Recommendations

Key Question 1

The sales team needs to know what the busiest days of the week and hours of the day are (i.e., the days and times with the most orders) in order to schedule ads at times when there are fewer orders.

Answer:

It is recommended to schedule ads on weekdays, especially Monday, Tuesday, and Wednesday. If the target is off-peak hours, aim for between midnight and 9 AM when orders are lower.
The busiest days are Saturday, Sunday, and Friday. And the quietest days are Wednesday, Tuesday, and Monday.
The busiest time of day is from 10 AM to 6 PM. After 6 PM, the number of orders starts to decrease.

Key Question 2

They also want to know whether there are particular times of the day when people spend the most money, as this might inform the type of products they advertise at these times.

Answer:

It is recommended to schedule ads on morning time as Ads work best early in the morning when there are fewer orders but higher spending. Spending peaks around 3 AM but drops around 10 AM, which is different from when most orders are placed.

Key Question 3

Instacart has a lot of products with different price tags. Marketing and sales want to use simpler price range groupings to help direct their efforts.

Answer:

Mid range products have been purchased significantly higher times while low range products too have been purchased considerably more times compared to high range products. High range products records lowest purchase count. So, it is recommended to target high-range products with Ads to increase sales

Key Question 4

Are there certain types of products that are more popular than others? The marketing and sales teams want to know which departments have the highest frequency of product orders.

Answer:

Produce, dairy eggs, snacks, beverages, and frozen are the departments with the most orders.

The marketing and sales teams are particularly interested in the different types of customers in their system and how their ordering behaviors differ

I. What's the distribution among users in regards to their brand loyalty (i.e., how often do they return to Instacart)?

Answer:

loyal customers tend to buy low range products while regular customers generating more income.

II . Are there differences in ordering habits based on a customer's loyalty status?

Answer:

There is no significant difference in ordering habits based on customer loyalty

III. Are there differences in ordering habits based on a customer's region?

Answer:

There's not a significant variation in spending across regions. The West region exhibits the lowest spending, while the Midwest shows the highest spending.

IV. Is there a connection between age and family status in terms of ordering habits?

Answer:

Married people constitute the largest customer base for InstaBasket. Looking at age demographics, older clients are the most repeated users of the app, followed by middle-aged clients. Young people have the lowest usage rate among app users.

V. What different classifications does the demographic information suggest? Age? Income? Certain types of goods? Family status?

Answer:

In Instacart customer base there are more low spenders than high spenders. Out of that also senior people represent the largest portion of low spending category. Also this group can further explain as senior_high income_married customers

VI. What differences can you find in ordering habits of different customer profiles?

Answer:

customer profile made on age, income and family status it shows that regardless of the income old and middle aged married customers use the app most