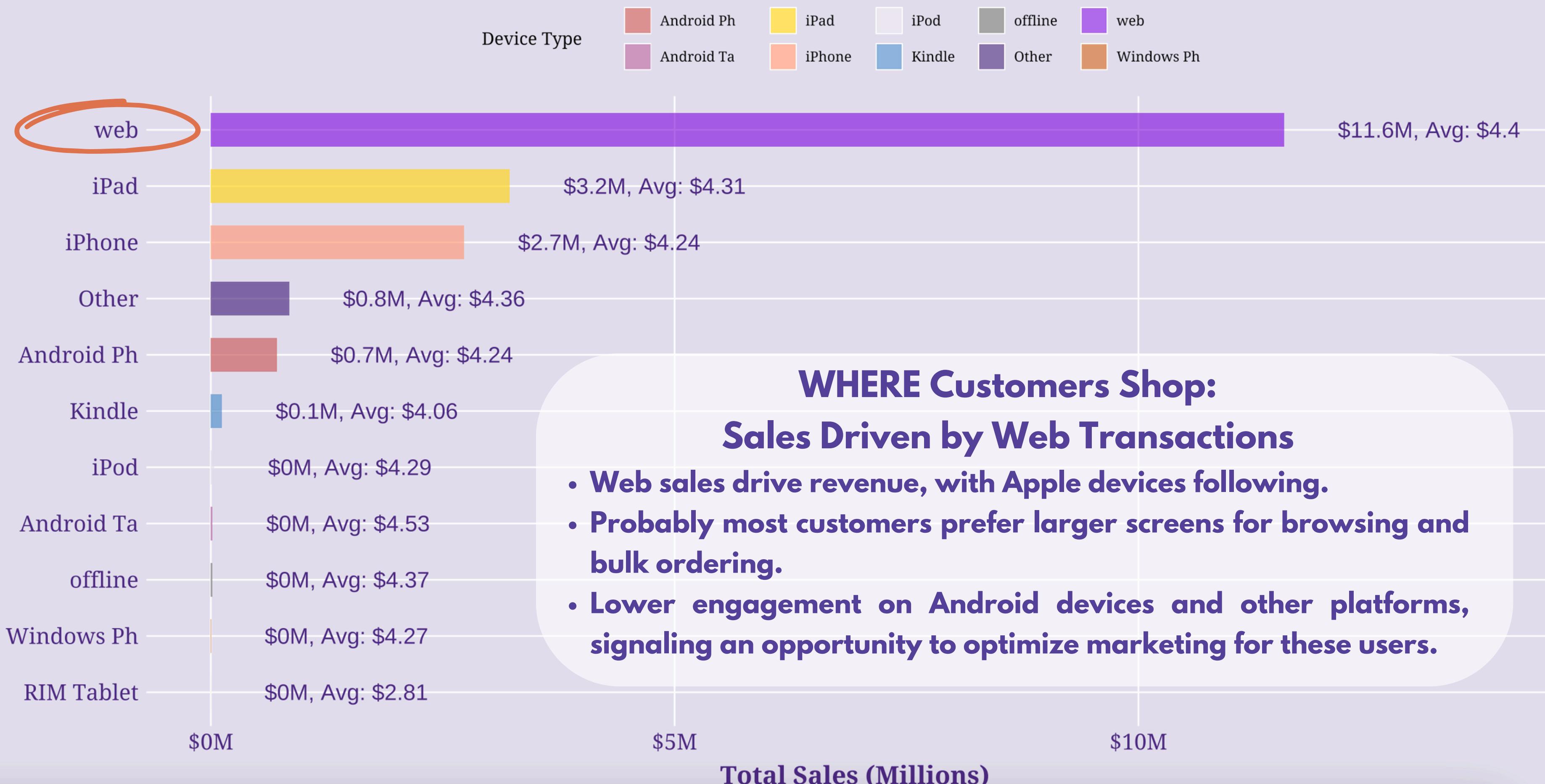


# GROCERY CUSTOMER TRANSACTION TREND

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.**

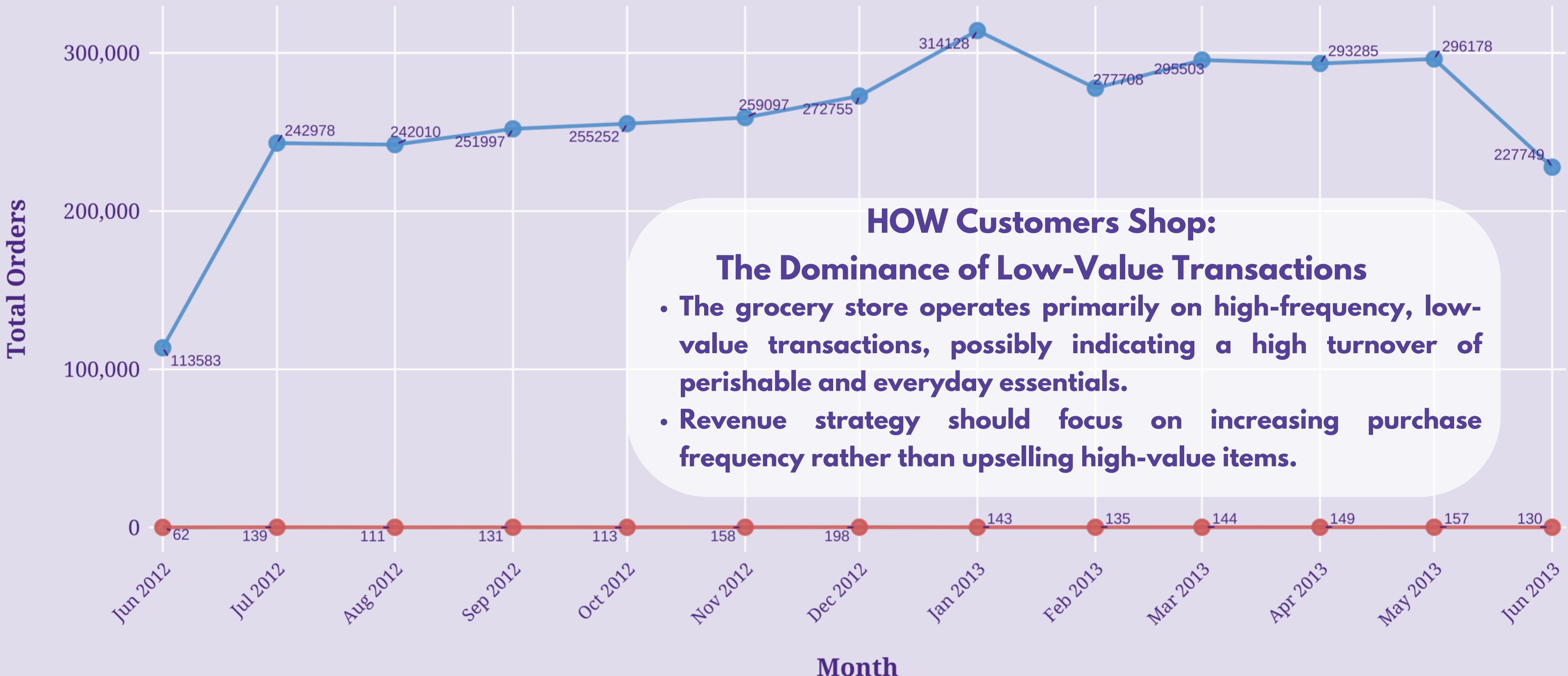
# Trends in High and Low Order Volumes

Monthly Total Orders by Order Value Category

Order Category

High Value ( $\geq \$50$ )

Low Value ( $< \$50$ )

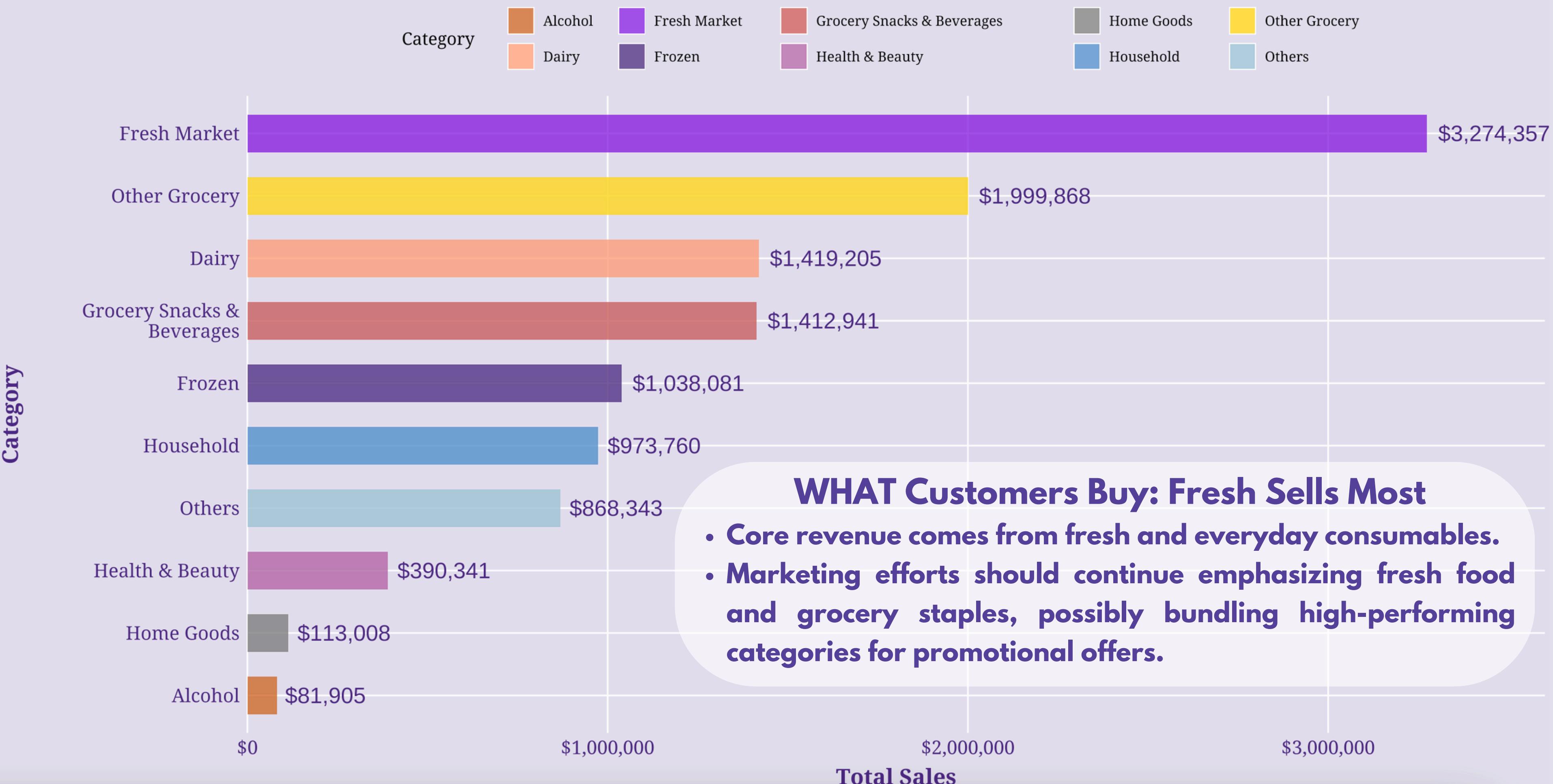


## HOW Customers Shop:

### 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



# Monthly Sales by Device Type

Device Type

All

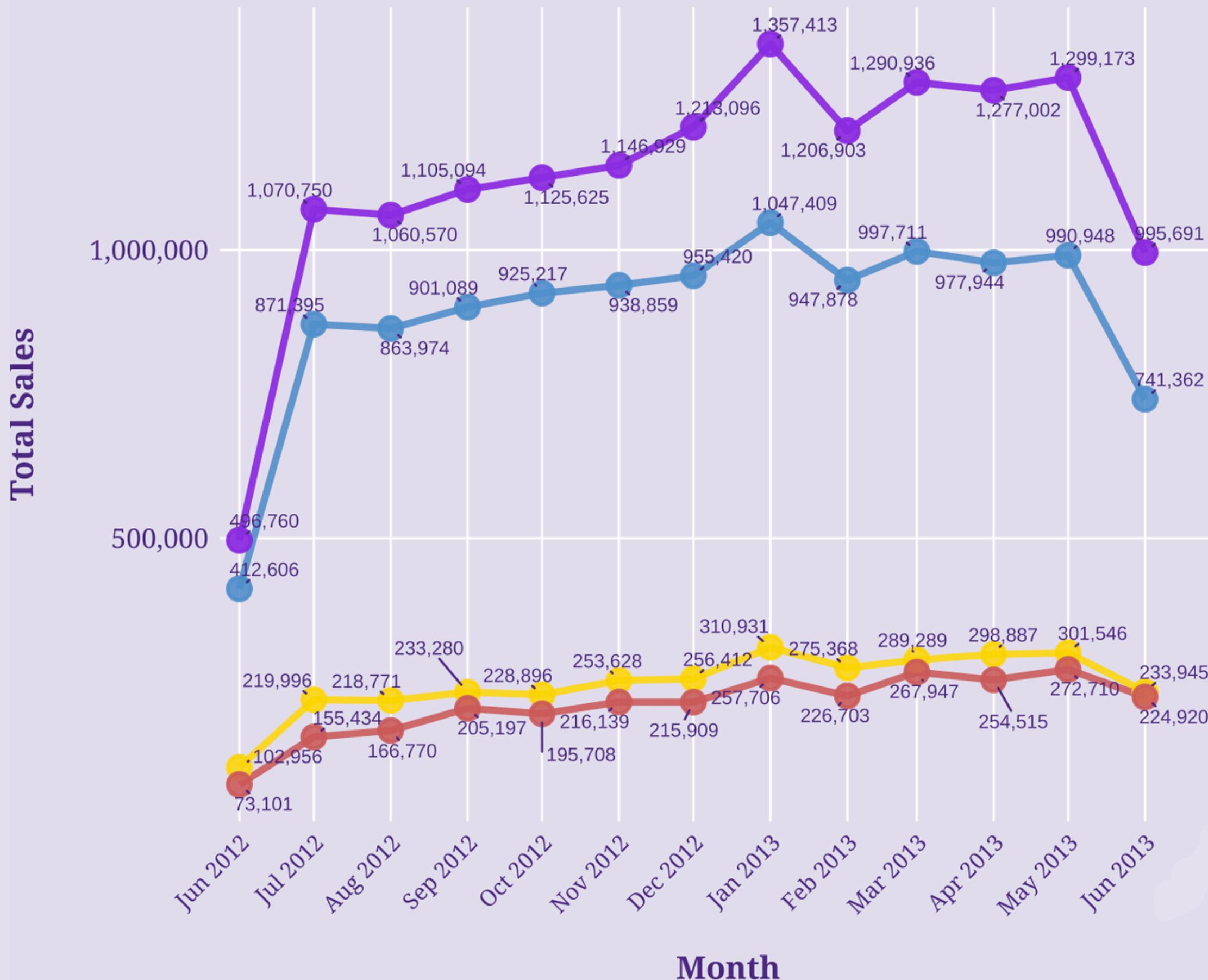
iPad

iPhone

web

## 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.

