

Predicting Products from InstaCart Market Basket

By: Manal AlQahtani & Nadia AlGhamdi

Questions/need

- What is the framing question of your analysis, or the purpose of the model/system you plan to build?
Using INstacart data to predict whether a user will reorder a certain product in the next cart or not.
- Who benefits from exploring this question or building this model/system?
InstaCart

Data Description

- What dataset(s) do you plan to use, and how will you obtain the data?

Instacart data obtained from [Kaggle](#)

- What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with? This project was done by:

Nadia Alghamdi
Manal AlQahtani
- If modeling, what will you predict as your target?

Classification model will be applied.

Tools:

- How do you intend to meet the tools requirement of the project?
- DataFrame: Pandas
- Arrays: Numpy
- Visualization: Seaborn & matplotlib
- Fitting models and metrics: sklearn
- Are you planning in advance to need or use additional tools beyond those required?

Not at the moment!

MVP Objective:

Our goal is going to be a binary value of whether the product is in the next cart or not. Thus, some evaluation and graphs will be presented!