**Instacart analysis using Tableau Desktop.**

The prime objective of this analysis is to identify the rush hours for the Instacart website and manage the incoming order loads, also in understanding the highest and lowest selling products so to maximize the shelf life of items.  
  
The various parameters analysed will be mentioned below also find attached Excel sheet to work with data.

**Analysis 1**: Identifying the busiest days of the week.

Solution: Creating bins for the orders per day and analysing in order.

**Insight**: The highest orders are placed on weekends. (Saturday and Sunday)

Graphical user interface, chart, bar chart

Description automatically generated

**Analysis 2**: Top 10 product sold in busiest hours.

Solution: Sum of orders in rows and product name in columns.

**Insight:** The highest sold product was bag of bananas.

Chart, bar chart

Description automatically generated

**Analysis 3**: Analysing purchasing behaviour to increase purchasing power.

Solution: Understanding days since prior order and counting the days.

**Insight:** Most people tend to order weekly and monthly with highest recurring order rate is 8 and 31 days

Chart, histogram

Description automatically generated

**Analysis 4**: Top Recurring orders

Solution: Understanding average reorder and analysing with product names.

**Insight**: Raw veggie rapper was the highest reordered product with a rate of 94% of re-ordering.

Graphical user interface, text, application, email

Description automatically generated

**Analysis 5**: Top sold products as per Aisles

Solution: Count of product against aisle table and sum of sold items

**Insight**: Highest ordered products were fruits and vegetables. Fresh produce constituted to highest sold items.

Chart, treemap chart

Description automatically generated

**Analysis 6**: Analysing product sold per department.

Solution: Count of products sold as per department

**Insight**: The highest sold items is in fresh product followed by eggs.

Chart, bubble chart

Description automatically generated

**Conclusion: Visual analysis is the best and easiest way to convey information and understanding the problem helps to figure out important data and work on it.**