

Instacart Analysis



63,100
Total Customer



49689
Total Product



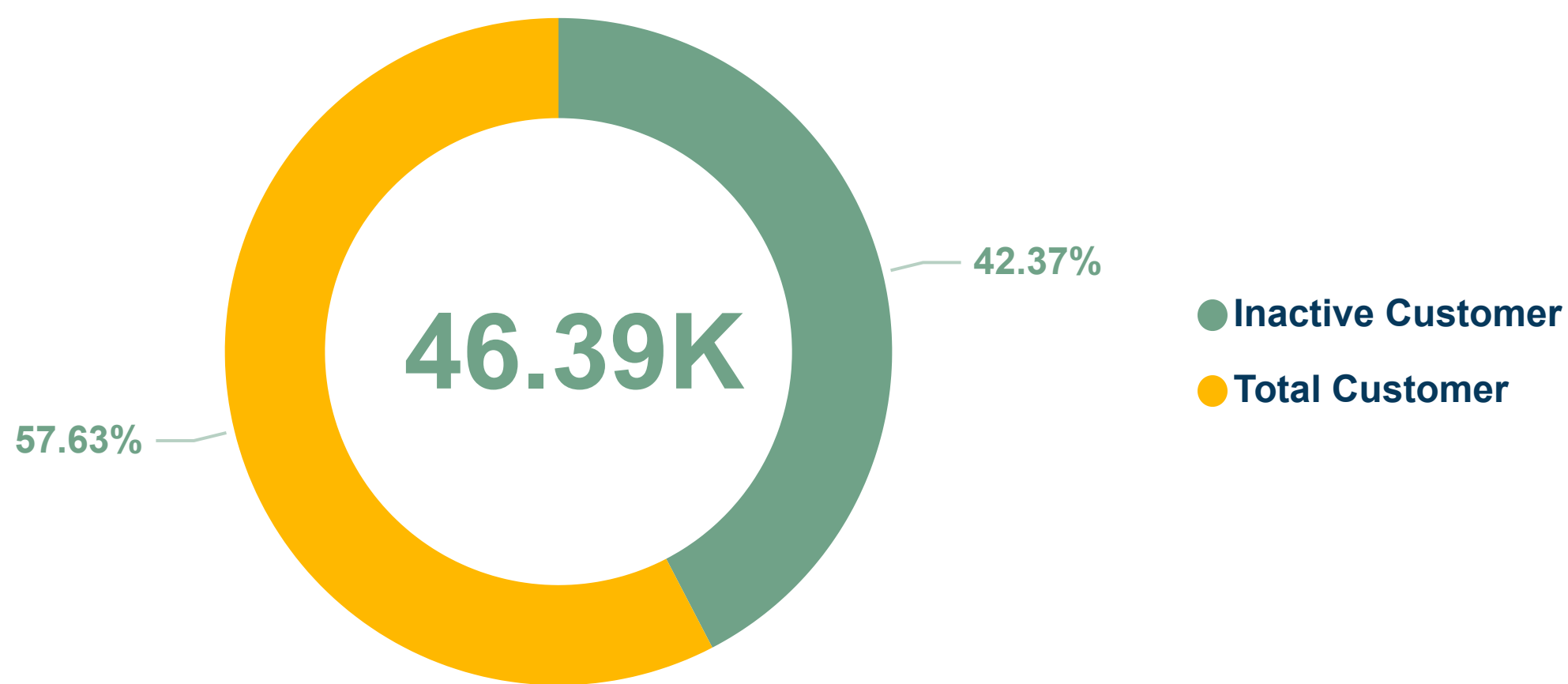
16
Avg Order per customer



74
Chun %

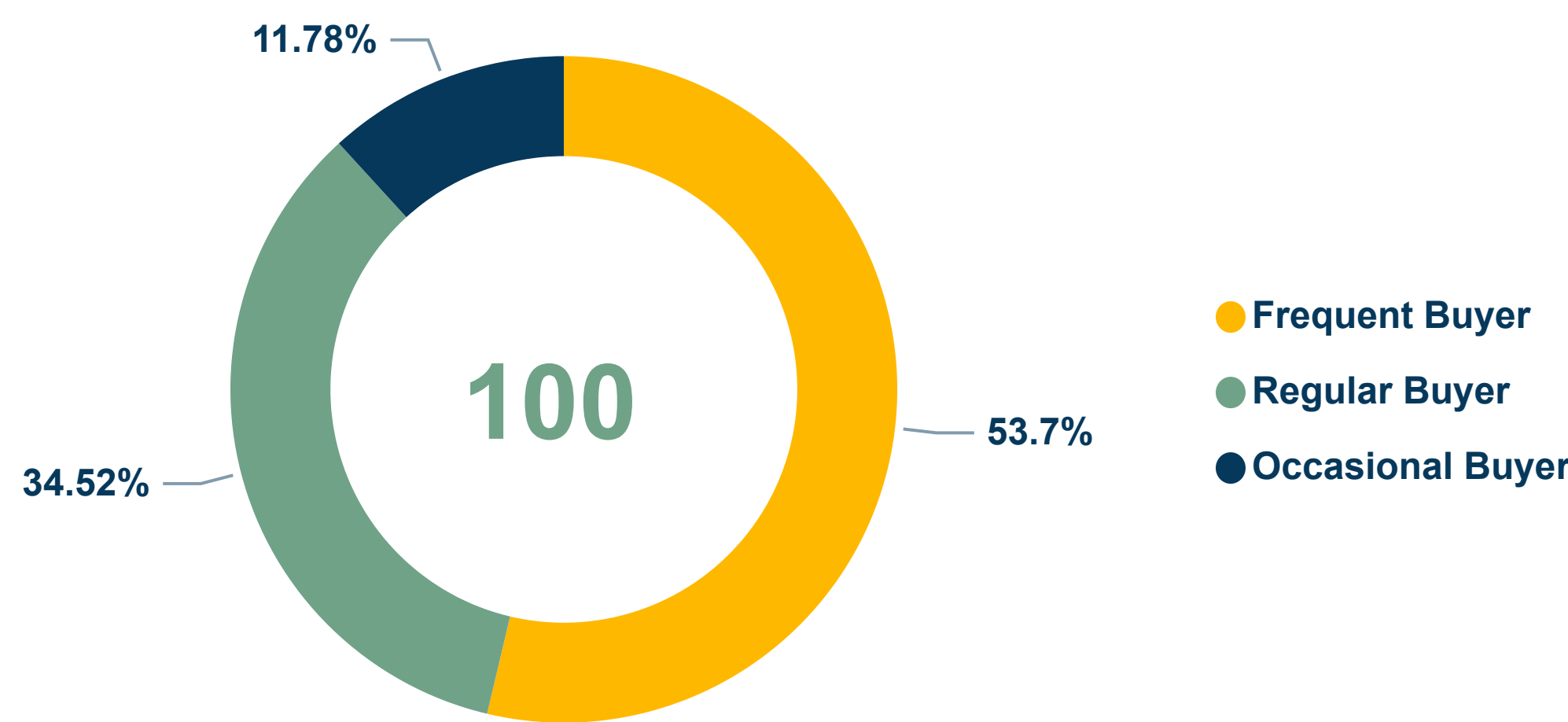
Customer Churn Rate

By Total Customer



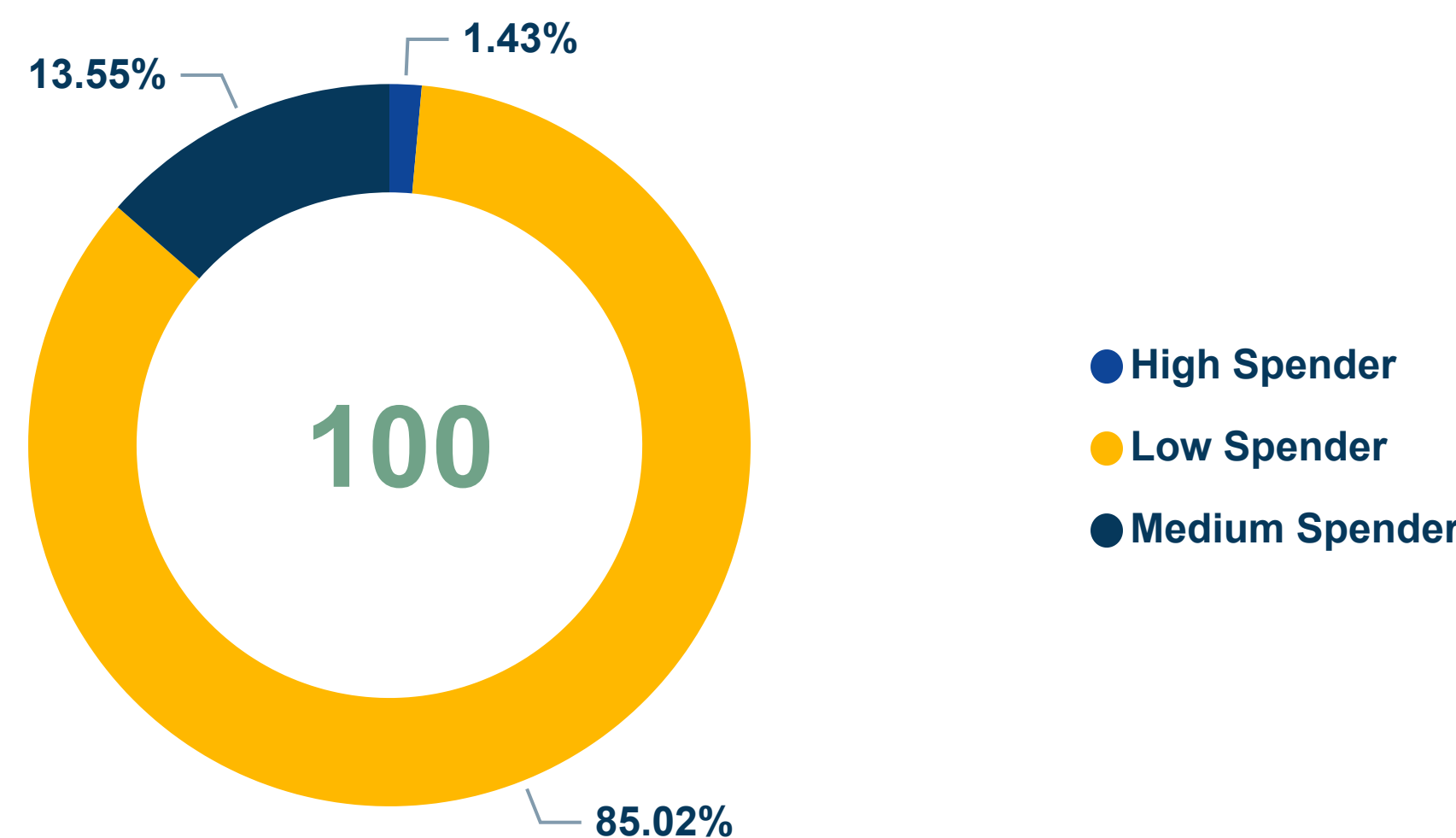
Customer Segmentation

by Purchase Frequency



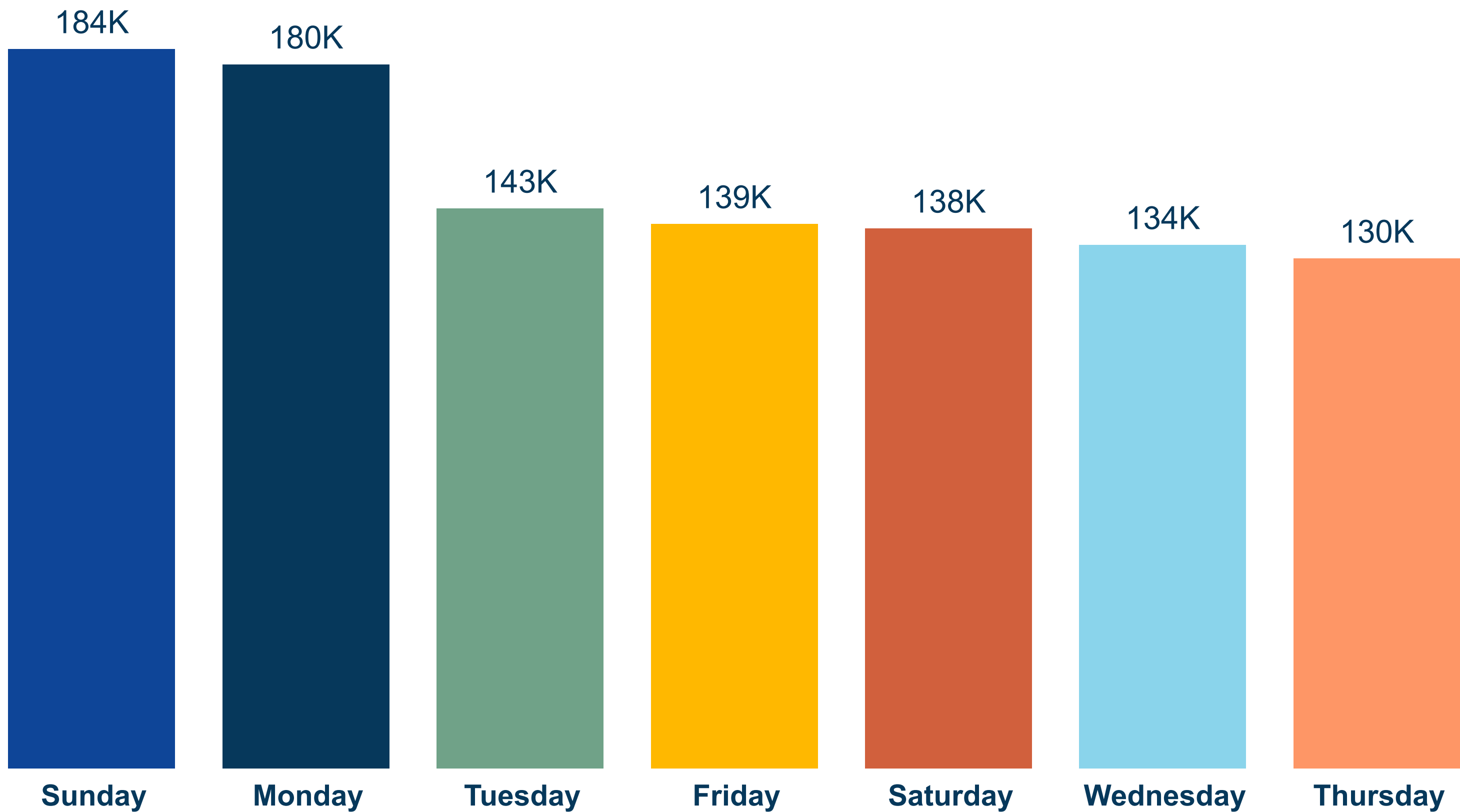
Customer Segmentation

By Spending



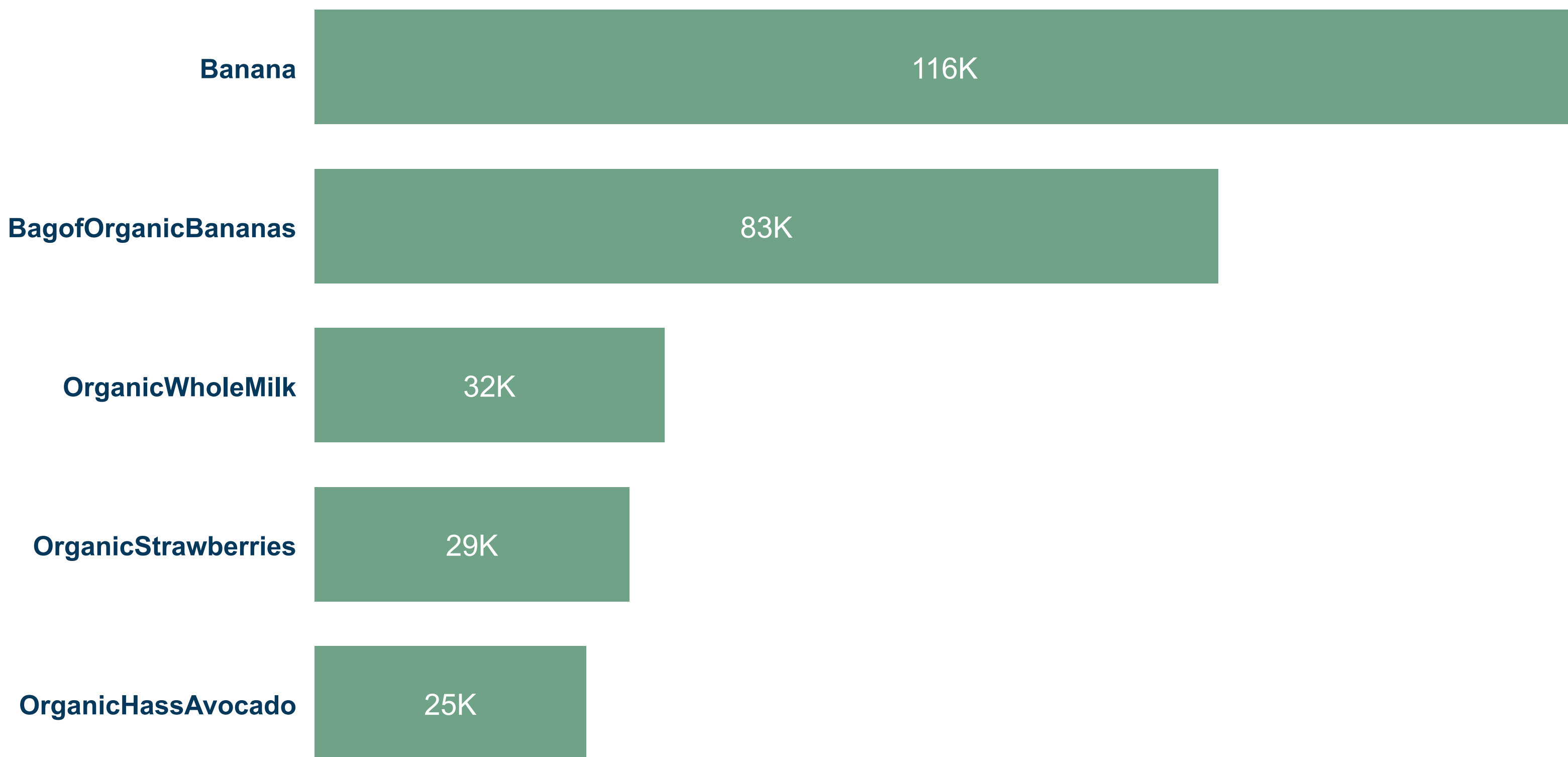
Distribution of orders placed

On different days of the week



Top 5 Products Commonly Added to Cart First

Add To Cart Count by Product Name



Instacart Analysis



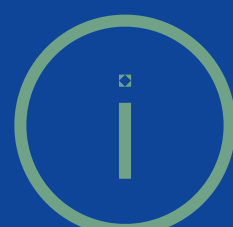
 PAGE NAVIGATION



BUSINESS OVERVIEW



SALES OVERVIEW



Grocery Store Analysis

This comprehensive data analysis has provided valuable insights into customer behavior, product associations, and seasonal trends. These insights can guide marketing strategies, inventory management, and efforts to re-engage inactive customers. Understanding product associations can help maximize cross-selling opportunities.

Recommendations for Business Improvement:

- 1. Cross-Promotion of Frequently Purchased Products:** Utilize the insights from frequently purchased product pairs to strategically place complementary items together on store shelves or in online product recommendations. This will boost sales by encouraging customers to buy related products.
- 2. Personalized Marketing for Customer Segments:** Leverage customer segmentation based on spending behavior and purchase frequency to tailor marketing campaigns. High-spenders might benefit from loyalty programs, while occasional shoppers could be enticed with promotions to increase their engagement.
- 3. Seasonal Campaigns:** Capitalize on seasonal trends by launching targeted marketing campaigns during peak months. For example, the holiday season in December can be optimized with exclusive offers and promotions.
- 4. Churn Prevention Strategies:** Identify and engage with customers who last purchased in the last 30 days. Send personalized offers or reminders to re-engage them with your products and services.
- 5. Product Bundling and Special Offers:** Based on product association rules, consider creating bundles or special offers for product combinations that are frequently purchased together. This can increase the average order value.
- 6. Data-Driven Inventory Management:** Use insights on product popularity to optimize inventory levels. Ensure that high-demand items are well-stocked while low-demand items are managed more efficiently.

By implementing these data-driven suggestions, we can enhance our store layout, marketing strategies, and customer engagement efforts. This approach will not only improve customer satisfaction but also contribute to increased sales and profitability, setting our business on a path to long-term success.