

Instacart Purchase Insights Dashboard - User Guide

Overview

The "Instacart Purchase Insights Dashboard" provides actionable insights for the Marketing team to optimize product visibility, marketing offers, and communication strategies. This guide will help users understand the key functionalities and navigate the dashboard effectively.

Key Features

1. **KPI Bar:**
 - **Total Orders:** Total number of orders placed.
 - **Average Days Between Purchases:** Tracks customer reordering frequency.
 - **Average Products per Order:** Highlights purchasing patterns.
 - **Average Orders per Customer:** Reflects customer activity over time.
 2. **Total Orders per Department:**
 - Visualizes the distribution of orders across departments.
 - Includes a reorder rate filter to identify customer loyalty trends.
 3. **Heatmap of Total Orders by Day & Time:**
 - Highlights peak order times to guide promotional scheduling.
 4. **Top 10 Products Sold:**
 - Displays the most popular products to aid marketing decisions.
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How to Use the Dashboard

1. **Interactivity:**
 - Use filters and department-specific reorder rates to refine data.
 - Click on departments or products to drill down into specific insights.
2. **Navigation:**
 - Use the tabs to focus on specific aspects like time trends or product performance.
3. **Tooltips:**
 - Hover over any bar, heatmap cell, or product tile to see detailed data and insights.
4. **Documentation:**
 - Click the **Documentation & User Guide** button (top-right corner) for further assistance.

Use Cases

- **Product Visibility:**
 - Determine high-demand products for promotion.
 - Identify underperforming products to strategize inventory management.
- **Marketing Offers:**
 - Create targeted discounts based on purchase trends.
 - Use reorder rates to incentivize repeat customers.
- **Communication Optimization:**
 - Schedule push notifications during peak order times.
 - Use insights to refine marketing campaigns.

Contact Support

For any questions or technical issues, please contact the dashboard administrator.