



INSTACART

Marketing strategy for an online
grocery store

PROJECT

Company

Instacart, an online grocery store that operates through an app.

Objective

To uncover more information about their sales patterns. I will perform exploratory analysis to derive insights and suggest strategies for better segmentation based on the provided criteria.

Data set

The data set is open source, it contains Customers Data Set and Data Dictionary.

[Link to data set](#)

OVERVIEW

Key questions

- what the busiest days of the week and hours of the day?
- What's the distribution among users in regards to their brand loyalty?
- Are there differences in ordering habits based on a customer's loyalty status?
- Are there differences in ordering habits based on a customer's region?
- Is there a connection between age and family status in terms of ordering habits?

Skills/ Tools

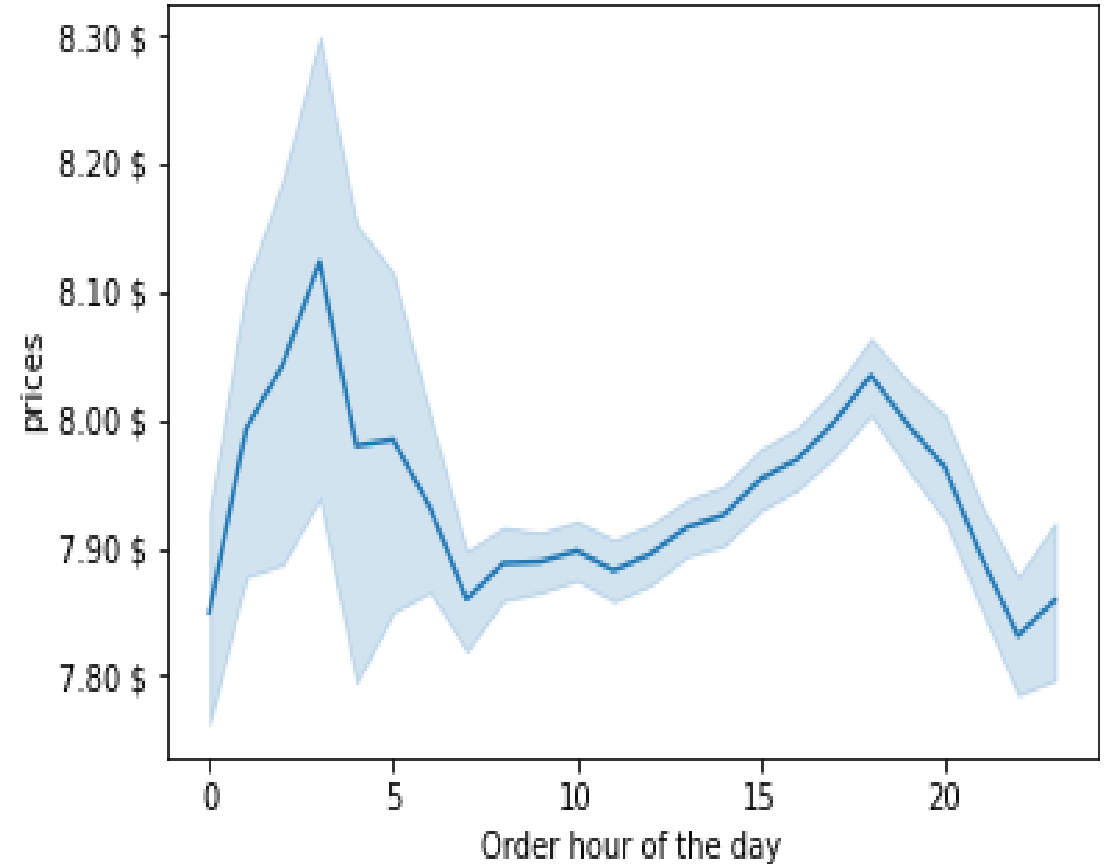
- Python
- Data wrangling
- Data merging
- Deriving variables
- Grouping data
- Aggregating data
- Reporting in Excel
- Population flows

ANALYSIS

Steps

- Organize Python project folders to industry standards
- Clean, prepare, and merge the data
- Create customer profiles based on age, marital status, and number of dependents
- Derive new columns and flag the data by different customer profiles
- Create visualizations in Python and in Excel
- Summarize findings, visualizations, and the analysis process in an Excel report

VISUALIZATIONS



Insight: Instacart should make more staffs available on Saturdays and Sundays, while they should reduce them on Tuesday and Wednesday, the peak hours should also be noted, this will help reduce cost. [Link to report on Github](#)