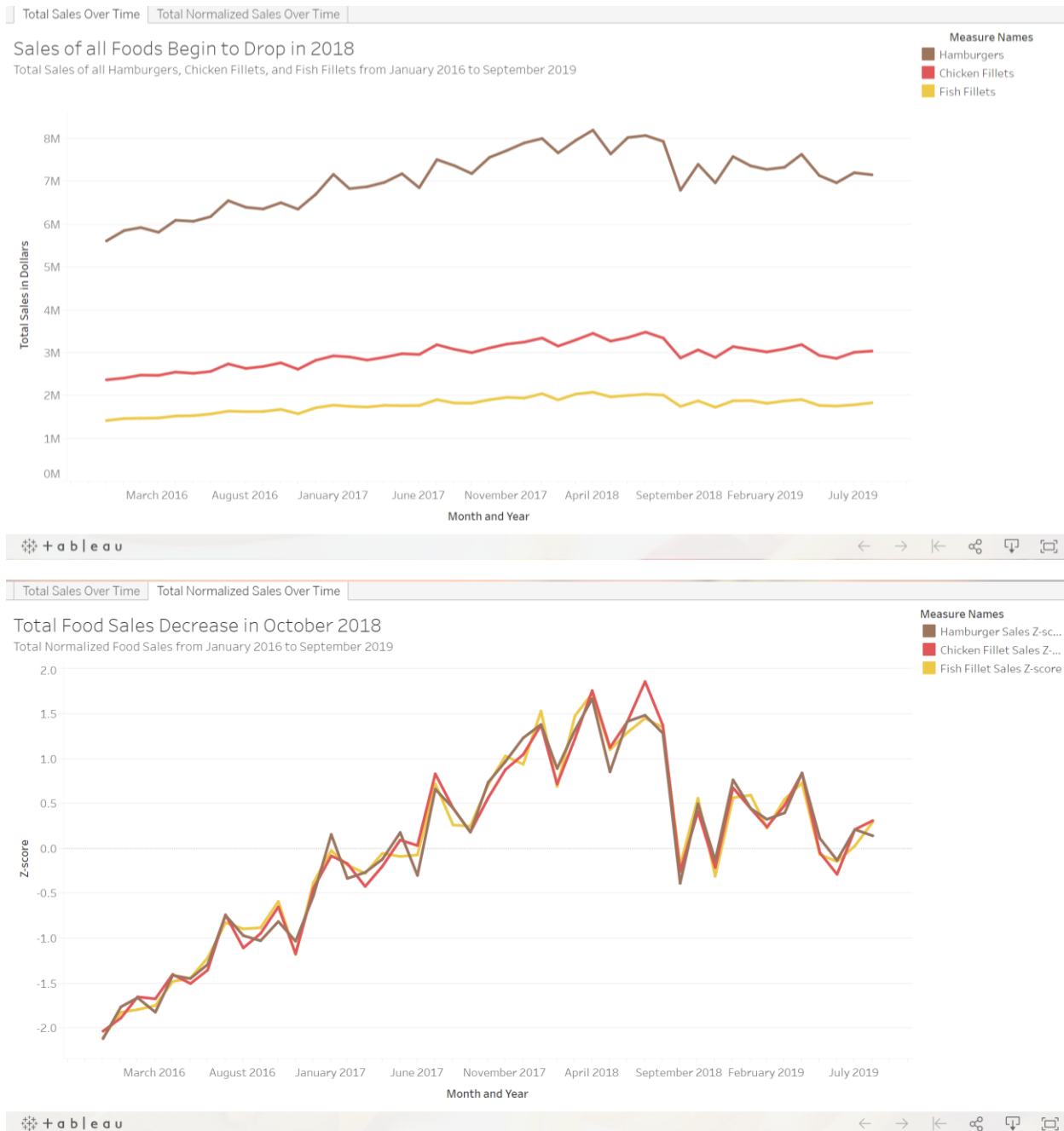
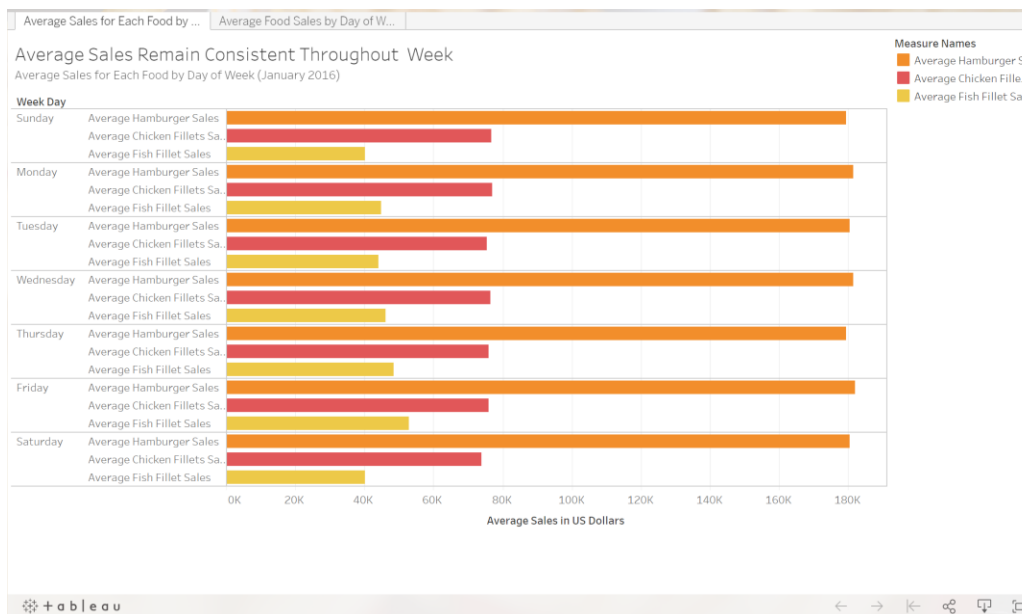
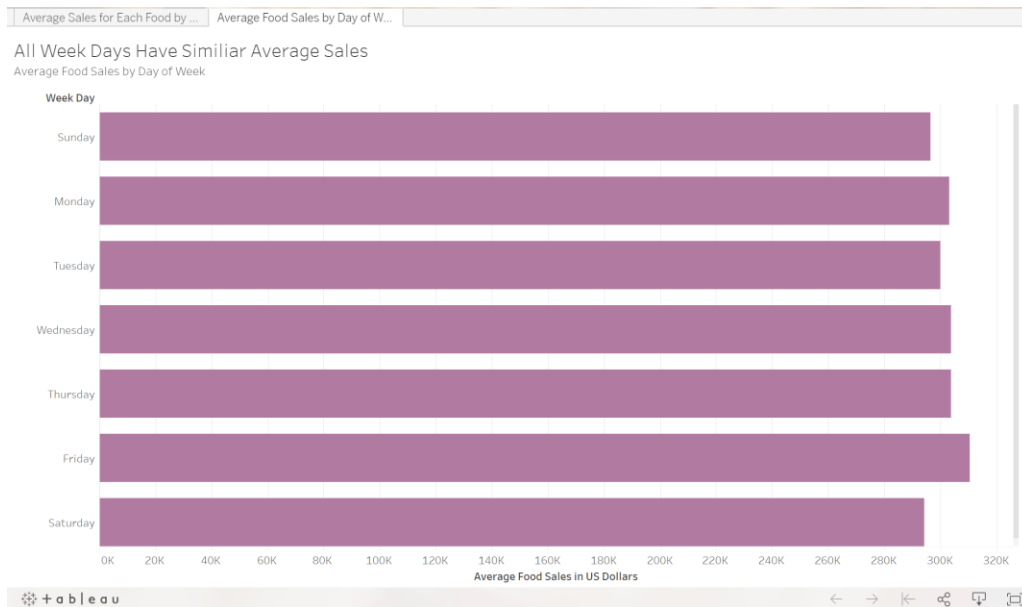


## CEO PDF



In the **Total Sales Over Time** tab, we can see a gradual increase from the start of the data (January 2016) to the end of 2018. This change is most obvious in the hamburger sales data, but we still are unable to know exactly when the steepest change occurs. Click the **Total Normalized Sales Over Time** to view a standardized version of the same graph. Here, when the sales of hamburgers, chicken fillets, and fish fillets are each normalized, it becomes clear that a dramatic dip in sales occurs in October 2018. This corresponds to the timing of Burger King releasing their Impossible Whopper.



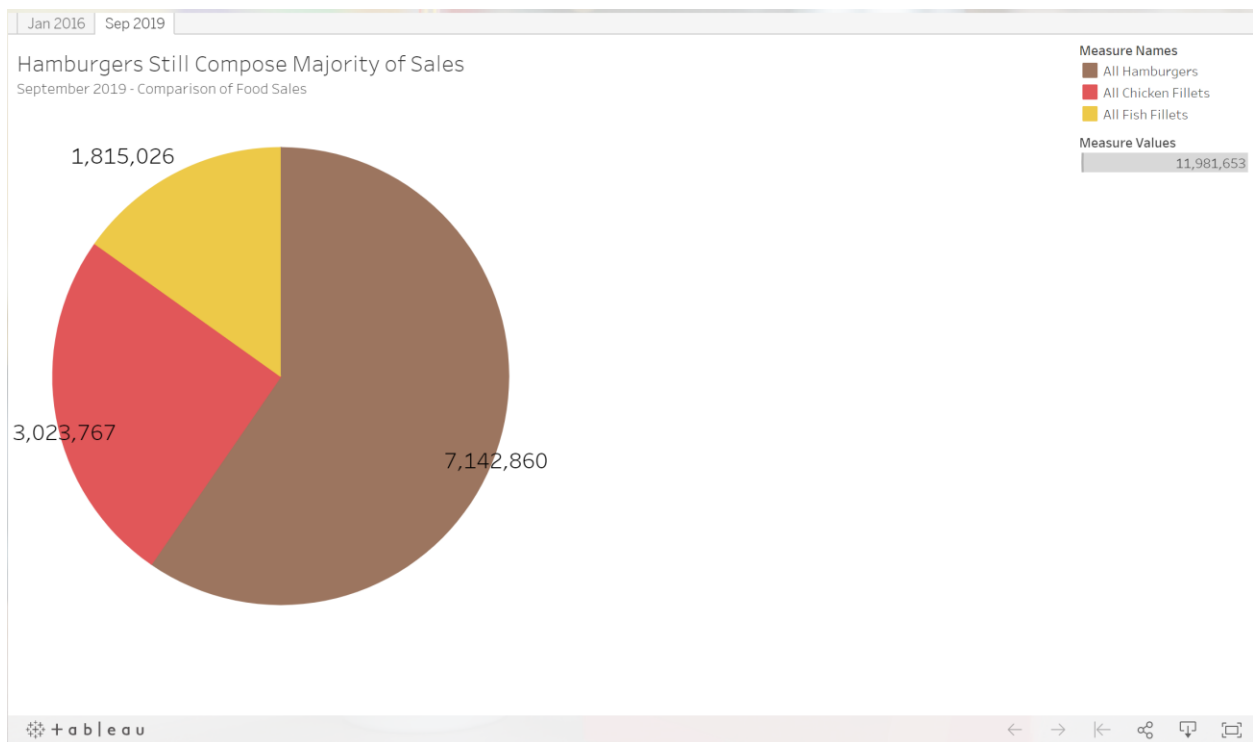
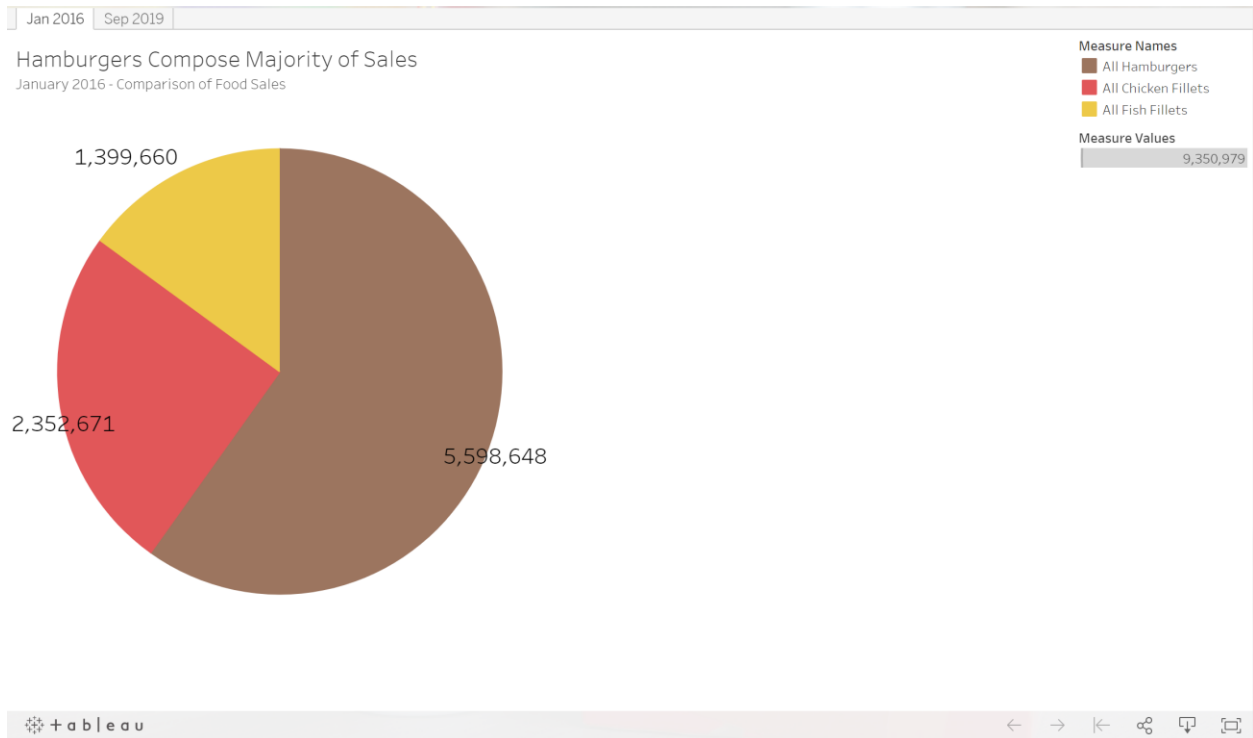
In the **Average Food Sales by Day of Week** tab, we can see that the average sales from each weekday do not differ dramatically. It was important that we took the *average* sales instead of the *total* sales because this data was taken from the month January 2016, which had one additional Friday, Saturday, and Sunday than every other day of the week. So if we tried to visualize total sales per week day, it would look as if sales increased on the weekend, when the data does not really suggest that. Click the **Average Sales for Each Food by Day of Week** to view the average sales for each individual food. From this chart we can see that the ratio of sales between each food item remains fairly consistent throughout the week. Hamburgers continually outsell chicken and fish fillets. While the sales for hamburgers and chicken fillets seems to only vary, at most, by a couple thousand each day, the sales of fish fillets seem to peak on Fridays and dip back down on Saturdays and Sundays. This could be explained by the reason behind the creation of the fish fillet in 1960, when the sandwich was added for customers who do not eat non-seafood meat on Fridays when observing Lent. Some Catholics observe this tradition on every Friday of the year. Additionally, during 2016, McDonalds had a Fish Fillet Friday promotion where the sandwiches were discounted on Fridays. This could also help explain Friday being the most popular day for fish fillet sandwiches.

## Northeast Region's Fish Fillet Sales Differ from Other Regions

Average Fish Fillet Sale for Each Day of the Week by Region



Something odd happens when we take a look at the fish fillet sales by day of the week in each region. On Thursdays and Sundays, the Northeastern Fish Fillet Sales increase sharply. This is significant because the other regions peak on Fridays and steeply fall every other day of the week, whereas the Northeastern region's fish fillet sales sharply increase on Thursdays and Sundays, but fall dramatically every other day of the week including Fridays.



This chart just visualizes the comparison of each individual food item's sales from January 2016 (The start of the data) to September 2019 (The end of the data). We can see that not much changes. Hamburgers maintain their position as the most popular food item, and chicken and fish fillets are the next most popular, respectively.