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 Present

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Layout ▼

Theme...

Transition...

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1

Intro to Instacart

- Grocery delivery service
- Personal shoppers shop in various retailers
- Can be delivered same-day
- Slightly more expensive than in-store prices and require delivery fees

Team: London, Jonathan, Saurath, Meng

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Intro to Our Project

- Goal: understand user behavior and segmentation through order history on Instacart
- Data:
 - Orders (include train and test data):
 - What time of the day order is placed
 - What day of the week order is placed
 - Days since prior order
 - If the item in the order is a reordered product
 - Departments ID - 21 departments
 - Aisle ID - 134 aisles
 - Products ID - 50k products

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Today's Agenda

- Descriptives
 - Tableau
- Exploratory & modeling
 - Python pandas, numpy, scikit-learn
- Q&A

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Distribution within Datasets

In the dataset, we have 3,214,874 orders from 206,209 users. Among the users, 131,209 users' data were used to train our model but only 75,000 users' data were used to test our model.

Order Summary



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