

Customer ID	Company Name	Average Ad Cost	Suggested Location	Reasoning
1	Tech Innovators	\$250.50	Machine report_1	Based on the demographic report from report_1, the customer, Tech Innovators, targets tech enthusiasts aged 18-35. The report indicates a demographic of a single individual aged 18-29, identifying as male, which falls within the broader target audience of 18-35, albeit with limited representation. While the report reflects a narrow demographic and lacks diversity, it does align with Tech Innovators' target audience. Therefore, assigning this customer to the vending machine located at 1 provides the best alignment, as it caters to the specific age group and gender that the company is looking to engage, ultimately maximizing potential profit despite the low sample size. Recommended location:1.
2	Green Ventures	\$180.75	Machine report_2	Based on the demographic report, the customer, Green Ventures, targets an environmentally conscious audience, which aligns well with the profile of the demographic report indicating a male individual aged 30-39. This demographic is likely to be interested in sustainability and environmental issues, making them a suitable match for Green Ventures' advertising. The vending machine associated with the report ID **report_2** is recommended, as it has a clear demographic profile that could resonate with Green Ventures' target audience. While it's a limited sample size (only one individual), the alignment with the male demographic in the age range of 30-39 suggests a potential fit for their advertising strategy. Thus, the recommended location for this customer is **2** in Washington.

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3	Fashion Forward	\$300.00	Machine report_2	<p>Based on the demographic report for Report ID: report2, the machine is predominantly frequented by men aged 30-39, which does not align with the target audience of Fashion Forward, which is young adults aged 20-30. Despite this mismatch, it can still be beneficial for Fashion Forward to utilize this machine, as it has the potential to reach a segment of young adults who may be shopping for items that appeal to a broader audience. Since no close match is available, the recommended location would be</p> <p>2, as it represents a potential opportunity to engage nearby consumers and maximize profit through advertising, even if it does not directly align with their target demographic.</p>
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