

Vending Machine Data Analysis

Machine

All

Category

All

Payment

All

Month

All

2260690

Total Revenue

70623

Total Tax Rate

4948

Total Quantity

3475

No. of Payment

Machine 1

Most Used Machine

Machine 3

Minimum_Used_Machine

Wednesday

Max Sales Day

credit card

Most Used Payment Met...

Reset



Click to show Down 10 Products

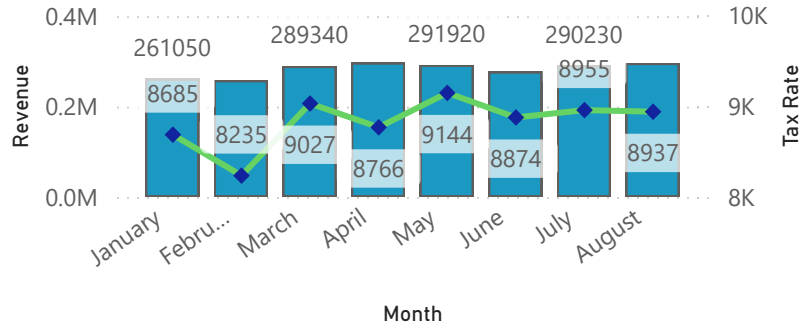
Click to show Quantity and Revenue by Time Frame

Click to show Categories and product by Sale

Click to show Recommendation report

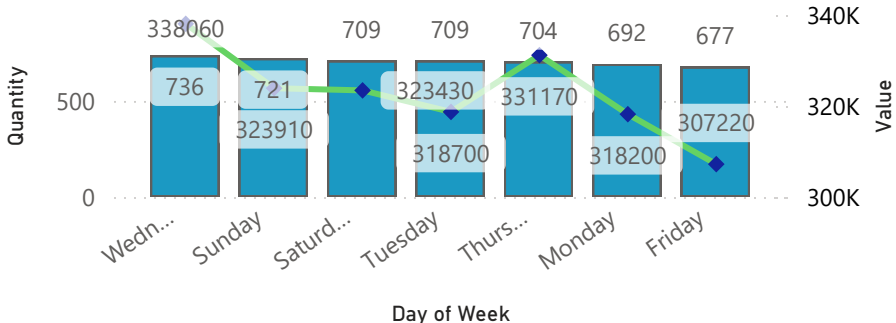
Total Revenue and Total Tax Rate by Month

● Revenue ◆ Tax Rate



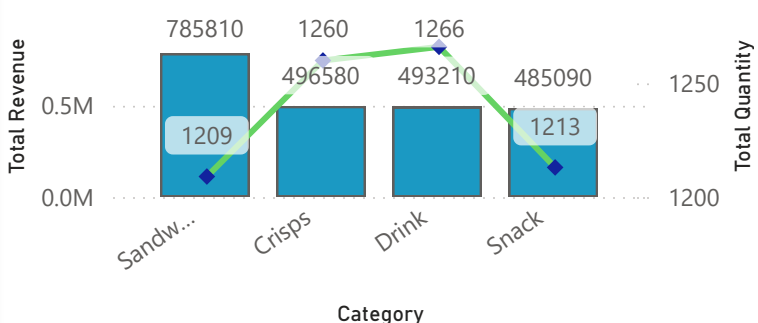
Total Quantity by Day of Week

● Quantity ◆ Value

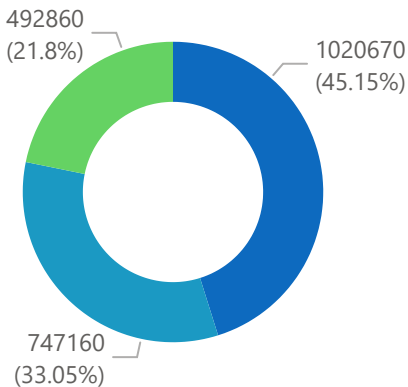


Total Revenue by Category

● Total Revenue ◆ Total Quantity



Total Revenue by Payment

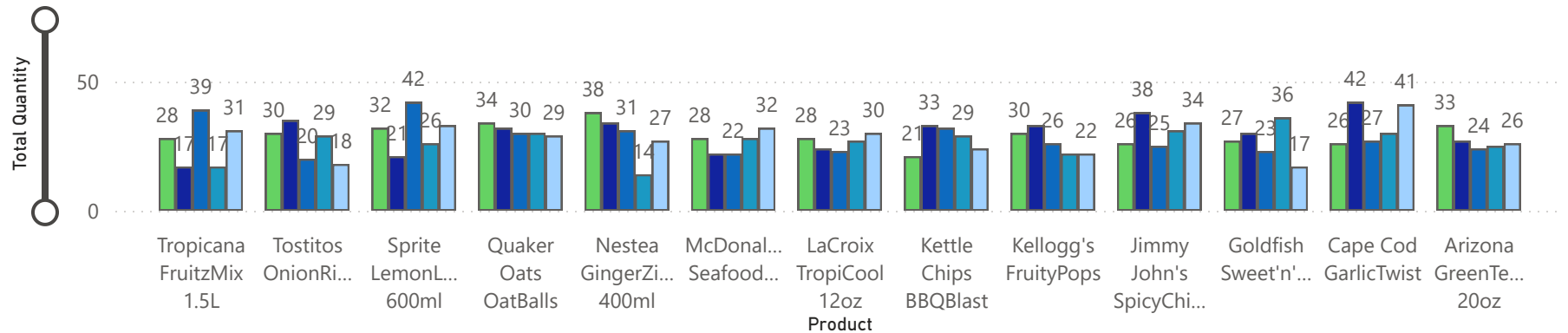


Payment

● credit card
● cash
● mobile

Top 10 Selling Product by Machine

Machine ● Machine 5 ● Machine 4 ● Machine 3 ● Machine 2 ● Machine 1





Machine Data Analysis

| Machine | Category | Payment | Month |
|---------|----------|---------|-------|
| All | All | All | All |

Vending Machine Consumption Analysis

1. Machine Usage Overview

- **Most Used Machine:**
- **Machine 1** has the highest usage, making it the most popular among customers.
- This machine saw significant sales and usage during the period.

2. Payment Method Insights

- **Most Common Payment Method:**
- Customers primarily use **credit card payments** when making purchases across all machines, followed by mobile payments and cash.

3. Sales Performance

- **Highest Sales Month:**
- **April** recorded the highest sales, with a total revenue of **297,090**.

4. Sales Timing Insights

- **Best Performing Day:**
- **Wednesday** recorded the highest sales, suggesting it is the peak day for vending machine usage.
- **Best Performing Time Period:**
- The **nighttime period (11:00 PM to 6:00 AM)** shows the highest sales activity, indicating a preference for late-night snacks and meals.

5. Product Sales

- **Top-Selling Product:**
- **Sandwiches** were the most sold product, contributing significantly to total sales.

6. Payment Volume

- **Total Number of Payments:**
- **3,475 payments** were processed during the observed period, reflecting the high engagement with the vending machines.

7. Machine Performance

- **Low-Performance Machine:**
- **Machine 3** has the lowest performance in terms of both sales and usage compared to other machines.

Recommendations:

- Monitor Consumption Trends:** Keep track of the sales data from January to August to ensure products are stocked properly based on demand.
- Focus on Popular Products:** Stock up on the top-selling products, and consider adjusting or promoting the least-selling items to increase their sales.
- Multi-Payment Machines:** Since credit cards and mobile payments are popular, it’s better to install vending machines that accept multiple payment methods, not just cash.
- Restock Based on Weekly Sales:** Refill products on peak days (like Wednesday) and ensure sufficient stock during busy times, especially late at night.
- Optimize Revenue:** Monitor the performance of products with high revenue and volume. Adjust pricing or introduce new products to improve average selling price and increase sales.