

Tracking Sales and Trends

Tracking Sales

Once you have completed this document, use the information in the Tracking Trends table on the next page.

Vending machine:

Date complete:

Date of last restock:

Item	Price charged per item	Cost per item	Profit per item sold. (Price charged minus cost per item)	# Stocked	# Left in machine	# Sold (# stocked minus # left)	Revenue (multiply # sold by price charged)	Profit (multiply # sold by profit per item)	Comments
E.g., Sample brand Granola Bar	1.50	1.00	\$1.50 - 1.00 = \$0.50	25	0	25 - 0 = 25	25 x \$1.50 = \$37.50	25 x \$0.50 = 12.50	Product sold out before scheduled restock
E.g., Sample brand Trail mix	2.00	1.50	\$2.00 - 1.50 = \$0.50	25	10	25 - 10 = 15	15 x \$2.00 = \$30.00	15 x \$0.50 = 7.50	Not stocked at eye level. Trial move to eye level.
Total Profit & Revenue (Add the values in the columns)									

Tracking Trends

Once you have filled out the table, look for trends. If you notice a trend, think about what may have caused it. Consider:

- A change in how many customers are at your site (e.g. change in programs, employee vacation, seasonal changes).
- A change in other nearby food options (e.g. change in hours of onsite concession).
- Marketing or promotion (e.g. new signs added, vending contest, taste testing of new items).
- Changes to inventory, pricing, or placement of products (e.g. new products added, products moved to different slots in the machine).

Quarter 1	Month 1	Month 2	Month 3	Month 4	Comments
Revenue					
Profit					

Quarter 2	Month 1	Month 2	Month 3	Month 4	Comments
Revenue					
Profit					

Quarter 3	Month 1	Month 2	Month 3	Month 4	Comments
Revenue					
Profit					

Quarter 4	Month 1	Month 2	Month 3	Month 4	Comments
Revenue					
Profit					