

# VENDING MACHINES

## Data Storytelling





WHICH WAS THE PLACE SUFFERING THE LEAST “SALES  
FALL” DURING COVID PANDEMIC AND WHY?

*April focus*

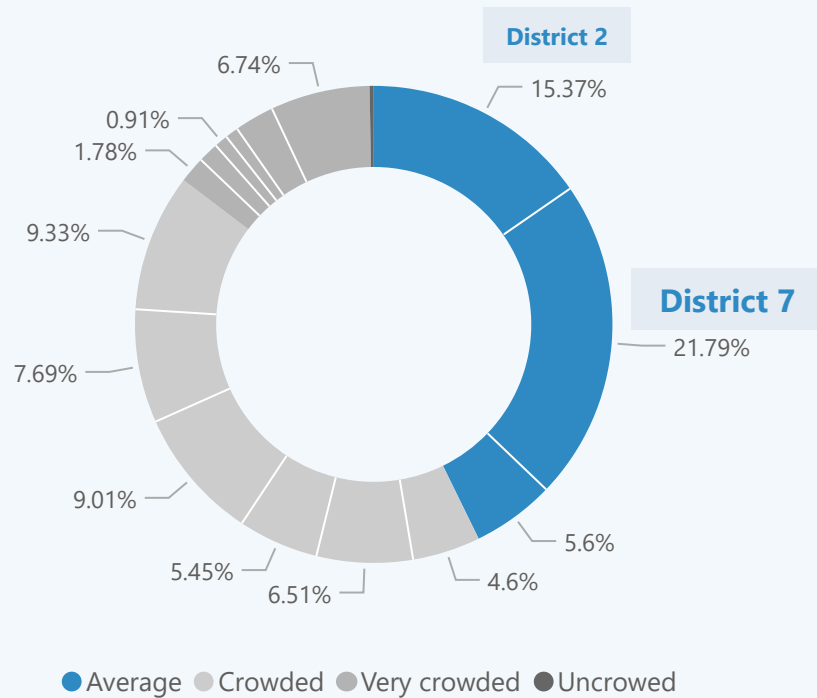
*Transaction Analysis*

*Machine Analysis*

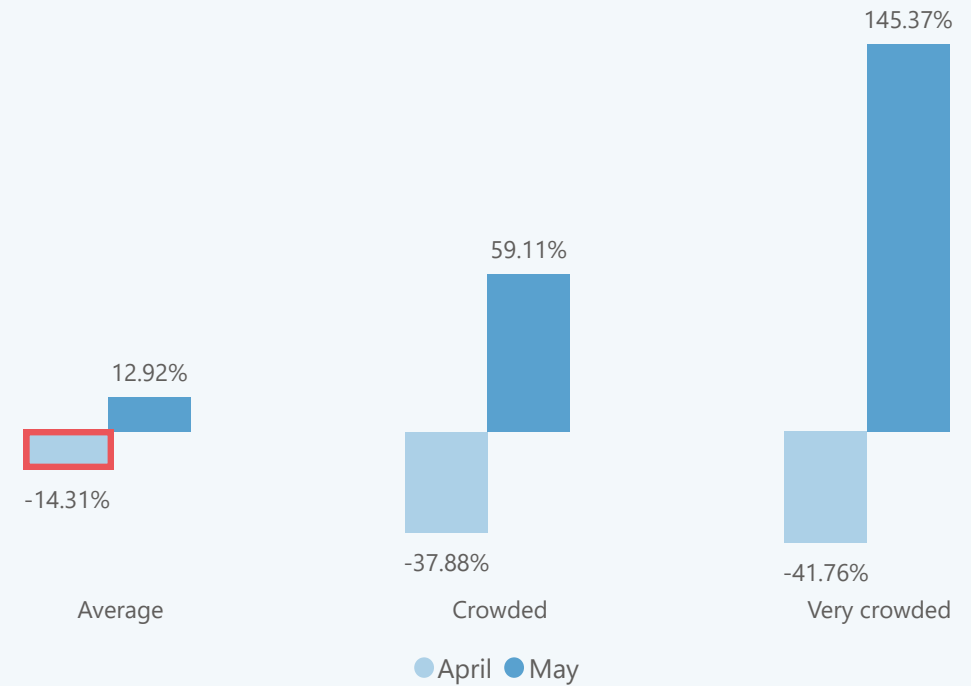


## "Average" District have the lowest %MoM

### Sale contribution by Geography



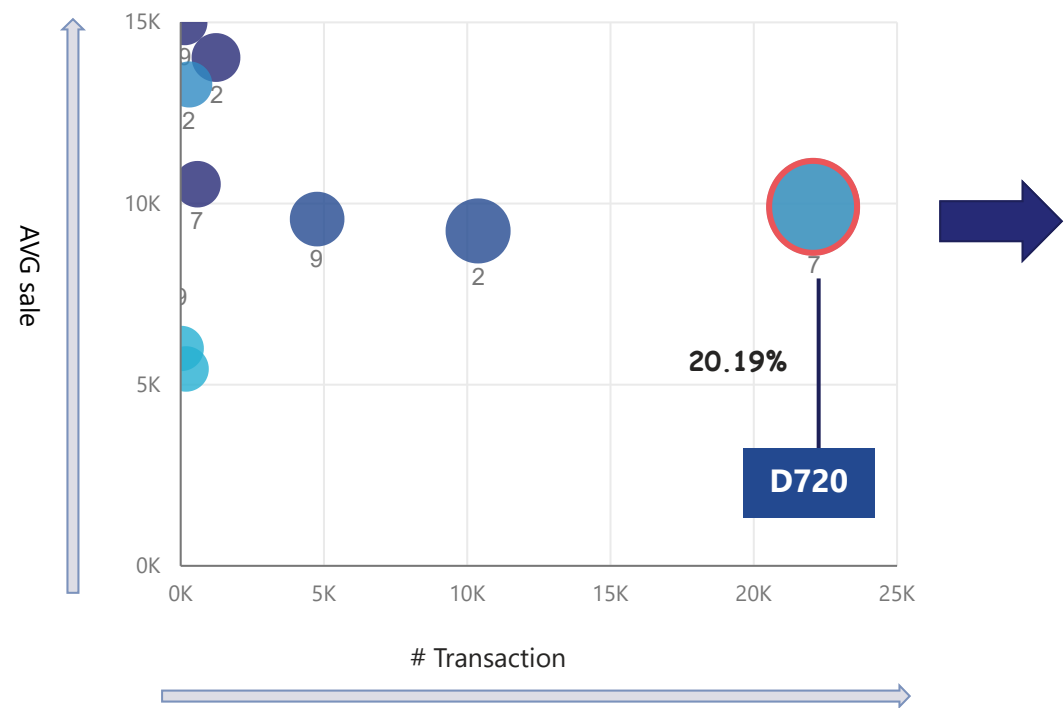
### Total sale %MoM



- During Covid, the sale amount **dropped dramatically** in **Social Distancing** period (-28.44%) but **surprisingly went up in May**.
- **Average Group** account for 43% of sale amount, this group seem to be **the least fluctuations**.
- **District 7** and **district 2** account for the most revenue.

# Which parts in "Average" did not suffer from Covid impact?

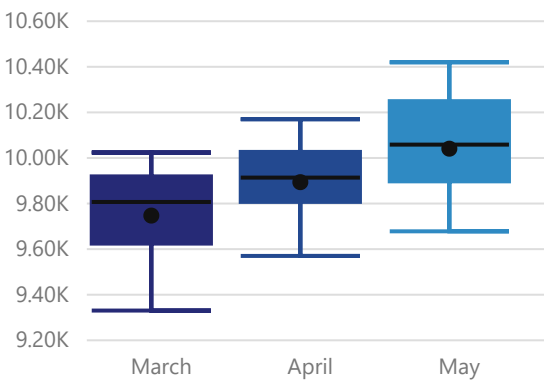
Sale amount of "Average" Group by Machine types



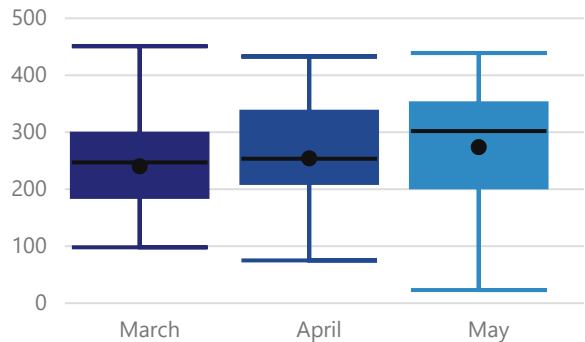
District 7 account for **21.71%** of total sale amount (~244M), which mostly driven by the # transaction of **D720**

**Sale Amount** = Avg Sale by Transaction x Number of transactions

Avg Sale by Transaction



Number of transactions



Although the increasing of **Average sale by transaction** is not significant (~ 1%), the **number of time** that customer buy products in a month did not decrease in covid situation.

D720 can carry 120 types of product, which is the top sale machine.

Sale volume of D720

Post...	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
A	985	14	971	30	1038	22	1243	25	1099	4	98		41	1	34	2	30	1	23	
B	783	451	565	332	592	546	904	704	888	593	21		37	1	24	1	15		21	
C	1509	1461	1892	1865	2040	1666	1984	1617	1839	1350	35		60		57	1	26		28	
D	1939	1698	1801	1822	1622	1477	1614	1379	1481	1225	89	88	118	123	80	85	21	32	15	20
E	2261	2081	2331	2936	3135	2867	2542	2167	2319	1957	203	167	172	172	173	164	138	129	110	103
F	2121	1934	2022	2263	2448	2161	2486	2336	2355	2135	148	144	154	162	143	141	143	166	136	152

Not just in District 7, **high sale volume** was found in **E and F** row in all D720. More ever, from left to right position, the customer seem to **prefer the left side**.

Top 10 sale volume

E5	E7	F9	F8
Nước	Nước		
E4	F7	Nước	Nước
Nước	Nước	E3	
E6	F5	E9	
Nước	Nước		

**Drink** account for **84.5%** sale volume in D720, which explain **top 10** sale position was in **lower layer**. **Snack** is less preferable with **14.2%** consumption even though it **located in higher** place where customer can easily find.

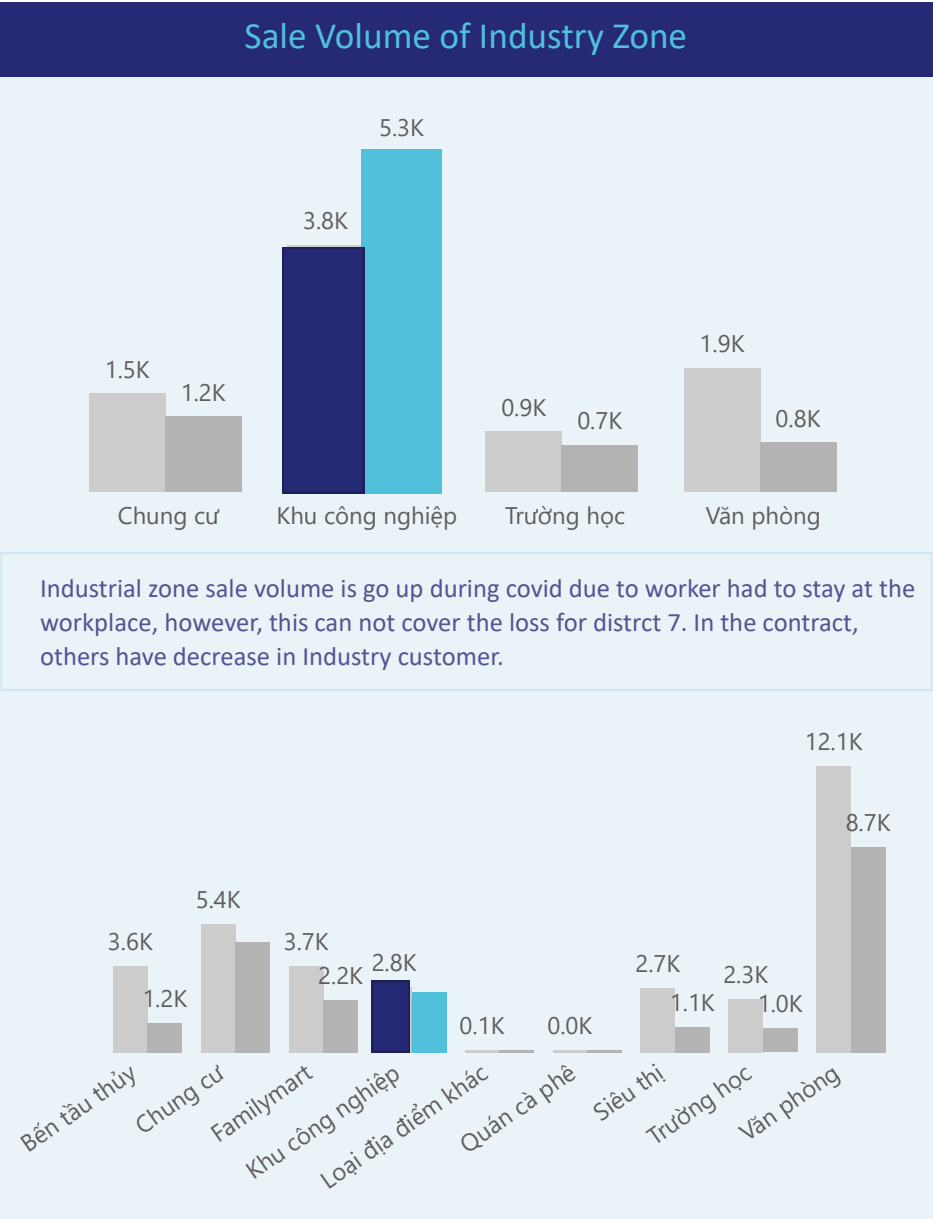
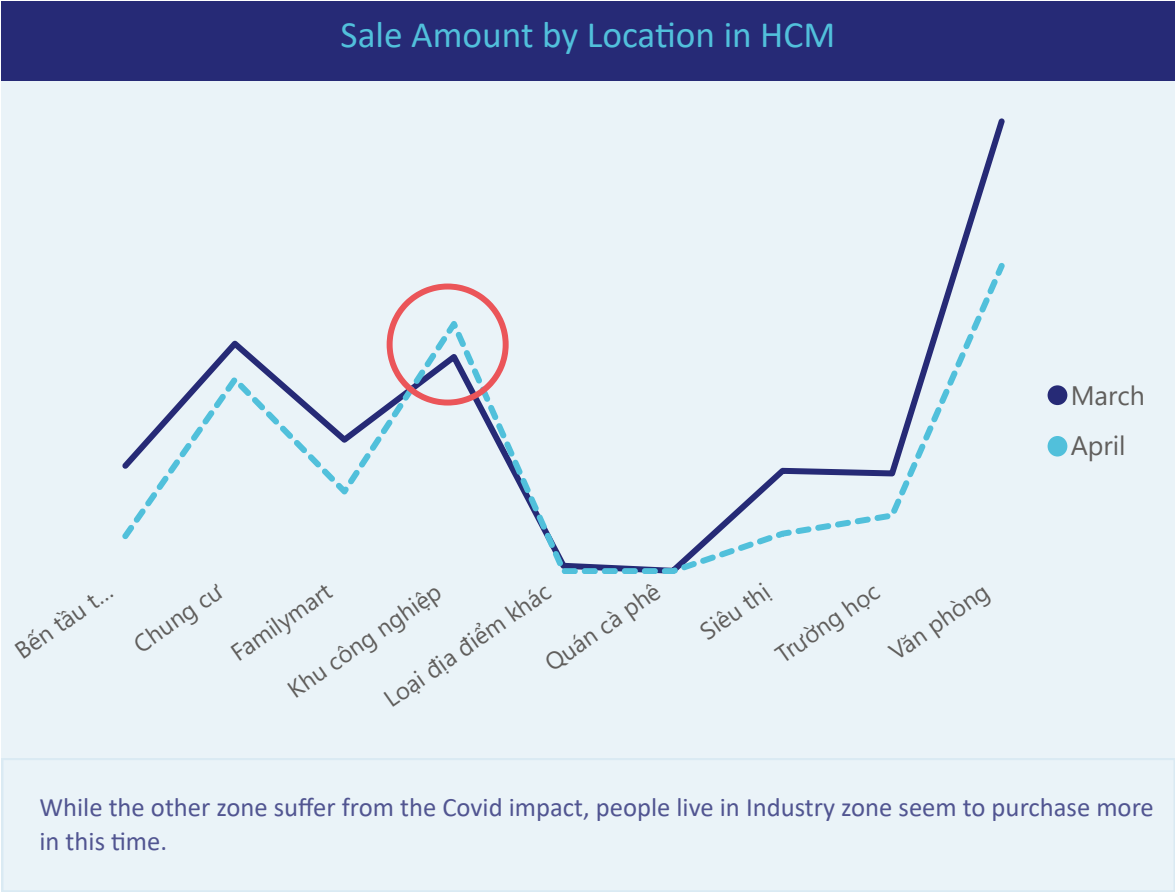
Bottom 10 sale volume

B17	A2
Snack - Bánh kẹo	
D19	Nước
	A10
	Nước
	A16
Snack - Bánh kẹo	B16
	C16



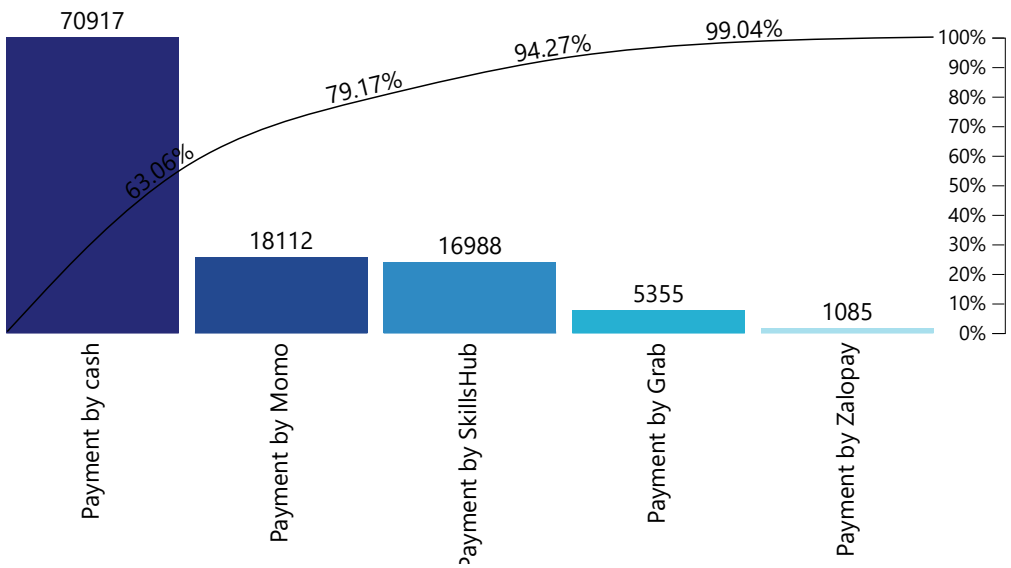
D720 also has some similar product D900, however, only **"Gia vị"** and **"Bia"** were found in D720

# A significant increase of sale volume in Industry in District 7

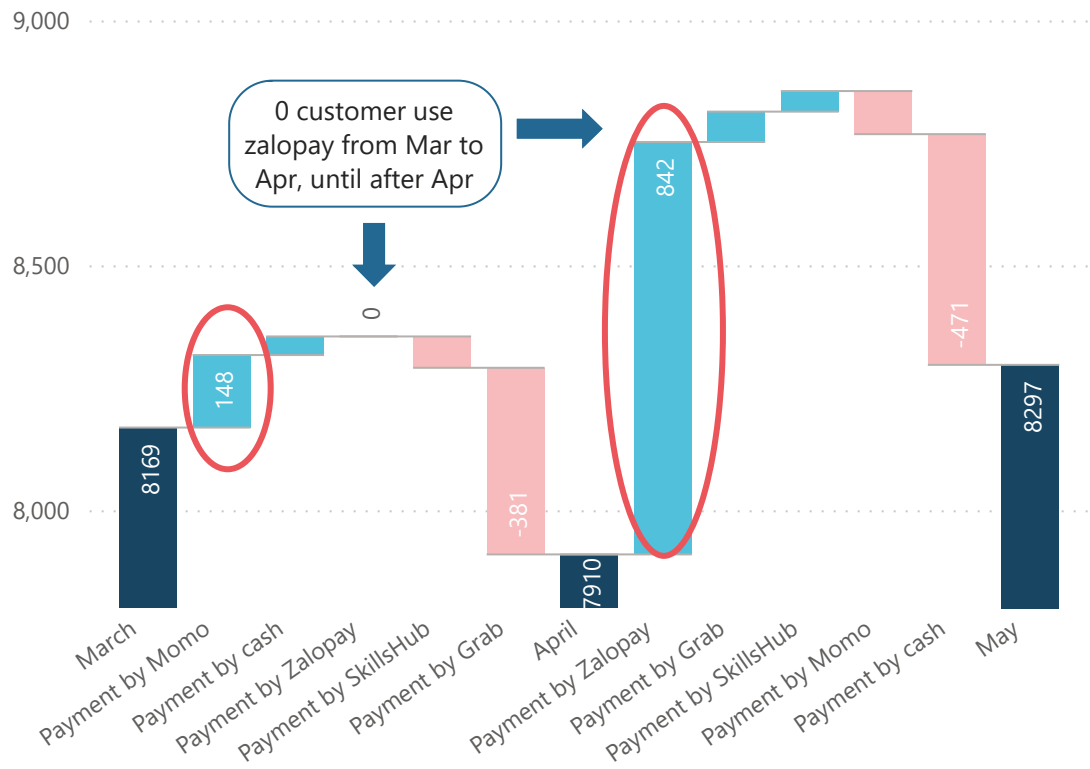


# Digital payment becomes preferable in District 7

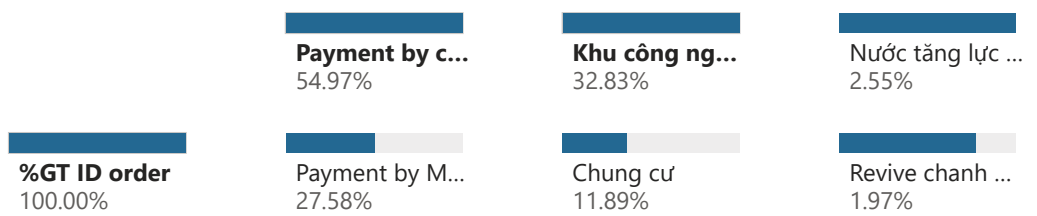
Sale volume by payment in HCM



Sale volume change over time by payment in District 7



Sale volume by payment in District 7



Even though most orders were paid by cash, mostly soft drink in Industrial zone

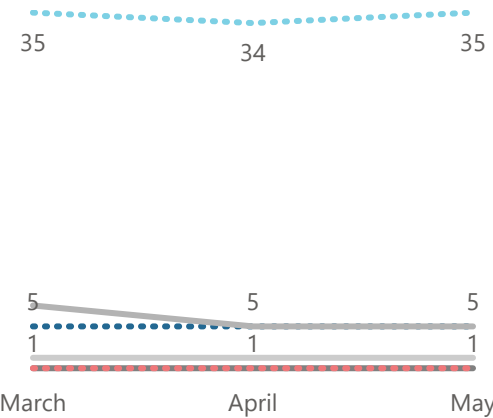


More customer like to use orther payment

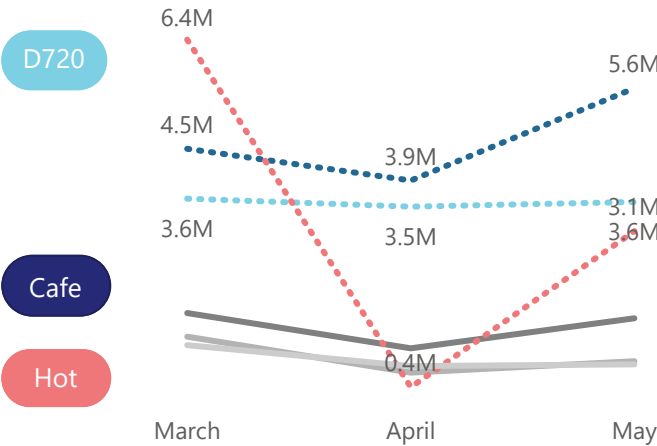
# Besides District 7 and D720...

**Sale Amount** = Avg Sale by Machines x Number of Machines

Number of machines



Avg Sale by Machine



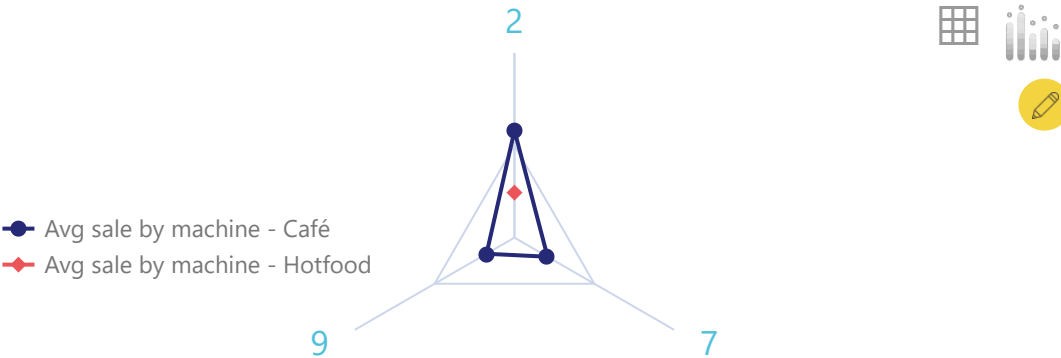
The average sale of **Cafe** is much higher compare to **D720**, it is very potential for activate **more Cafe and Hotfood**, especially in **District 2**.

## Top 3 Machines in Average group

Month	TotalPrice	Avg sale by machine	Count of Mã máy	Avg sale by machine MoM%
April	138,841,000	3,471,025.00	40	-8.78%
Café	19,739,000	3,947,800.00	5	-12.27%
D720	118,752,000	3,492,705.88	34	-3.83%
Hotfood	350,000	350,000.00	1	-94.53%
May	155,913,000	3,802,756.10	41	9.56%
Café	27,776,000	5,555,200.00	5	40.72%
D720	125,072,000	3,573,485.71	35	2.31%
Hotfood	3,065,000	3,065,000.00	1	775.71%
Total	294,754,000	7,189,121.95	41	-0.03%

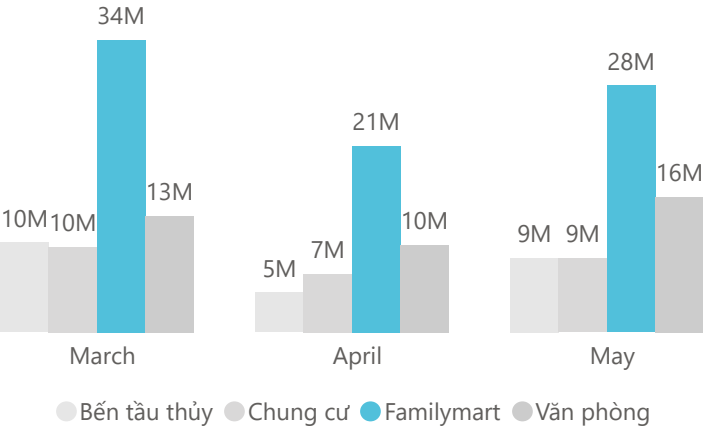
25 Cafe machines can bring the same sale amount of 35 D720 machines.

## Cafe and Hotfood in Average group



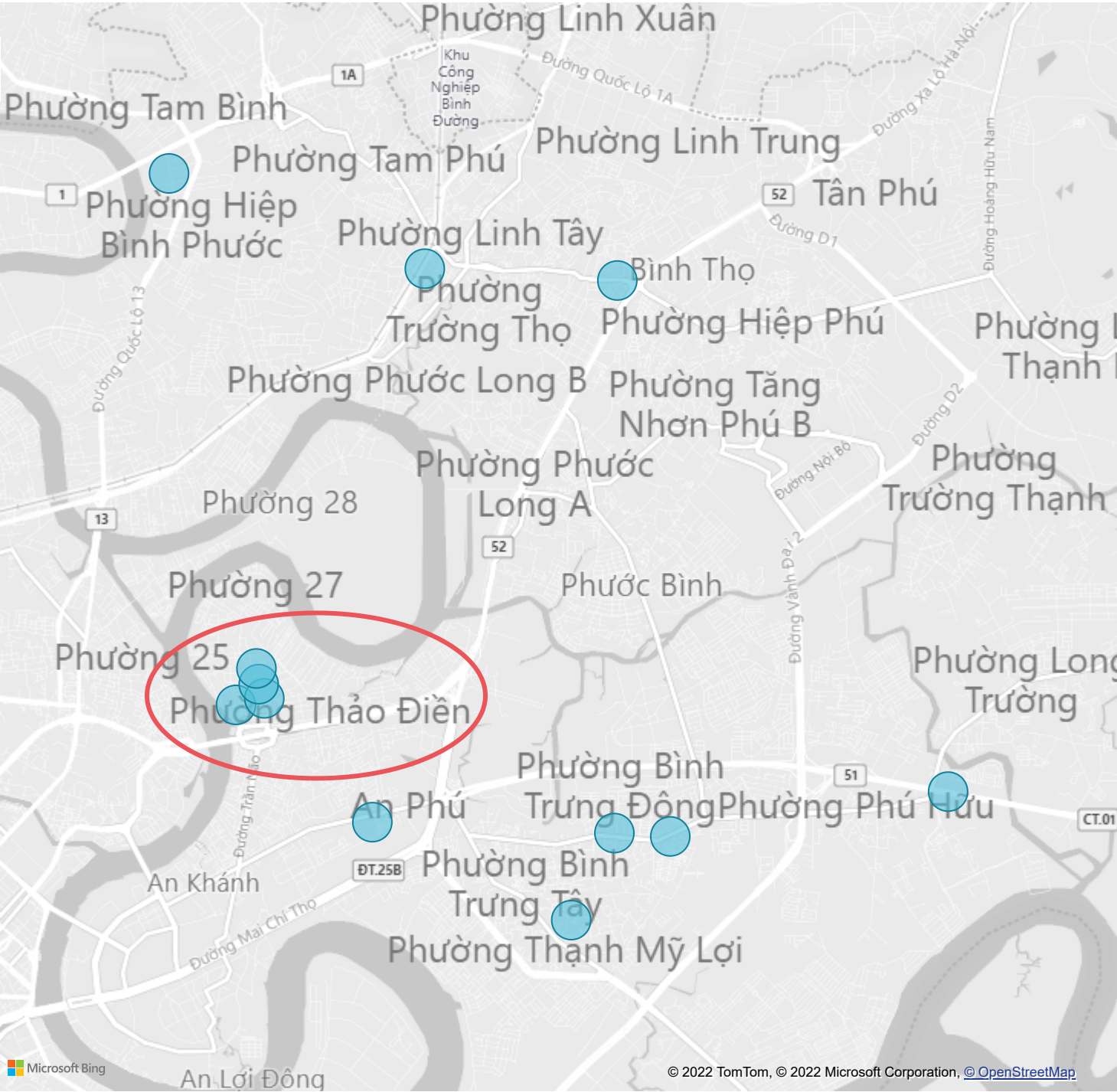


Total sale and machine distribution in District 2



Loại địa điểm	Café	D720	D900	Dừa	Hotfood	Máy mì	Total
Bến tàu thủy		1		1			2
Chung cư		5		3			8
Familymart	1	2	1	1	1	1	7
Văn phòng	1	4					5

- Even though **Apartment** location has the highest number of machines (**8 machines**), the sale amount is quite similar with **Seaport** Location, which has only **2 machines**.
- At present, only 1 Cafe in Familymart is working, Thao Dien, District 2. **Familymart** is ideal location for **more Cafe and Hotfood machine** (which have top highest AVG sale amount).







# THANK YOU!

Chi Phan | May 2022