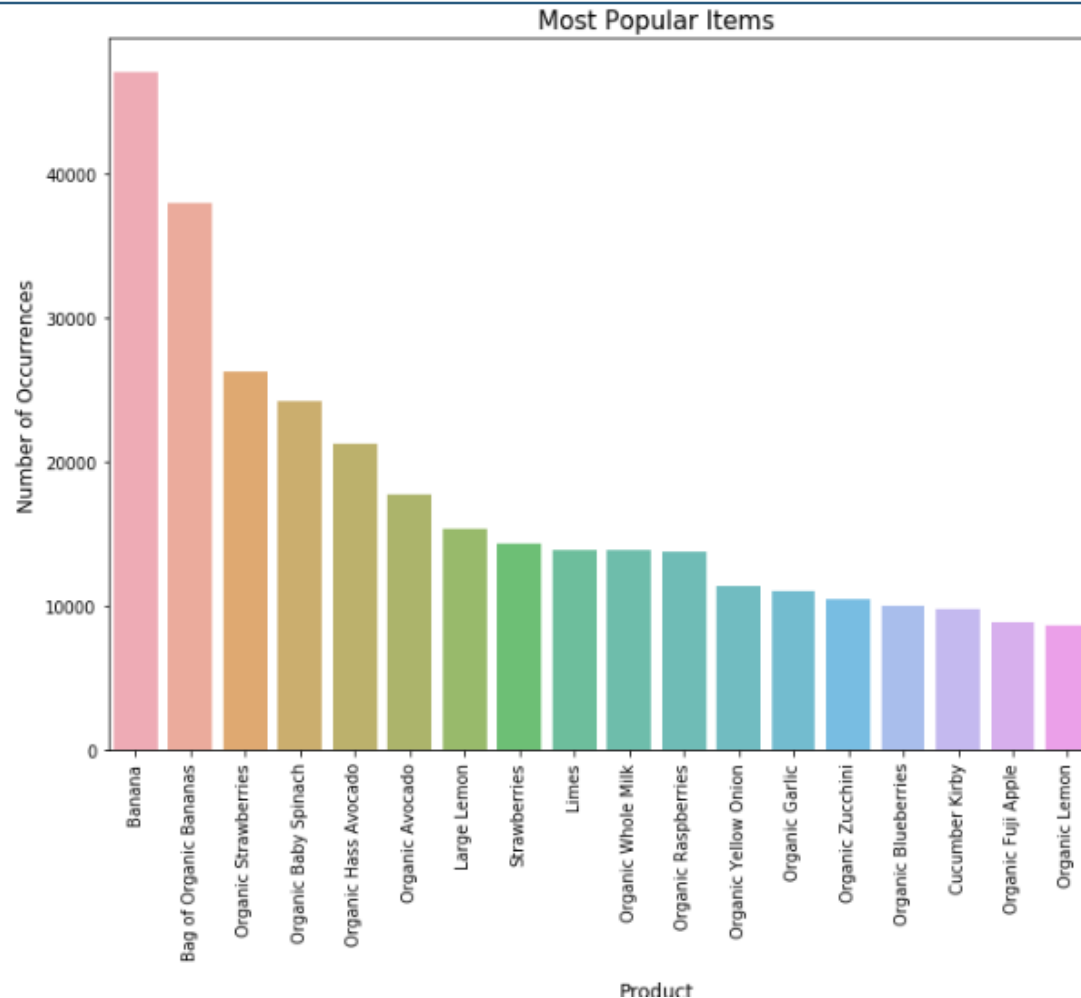


INSTACART CONSUMER ANALYSIS

By: Arpit Bajpai

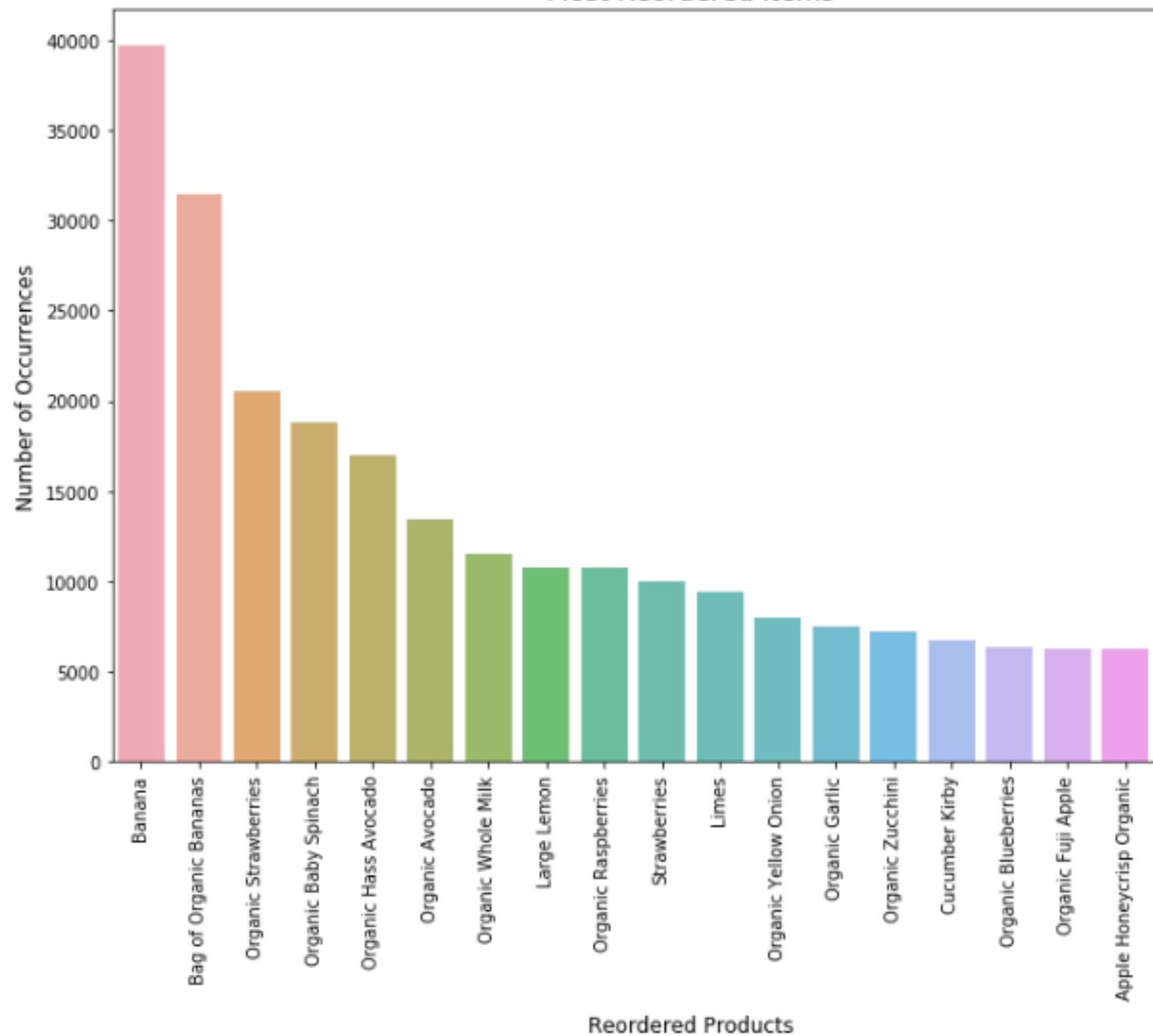
**THE THREE THINGS WE WILL BE
EXAMINING TODAY ARE:**

WHAT ARE THE MOST POPULAR ITEMS?

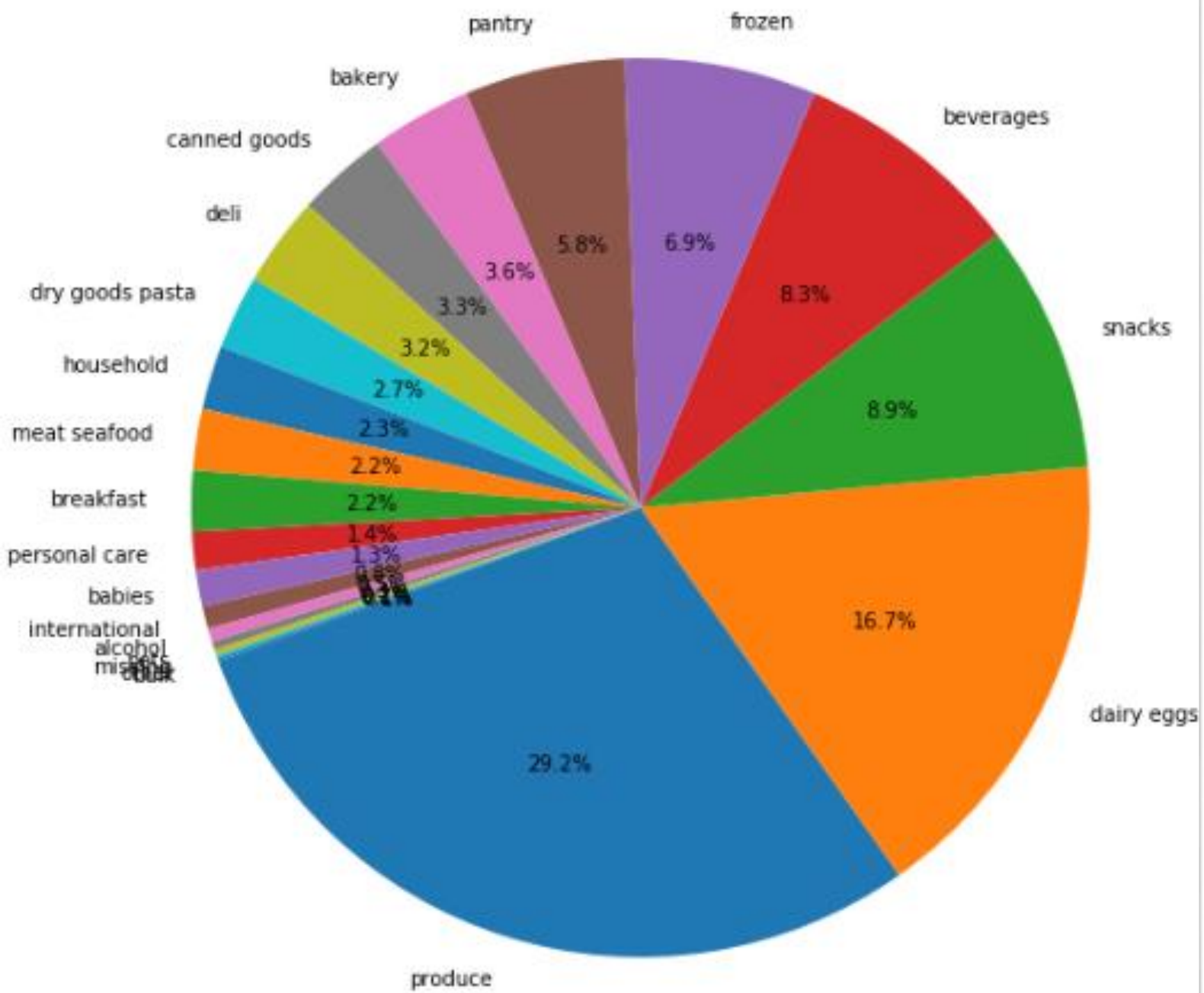


- Things we can learn from this:
 - A significant portion of these products are organic.
 - People love their bananas!
 - Almost all the products are some sort of produce.

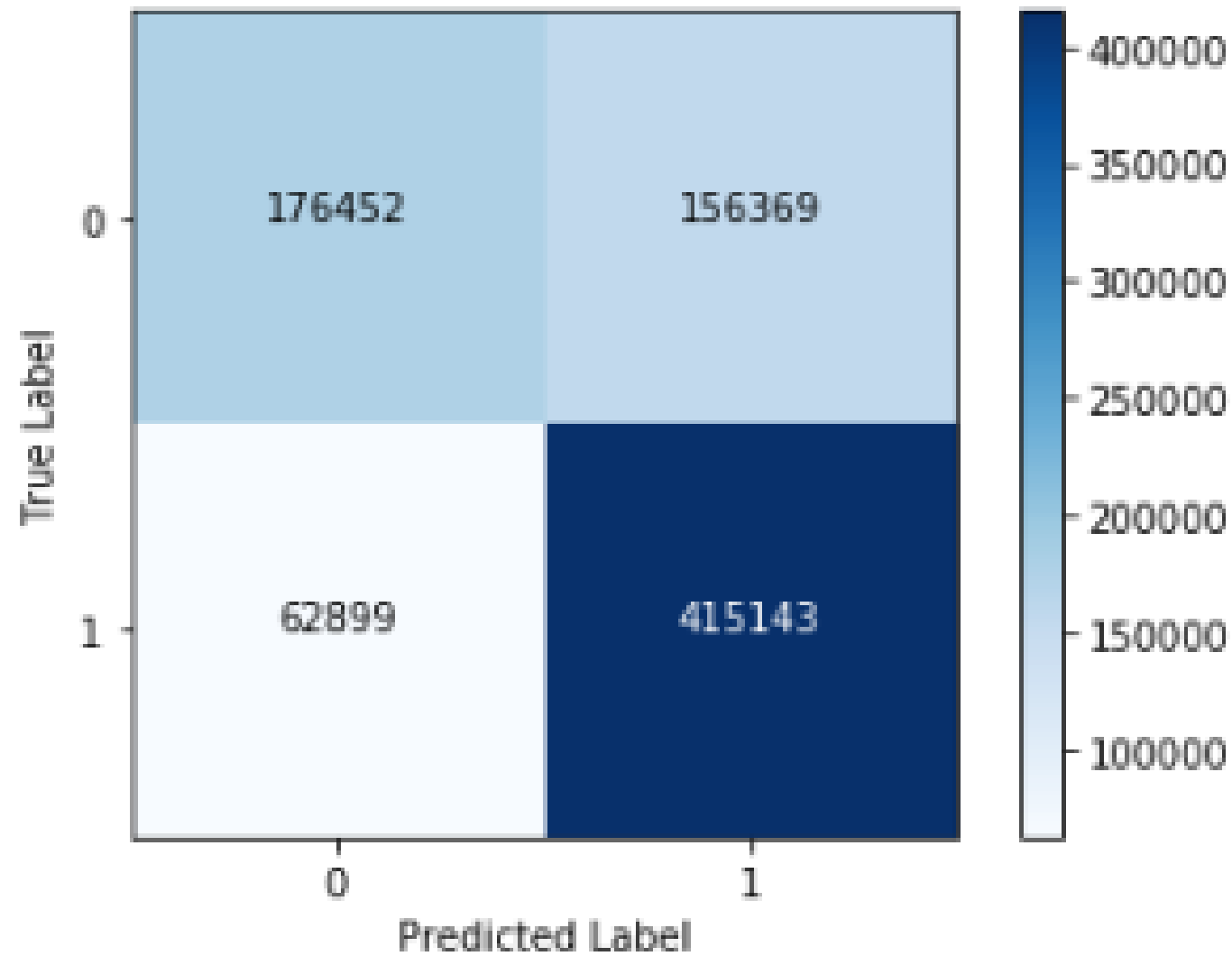
Most Reordered Items



Departments distribution



Confusion Matrix



**CAN WE PREDICT
WHETHER SOMEONE
WILL REORDER A
PRODUCT?**