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Cascade Data Labs

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Overview

- ▶ When are people buying?
- ▶ What are people buying?
- ▶ Who is buying?

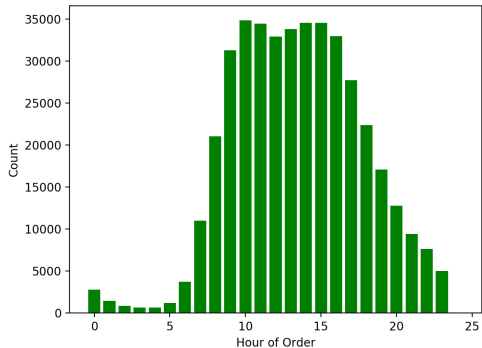
When Are People Buying?

Time of Day

- ▶ Orders primarily coming between 9 and 5
 - ▶ During work day?
- ▶ Long tail of evening purchases

Takeaway

- ▶ Lower than expected purchases from people after work
- ▶ Send emails around 5pm to encourage orders at end of day



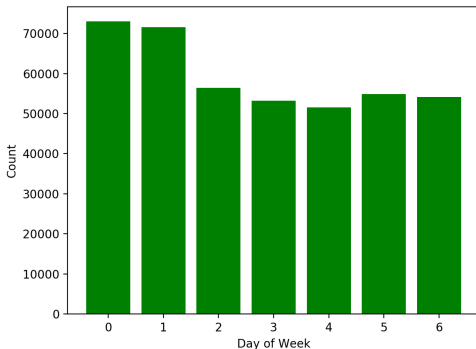
When Are People Buying?

Day of Week

- ▶ Higher number of orders on day 0 and 1
 - ▶ Most likely weekends

Takeaway

- ▶ People more likely to buy on weekends?
- ▶ Need to make sure 0 and 1 are weekend days



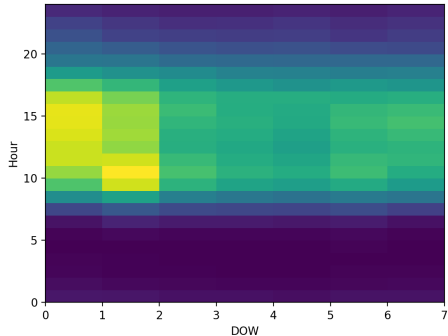
When Are People Buying?

Hour of Day vs. Day of Week

- ▶ Day 0 has more orders in afternoon
- ▶ Day 1 has more orders in the morning
 - ▶ This is in line with Saturday being 0 and Sunday being 1

Takeaway

- ▶ Know the high sales volume time for a week
- ▶ Need to check if these times are higher traffic or higher sales %



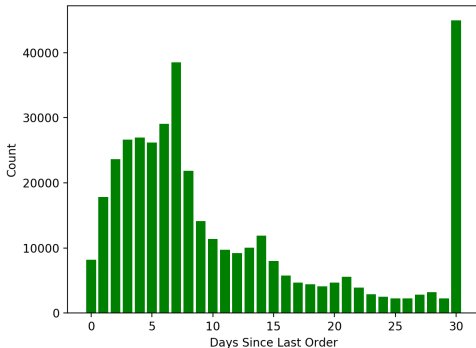
When Are People Buying?

Frequency of Ordering

- ▶ Most orders are within 10 days
- ▶ Increases every 7 days
 - ▶ Weekly shoppers?
- ▶ Large spike at 30 days
 - ▶ Overflow bin?

Takeaway

- ▶ If people are going to come back, they do so within the first week
- ▶ Send reminder emails around 6 days after an order



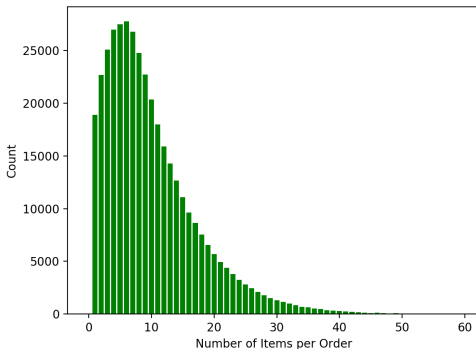
What Are People Buying?

Items Per Order

- ▶ Most people order <20 items
 - ▶ Peak at 6 items

How does this compare to order frequency?

- ▶ Are people who order more ordering less frequently?



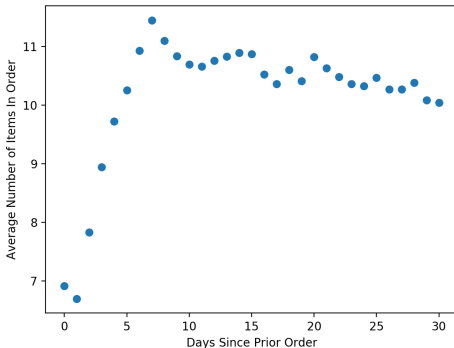
What Are People Buying?

Items Per Order vs. Days Since Last Order

- ▶ For first week, the number of items per order increases
- ▶ After 7 days, number of items orders slowly drops

Takeaway

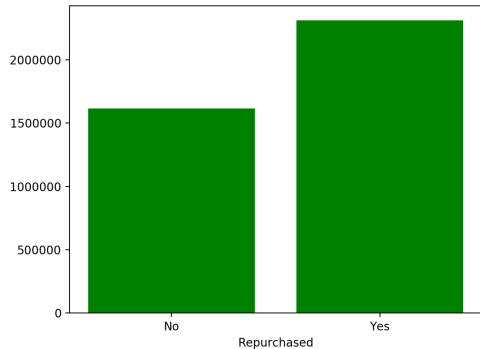
- ▶ In order to maximize sales, need to get people to order weekly
- ▶ Again send ad around 6 days after order



What Are People Buying?

Items Purchased Before?

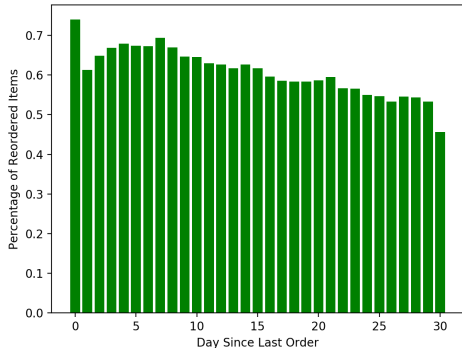
- ▶ Majority of purchased items are repeat items
- ▶ Does this mean the weekly regulars are ordering the same thing every week?



What Are People Buying?

% of Reordered Items vs Days Since Last Order

- ▶ The sooner a new order is placed, the more likely the items have been ordered before
- ▶ Spike at 0 seems unnatural
 - ▶ Reordering items on the same day?



Takeaway

- ▶ For highly re-ordered items, have option to re-purchase
- ▶ Less time spent on regular items gives more time for extra shopping

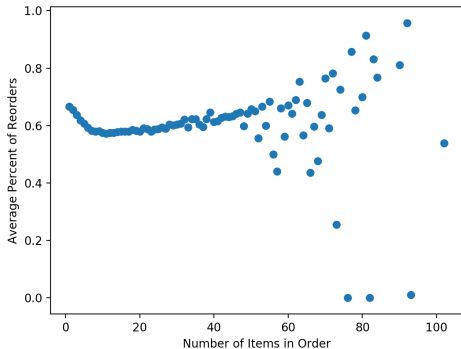
What Are People Buying?

% of Reordered Items vs Number of Items Ordered

- ▶ People with small orders have a lot of reorders
- ▶ Drops off slightly but regains
- ▶ Low stats prevent stating anything for orders greater than ~60 items

Takeaway

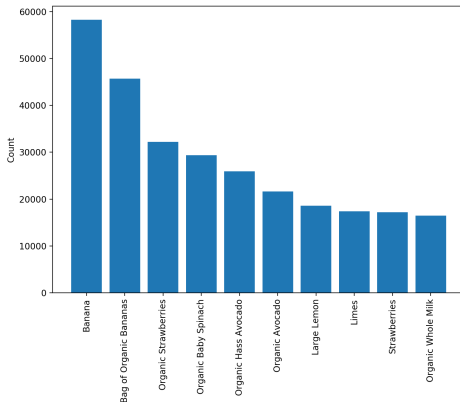
- ▶ Focus on making small reorders quick to encourage exploration



What Are People Buying?

Most Popular Items

- ▶ 9 out of 10 most popular items are produce
- ▶ Bananas are by far the biggest seller
 - ▶ Roughly 1 in 4 orders contain bananas



Takeaway

- ▶ Most common items from same department
- ▶ Check if this is true

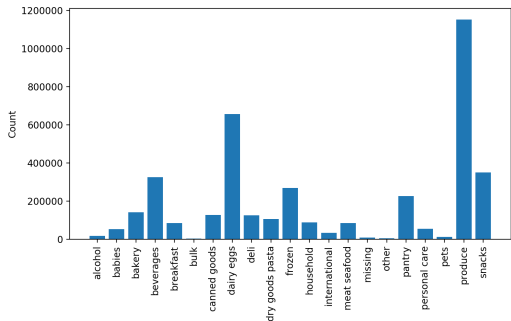
What Are People Buying?

Department

- ▶ Most orders come from Produce and Dairy/Eggs
- ▶ Very few items from Bulk, Pets, other

Takeaway

- ▶ People are already coming for produce
- ▶ Advertise other departments



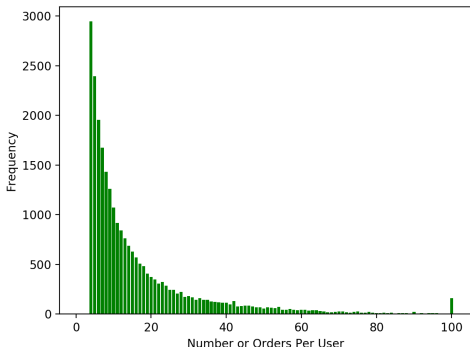
Who is Buying?

Number of Orders Per User

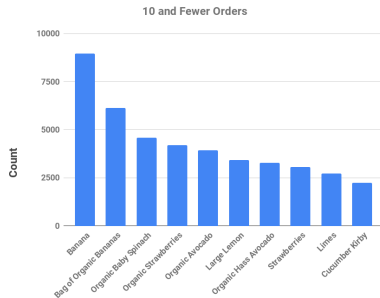
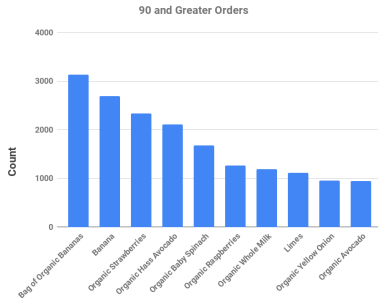
- ▶ Most users only reorder a few times
 - ▶ None less than 4
 - ▶ Artificial spike at 100

Takeaway

- ▶ Check for differences in extremes



What Are People Buying?



High vs Low Return Customers

- ▶ No major difference in order composition
- ▶ Slightly more organic items from frequent orderers

Further Places to Research

- ▶ Look into orders to determine demographic info
 - ▶ User who orders children's items probably has family
 - ▶ Same for products targeted toward women and men
 - ▶ Use this to send targeted ads for relevant products
- ▶ Want information on mobile vs site users
 - ▶ Tells where to send notifications (email or app)

Plan of Action

- ▶ Advertisements
 - ▶ Push ads 6 days after ordering
 - ▶ Advertise non-produce items
- ▶ Make reordering common items easy (dedicated button)
 - ▶ Less time spent adding repeat items to encourage users to explore new products