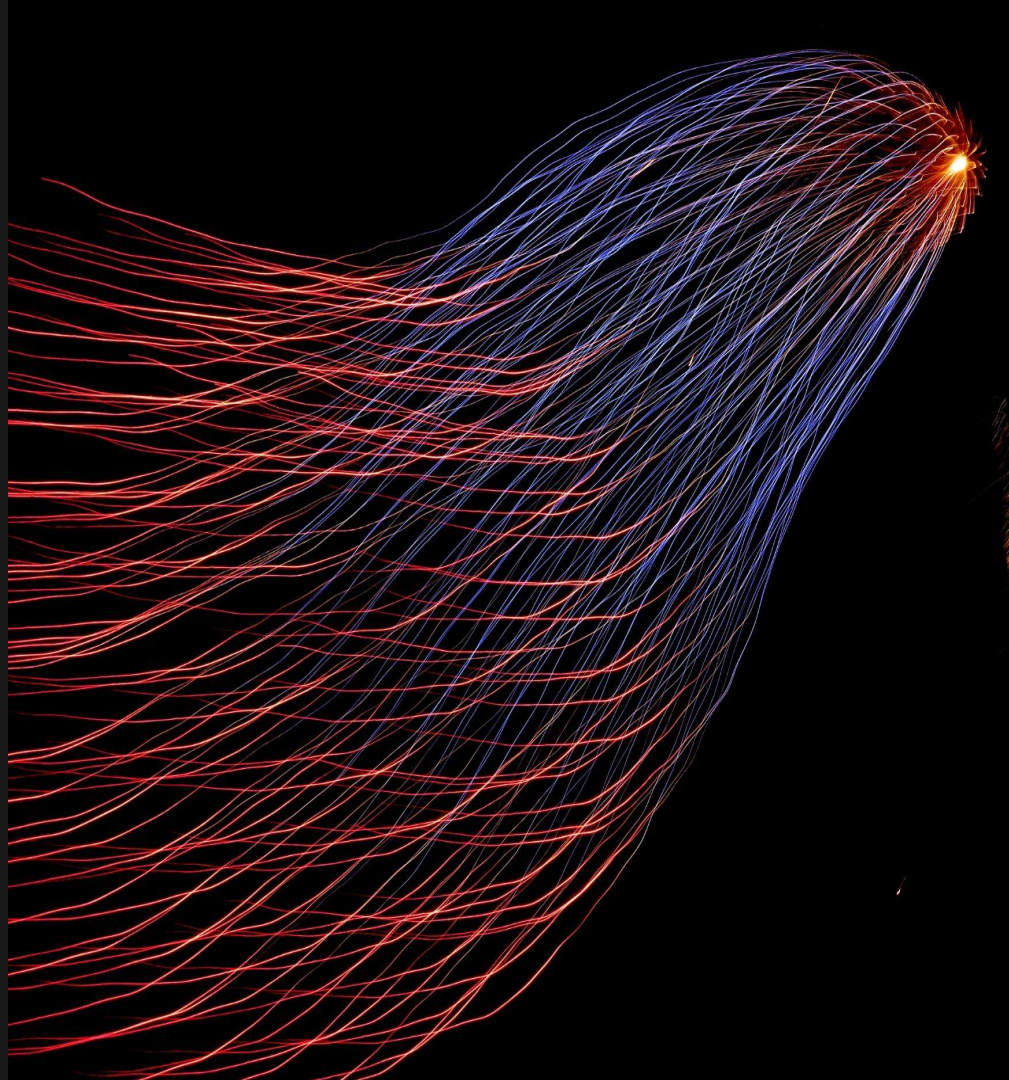# Diana Alatriste

Data Analyst Portfolio

✳

2023

# 04

# Instacart

Marketing Strategy for an
online grocery store

# Instacart Project Overview

## Objective

Perform an initial data and exploratory analysis of some of Instacart's data in order to derive insights and suggest strategies for better segmentation based on the provided criteria

## Data Set

The Instacart Online Grocery Shopping Dataset 2017", Accessed from www.instacart.com/datasets/grocery-shopping-2017 via Kaggle on June 2023.

## Skills

- Data wrangling
- Data merging
- Deriving variables
- Grouping data
- Aggregating data
- Reporting in Excel
- Population flows

## Tools

Python
Jupyter notebooks
Excel

# ✳ Problem Statement

Instacart, an online grocery store that operates through an app. Instacart already has very good sales, but they want to uncover more information about their sales patterns.
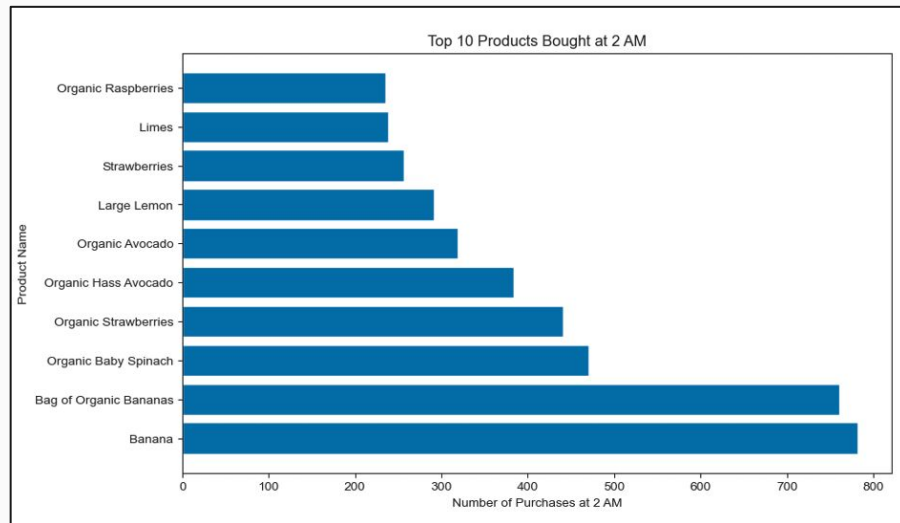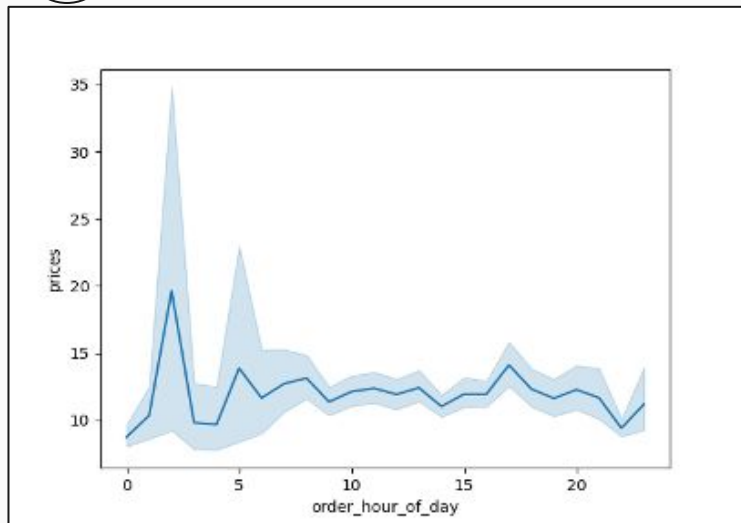
# Key Questions to Answer

1. What are the busiest days and hours of the day in terms of purchases?
2. Are there particular times of the when customers spend most money?
3. Are there certain types of products that are more popular than others?
4. Is there any customer profiling based on customer age, marital status and/or income?
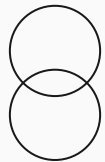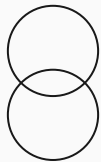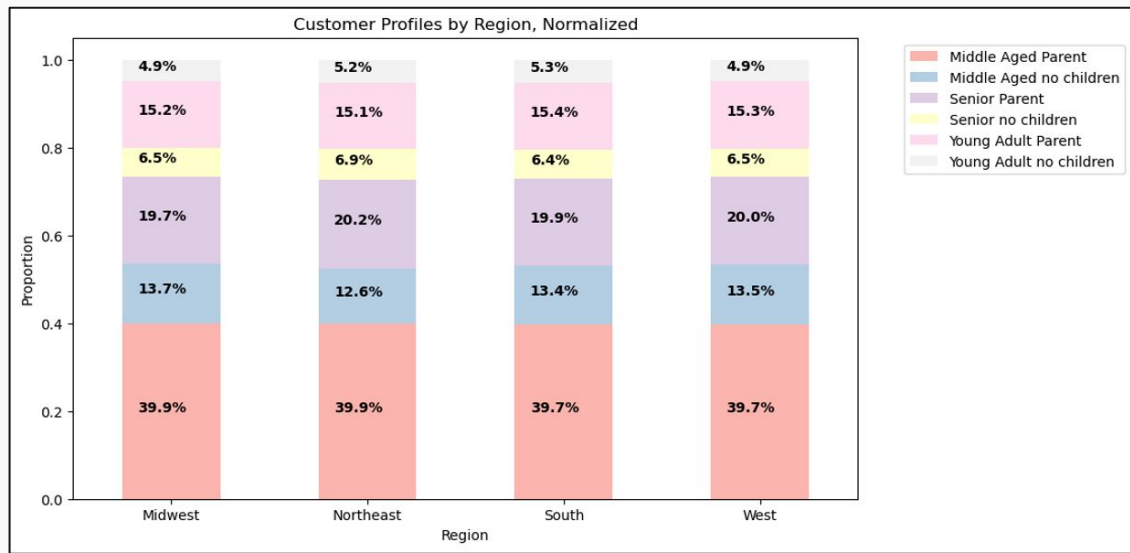
# Key Takeaway 1





**Instacart customers** tend to **spend more money/make more expensive purchases at 2 am.** At that time, the **most popular items purchased are Bananas, Limes and Strawberries.**
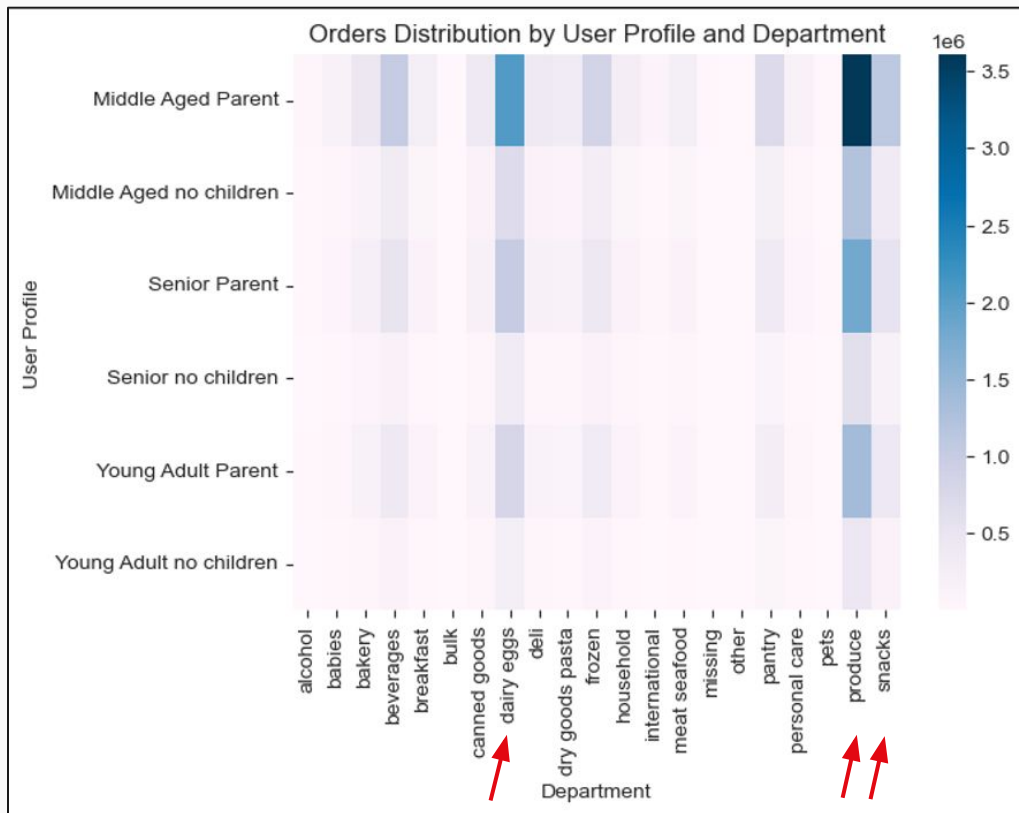
# Key Takeaway 2



Customer Profiles by Region, Normalized

The **largest proportion of Instacart's customers are Middle-Aged Parents**. Next are Senior Parents and Young Adult Parents.

**Distribution of customer profiles does no vary across regions.**

# Key Takeaway 3



Orders Distribution by User Profile and Department

**'Produce'** is the **most popular department across customer profiles**, followed by '**Diary eggs**' and '**Snacks**'.

Middle-aged parents are the ones that order the most.

# Recommendations

Schedule advertisement of fruits and vegetables around evening times to promote and increase sales of these products

As a great percentage of Instacart's customers are parents, the marketing/sales departments might consider implementing a new strategy to promote products in the area 'Babies' and other products that are children-focused.

Consider offering special AND unique discounts/promotions that are targeted to less active customer profiles either in the way of personalized emails or even regular mail
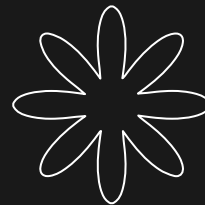
# ✳ Project Deliverables

**Project Brief**

**Python Scripts**

**Final Report**

# Thanks!

Do you have any questions?

dalatriste25@gmail.com