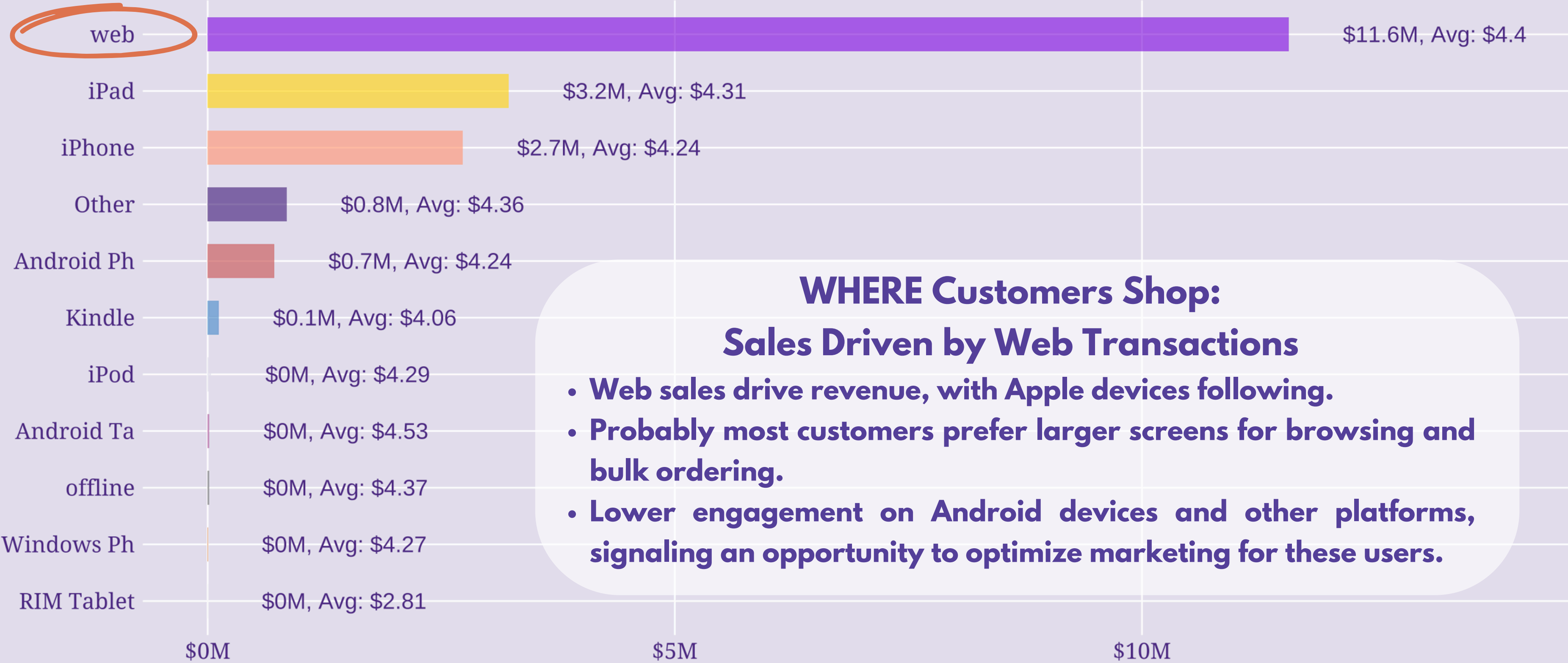
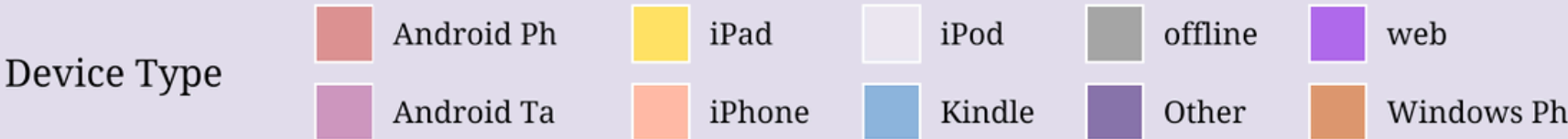


GROCERY CUSTOMER TRANSACTION TREND

TEAM 1: Andy Han, Ernest Huang, Xiaomeng Wang, Sheryl Xu



Device Performance: Total Sales and Average Order Size



WHERE Customers Shop: Sales Driven by Web Transactions

- Web sales drive revenue, with Apple devices following.
- Probably most customers prefer larger screens for browsing and bulk ordering.
- Lower engagement on Android devices and other platforms, signaling an opportunity to optimize marketing for these users.

Total Sales (Millions)

Trends in High and Low Order Volumes

Monthly Total Orders by Order Value Category

Order Category

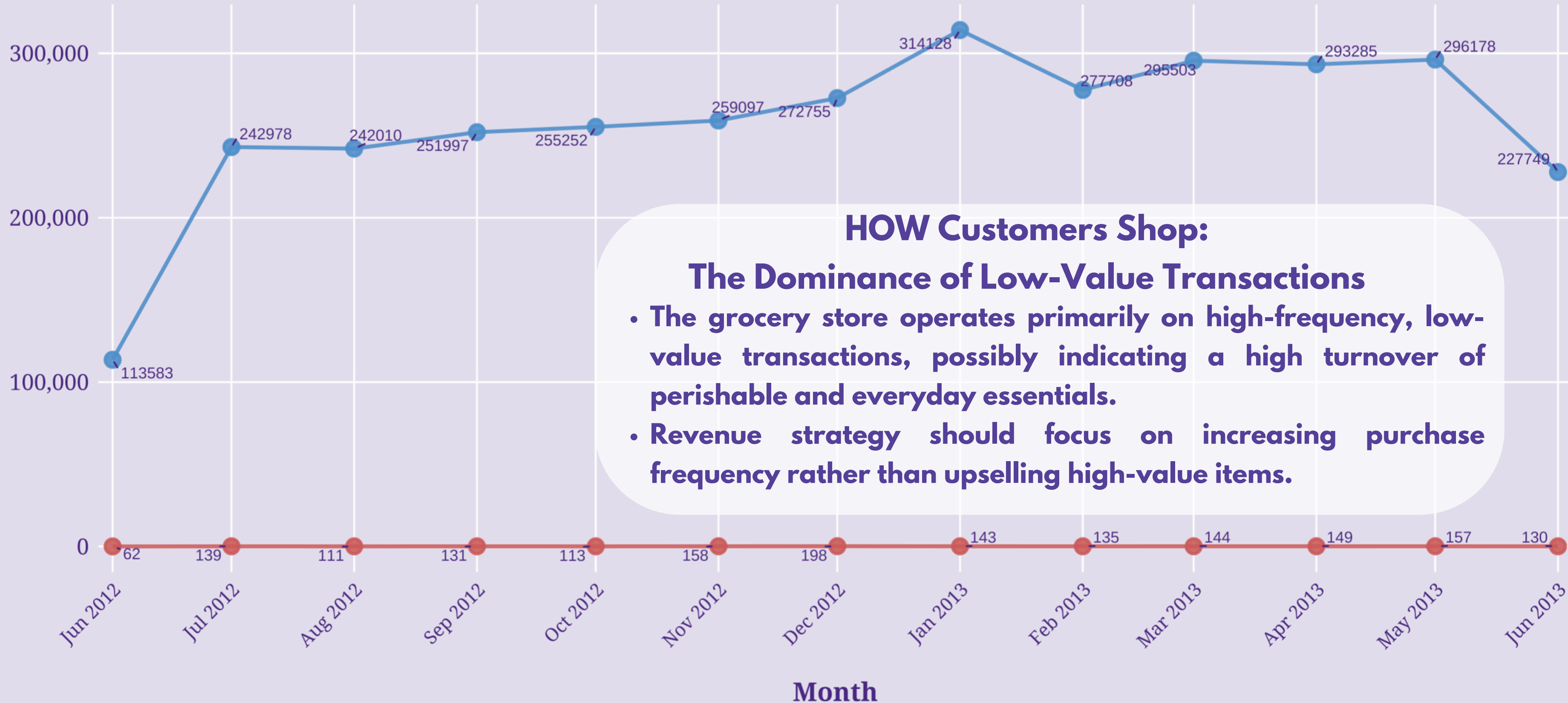


High Value ($\geq \$50$)



Low Value ($< \$50$)

Total Orders

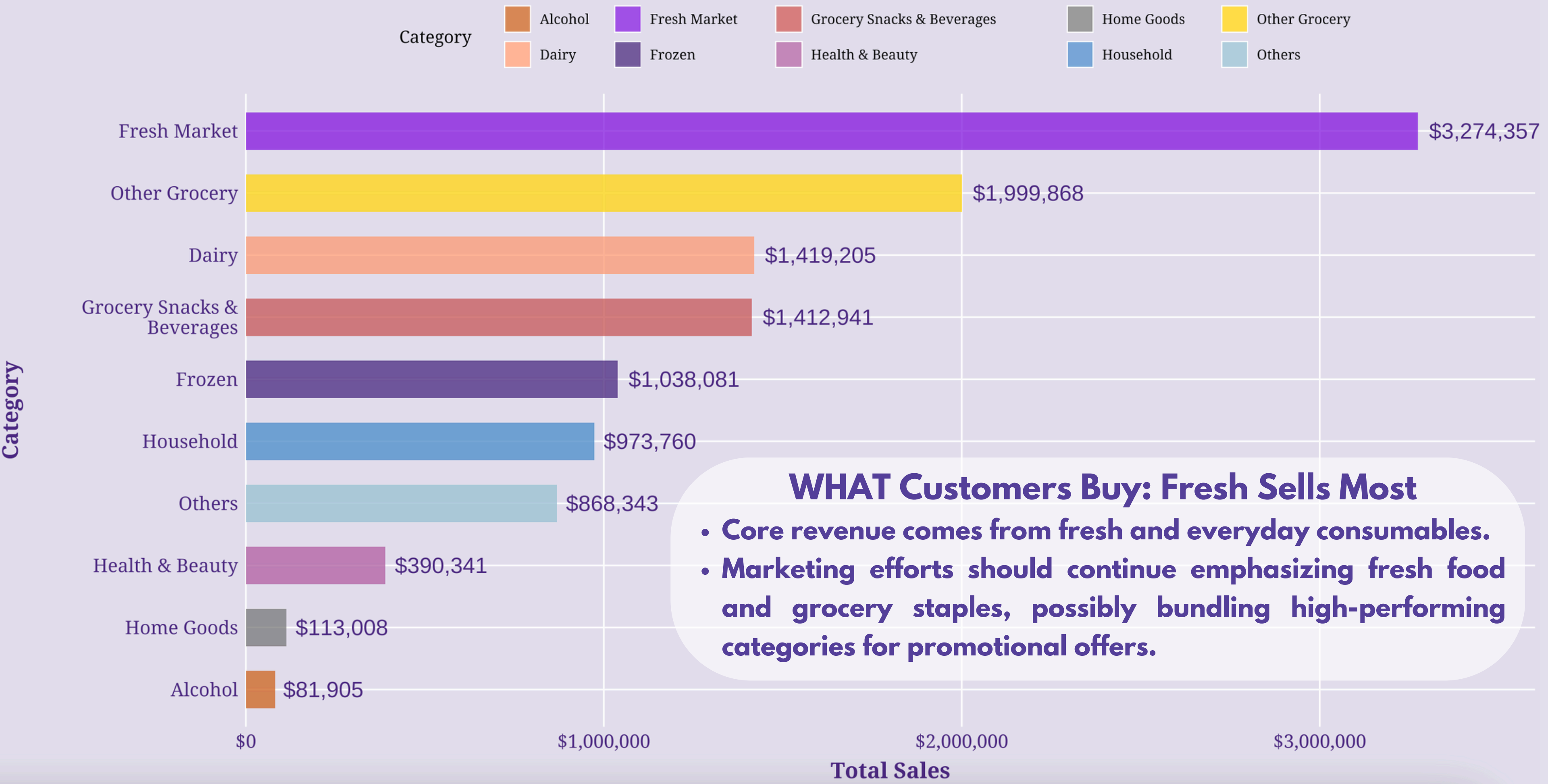


HOW Customers Shop:

The Dominance of Low-Value Transactions

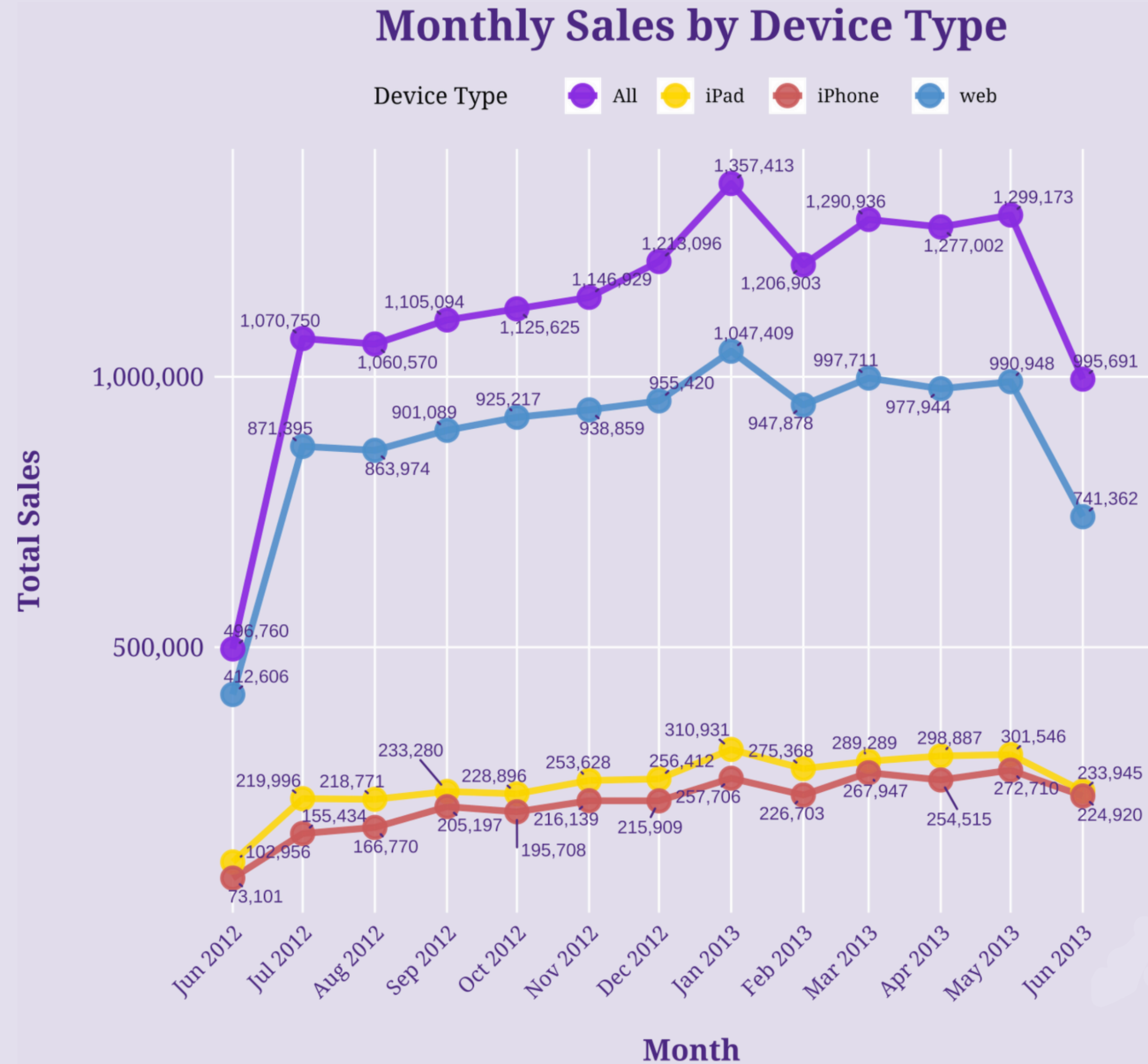
- The grocery store operates primarily on high-frequency, low-value transactions, possibly indicating a high turnover of perishable and everyday essentials.
- Revenue strategy should focus on increasing purchase frequency rather than upselling high-value items.

Total Sales by Category on Website



WHEN Customers Shop Most: Seasonal Effects, Peaks & Slumps

- Sales patterns align with major shopping seasons, winter holiday peaks (Nov to Jan) and summer slumps (Jun to Aug).
- All devices likely experience the same seasonal trends, promotions, or market conditions, leading to synchronized increases and decreases in sales during the same time periods.



WHY these patterns matter: High-Frequency Essentials

- Essential groceries dominate order volume, align with staple, high-frequency purchase items.
- Dairy and Snacks have a strong dollar-to-order ratio (~\$21 each), suggesting their purchases tend to be more valuable per transaction.
- Low transaction categories, Alcohol and Home Goods, are niche, suggesting that customers may prefer to purchase these from specialized stores or physical locations rather than online.

