



**INSTACART DATA ANALYSIS**

# Objectives

- ▶ To uncover more information about their sales patterns
- ▶ To perform an initial data and exploratory analysis of their data
- ▶ To derive insights and suggest strategies to target different customers with applicable marketing campaigns

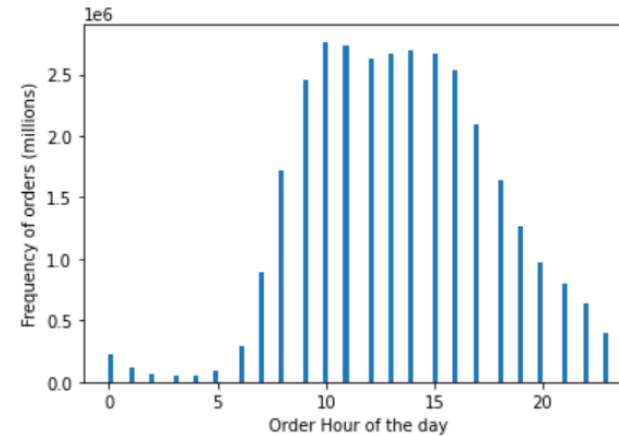
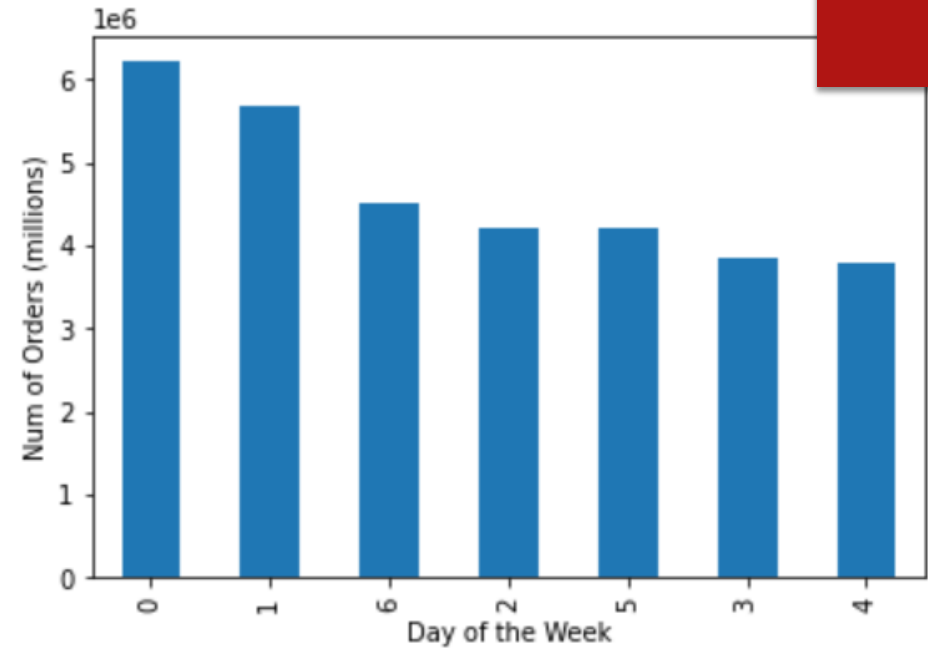


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# Key Insight 1

- ▶ Saturday and Sunday are the busiest days of the week for Instacart.
- ▶ Customers place most orders between 9am to 4pm in a day for Instacart

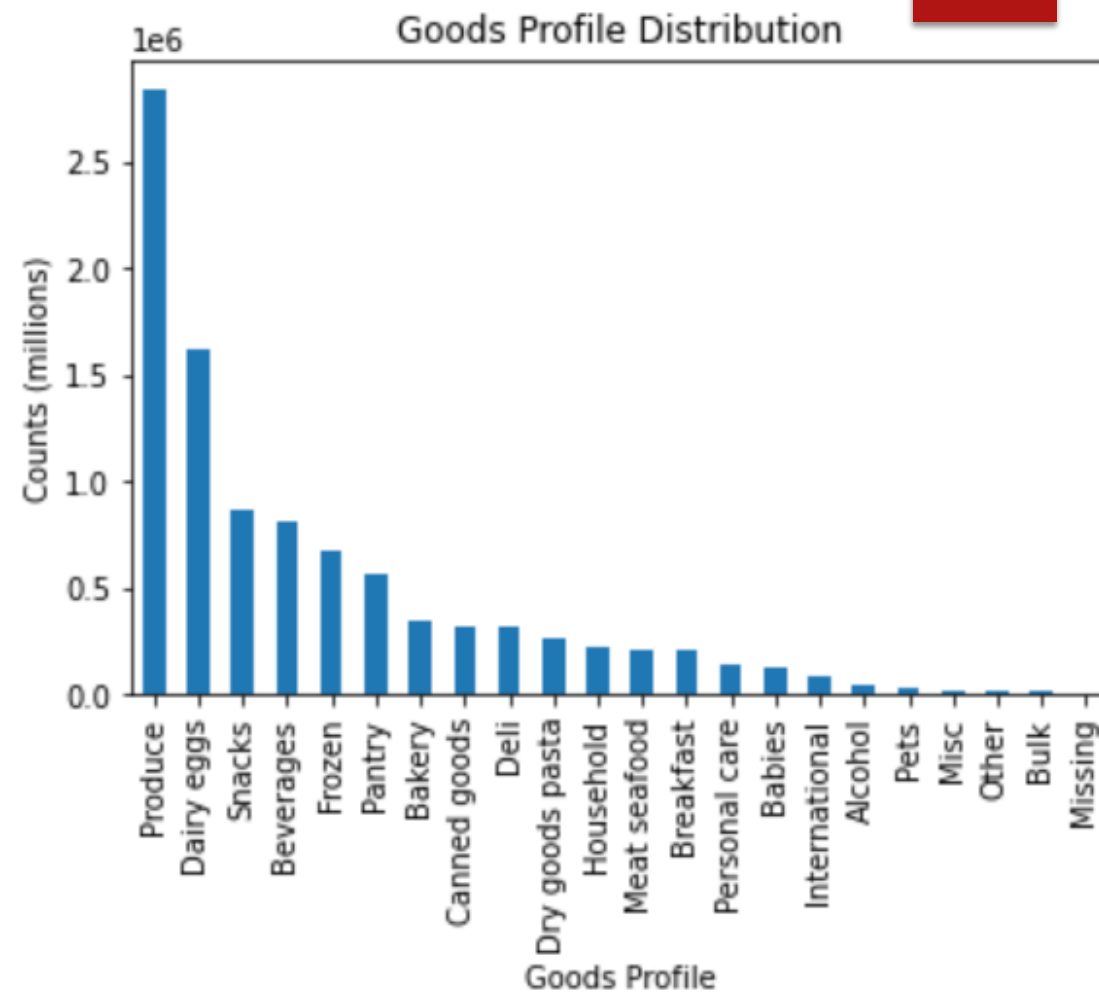


Legend:

0- Sat, 1-Sun, 2 -Mon, 3- Tue, 4 – Wed, 5- Thurs, 6 – Fri

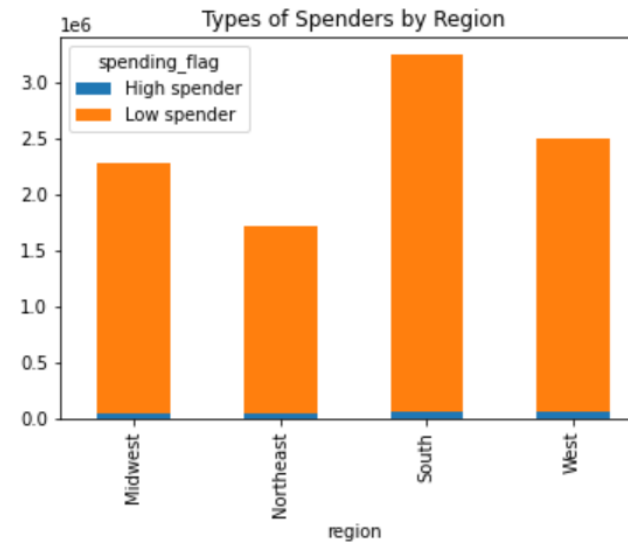
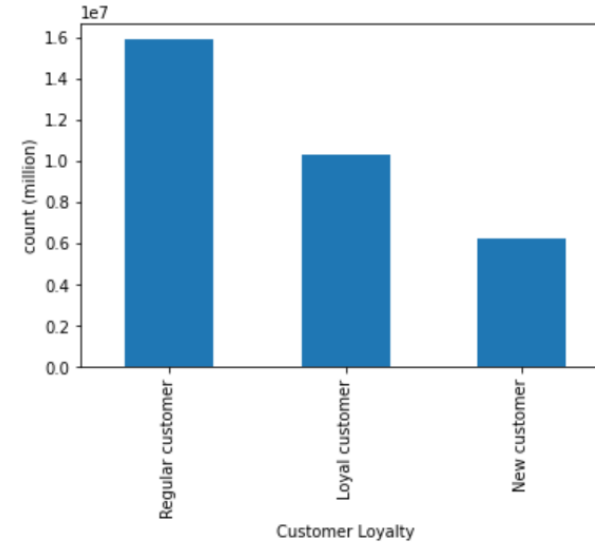
# Key Insight 2

- ▶ Produce category is the most popular category followed by Dairy Eggs, Snacks and Beverages.
- ▶ Alcohol, Pets and Bulk items are least popular



# Key Insight 3

- ▶ Customers are divided into Regular, Loyal and New based on how often they return to Instacart.
- ▶ Most of the customers from all three loyalty statuses are low spenders
- ▶ Most of the Instacart customers are from South Region



# Recommendations



A marketing strategy to balance both low price group, which sell more, and high price group, which have higher margins, can be beneficial to Instacart.



Instacart should focus stocking more of popular categories like Produce and may be cut down on not very popular categories like Pets and Bulk categories.



A subscription service included with benefits like discounts, free delivery etc., might attract more customers and / or retain existing ones.