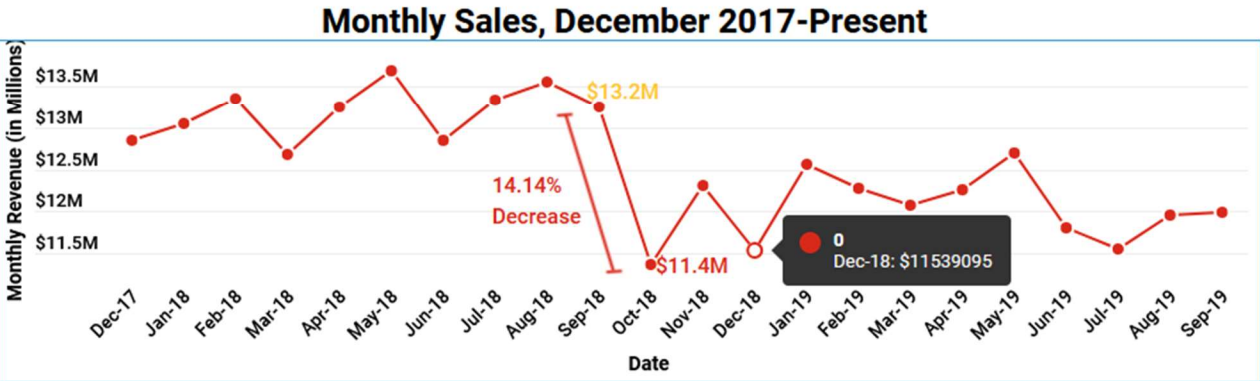
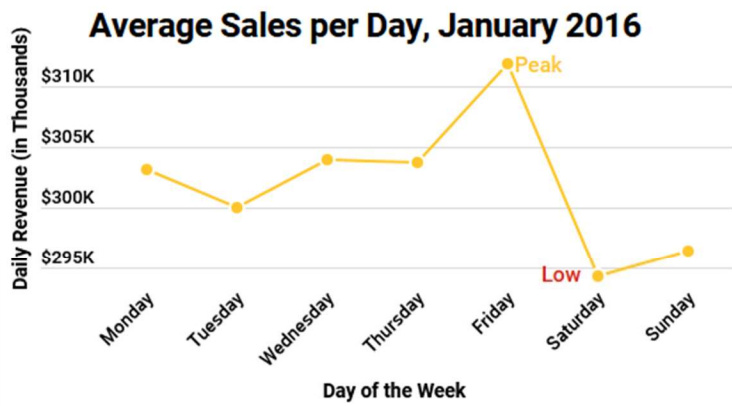


After the release of the Impossible Burger, monthly sales decreased by **\$1.87M** in a single month.



Overall sales peak on **Friday** and hit a low on **Saturday**. Sales are **5.58%** higher on Friday than Saturday.

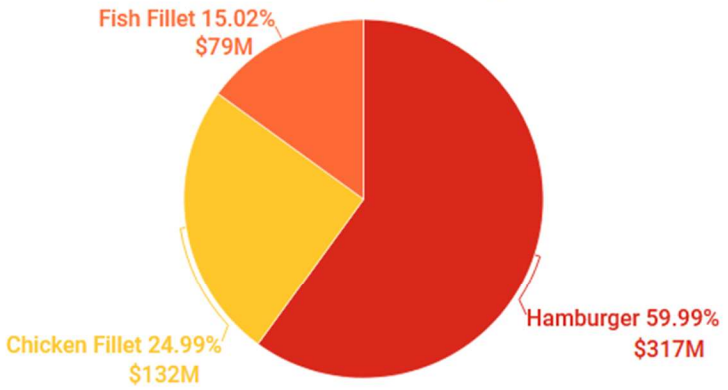


Not all regions follow the overall sales trend. The South West is the only region that completely follows the overall sales trends.

Regional Peak and Low Days, January 2016

Region	Peak Days	Low Days
North West	Friday	Sunday
South West	Friday	Saturday
Central	Friday	Sunday
North East	Thursday	Saturday
South East	Friday	Sunday

Total Menu Items Sales, January 2016-Present



Hamburgers are by far the most profitable menu item across all regions. The **North East** region has the most sales while the **Central** region has the least. The distribution of menu item purchases between regions is very similar.

Total Regional Sales, January 2016-Present

