



Instacart Dashboard

Average Order Per Customer

16

Total Number of Orders

3.21M

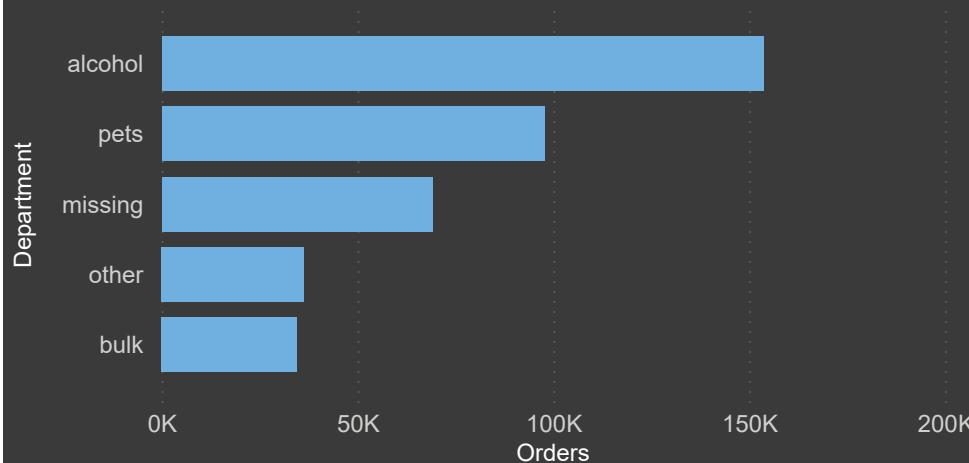
Number Of Customers

206K

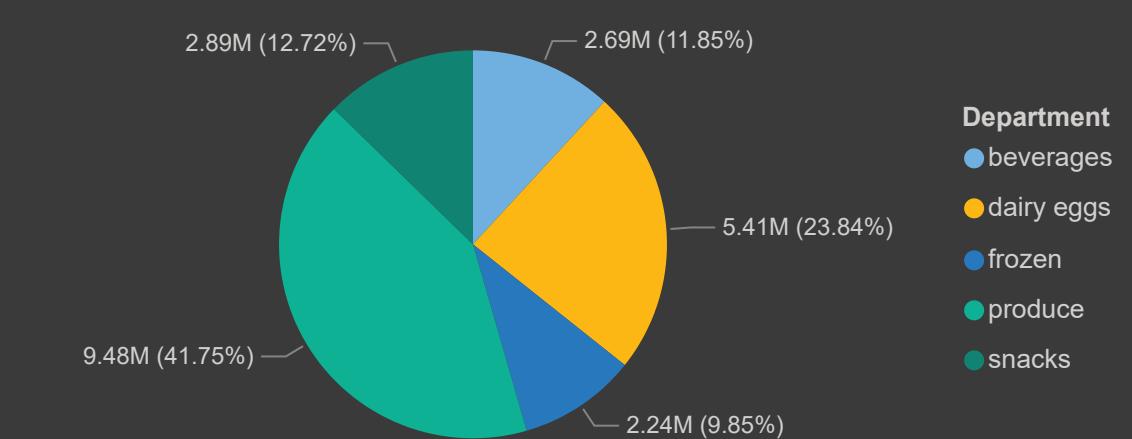
Number Of Departments

21

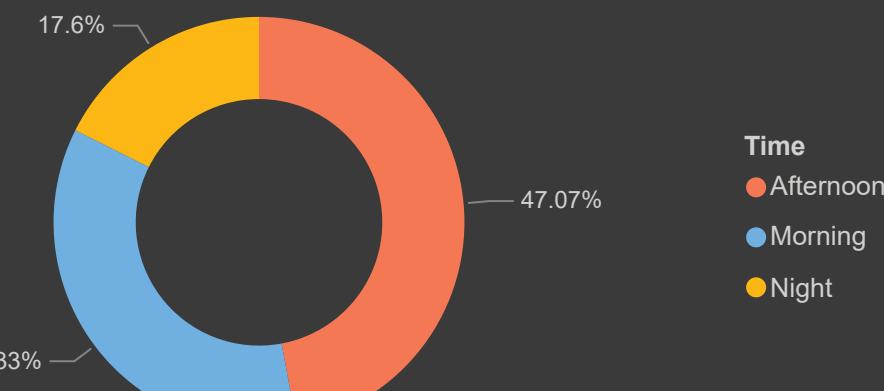
Departments with Bottom 5 Orders



Departments with Top 5 Orders

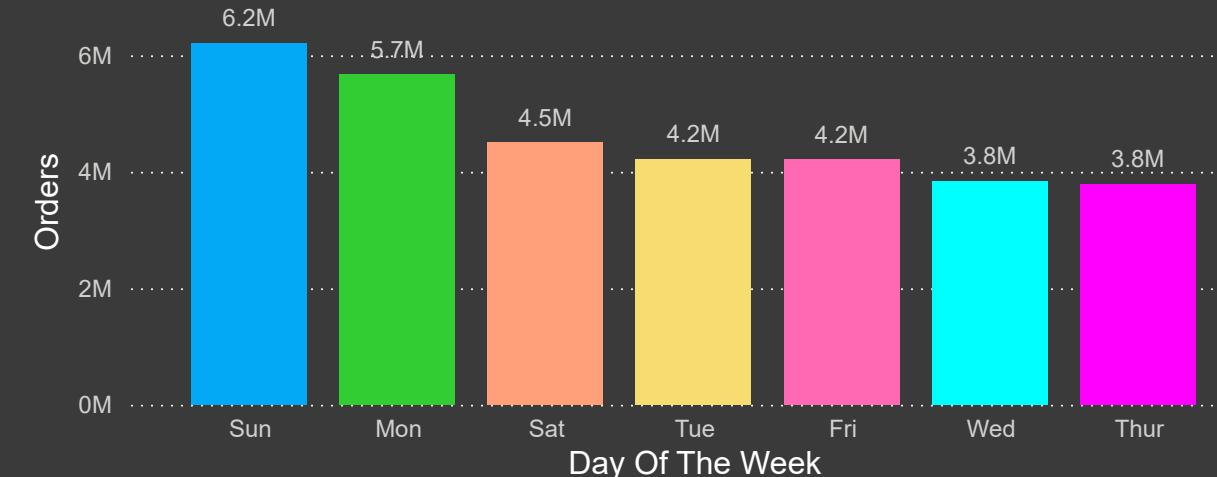


Orders by Time



Time
● Afternoon
● Morning
● Night

Total Orders By day Of week





Total Orders

9.48M

Product Re-order Rate

65%

Avg age per Customer

12

user_id

All

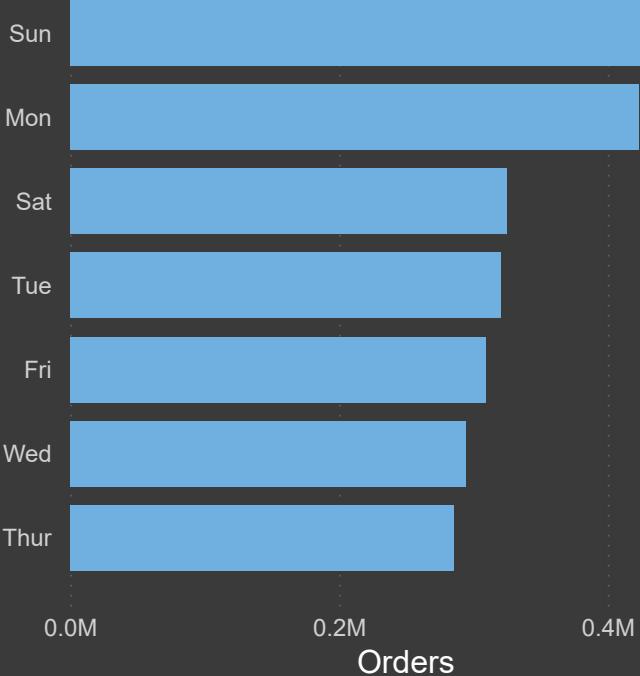


produce

Aisle

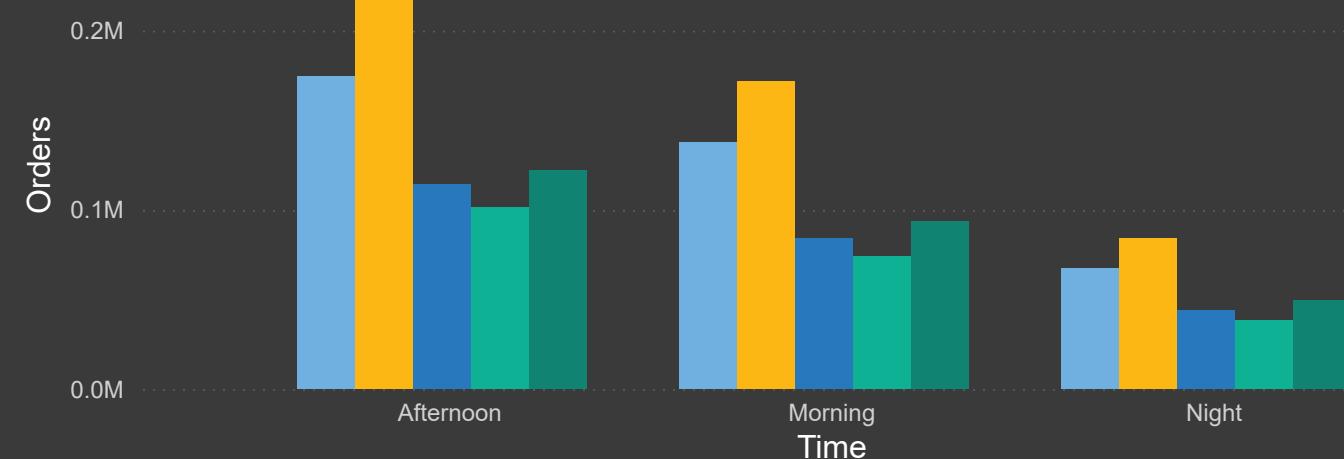
Select all	fresh vegetables
fresh fruits	packaged produce
fresh herbs	packaged vegetables fruits

Orders and Number Of Customers by Day



Orders by Time and Products

Products ● Bag of Organic Bananas ● Banana ● Organic Baby Spinach ● Organic Hass Avocado ● Organic Strawberries



order_hour	Order Volume by Product						Total
	Bag of Organic Bananas	Banana	Organic Baby Spinach	Organic Hass Avocado	Organic Strawberries		
11:00:00 PM	4914	5372	3174	2607	3529	14876	
10:00:00 PM	7740	8883	5152	4277	5873	23917	
9:00:00 PM	9508	11698	6235	5345	7329	30171	
8:00:00 PM	11584	14545	7537	6775	8729	37551	
7:00:00 PM	14805	18801	9407	8394	10485	47955	
6:00:00 PM	18800	24571	12325	10783	13266	62079	
5:00:00 PM	23820	30701	15391	13997	16393	77990	
4:00:00 PM	29222	36883	18746	16995	20709	94691	
3:00:00 PM	30919	38181	19966	18213	21527	98981	
2:00:00 PM	30808	38218	20206	17864	21640	98688	
1:00:00 PM	30296	36992	19919	17288	21429	96725	
12:00:00 PM	29443	36206	19648	17020	20137	94122	
11:00:00 AM	30914	38455	19861	17452	20786	98283	
Total	379450	472565	241921	213584	264683	1208426	

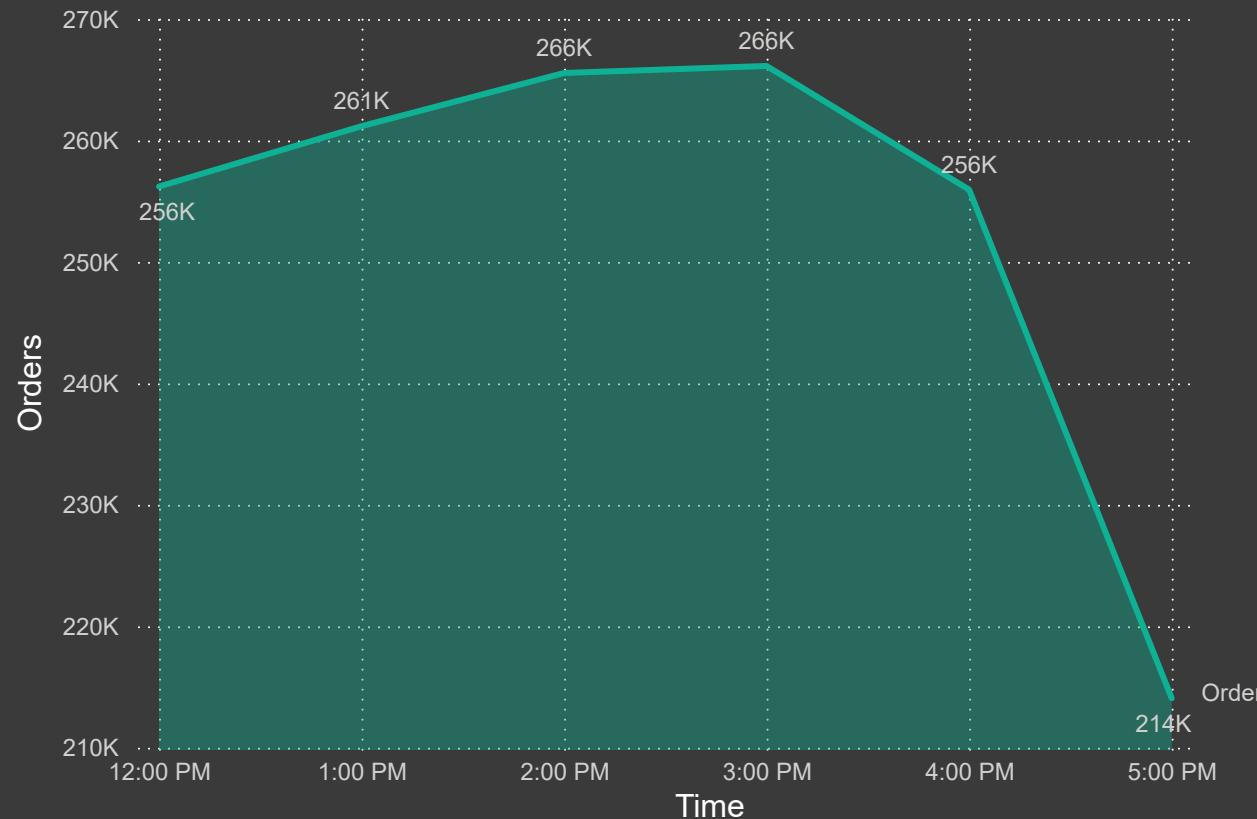


Total Orders

Afternoon

1.52M

Hourly Trends



Products

#2 Coffee Filters

#2 Cone White Co...

#2 Mechanical Pe...

#4 Natural Brown ...

& Go! Hazelnut Sp...

(70% Juice!) Moun...

.5\" Waterproof Ta...

\\"Constant Comm...

\\"Constant Comm...

Orders by Depart and Day

department	Fri	Mon	Sat	Sun	Thur	Tue	Wed
snacks	88635	110744	89104	124613	79480	87494	81727
produce	144975	193218	156881	228573	131098	148939	137496
pets	3780	4292	4787	5491	3526	3556	3568
personal care	18731	23969	21662	28985	17619	19357	18562
pantry	68275	86650	78633	106234	61774	68131	64043
other	2299	2622	2356	3000	2133	2253	2108
missing	3673	4521	4216	5577	3246	3424	3271
meat seafood	33112	46942	42721	61821	29331	34165	30701
Total	199753	253728	202900	281034	184627	204606	192449