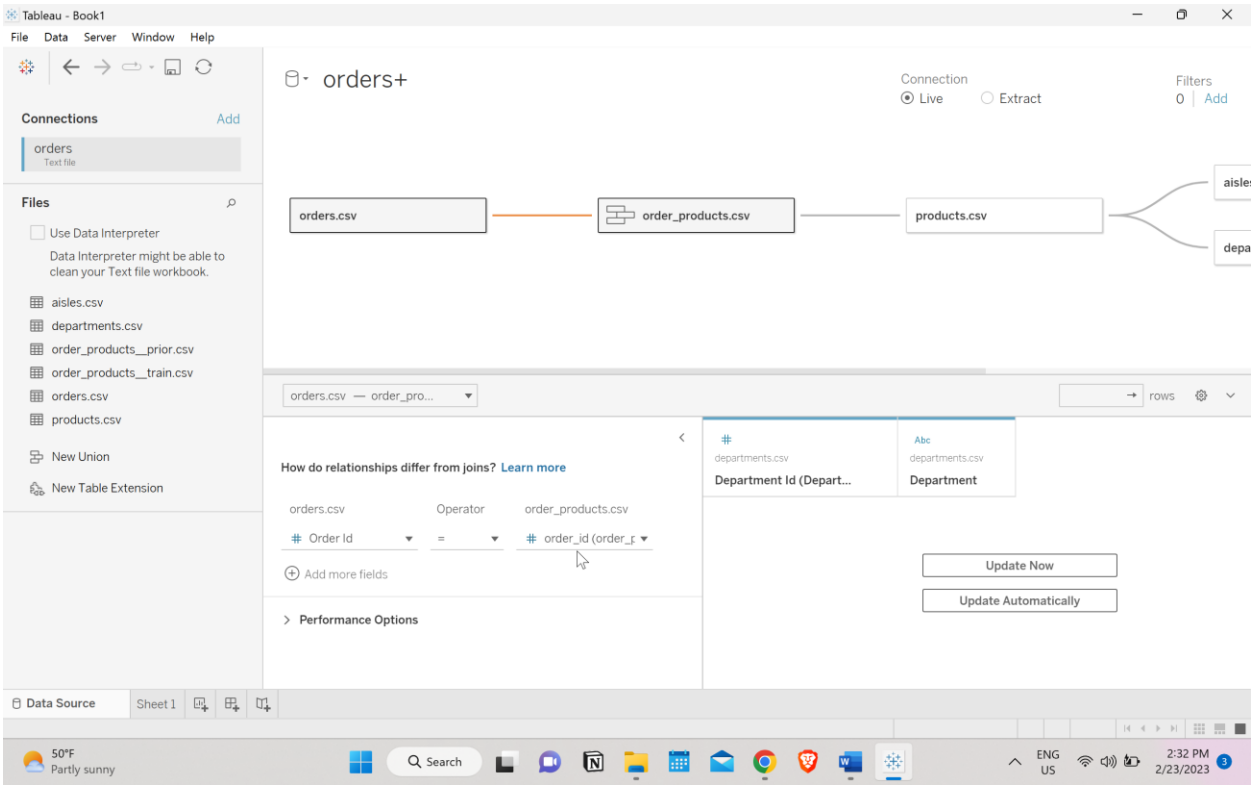
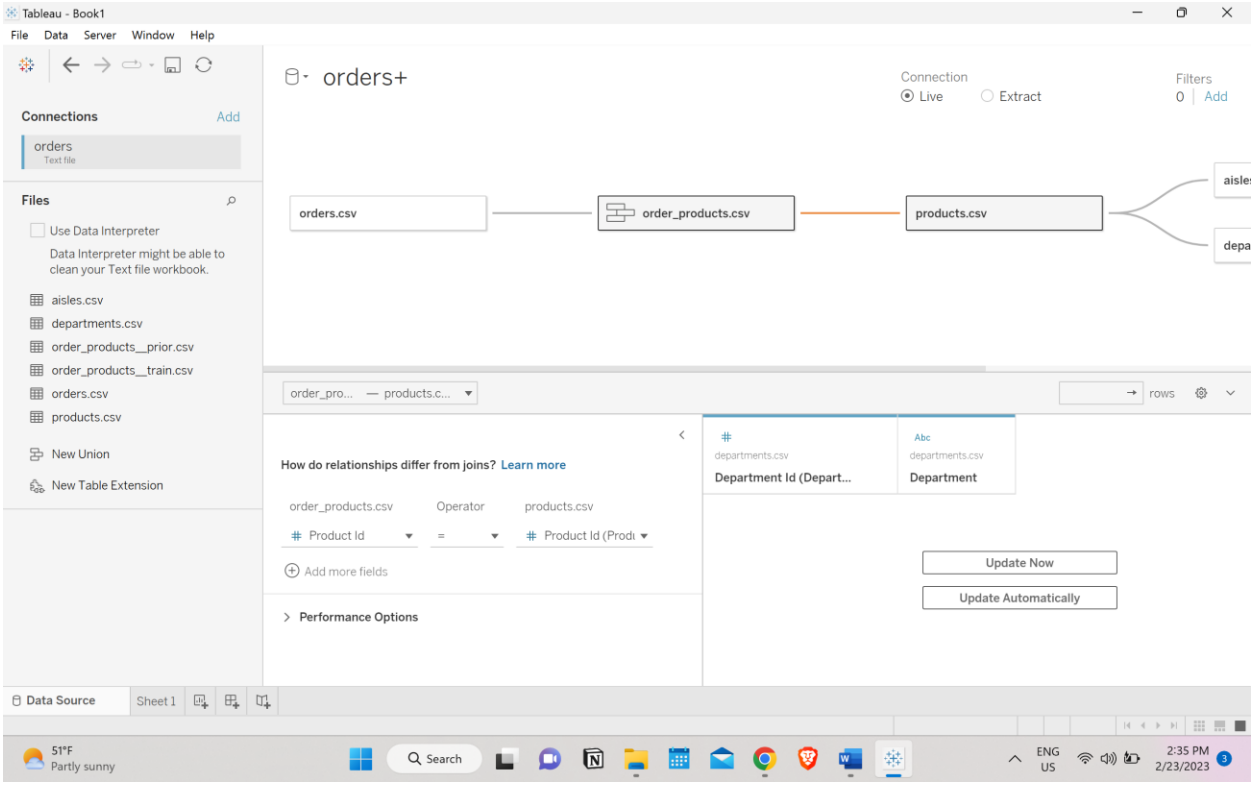
Instacart Market Analysis

Section 1



Pranav Nayak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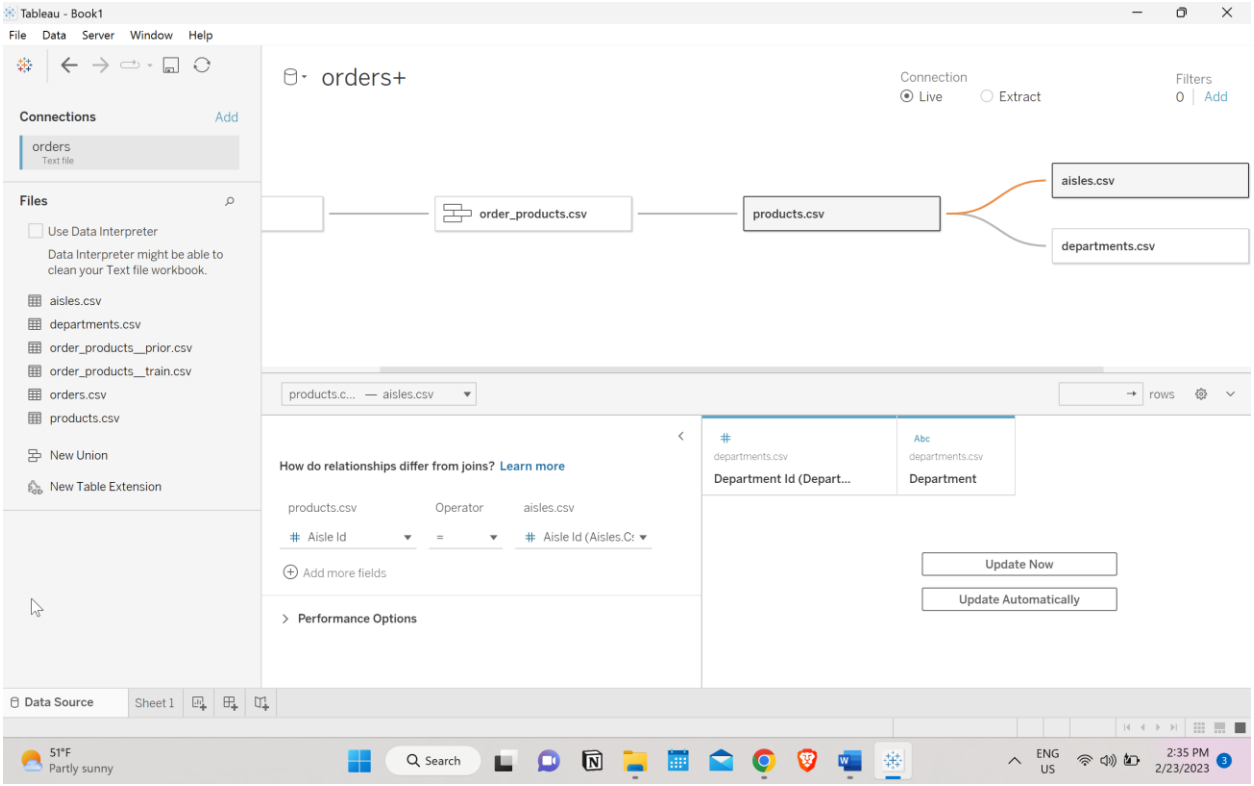
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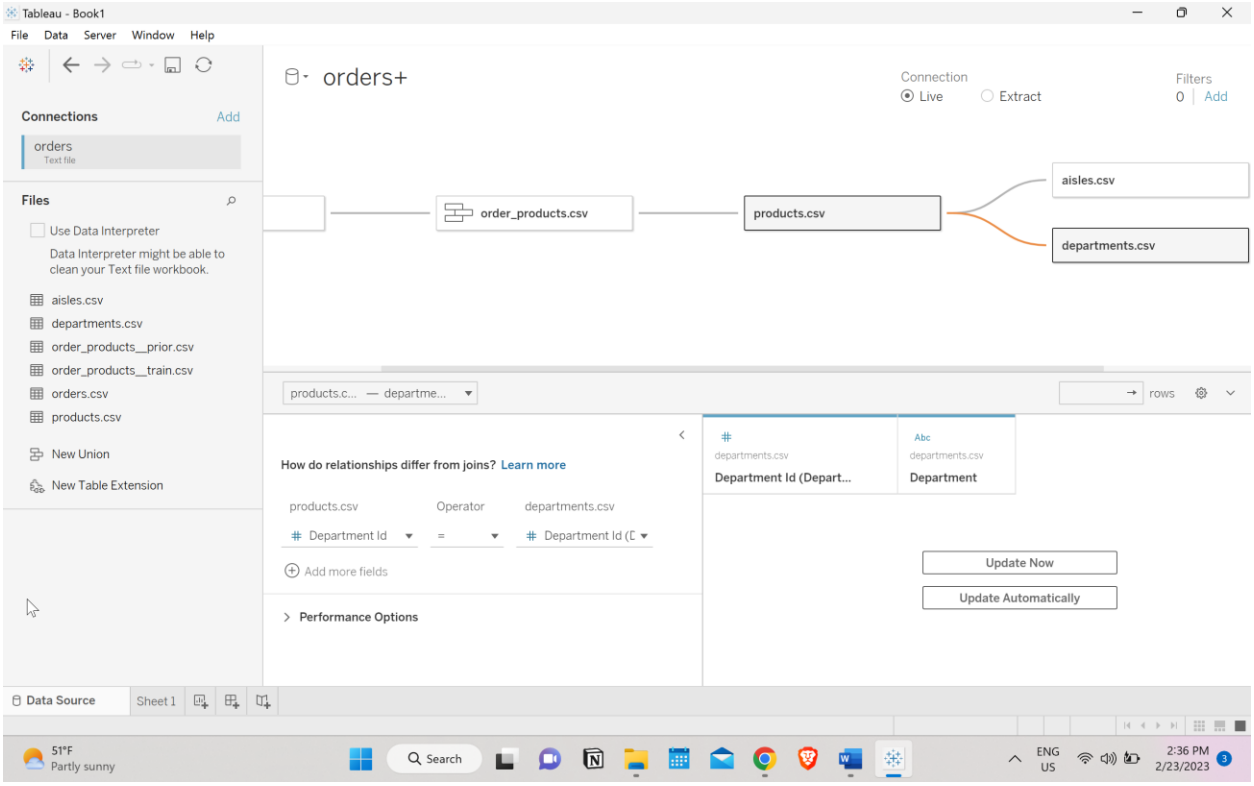
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SECTION 2

Answer 1. The primary groups and target audience for our reports are Company's decision-makers and key stakeholders.

- Sales and Marketing teams
- Supply chain and Operations Departments
- Finance Team
- Store/Inventory Managers
- Senior Leadership
- Product Mangers and Tech team

Answer 2. The list of Executives that are the key decision maker in our target audience are

- Leadership:
    - CEO- Chief Executive Officer
    - CMO- Chief Marketing Officer
    - CFO- Chief Finance Officer
    - COO- Chief Operations Officer
    - Sales Head/ VP of sales and Sales Managers
    - Business Development Managers

Answer 3.

The members of the target audience have deep experience working with this data.

- **Sales Team**: This data is extremely important to sales teams for defining key success metrics and performance indicators. Therefore, they have good expertise in using this data.
- **Product Manager**: This information is essential to Product managers as it helps better organize the app feed, product search, and recommendation. Therefore, they have deep experience in this data.
- **Marketing Team**: The marketing team has good experience working with this data because it helps them understand user interests and plan their marketing campaigns.

  Other members of the audience may not be as familiar with this data compared to the above group.

Answer 4.

The scope of our audience is narrow. The analysis that we have presented is based on the company's sales data. The primary goal is to analyze user buying patterns and sales trends to optimize the business and take the required steps to grow the business.

Answer 5.

The audience cares about the following points:

- Understanding customers: when they order the most, buying patterns, most sold products etc.
- Increasing sales and expanding the business.
- Understand which product segments are working and which are not, helping to better manage inventory and sales.

Answer 6

The audience needs to take the following actions based on our analysis:

i. Weekends have more order volume compared to weekdays. The company can get more delivery partners and manage inventory, and stock the high-demand items so that the customers get what they need as quickly as possible.
ii. Healthy Foods and Organic items are high in demand. Customers order a lot of Fruits and Vegetables. The company can partner with more companies/ farms that make organic food to expand its product line.
iii. The marketing team can use our analysis to run specific campaigns and discounts during weekends or when the orders are less to nudge customers to buy more from the company. They can use our most selling product and advertise it so that new customers try these items.
iv. Customer re-ordering pattern is very useful to the operations and inventory managing teams as it helps them optimize the supply chain and reduce any wastage. Since most orders are in 30 days period, the company can appropriately increase the package size and bundle items for discounts and offers.

Answer 7.

The stakes or the data that matters the most is of orders. As it is a business of online grocery shopping, understanding orders are very important and are the key to increasing revenue. The primary goal of any company is to increase users and revenue, thus increasing profits.

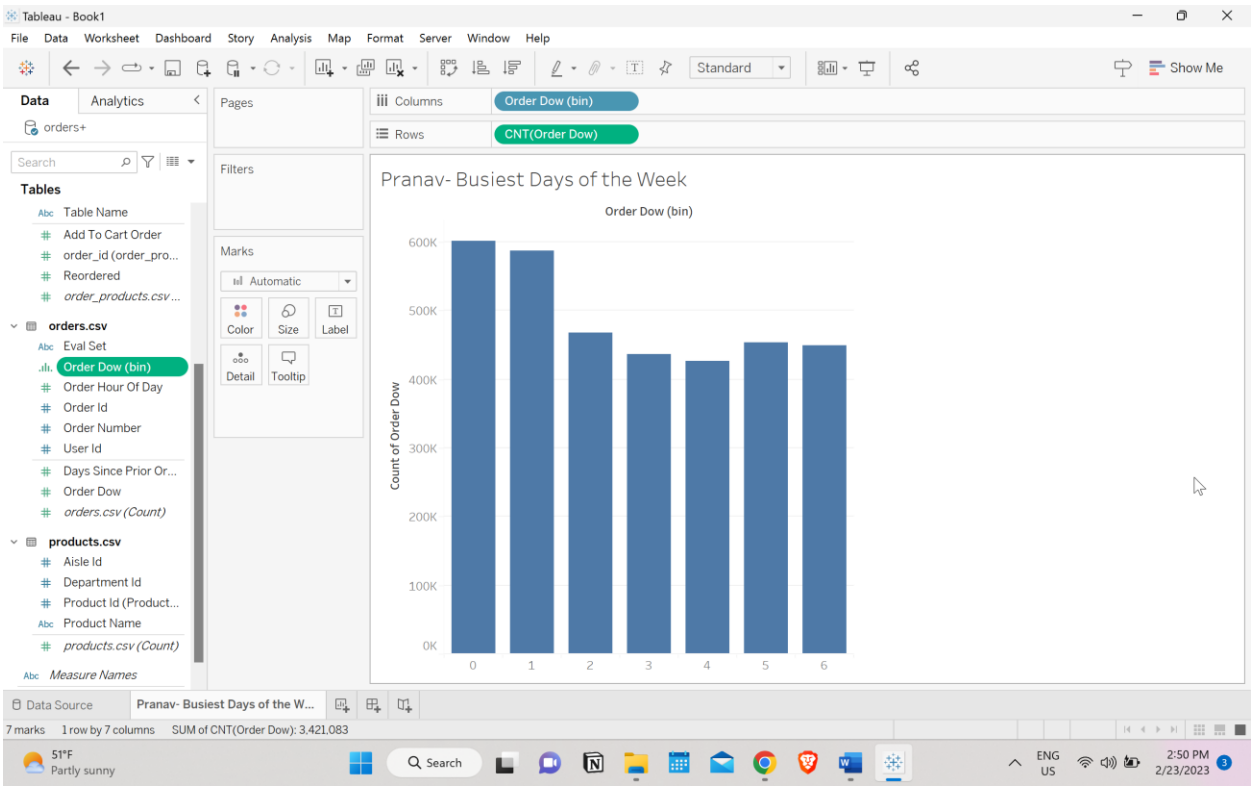
Answer 8.

The big idea is to use this data to expand the business and **optimize** its operations, tech, and marketing channels to **minimize expenses by managing the inventory of products** and **increase profits** by understanding customers and their orders.

Increase recommendations and SEO(Order of products on the app of website) for best products and offer discounts for less popular.

SECTION 3

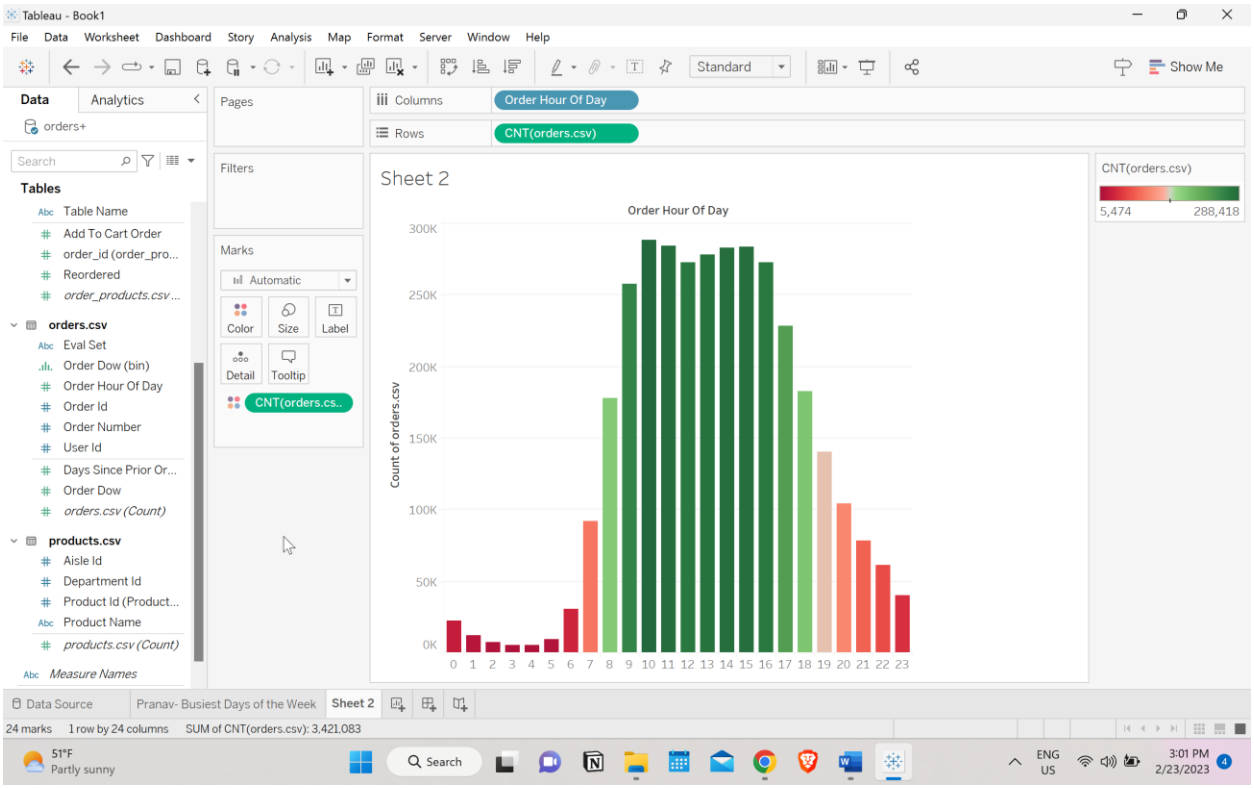
a)



Answer to Question 1:

The two busiest days of the week are labeled as 0(Saturday) and 1(Sunday) in the above graph

b)



Ans to Question 2:

The busiest 11 hours of the day are the ones that are:

1. 10
2. 11
3. 15
4. 14
5. 13
6. 12
7. 16
8. 9
9. 17
10. 18
11. 8

They are marked in green in our Histogram, with the 10^{th} hour being the busiest.

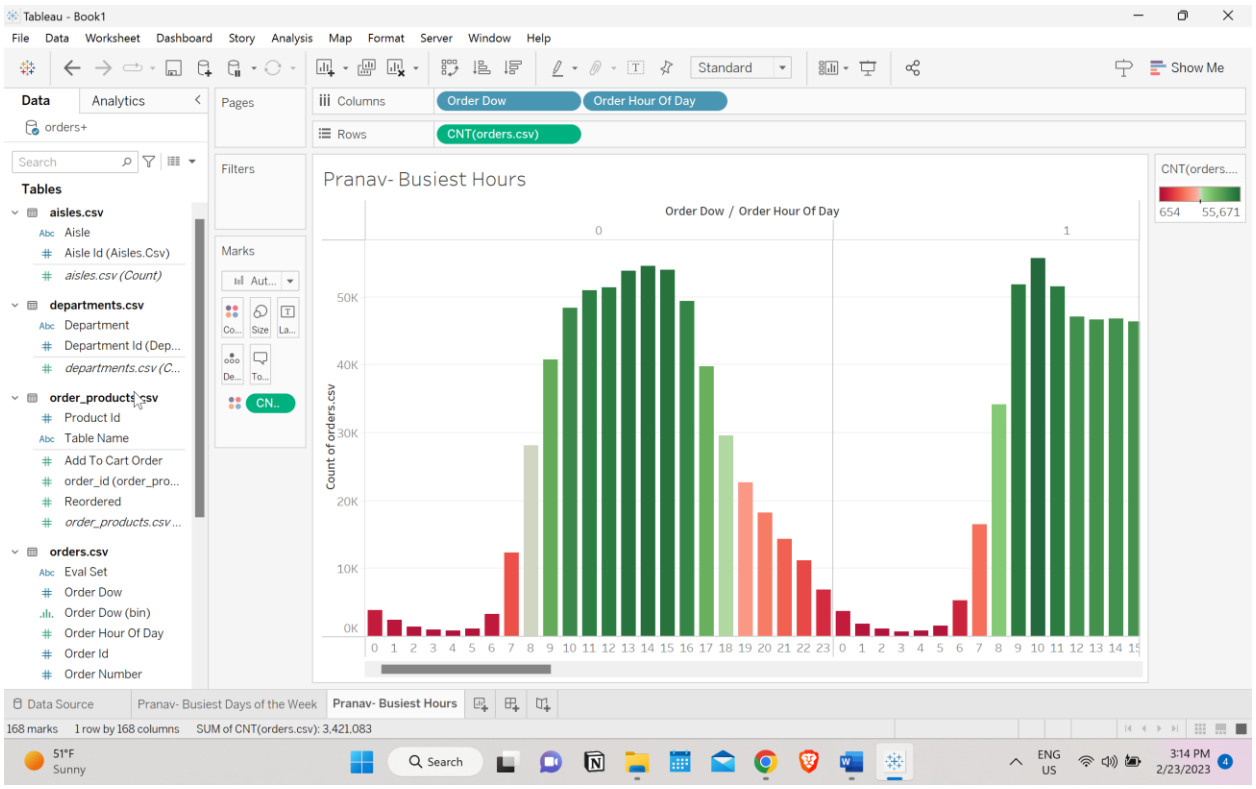


Tableau - Book1
Pranav- Busiest Hours
Order Dow / Order Hour Of Day
Count of orders.csv
Columns
Order Dow
Order Hour Of Day
Rows
CNT(orders.csv)
Data Source
Pranav- Busiest Days of the Week
Pranav- Busiest Hours
168 marks
1 row by 168 columns
SUM of CNT(orders.csv): 3,421,083

C)

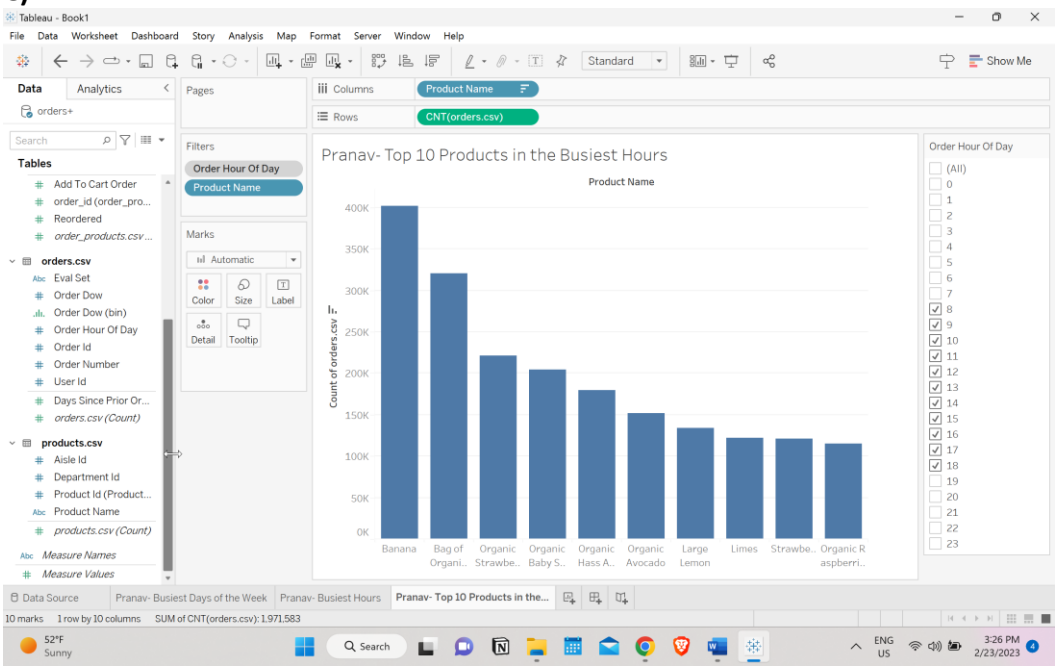
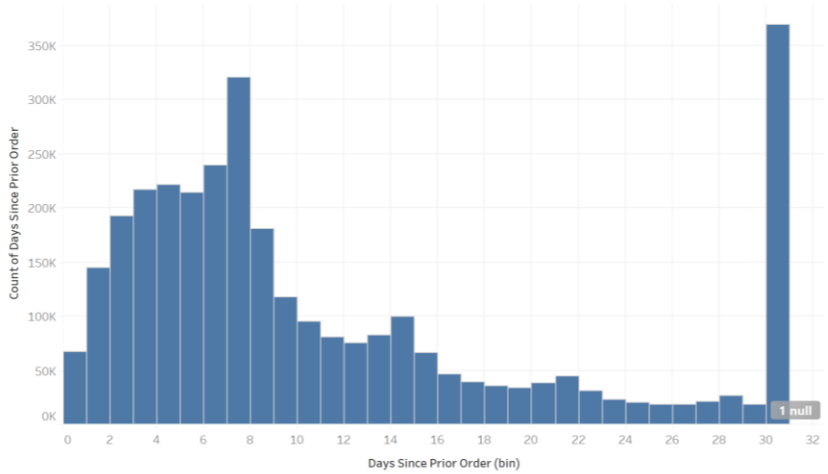


Tableau - Book1
Pranav- Top 10 Products in the Busiest Hours
Product Name
Count of orders.csv
Columns
Product Name
Rows
CNT(orders.csv)
Filters
Order Hour Of Day
Product Name
Data Source
Pranav- Busiest Days of the Week
Pranav- Busiest Hours
Pranav- Top 10 Products in the...
10 marks
1 row by 10 columns
SUM of CNT(orders.csv): 1,971,583

Answer to Question 3:

The product is sold most often during the busiest hours- Banana.

d)

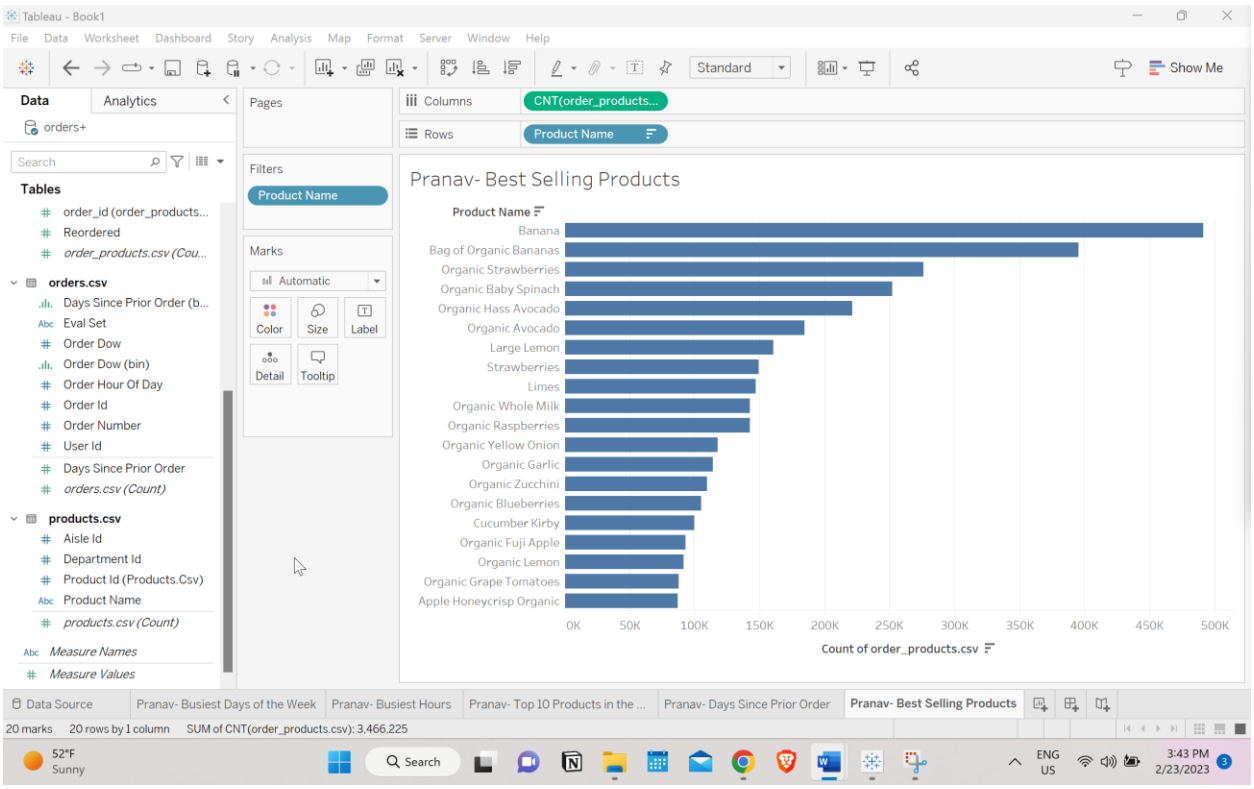


Answer to Question 4:

Customers are most likely to order again in 30 days.

2. Product Analysis

a)



Answer to Question 5:

Top 3 bestselling products: Bananas, Bag of organic bananas, Organic strawberries

b)

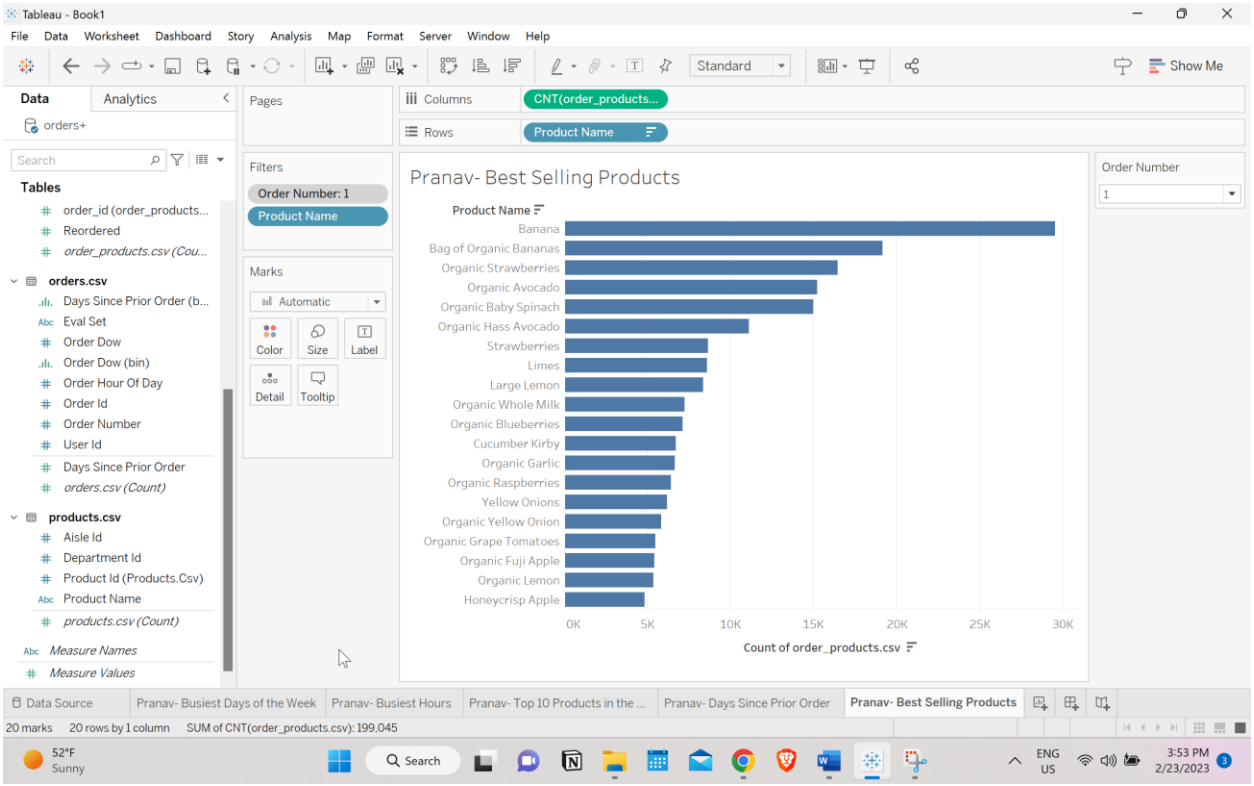


Tableau - Book1
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Product Name
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Columns
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Product Name
Pranav- Best Selling Products
Product Name
Banana
Bag of Organic Bananas
Organic Strawberries
Organic Avocado
Organic Baby Spinach
Organic Hass Avocado
Strawberries
Limes
Large Lemon
Organic Whole Milk
Organic Blueberries
Cucumber Kirby
Organic Garlic
Organic Raspberries
Yellow Onions
Organic Yellow Onion
Organic Grape Tomatoes
Organic Fuji Apple
Organic Lemon
Honeycrisp Apple
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10K
15K
20K
25K
30K
Count of order_products.csv
Order Number
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Data Source
Pranav- Busiest Days of the Week
Pranav- Busiest Hours
Pranav- Top 10 Products in the ...
Pranav- Days Since Prior Order
Pranav- Best Selling Products
20 marks
20 rows by 1 column
SUM of CNT(order_products.csv): 199,045
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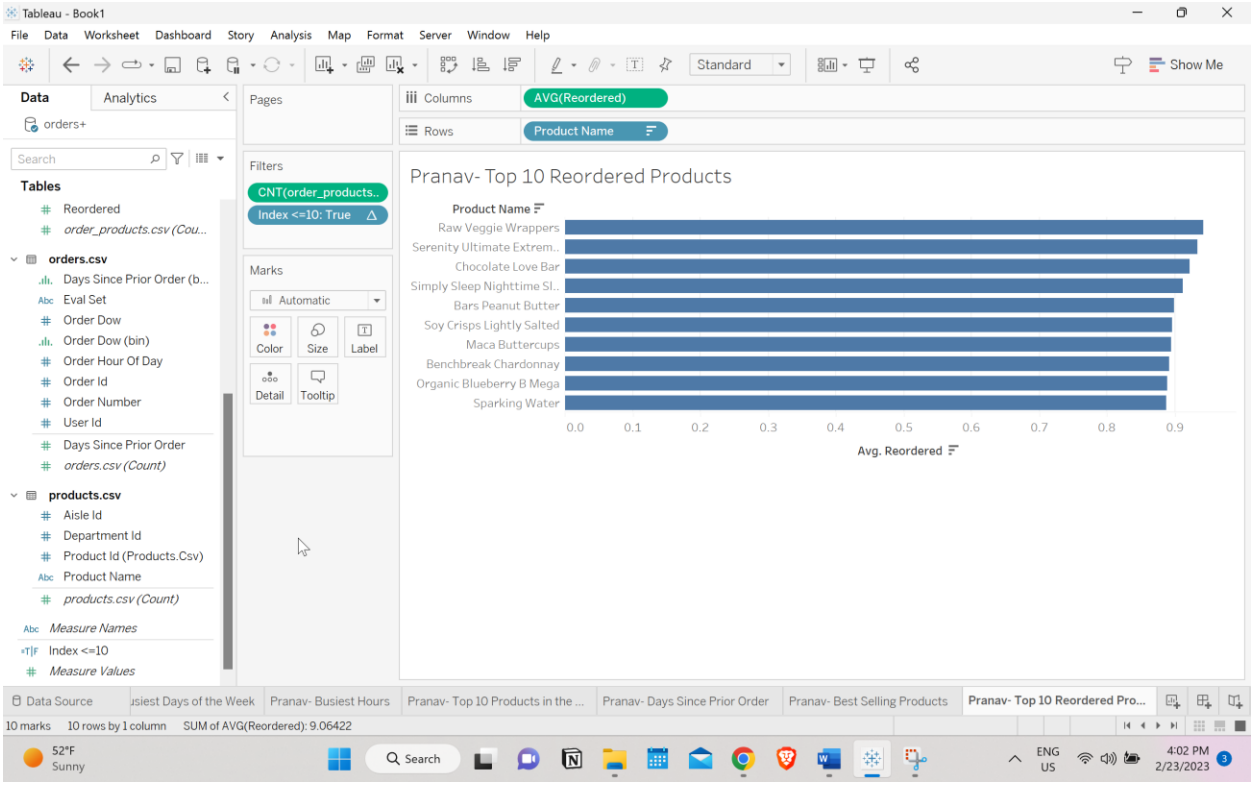
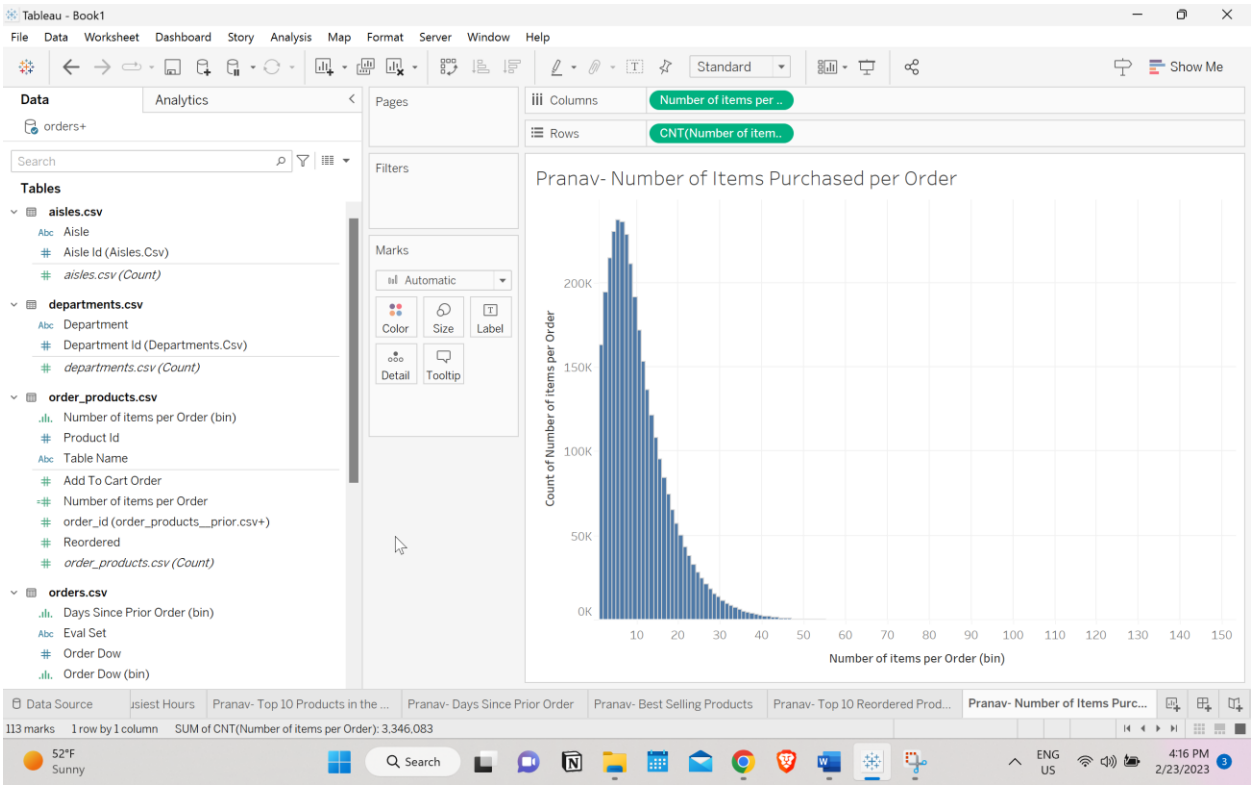


Answer to Question 6: **Most Reordered product is Raw Veggie Wrappers**

The probability of reordering it is 0.94203 (94.203%)

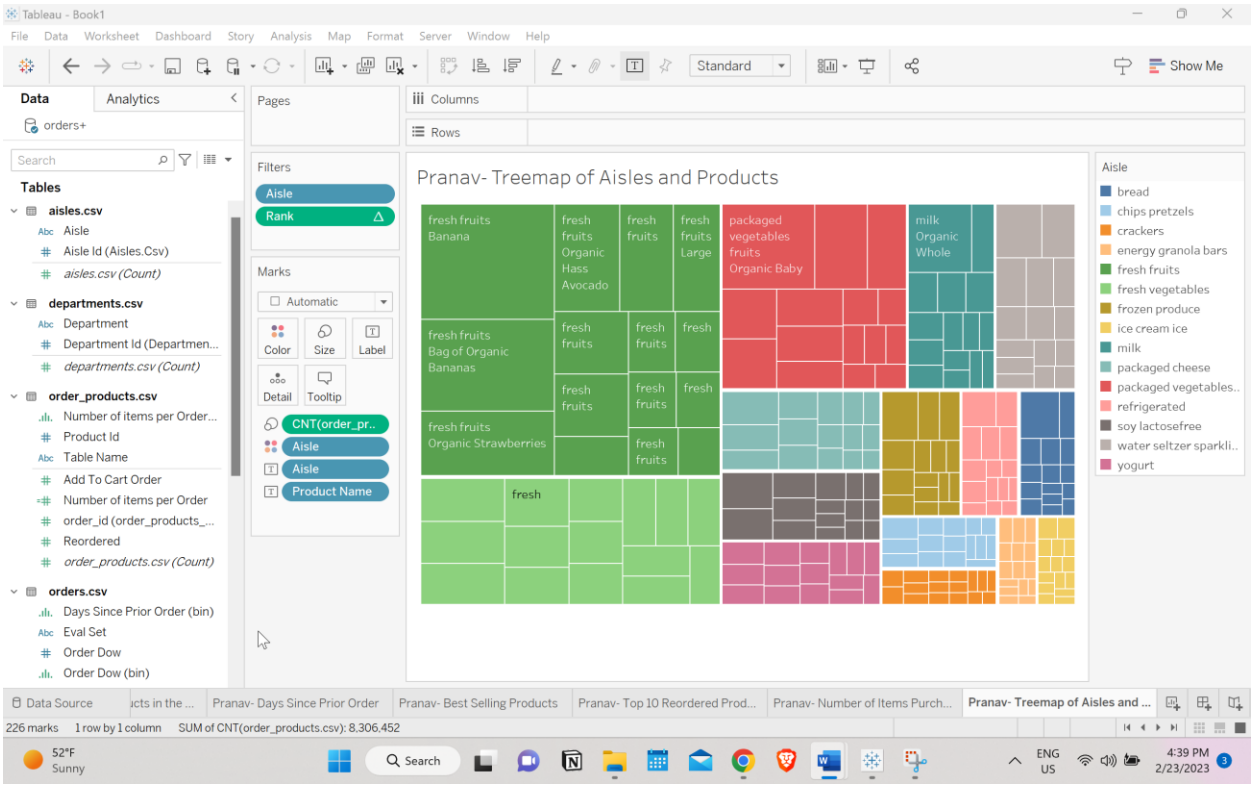
d)



Answer to Question 7: **Customers most often order 5 items.**

3. Category Analysis

a)

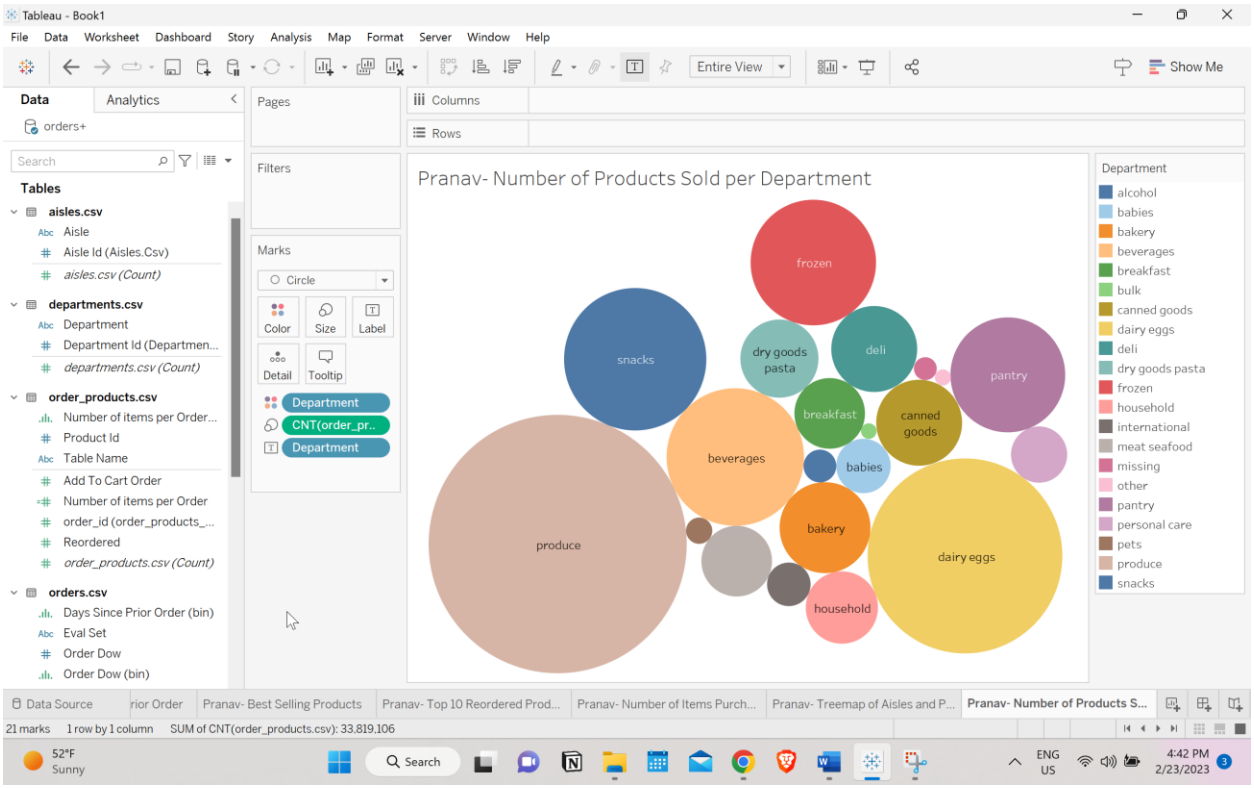


Answer to Question 8:

Top 3 aisles that customers mostly order are:

1. fresh fruits
2. fresh vegetables
3. packaged vegetables fruits

b)

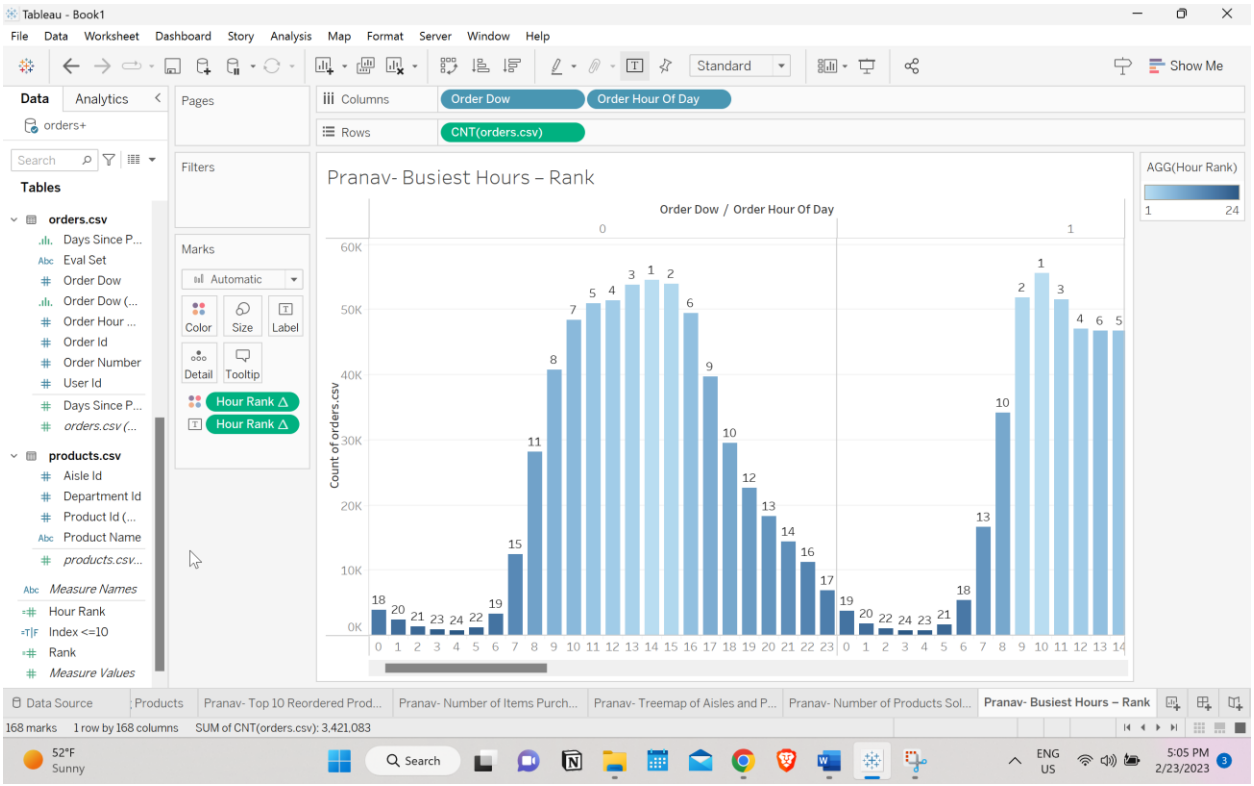


Answer to Question 9:

Top 2 departments with the highest number of products sold:

Produce (9888378) and Dairy Eggs departments(5631067).

5. Top Products



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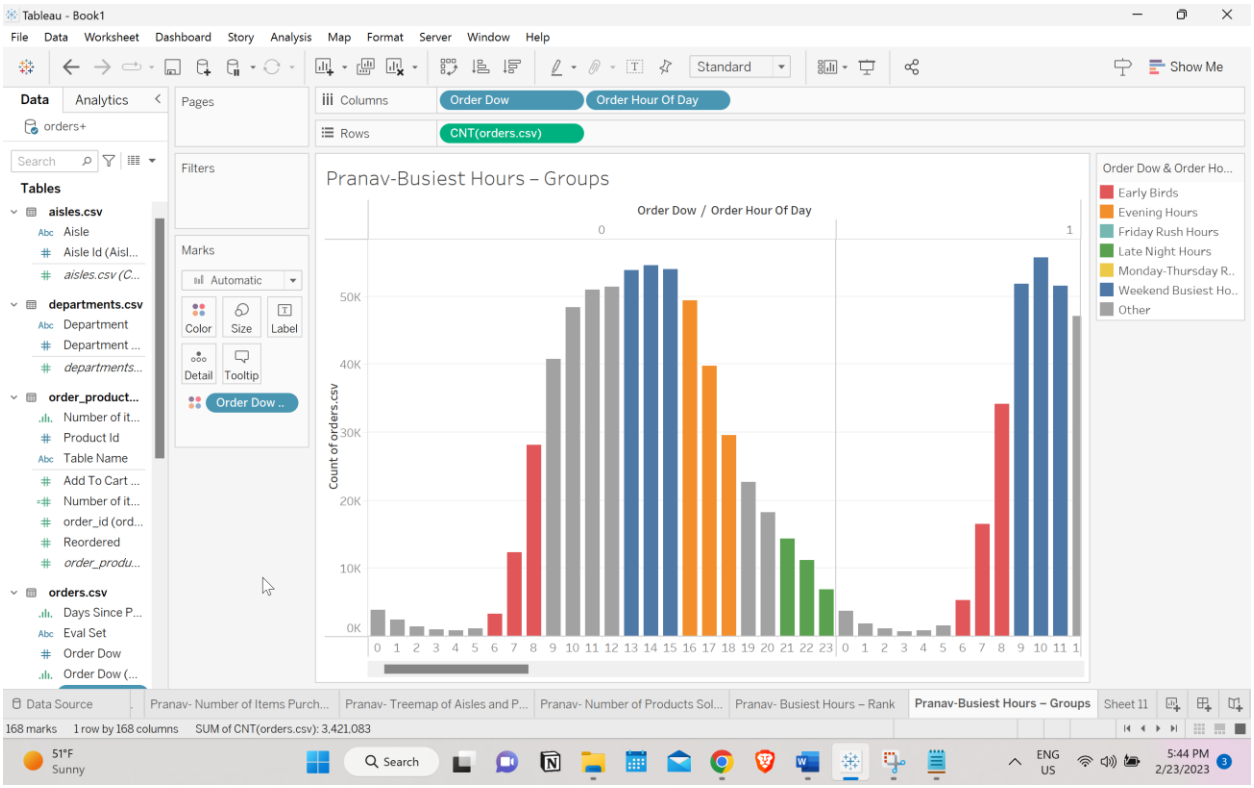
Tableau - Book1
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Friday Rush Hours
Late Night Hours
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Pranav- Number of Products Sol...
Pranav- Busiest Hours – Rank
Pranav-Busiest Hours – Groups
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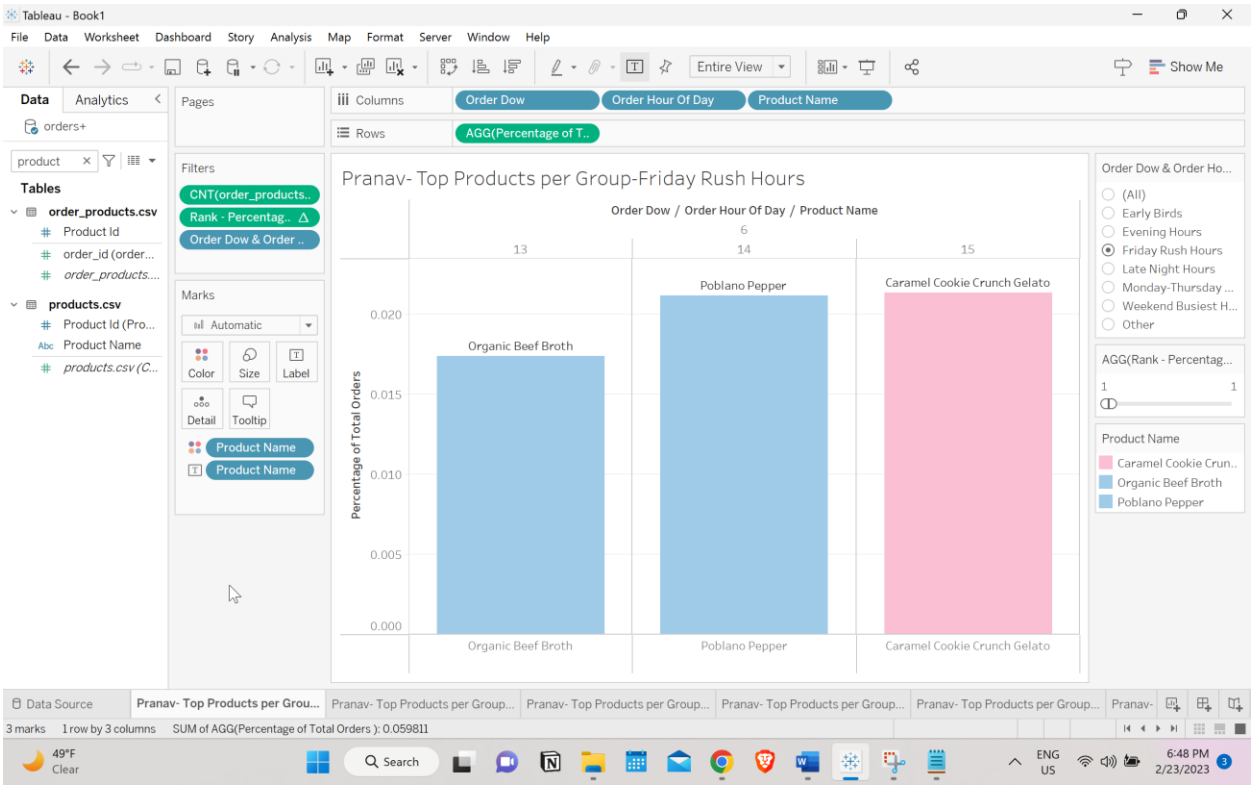
Tableau - Book1
Pranav- Top Products per Group-Friday Rush Hours
Order Dow / Order Hour Of Day / Product Name
Percentage of Total Orders
Organic Beef Broth
Poblano Pepper
Caramel Cookie Crunch Gelato
Order Dow & Order Ho...
(All)
Early Birds
Evening Hours
Friday Rush Hours
Late Night Hours
Monday-Thursday ...
Weekend Busiest H...
Other
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Product Name
Caramel Cookie Crun..
Organic Beef Broth
Poblano Pepper
3 marks 1 row by 3 columns SUM of AGG(Percentage of Total Orders): 0.059811

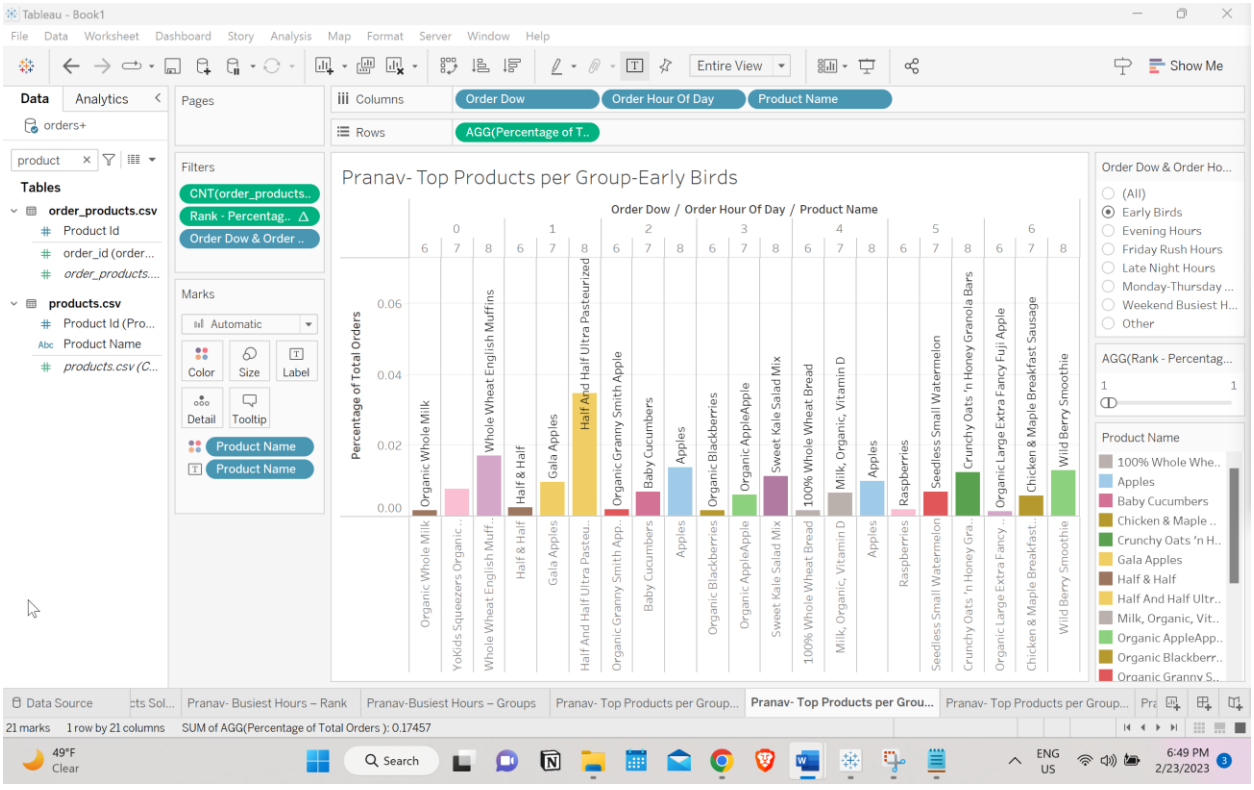


Tableau - Book1
Pranav- Top Products per Group-Early Birds
Order Dow / Order Hour Of Day / Product Name
Percentage of Total Orders
Organic Whole Milk
Whole Wheat English Muffins
Half & Half
Gala Apples
Half And Half Ultra Pasteurized
Organic Granny Smith Apple
Baby Cucumbers
Apples
Organic Blackberries
Organic AppleApple
Sweet Kale Salad Mix
100% Whole Wheat Bread
Milk, Organic, Vitamin D
Raspberries
Seedless Small Watermelon
Crunchy Oats 'n Honey Granola Bars
Organic Large Extra Fancy Fuji Apple
Chicken & Maple Breakfast Sausage
Wild Berry Smoothie
Order Dow & Order Ho...
Early Birds
Product Name
21 marks 1 row by 21 columns SUM of AGG(Percentage of Total Orders): 0.17457

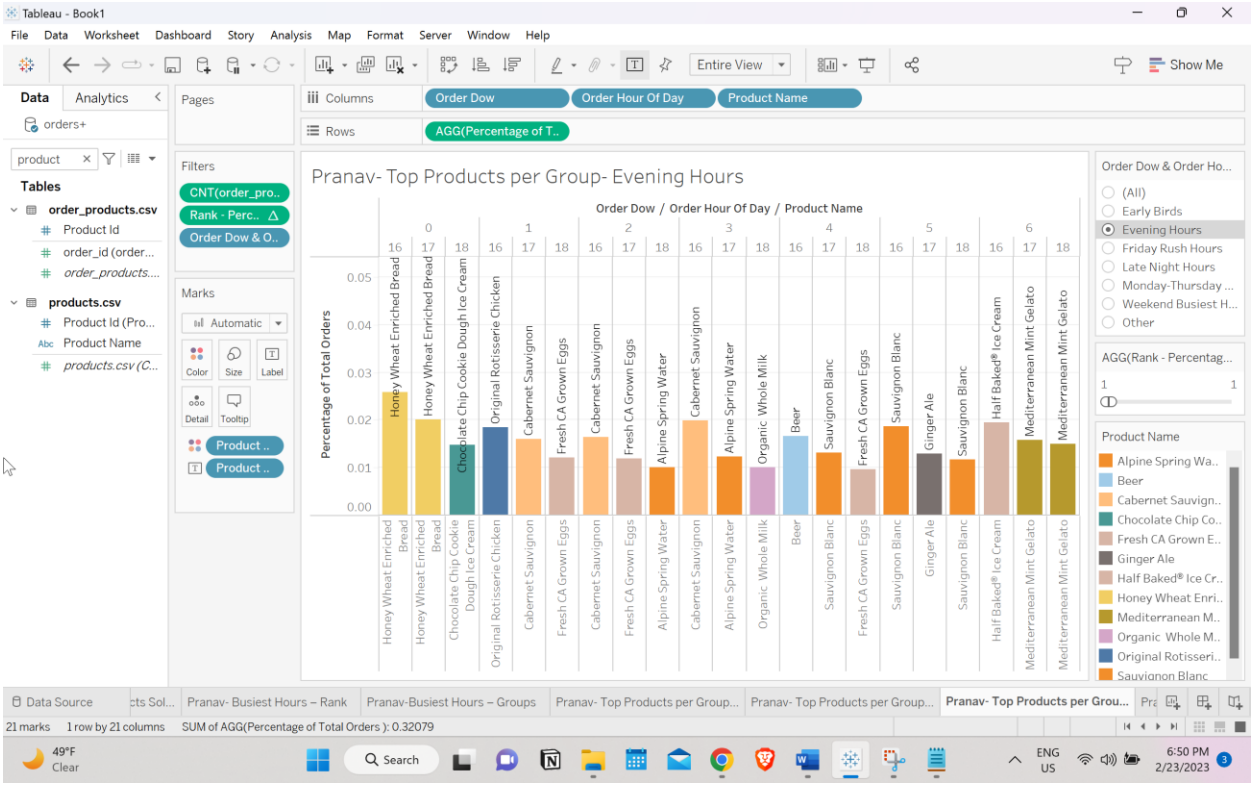


Tableau - Book1
Pranav- Top Products per Group- Evening Hours
Order Dow / Order Hour Of Day / Product Name
Percentage of Total Orders
Honey Wheat Enriched Bread
Honey Wheat Enriched Bread
Chocolate Chip Cookie Dough Ice Cream
Original Rotisserie Chicken
Cabernet Sauvignon
Fresh CA Grown Eggs
Cabernet Sauvignon
Fresh CA Grown Eggs
Alpine Spring Water
Cabernet Sauvignon
Alpine Spring Water
Organic Whole Milk
Beer
Sauvignon Blanc
Fresh CA Grown Eggs
Sauvignon Blanc
Ginger Ale
Sauvignon Blanc
Half Baked® Ice Cream
Mediterranean Mint Gelato
Mediterranean Mint Gelato
Evening Hours
Product Name
Pranav-Busiest Hours – Rank
Pranav- Top Products per Group...
21 marks
1 row by 21 columns
SUM of AGG(Percentage of Total Orders): 0.32079

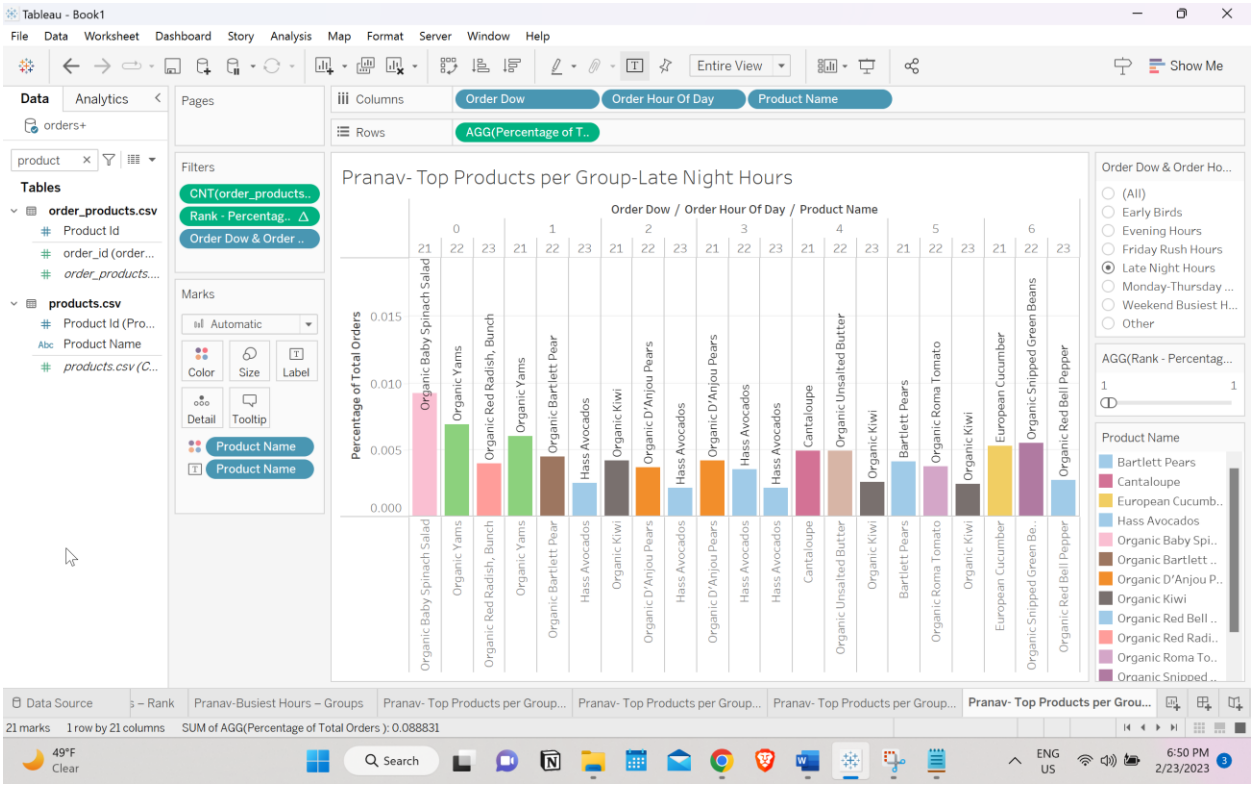
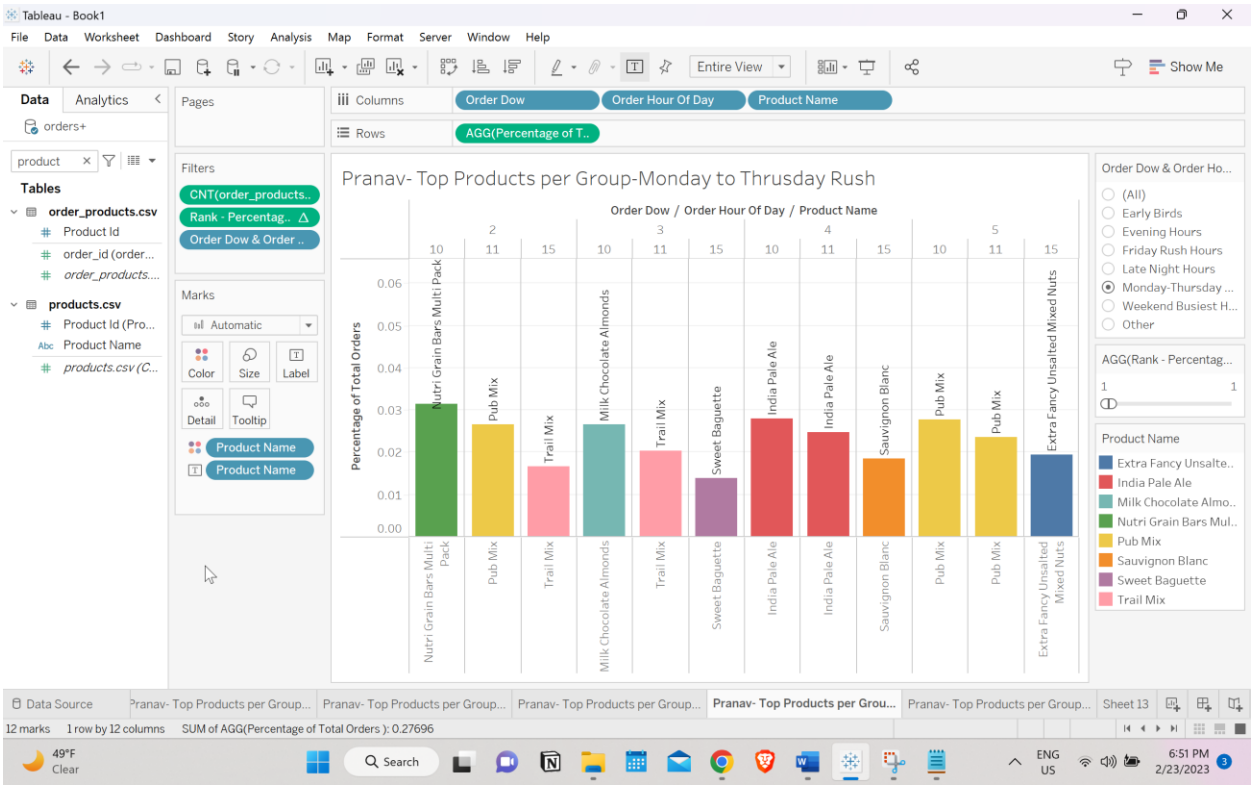


Tableau - Book1
Pranav- Top Products per Group-Late Night Hours
Order Dow / Order Hour Of Day / Product Name
Percentage of Total Orders
Organic Baby Spinach Salad
Organic Yams
Organic Red Radish, Bunch
Organic Yams
Organic Bartlett Pear
Hass Avocados
Organic Kiwi
Organic D'Anjou Pears
Hass Avocados
Organic D'Anjou Pears
Hass Avocados
Hass Avocados
Cantaloupe
Organic Unsalted Butter
Organic Kiwi
Bartlett Pears
Organic Roma Tomato
Organic Kiwi
European Cucumber
Organic Snipped Green Beans
Organic Red Bell Pepper
Late Night Hours
Product Name
Pranav-Busiest Hours – Groups
Pranav- Top Products per Group...
21 marks
1 row by 21 columns
SUM of AGG(Percentage of Total Orders): 0.088831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Product Name
Pranav- Top Products per Group-Monday to Thrusday Rush
Order Dow / Order Hour Of Day / Product Name
Percentage of Total Orders
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0.05
0.04
0.03
0.02
0.01
0.00
Nutri Grain Bars Multi Pack
Pub Mix
Trail Mix
Milk Chocolate Almonds
Trail Mix
Sweet Baguette
India Pale Ale
India Pale Ale
Sauvignon Blanc
Pub Mix
Pub Mix
Extra Fancy Unsalted Mixed Nuts
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Friday Rush Hours
Late Night Hours
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India Pale Ale
Milk Chocolate Almo..
Nutri Grain Bars Mul..
Pub Mix
Sauvignon Blanc
Sweet Baguette
Trail Mix
Data Source
Sheet 13
12 marks 1 row by 12 columns SUM of AGG(Percentage of Total Orders): 0.27696
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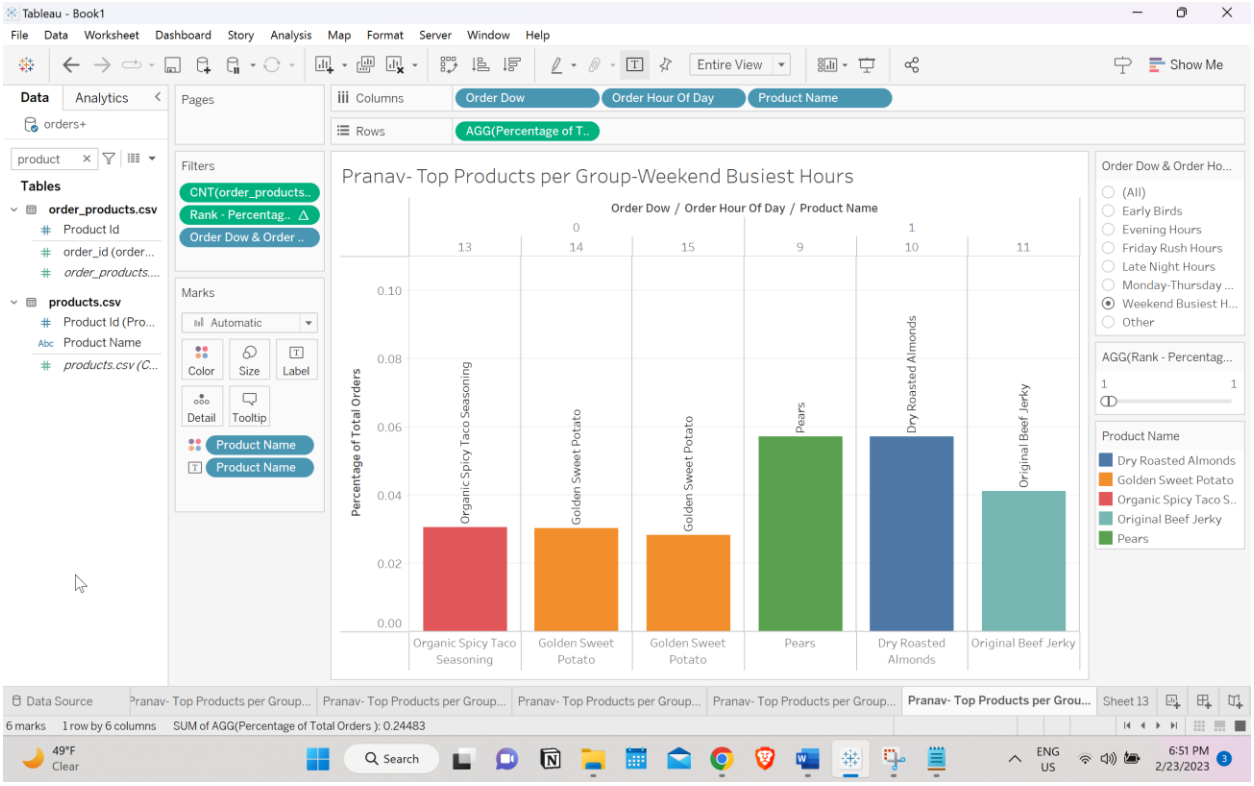


Section 4:

From the worksheets, we can infer the following observations:

Busiest Hours: 9 to 17 are the busiest hours around the week. During the weekend, these receive even more orders compared to weekdays.

Sunday Mornings during hour 10 are the busiest and have the highest order count. We can infer that people complete most of their grocery shopping during this time of the week. As Sundays are weekly, people restock their food for the coming week.

Since the order volume is high during the morning, we can notice that they wish to complete their grocery shopping early.

Busiest Day of the Week: The busiest day of the week is Saturday (0) followed by Sunday(1). We can infer that most working-class people that get Saturday and Sunday off order during this period as they wish to buy groceries for the week so that they don't need to take out time during the working day to shop for groceries. There is a small difference between Sunday and Saturday orders, but we can observe a decline in orders starting Monday.

Days since prior order: We can clearly understand the customer's order pattern by looking at the histogram for Days since the prior order. Most customers shop for groceries lasting for an entire month or a week. People plan for the entire month and buy large volume of groceries so that they don't need

to shop every few days. We can also say that people buy perishable items every week and items with longer shelf life once every month.

Number of items purchased: Maximum number of orders has 5 to 6 products per order. We can see that customers usually order 4 to 7 items, with 6 being the maximum. The histogram is left-skewed and people ordering fewer items is much higher. There is a rise in no. of items from one to five and then we can see a decline. The above data is very useful for managing the company's supply chain and gives a fair idea for delivery partners on how many items they need to carry and deliver.

Best Selling Products: This chart shows us the most bought product at Instacart. Bananas are the most ordered items, followed by a bag of organic bananas. The third most sought-after product is strawberries. Overall, we can see that the best-selling products at Instacart are mostly Fruits and Vegetables. This chart is very helpful as we know customers love and stock these items in inventory.

Treemap of Aisles and Products: We have used this to categorize our best-selling products based on the aisle. Each colored block represents the Aisle, and internal blocks are the items. The size of the Green block[Fresh fruits] is the largest, depicting the most ordered category(aisle) and bananas being the most ordered items. The least sold aisle is Ice-cream and Milk and Cookies ice cream is the least sold item.

Top Products per Group:

i. Early Birds: The early birds' group examines the orders made in the 6th, 7^{th,} and 8th hour of the day, that is, morning orders. Most ordered items during these hours is the Half, and half ultra pasteurized, followed by whole wheat English muffins.
We can infer that early birds often order breakfast items.

ii. Friday Rush Hour: The highest orders during Friday Hours are Caramel cookie crunch gelato and Poblano Pepper. Customers must order snacks like pepper or dessert like gelato on Friday, like a weekend cheat meal.

iii. Evening Hours: The highest orders during Evening Hours are Honey wheat enriched bread and cabernet sauvignon, and we can infer that customer order items for dinner.

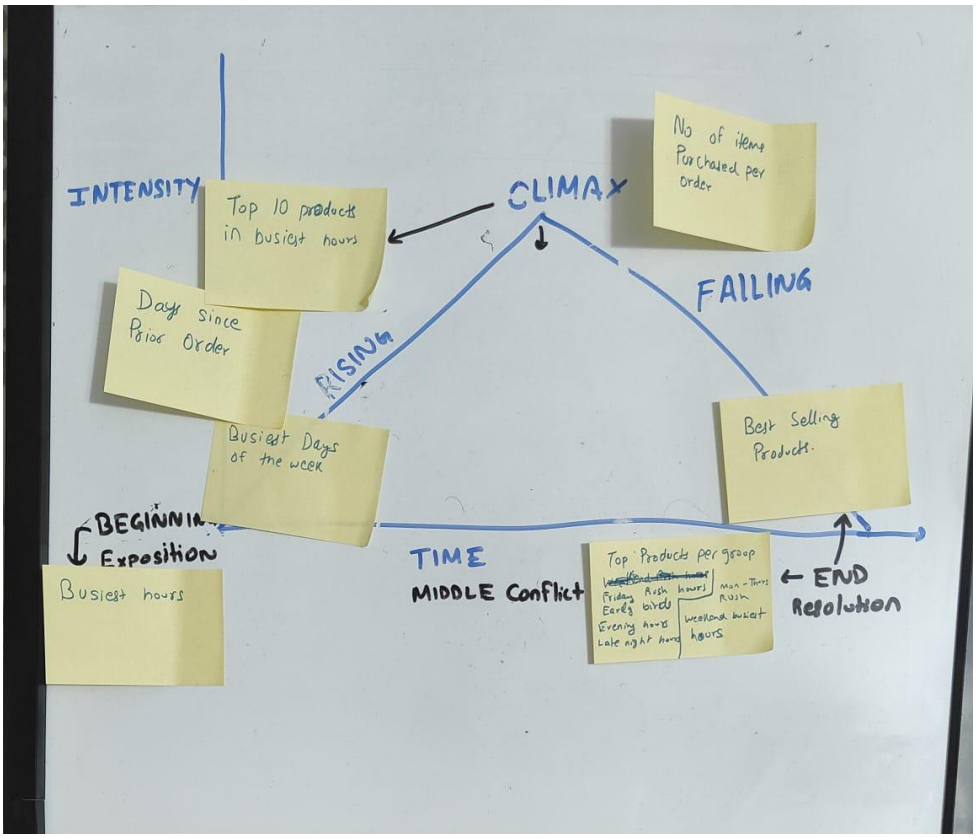
iv. Night Hours: The top products during night hours are Organic Baby Spinach salad and Organic Yams. We can infer that customers are ordering late-night dinners.

v. Weekend Busiest Hours: The top products during weekend hours Dry roasted almonds and Pears. Customers like having fruits and nuts, or they are stocking items for the week.

vi. Monday- Thursday Rush Hours: The top products during Monday to Thursday Rush hours are Nutri Gains Bar Multipack, India pale Ale, and Pub mix. Customers order snacks and ready-made

food during weekday rush hours because they may not have time to cook food during busy work hours, and these handy items are suitable to satisfy their hunger.

Section 5: Organizing Story Boarding with Storyboarding



Freytag's Pyramid

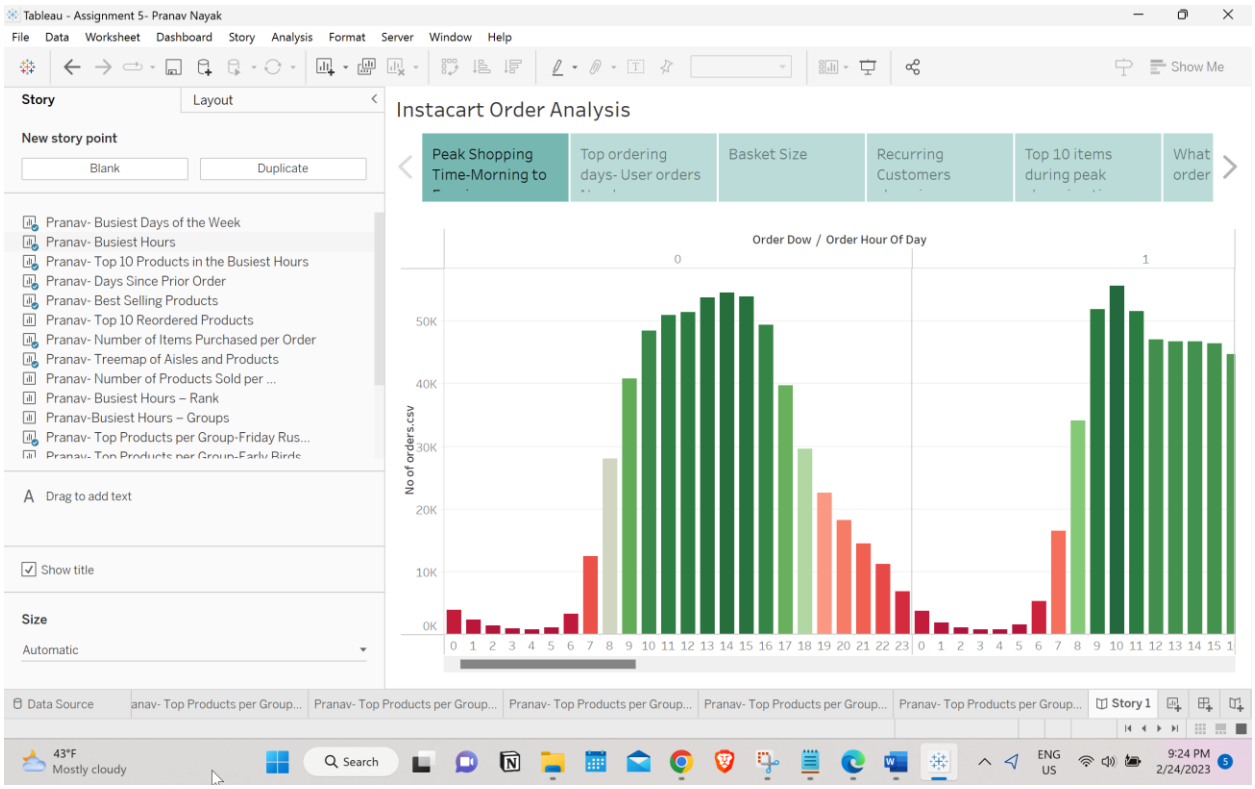
1. Busiest Hours – Beginning (Initiation)
2. Busiest Days of the Week – Rising Action
3. Treemap of Aisles and Products- Climax
4. Number of items purchased per order- Climax
5. Days Since Prior Order- Falling actions
6. Best-selling products- Resolution
7. Top products per group for all 6 - Resolutions

Section 6:

Rhetoric best suited for this story is: <u>Logical</u>

Captions for the Rhetoric are:

- Peak Shopping Time-Morning to Evening
- Top ordering days- User orders Number
- Recurring Customers shopping gap
- Top 10 items during peak shopping times
- What Customers order the most
- Overview of items ordered by category and volume
- Friday Peak hours- Comfort food
- Evening Shopping- Dinner Items
- Morning orders- Breakfast Items
- Late Nights healthy snacks.
- Weekday Peak time- Easy snacks
- Weekend Peak time- Grocery stocking
- Weekend Peak time- Grocery stocking



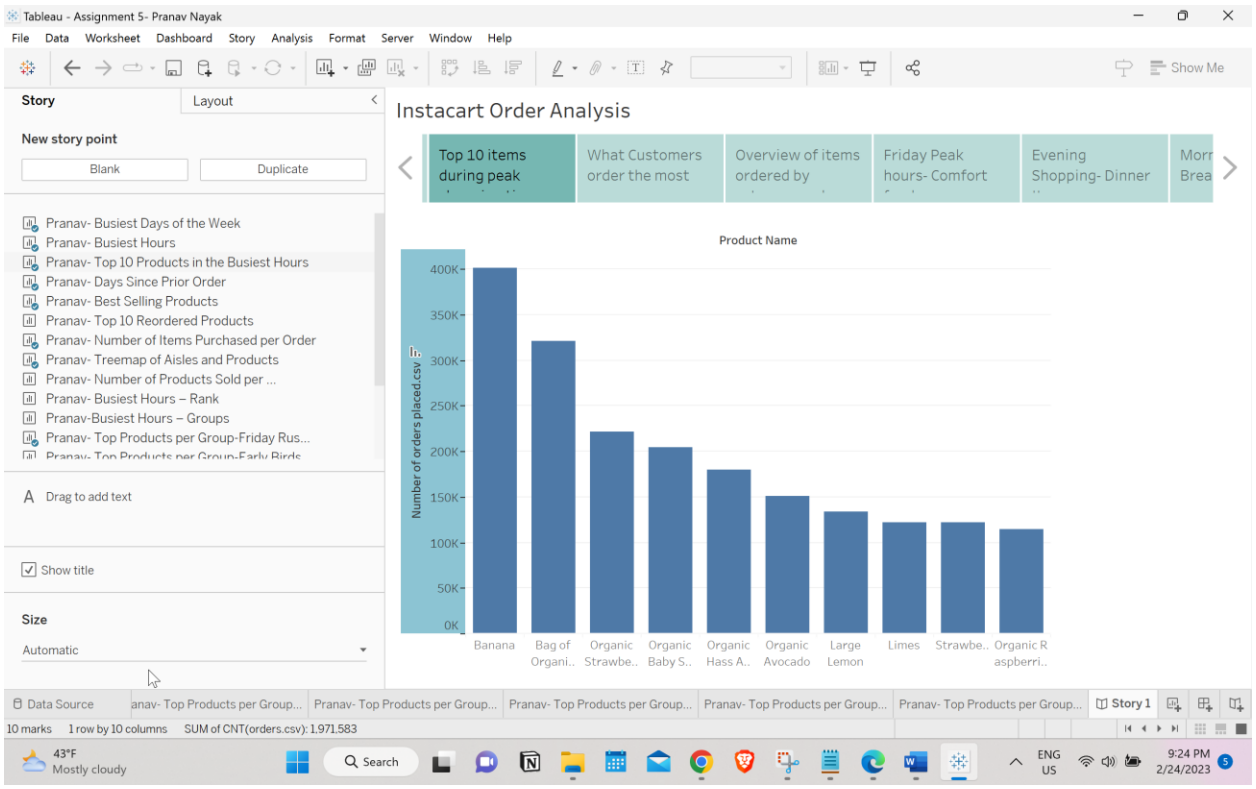


Tableau - Assignment 5- Pranav Nayak
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Pranav- Busiest Hours
Pranav- Top 10 Products in the Busiest Hours
Pranav- Days Since Prior Order
Pranav- Best Selling Products
Pranav- Top 10 Reordered Products
Pranav- Number of Items Purchased per Order
Pranav- Treemap of Aisles and Products
Pranav- Number of Products Sold per ...
Pranav- Busiest Hours – Rank
Pranav-Busiest Hours – Groups
Pranav- Top Products per Group-Friday Rus...
Drag to add text
Show title
Size
Automatic
Instacart Order Analysis
Top 10 items during peak
What Customers order the most
Overview of items ordered by
Friday Peak hours- Comfort
Evening Shopping- Dinner
Product Name
Number of orders placed.csv
400K
350K
300K
250K
200K
150K
100K
50K
0K
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Bag of Organi..
Organic Strawbe..
Organic Baby S..
Organic Hass A..
Organic Avocado
Large Lemon
Limes
Strawbe..
Organic R aspberri..
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Pranav- Top Products per Group...
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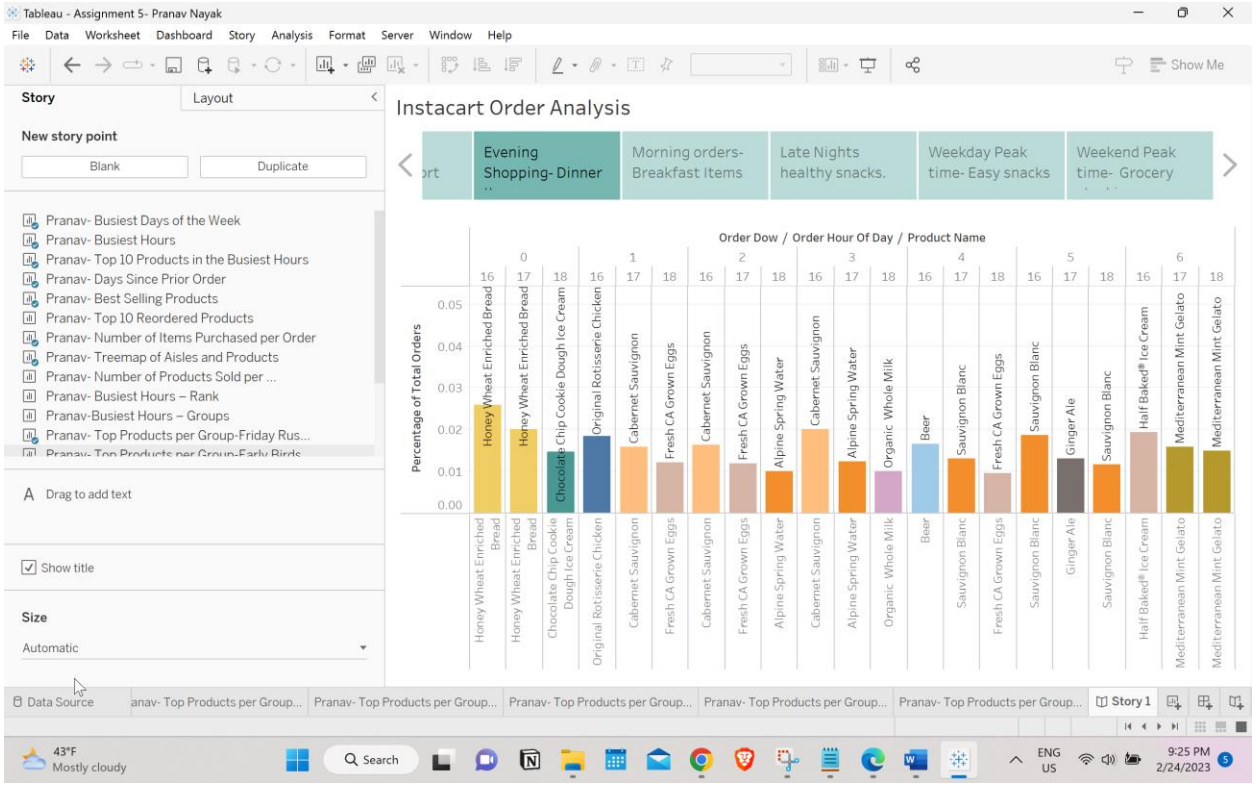
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Pranav- Days Since Prior Order
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Pranav- Treemap of Aisles and Products
Pranav- Number of Products Sold per ...
Pranav- Busiest Hours – Rank
Pranav-Busiest Hours – Groups
Pranav- Top Products per Group-Friday Rus...
Drag to add text
Show title
Size
Automatic
Instacart Order Analysis
Evening Shopping- Dinner
Morning orders- Breakfast Items
Late Nights healthy snacks.
Weekday Peak time- Easy snacks
Weekend Peak time- Grocery
Order Dow / Order Hour Of Day / Product Name
Percentage of Total Orders
0.05
0.04
0.03
0.02
0.01
0.00
Honey Wheat Enriched Bread
Chocolate Chip Cookie Dough Ice Cream
Original Rotisserie Chicken
Cabernet Sauvignon
Fresh CA Grown Eggs
Alpine Spring Water
Organic Whole Milk
Beer
Sauvignon Blanc
Ginger Ale
Half Baked® Ice Cream
Mediterranean Mint Gelato
Data Source
Pranav- Top Products per Group...
Story 1
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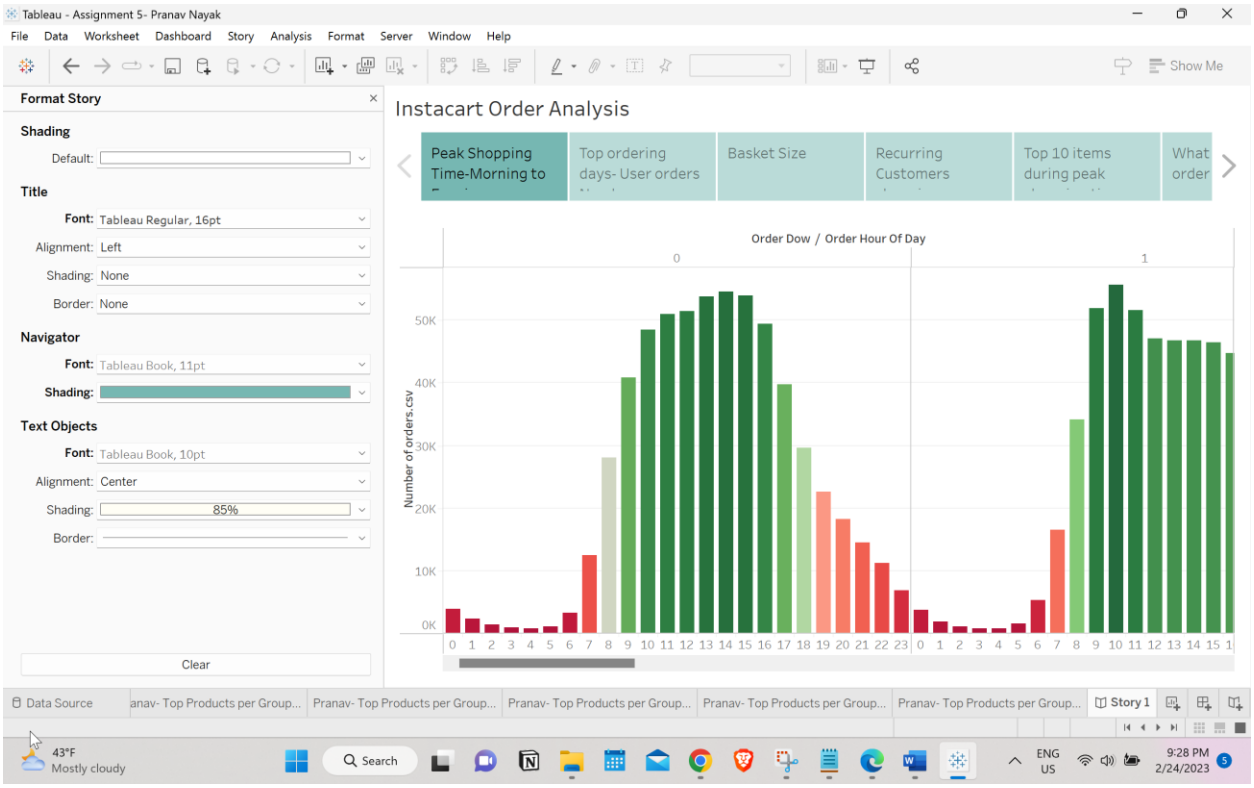
Search
ENG US
9:25 PM 2/24/2023

Section 7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Shading: None
Border: None
Navigator
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Shading:
Text Objects
Font: Tableau Book, 10pt
Alignment: Center
Shading: 85%
Border:
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Instacart Order Analysis
Peak Shopping Time-Morning to
Top ordering days- User orders
Basket Size
Recurring Customers
Top 10 items during peak
What order
Order Dow / Order Hour Of Day
Number of orders.csv
Data Source
Story 1
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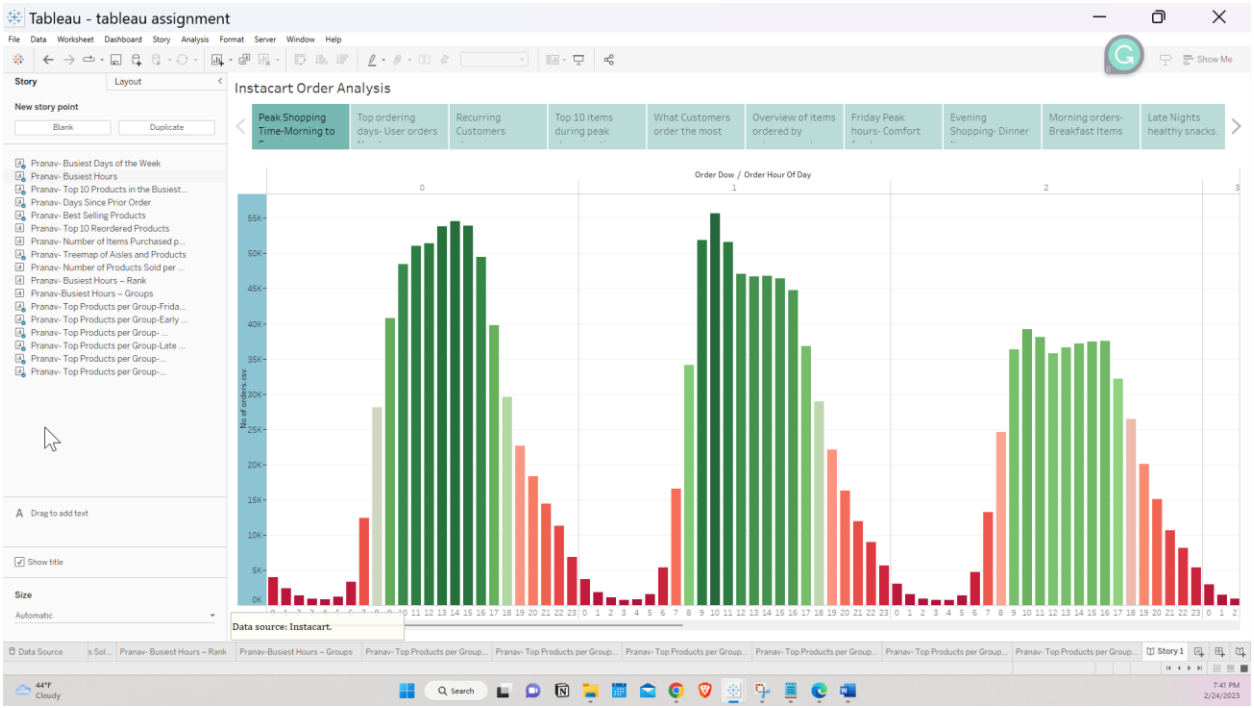
Search
ENG US
9:28 PM 2/24/2023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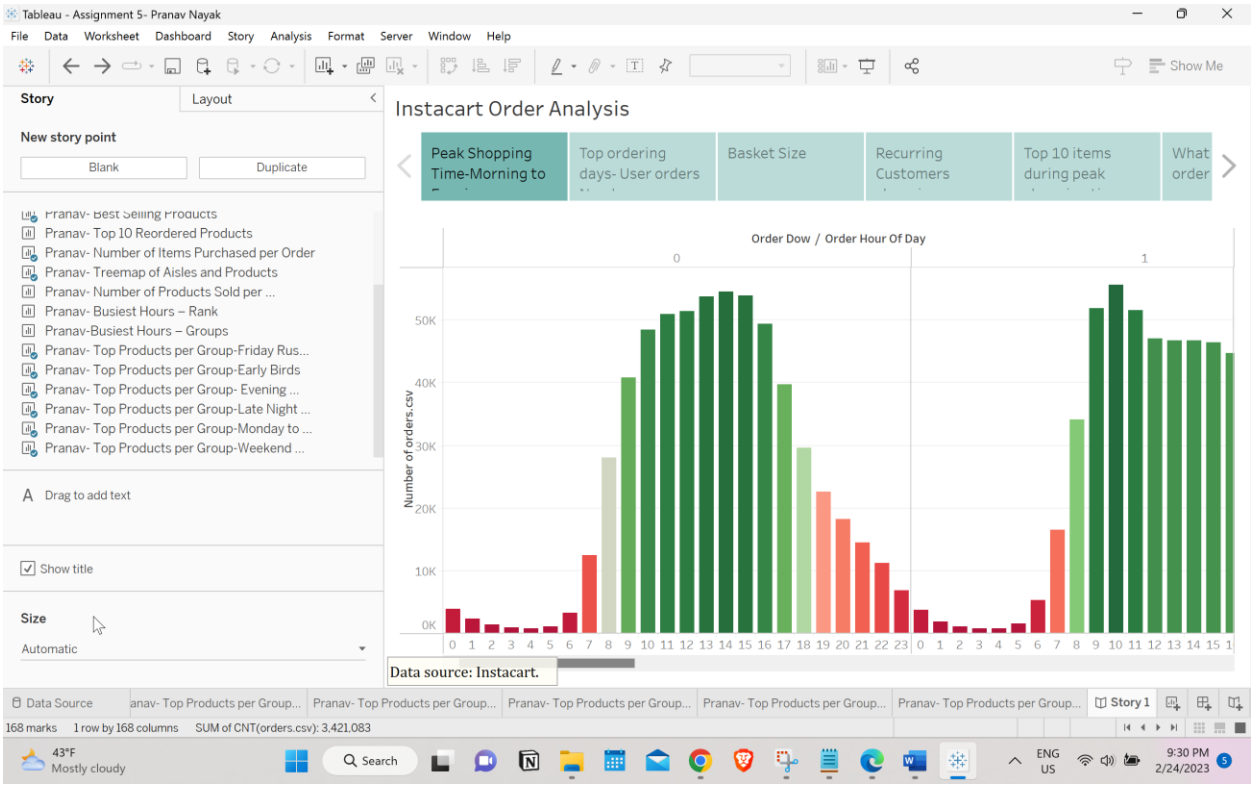
Duplicate
Instacart Order Analysis
Peak Shopping Time-Morning to
Top ordering days- User orders
Recurring Customers
Top 10 items during peak
What Customers order the most
Overview of items ordered by
Friday Peak hours- Comfort
Evening Shopping- Dinner
Morning orders- Breakfast Items
Late Nights healthy snacks.
Order Dow / Order Hour Of Day
Data source: Instacart.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Story
Layout
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Duplicate
Pranav- Best Selling Products
Pranav- Top 10 Reordered Products
Pranav- Number of Items Purchased per Order
Pranav- Treemap of Aisles and Products
Pranav- Number of Products Sold per ...
Pranav- Busiest Hours – Rank
Pranav-Busiest Hours – Groups
Pranav- Top Products per Group-Friday Rus...
Pranav- Top Products per Group-Early Birds
Pranav- Top Products per Group- Evening ...
Pranav- Top Products per Group-Late Night ...
Pranav- Top Products per Group-Monday to ...
Pranav- Top Products per Group-Weekend ...
Drag to add text
Show title
Size
Automatic
Instacart Order Analysis
Peak Shopping Time-Morning to
Top ordering days- User orders
Basket Size
Recurring Customers
Top 10 items during peak
What order
Order Dow / Order Hour Of Day
Number of orders.csv
Data source: Instacart.
Data Source
Story 1
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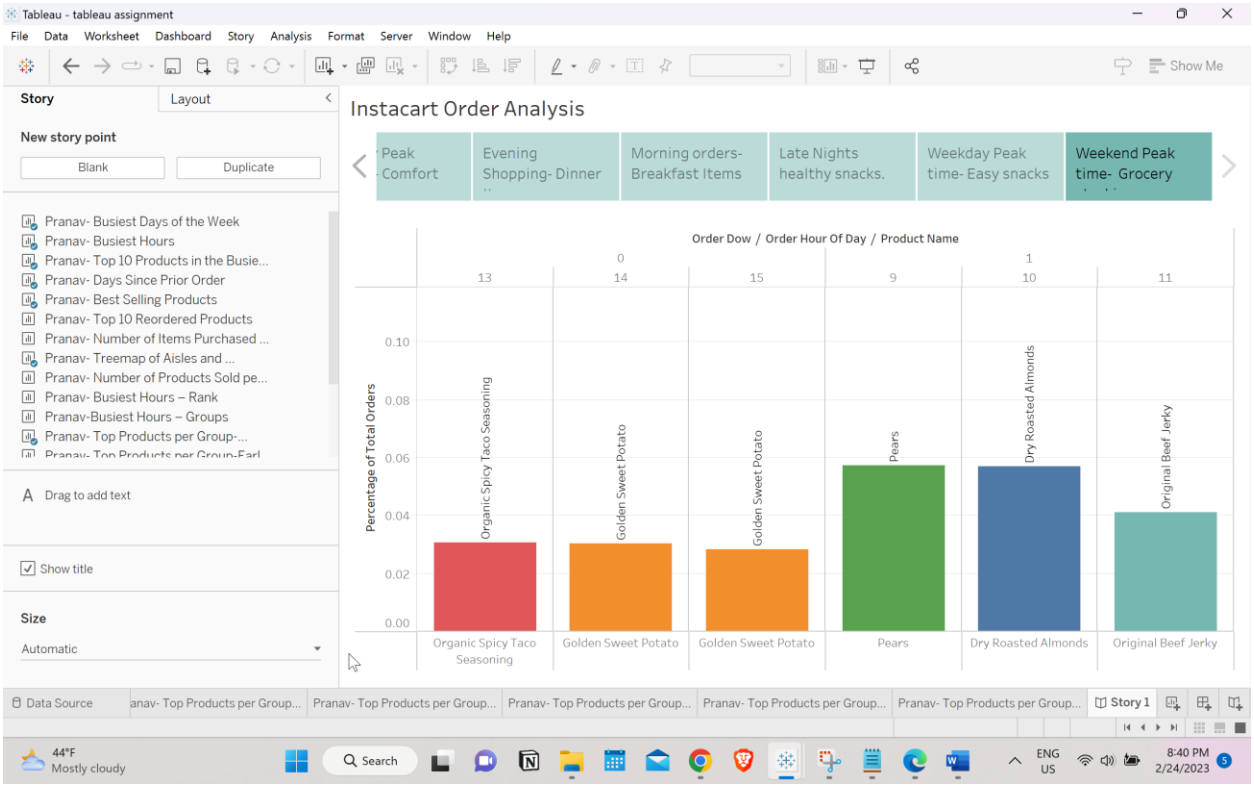
1 row by 168 columns
SUM of CNT(orders.csv): 3,421,083
43°F
Mostly cloudy
Search
ENG
US
9:30 PM
2/24/2023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Pranav- Top Products per Group-...
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Automatic
Instacart Order Analysis
Peak Comfort
Evening Shopping- Dinner
Morning orders- Breakfast Items
Late Nights healthy snacks.
Weekday Peak time- Easy snacks
Weekend Peak time- Grocery
Order Dow / Order Hour Of Day / Product Name
Percentage of Total Orders
Organic Spicy Taco Seasoning
Golden Sweet Potato
Golden Sweet Potato
Pears
Dry Roasted Almonds
Original Beef Jerky
Data Source
Story 1
44°F
Mostly cloudy
Search
ENG
US
8:40 PM
2/24/2023