Instacart | Shopping patterns

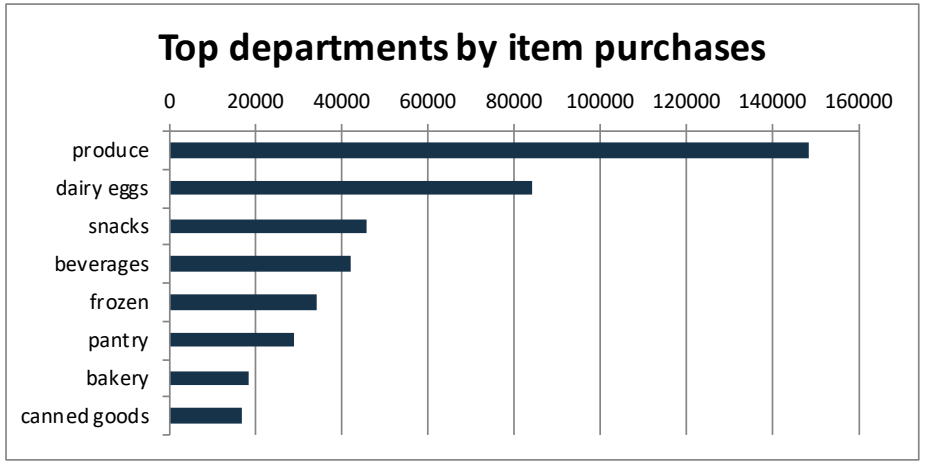
50,000 sampled historical orders · descriptive analytics · independent portfolio project

ORDERS	ITEMS PURCHASED	AVG. BASKET SIZE	REORDER SHARE
50,000	505,240	10.10	59.1%

Department All **Min. buys** 20

Product filters affect the Products table only. Dashboard KPIs and charts always show the full sample.





Most purchased product: Banana. Largest department: produce. Reorder flags describe repeat items, not customer retention. No revenue is estimated.

VBA refresh passed: 2026-09-27 23:03:29

Source: historical Instacart Market Basket Analysis. Complete-order sample, seed 42. Results describe this sample; they are not current business performance.