# DAT 530 Advanced Statistical Methods
Project Review

**Reviewer:**   Brandon Hosley

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## Project Title:

Consumer Behavior Insights for Instacart

## Author(s):

Sunny Lee, Josefa Sullivan, Michael Emmert and Jordan Runge

## Source:

NYC Data Science Academy.

## The Problem the Author(s) is Trying to Solve in the Project:

To examine online grocer customer's settled and exploratory purchasing habits.

## Machine Learning (ML) Algorithm(s) used:

## A Brief Description of One of the ML Algorithms used:

## Metrics Used to Evaluate the ML Algorithms: