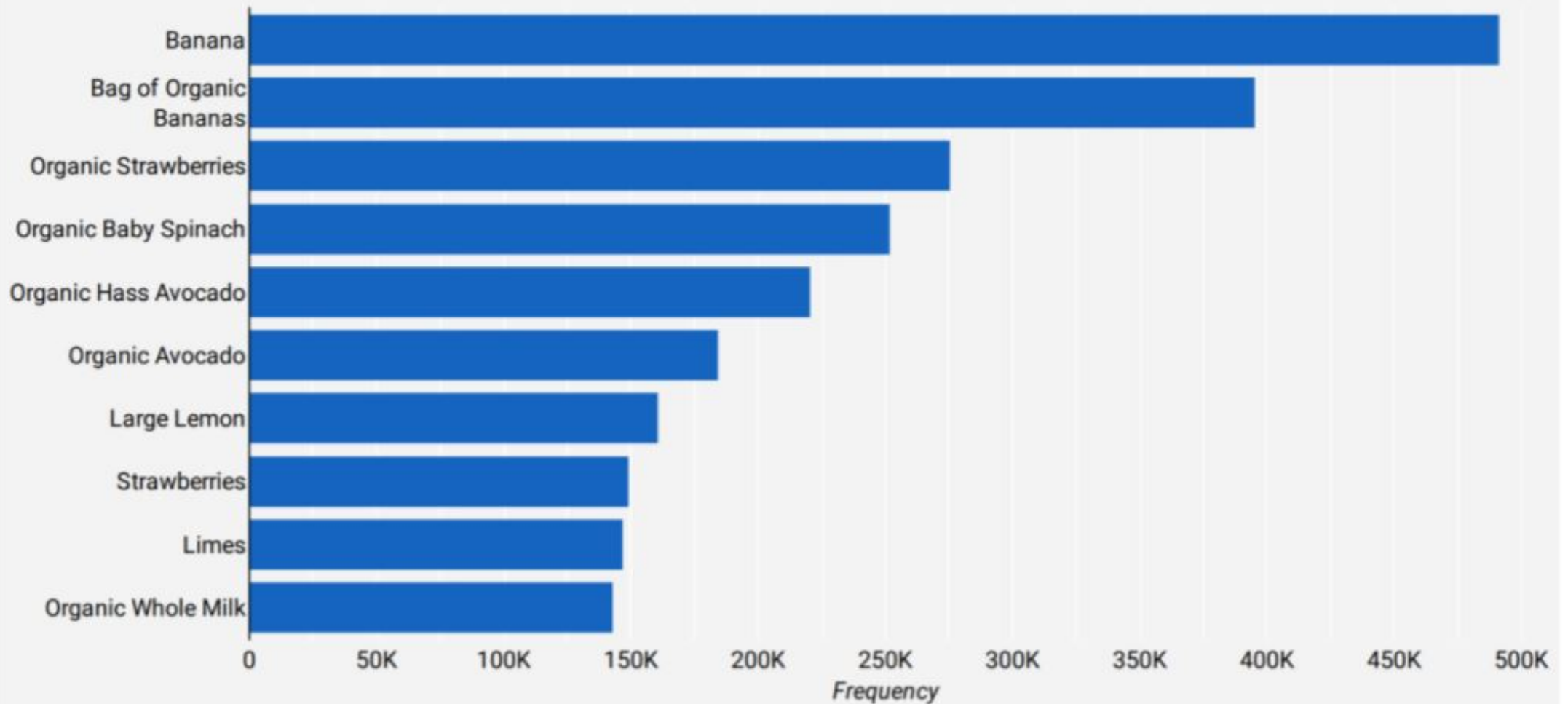


### Top 10 Products Bought by Instacart's Most Loyal Customers in 2017



**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 .

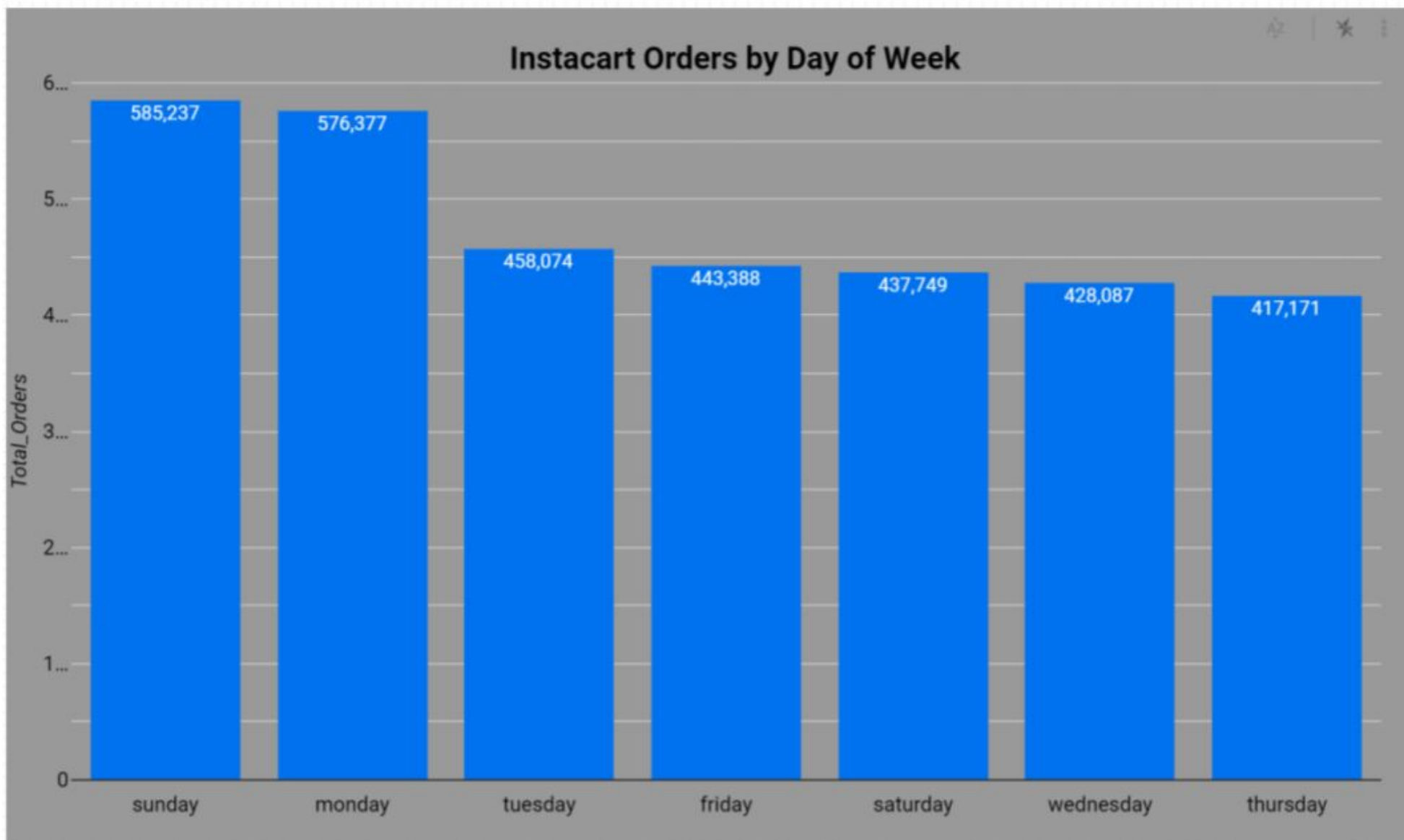
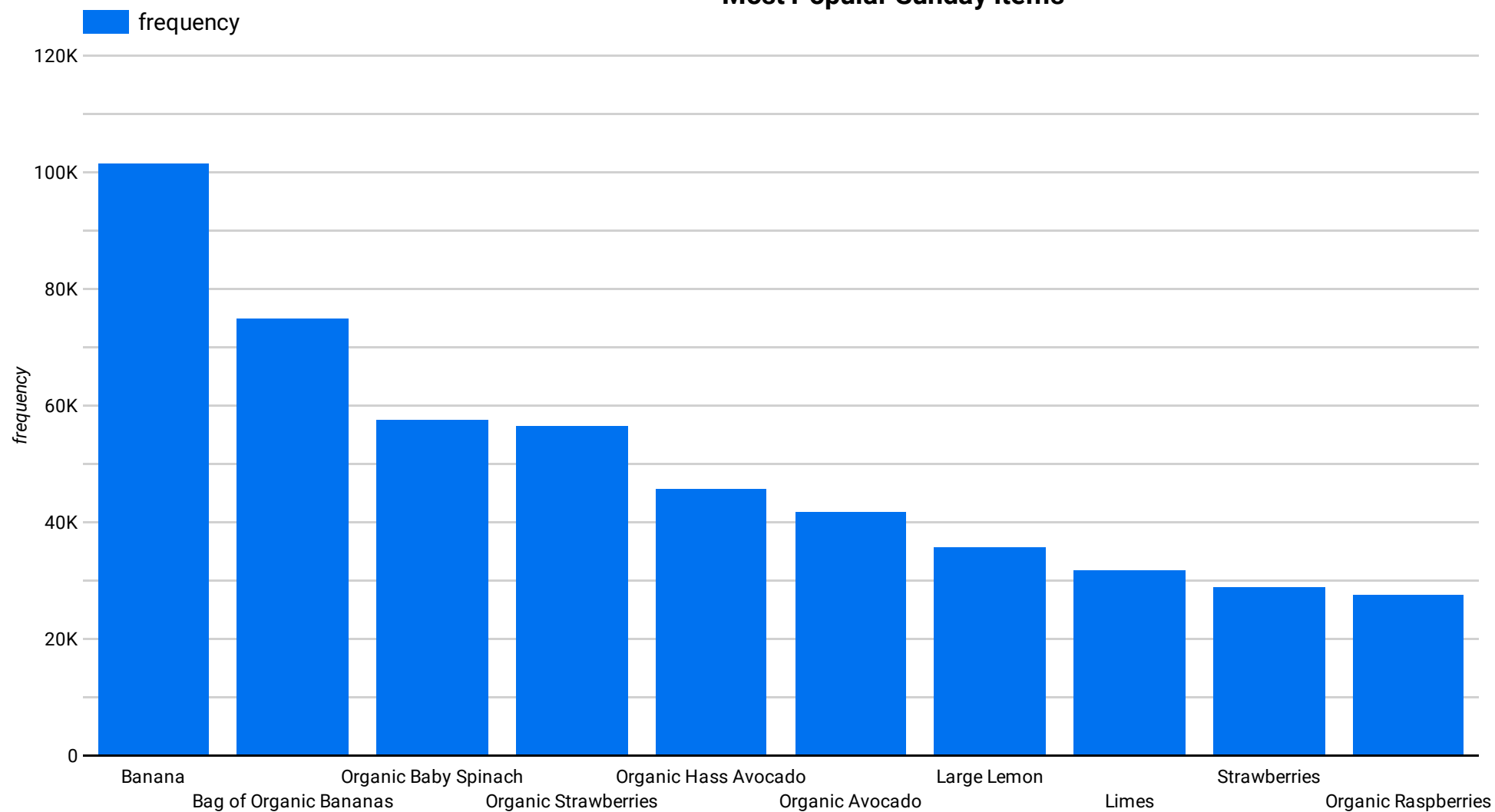


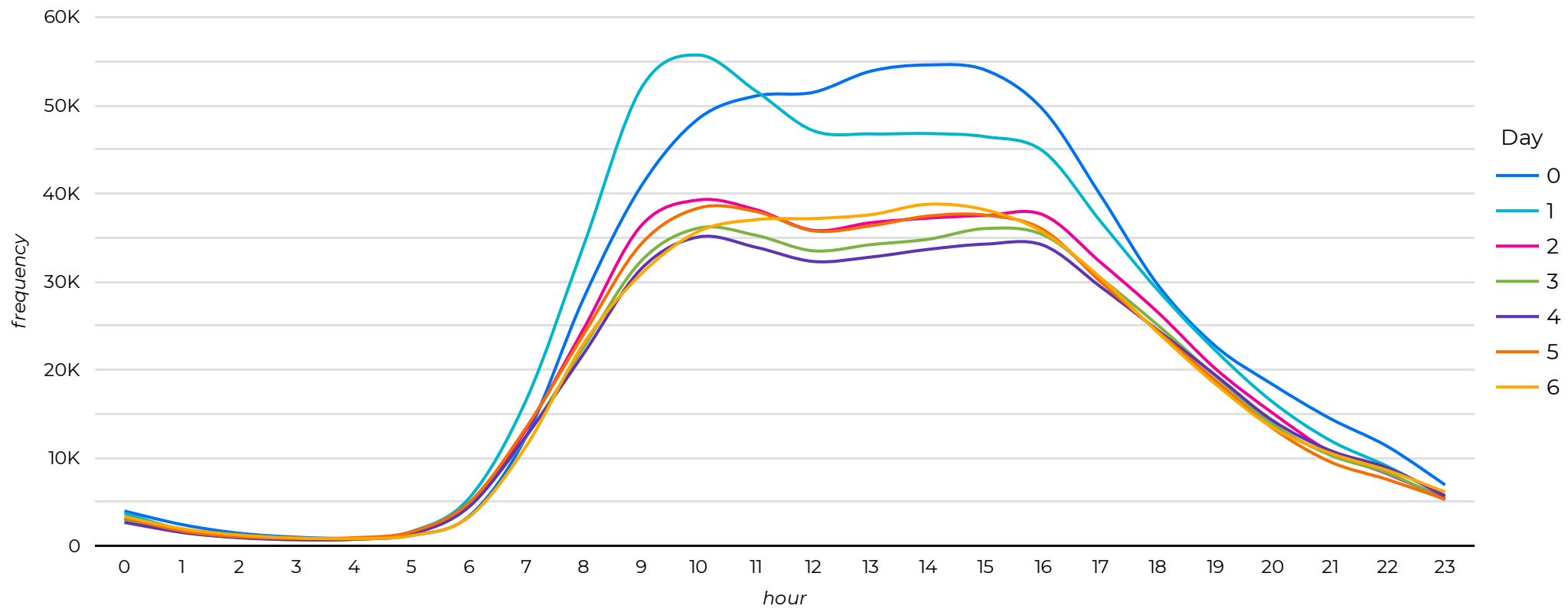
CHART 2: This chart shows the number of Instacart Orders placed by day of the week. Sunday is the most popular day, shortly followed by Monday.

## Most Popular Sunday Items

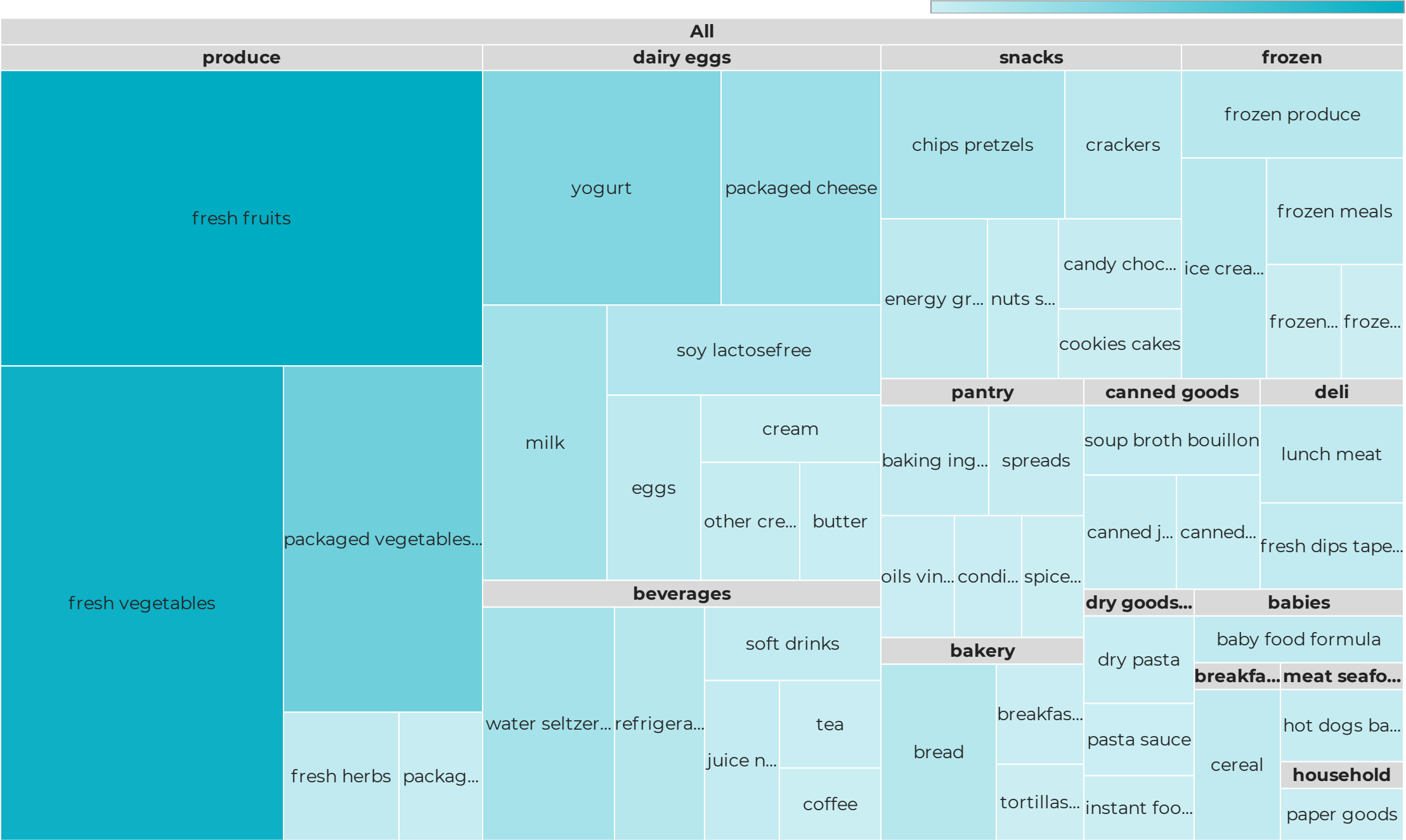


**Chart 3:** This diagram shows the most popular products purchased on the most popular day (Sunday). Incidentally, this is a very similar chart to the most popular items of all time.

# Order Frequency by Hour and Day of the Week



# Most Popular Departments and Aisles



## Frequency of Top 10 Products Added to Cart First

