



**Instacart**

**Grocery Basket Analysis**



# Overview



## **COMPANY**

Instacart is an online grocery store that operates through an application and want to uncover more information about their sales pattern.

## **OBJECTIVE**

Analyze the data based on customer's purchasing behaviour and suggest Instacart some marketing strategies.

## **DATASET**

There are open source data sets from Instacart including customers, departments, orders, products information



# Analysis



## Data Understanding and Preparation

- Importing Python libraries and data.
- Data wrangling and subsetting.
- Data consistency check for duplicate and missing values.

## Analysis

- Combining and exporting data and analyze the results.
- Deriving new variables to create customer profiles.
- Grouping and aggregating data.

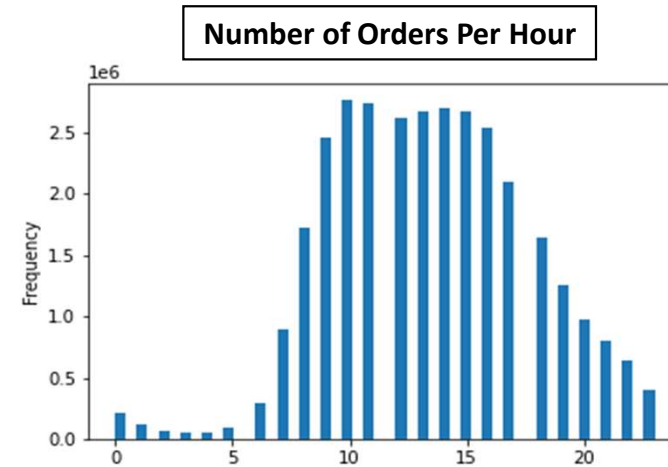
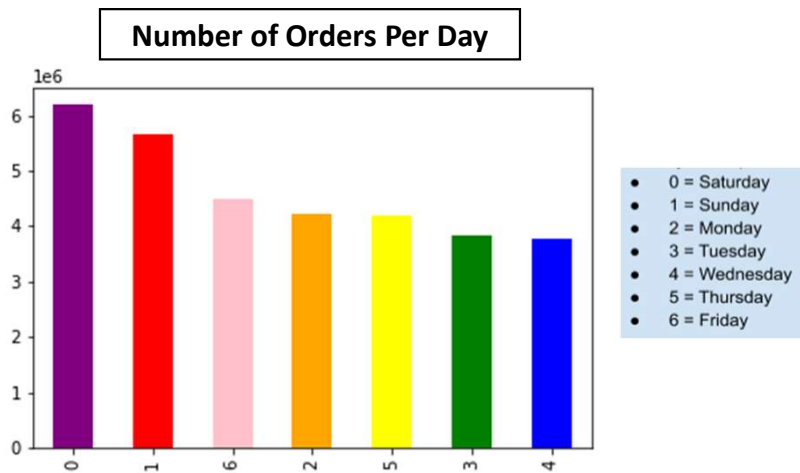
## Visualizations

- Below visualizations are created using python to present the insights.
  1. Bar plot
  2. Line plot
  3. Histogram

# Findings

We can see the weekend is more busiest with orders, I would recommend ads be run on week days to help with Mon - Fri order volume..

With the most popular hours being 10am - 3pm & least popular hours being 10pm - 6am, company should focus on ads during 6pm - 10pm.



[Link to Repository](#)