

Avg Basket Size

10,11

Overall reorder rate

59,01

Distinct Products

50K

Total Users

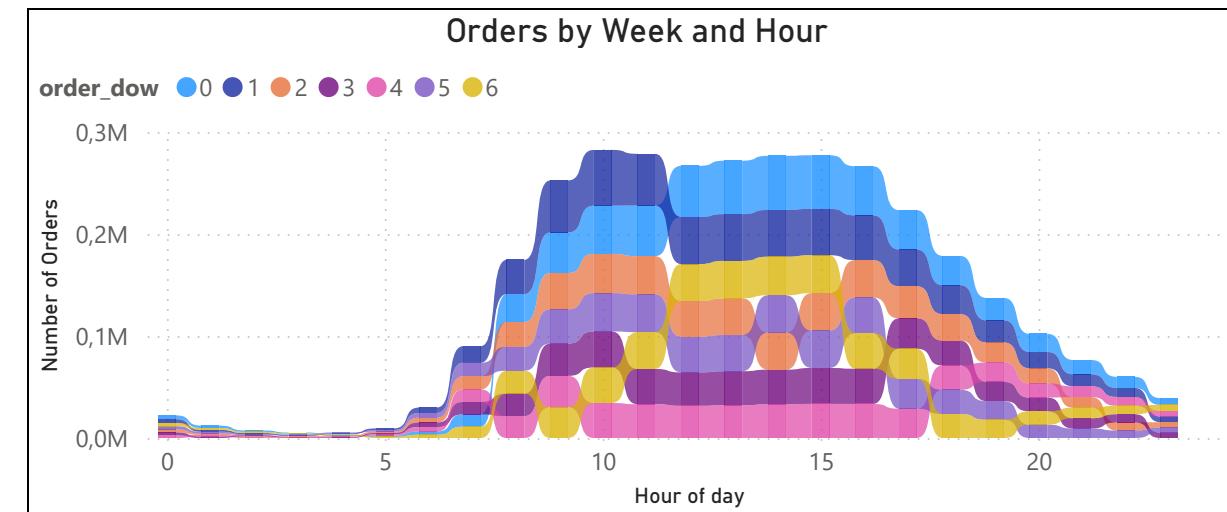
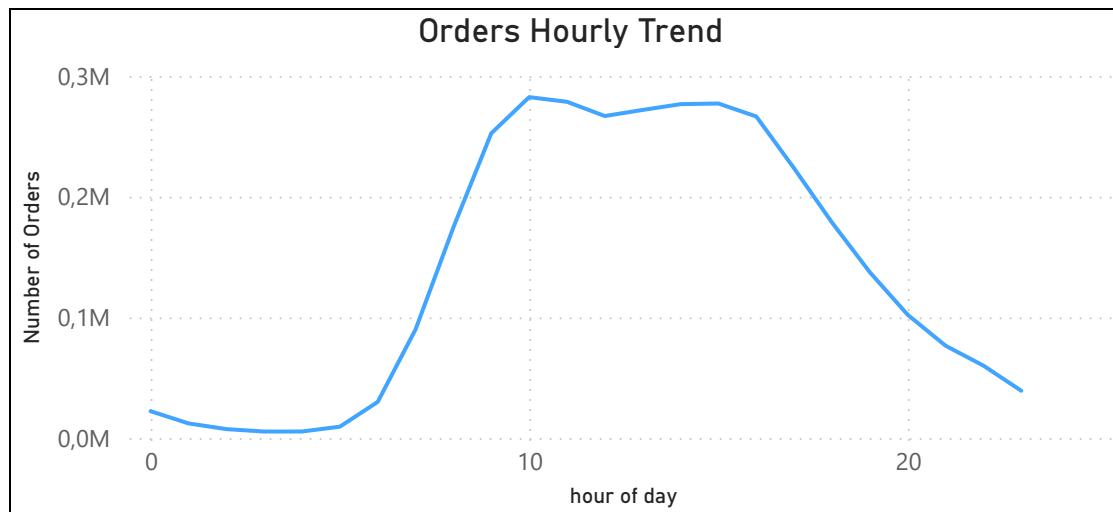
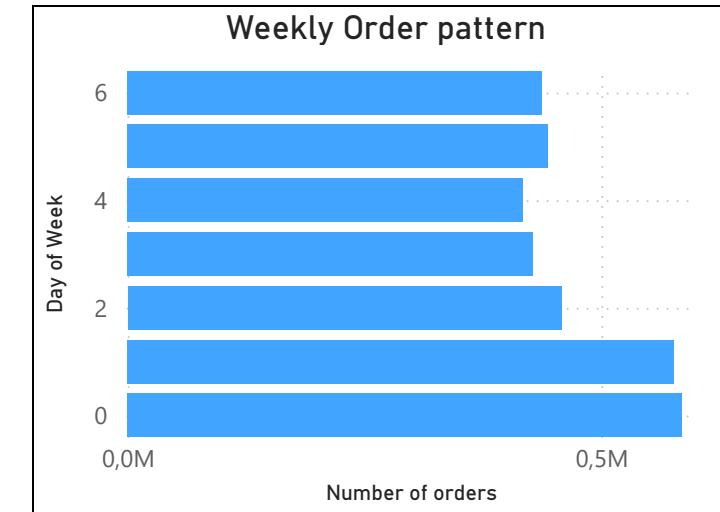
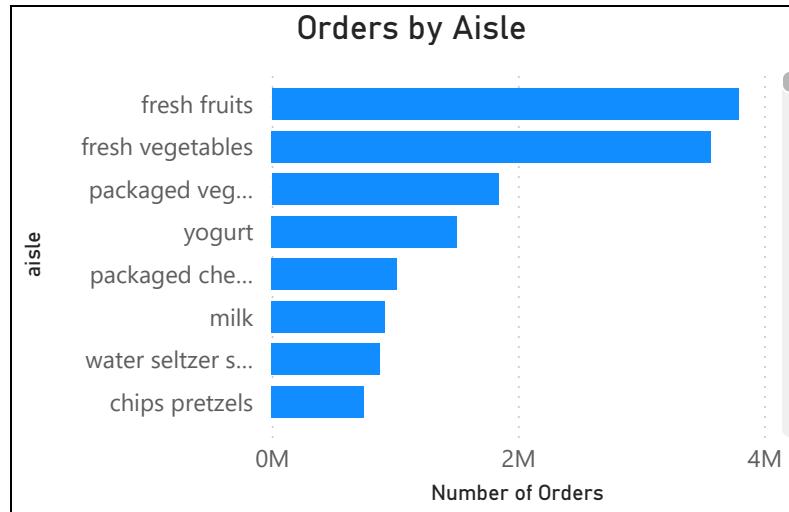
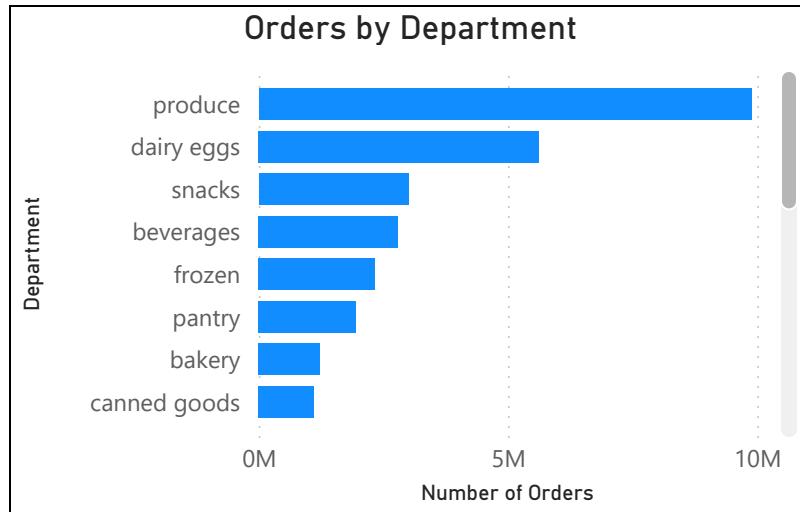
206K

Total Orders

3M

Total Order lines

34M



Total Orders

34M

Total Reorders

20M

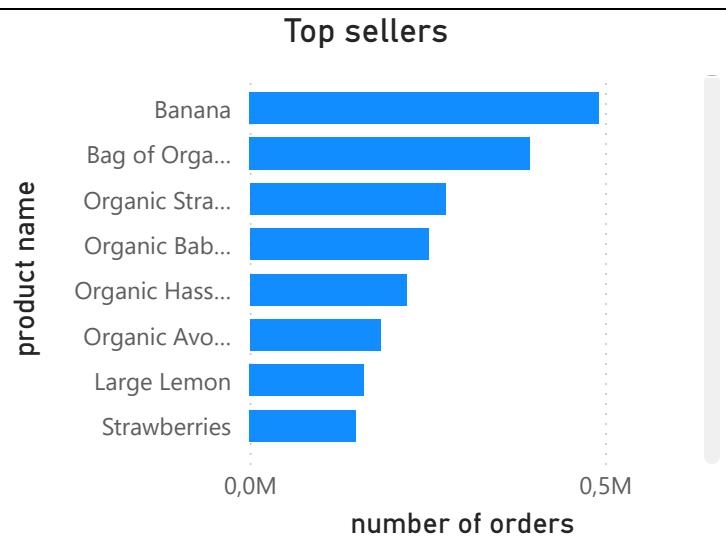
Number of products

49,69K

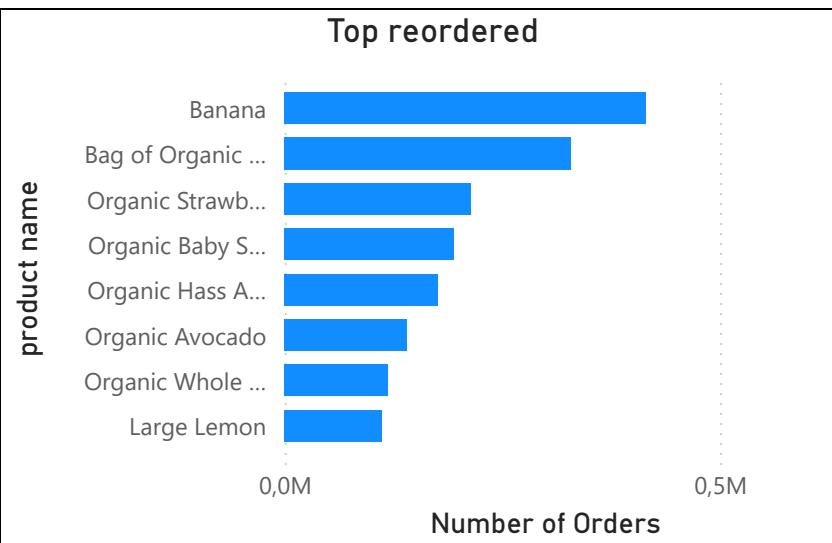
Average reorder rate (%)

36,84

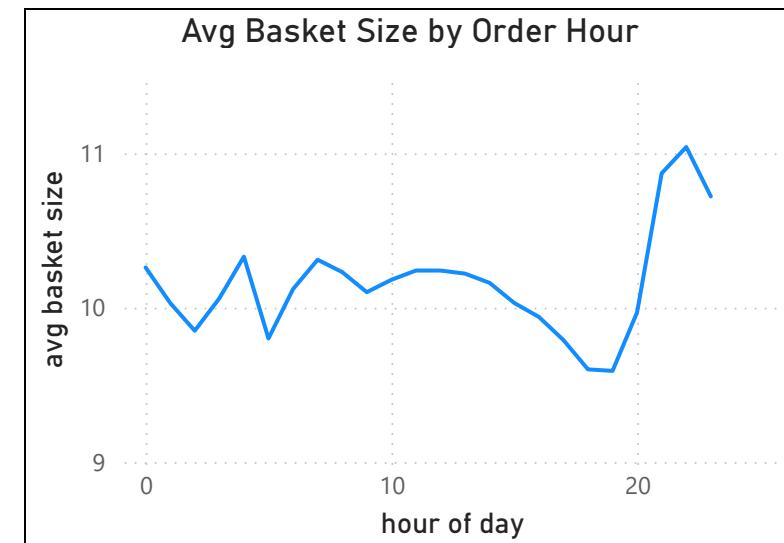
Top sellers



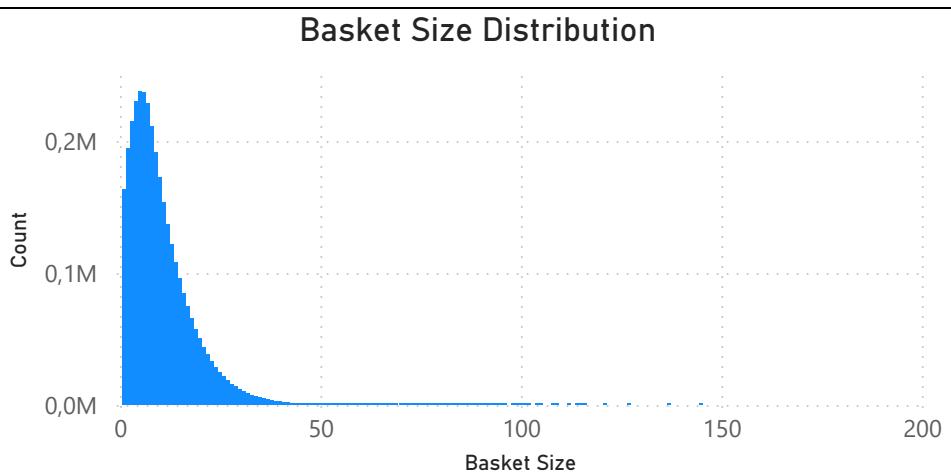
Top reordered



Avg Basket Size by Order Hour



Basket Size Distribution



Top Products Bought together

product_a	product_b	total orders
100% Raw Coconut Water	Bag of Organic Bananas	9183
100% Raw Coconut Water	Organic Hass Avocado	6868
100% Raw Coconut Water	Organic Strawberries	5515
100% Recycled Paper Towels	Bag of Organic Bananas	5696
100% Recycled Paper Towels	Banana	4876
100% Whole Wheat Bread	Bag of Organic Bananas	11247
100% Whole Wheat Bread	Banana	15746
100% Whole Wheat Bread	Organic Avocado	4898
100% Whole Wheat Bread	Organic Baby Spinach	5180

Total Orders

3M

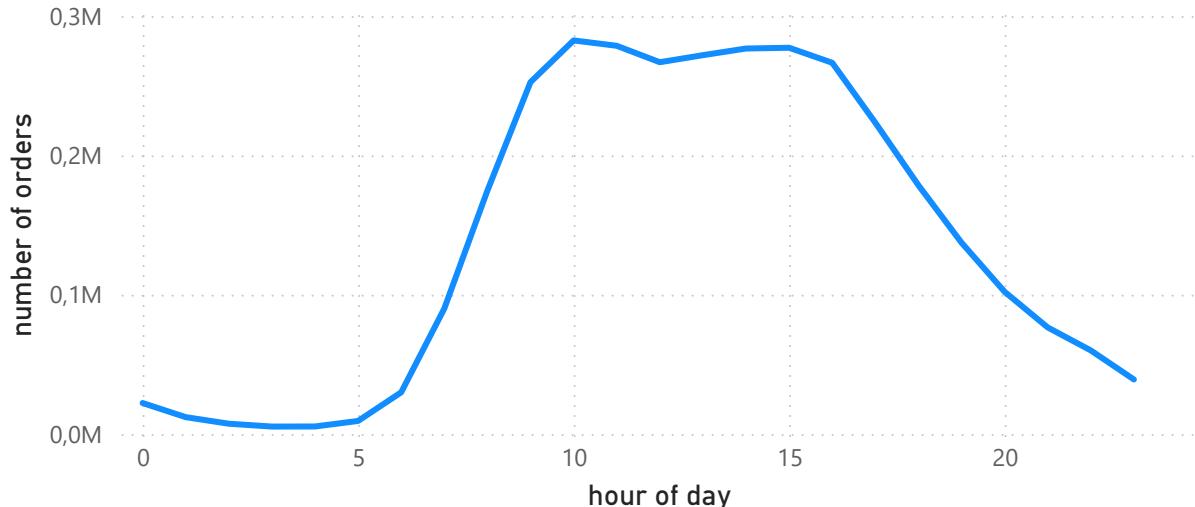
Total Users

206,21K

Average gap between orders (in days)

14,21

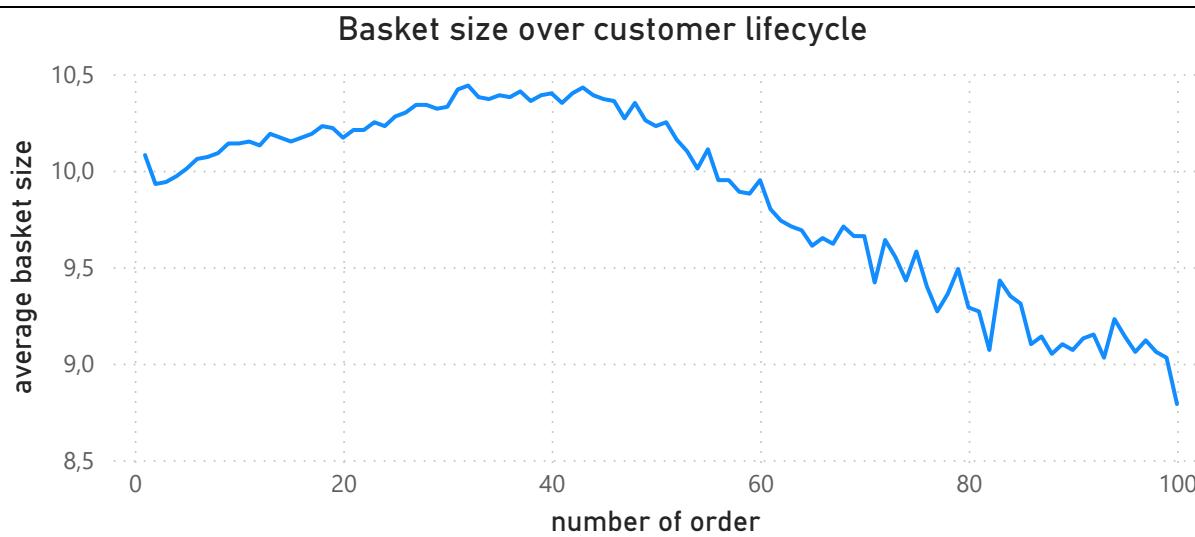
customer ordering pattern by hour



customer ordering patter by dow



Basket size over customer lifecycle



Customer order frequency distribution

