Customer Preferences in Vending Machine Sales

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Agenda

- Objective
- Payment Type
- Product Makeup and Popularity
- Sales by Location
- Monthly Sales
- Sales by Weekday
- Conclusions

Objective

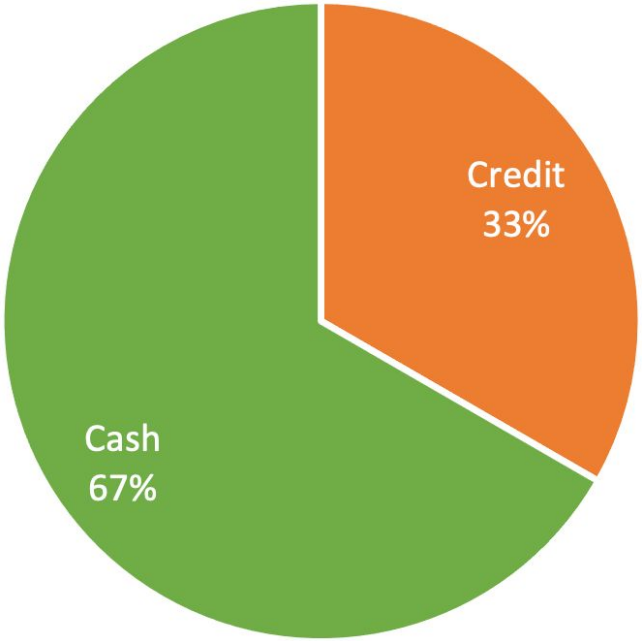
Understand trends in customer behaviors and trends based on location.

The Data

- Data from four locations in New Jersey
  - Gutten Plans
  - EB Public Library
  - Brunswick Square Mall (2 vending machines)
  - Earle Asphalt
- Includes transaction information
  - Location items were purchased at
  - Transaction Date
  - Product and Category
  - Price

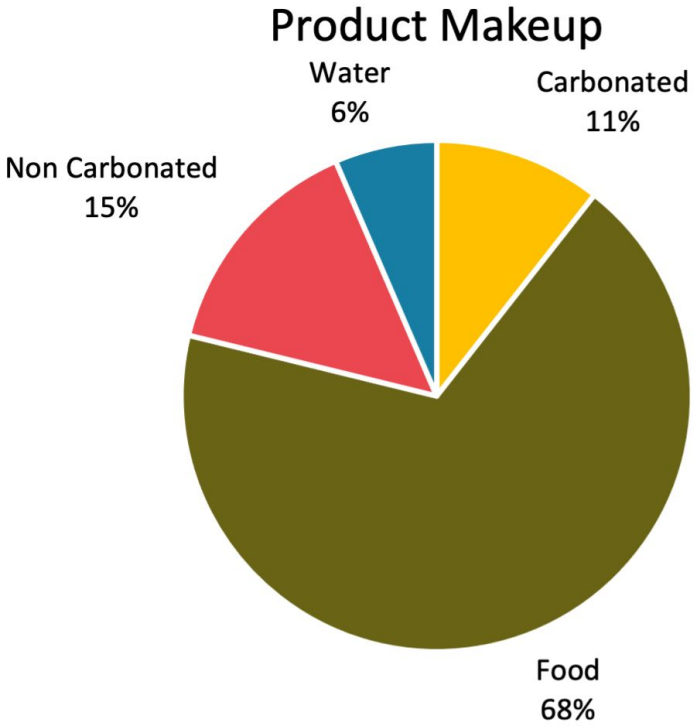
Payment Type

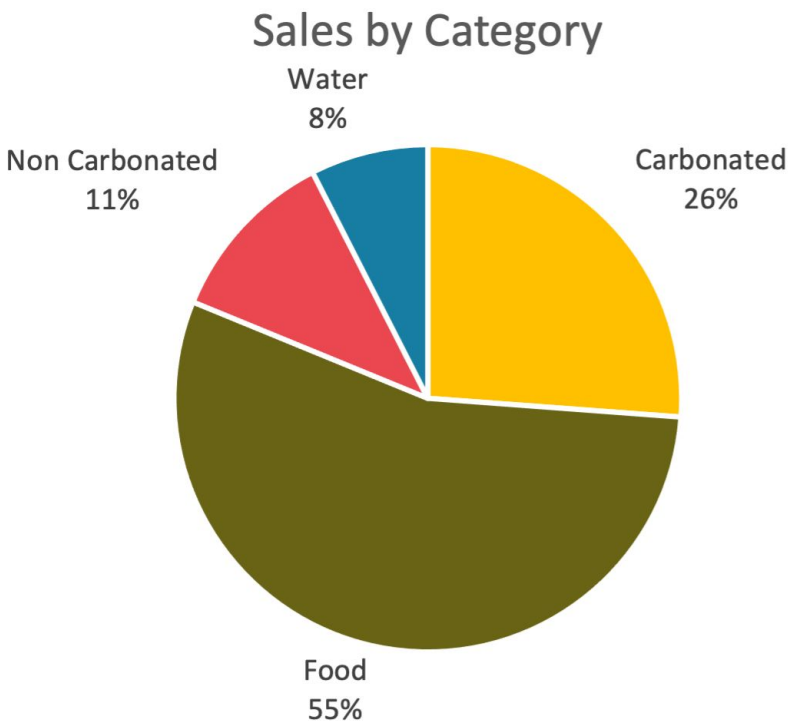
Payment Type



Product Makeup and Popularity

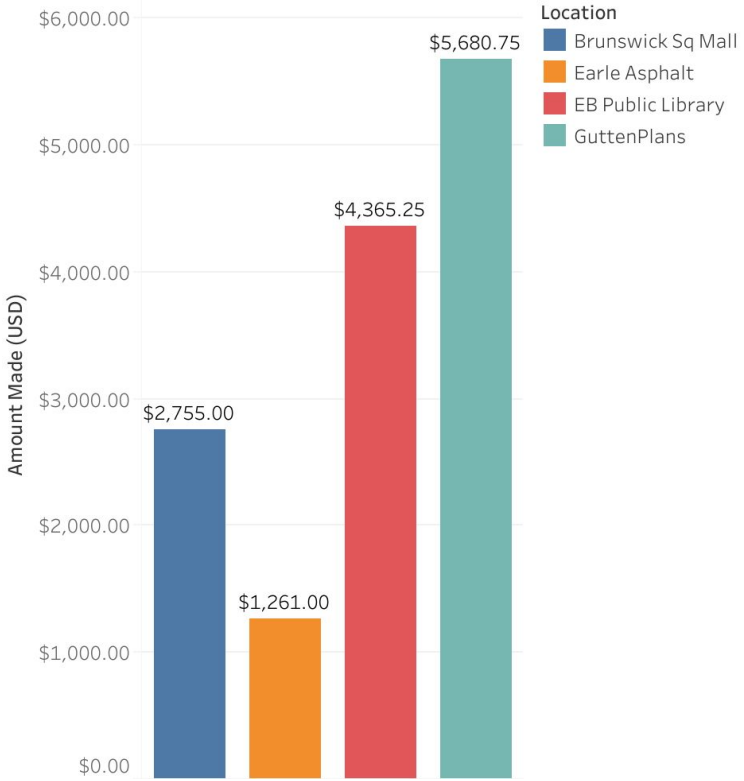
Product Makeup and Sales by Category





Sales by Location

Total Sales by Location



Category Sales by Location

Category Sales by Location

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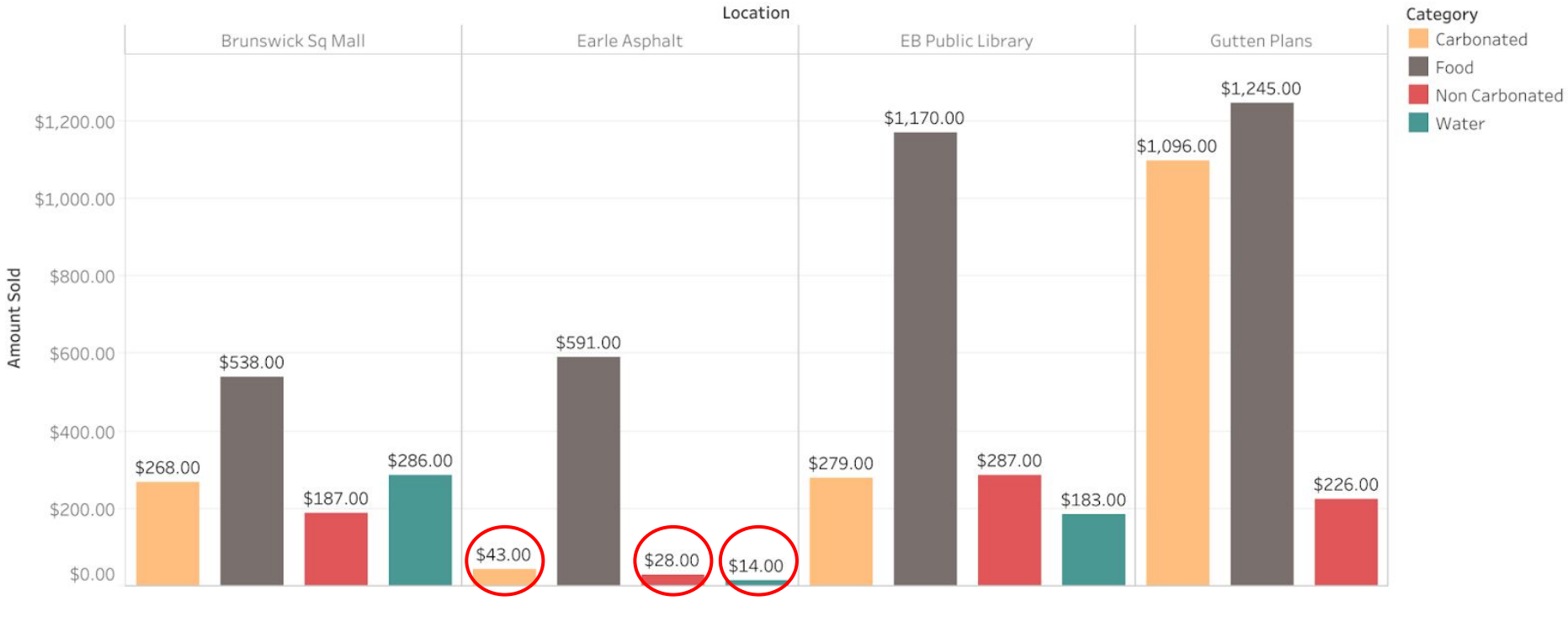
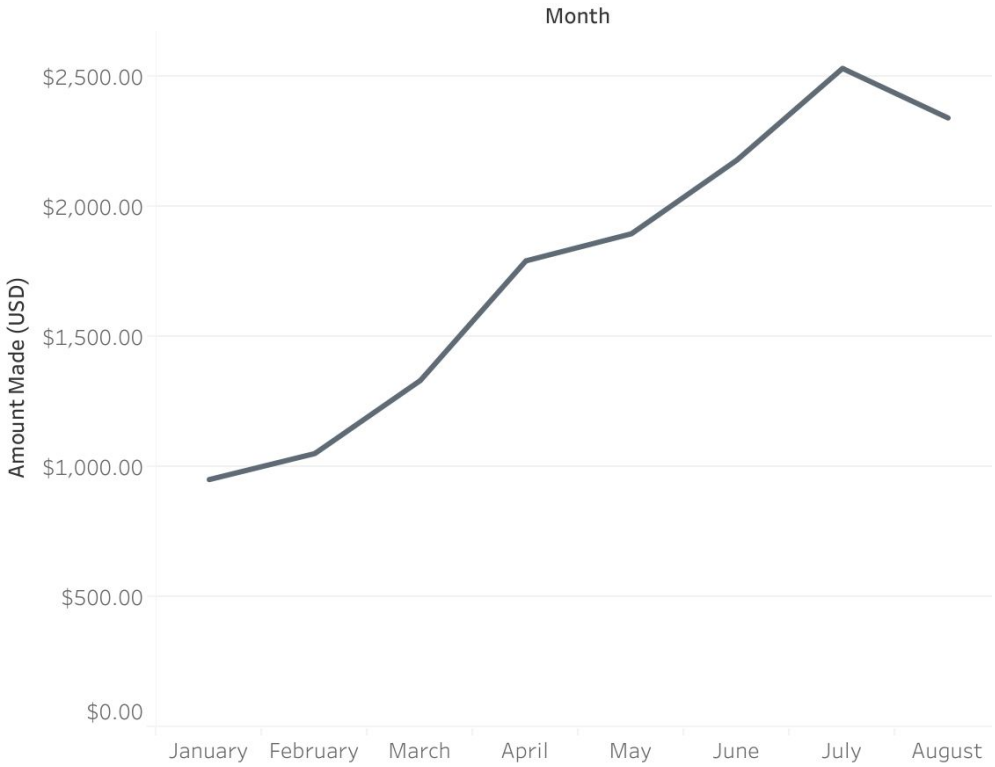
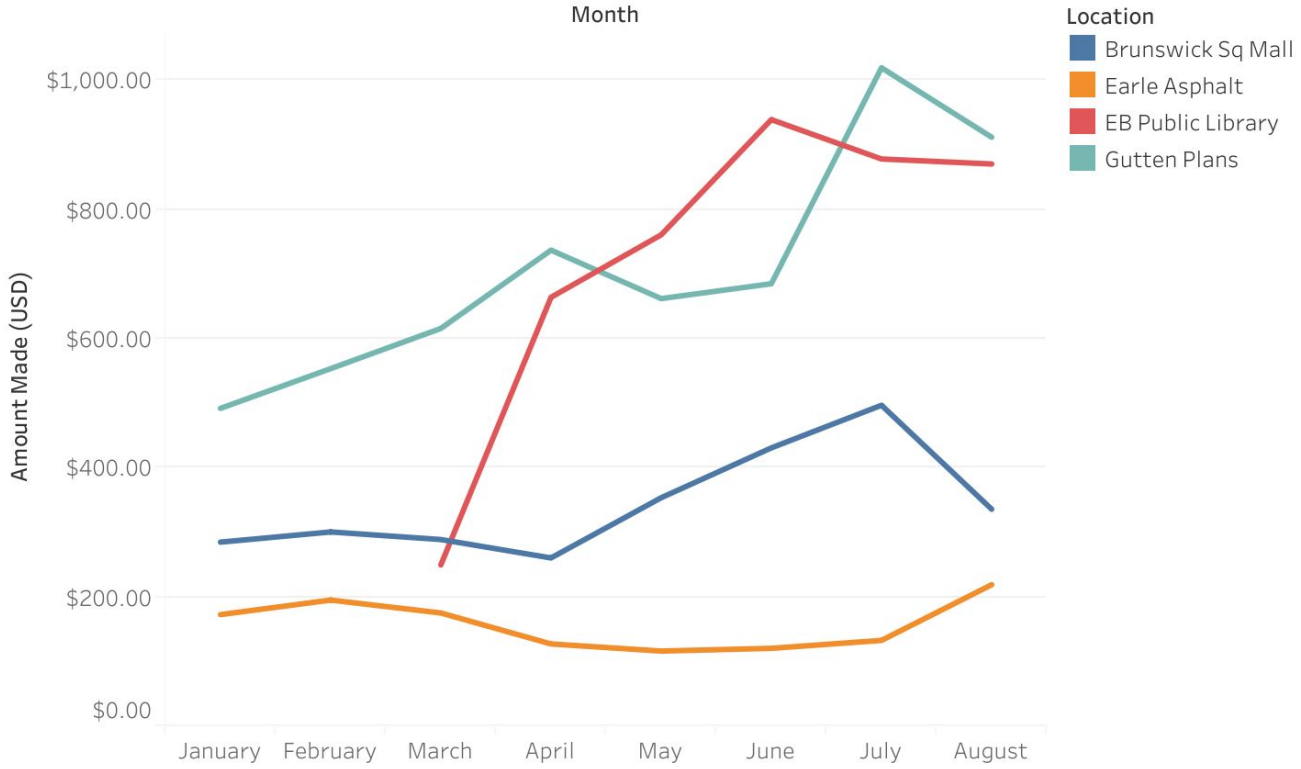


Monthly Sales

Monthly Sales

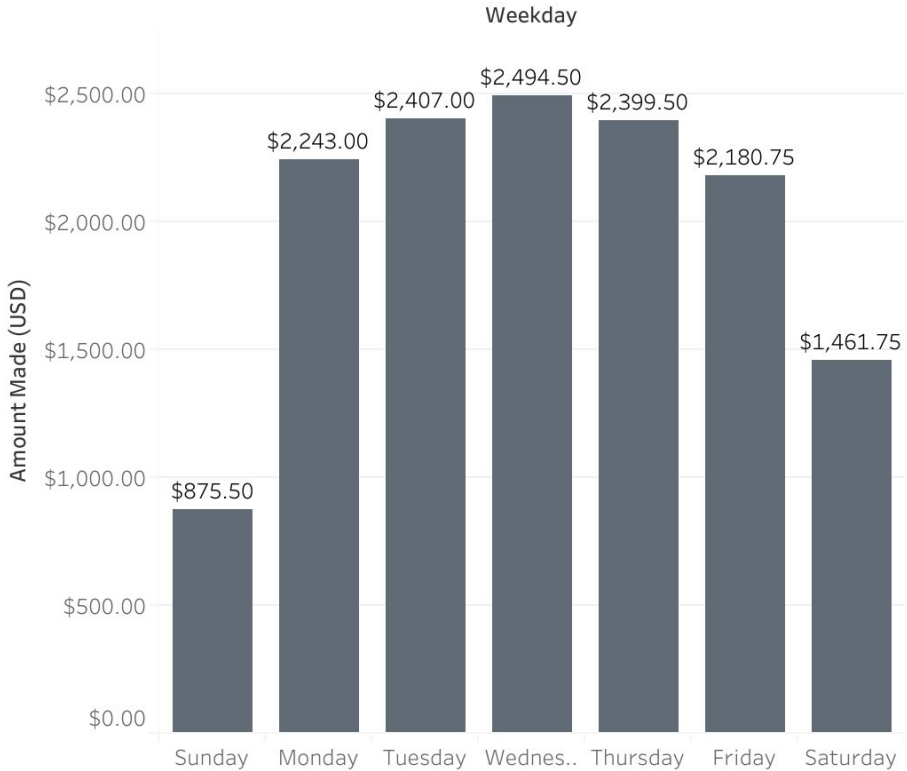


Monthly Sales by Location



Sales by Weekday

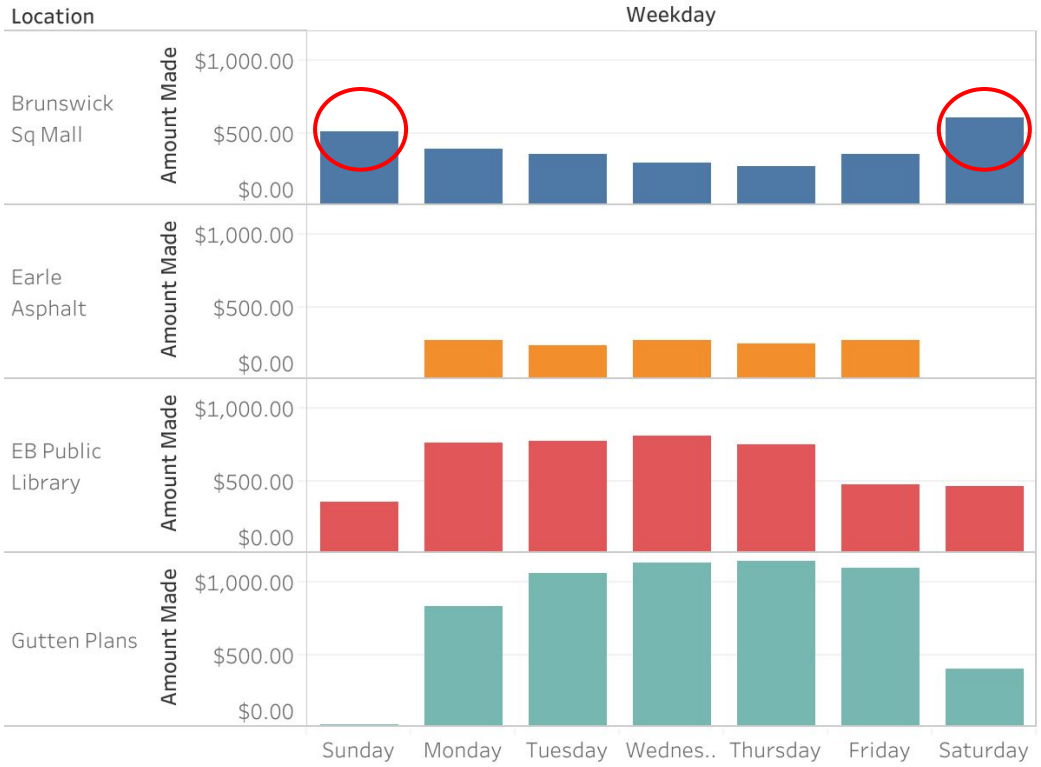
Sales by Weekday



Sales by Weekday and Location

Sales by Weekday and Location

Sales by Weekday and Location



Conclusions

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- The majority of customers pay in cash.
- Most products sold and bought fall under the food category.
- Beverage sales vary depending on location, but carbonated drinks are the second most popular product despite making up 11% of products sold.
- Gutten Plans and the EB Public Library make the highest amount of money.
- Sales seem to increase as the months go by and weather gets warmer.
- The majority of all vending machines sales occur during the weekdays, with the exception being the Brunswick Square Mall.