

# Instacart Market Basket Analysis

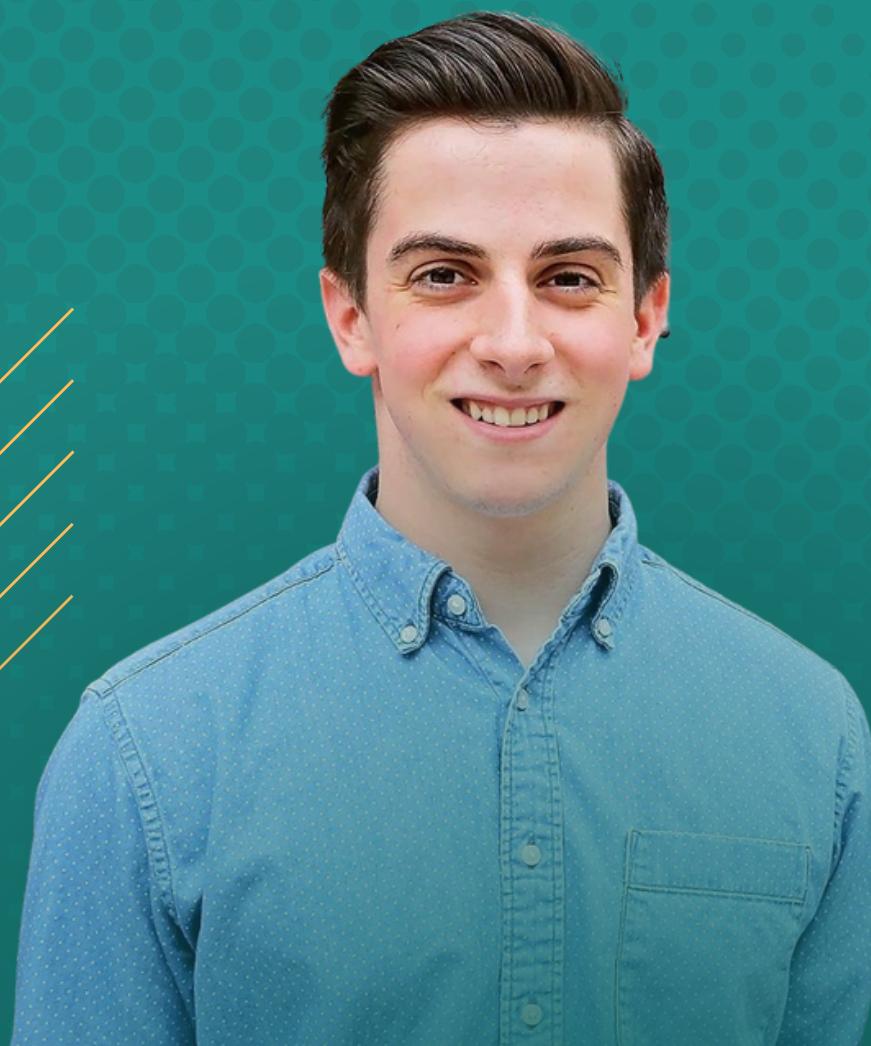
Insights & Recommendations

By: Brandon Menendez



# Who am I?

## Brandon Menendez



- 01.** Experienced E-Commerce Grocery Category Manager
- 02.** Data Science Student at the Flatiron School
- 03.** Passionate about creating better online shopping experiences



# Agenda



-  Overview & Business Problem
-  Data Understanding
-  Market Basket Analysis & Insights
-  Recommendations
-  Looking Forward & Future Steps

# Overview & Business Problem

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# KEY FINDINGS



# Business Problem



**Merchandising**



**Add to Cart &  
Recommendations**



**Promotions**

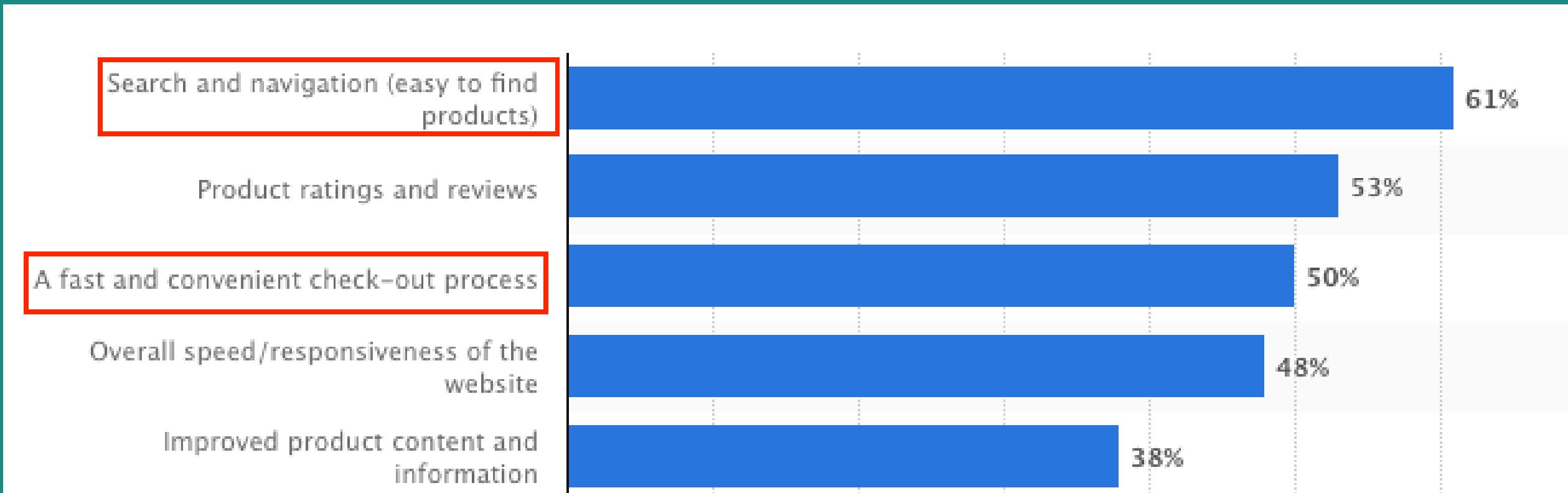
# The Power of Recommendation

- 35% Purchases from recommendations
- 88% Orders contain re-orders

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# The Power of Effective Merchandising



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# Promotions & Grocery Shopping



# Data Overview



# THE DATA

- 200K Customers
- 49K Products Ordered
- XXX Total Orders
- 3M Rows of Data Analyzed

# Product Insights

(Placeholder)

# User Behavior Insights

(Placeholder)

# Datetime Insights

(Placeholder)

# Market Basket Analysis



# **Results - LogReg**

(Placeholder)

# **Results - Apriori**

(Placeholder)

# Recommendations

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# Looking Forward



- Excess inventory
- Display Ad Opportunity Cost
- Margin Optimization Analysis
- Reviews & Ratings



# Thank You

For further inquiries, please send  
your email to

**bmenendez94@gmail.com**

For more information, please check  
out our website at

**GitHub.com/brandmend**

**LinkedIn.com/in/brandonmenendez**