

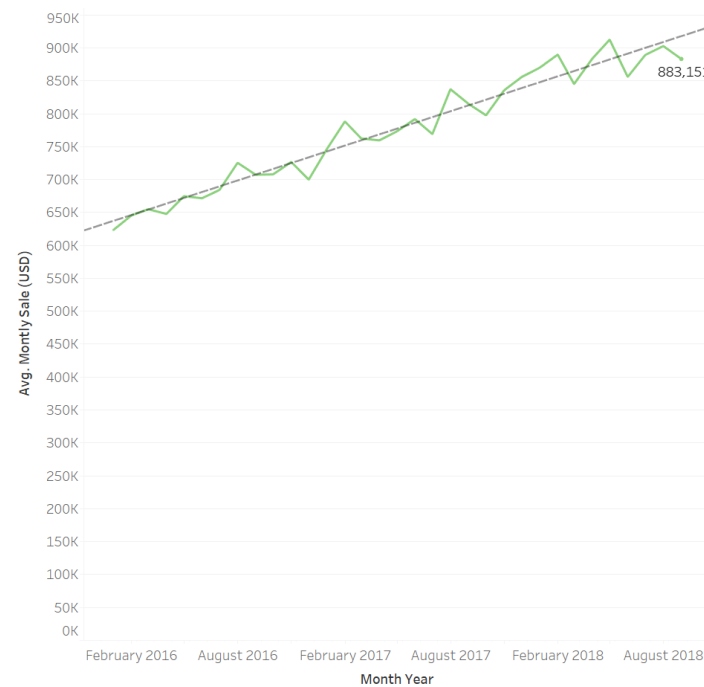
# Sales Analysis in Response to Burger King's Impossible Burger

## Monthly View

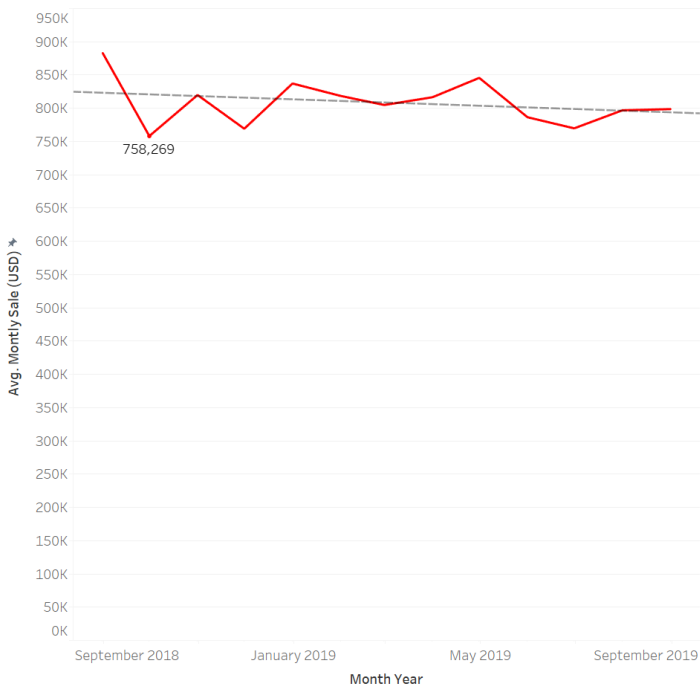
### A Not-so-subtle Shift

[View Detailed Sales](#)

Average Monthly Sale Before Impossible Burgers' Entry

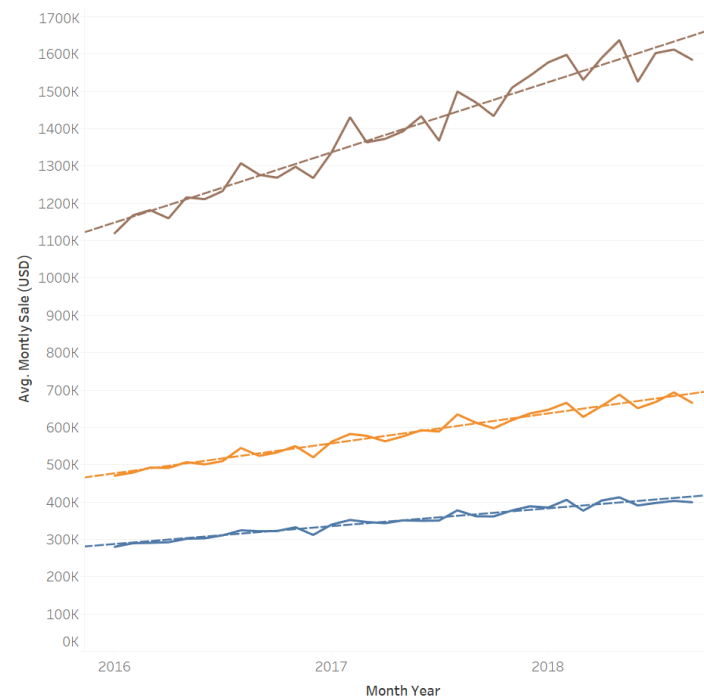


Average Monthly Sale After Impossible Burgers' Entry

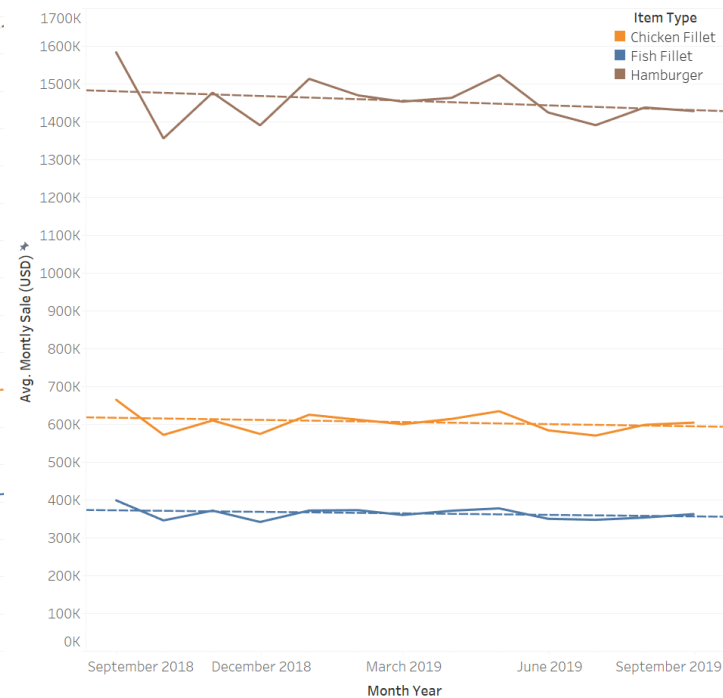


### The Rise (And Fall) of the Hamburger

Average Monthly Sale Before Impossible Burgers' Entry



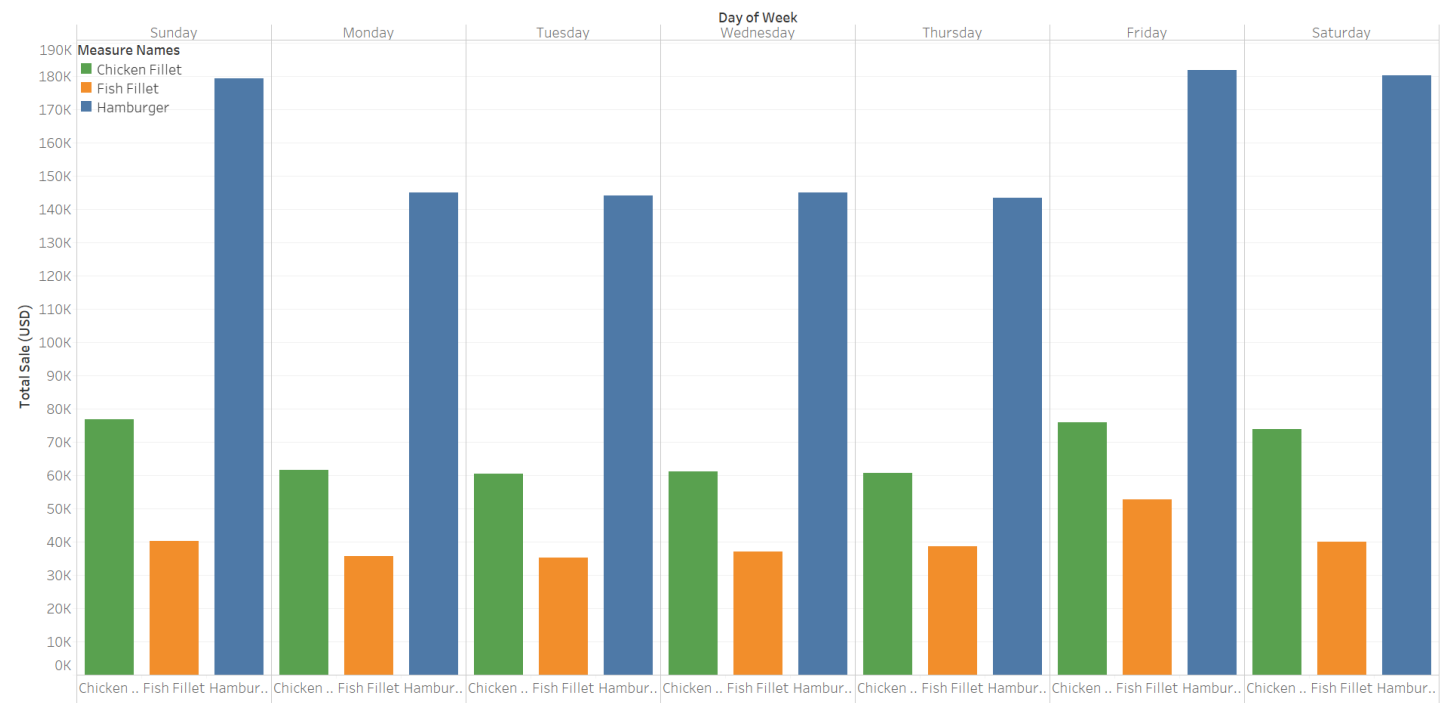
Average Monthly Sale After Impossible Burgers' Entry



## Daily View

What’s killing us? Weekdays or fillets?

Total Sales by Day in January 2016



## Suggestions

- Implement vegan project for R&D department
- Weekday promotions