

TABLE 1: This table shows the top 10 products bought by Instacart's most loyal customers in 2017. Loyal customers are defined as those customers with an order frequency of 100, which was the maximum order frequency found per user .

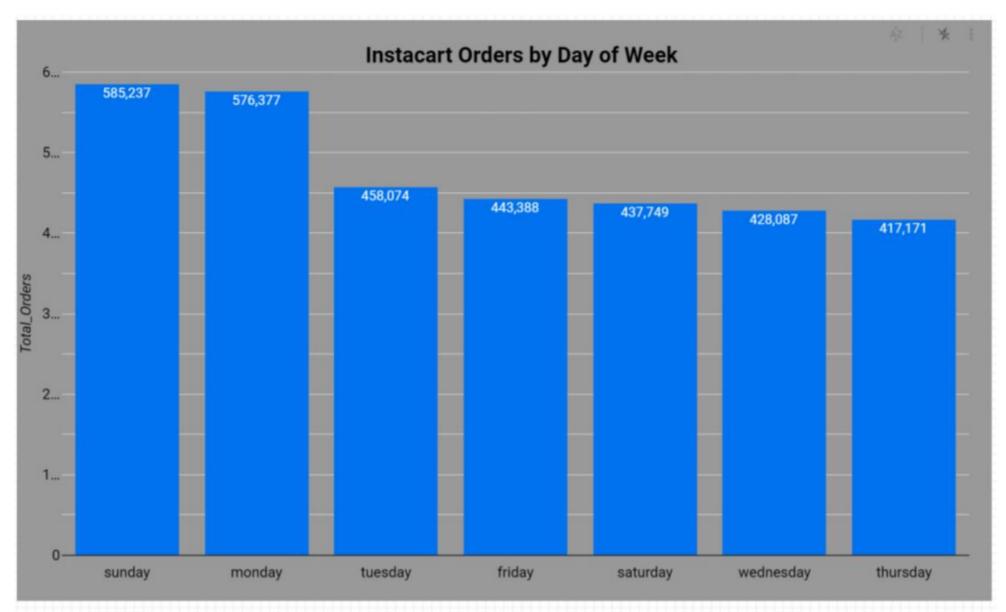


CHART 2: This chart shows the number of Instacart Orders placed by day of the week. Sunday is the most popular day, shortly followed by Monday.

Most Popular Sunday Items

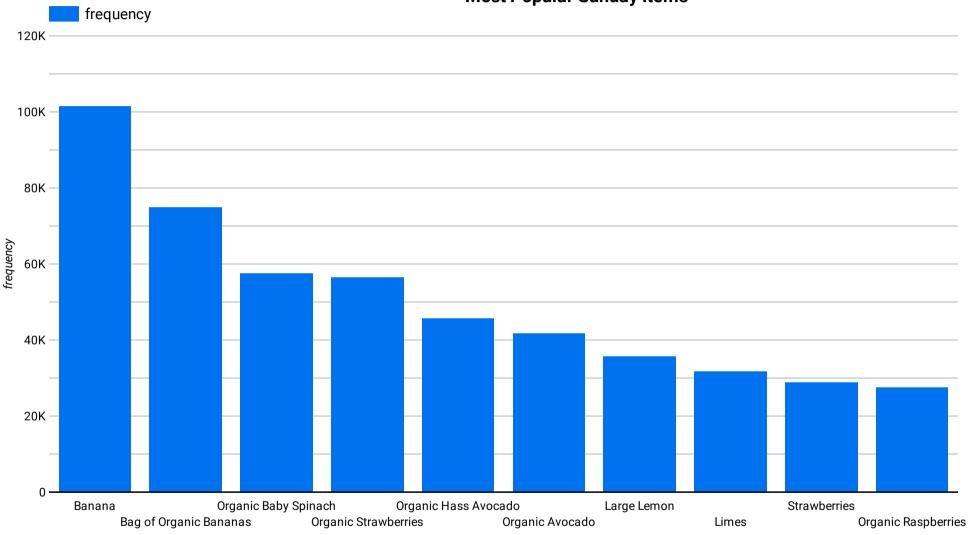
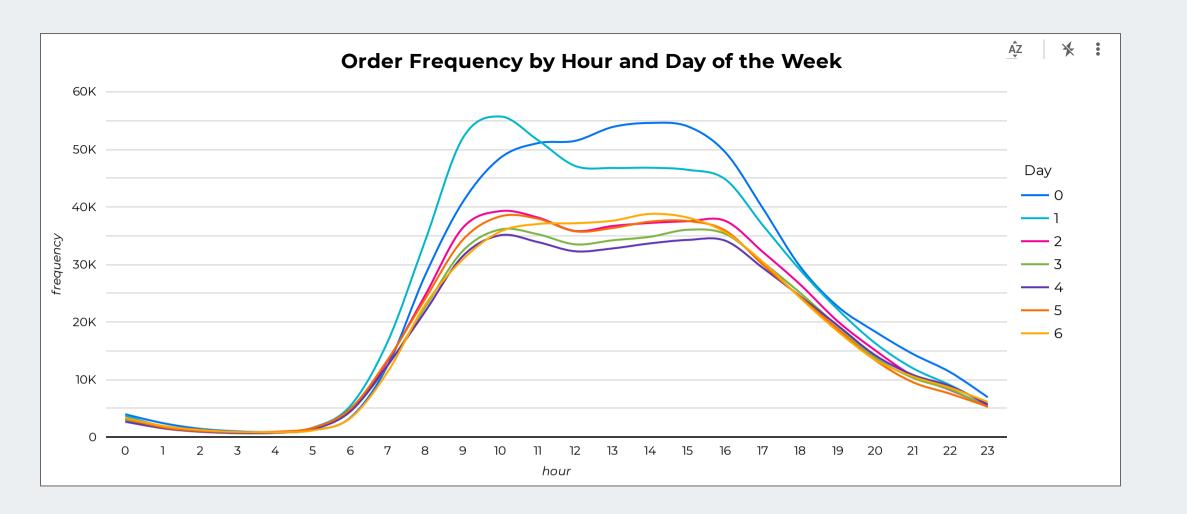


Chart 3: This diagram shows the most popular products purchased on the most popular day (Sunday). Incidentally, this is a very similar chart to the most popular items of all time.



Most Popular Departments and Aisles



All produce dairy eggs snacks frozen											
produce		dairy eggs					frozen				
fresh fruits		yogurt		packag	ged cheese	chips pretzels		crackers	froze	en produce frozen meals	
						energy gr		andy choc	ice crea		
			soy	lactosefi				ookies cakes		frozen	froze.
		milk				pantry		canned	nned goods		li
fresh vegetables	packaged vegetables		eggs	cream		baking ing	spreads	soup broth bouillon		lunch meat	
						cararig mig	5,5.00,00				
				other cre butter	aila vin aan	di spiso		canned f	anned fresh dips		
		beverage		es		oils vin con	al spice	dry goods.	babies		
				soft drinks				ary goods.			
						bakery		dry pasta	baby food formula		
								3 1	breakfa	breakfa meat seaf	
		water seltzer		juice n	tea	bread	breakfas	 pasta sauce		hot do	gs ba
	fresh herbs packag.					.5. 500			cereal	house	ehold
					coffee		tortillas.	··· instant foo.		paper	goods

