

Story6_Data608

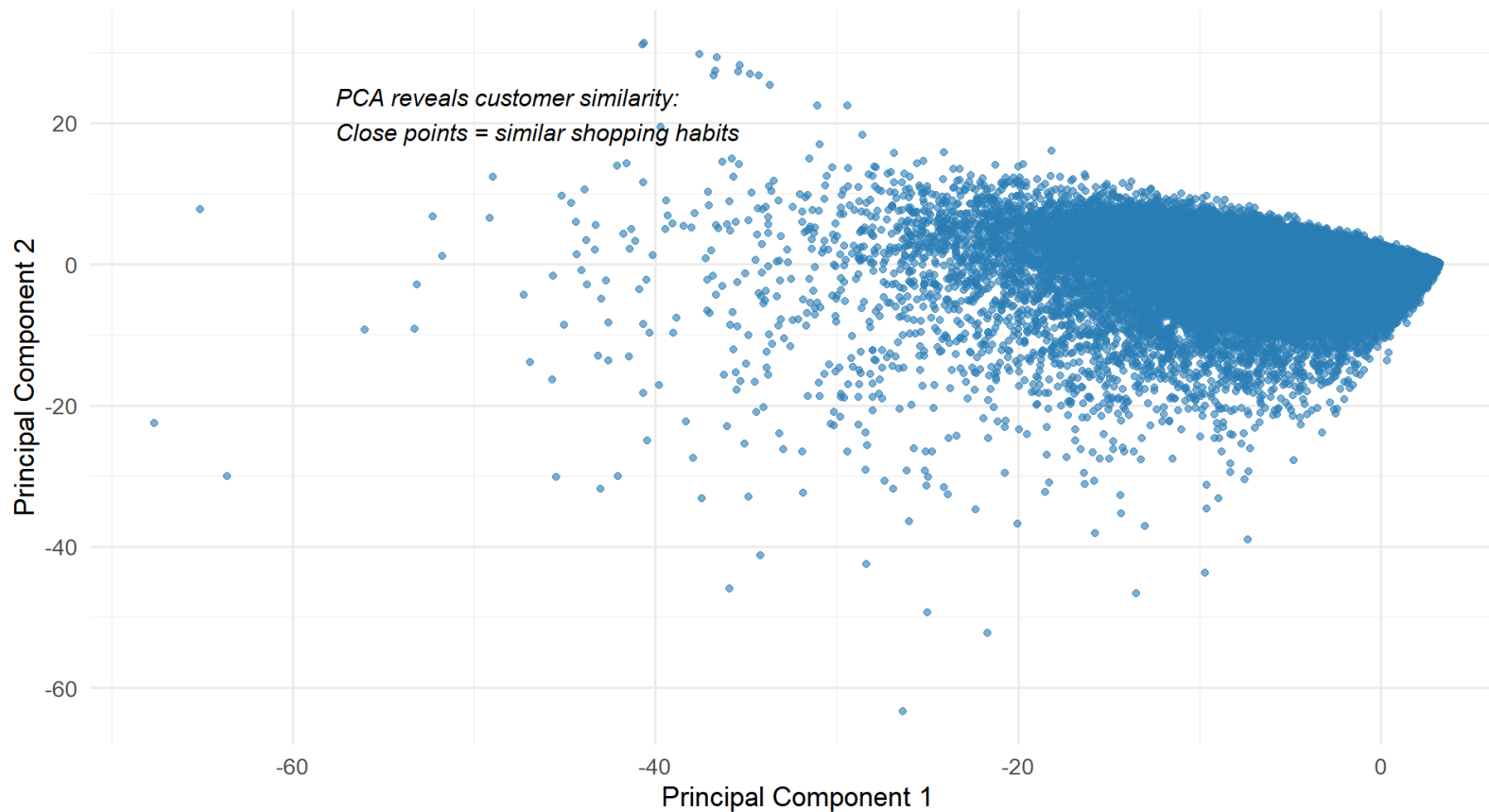
Defining Business Question

This assignment involves using dimensionality reduction, clustering, and other tools to tell a story about the types of customers at Instacart.

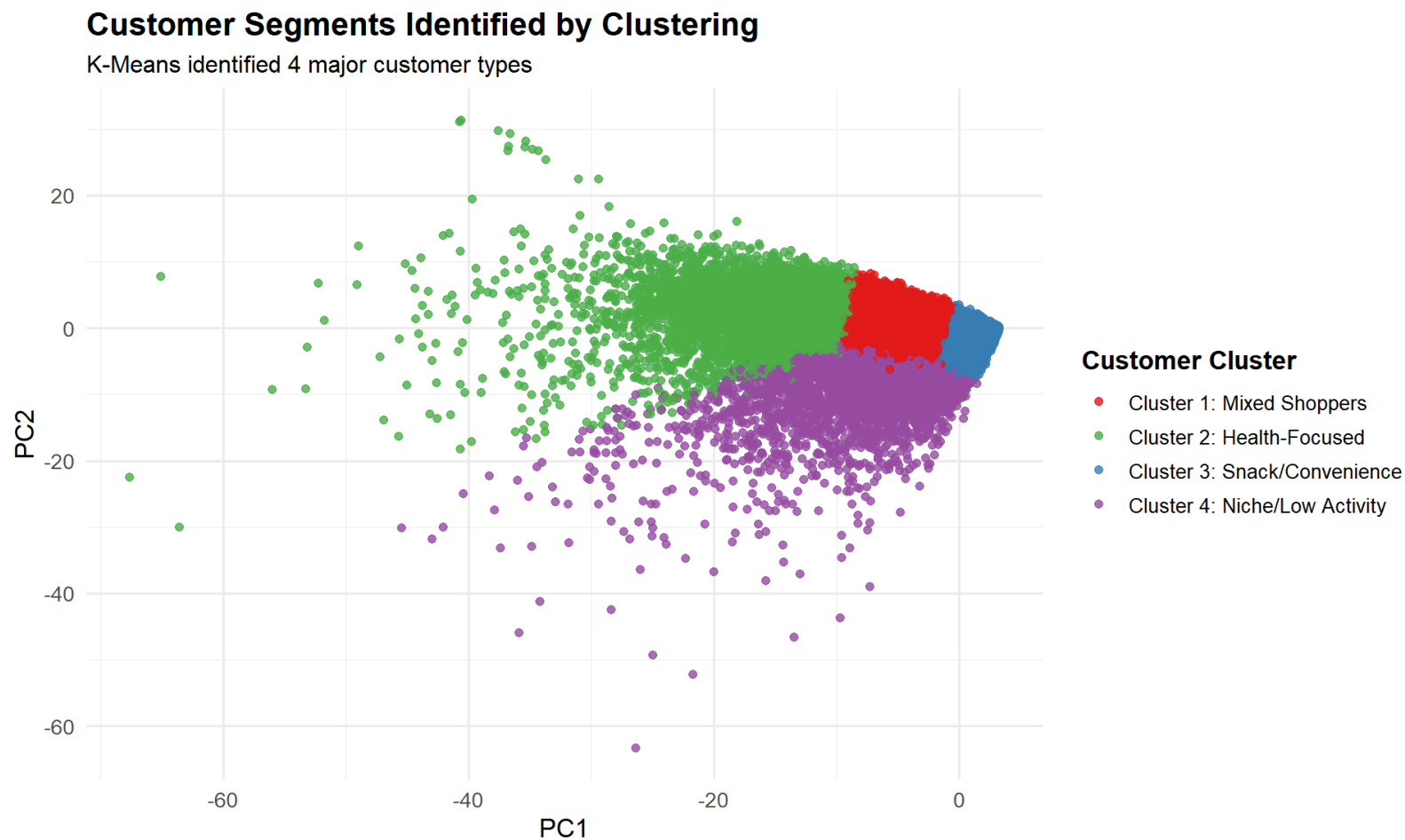
Reducing Customer Dimensions to Reveal Behavior Patterns

Customer Behavior Patterns via PCA

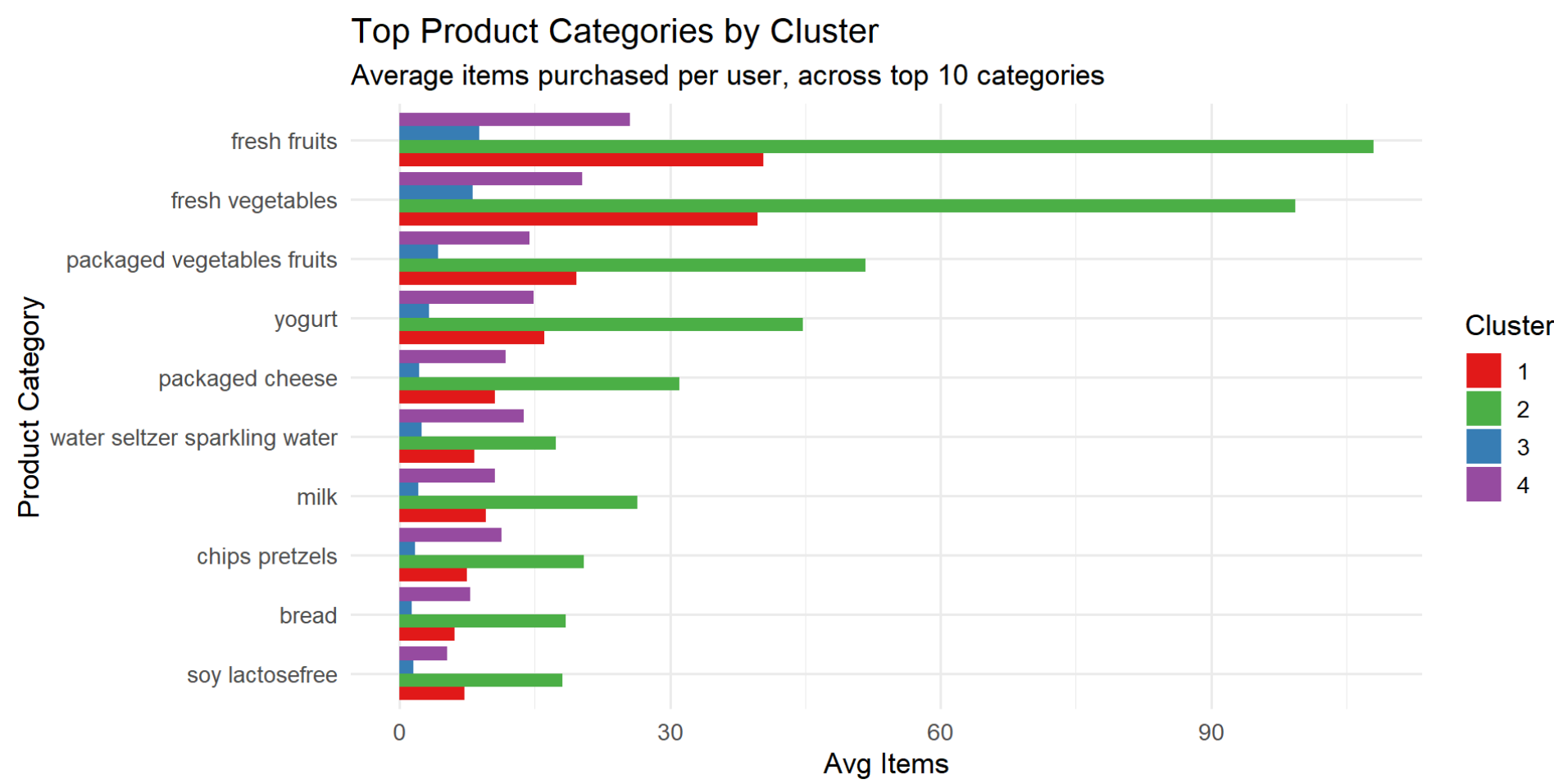
Each point represents a customer's shopping behavior



Clustering Users Based on Shopping Behavior



What Each Cluster Buys (Top Product Categories)



Shopping Behavior Over Weekdays

(Dynamic Day Columns)

