

# Instacart:

## Market Basket Analysis with Customer and Product Segmentation



# What is Instacart?

An American company operating a grocery delivery service made abundantly necessary in the times of COVID-19.



“In a matter of a couple of weeks, we were already ahead of our end-of-year goal. A week later, we were ahead of our 2021 goals, and a few days after that, we were ahead of our 2022 goals.”

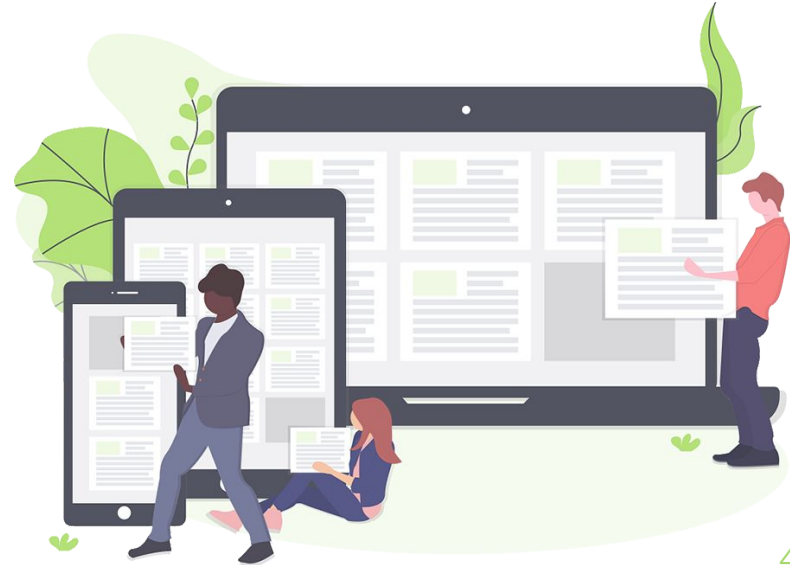
Apoorva Mehta, CEO, Instacart, Inc.  
via Bloomberg Businessweek



# Our Selected Topic



- Market Basket Analysis
- Customer Segmentation
- Product Segmentation



# Questions We Hope to Answer

## Customer Segmentation:

1. What is the distribution of annual Income by age?
2. What is the distribution of gender for Instacart users?
3. What is the age group of most frequent Instacart users?
4. What is the overall distribution of income level for instacart users?
5. How do male and female spending scores differ?



# Questions We Hope to Answer

Product Segmentation:

1.



# The Exploratory Phase

- 



# Machine Learning

Customer Segmentation:

Utilizing KMeans, we hope to be successful in clustering and categorizing the Instacart customers into four main groups:

- Target
- Standard
- Careless
- Careful





# The Exploratory Phase Continued..



# The Exploratory Phase Continued..

# The Analysis Phase



# The Analysis Phase Continued..



# The Analysis Phase Continued..

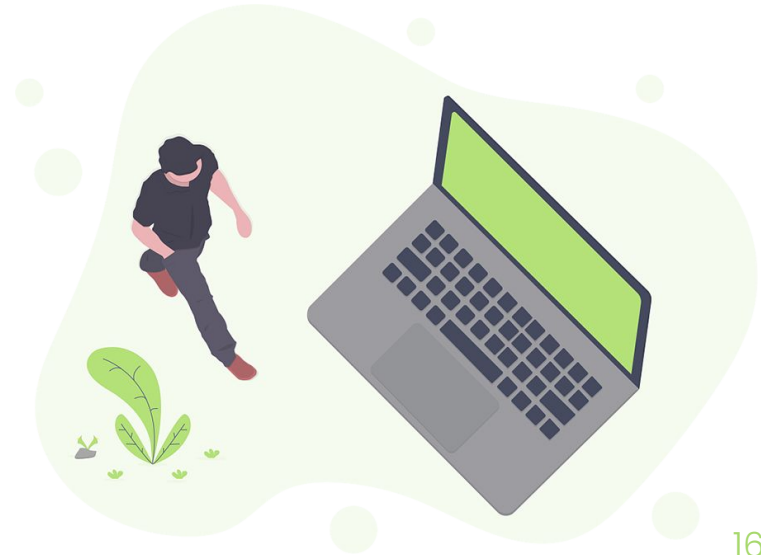
# Results of Analysis



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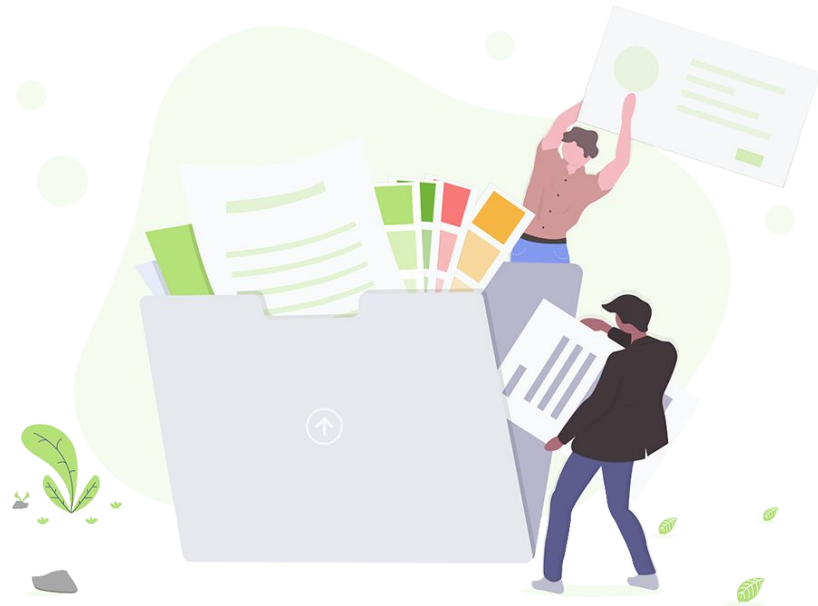




# Results of Analysis

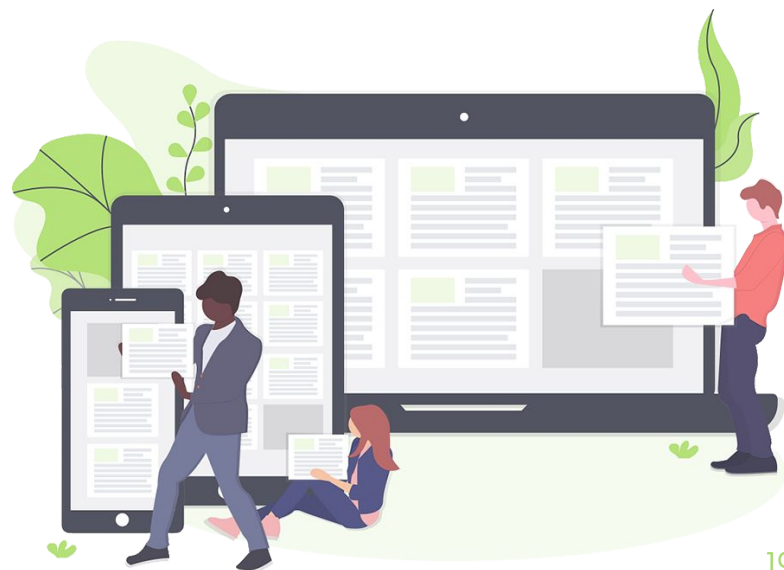


# Conclusion



# Technologically Speaking

- Description of what technologies/languages/tools/algorithms we used throughout the project



# Conclusion (Cont.)

Recommendations for  
future analysis



# Results of Analysis

Things we may have done differently



# Team Presentation



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