



Instacart Market Basket Analysis Dashboard

Insights →

Avg Confidence
0.18

Avg Support
0.01

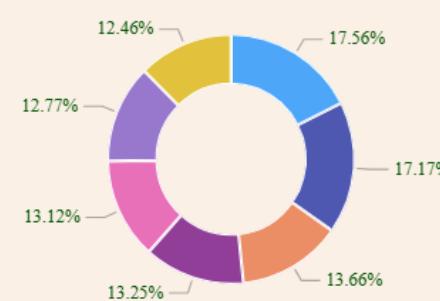
Avg Lift
2.03

Total Orders
3.42M

Total Products
49.69K

Total Users
206.21K

Orders by Day of Week



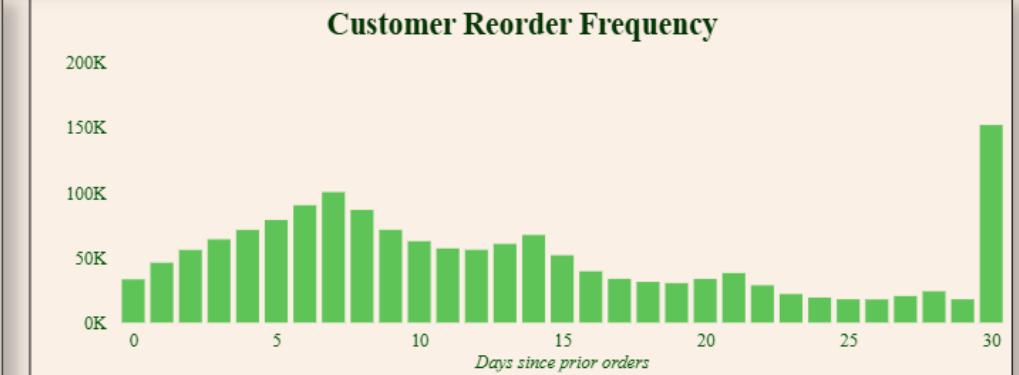
Department Share



Order Trends by Time



Customer Reorder Frequency





Instacart - Detailed Insights

[Overview](#) ←

Top Product Pairs

<i>antecedents</i>	<i>consequents</i>	<i>support</i>	<i>confidence</i>	<i>lift</i>
frozenset({'Banana'})	frozenset({'Strawberries'})	0.01	0.09	1.94
frozenset({'Bag of Organic Bananas'})	frozenset({'Organic Strawberries'})	0.02	0.16	1.92
frozenset({'Banana'})	frozenset({'Organic Strawberries'})	0.02	0.12	1.49
frozenset({'Organic Baby Spinach'})	frozenset({'Organic Strawberries'})	0.01	0.16	1.91
frozenset({'Organic Hass Avocado'})	frozenset({'Organic Strawberries'})	0.01	0.19	2.26
frozenset({'Organic Raspberries'})	frozenset({'Organic Strawberries'})	0.01	0.24	2.86
frozenset({'Bag of Organic Bananas'})	frozenset({'Organic Raspberries'})	0.01	0.11	2.52
frozenset({'Organic Strawberries'})	frozenset({'Organic Raspberries'})	0.01	0.12	2.86
frozenset({'Bag of Organic Bananas'})	frozenset({'Organic Hass Avocado'})	0.02	0.16	2.44
frozenset({'Banana'})	frozenset({'Organic Hass Avocado'})	0.01	0.07	1.08

Support vs Confidence

Top 10 Rules by Lift

Organic Raspberries} → Organic Strawberries}	2.8
Organic Strawberries} → Organic Raspberries}	2.8
Bag of Organic Bananas} → Organic Raspberries}	2.5
Organic Raspberries} → Bag of Organic Bananas}	2.5
Banana} → Organic Fuji Apple}	2.5
Organic Fuji Apple} → Banana}	2.5
Bag of Organic Bananas} → Organic Hass Avocado}	2.4
Organic Hass Avocado} → Bag of Organic Bananas}	2.4
Organic Hass Avocado} → Organic Strawberries}	2.3
Organic Strawberries} → Organic Hass Avocado}	2.3