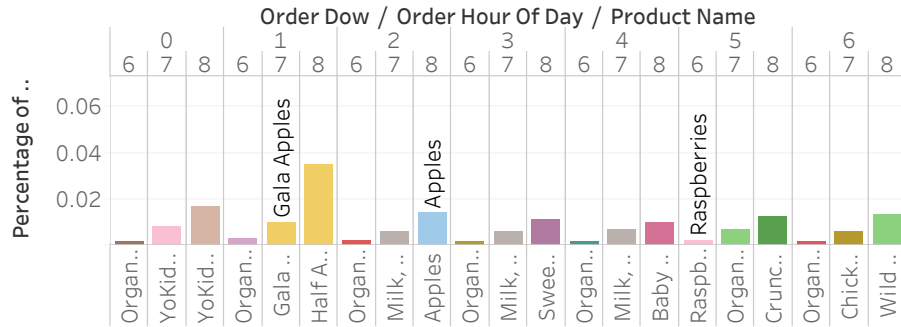
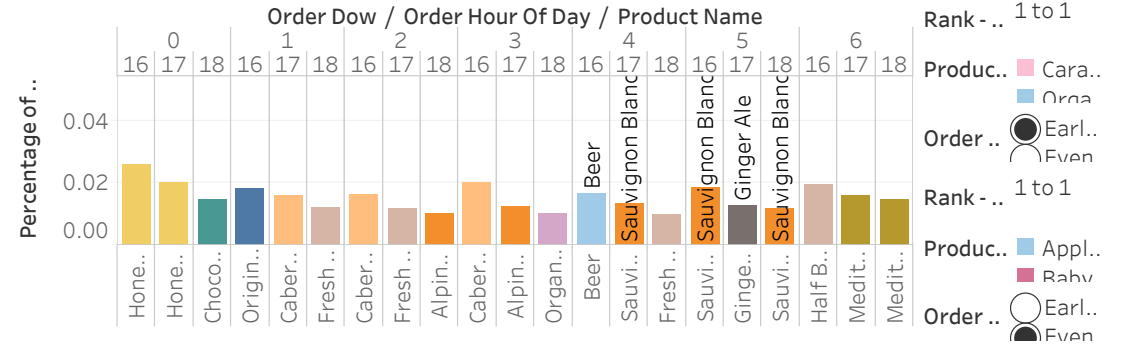


# Instacart Market Basket Analysis - Part I

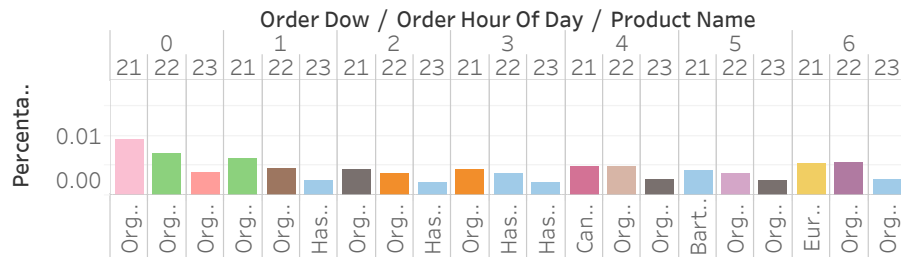
## Top Products per Group - Early Birds



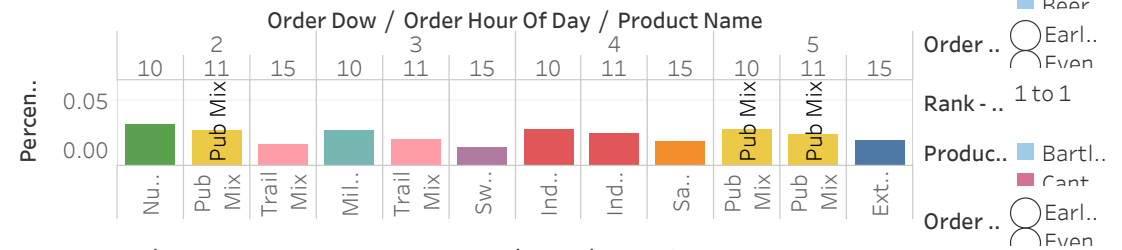
## Top Products per Group - Evening Hours



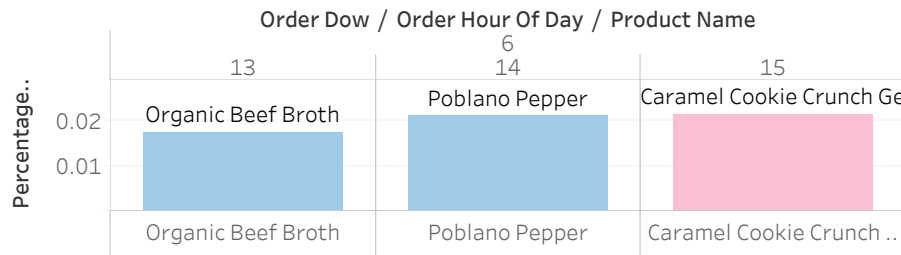
## Top Products per Group - Late Night Hours



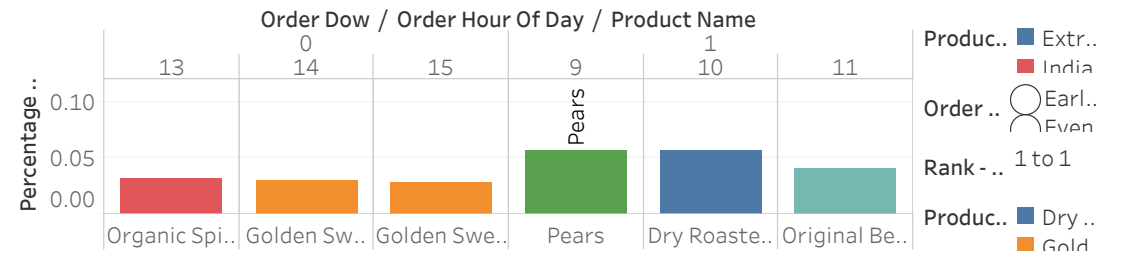
## Top Products per Group - Monday-Thursday Rush Hours



## Top Products per Group - Friday Rush Hours

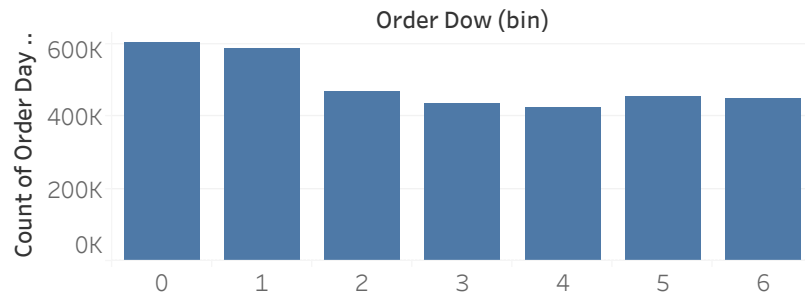


## Top Products per Group - Weekend Busiest Hours



# Instacart Market Basket Analysis - Part II

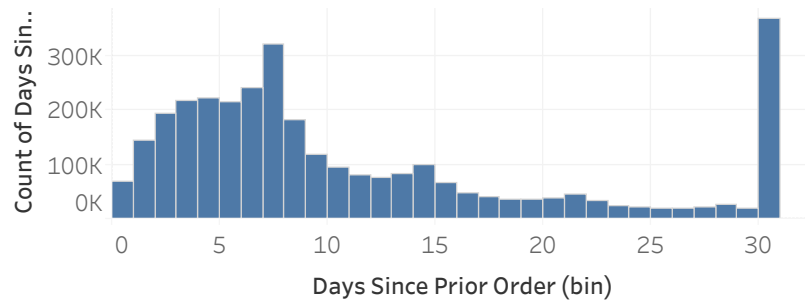
## Busiest Days of the Week



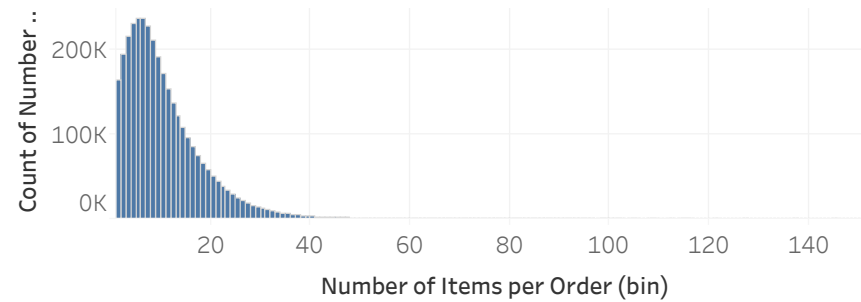
## Busiest Hours



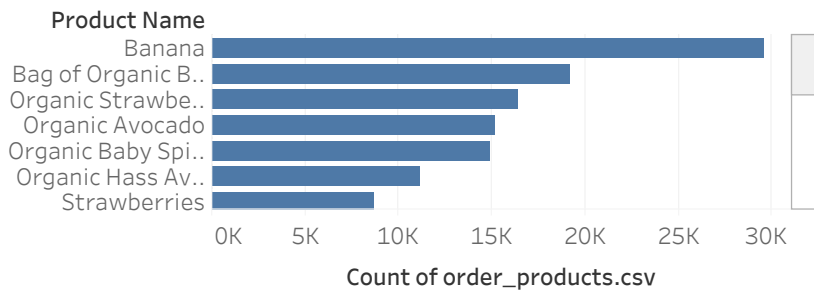
## Days Since Prior Order



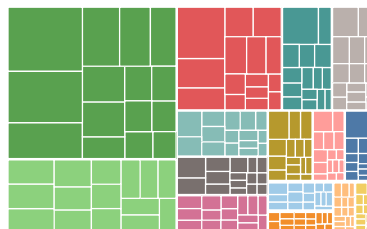
## Number of Items Purchased per Order



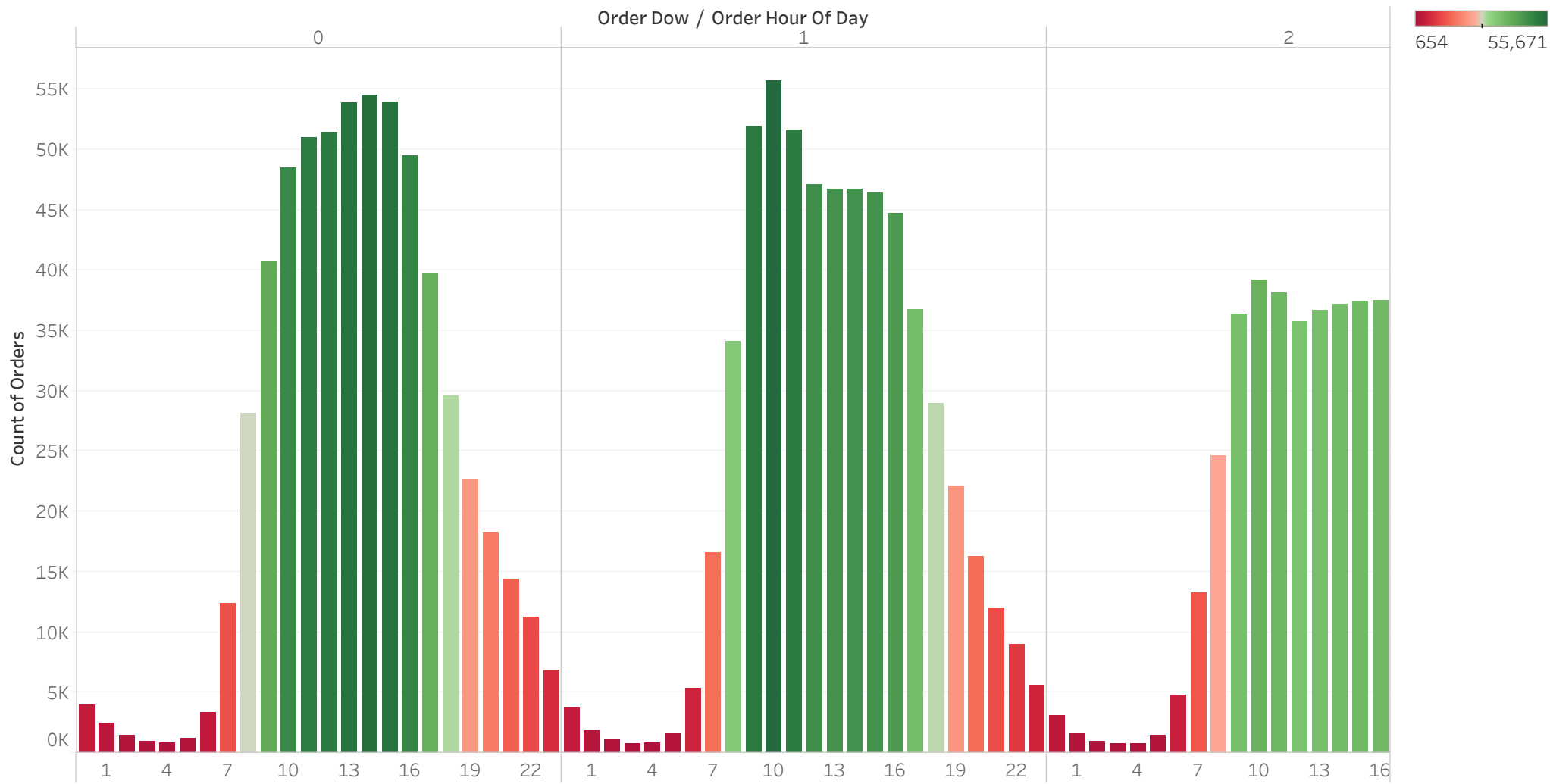
## Best Selling Products



## Treemap of Aisles and Products

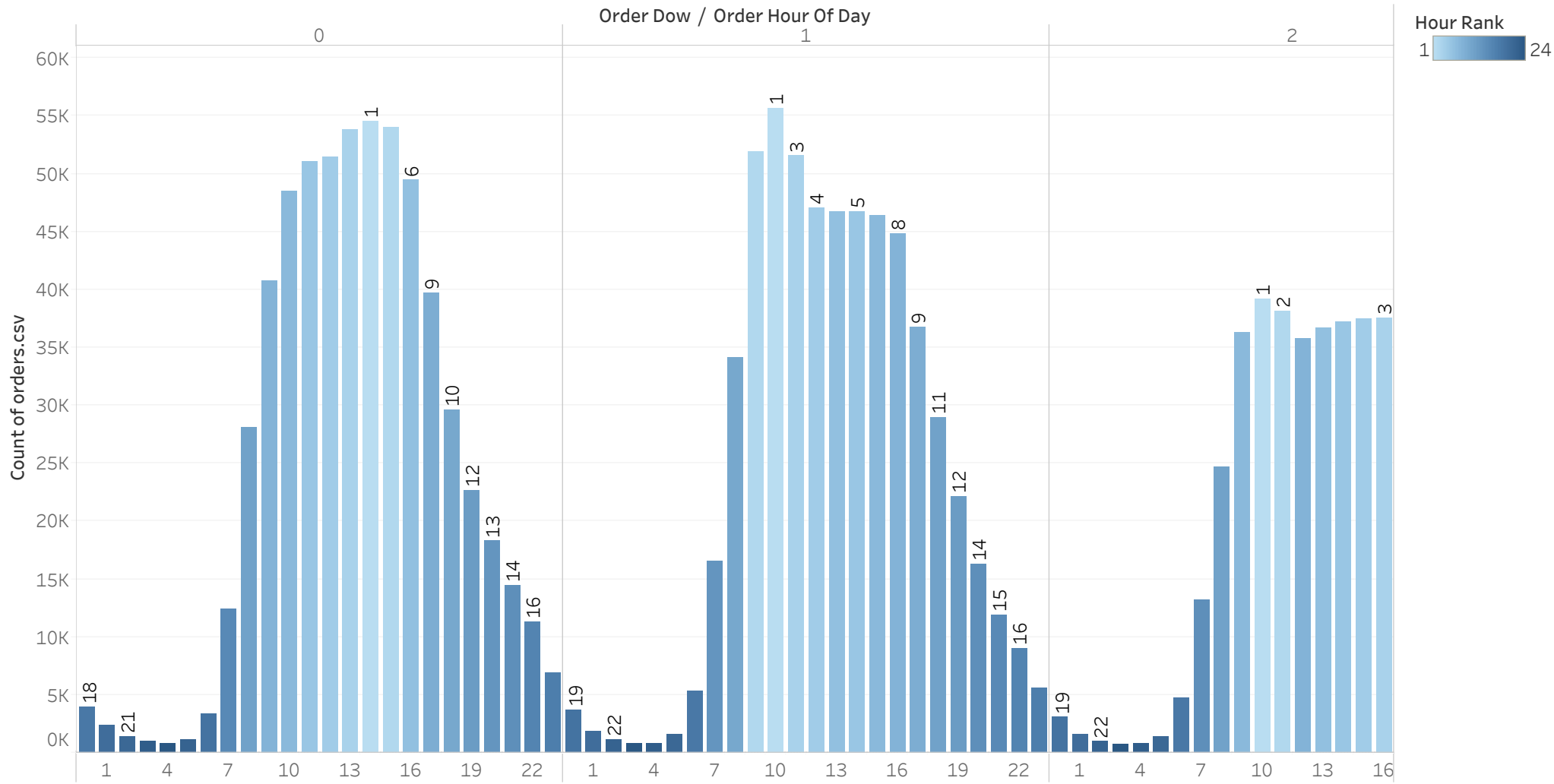


Busiest Hours



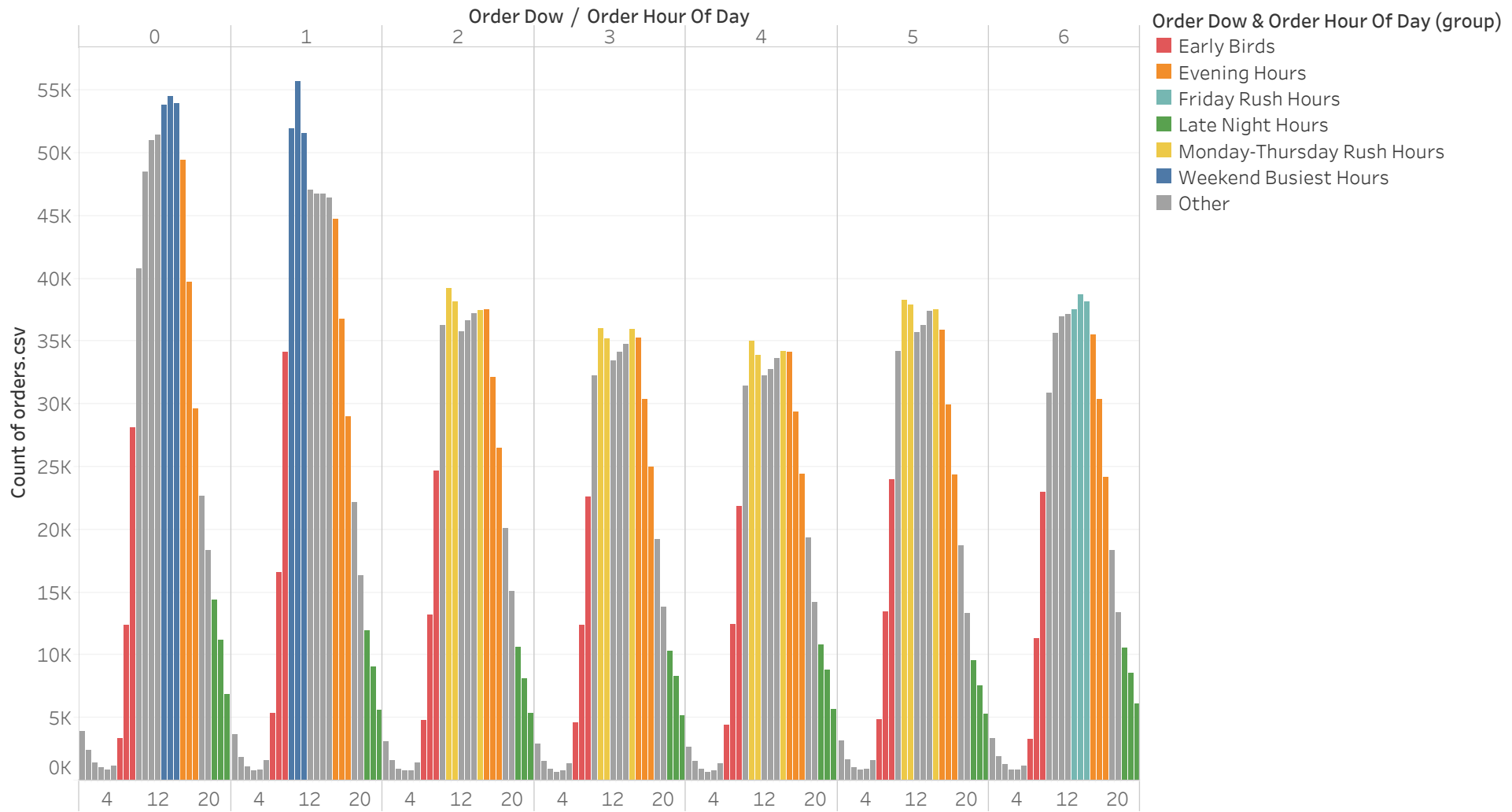
Count of orders.csv for each Order Hour Of Day broken down by Order Dow. Color shows count of orders.csv.

Revati - Busiest Hours – Rank



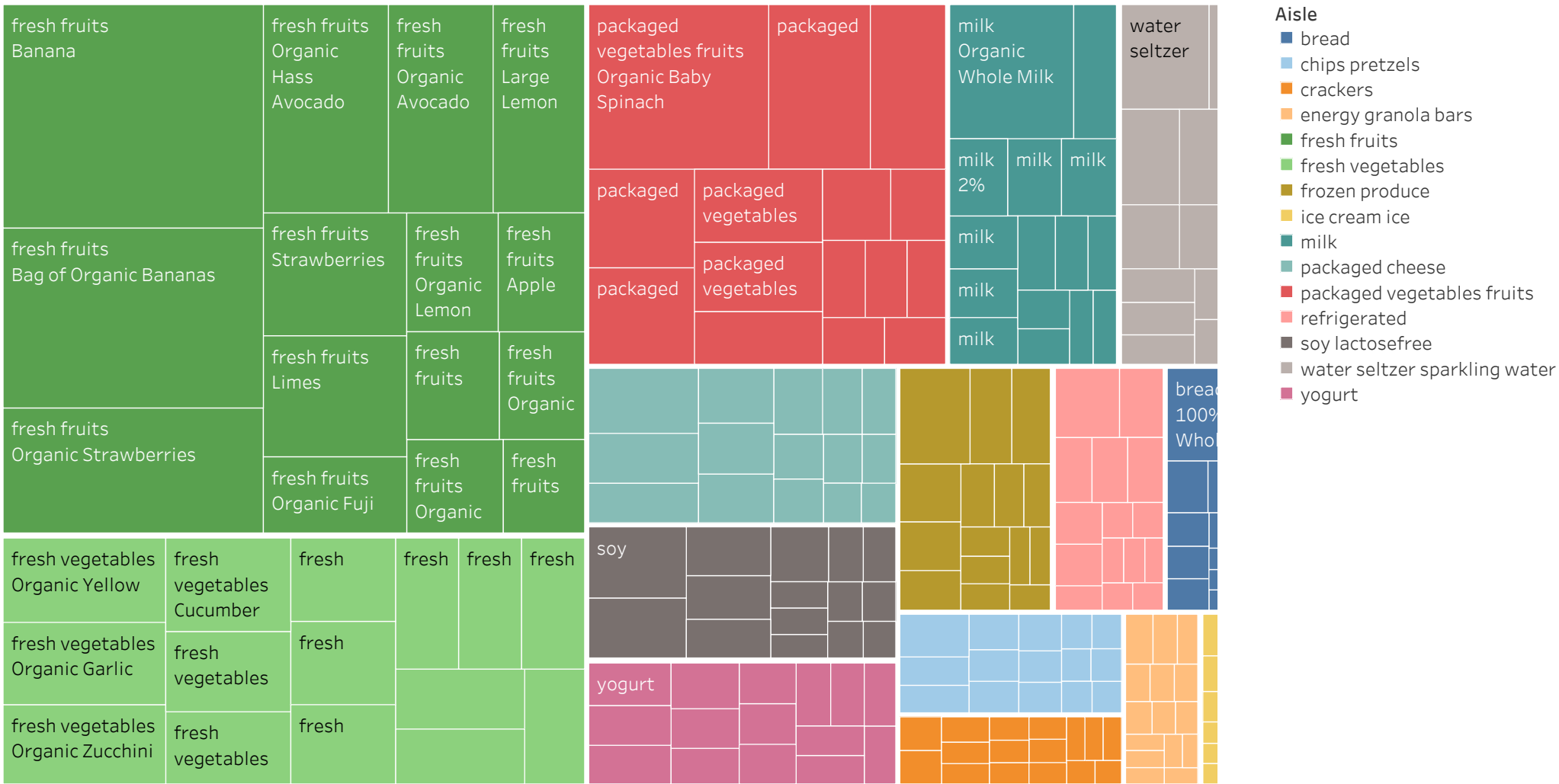
Count of orders.csv for each Order Hour Of Day broken down by Order Dow. Color shows Hour Rank. The marks are labeled by Hour Rank.

# Revati - Busiest Hours – Groups



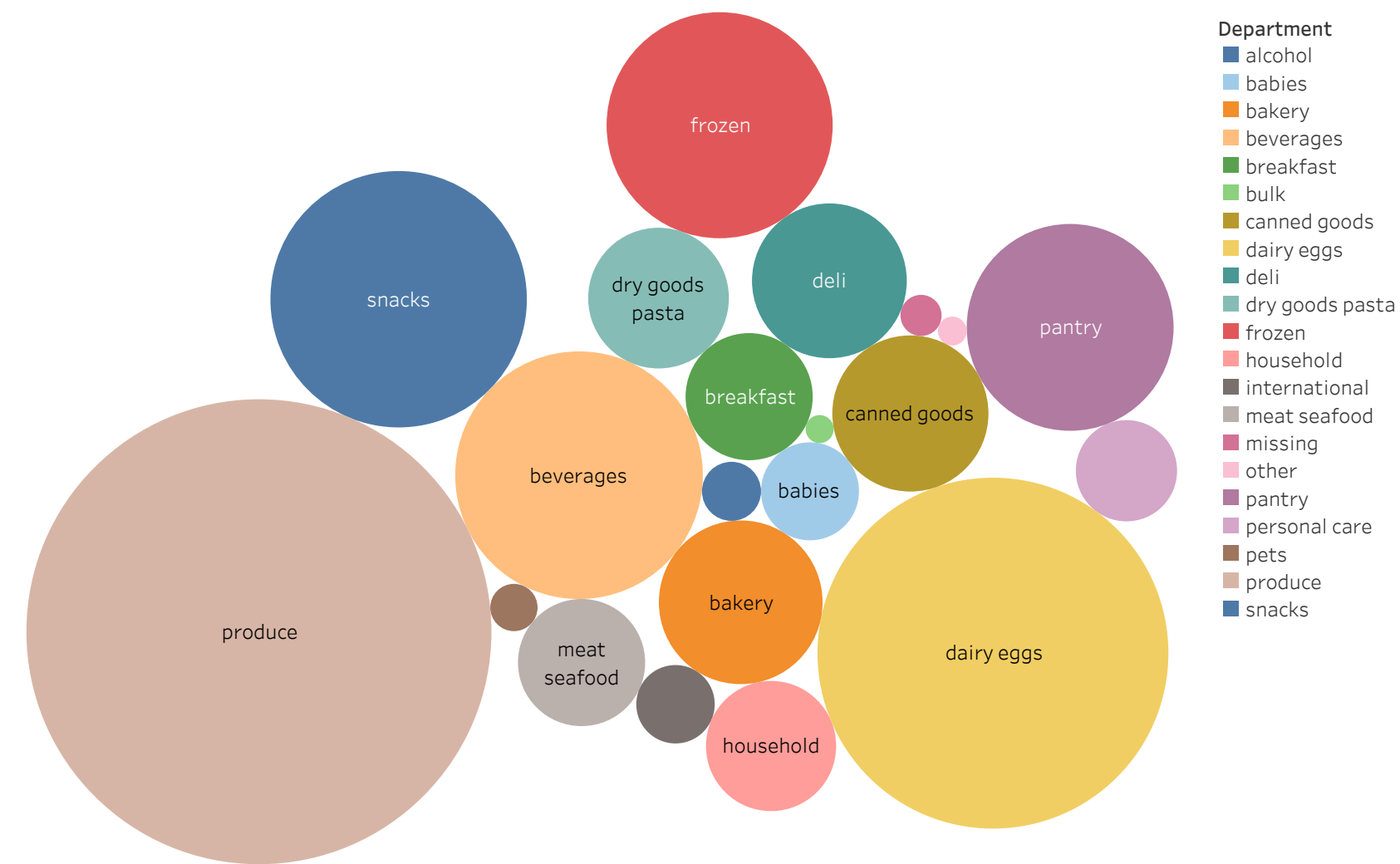
Count of orders.csv for each Order Hour Of Day broken down by Order Dow. Color shows details about Order Dow & Order Hour Of Day (group).

# Treemap of Aisles and Products



Aisle and Product Name. Color shows details about Aisle. Size shows count of order\_products.csv. The marks are labeled by Aisle and Product Name. The data is filtered on Rank, which ranges from 1 to 15. The view is filtered on Aisle, which keeps 15 of 134 members.

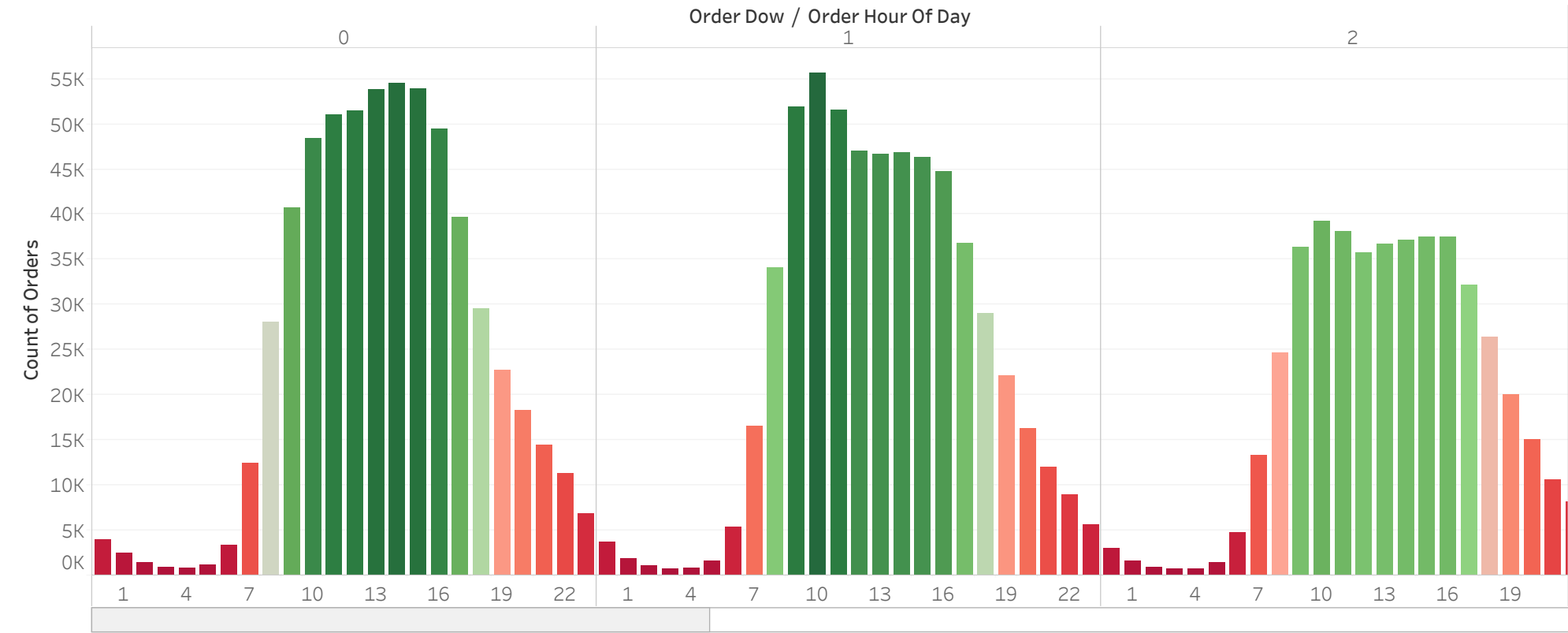
Revati - Number of Products Sold per Department



Department. Color shows details about Department. Size shows count of order\_products.csv. The marks are labeled by Department.

# Story 1

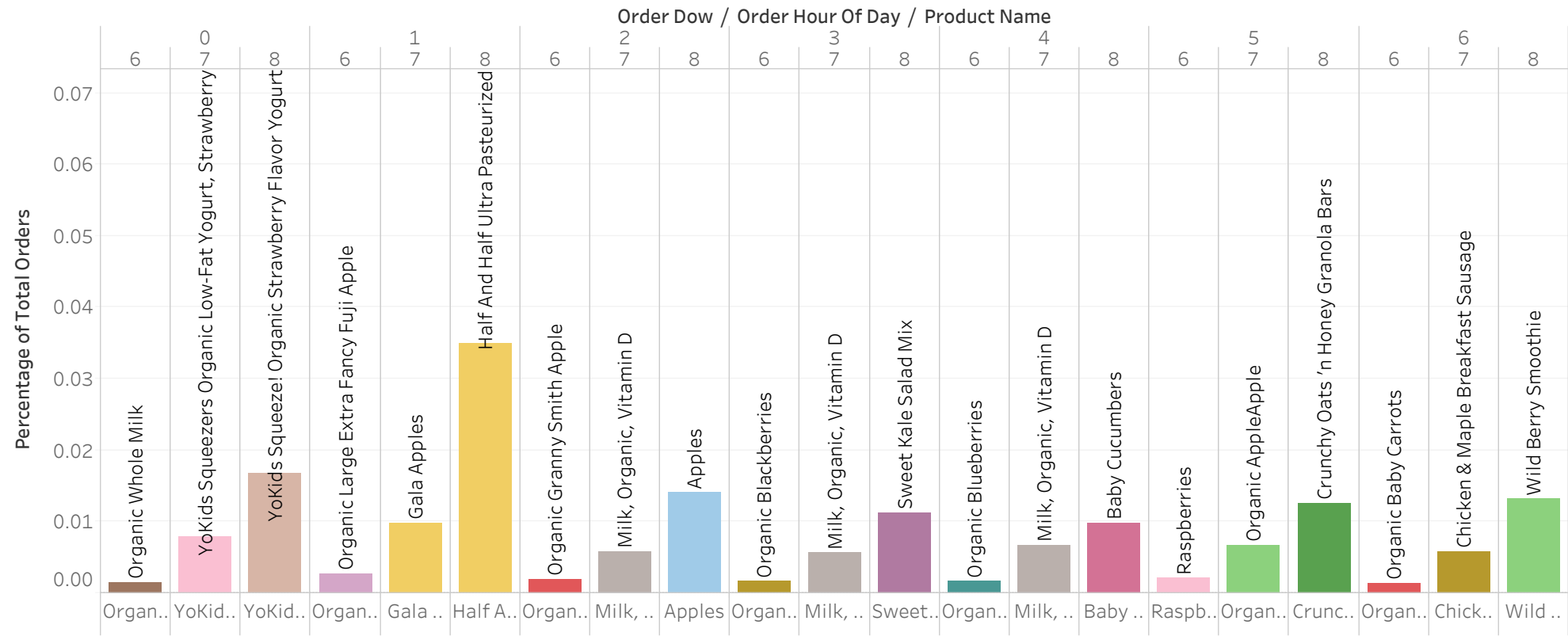
8th to 18th are the Busiest Hours of th..	Saturday and Sunday are the Busiest Da..	Customers are most likely to order after..	Five items are purchased by the maj..	Banana is the best Selling Product.	The top 3 aisles customer mostly ord..	The top product for a group of Early Birds..	The top product for a group of Evening Ho..	The top product for a group of Late Night ..	The top product for a group of Mon-Thur..
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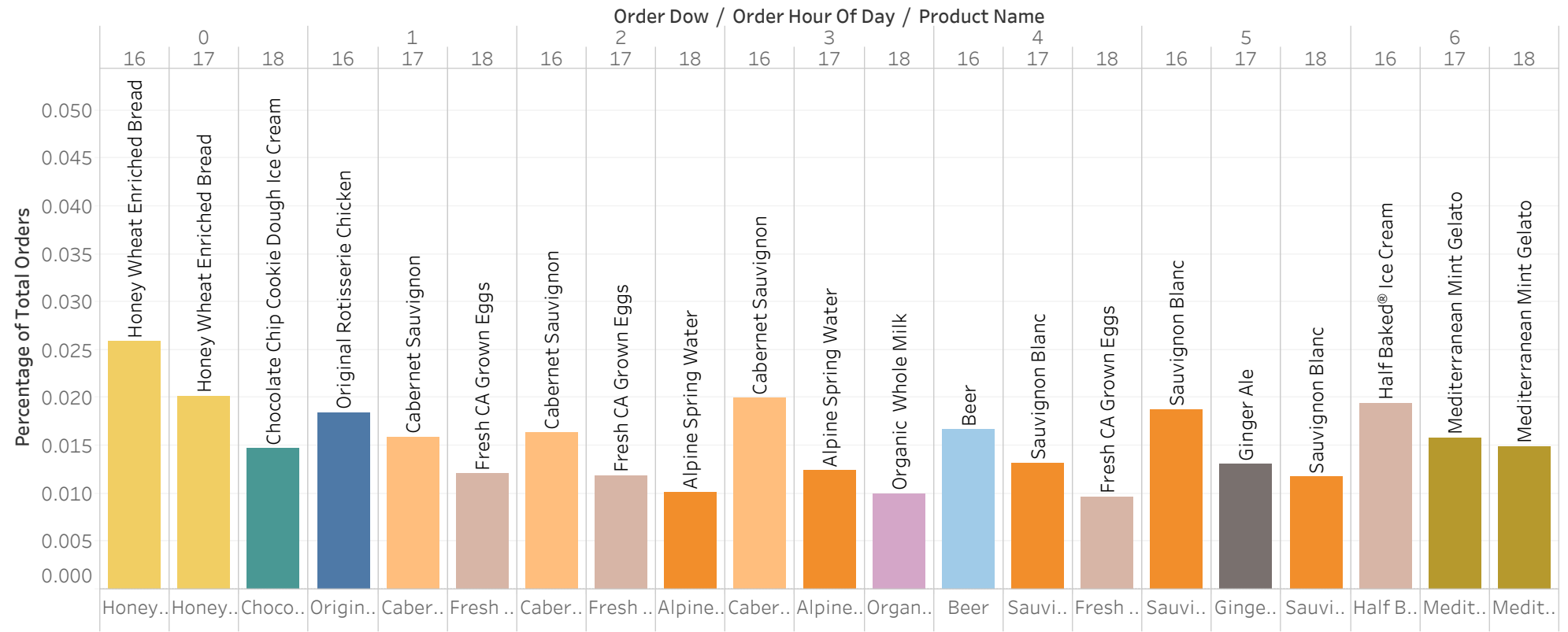
Story 1

Sat urd ay a nd ..	Customers are most likely to order after..	Five items are purchased by the maj..	Banana is the best Selling Product.	The top 3 aisles customer mostly ord..	The top product for a group of Early Birds..	The top product for a group of Evening Ho..	The top product for a group of Late Night ..	The top product for a group of Mon-Thurs ..	The top product for a group of Friday Rus..	The t op pr oduct for a..
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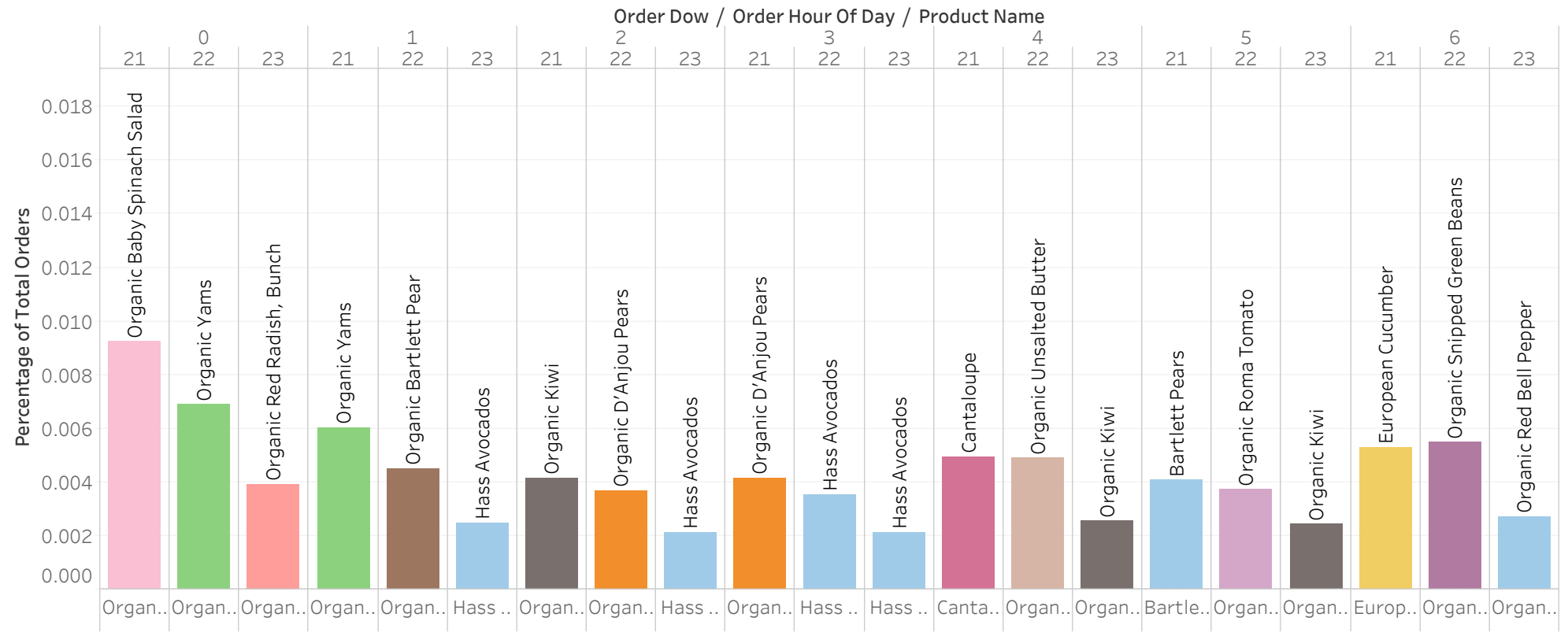
Story 1

Customers are most likely to order afte..	Five items are purchased by the maj..	Banana is the best Selling Product.	The top 3 aisles customer mostly ord..	The top product for a group of Early Birds..	The top product for a group of Evening Ho..	The top product for a group of Late Night ..	The top product for a group of Mon-Thurs ..	The top product for a group of Friday Rus..	The top product for a group of Weekend B..
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Story 1

Customers are most likely to order afte..	Five items are purchased by the maj..	Banana is the best Selling Product.	The top 3 aisles customer mostly ord..	The top product for a group of Early Birds..	The top product for a group of Evening Ho..	The top product for a group of Late Night ..	The top product for a group of Mon-Thurs ..	The top product for a group of Friday Rus..	The top product for a group of Weekend B..
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Story 1

Customers are most likely to order afte..	Five items are purchased by the maj..	Banana is the best Selling Product.	The top 3 aisles customer mostly ord..	The top product for a group of Early Birds..	The top product for a group of Evening Ho..	The top product for a group of Late Night ..	The top product for a group of Mon-Thurs ..	The top product for a group of Friday Rus..	The top product for a group of Weekend B..
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