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ASSIGNMENT 1:Individual Project

Company name: Instacart

Industry : Online Grocery delivery

Instacart is an American technology company operating in the United States and Canada as same-day grocery delivery and pickup service. The company was founded in San Francisco, California in 2012 by Apoorva Mehta, Max Levchin and Brandon Leonardo. The service allows customers to select groceries from various retailers via its web application and have them delivered to their homes on the same day. It serves as a platform for customers to purchase groceries from local stores and have them delivered to individual shoppers with delivery times of up to 1 hour.

Project:

Advanced "Smart Cart" Features

Action:

* Using machine learning, develop an algorithm that predicts which products customers are most likely to purchase and recommends similar products of interest.
* Integrated this feature into the Instacart app, allowing customers to add recommended products to their cart with a single tap.

Result:

* Within the first three months of the feature release, the average order value increased by 10%.
* Customer feedback shows a 15% improvement in customer satisfaction.

Impact Statement:

The development and implementation of the “Smart Cart” feature has greatly improved the shopping experience for Instacart customers. The feature's ability to predict customer preferences and provide personalized product recommendations has increased average order value and increased revenue for the company. In addition, customer feedback indicated that this feature increased satisfaction by 15%. Not only does this feature make the shopping process more convenient and faster, but it also helps customers discover new products they may not have known existed, making the shopping experience more enjoyable. Overall, the “smart cart” feature significantly improved the customer experience and hit Instacart hard.