

# **Instacart Grocery Sales Analysis**

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# Introduction

**Instacart, is an online grocery store that operates through an app. Instacart already has very good sales, but they want to uncover more insights about their customers sales patterns.**



# OBJECTIVES



## Sales

To inform business strategy might look like to ensure Instacart targets the right customer profiles with the appropriate products



## Marketing

The Instacart stakeholders are interested in customer purchasing behaviors to create effective marketing campaigns



## Data analytics

To perform an initial data and exploratory analysis in order to derive insights and suggest strategies for better segmentation.

# Key Questions

01

What are the busiest days of the week and hours of the day for orders, to schedule ads at least busy times.

02

Are there particular times of the day when people spend the most money, to better inform the type of products advertised?

03

Are there certain types of products that are more popular than others?

04

What are the different types of customer classification and how their ordering behaviors differ?



# Target Market

# Marketing Analysis

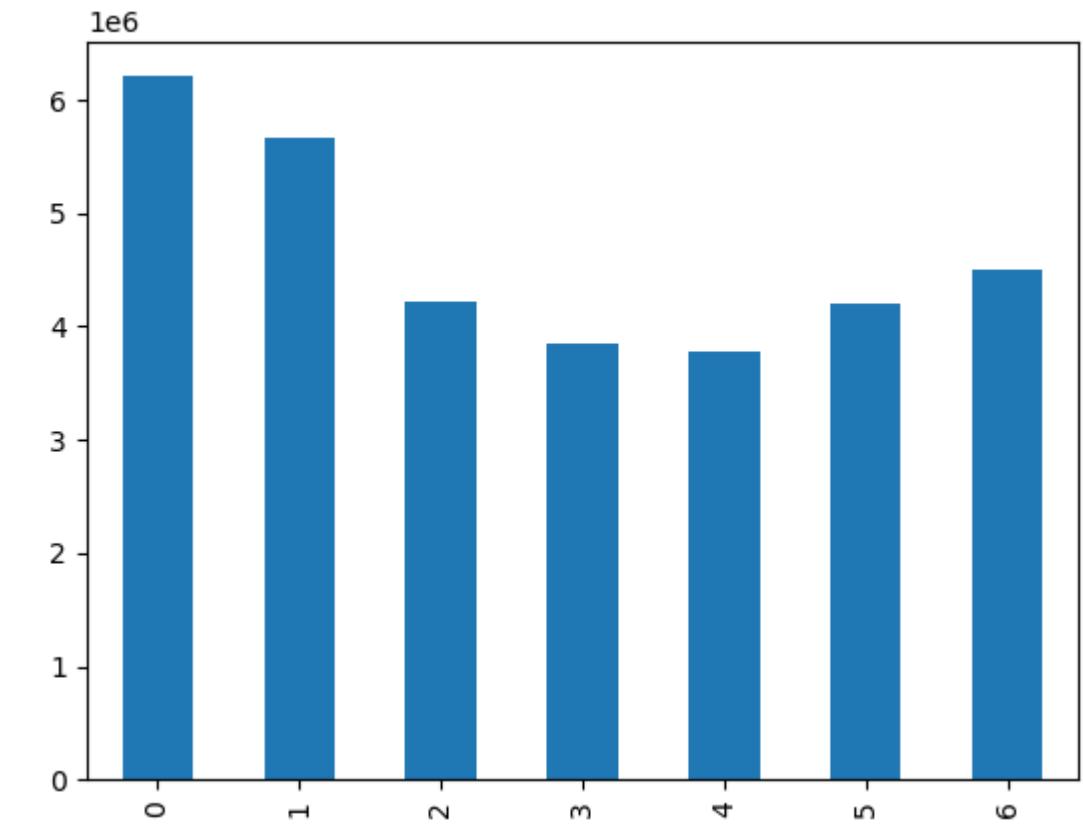
**Saturdays and Sundays are the busiest time of the week while Tuesdays and Wednesdays are slow for incoming orders.**

**Most orders are placed between 9 am and 5pm. After 5pm, the number of orders decreases.**

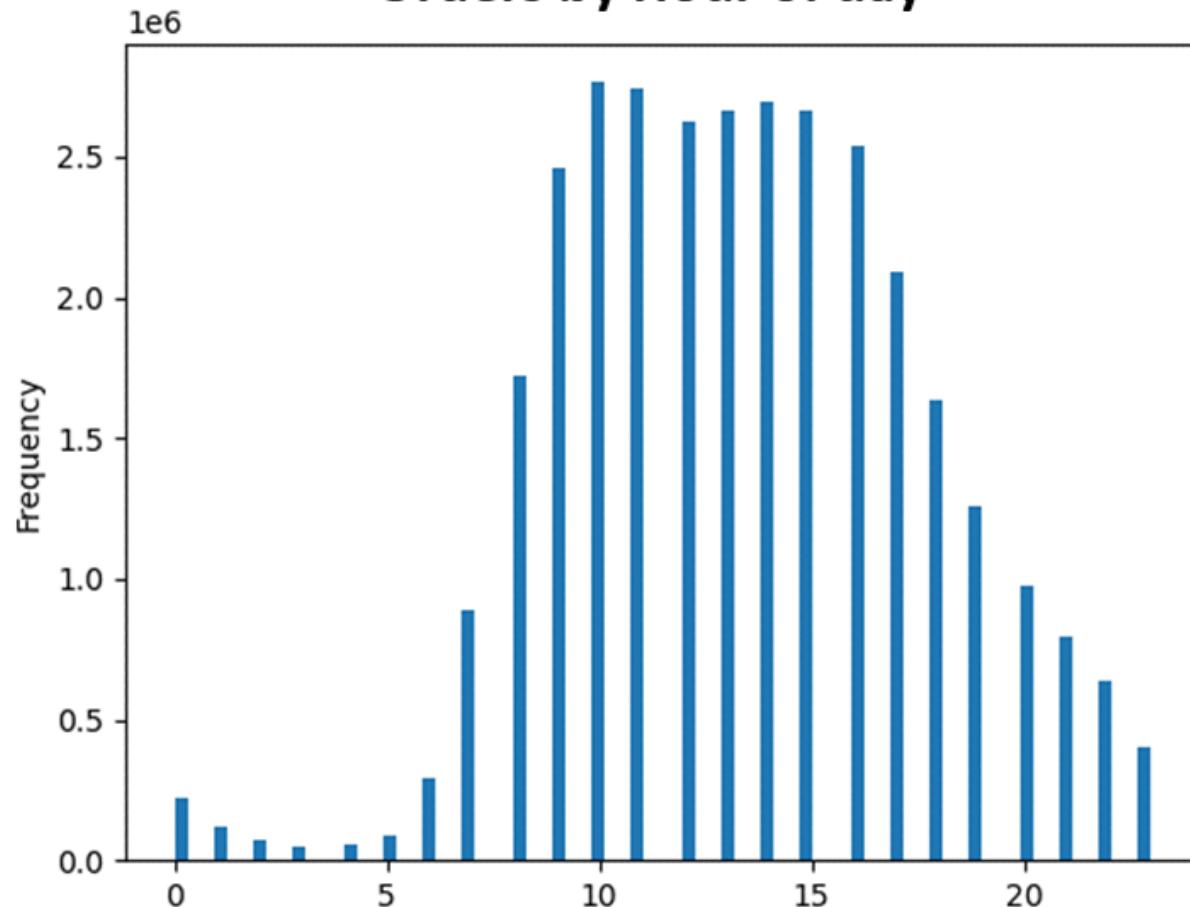
**Saturday remains the most lucrative day both in terms of order count and revenue generated, when considering the value of orders placed. Friday emerges as the second most profitable day.**

Orders Placed by Days of Week

Days of Week  
Legend  
0 - Saturday  
1 - Sunday  
2 - Monday  
3 - Tuesday  
4 - Wednesday  
5 - Thursday  
6 - Friday



Orders by Hour of day

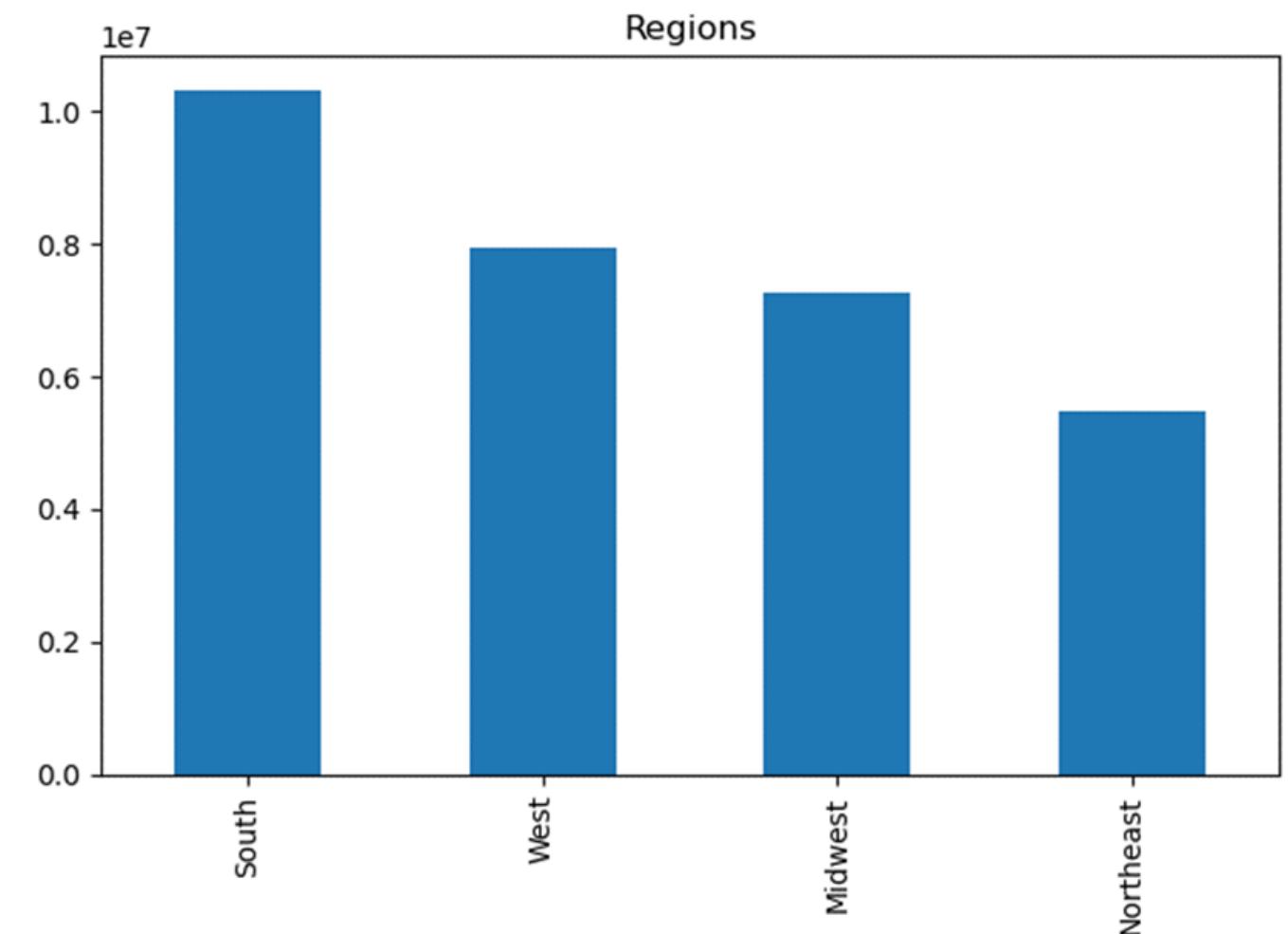
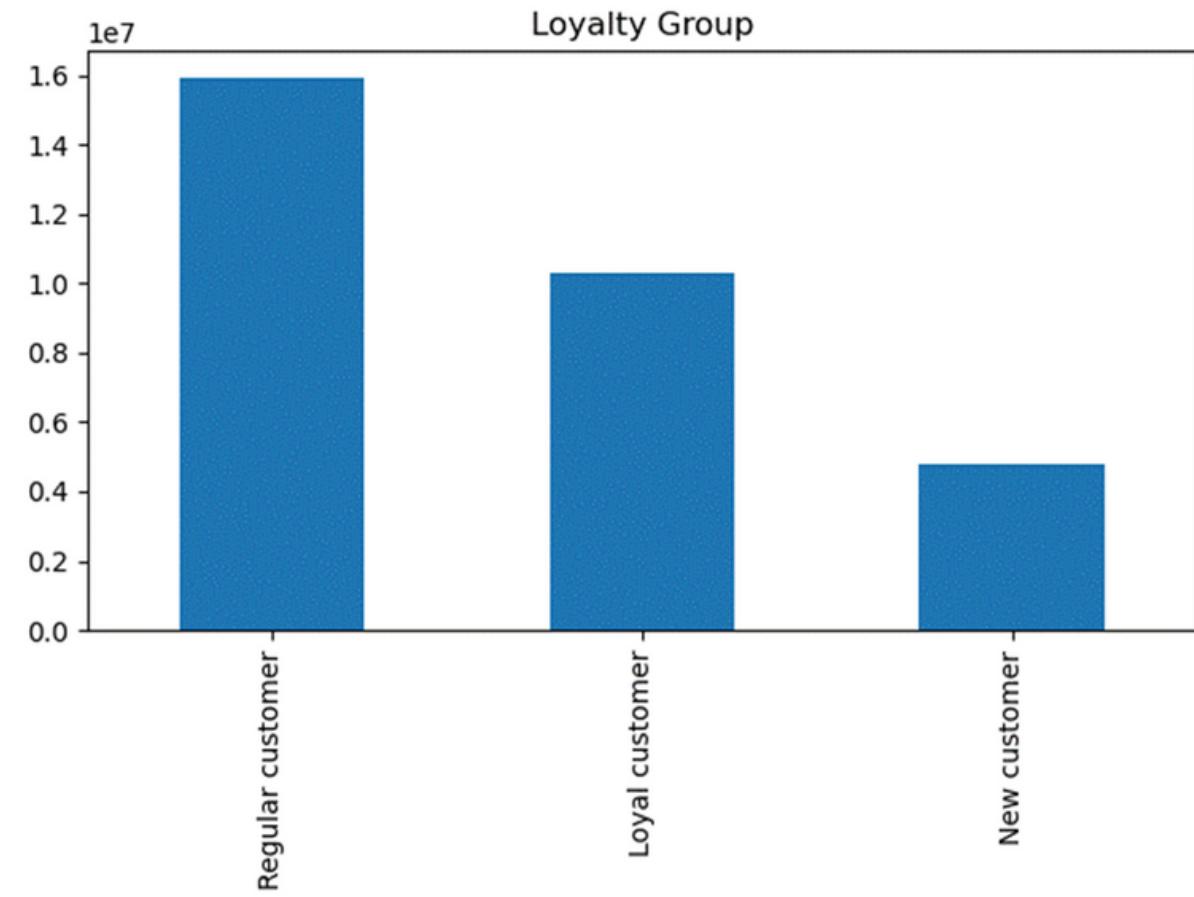


# Sales Analysis

**The South (Region) has the highest amount of orders, compared to all regions.**

**Regular customers (those purchasing between 10 and 40 orders) make up the majority share of customer base. New customer make up the least share of customer base with less than 10 orders, whiles Loyal customers have purchased over 40 orders.**

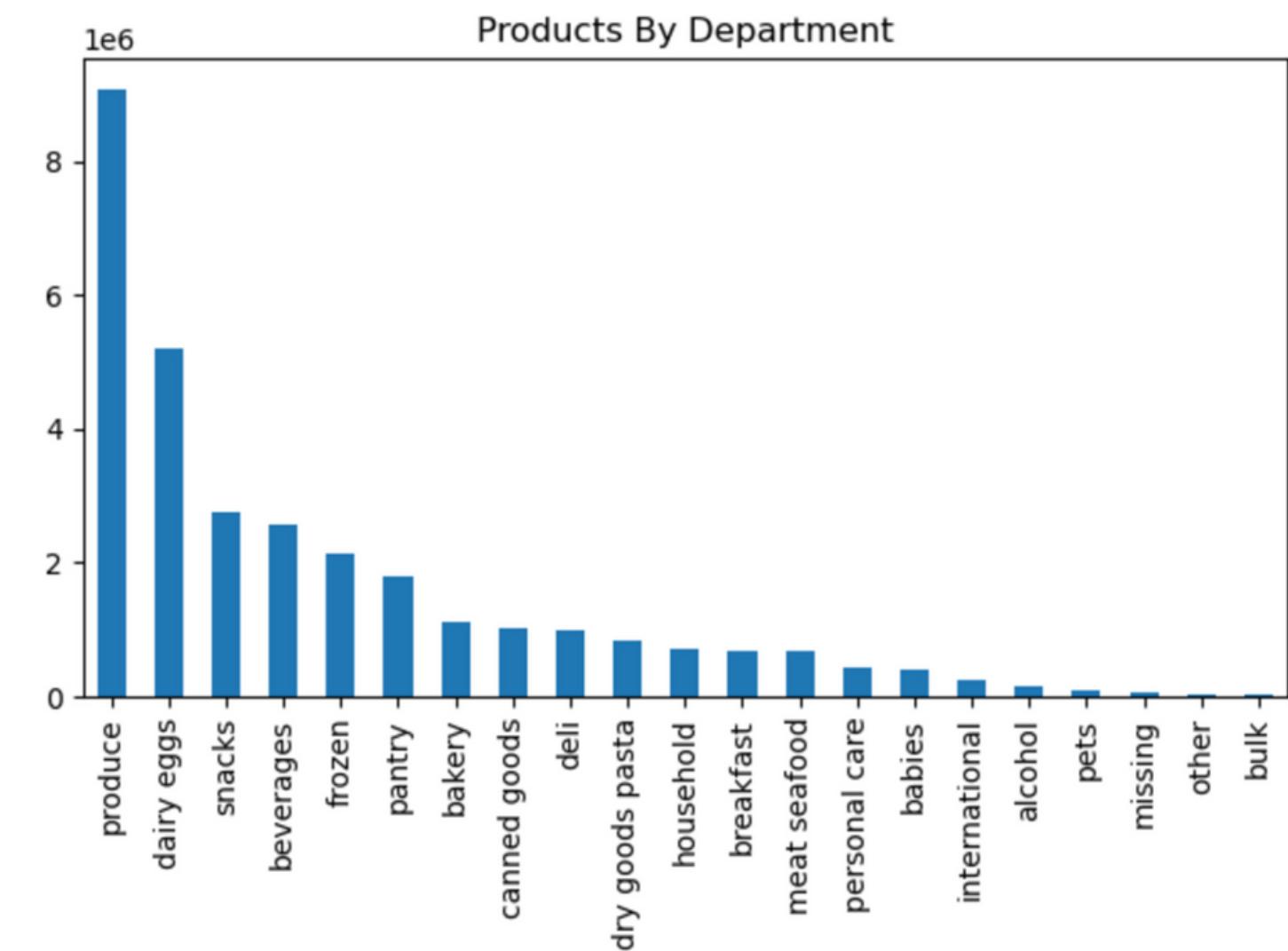
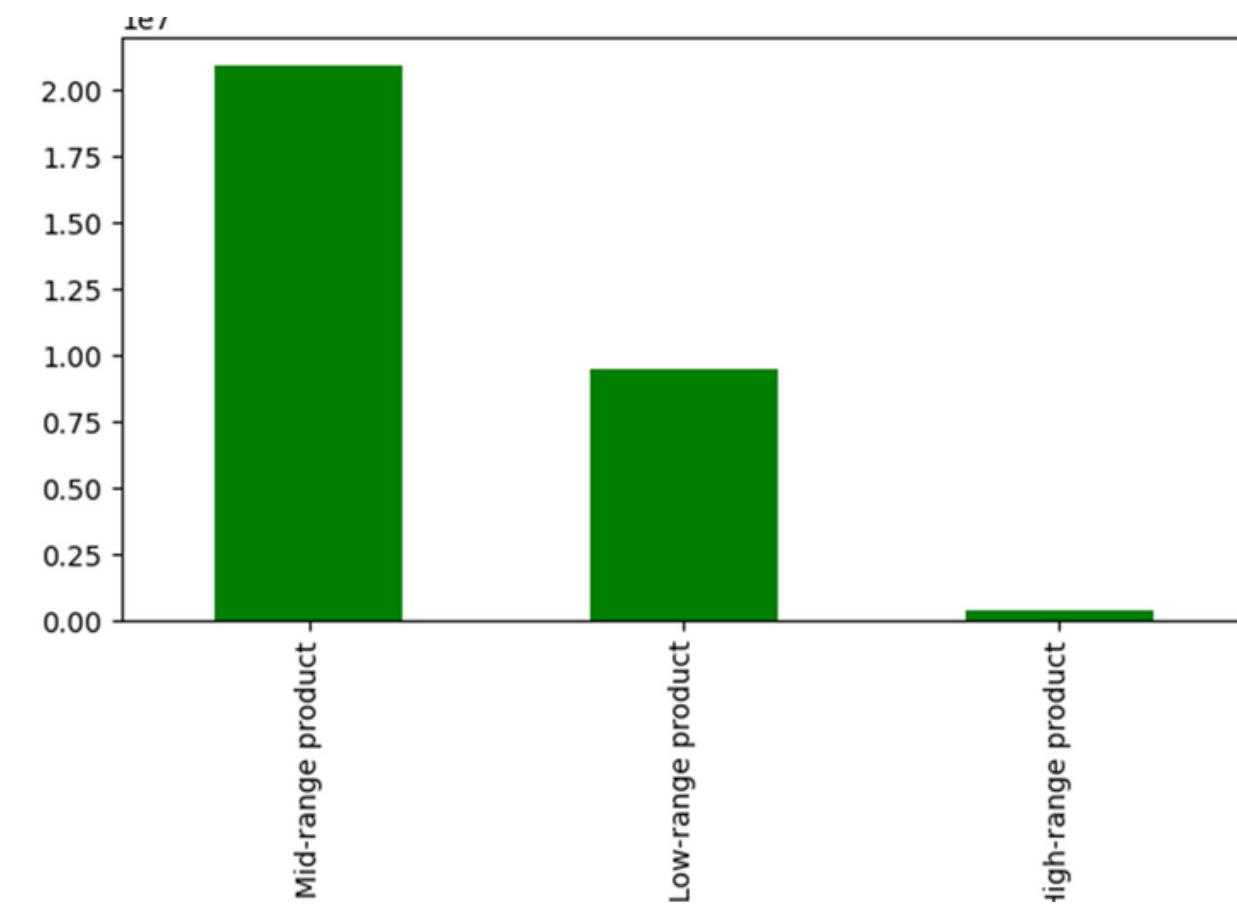
**Regular customer base is made up of a higher share of mainly high income group, middle aged and married.**



# Sales Analysis

**Produce is the best seller amongst all other products. This is followed by dairy eggs and snacks which together make up about 50% of all orders.**

**Mid-range price products are the most sold products followed by low-range products, then high range products.  
High-range products are purchased less frequently.**



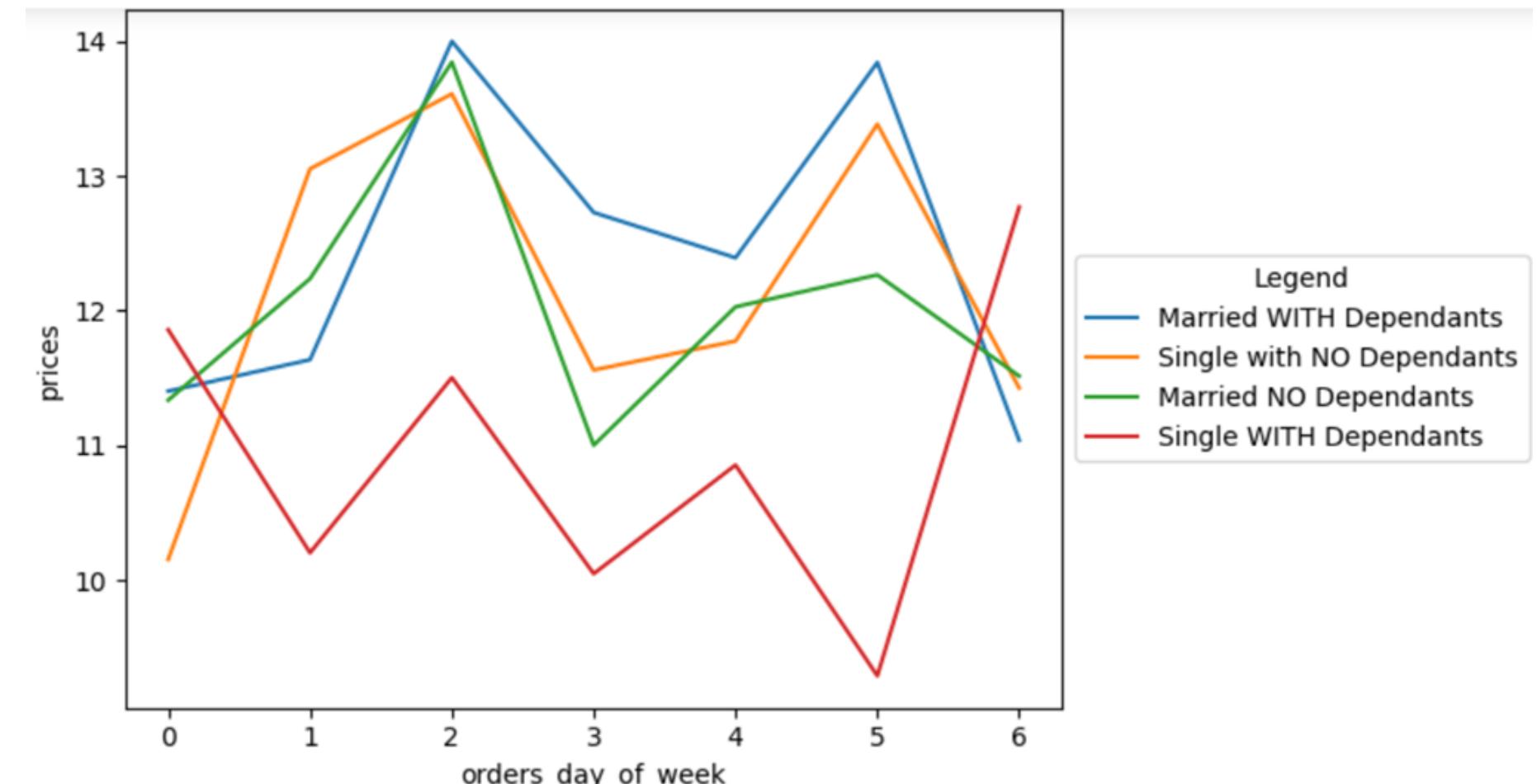
# Sales Analysis

**Married customers with children make up almost half of customer base, with a miniscule figure for single parents with dependents.**

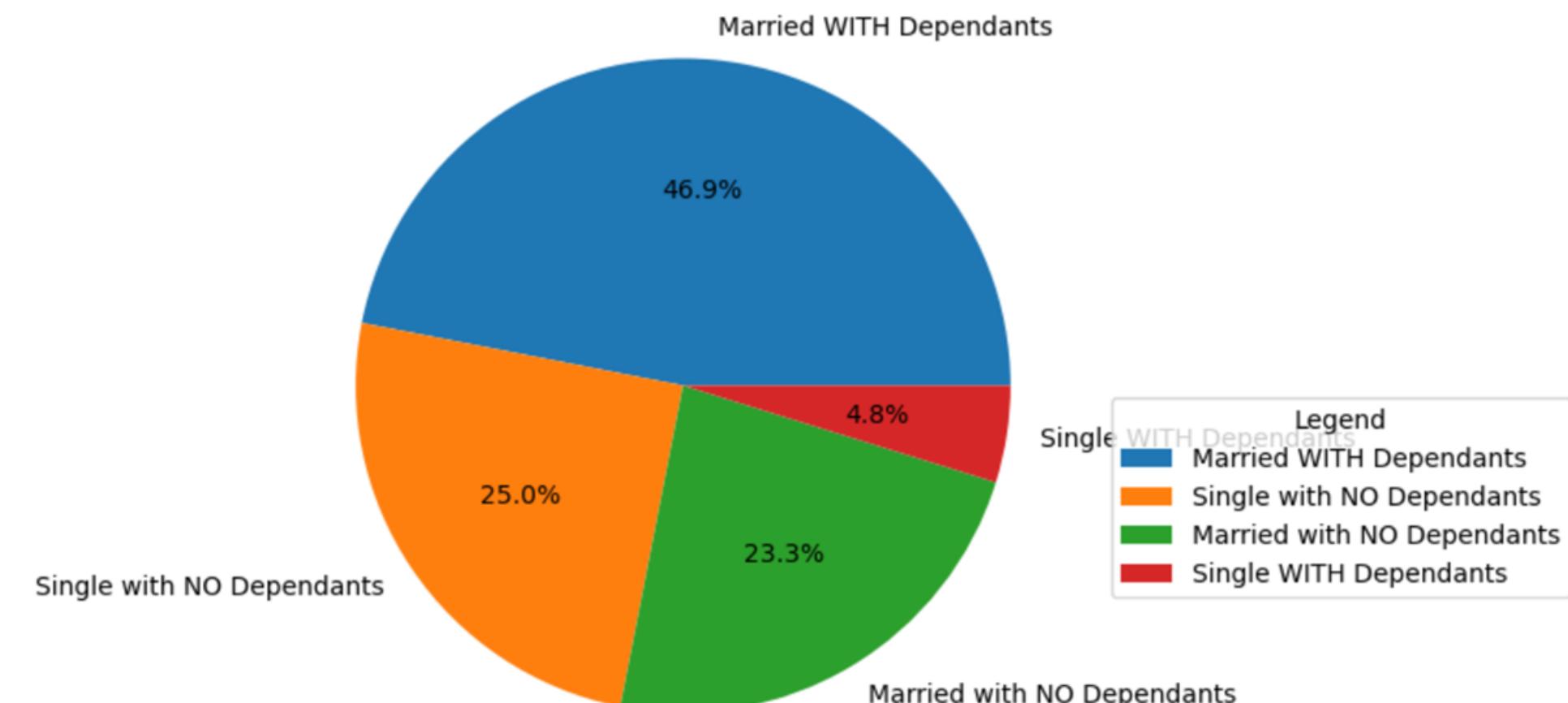
**Married customers with children typically pay the highest prices for products.**

**On the other hand, singles with dependents are more likely to pay low prices for products.**

**Product Price by Family Status**



**Family Status Chart**



# Recommendations

- Run ads on Tuesdays and Wednesdays, when orders are at the lowest. Run ads between 5pm - 10pm, when most people will be at home. Target high range items during this period, to encourage buying of high value and premium items.
- Provide opportunities for customers to engage with products through meal plans, weekly recipe plans, and bundling products to engage with company products.
- Target less popular departments (pets, bulk, etc) with promotions and deals to increase their exposure.
- Offer loyalty programs for all customer groups. For New customers, offer loyalty programs with point systems for each purchase, the higher the value, the more opportunities to win prizes, discounts and freebies. This is also a way to convert them to loyal customers,

# Thank you

## Contact

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