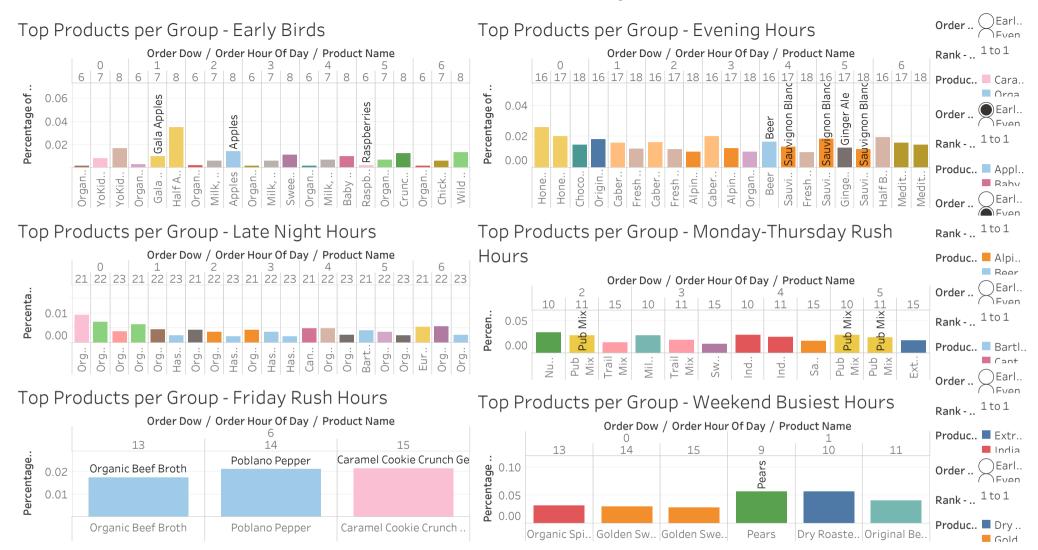
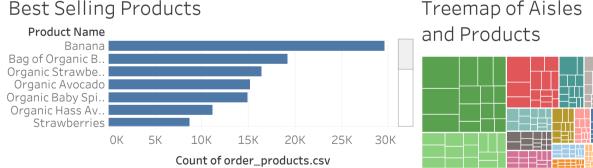
Instacart Market Basket Analysis - Part I

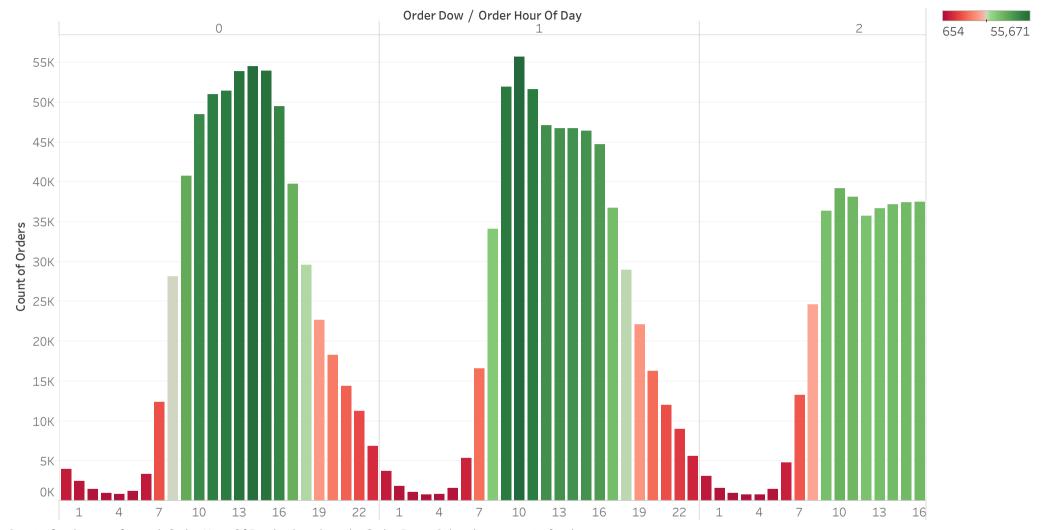


Instacart Market Basket Analysis - Part II



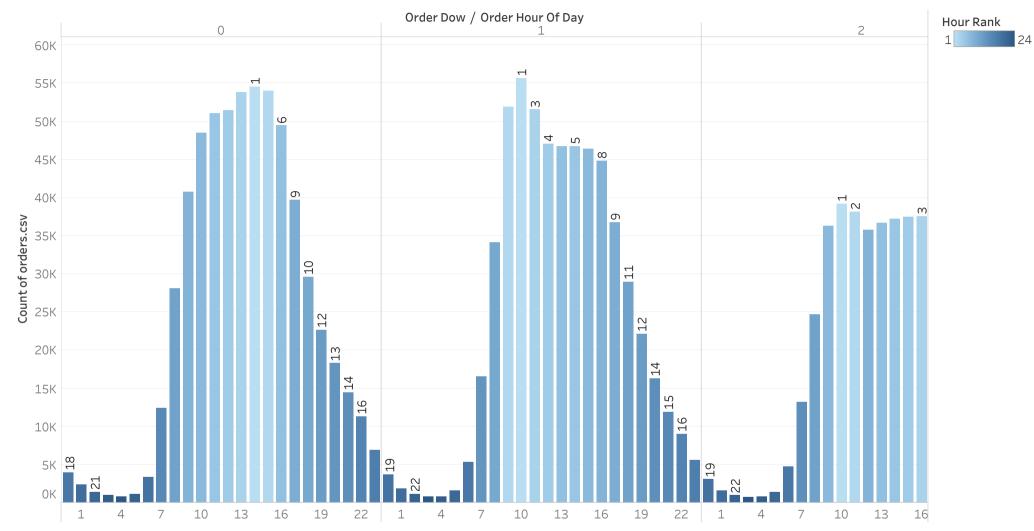


Busiest Hours



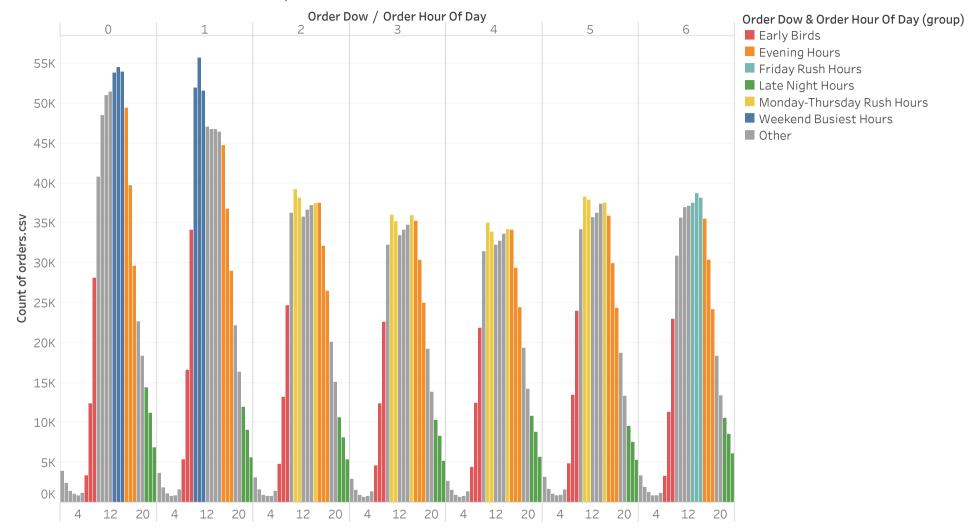
Count of orders.csv for each Order Hour Of Day broken down by Order Dow. Color shows count of orders.csv.

Revati - Busiest Hours - Rank



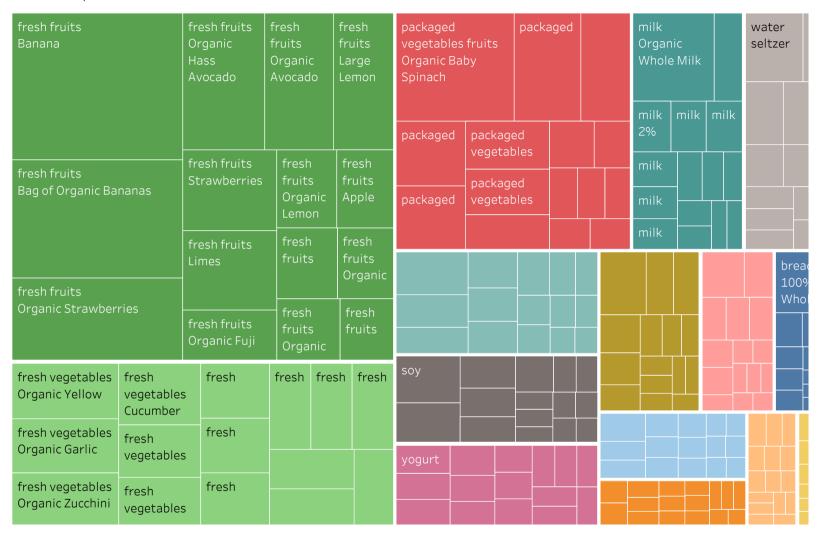
Count of orders.csv for each Order Hour Of Day broken down by Order Dow. Color shows Hour Rank. The marks are labeled by Hour Rank.

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

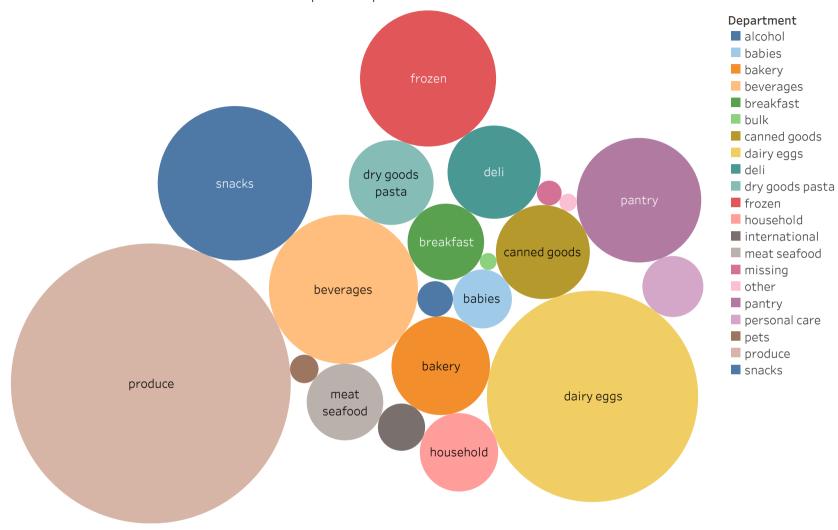


Aisle and Product Name. Color shows details about Aisle. Size shows count of order_products.csv. The marks are labeled by Aisle and Product Name. The data is filtered on Rank, which ranges from 1 to 15. The view is filtered on Aisle, which keeps 15 of 134 members.

Aisle

- bread
- chips pretzels
- crackers
- energy granola bars
- fresh fruits
- fresh vegetables
- frozen produce
- ice cream ice
- milk
- packaged cheese
- packaged vegetables fruits
- refrigerated
- soy lactosefree
- water seltzer sparkling water
- yogurt

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.

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..

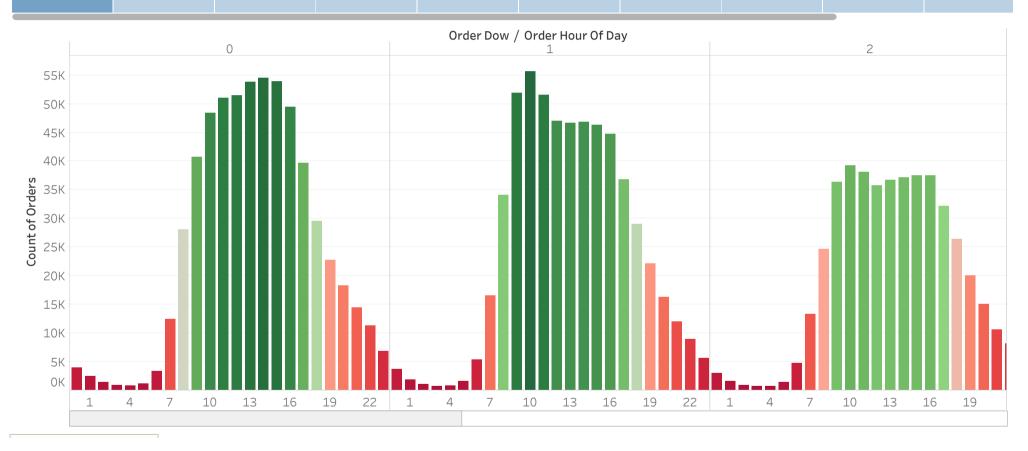
Banana is the best Selling Product. The top 3 aisles customer mostly ord..

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 ..

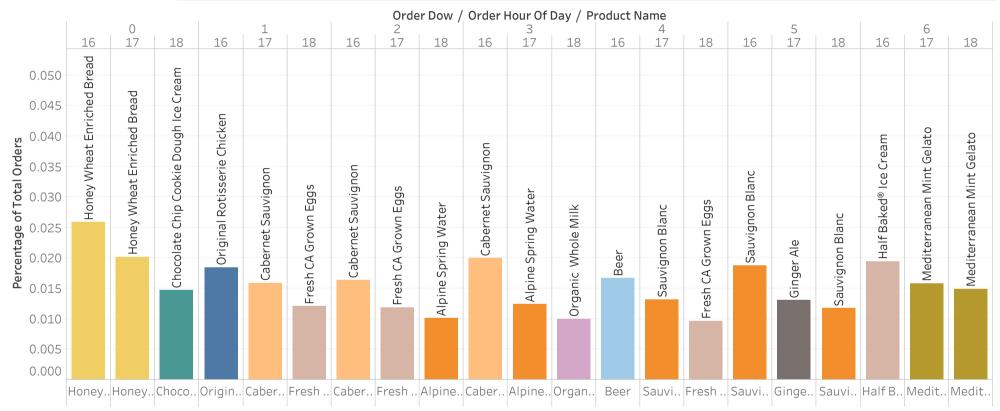
The top product for a group of Mon-Thur..



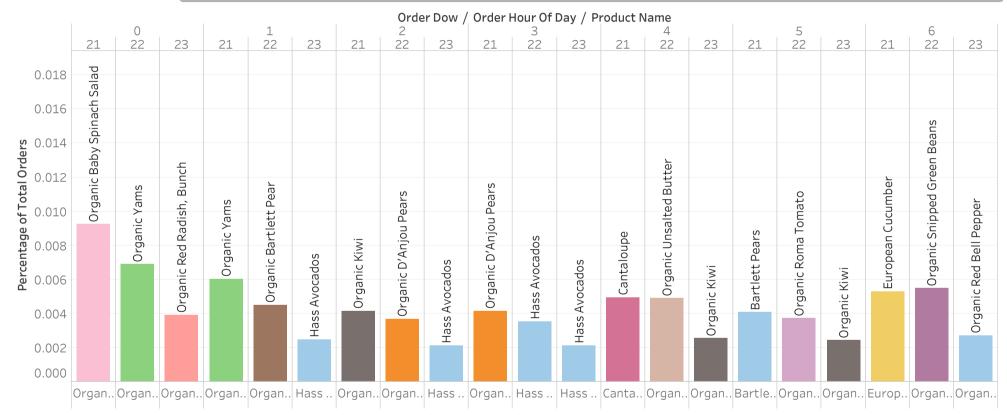
Sat urd ay a nd	d are most a likely to		nost are / to purchased		are the best purchased Selling		aisle cust	aisles product for customer a group of a		product for product for a group of a group of		pr a g	The top product for a group of Mon-Thurs		The top product for a group of Friday Rus		The top product for a						
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Percentage of Total Orders	0.05		Organic Low-Fat Yogurt,		Organic Strawberry	pple		Half And Half Ultra Pasteurized												Granola		Sausage	
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Δ.	0.02	Vhole	Squeezers	-	YoKids Sc		ala Apples		Granny	Organi	Apples	Blackberries	Organi	weet K	luebei	Organic,	by Cuc	ies	nic App	Crunchy (aby Ca		Wild B
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	0.00	Org				ŏ			O			0			3,0			Ra			Org		

Organ... YoKid... YoKid... Organ... Gala ... Half A... Organ... Milk, ... Apples Organ... Milk, ... Sweet... Organ... Milk, ... Baby ... Raspb... Organ... Crunc... Organ... Chick... Wild ..

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



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are m likely		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	a group	for of	The top product for a group of Friday Rus		The top product for a group of Weekend B
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Percentage of Total Orders	0.04	Nutri Grain Bars Multi Pack	. <u>×</u>		Milk Chocolate Almonds			India Pale Ale	le Ale	anc	×	×		Extra Fancy Unsalted Mixed Nuts
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Perce	0.02			Trail Mix		<u> </u>	Sweet Baquette			Sauv				Ext
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	0.00 Nu:	tri Grain	Pub M	lix Trail M	ix Milk Chocol	Trail Mix	Sweet F	Bagu India Pale	A India Pale Al	e Sauvignon	Pub	Mix	Pub Mix	Extra Fancy