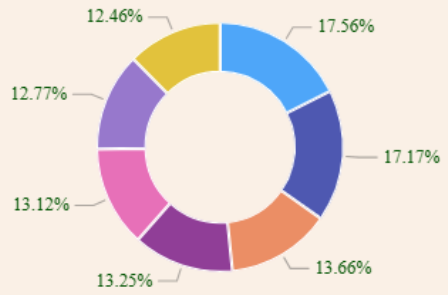
Instacart Market Basket Analysis Dashboard

Insights →

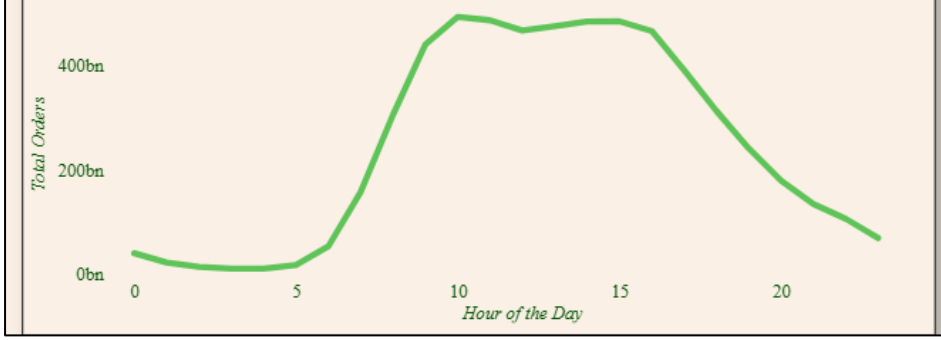
Avg Confidence	Avg Support	Avg Lift	Total Orders	Total Products	Total Users
0.18	0.01	2.03	3.42M	49.69K	206.21K

Orders by Day of Week

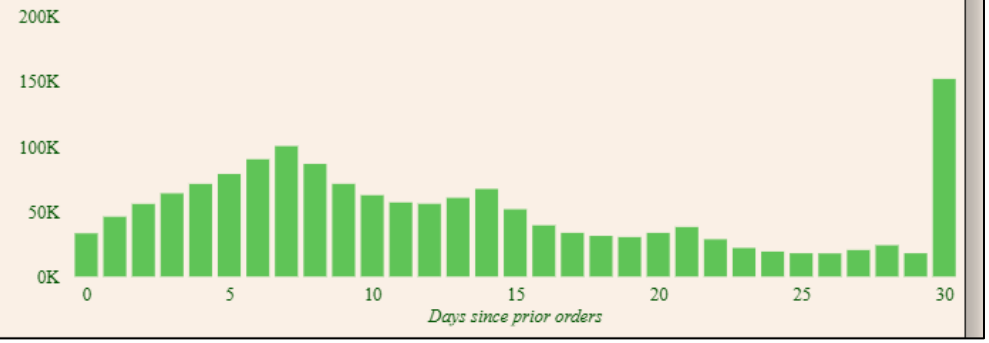


Department Share

Order Trends by Time



Customer Reorder Frequency



Instacart - Detailed Insights

Overview

Top Product Pairs

antecedents	consequents	support	confidence	lift
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