



## Instacart Business Performance Review

Interactive Dashboard Summary & Business Insights

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# Business Overview



Instacart is a leading online grocery delivery and pickup service in North America that partners with retailers to offer same-day delivery. The platform connects customers with personal shoppers who handpick items from local stores.



Objective: visualize key metrics, answer critical business questions, and identify opportunities for growth and efficiency.



Tool: SQL and Power BI dashboard designed to visualize KPIs and address key business challenges.



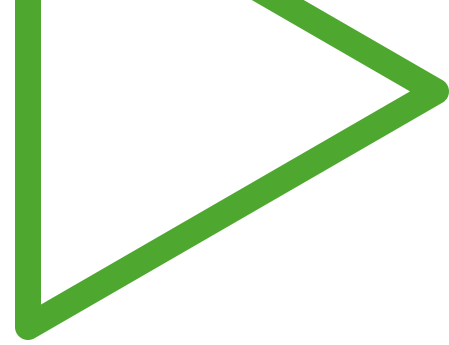
# Key Performance Indicators (KPIs)

Total Orders - 1049K

Total Customers- 69K

Total Revenue - \$158M

Average Order Value - \$151



## Aisles with High Customer Demand - Low Profitability

aisle	Total Qty	Total Profit	Profit per Unit	High Demand Low Profit Aisle
oral hygiene	65K	\$175K	\$2.7	Yes
packaged vegetables fruits	71K	\$191K	\$2.7	Yes
spices seasonings	93K	\$249K	\$2.7	Yes
Total	229K	\$615K	\$2.7	Yes

- *Aisles like Oral Hygiene, Packaged Vegetables, and Spices have high demand but low profit per unit*
- **Opportunity:** Negotiate supplier pricing or replace low-margin items
- Underperforming products should be reviewed for discontinuation or bundling

## High Demand & Low Profitability Aisles

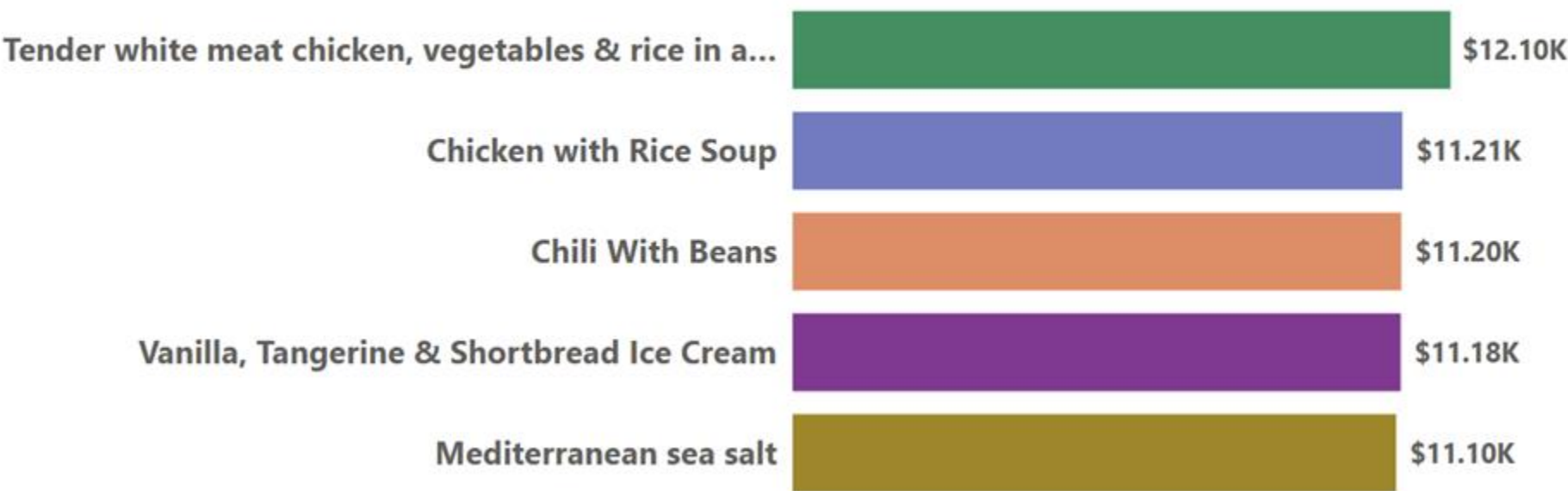
Best Performing Products by Total Sales Vol.



# Best Selling Products

- Promote top products via featured listings or bundles.

Best Performing Products by Revenue



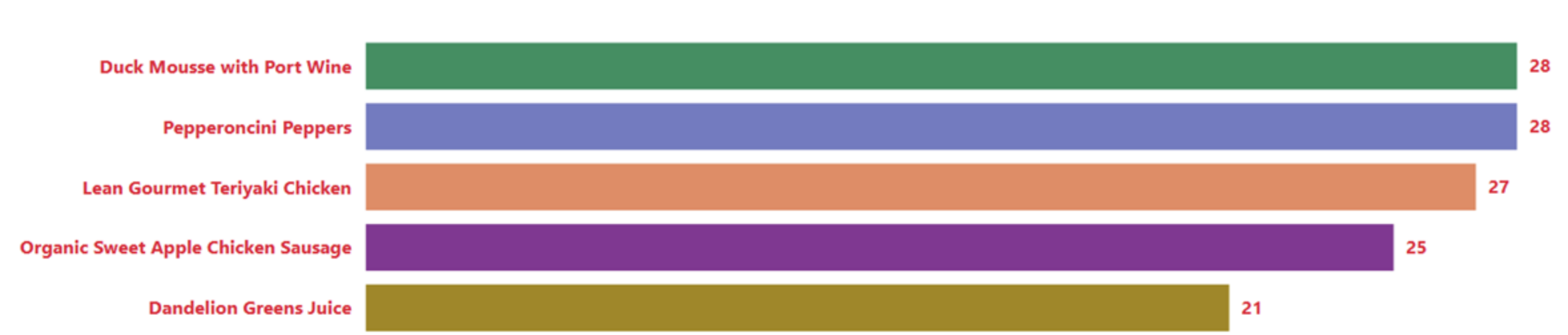
Worst Performing Products by Revenue



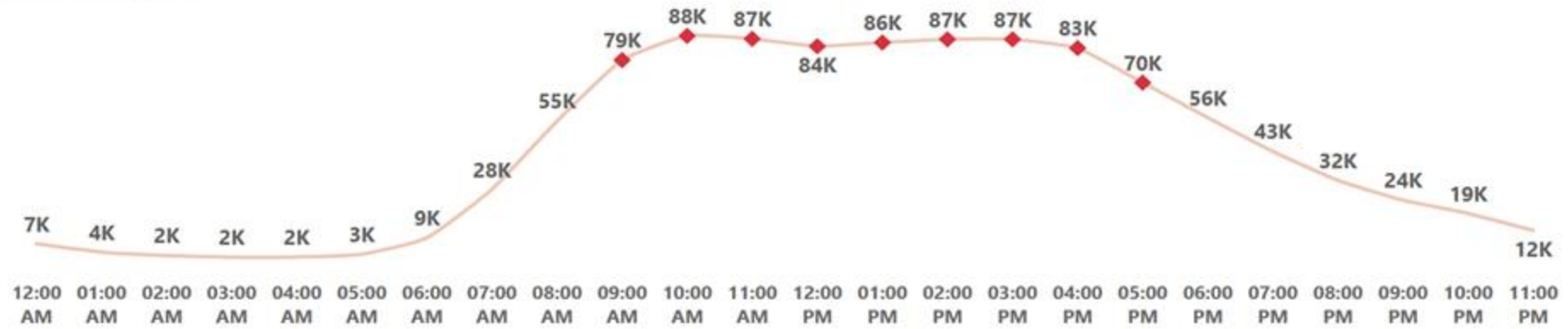
# Worst Selling Products

- Underperforming products should be reviewed for discontinuation or bundling

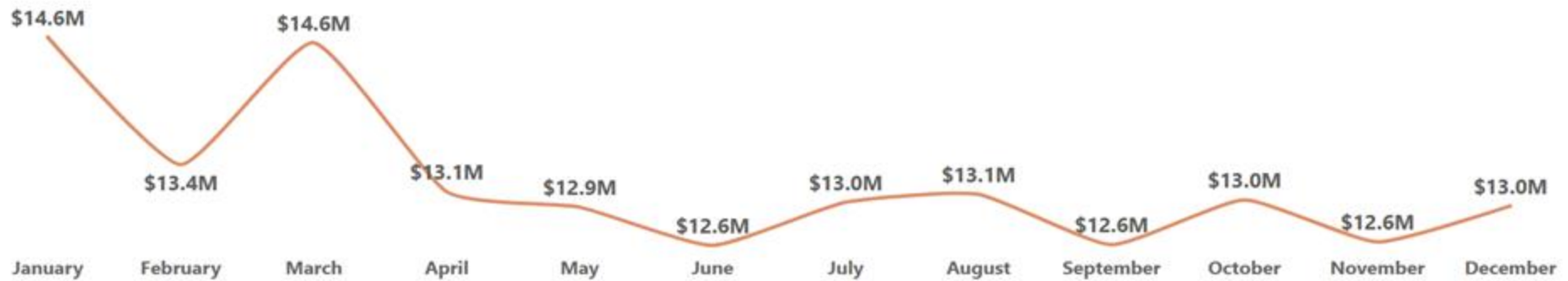
Worst Performing Products by Total Sales Vol.



Total Orders by Hour



Total Revenue by Month



- Sales have fluctuations with clear **monthly patterns**—some months like January and March show revenue peaks, likely due to seasonal demand.
- Revenue peaks around certain months in Q1 and dips in others.
- **Growth Opportunity:**
  - **Campaign Timing:** Align major promotions with high-sales months.
  - **Off-season Campaigns:** Introduce bundles or clearance offers during low seasons.
- **Peak hours:** 9 AM – 5 PM
- **Action:** Increase staffing during peak, reduce during late-night hours

# Sales Trends Over Time



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# Strategies for Growth

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Renegotiate  
supplier pricing in  
underperforming  
aisles

Promote top-selling  
products more  
aggressively

Align employee  
shifts with peak  
ordering hours

Use sales trends to  
better forecast  
demand

Plan inventory and  
marketing  
campaigns to avoid  
over/understocking



# Conclusion



Focus on high-performing products and customers.



Use seasonal sales data for strategic planning.



Enhance inventory management through demand forecasting.

**THANK YOU**