

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.”

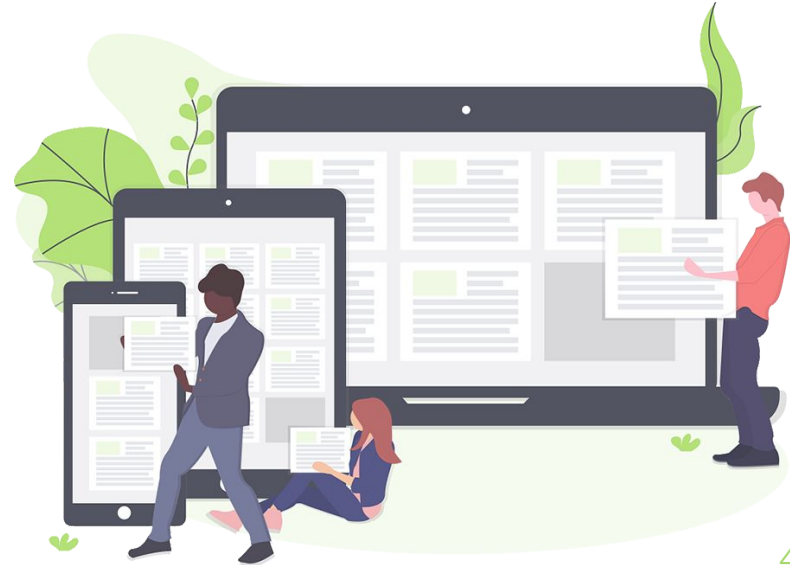
Apoorva Mehta, CEO, Instacart, Inc.
via Bloomberg Businessweek



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?



Machine Learning

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

- Target
- Standard
- Careless
- Careful



The Analysis Phase

