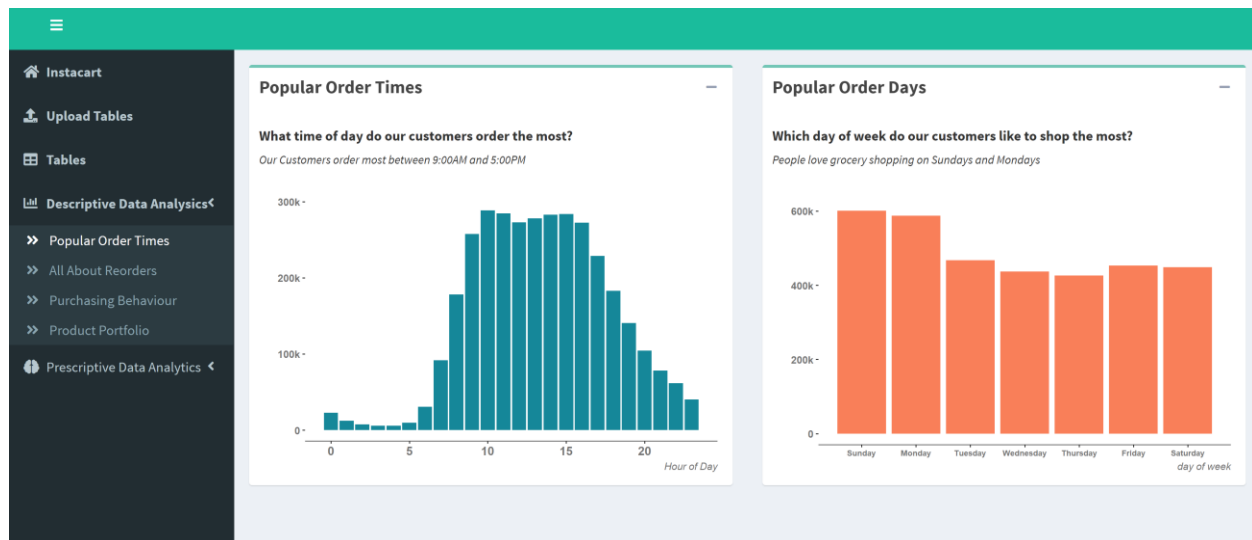
Once the user has completed uploading tables, he can take a glance at them. The maximum number of rows loaded for display is 1,000 to avoid HTML header limit error.

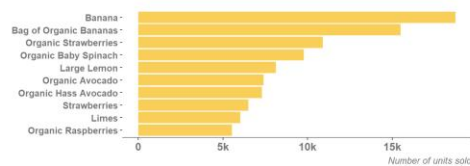


The user will use the drop box to choose which table to display out of the 5 tables.

Descriptive Data Analytics

The user can now explore the data through the different charts generated to tell the story about the data. There are four subtabs for descriptive data analytics.





Prescriptive Data Analytics

The Apriori algorithm is made interactive as the user has controls to change the parameters of the algorithm. Also, the user can choose if he wants to do the Apriori per product, per Aisle, or per Department. The user will see the marketing insights, Association rule scatterplots, association rule graph and association rules.

