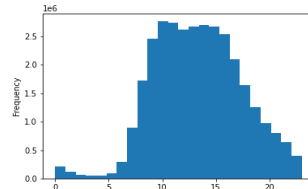


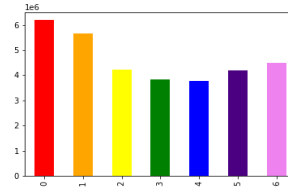
Question

The sales team needs to know what the busiest days of the week and hours of the day are (i.e., the days and times with the most orders) in order to schedule ads at times when there are fewer orders.

Answer

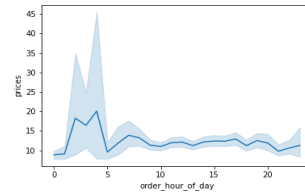


The busiest hours of the day are between 10 and 15. Ads should be scheduled outside of this time frame.

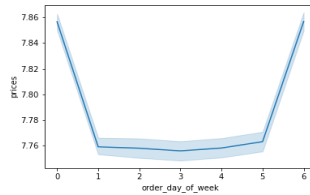


Most orders on Saturday (0) and Sunday (1). There should be more ads on weekdays.

They also want to know whether there are particular times of the day when people spend the most money, as this might inform the type of products they advertise at these times.

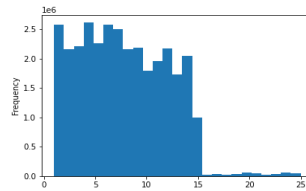


There seems to be high price orders from 2a - 4a, but there is more variance. It is best to assume that time of day does not affect the order price.



It may look like Saturday and Friday are above the other days of the week, but the range is very small - \$7.76 min and \$7.86 max.

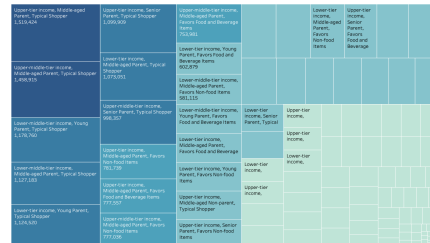
Instacart has a lot of products with different price tags. Marketing and sales want to use simpler price range groupings to help direct their efforts.



Most items are \$1 - \$15. Not many are \$15 - \$25. The former group could be split into two groups, and the latter group could be its own category.

The marketing and sales teams are particularly interested in the different types of customers in their system and how their ordering behaviors differ.

Instacart Customer Profile Count



Number of Customers
0 1,000 2,000 3,000 4,000

This is the most important visualization for recommendation purposes. Notice that 19/134 profiles make up half of the users, and 34/134 nearly makes up 3/4 of the data.

Instacart needs to focus on these demographic profiles when developing a marketing strategy.