INSTACART GROCERY BASKET ANALYSIS

Instacart, a online grocery delivery company

PROJECT OVERVIEW

Company

A online grocery delivery store that operates its service through its app.

Objective

The company already has good sales, they would like to uncover some insights regarding the behaviour of their customers spending and orders for better segmentation marketing stratgeries.

Data

The dataset used for the analysis was from Instacart, containing over 30 million records. Using variables such as department ID, age, time of day of order, among other variables. The fictional customer data was from Career Foundry.

Tools used Python coding via Jupyter notebooks & Excel.

ANALYSIS PROCESS

Pre-Analysis

- Created and organized project folders according to industry standard set up.

- Created data dictionary with Python.

- Wrangled, cleaned and merged data to a clean, coherent pickle file.

Anlaysis

- Created summary columns of descriptive statistics.

- Created customer profiles based on different variables such as age, location, martial status.

- Created new variables and flags to define certain segmentation of customer behaviours, such as loyalty and spending habit.

Visualization

- Created Python visualization within Jupyter notebook.

- Created histograms, line, scatterplot, bar graphs.

- Created and summarized findings, visualizations and analysis in an Excel report

VISUALIZATION INSIGHTS
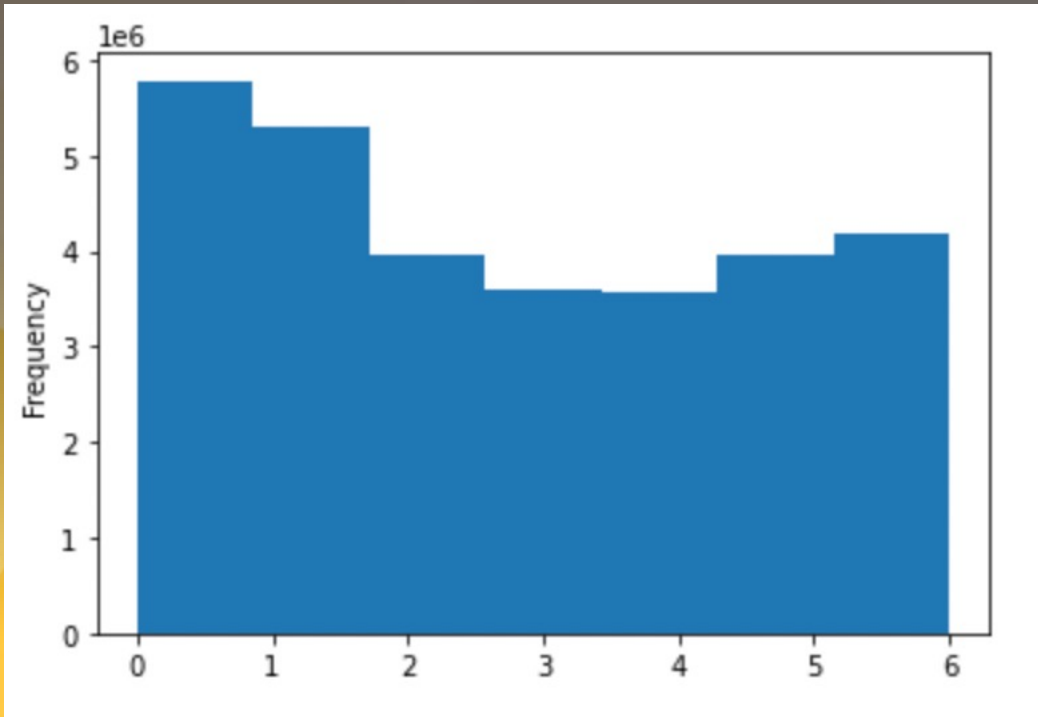
This graph shows what day of the week is busiest in terms of number of orders.

GitHub Python Project Repo link

This graph shows what time of the day in terms of the amount of money spent on orders.