



TOO BUSY TO BROWSE?

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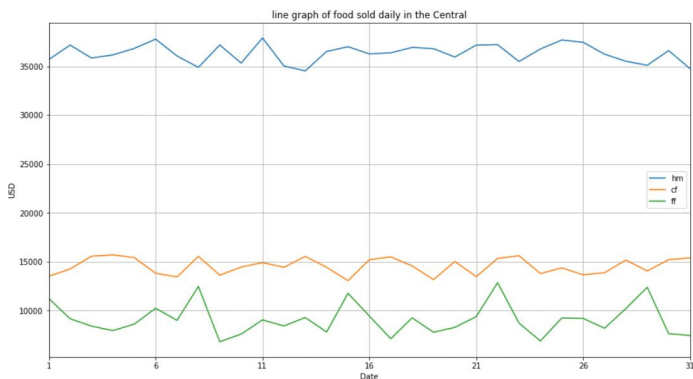
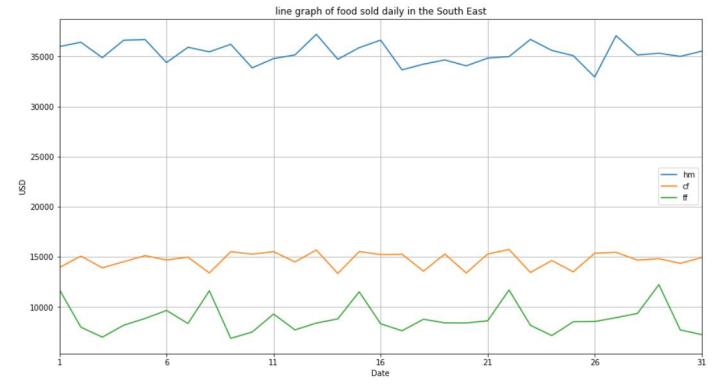
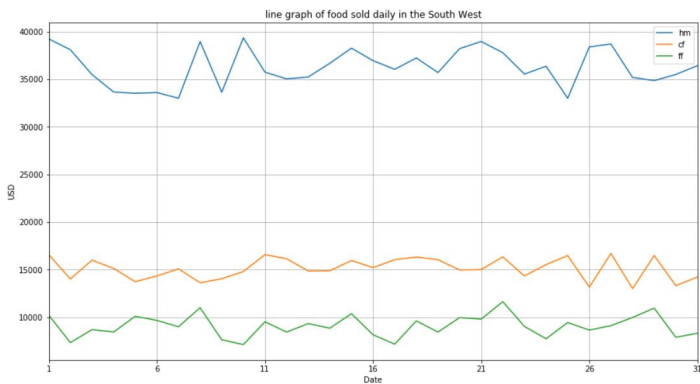
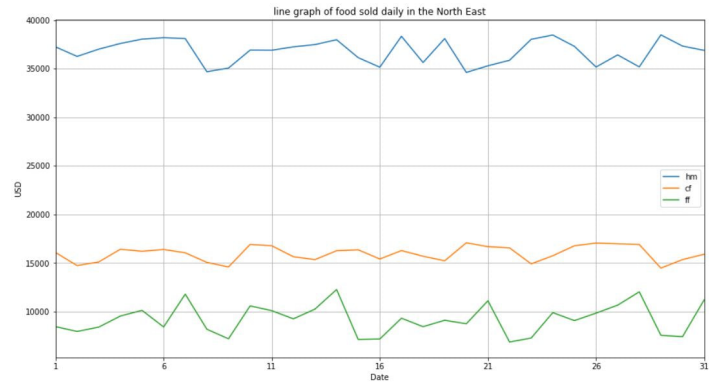
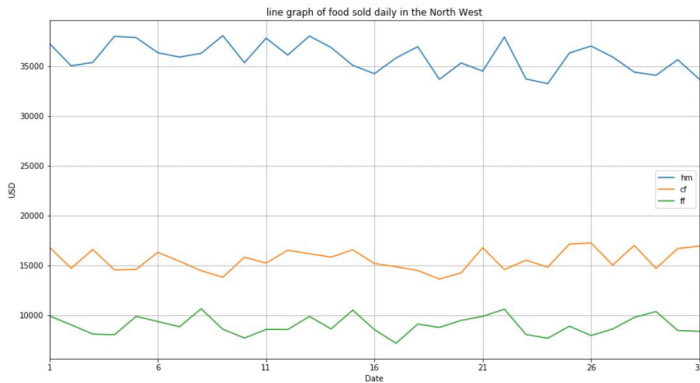
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## **REAL ADVICE FOR REAL FROM REAL DATA**

After some thorough investigation we have come to conclusions that would help the marketing team of McDonald's to increase sales and decrease impacts of our sales made by other rivals.

POWERED BY

# LINE GRAPH OF EACH REGION AND THEIR DAILY SALES

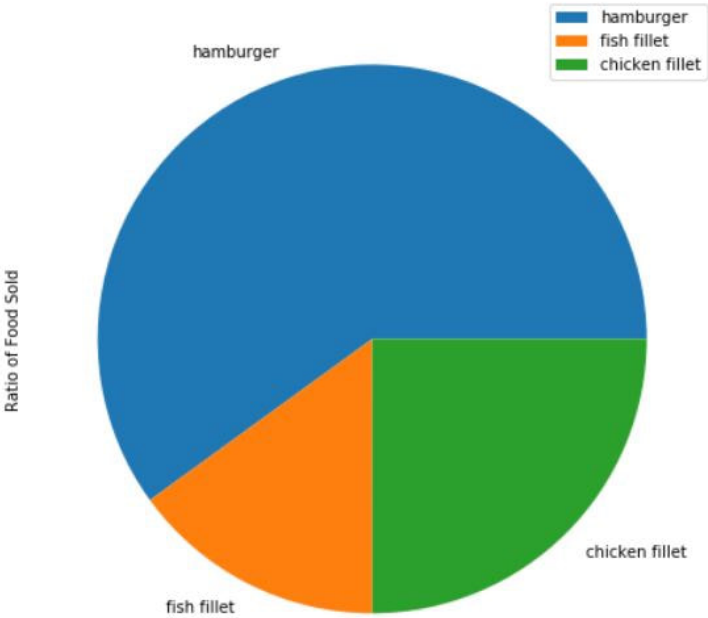


## CONCLUSION

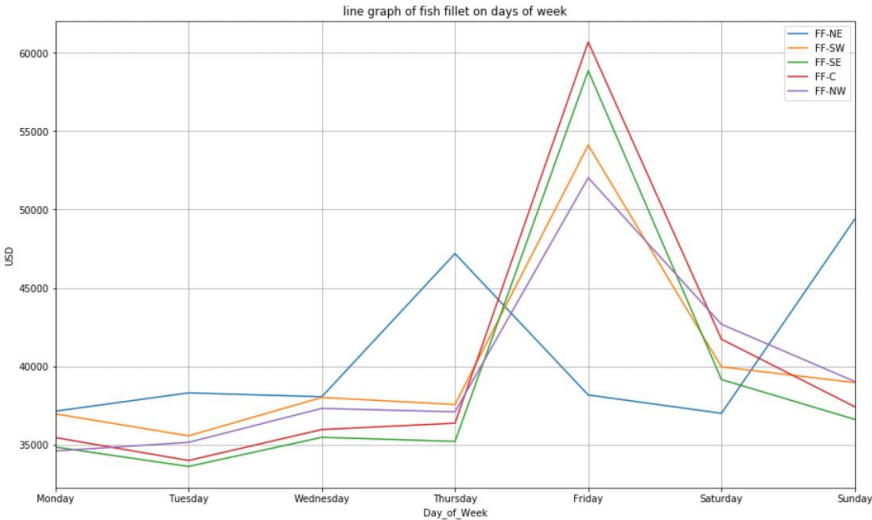
We can see overall that throughout all regions of the United States, that hamburgers tops the biggest sales everyday of the month.

# PIE CHART OF TOTAL SALES OF ALL MONTHS

The pie chart gives a better visual of how much hamburgers dominate sales in all regions. It generates more revenue than fish fillets and chicken fillets combined.

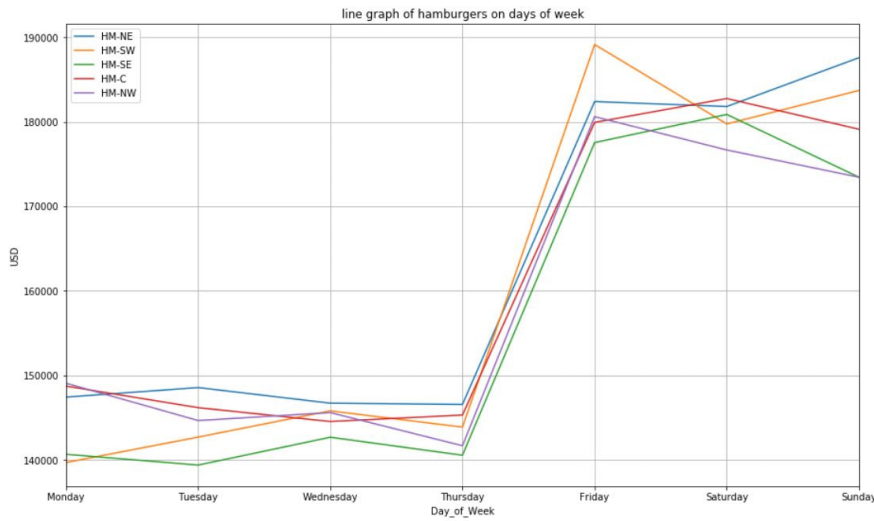


## LINE GRAPHS OF DAY OF WEEK SALES



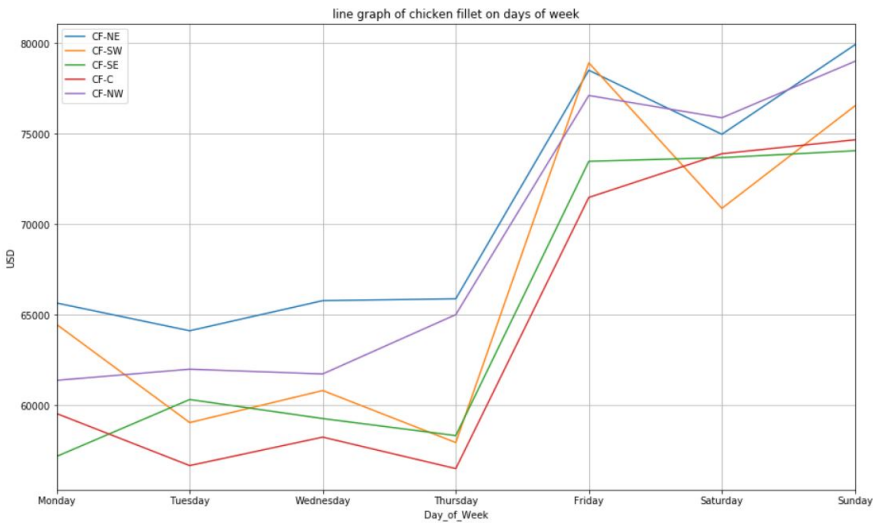
# FILLET SALES ON DAYS OF WEEK

It is clear to see that there is a spike in fish fillet sales on Fridays for all regions except for the Northeastern region. However, unlike other food, sales drop immediately after Friday. However, the Northeastern region is the only region has an unexpected spike in sales on Thursdays and Sundays.



## HAMBURGER SALES ON DAYS OF WEEK

All of the regions have a similar pattern in hamburger sales where there is a large increase of sales starting on Fridays and continuing onto Sunday. Sales drop dramatically on Mondays until Thursdays.



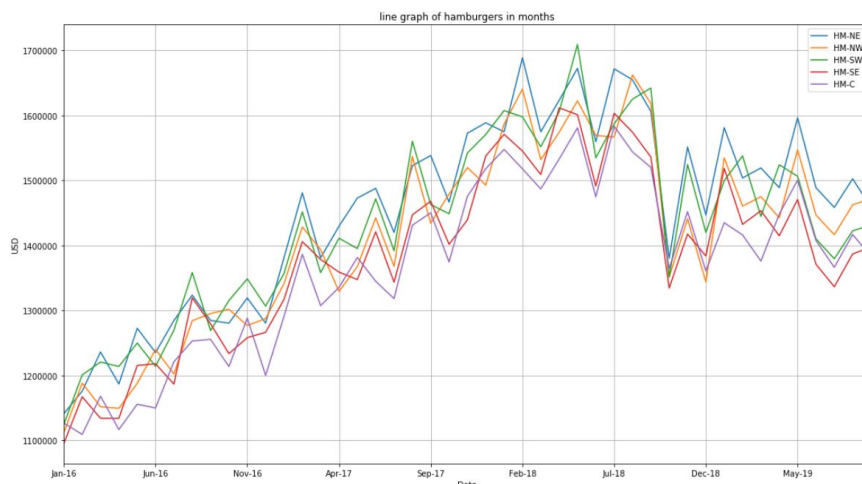
## CHICKEN FILLET SALES ON DAYS OF WEEK

Overall patterns of chicken fillet sales are similar through the week, where there are low sales in the weekdays until it Fridays and the weekends. However there in the Southwest region, there is an unexpected large dip in sales on Saturdays, but sales pick up on Sunday before it drops again with the rest of the regions on Monday.

# GRAPHS OVER THE DAYS OF WEEK

that sales would dramatically increase when it is Friday and on average high throughout the weekend before it drops low on Monday and stay low until Friday. However there was an outlier of where sales of fish fillet in the Northeast region would jump high on Thursdays before dipping low on Friday and Saturday and back up on Sunday.

## LINE GRAPH OF SALES BY MONTHS



## HAMBURGER SALES THROUGH THE MONTHS

Through the line graph, we can see that sales steadily increase from January 2016 until about October 2018 where there was a large decrease in sales. The release of the impossible burger from Burger King happened at the same time of the sharp drop in October 2018.

## CHICKEN FILLET SALES THROUGH THE MONTHS

Through the line graph, we can also see that chicken fillets



took a dip in sales in around October 2018 after a steady increase of sales since January 2016.



## FISH FILLETS THROUGH THE MONTHS

Through the line graph of months of sales of fish fillet, the same patterns of sales continue similar of chicken fillets and hamburgers, where there was a steady increase of sales until around October 2018 that sales plummeted.

## CONCLUSIONS AFTER LINE GRAPHS THROUGH THE MONTHS

All the sales of hamburgers, chicken fillets, and fish fillets have very similar patterns of sales throughout the United States, where there is a steady increase of sales through the years until October 2018 where sales dropped dramatically and then later fluctuated for the rest of the months.



