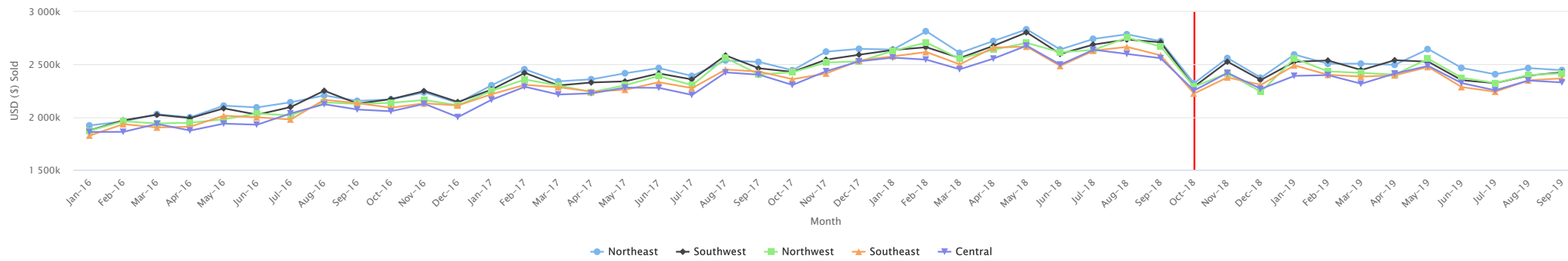
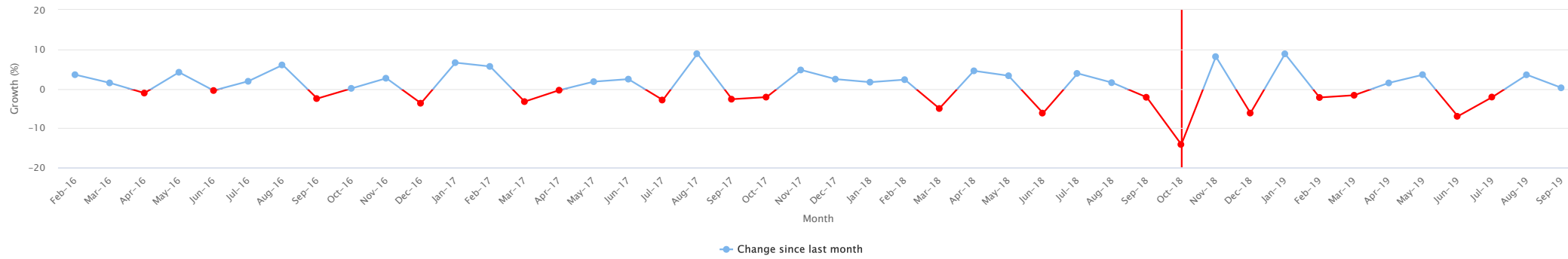


## Region Totals



As we can see, there is a sharp decline in overall sales across all regions when BK introduced their Impossible Burger during October, 2018

## % Growth Since Last Month



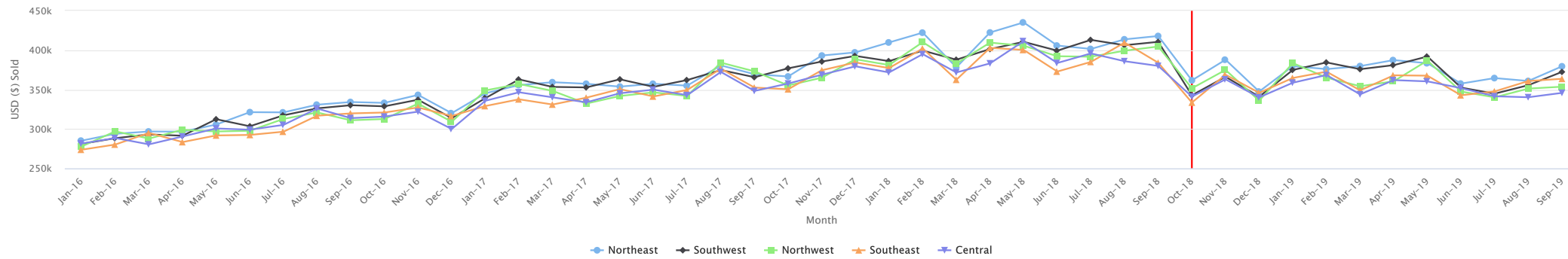
In terms of overall growth, we had longer periods of growth than shrink before the Impossible Burger was released. However, we can see the Impossible Burger did cut our growth by a large margin, and has also led slower growth since.

## Choose item to view region totals

Select an item

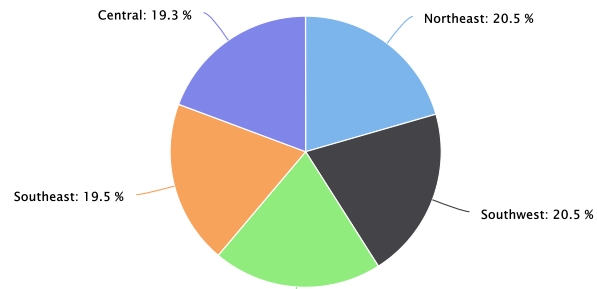
Fish Fillet

## Region Totals For Fish Fillet

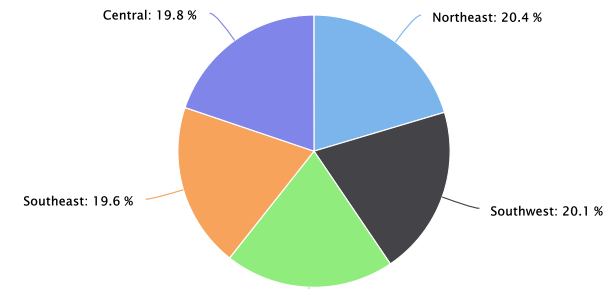


The same story goes if we break down by item, with all items taking a similar hit in terms of sales drops. More worryingly, sales seem to have stagnated since October, 2018 instead of growing at a steady pace like before.

## Region Shares Before Impossible Burger

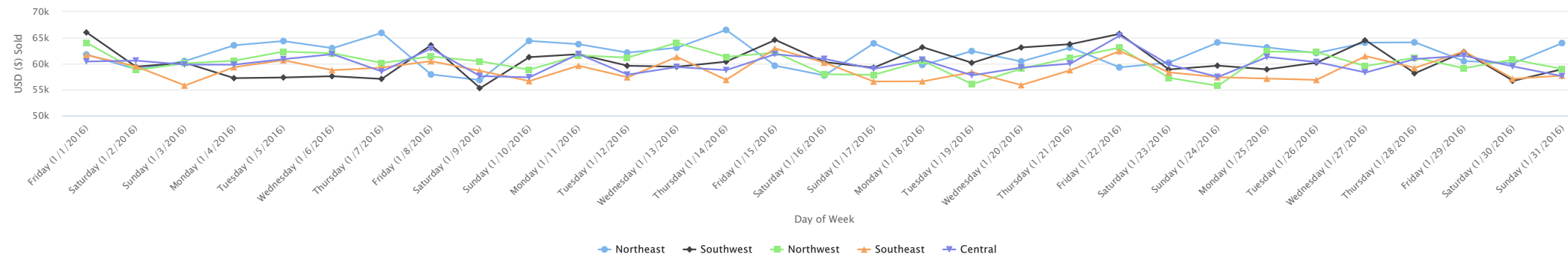


## Region Shares After Impossible Burger



The above charts show that each region was impacted about evenly by the Impossible Burger. This means that our approach to regain sales lost from the Impossible Burger should not be biased towards any particular region.

## Day of Week's Impact on Sales



Sales seem to peak on Fridays, except in the Northeast, where the majority of sales occur on Thursday. This might have occurred due to the Northeast being popular among business travelers, who are going back home late Thursday/early Friday.

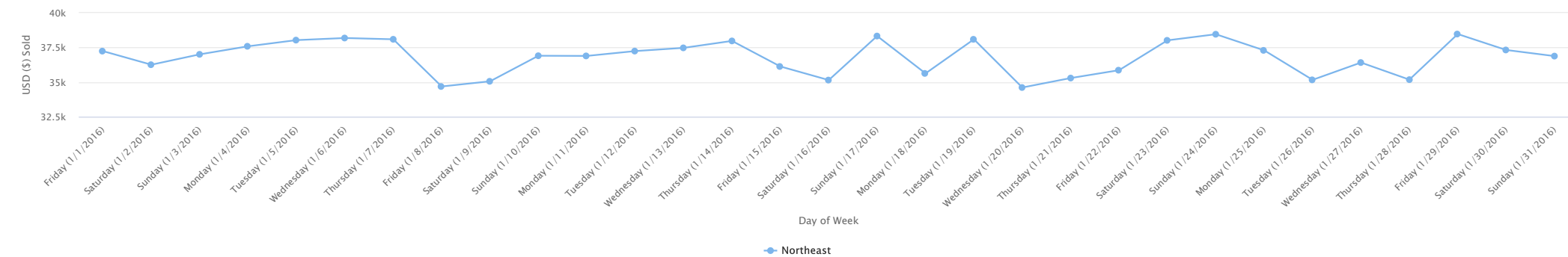
## Choose an item

Select an item  
Hamburger

## Choose a region

Select a region  
Northeast

## Northeast Totals For Hamburger



Sales per region per item. We can see a trend for the Northeast to consume Fish Fillets especially on Thursdays.

[Source code](#)

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Made with Angular and Highcharts