



Recommendations

Questions

What's the busiest day of the week?

What's the busiest hour?

What hour has the most money spent?

What is a good price range for products?

Are some products more important than others?

Which department has the highest frequency of product orders?

What are the types of customers based on:

- brand loyalty

- customer region

- age & dependants

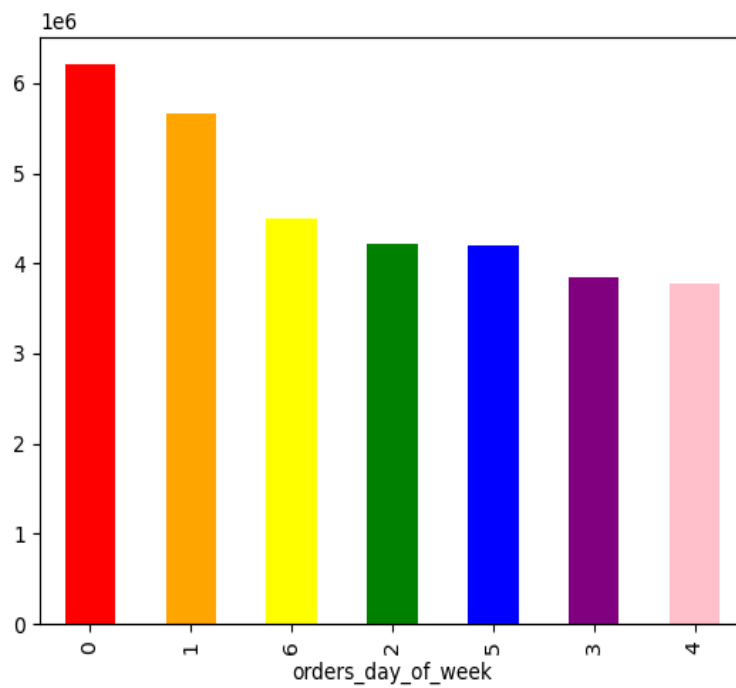
Overview

1. What's the busiest day of the week?

The busiest day of the week is Sunday, shown in red below.

Sunday receives around orders on average

Monday is a close second with orders on average

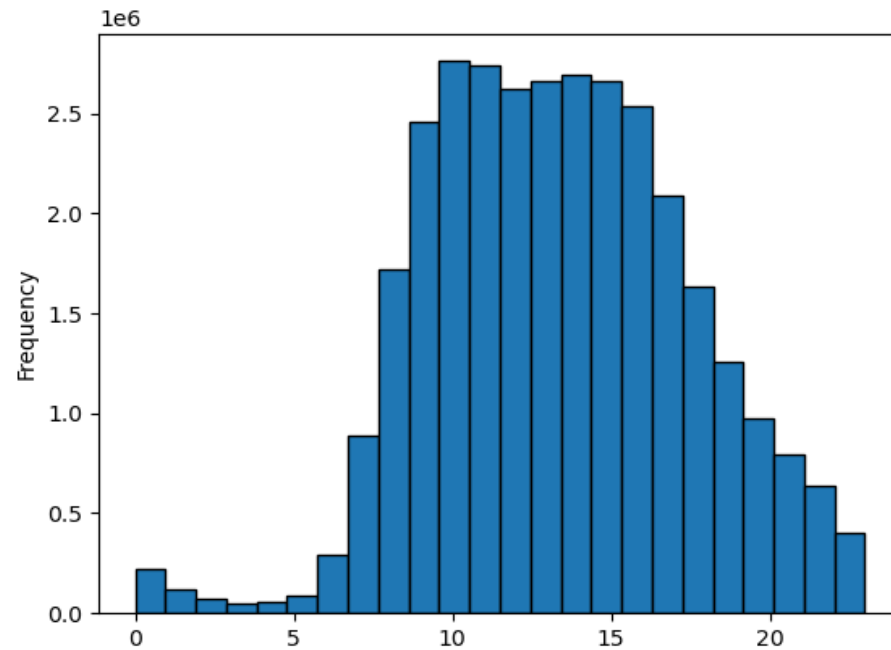


2. What's the busiest hour?

The busiest hour of the day is 10 am with 11am right behind it.

At 10am, orders are placed on average.

Throughout the late morning to early evening is peak ordering time.

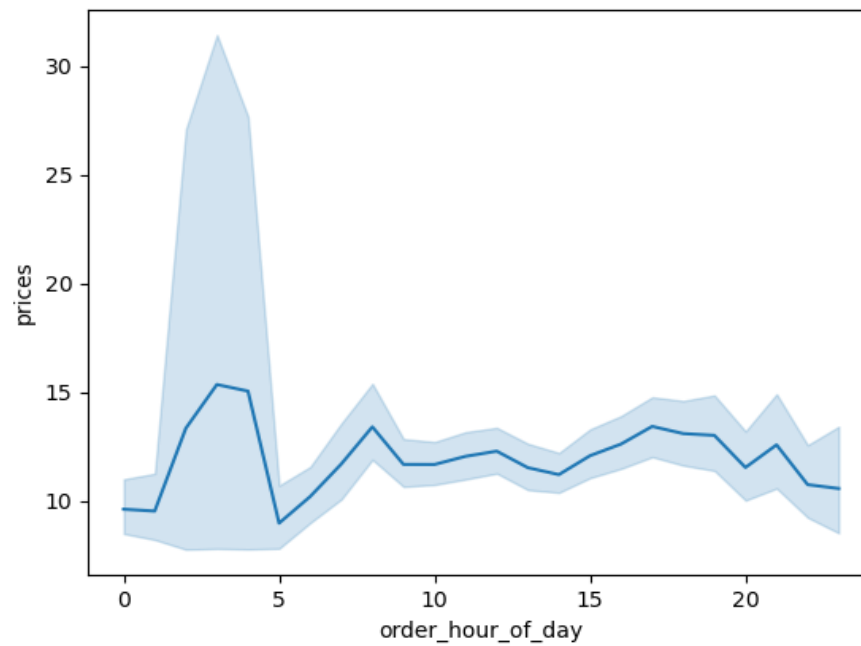


3. What hour has the most money spent?

The most money is spent late at night

Peak income times are between about 1 to 3 am.

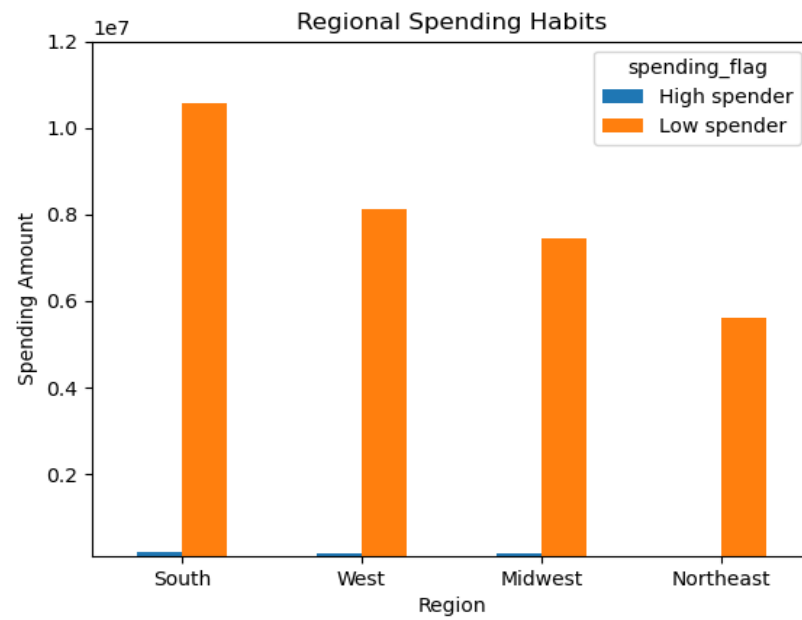
This is in great contrast to the peak order times.



4. What is a good price range for products?

A good price range is between

Most of IC's customer base are low spenders

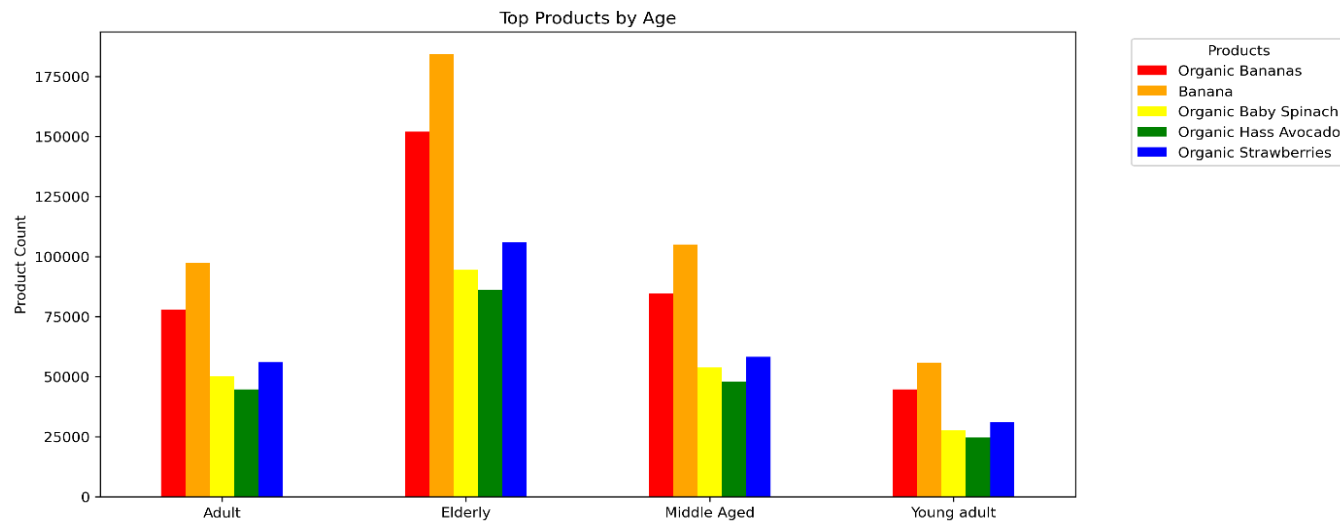


5. Are some products more important than others?

The top 5 products purchased across all age groups is produce

Most seem to value organic items

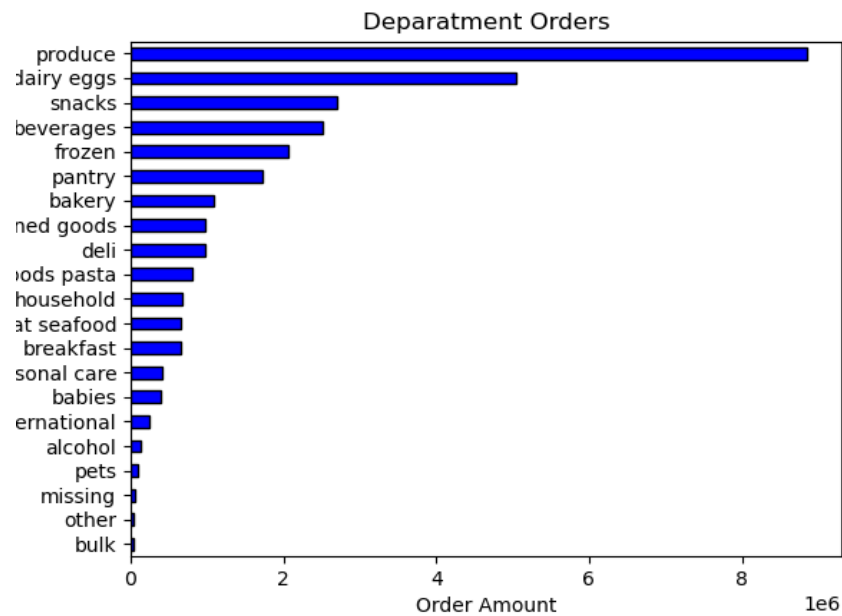
All age groups buy bananas the most.



6. Which department has the highest frequency of product orders?

The department with the most orders is produce

This matches the top 5 products for all age groups

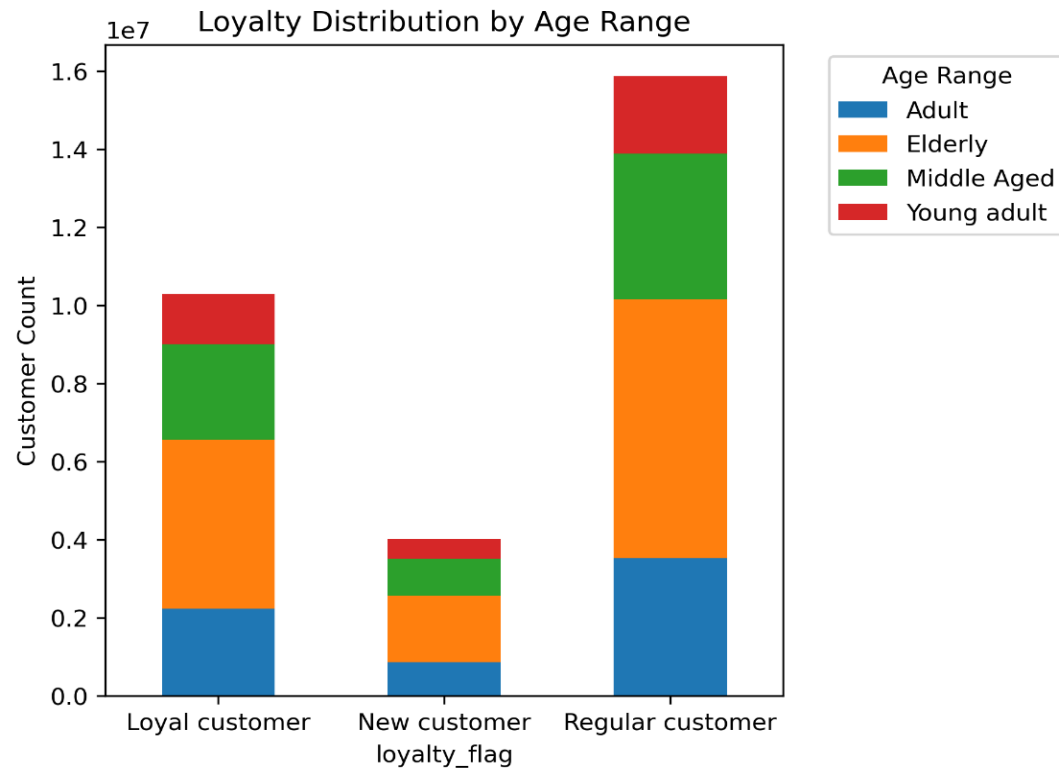


7. Customer Insights

Elderly customers make up most of IC customer base

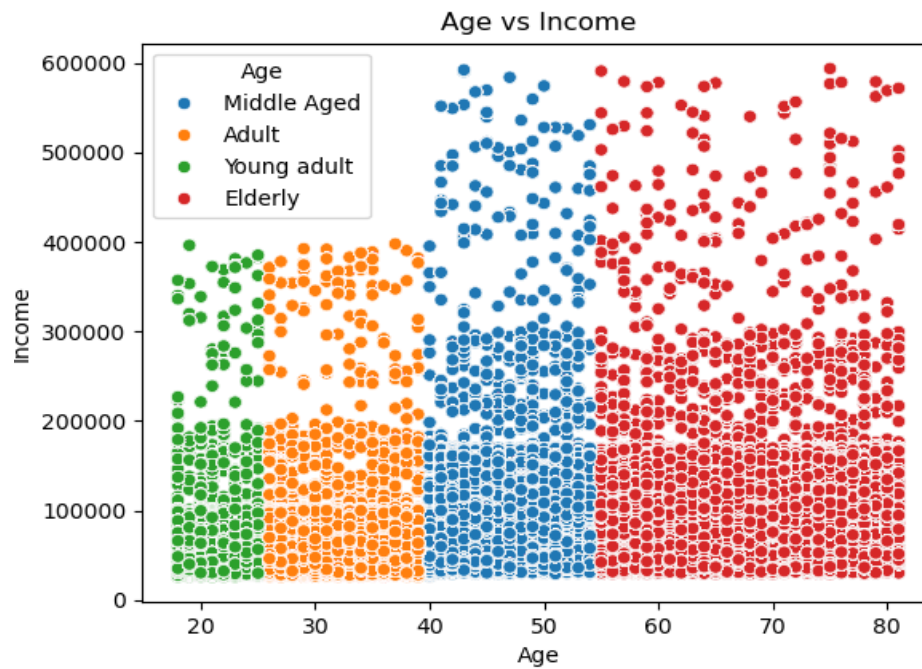
Additionally, make up most of loyal customers

Loyal customers place orders and spend money



Title page

This make sense seeing that those between the ages of 40 to 80 make over 400K
Young adults are lowest group of customer base despite the 200K to 400K income range
Income under 200,000 is consistent for all age groups



Dependant numbers of each age group also correlates with their income level and spending frequency. Elderly make the most and also order the most. Here, the also have the most dependants

