



instacart

Strategic Marketing Analysis



Miguel Grisanti
DATA
01/2020



Overview

— — —

- Background: Instacart
 - Dataset Introduction
- Analysis:
 - User Classification
 - Segmentation
 - Market Basket
- Takeaways + Initiatives

Background

— — —

- Same-day grocery delivery founded in 2012
- Delivers from over 20,000 stores across US and Canada
- Connects consumers with personal shoppers
- Leading grocery delivery marketplace with 59% of share



The Instacart Online Grocery Shopping Dataset 2017

<https://www.kaggle.com/c/instacart-market-basket-analysis/data>

3M orders
200K users
50K products

Analysis

How can we understand users better to meet their needs?



Analyzing behavior patterns for targeted marketing and investigating avenues that will expand our business model.

User Classification



Small Businesses

Retail,
Food and beverage,
Service Industry

< 3.5 days

> 60 orders

Offices

Corporate,
Non-corporate,
co-working spaces

> 3.5 days

> 60 orders



Active

Head of households,
Housewives,
Individuals

< 30 days

< 60 orders

Inactive

Trials,
First timers,
Special occasions

> 30 days

< 60 orders



Segmentation

Our Business users
are most valuable

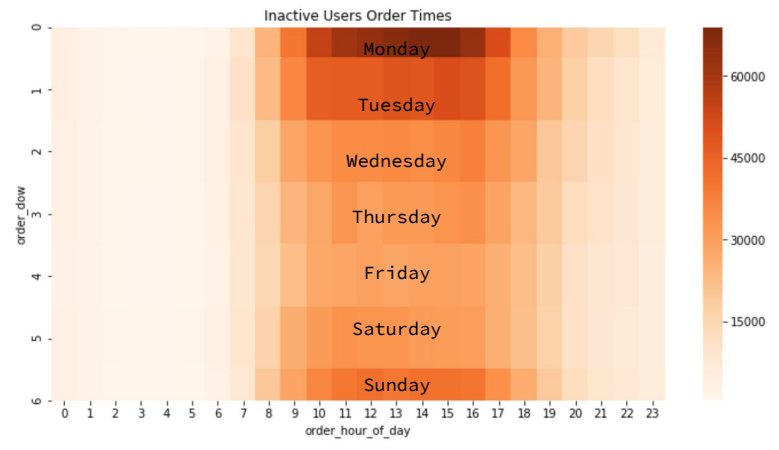
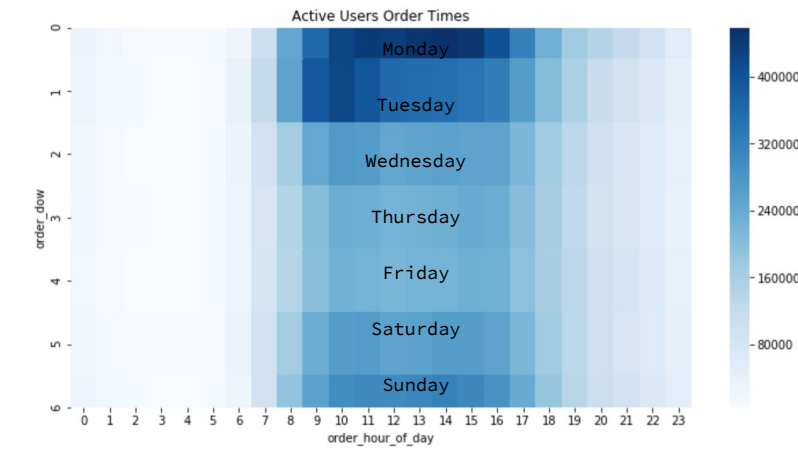
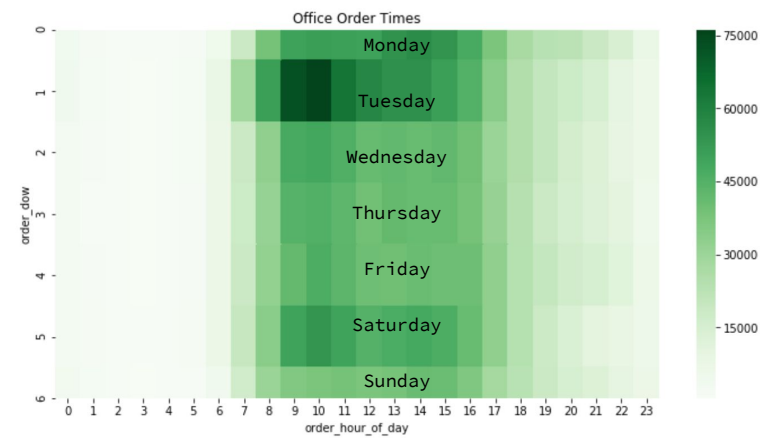
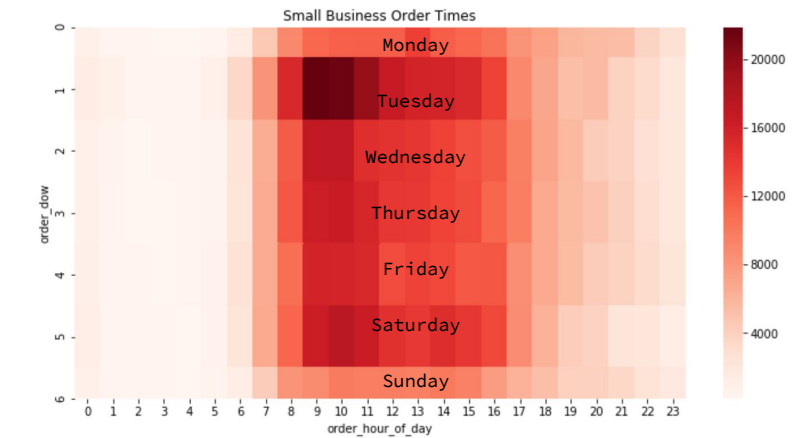
Small Businesses
behave with most
frequency and
consistency



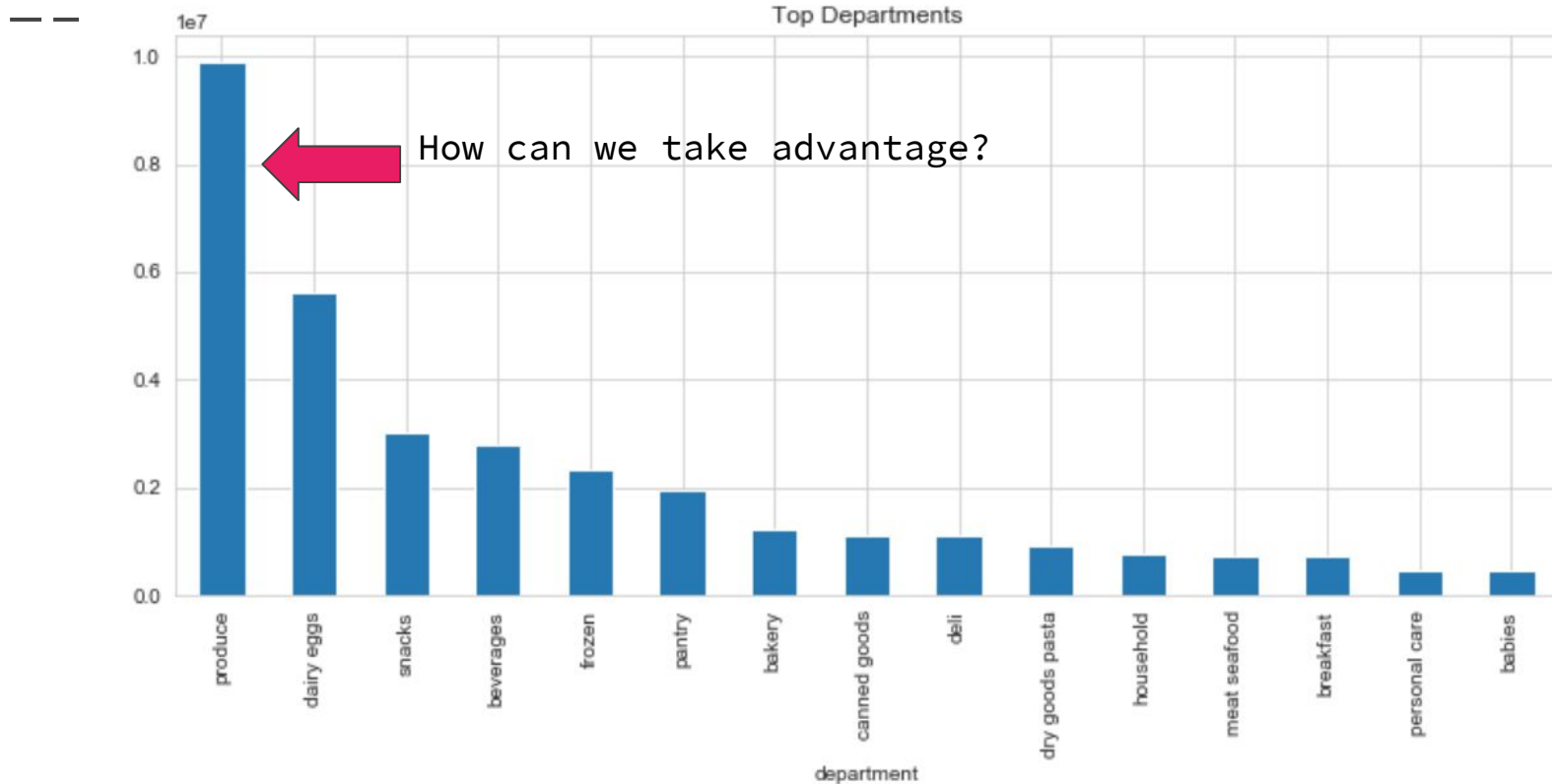
The majority of
users are active
which is good
news!

Consumer
presence
is at a
larger
scale

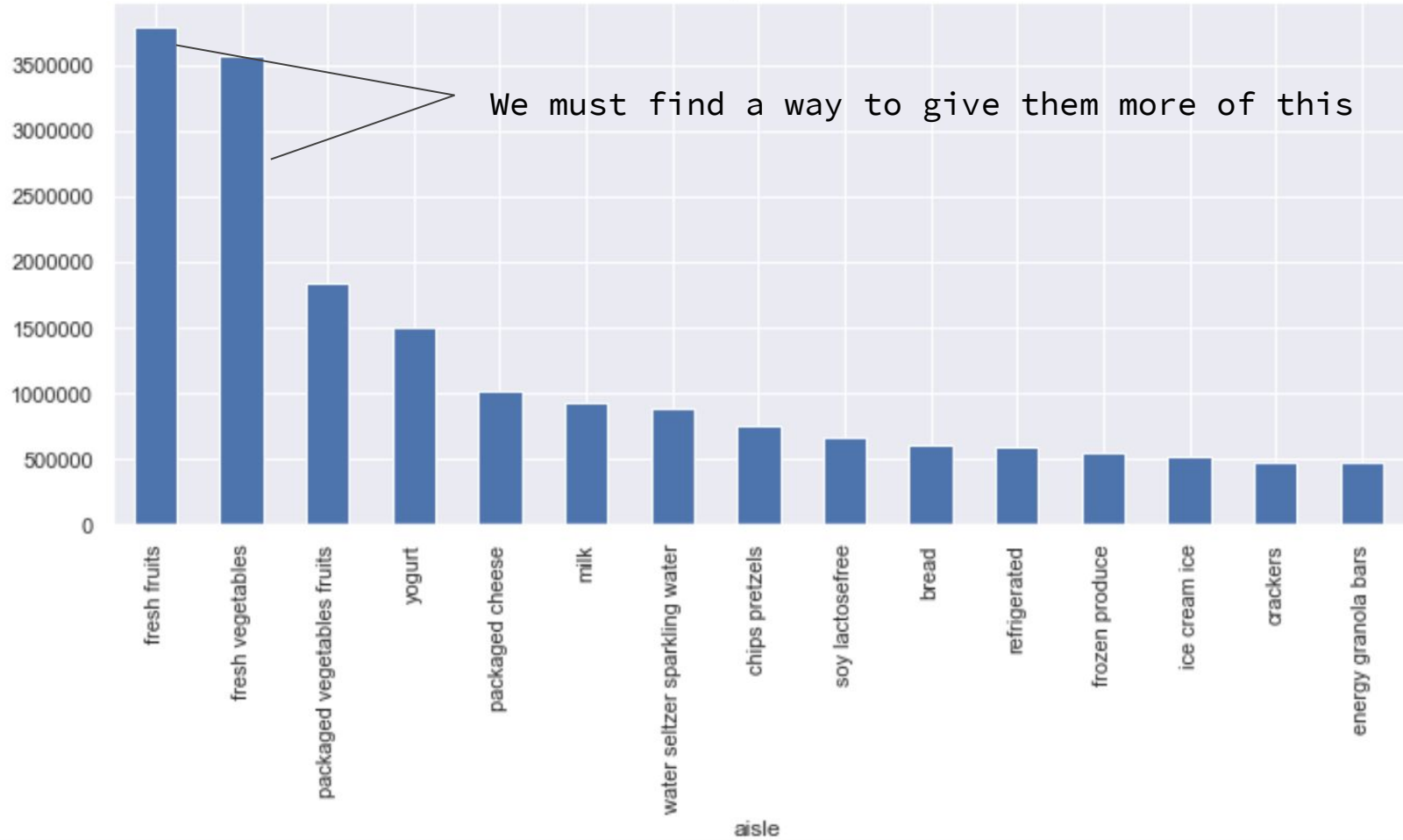
Class Behavior



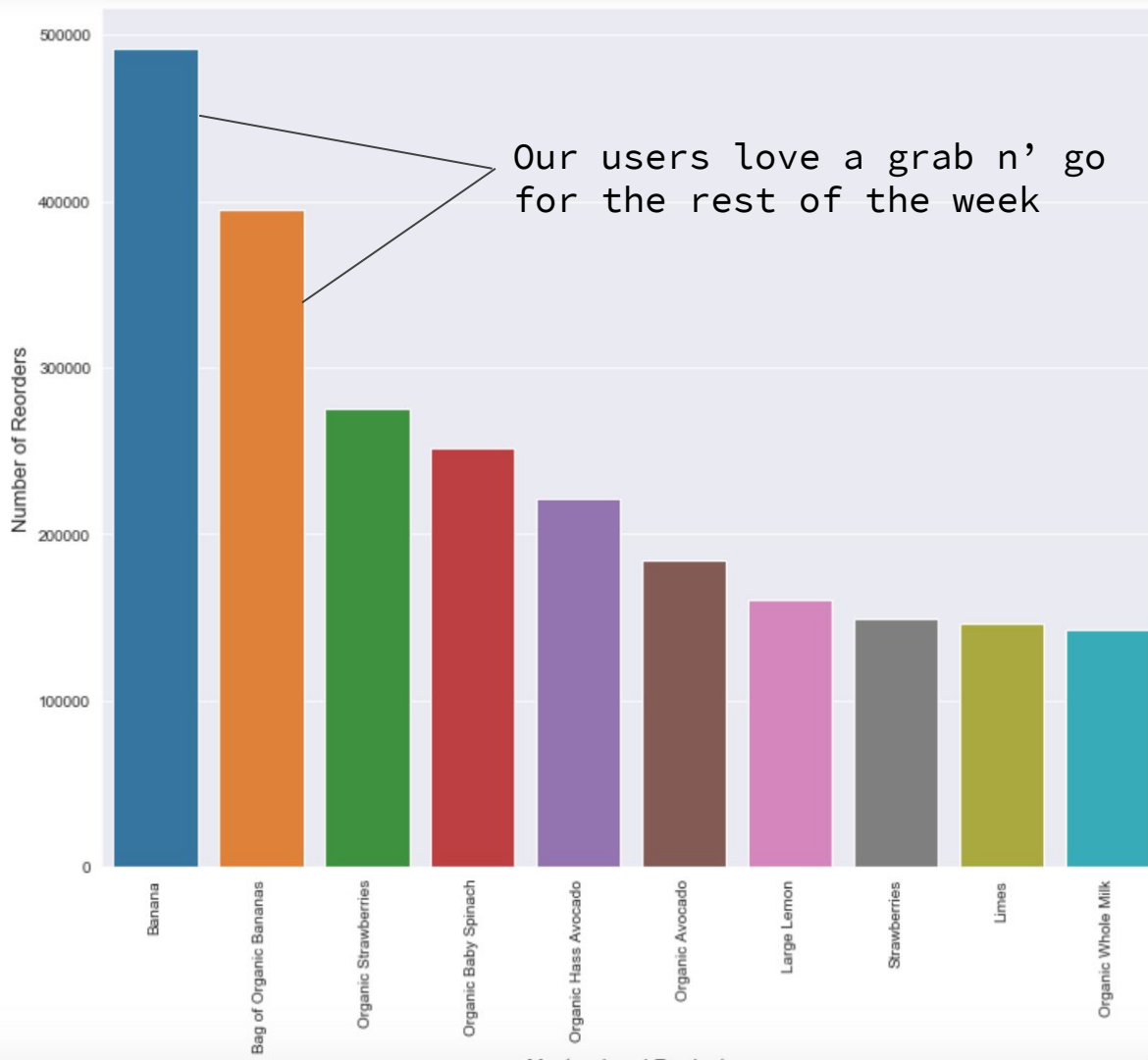
Basket Analysis



Top Aisles



Products



Takeaways + Initiatives

— — —

- Retail Capsule: For brand awareness and customer acquisition
 - With a large customer base, conversion of inactive users and retention of active through marketing initiatives is a priority (and selling produce!)
- Business Department: To build Features, security measures, and product consistency
 - We have the ability to cater to our business sector with high potential for growth and revenue
- Local Small Business Focus: Reinforcing share, and uplifting our mission
 - Focus on PRODUCE department, as we can predict it is most consistently ordered

Thank you!

Let's stay in touch

<https://www.linkedin.com/in/miguelsgrisantim/>

miguelsgrisantim@gmail.com

917.855.5606