# Instacart Grocery Basket Analysis

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# Tailored Marketing Strategies for Instacart

As a member of the marketing and sales team at Instacart, I want to understand our customers' behavior and preferences to develop targeted marketing strategies that drive sales and enhance user experience.

# Acceptance Criteria

- Develop a marketing plan that aligns with the provided insights, focusing on scheduling ads during optimal times and promoting popular product categories.

- Implement targeted ad campaigns based on customer segmentation, ensuring that messaging resonates with each group's preferences.

- Monitor the effectiveness of marketing strategies by analyzing key performance indicators (KPIs) such as conversion rates, sales revenue, and customer engagement.

- Iterate on marketing campaigns based on performance data and customer feedback to continuously optimize results and drive growth for Instacart.

- By addressing these user stories, the marketing and sales team can leverage data-driven insights to create more personalized and effective marketing strategies, ultimately driving sales and enhancing the overall customer experience on the Instacart platform.
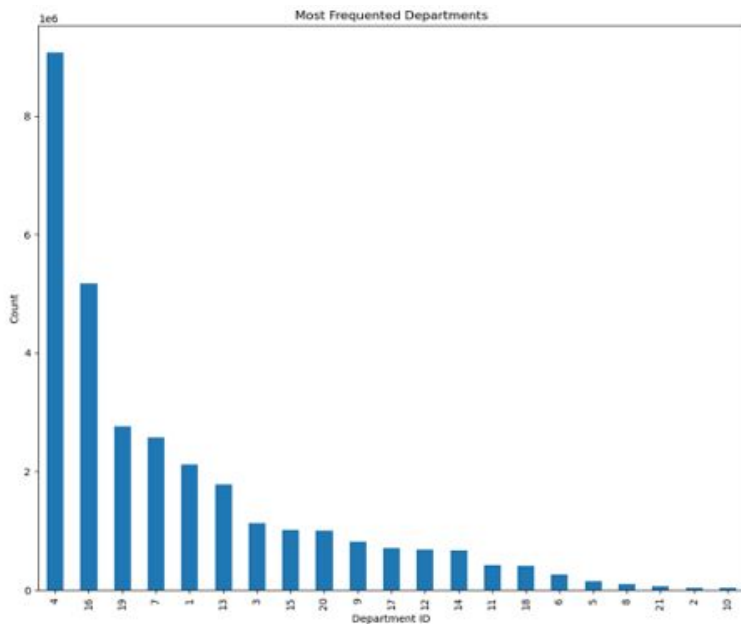
# What are the busiest days of the week?



**Legend:**
0 = Saturday
1 = Sunday
2 = Monday
3 = Tuesday
4 = Wednesday
5 = Thursday
6 = Friday
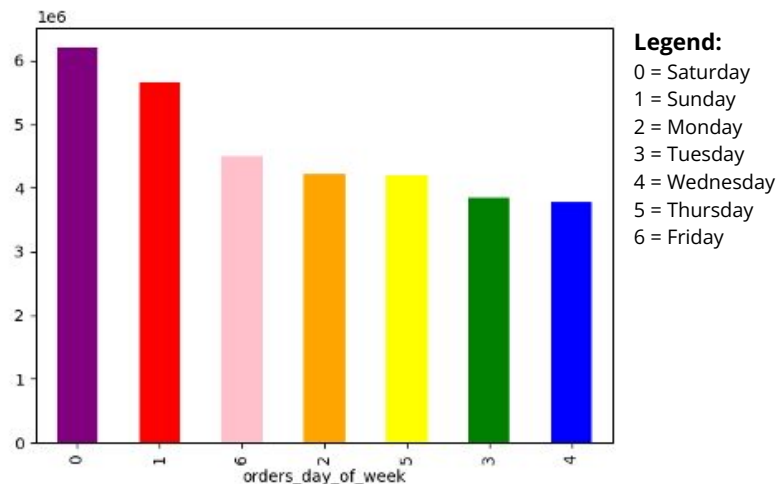
The busiest days of the week are Saturdays and Sundays.

I'd recommend implementing weekday sales to increase orders and boost sales during the week.

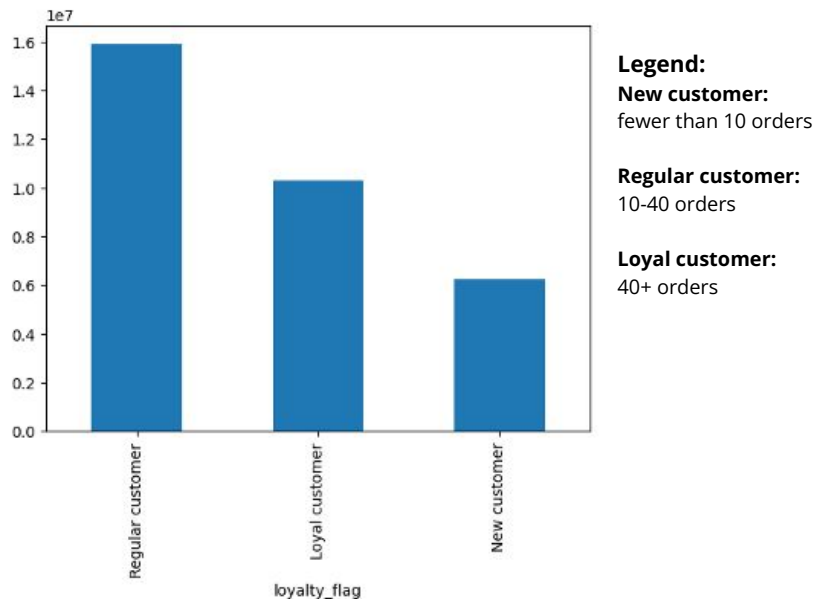# Are there certain types of products that are most popular?



Most Frequented Departments

**Department:**
1 = frozen
2 = other
3 = bakery
4 = produce
5 = alcohol
6 = international
7 = beverages
8 = pets
9 = dry goods pasta
10 = bulk
11 = personal care
12 = meat seafood
13 = pantry
14 = breakfast
15 = canned goods
16 = dairy eggs
17 = household
18 = babies
19 = snacks
20 = deli
21 - missing

The most popular and in-demand departments customers order from are the Produce and Dairy/Egg department. This could suggest that a lot of customers follow a plant-based diet.

I recommend carrying a wide range of produce and bring in new, in-season products that are not popular to encourage customers to try something new and not found at many other stores.

# What's the distribution among users in regards to brand loyalty?



Legend:
**New customer:**
fewer than 10 orders

**Regular customer:**
10-40 orders

**Loyal customer:**
40+ orders

Most customers fall within the Regular Customer loyalty bracket, followed by the Loyal Customer loyalty bracket.

I recommend implementing a rewards system for loyal customers. This could encourage customers to shop more frequently with Instacart.

# Are there differences in ordering habits based on region?



Customers by Region
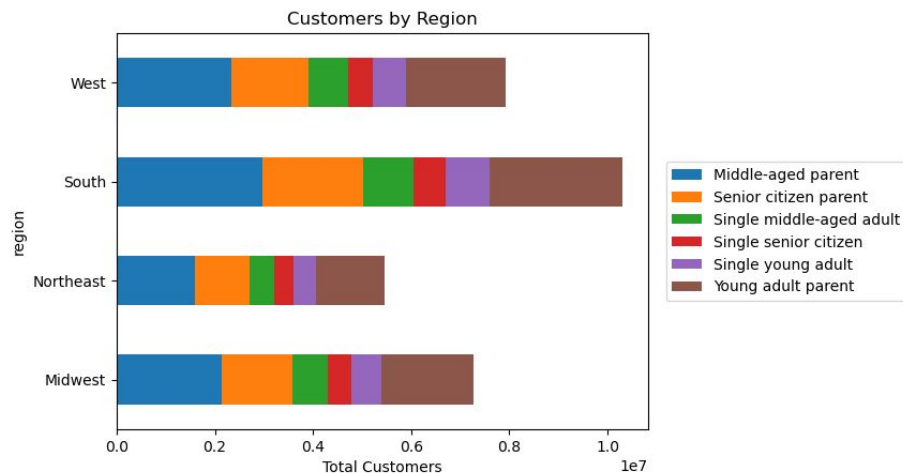
Most customers reside in the southern states, but purchase habits are similar across all regions.

There has been an uptick in customers looking for local, homegrown options. I recommend adding an "I'm local!" sticker to products that are local to their region.

# Final Recommendations

- Implement weekday sales during non-peak days.

- Promote unique, in-season produce.

- Encourage purchases of region-specific items using "I'm local!" messaging.

As a marketing analyst at Instacart, I aim to optimize our ad campaigns for maximum impact. Leveraging insights from peak ordering days and popular product categories, I will schedule ads during off-peak days and prioritize promotions for high-demand departments like Produce and Dairy/Eggs. By tailoring our marketing efforts, I aim to boost conversions and enhance user engagement on the Instacart platform.

# Thank you!

For additional comments/questions reach out to: kdallarosa@instacart.com