Goal

- Present insights with actionable marketing strategy to optimize hyper-targeted marketing campaigns

- Offer basket analysis with marketing recommendations for specific user groups

Instacart Data

- 🥕 Total Users: 206k
- 🥕 Total Orders: 3.2 m
- 🥕 Total Products: 48k
- 🥕 Order details: dow, hour, days between orders, product descriptions

Methodology

🥕 SQL
🥕 Python
🥕 Excel

users_orders

order_id	integer
user_id	numeric

user_order

user_id	numeric
num_order	integer
max_days_since_order	numeric
min_days_since_order	numeric
avg_days_since_order	numeric

user_groups_department

user_id	integer
order_id	integer
department_id	character varying
product_qt	numeric
quartilespqt	integer

order_dow

user_id	numeric
order_dow	integer
count	bigint

insta_user_product_purchase

user_id	numeric
order_dow	integer
product_name	character varying
product_id	integer
order_id	integer

Insta users

user_id	numeric
order_id	integer
department_id	integer
product_qt	integer
quartilespqt	integer
user_cat	character varying(50)

Insta_basket

order_id	integer
product_id	integer
product_name	character varying
quantity	integer

instacart_prodqt_bydept

department_id	
order_id	
product_qt	

user_groups_departments

order_id	integer
product_id	integer
product_name	character varying
aisle_id	numeric
department_id	integer
add_to_cart_order	integer
reordered	integer

total_or_re

product_id	integer
total_orders	bigint
total_reorders	bigint
department_id	integer

Background

- 🥕 E-commerce platform founded in 2012
- 🥕 Apoorva Mehta, CEO and Founder
- 🥕 Personal shoppers fulfill orders on-site and deliver items to customers

"Instacart is building the best way for people anywhere in the world to shop for groceries."

Instacart Delivers

Customers

- 🥕 Products You Love -
- 🥕 Same day delivery
- 🥕 Save time and money (exclusive deals of popular items)

Partners

- 🥕 A way to make same day deliveries
- 🥕 Digital storefront and marketing campaigns

Total Items by Users Groups

Quantity of items purchased by users used to determine user groups
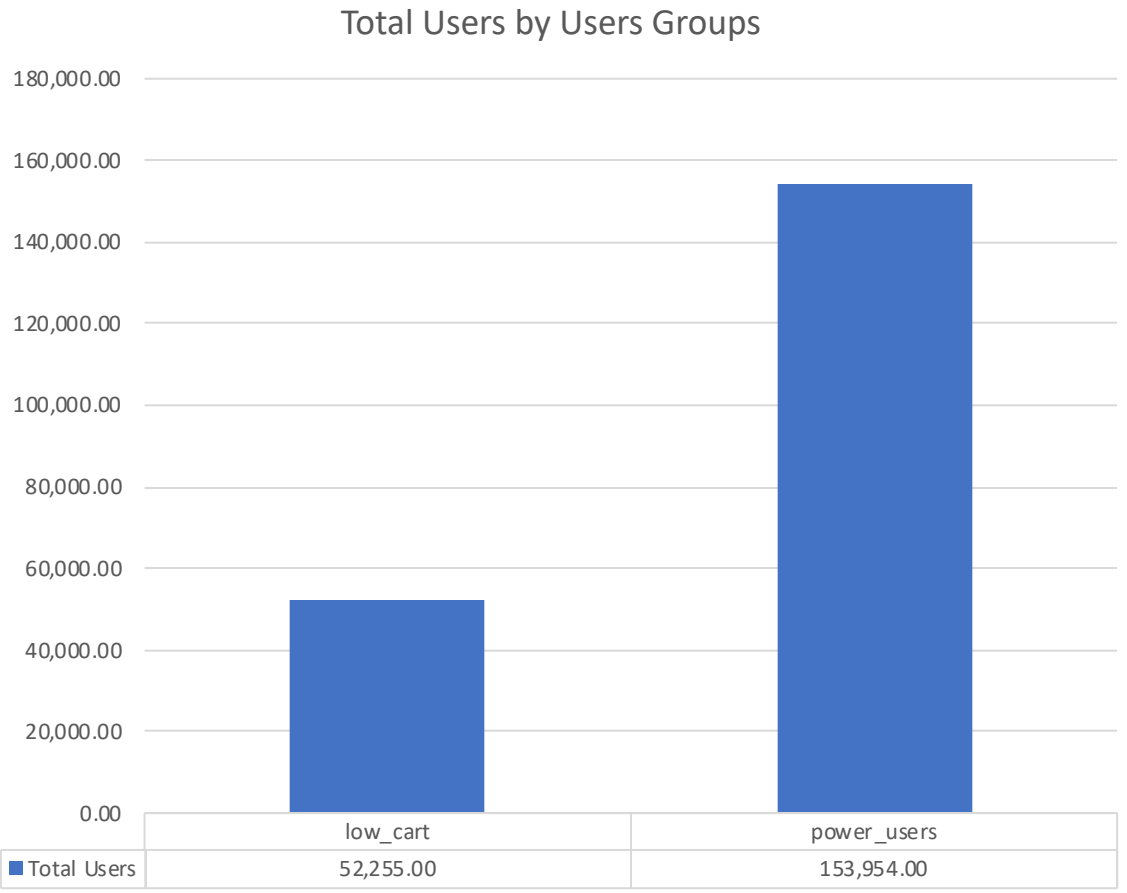
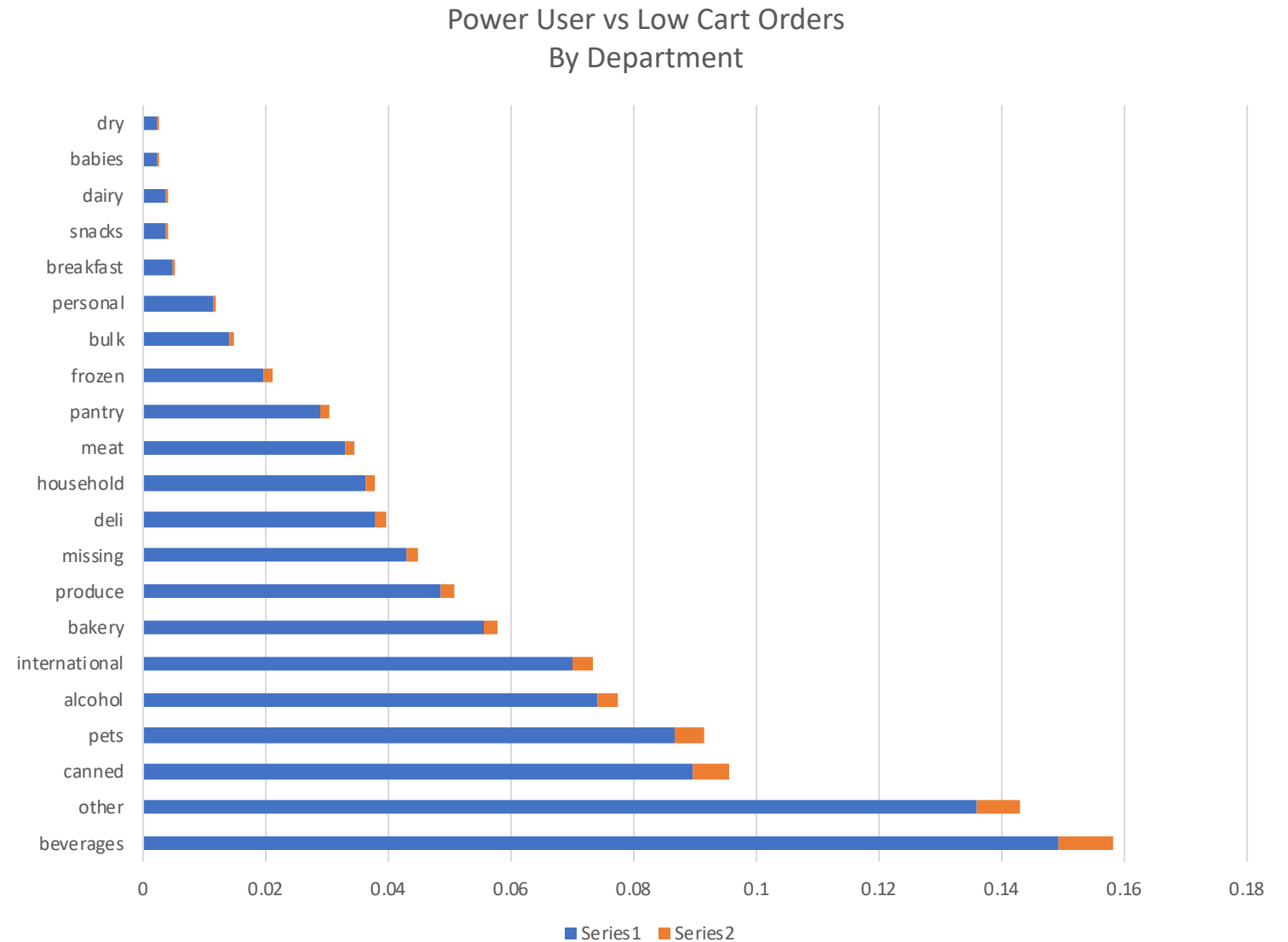- 🥕 Low cart: lower quartile
- 🥕 Power users: top 75% of users

Total Items by Users

Power User vs Low Cart

Total Users by Users Groups

	low_cart	power_users
Total Users	52,255.00	153,954.00

By Department

Low Cart Users
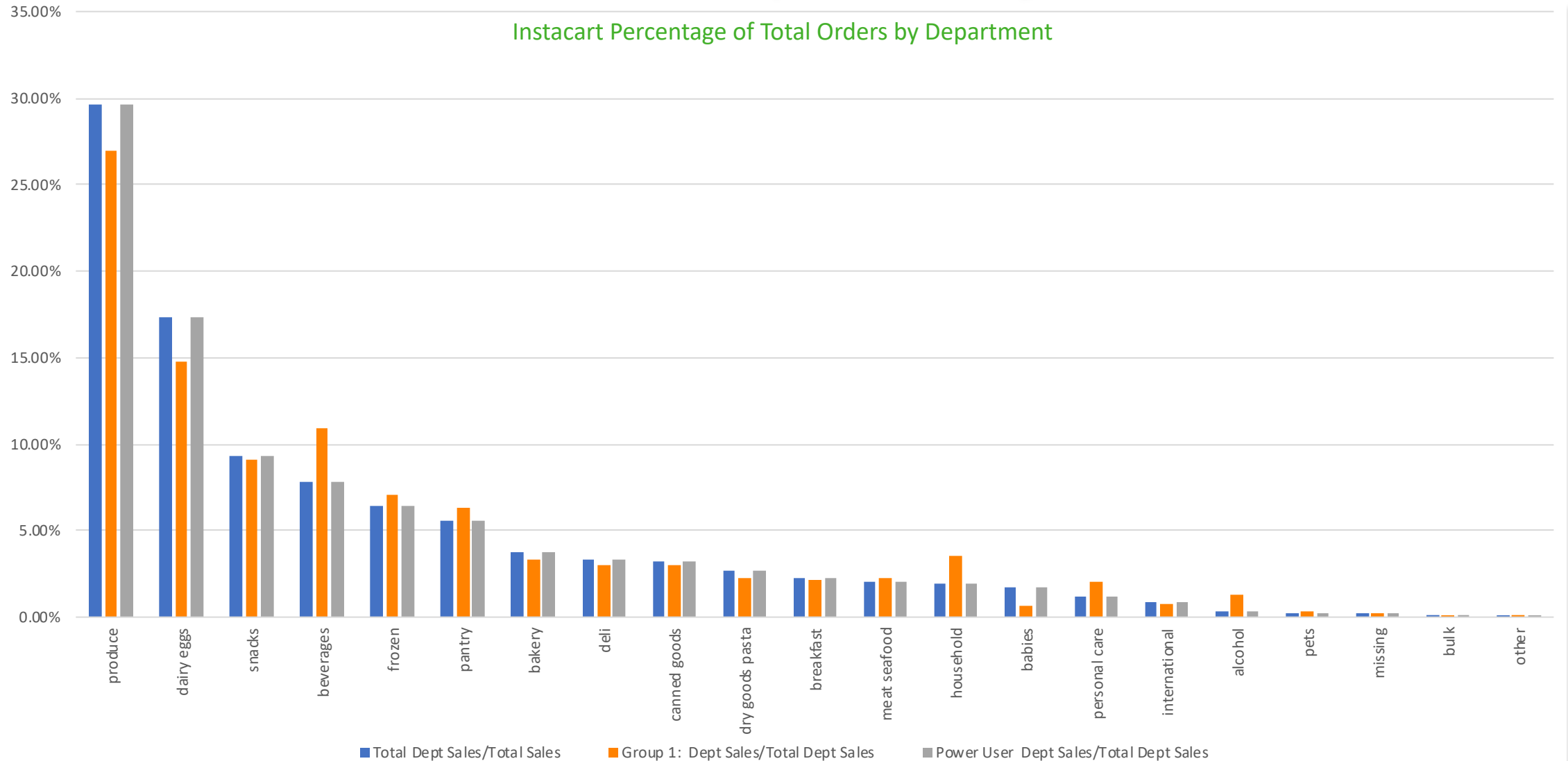
What's in your order?

Number of orders containing products from each department

11% of orders included breakfast items

2x number of orders containing items from other departments

Description	low_cart	%	power	%	Sum of total_orders
alcohol	55,130.00	5%	1,125,888.00	95%	1,181,018.00
babies	1,899.00	5%	33,157.00	95%	35,056.00
bakery	34,409.00	4%	847,147.00	96%	881,556.00
beverages	135,544.00	6%	2,273,776.00	94%	2,409,320.00
breakfast	9,670.00	11%	75,019.00	89%	84,689.00
bulk	7,266.00	3%	214,271.00	97%	221,537.00
canned	93,131.00	6%	1,364,220.00	94%	1,457,351.00
dairy	2,896.00	5%	56,386.00	95%	59,282.00
deli	20,219.00	3%	577,643.00	97%	597,862.00
dry	1,110.00	3%	32,692.00	97%	33,802.00
frozen	18,353.00	6%	300,202.00	94%	318,555.00
household	23,673.00	4%	551,058.00	96%	574,731.00
international	53,426.00	5%	1,064,466.00	95%	1,117,892.00
meat	21,528.00	4%	503,660.00	96%	525,188.00
missing	26,042.00	4%	655,263.00	96%	681,305.00
other	107,642.00	5%	2,069,696.00	95%	2,177,338.00
pantry	30,461.00	6%	440,319.00	94%	470,780.00
personal	4,417.00	2%	173,295.00	98%	177,712.00
pets	71,638.00	5%	1,319,809.00	95%	1,391,447.00
produce	29,155.00	4%	741,145.00	96%	770,300.00
snacks	2,491.00	4%	56,986.00	96%	59,477.00
					15,226,198.00

Departments of Interest

Low Cart

- 🥕 Breakfast (1st)
- 🥕 Beverages (5th)
- 🥕 Babies (6th)

Power

- 🥕 Personal (1st)
- 🥕 Bulk(2nd)
- 🥕 Produce (5th)
- 🥕 Bakery (7th)
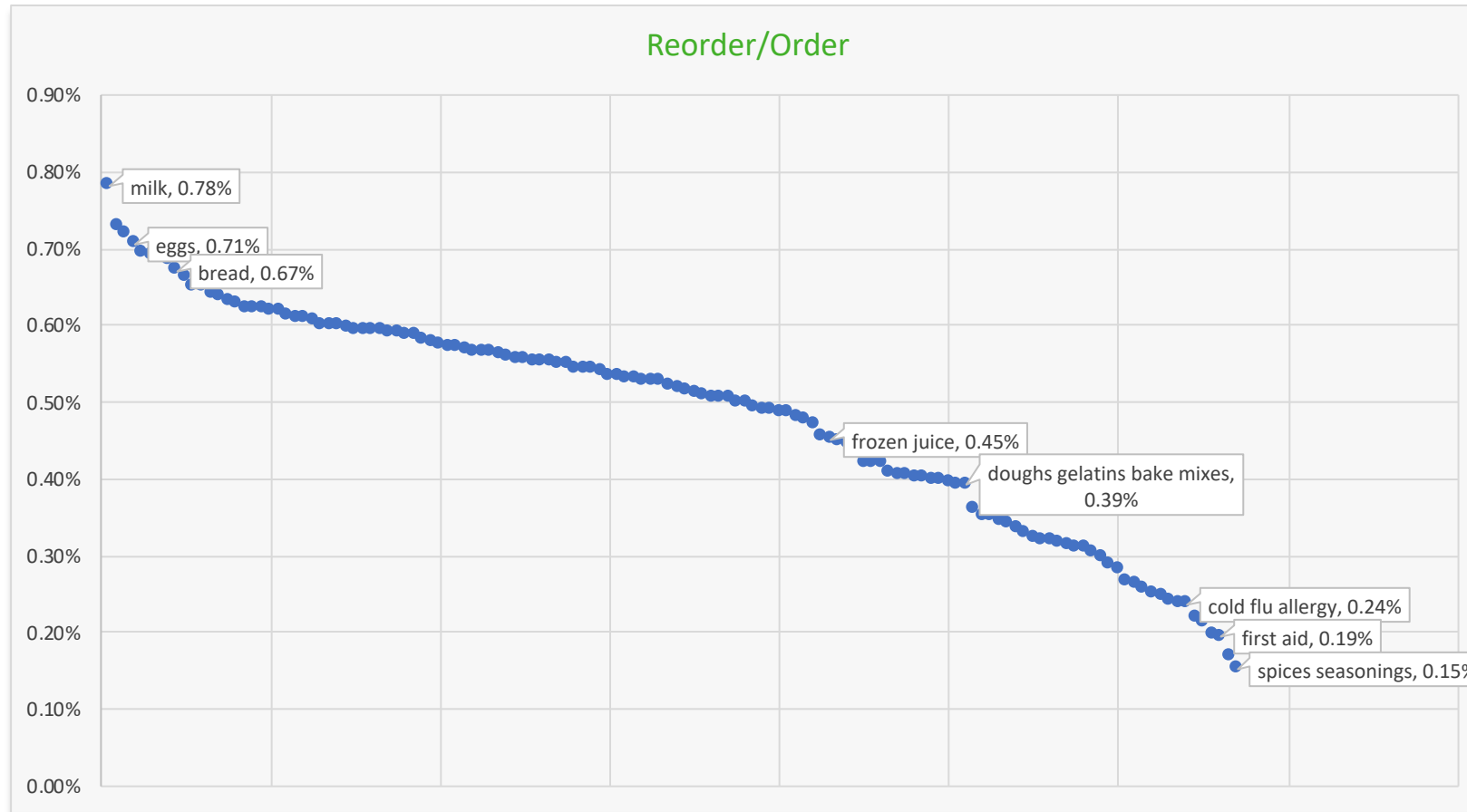- 🥕 Household (9th)

Low Cart User Strategy

- Increase orders by low cart users
- Market products from low cart top departments to low cart user (BBB)
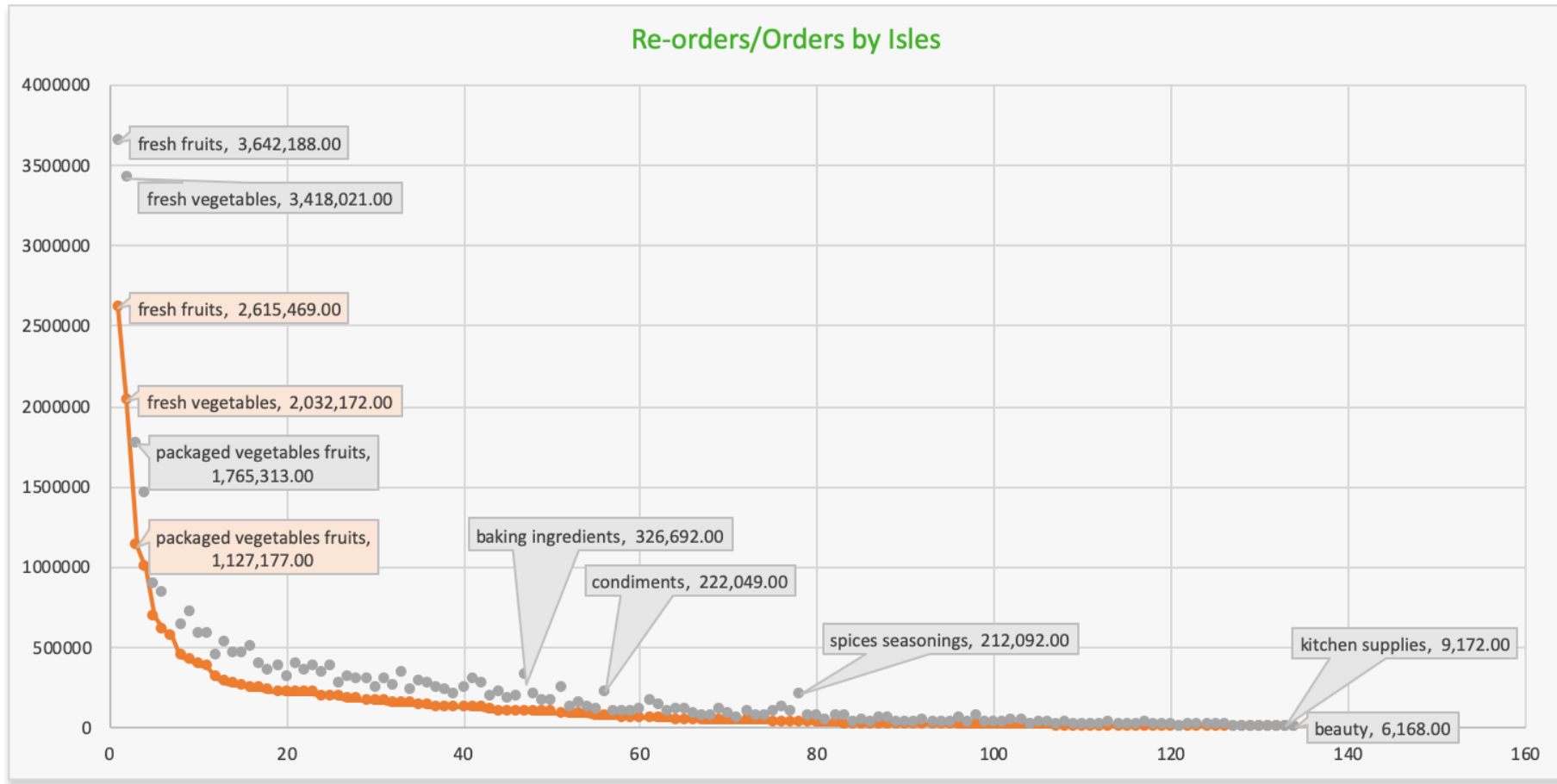
By Aisle

Power User

Aisles – (Reorders:Orders)%

Reorder/Order

Aisles – Reorders:Orders

Re-orders/Orders by Isles

fresh fruits, 3,642,188.00
fresh vegetables, 3,418,021.00
fresh fruits, 2,615,469.00
fresh vegetables, 2,032,172.00
packaged vegetables fruits, 1,765,313.00
packaged vegetables fruits, 1,127,177.00
baking ingredients, 326,692.00
condiments, 222,049.00
spices seasonings, 212,092.00
kitchen supplies, 9,172.00
beauty, 6,168.00

Power User Strategy

- 🥕 Increase revenue by increasing reorders
- 🥕 Promote reordering of produce as part of a healthy life and habit to power users

Takeaway

- Low cart users and power users are different
- We can get a picture of who are users are just using data

Next Steps

Further

- Orders and basket analysis to identify items that can be promoted as a bundle for low cart users
- Compare purchase day of week and average number of days between orders to appropriately schedule push notifications – "nudges" or reminder emails

- Monitor landing page activity for low cart users and new visitors to validate findings
- Hypothesis testing to confirm significance of differences observed between user groups

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Cristina Sandoval

862-250-3278

sandoval.cm@gmail.com

www.linkedin.com/in/krispeta21