



# Instacart Analytics | Executive Overview

Shopping Behavior and Product Analysis

Data as of 2025-05-30



Time of Day	DayName
Night (21-4)	Friday
Morning (9-11)	Monday
Midday (12-14)	Saturday
Evening (18-20)	Sunday
Early Morning (5-8)	Thursday
Afternoon (15-17)	Tuesday
	Wednesday

## Executive Overview

Customer Analysis

Product Analysis

3M

Total Orders

206K

Total Customers

10.11

Average Basket Size

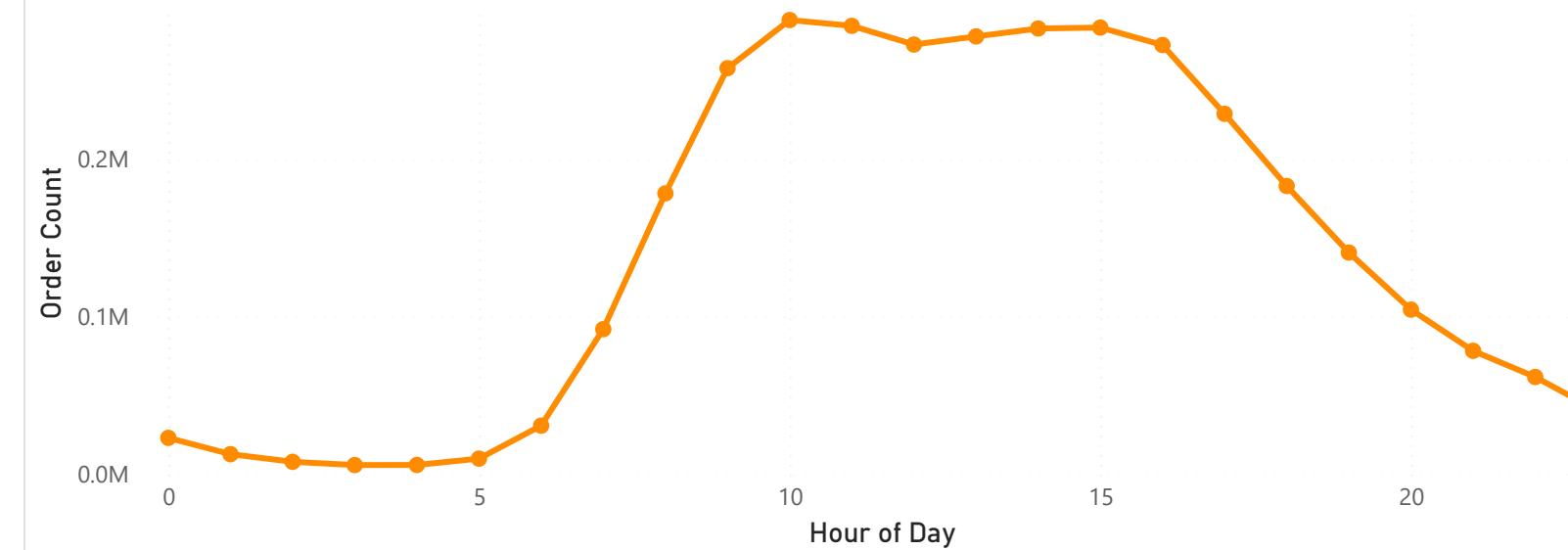
59.0%

Reorder Rate

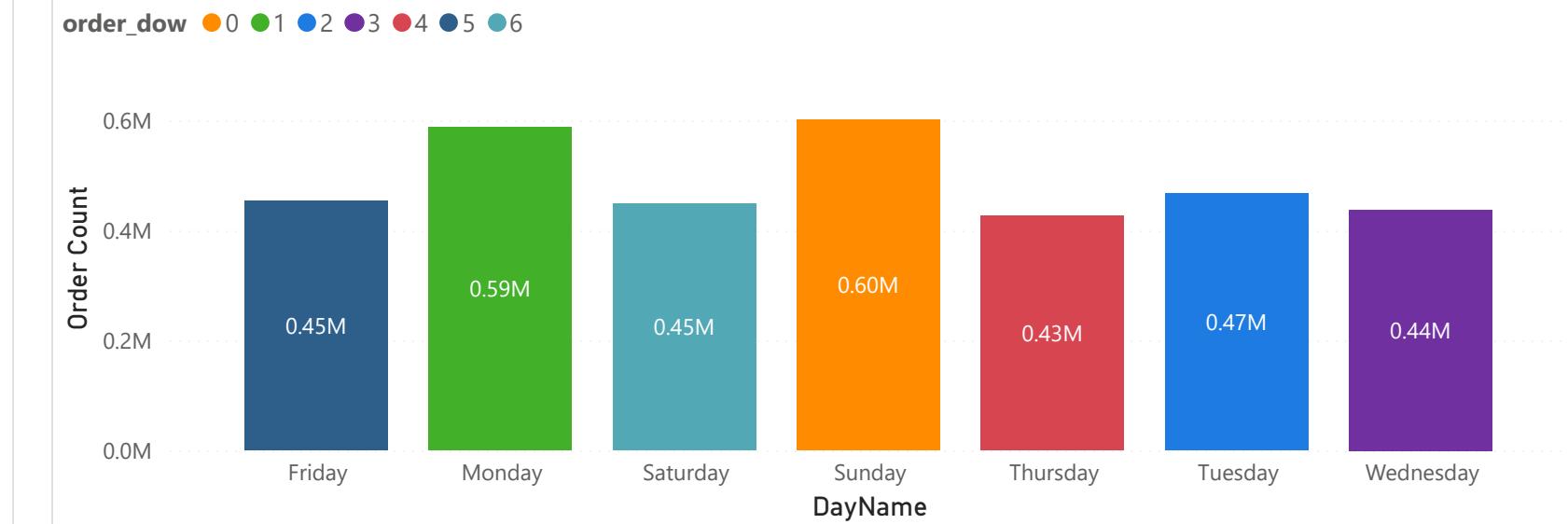
10.4

Avg Days Between Orders

### Order Volume by Hour of Day

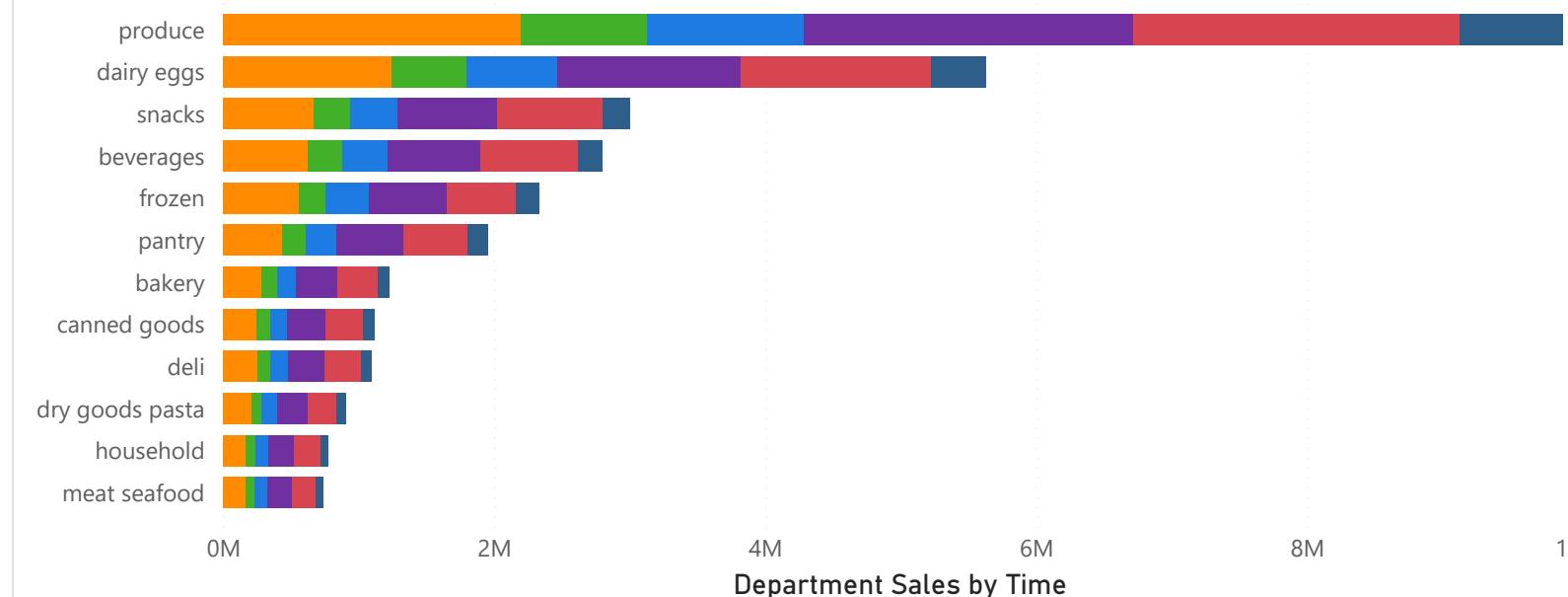


### Order Volume by Day of Week



### Department Performance by Time of Day

TimeOfDay ● Afternoon (15-17) ● Early Morning (5-8) ● Evening (18-20) ● Midday (12-14) ● Morning (9-11) ● Night (21-4)



### Top Products by Popularity

product_name	Product Popularity	Product Reorder Rate	department
Banana	491K	84.5%	produce
Bag of Organic Bananas	395K	83.4%	produce
Organic Strawberries	276K	77.8%	produce
Organic Baby Spinach	252K	77.4%	produce
Organic Hass Avocado	221K	79.8%	produce
Organic Avocado	184K	76.1%	produce
Large Lemon	161K	69.8%	produce
Strawberries	149K	70.0%	produce
Limes	147K	68.2%	produce
Organic Whole Milk	143K	83.1%	dairy eggs
<b>Total</b>	1,224K	76.8%	



# Instacart Analytics | Customer Analysis

Shopping Behavior and Product Analysis

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Frequent Sh... Infrequent Sh... Occasional B... >

Night (21-4) Morning (9-11) Midday (12-14) Evening (18-20) Early Morning (5-8) Afternoon (15-17)

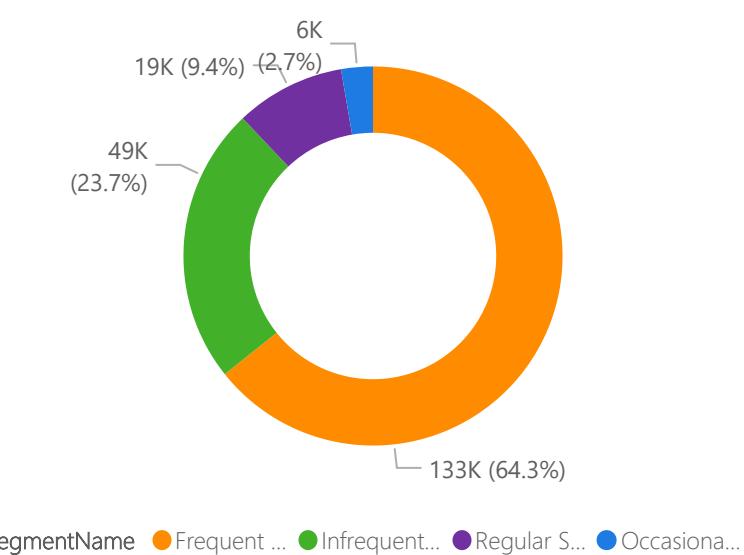
Wednesday Tuesday Thursday Sunday >

Executive Overview

Customer Analysis

Product Analysis

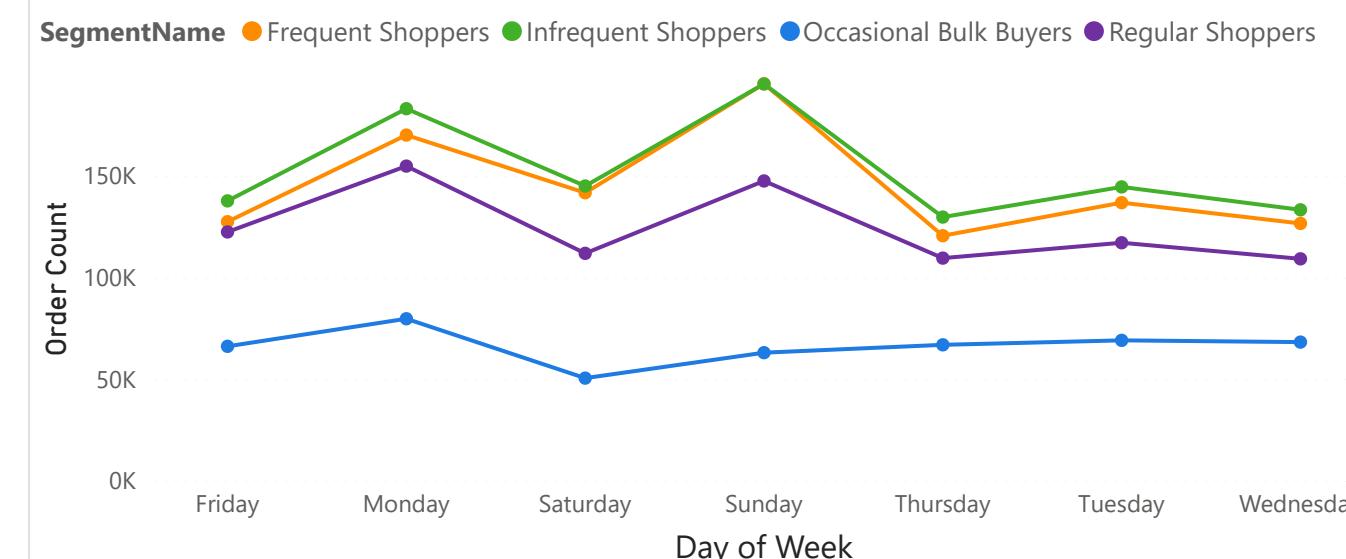
## Customer Segment Distribution



## Customer Segment Metrics

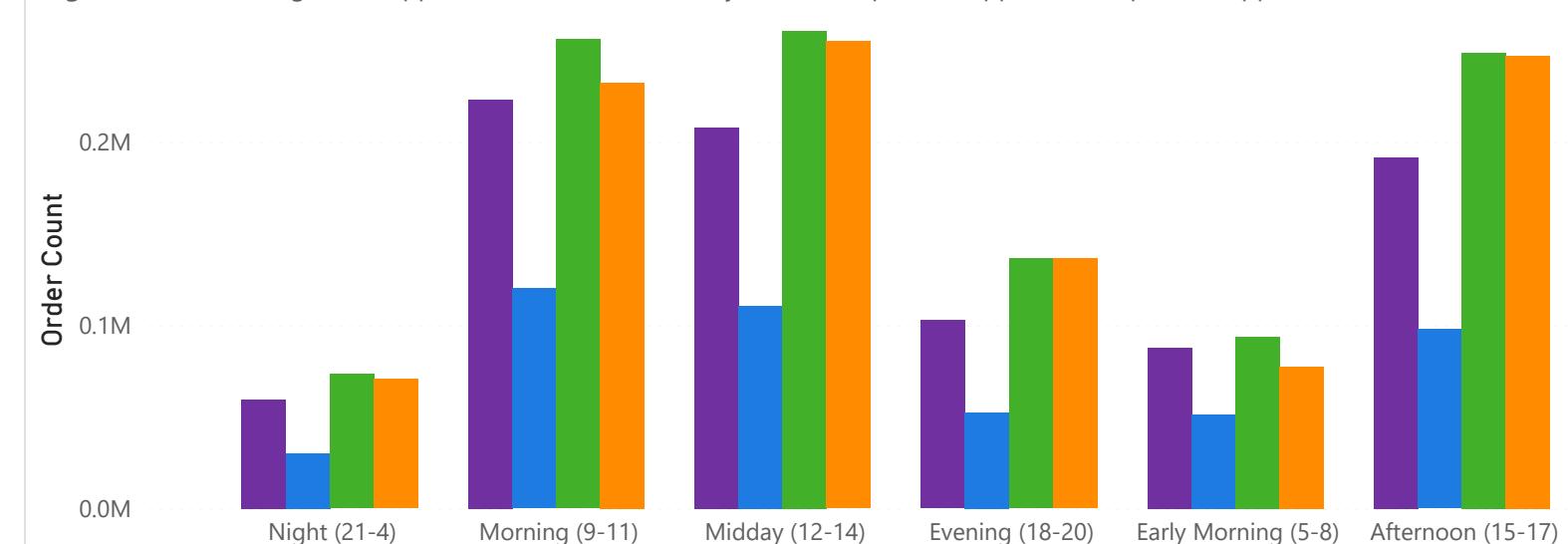
SegmentName	Customers in Segment	Segment Order Count	Segment Average Basket Size	Segment Reorder Rate	Segment Avg Days Between Orders
Frequent Shoppers	133K	1018K	10.08	39.9%	15.5
Infrequent Shoppers	49K	1068K	10.10	59.3%	11.1
Regular Shoppers	19K	872K	10.55	70.9%	7.2
Occasional Bulk Buyers	6K	463K	9.36	76.2%	4.0
Total	206K	3421K	10.11	59.0%	10.4

## Order Volume by Day and Segment



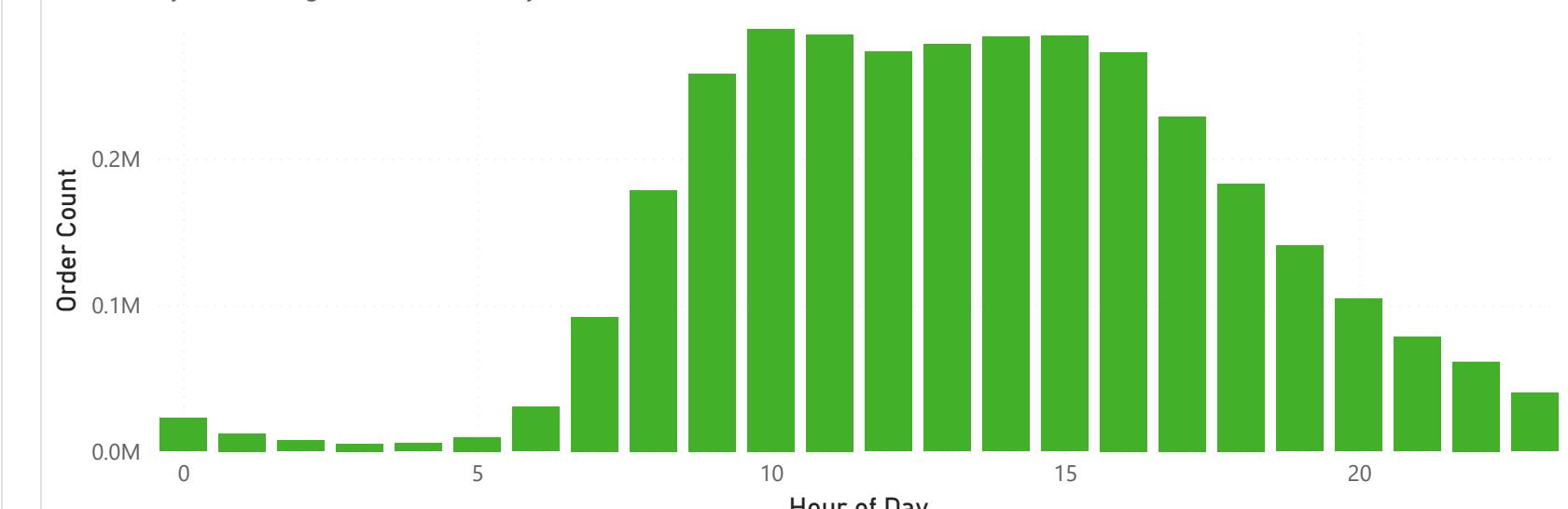
## Preferred Shopping Times by Segment

SegmentName ● Regular Shoppers ● Occasional Bulk Buyers ● Infrequent Shoppers ● Frequent Shoppers



## Order Volume and Basket Size by Hour

● Orders by Hour ● Segment Basket Size by Hour



## Basket Size Evolution by Order Number

SegmentName ● Frequent Shoppers ● Infrequent Shoppers ● Occasional Bulk Buyers ● Regular Shoppers





# Instacart Analytics | Product Analysis

Shopping Behavior and Product Analysis

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(Blank) alcohol babies > (Blank) air freshener... asian foods baby access... > Night (21-4) Morning (9-11) Midday (12-14) Evening (18-20) Early Morning (5...) Afternoon (15-17)

Executive Overview

Customer Analysis

Product Analysis

50K

Total Products

3M

Total Orders

10.11

Avg Products Per Order

59.0%

Reorder Rate

21

Total Departments

## Department Order Volume



## Department Metrics

department	Department Product Count	Department Orders	Department Reorder Rate
produce	2K	9888K	65.1%
dairy eggs	3K	5631K	67.0%
snacks	6K	3006K	57.4%
beverages	4K	2804K	65.4%
frozen	4K	2337K	54.3%
pantry	5K	1957K	34.7%
bakery	2K	1225K	62.8%
canned goods	2K	1115K	45.9%
deli	1K	1096K	60.8%
dry goods pasta	2K	905K	46.2%
household	3K	775K	40.3%
meat seafood	1K	739K	56.9%
breakfast	1K	739K	56.1%
Total	50K	33819K	59.0%

## Product Popularity vs. Reorder Rate



## Top Products by Popularity

product_name	department	Product Popularity	Product Reorder Rate
#2 Coffee Filters	beverages	799	33.2%
#2 Cone White Coffee Filters	beverages	14	21.4%
#2 Mechanical Pencils	household	9	
#4 Natural Brown Coffee Filters	beverages	247	36.4%
& Go! Hazelnut Spread + Pretzel Sticks	pantry	174	53.4%
(70% Juicel) Mountain Raspberry Juice Squeeze	beverages	28	57.1%
.5 Waterproof Tape	personal care	8	
+Energy Black Cherry Vegetable & Fruit Juice	beverages	30	40.0%
0 Calorie Acai Raspberry Water Beverage	beverages	99	65.7%
0 Calorie Fuji Apple Pear Water Beverage	beverages	196	75.5%
0 Calorie Strawberry Dragonfruit Water Beverage	beverages	245	80.0%
0% Fat Black Cherry Greek Yogurt	dairy eggs	133	68.4%
0% Fat Blueberry Greek Yoaurt	dairy eggs	544	58.5%
Total			

View Time Analysis



# Instacart Analytics | Product Analysis

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**59.0%**

## Reorder Rate

## Total Departments

