**Feasibility of McDonald’s "All Day Breakfast" Program**

1. State the problem described by the client & desired outcomes.
   1. Problem: Was the “All Day Breakfast” Program increase the average revenue compared to the period without this program?
   2. Desired outcomes: The “All Day Breakfast” Program increased the average revenue and McDonald should keep this program to gain more revenue.
2. Describe your hypothesis identifying the business drivers (influences).
   1. Internal factor – Operations(cost), store traffic(profit) …
3. Identify variables available that relate to business drivers.
   1. Related to cost:
      1. Additional working time (Hours) of specific machines for preparing breakfast food within the program (per day \* number of days)
      2. Cost ($) for additional working time of specific machines for preparing breakfast food within the program (per day \* number of days)
      3. Number of additional workers McDonald hired during this program
      4. Average payment per worker
      5. Additional raw material McDonald prepared
      6. Cost ($) for each kind of raw material
   2. Related to profit:
      1. Increase in sales of breakfast menu ($)
      2. Increase in store traffic (#)
      3. Increase in additional regular food sales after 10:31 am. (Some customers who purchased breakfast food during lunch hours also added non-breakfast items) ($)
      4. Numbers of new customers (who never been to McDonald for at least 1 month) (#)

