

ABOUT THE DATASET:-

The dataset for this project is obtained from Kaggle. The dataset is of Instacart, an electronic commerce grocery ordering and delivery organization. The dataset contains a sample of over 3 million grocery orders from more than 200,000 Instacart users. The dataset contains details about the orders placed by various users, the sequence of products purchased in each order, the week and hour of day the order was placed, and a relative measure of time between orders. It also has information about the aisle and department for the sold products.

LINK TO THE DATASET:

<https://www.kaggle.com/competitions/instacart-market-basket-analysis/data>

SCOPE OF ANALYSIS:

- The audience is mainly concerned with Instacart's products, customer behavior, and online shopping experience.
- They have a specific interest in sales of different products, product popularity during different times of the week, and customer shopping trends.
- Frequency of reordering so they can stock up beforehand. This can increase business profit
- Their attention is also on enhancing the online shopping experience by improving the user interface and increasing the frequency of reorders to boost profits.
- It is worth noting that the audience is a selected group of Instacart employees and not the entire customer base.
- Ultimately, their interests align with the company's objective of increasing sales, enhancing the online shopping experience, and improving customer satisfaction.

BIG IDEA:

The big idea is to enhance the online shopping experience for customers by improving the user interface, creating a competent incident resolution team to handle peak traffic, and stocking products based on data-driven insights to maximize revenue.

PRIMARY GROUPS INDIVIDUALS OF COMMUNICATION :

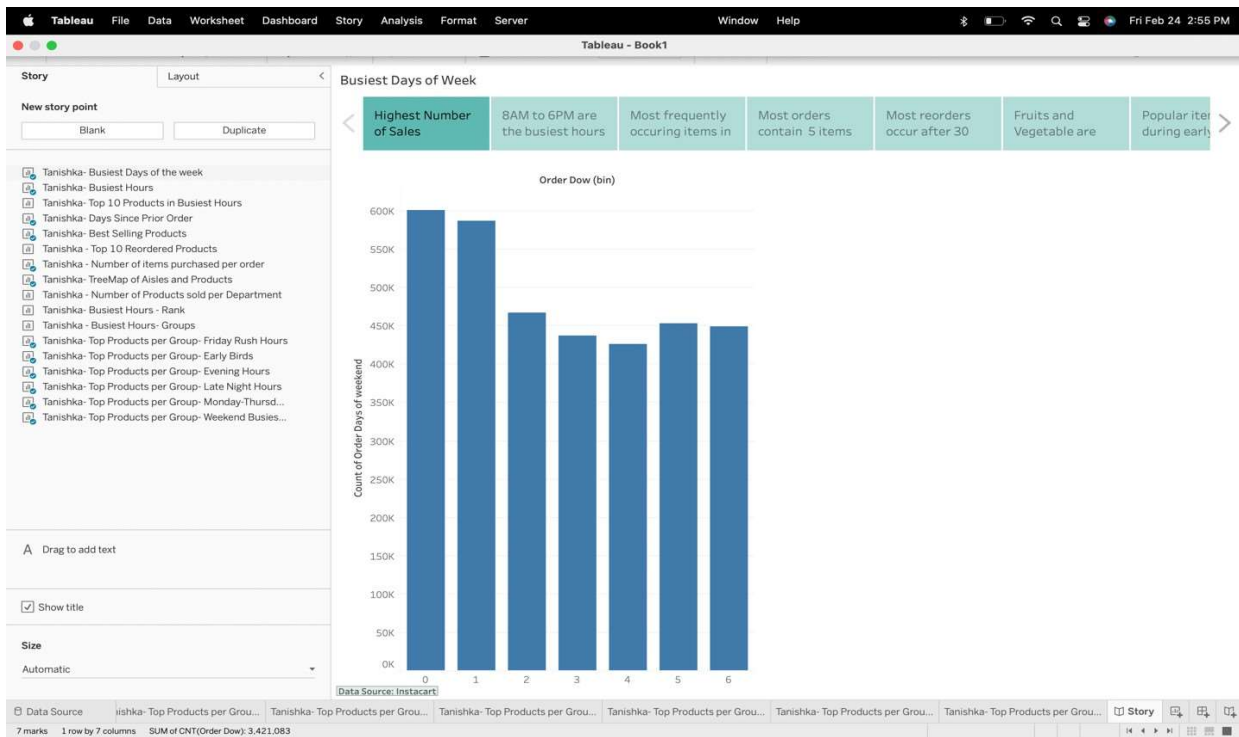
- Store Managers: Coordinate with Instacart to ensure products are available for delivery.
- Top Leadership: Who oversee the company's overall functioning and set strategic direction
- Customer service Team: People who answer customer queries and resolve complaints
- Customers: who use Instacart's services and need updates on order status and delivery schedules
- Marketing Team: Team that creates and executes marketing campaigns to promote the company's services and branding.
- Sales Staff: People who promote Instacart to potential customers marketing personnel who create and execute marketing campaigns to promote the company's services and branding.

Sequenced list of views to include the storyline approach as the heading:

Freytag's Pyramid:

1. **Exposition**: Busiest Days of the Week
2. **Inciting Incident**: Busiest Hours
3. **Rising Action**: Best Selling Products
4. **Climax**: Number of Items Purchased
5. **Falling Action**: Days Since Prior Order
6. **Resolution**: Tree Map of Aisles and Products
7. **Denouncement**: Monday-Thursday Rush Hours, Friday Rush Hours and Weekend ,Busiest Hours, Early Birds, Evening Hours and Late Night Hours

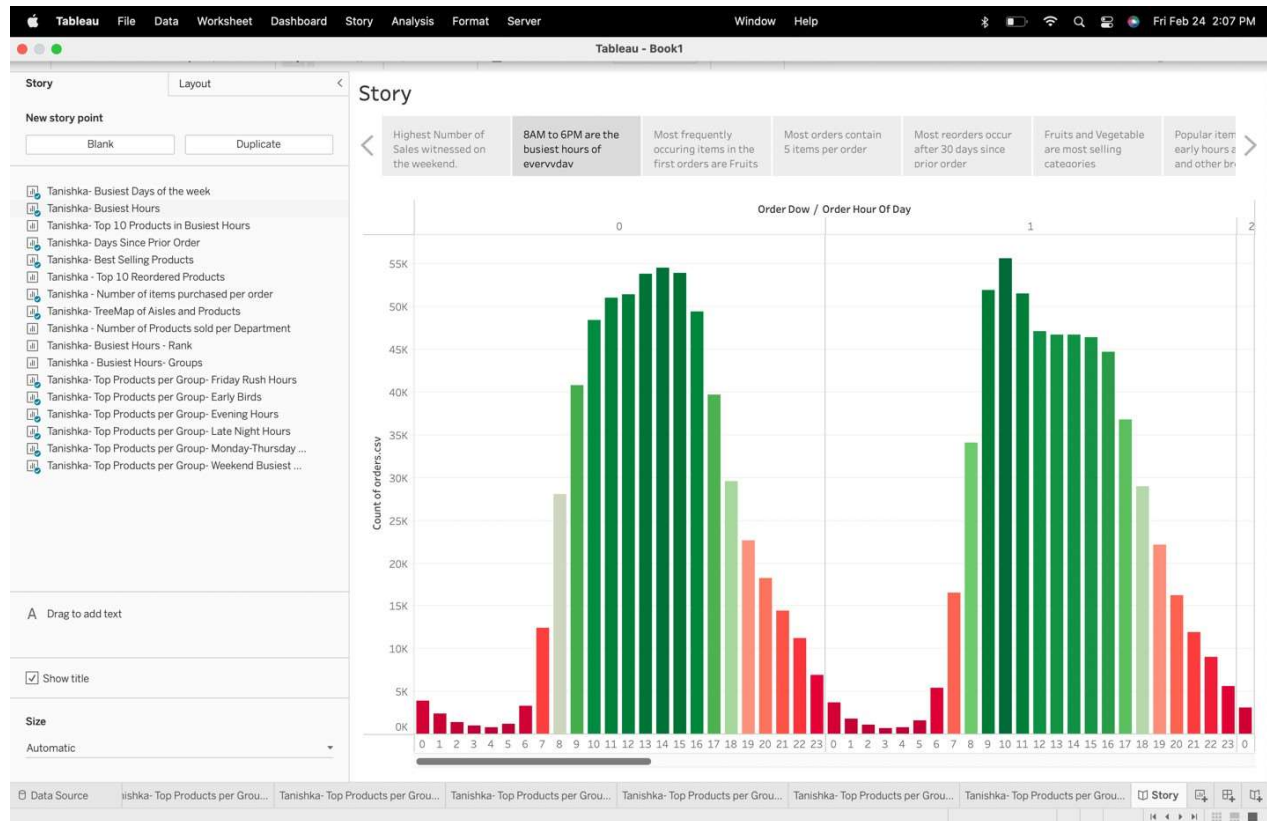
THE STORY:



Story view 1:

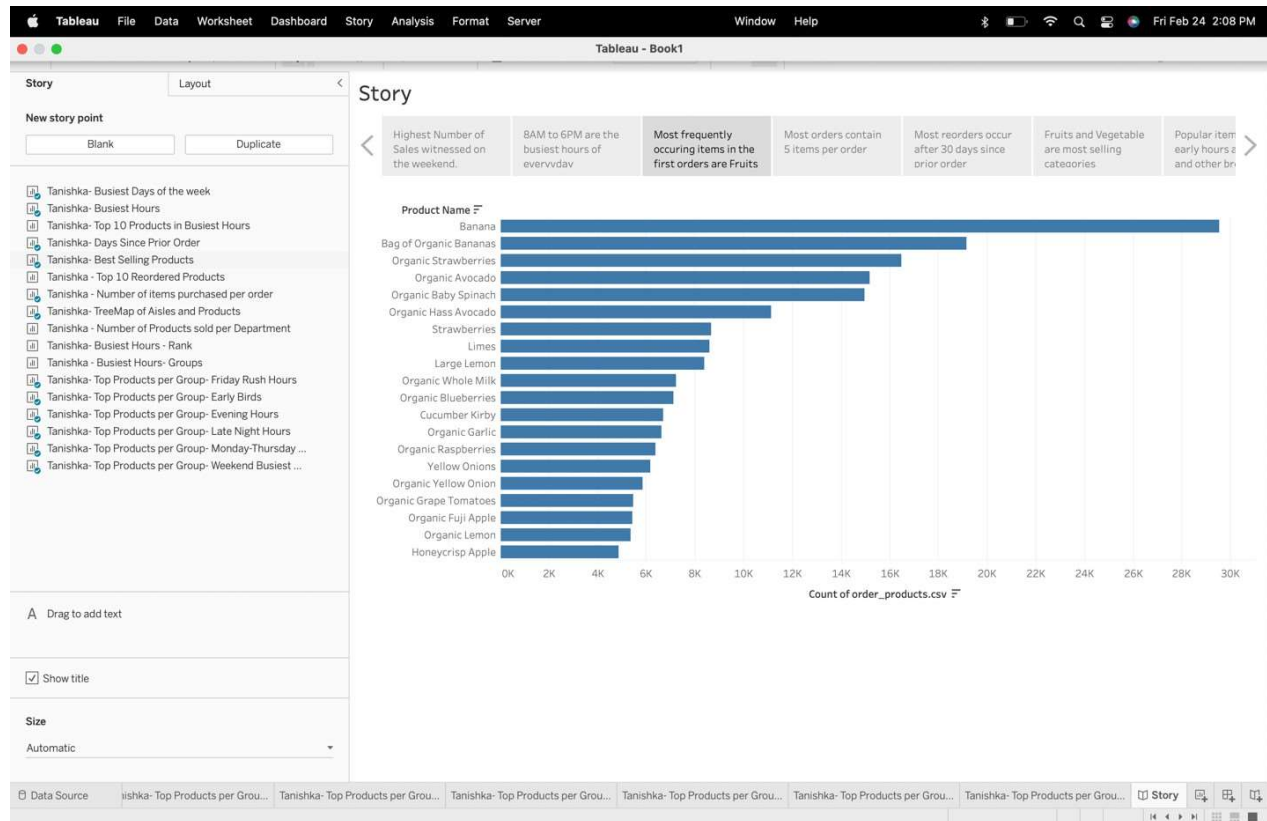
Highest sales were seen on the weekend ie on Saturday and Sunday.

DATA VISUALIZATION- TABLEAU STORY



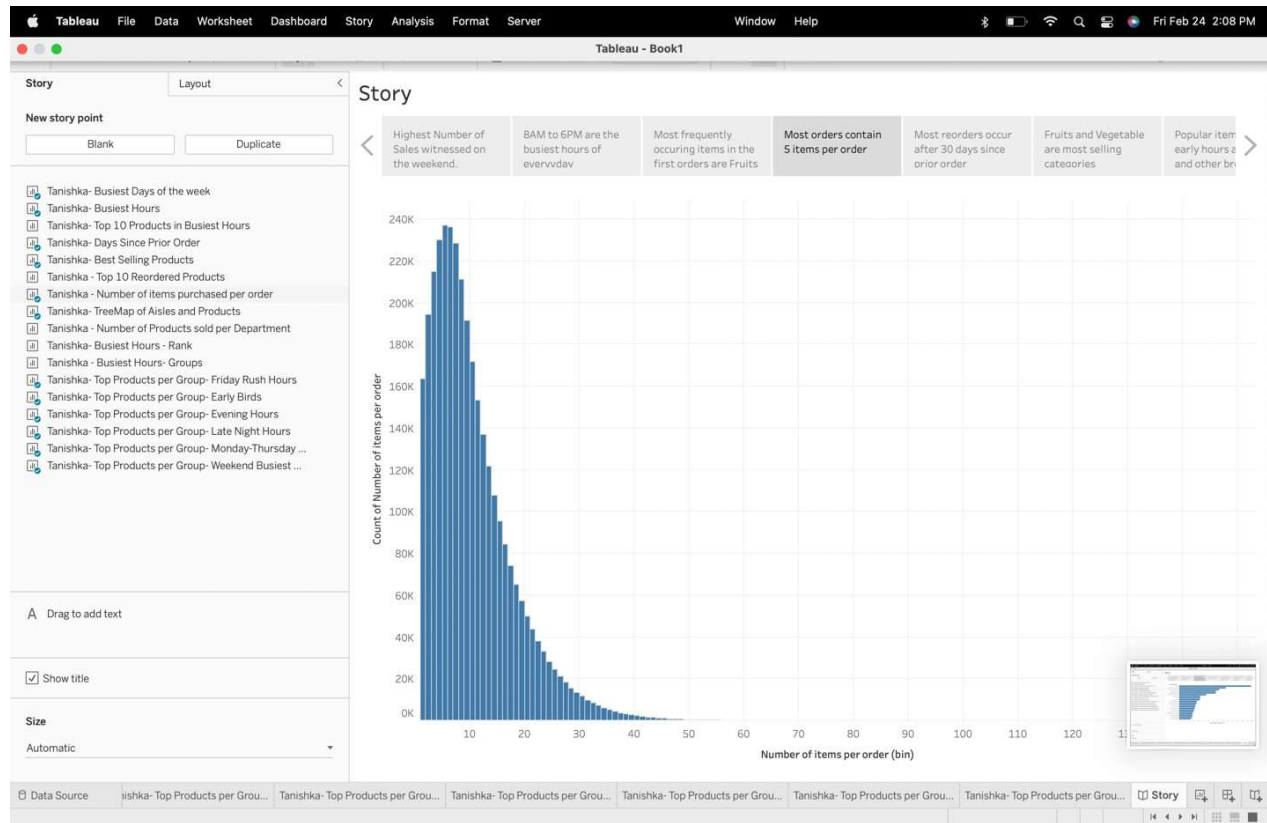
Story view 2:

Entire week 8am to 6pm are noticed to be the busiest hours.



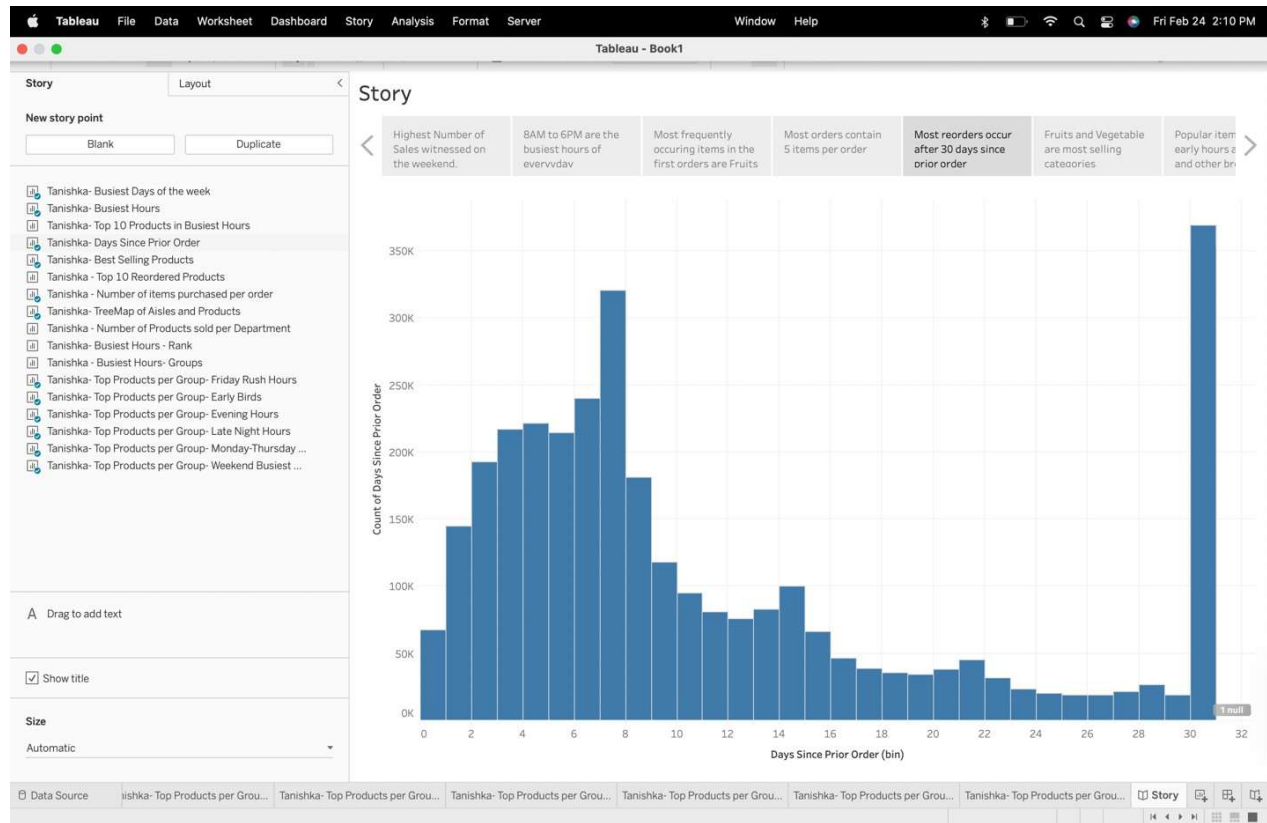
Story view 3:

Most frequently in the first order people tend to order fruits.



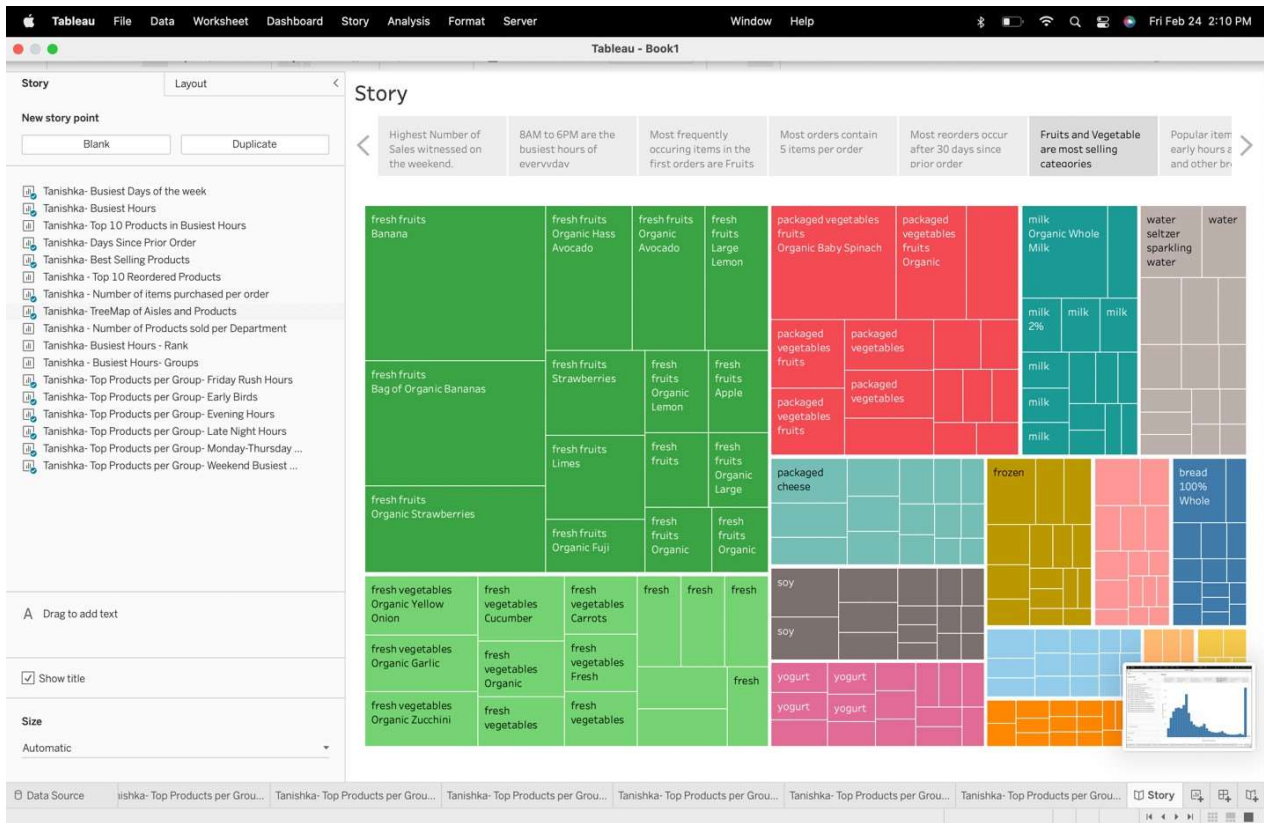
Story view 4:

Most orders contain 5 orders per item.



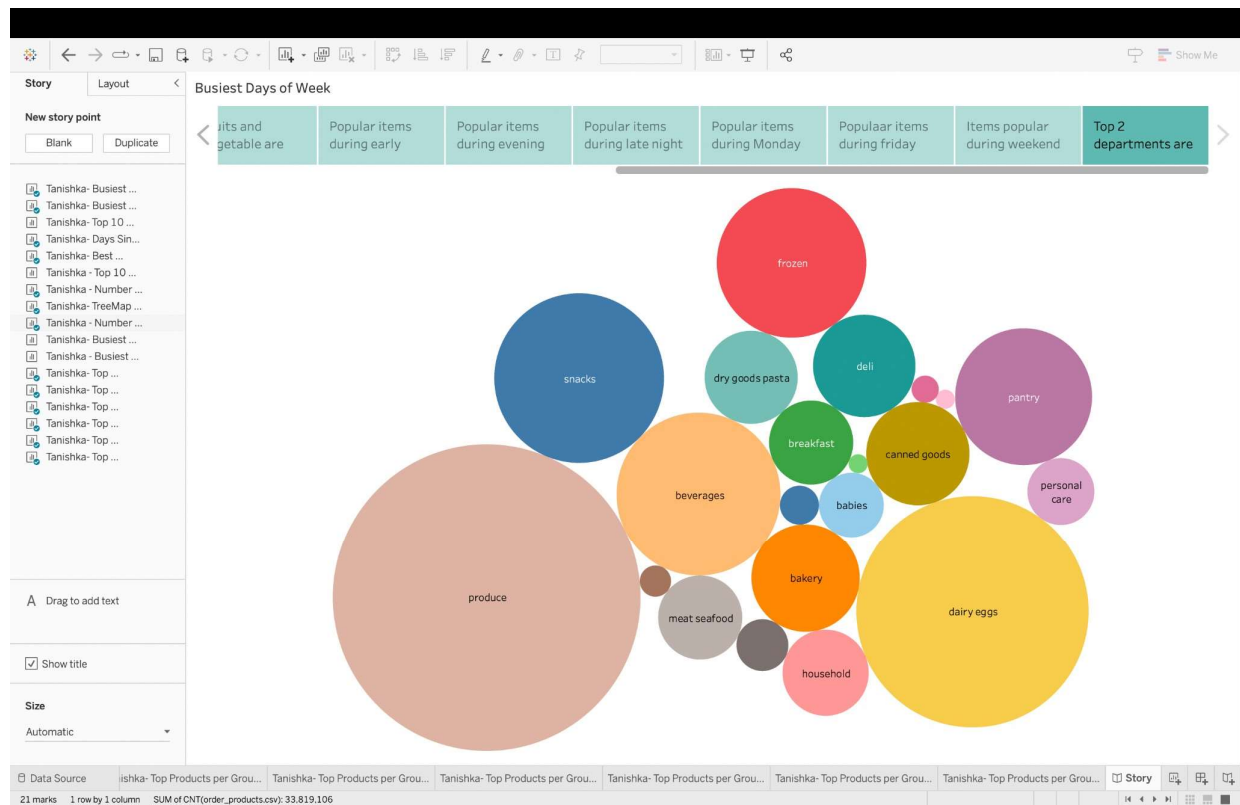
Story view 5:

People tend to reorder from instacart after 30 days.



Story view 6:

Fresh Fruits and Fresh Vegetables are the most selling categories.

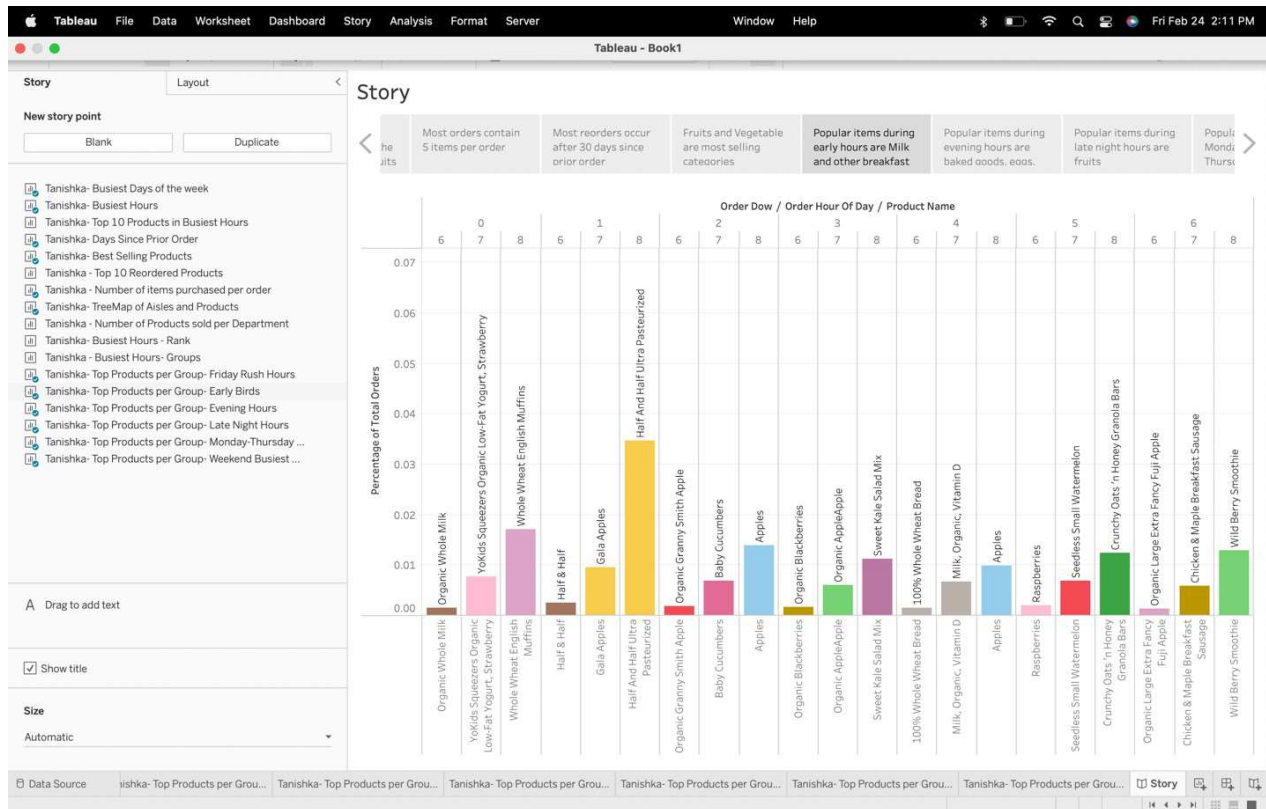


Story view 7:

Highest performing departments are

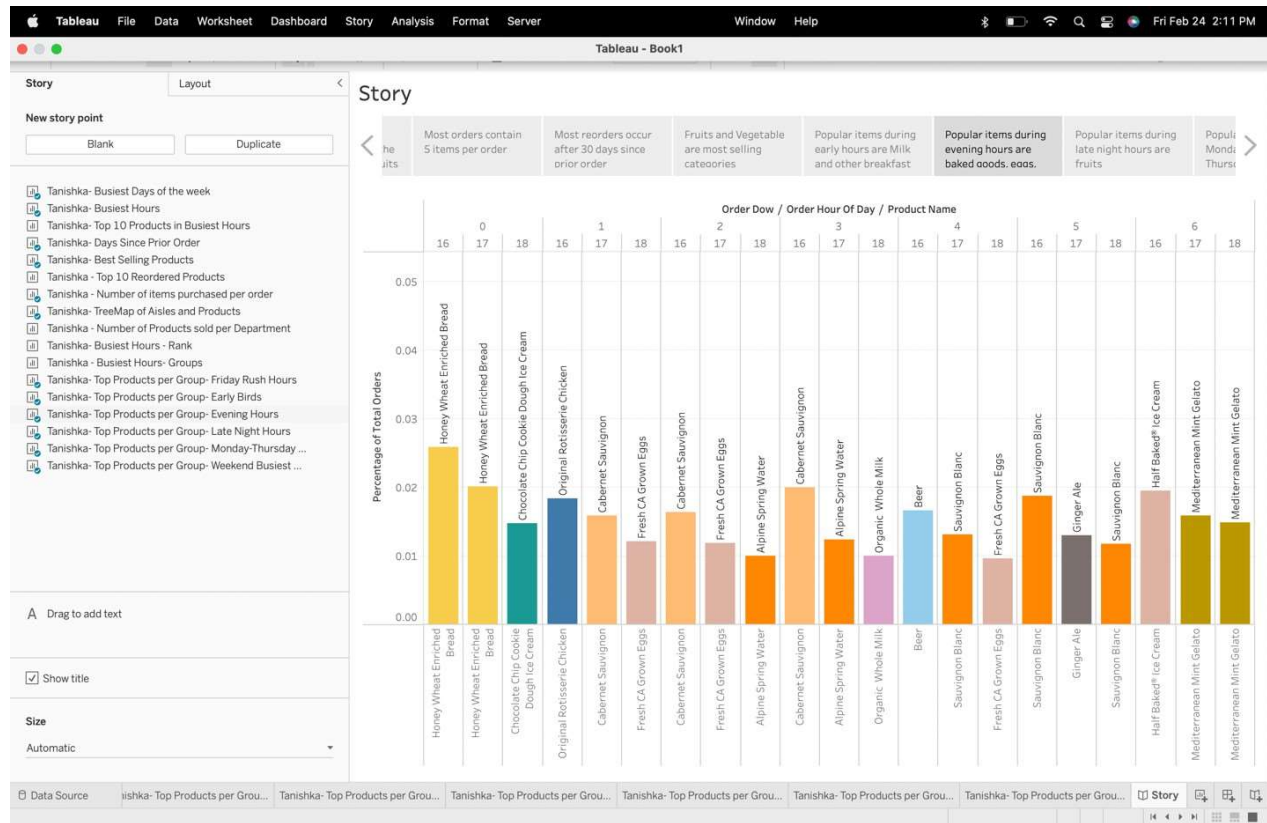
- Produce
- Dairy Eggs

DATA VISUALIZATION- TABLEAU STORY



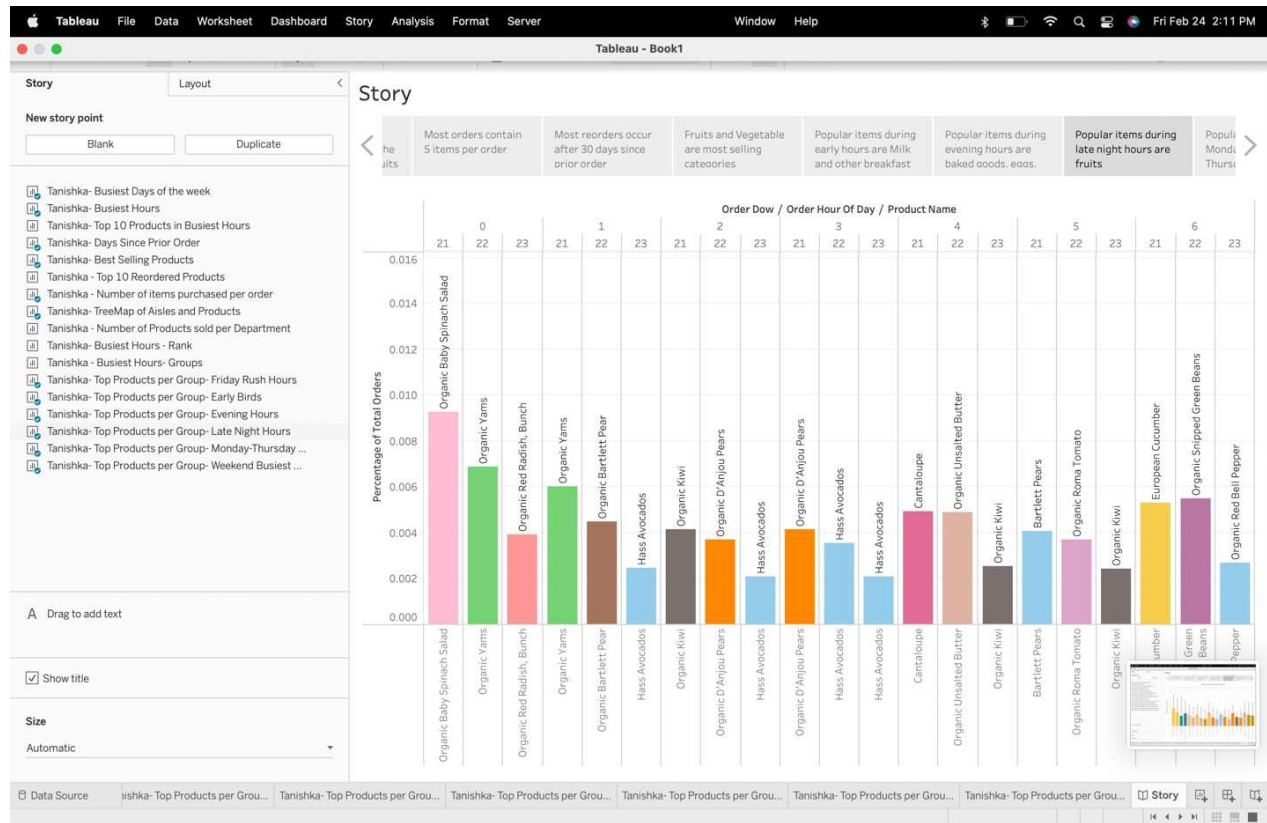
Story view 8:

Popular items for breakfast are milk, bread and other breakfast items



Story view 9:

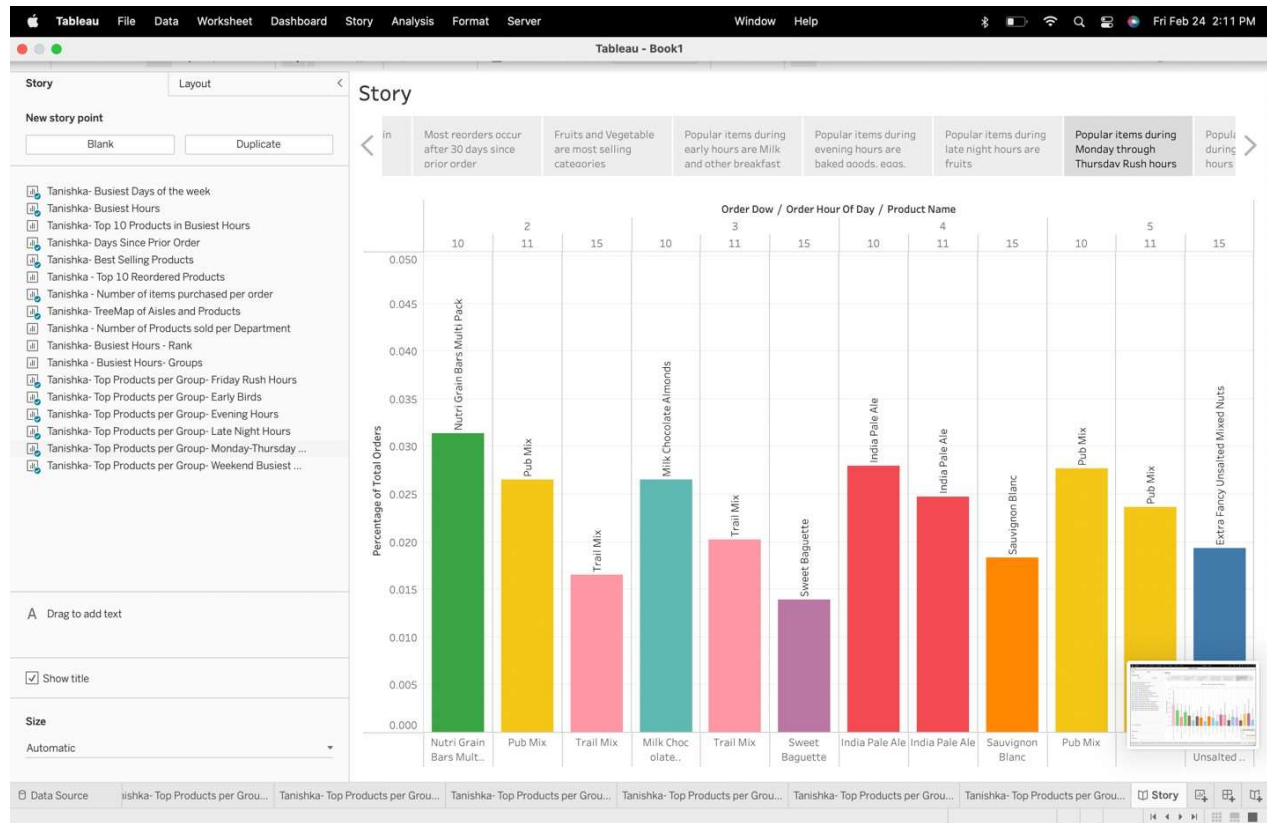
Popular items during the evening are baked goods and eggs.



Story view 10:

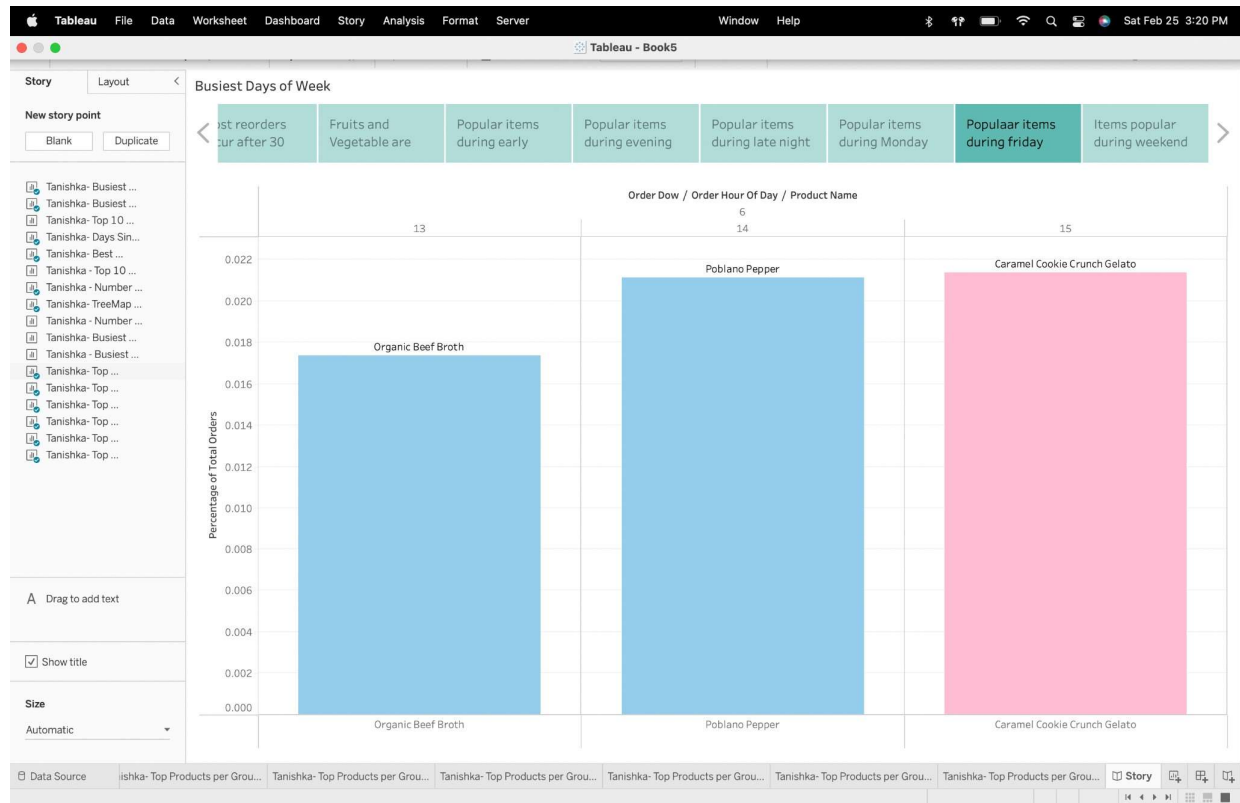
Popular items at late night hours are fruits.

DATA VISUALIZATION- TABLEAU STORY



Story view 11:

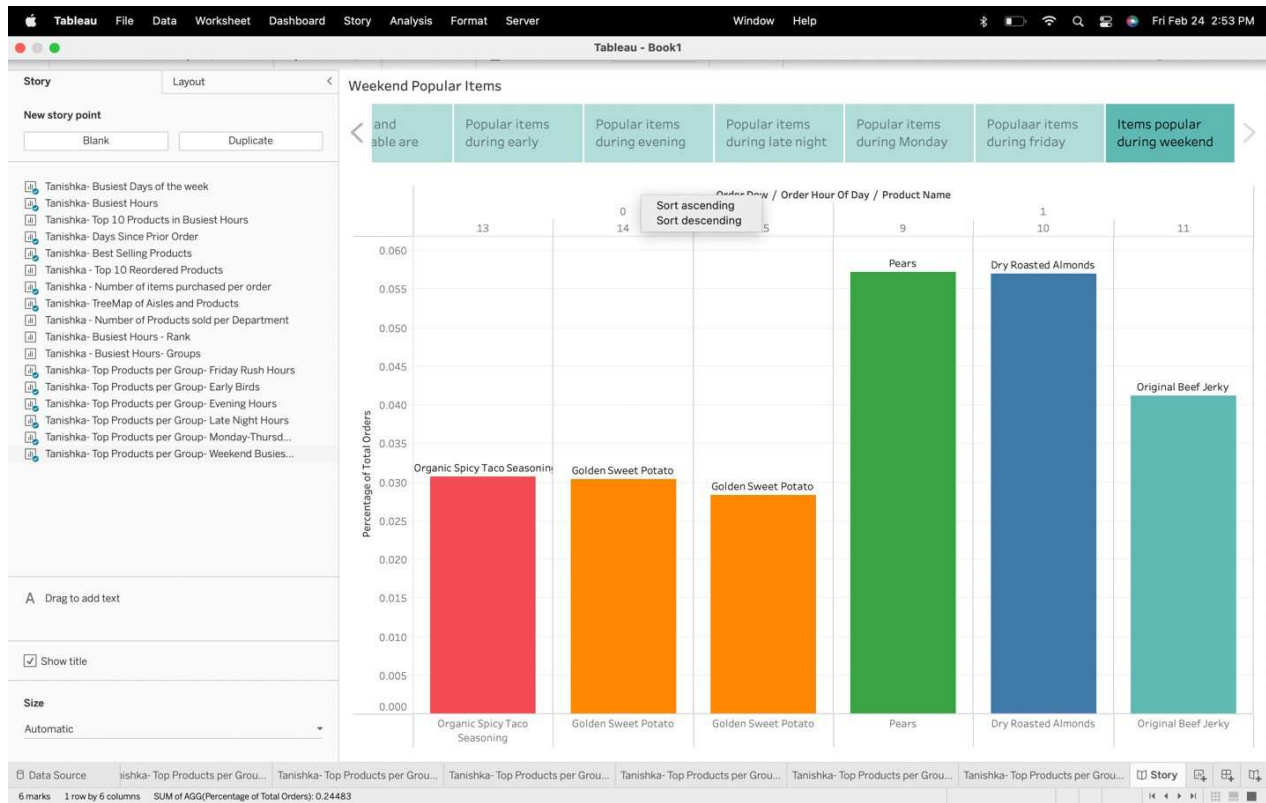
Popular items during Monday to Thursday rush hours are instant mix foods.



Story view 12 :

Popular items during Friday Rush Hours are

- Organic Beef Broth
- Poblano Pepper
- Caramel Cookie Crunch Gelato



Story view 13 :

Items popular on weekends are shown in the graph.