

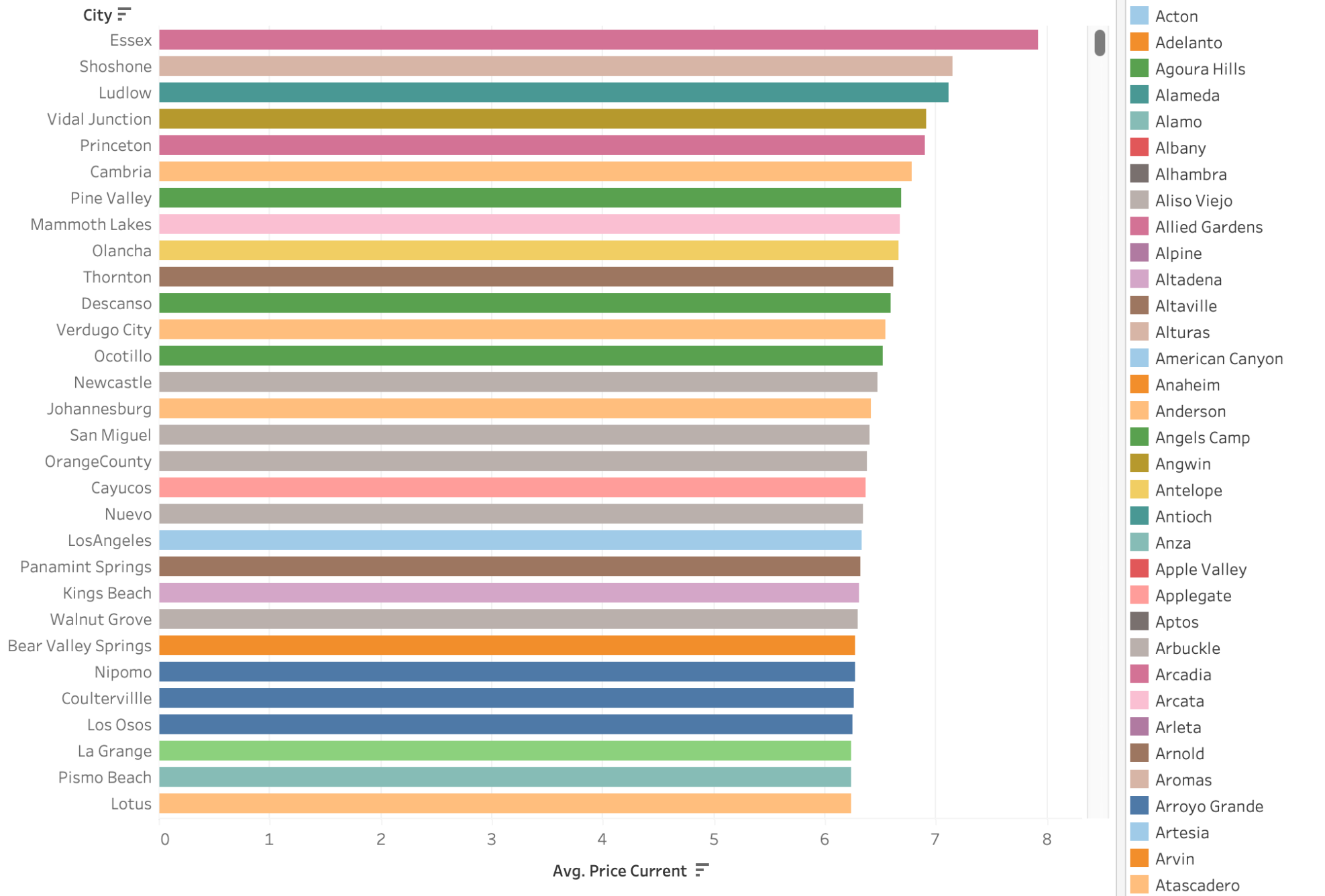
ITSS 4352

GASBUDDY

Josh Huang



Average Price by City

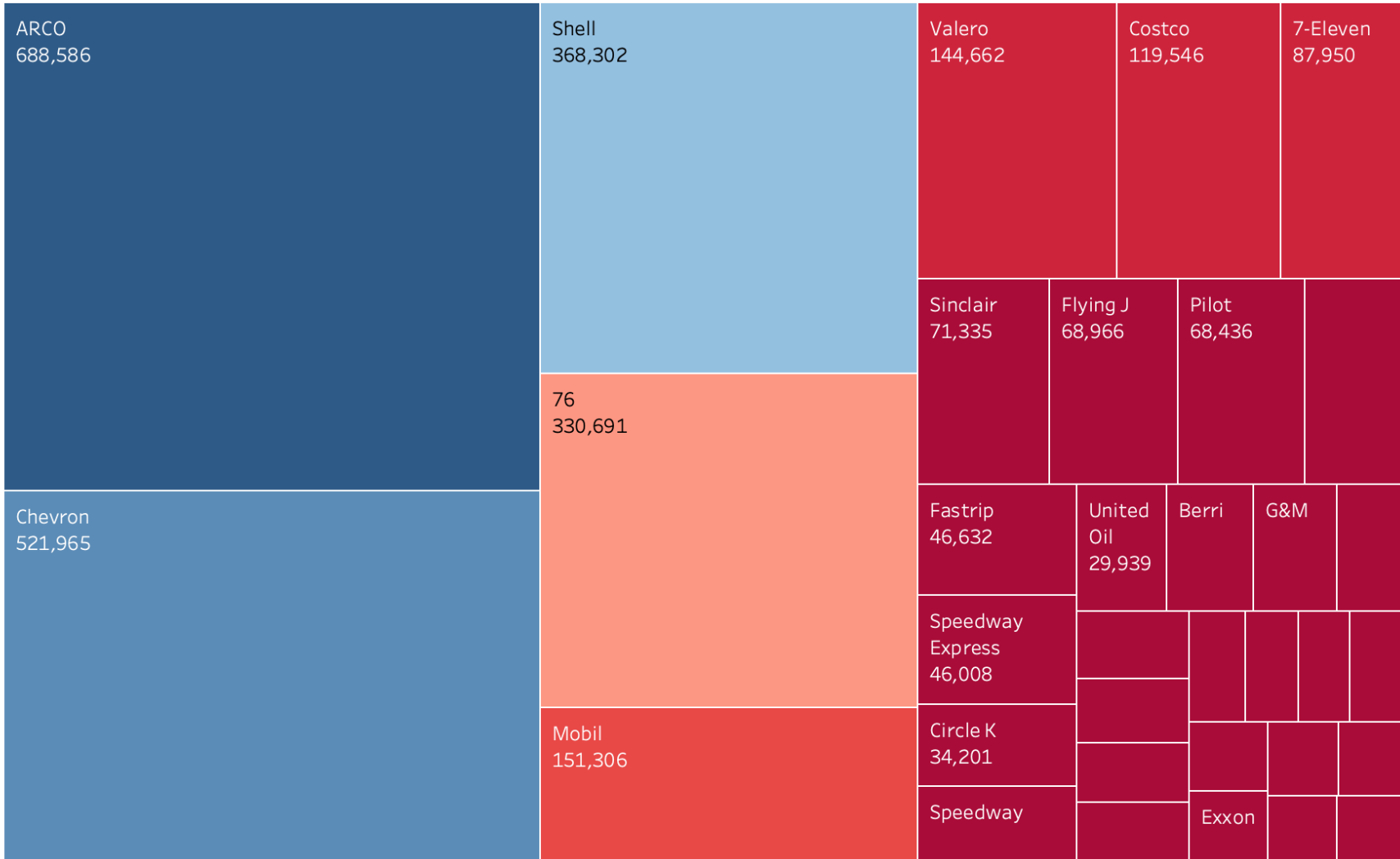


Insight 1

A horizontal bar chart that lists the average gas prices based on the gas stations located in each city.

Can be used to determine which cities are most profitable and how to optimize gas station locations.

Review Count by Location (minimum of 10K reviews)



SUM(Review Count)



10,856

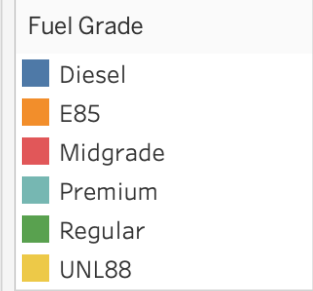
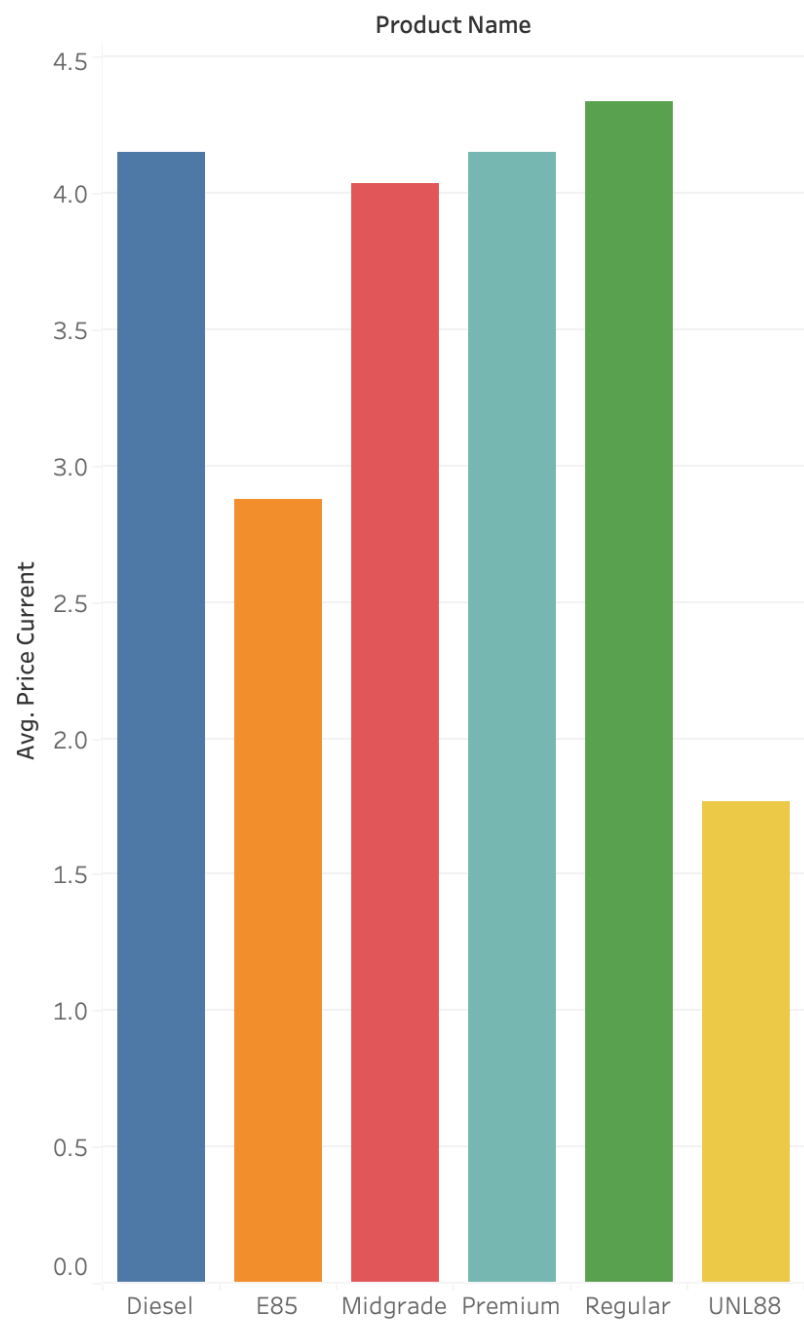
688,586

Insight 2

A tree map that lists the number of total reviews for each location name. Only locations with at least 10K reviews were counted.

Shows the most active/popular companies based on online activity. Can help incentivize social media campaigns.

Average Price by Fuel Grade



Insight 3

A vertical bar chart that depicts the various pricing amounts for each fuel grade for all locations.

Helps with accessing the market values of each fuel grade and opportunities to optimize margins.

Distribution of Cash/Credit Payment

Payment Type

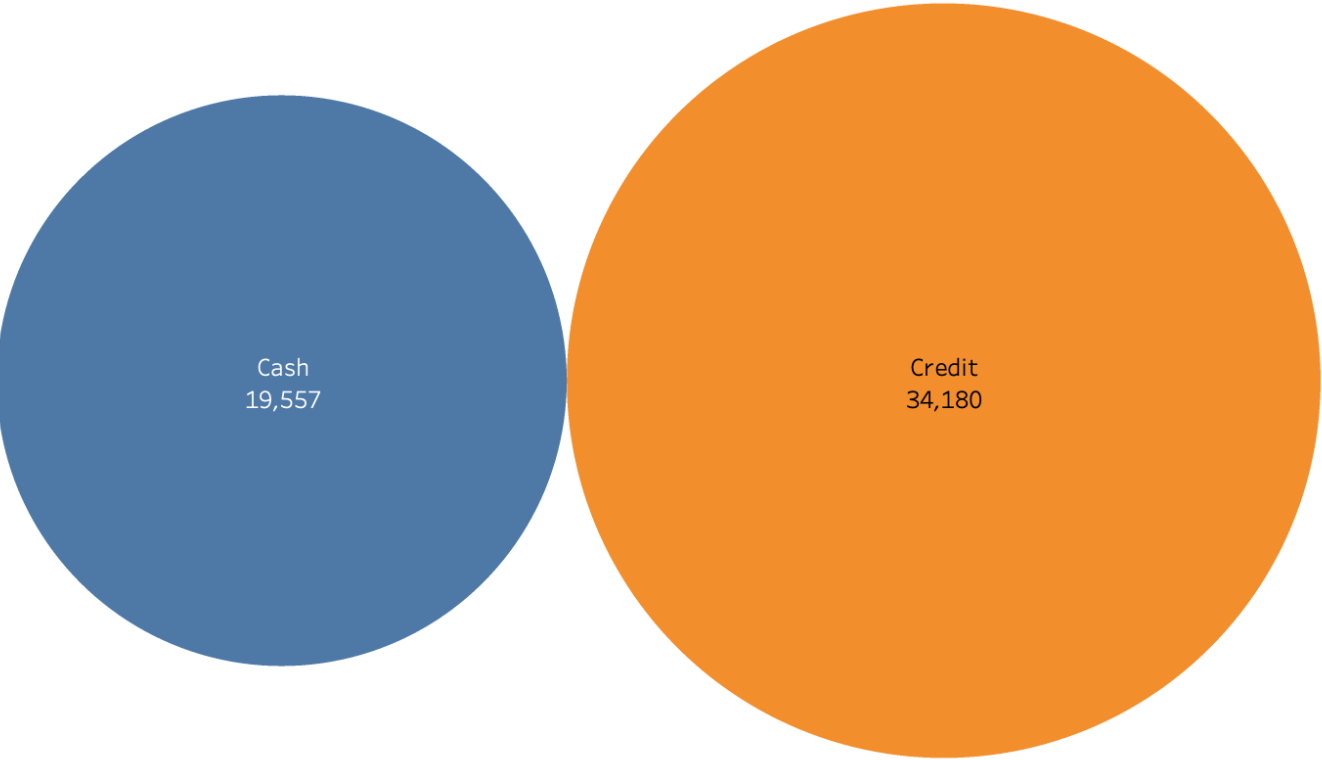
Cash

Credit

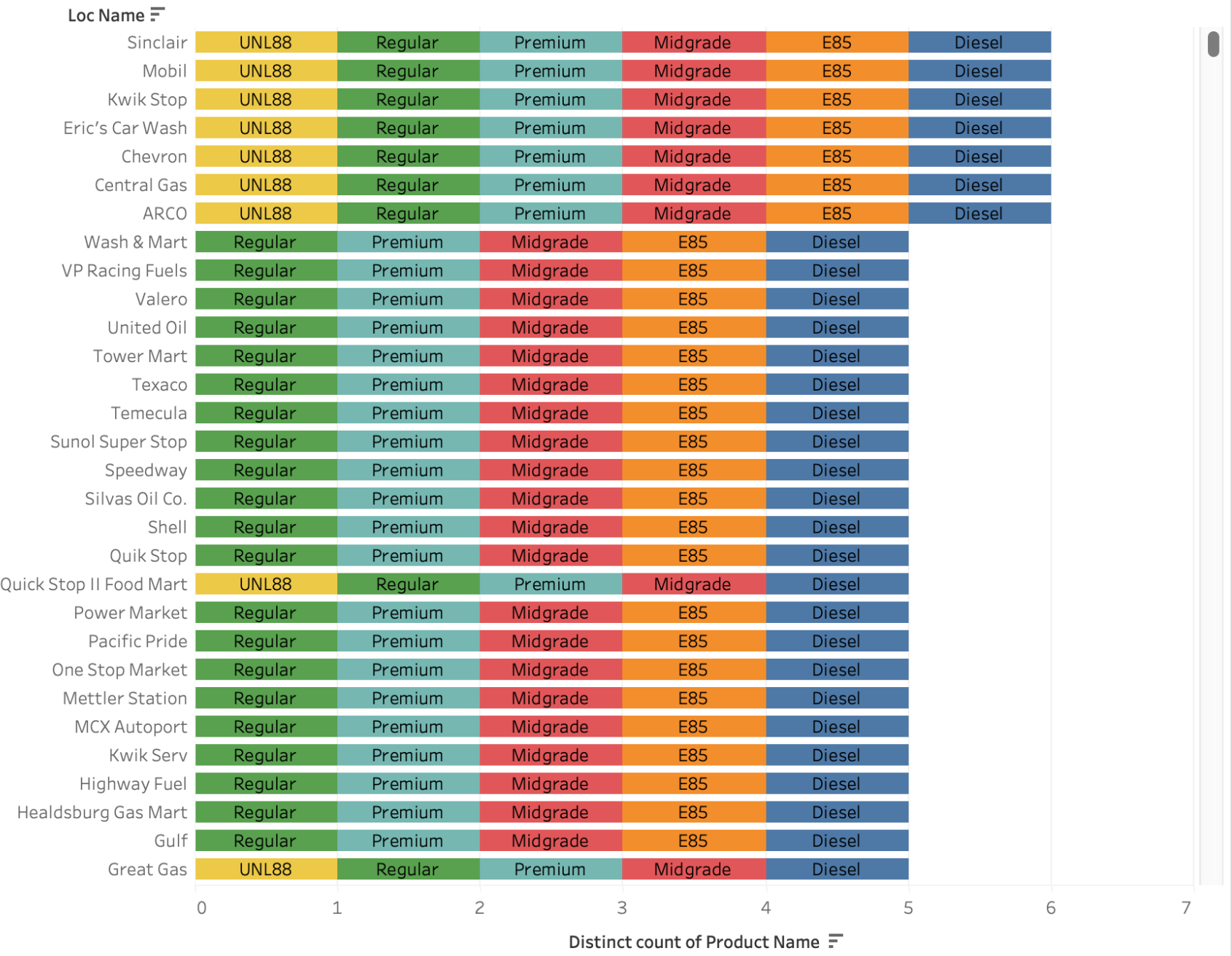
Insight 4

A packed bubble chart that shows the proportion of customers who paid using card vs cash during their transactions.

Shows a characteristic of consumers that can help influence efforts in improving the transaction interface UI.



Fuel Grades Offered by Location



Product Name

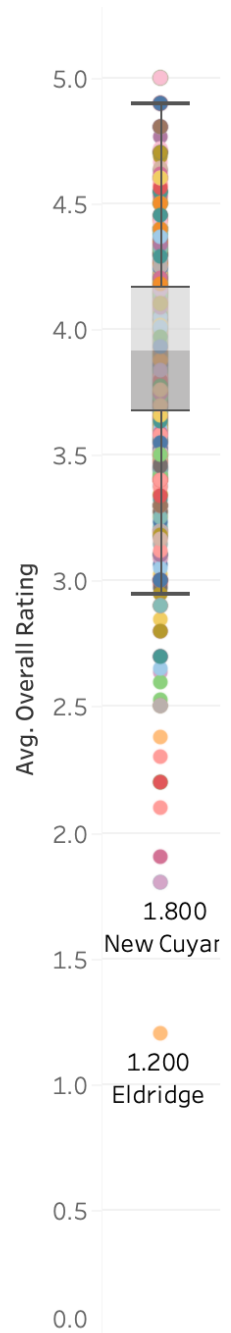
- Diesel
- E85
- Midgrade
- Premium
- Regular
- UNL88

Insight 5

A stacked horizontal bar chart that illustrates the fuel grade offerings by each location.

Helps provide an overview of competitor offerings and how to cut down or add more depending on margins.

Average Rating by City



City

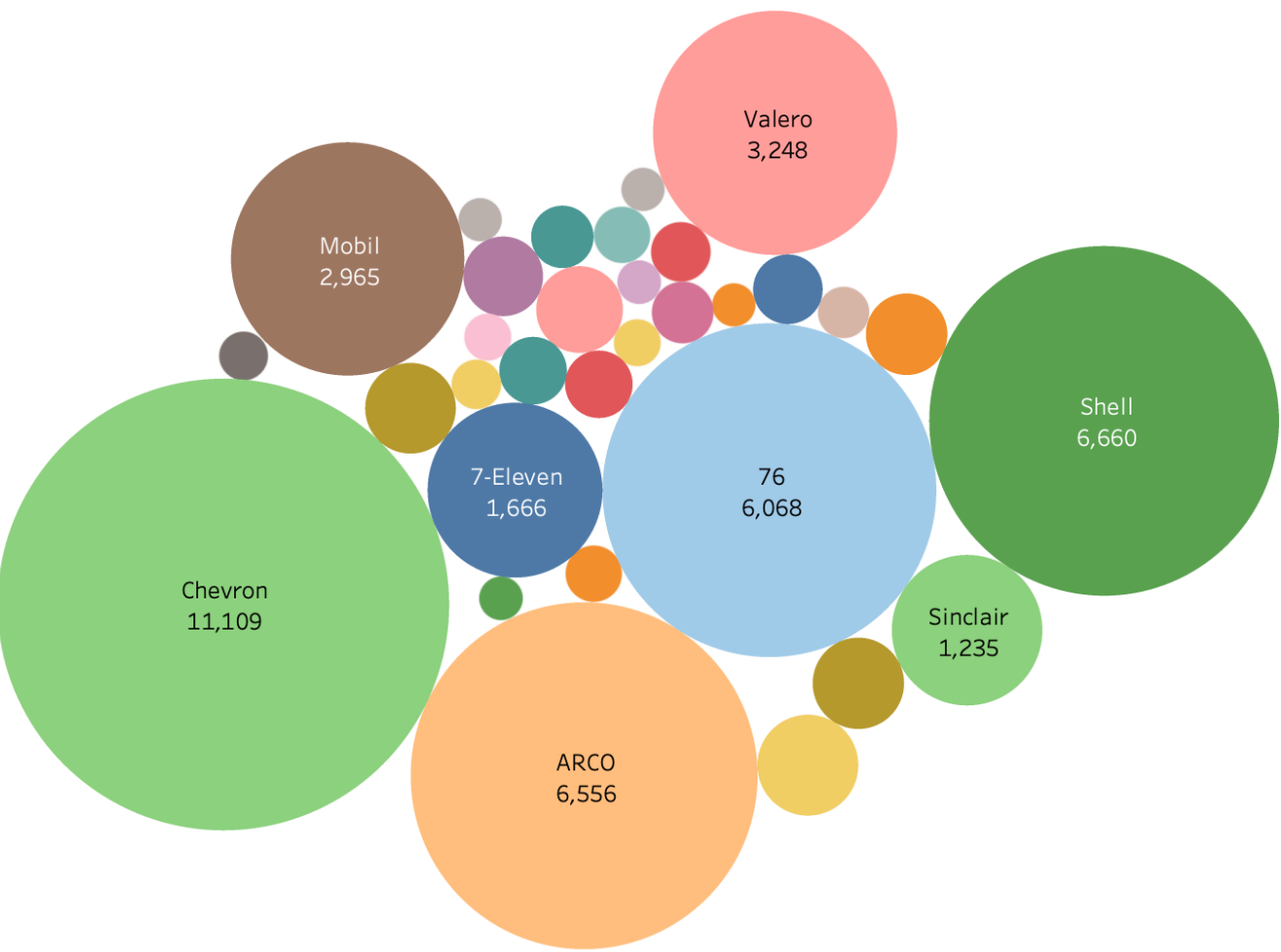
- Acampo
- Acton
- Adelanto
- Adin
- Agoura Hills
- Agua Dulce
- Aguanga
- Ahwahnee
- Alameda
- Alamo
- Albany
- Albion
- Alhambra
- Aliso Viejo
- Allied Gardens
- Alpaugh
- Alpine
- Altadena
- Altaville
- Alturas
- Amboy
- American Canyon
- Anaheim
- Anderson
- Angels Camp
- Angwin
- Antelope
- Antioch
- Anza
- Apple Valley
- Applegate
- Aptos
- Arbuckle
- Arcadia
- Arcata

Insight 6

A box and whisker plot that demonstrates the average rating for gas stations in all cities and the outliers.

Helps provide an overview of competitor offerings and how to cut down or add more depending on margins.

Total URLs Accessed by Location Name (>100 clicks)



Loc Name

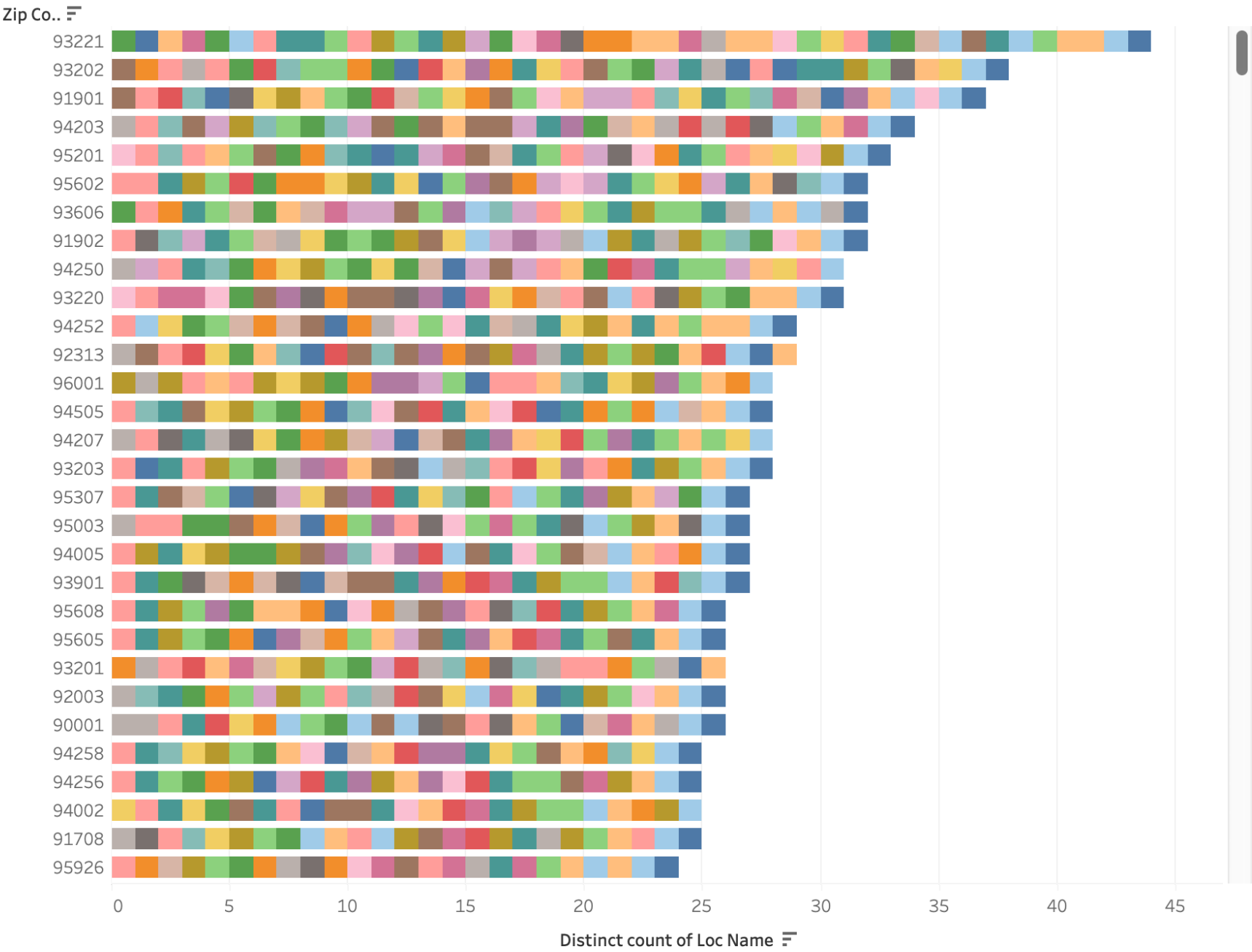
- 7-Eleven
- 76
- Alliance
- ARCO
- Berri Brothers
- Chevron
- Circle K
- Conserv Fuel
- Costco
- Exxon
- Fastrip
- Flyers
- G&M
- Gas & Shop
- Kwik Serv
- Love's Travel Stop
- Mobil
- Pacific Pride
- Quik Stop
- Rotten Robbie
- Safeway
- Shell
- Sinclair
- Speedway
- Speedway Express
- Texaco
- United Oil
- USA Gasoline
- Valero
- Vons
- VP Racing Fuels
- World

Insight 7

A packed bubble chart that lists the number of times a gas station's URL was clicked on by a user.

Helps provide web analytics that can influence website keywords or UI improvements.

Number of Locations by Zip Code

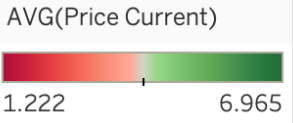
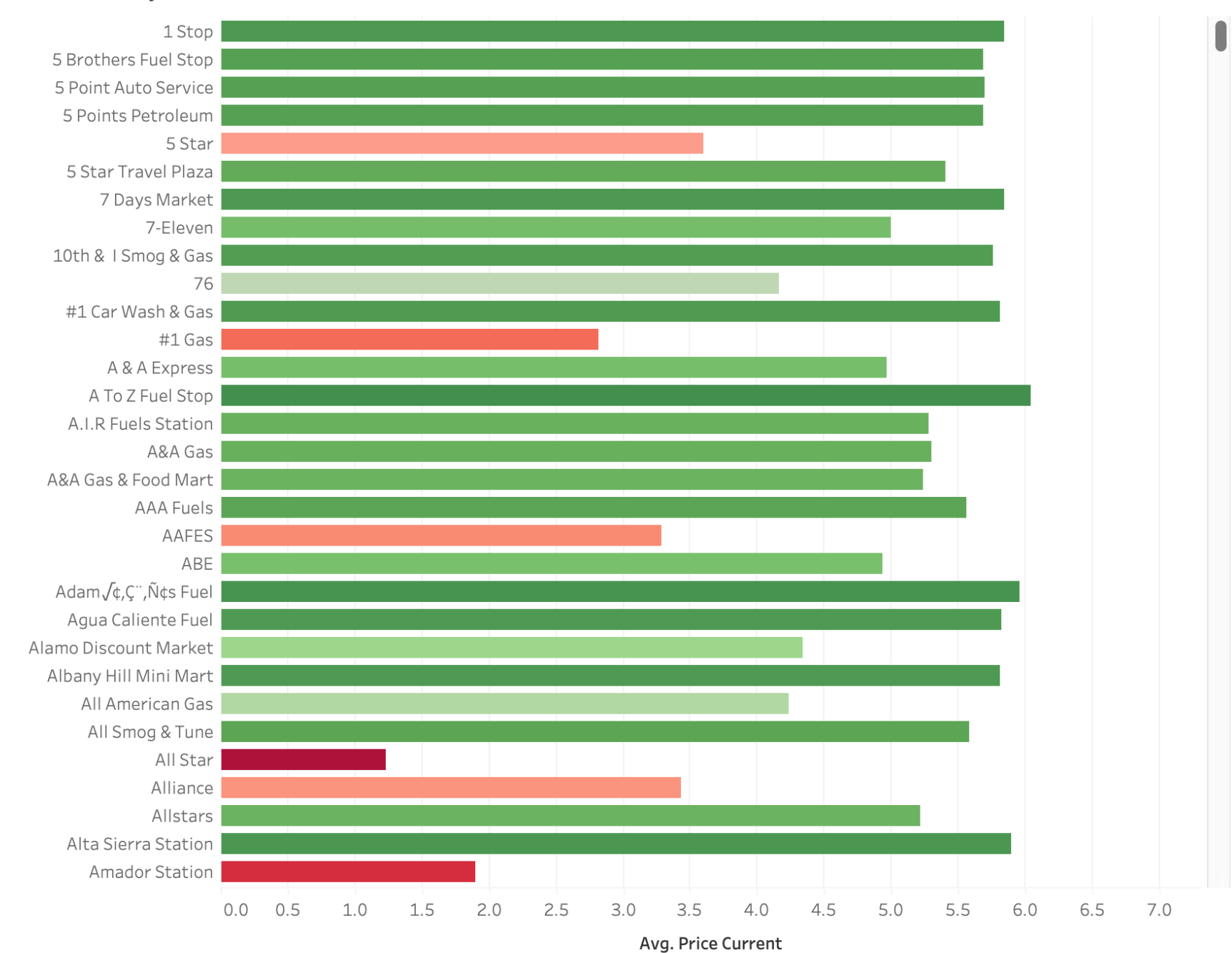


Insight 8

A stacked horizontal bar chart that showcases the number of locations within each zip code

Can help with evaluating competition and how to identify areas with potential for expansion.

AVG Price by Gas Station

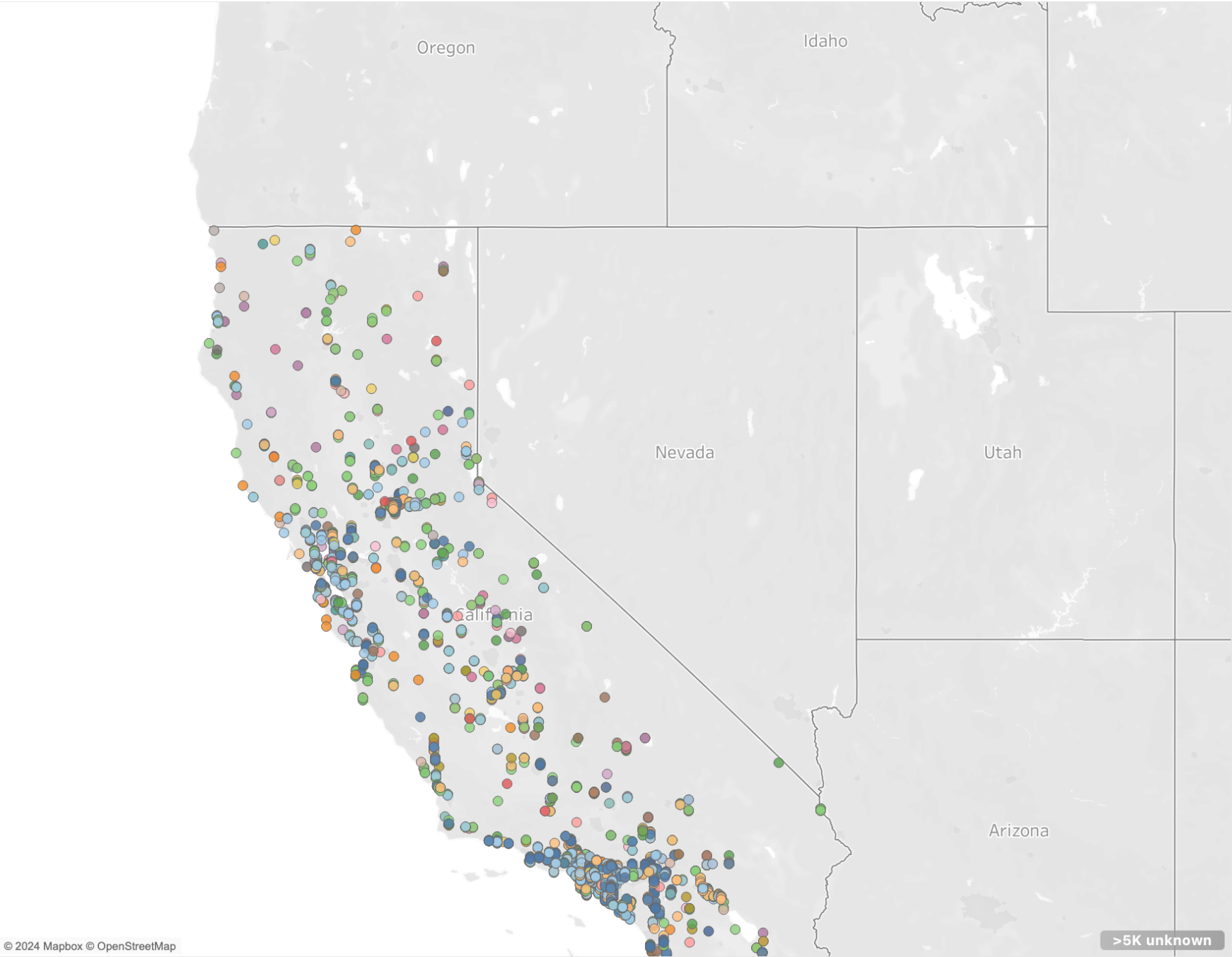


Insight 9

A horizontal bar chart that shows the average prices for each gas station.

Provides insight into the overall prices for each brand and can be used to weigh cost/benefit analysis for revenue.

Geographic View



Insight 10

A geographic map showing the spread of locations across California, where the data from the GasBuddy app is sourced from.

Can help identify areas to expand or diversify to reach a larger consumer base.