

McDonald's Canada

Interview Assignment

Note:

This is a fictitious business case. All references and associated data contained in this assignment are not reflective of (nor intended to reflect) actual business results from McDonald's Canada.

Scope

McDonald's launched a promotion called the 'Ultimate Big Mac'. The 'Ultimate Big Mac' was a limited time offer for 4 weeks and was a bigger version of the original Big Mac with a smoky BBQ sauce. The 'Ultimate Big Mac' was expected to draw new units to the total business - specifically, one of the business targets was for 35% of the 'Ultimate Big Mac' to be new/incremental units to the business.

Data Set

The attached data set provides:

- 1) Actual weekly unit volume of select menu items (including the 'Ultimate Big Mac')
- 2) Forecasted unit volume of select menu items – specifically,
 - A forecast of what the 'Ultimate Big Mac' was expected to deliver by week
 - A forecast of other select menu items which represent the expected volumes by week - *if the 'Ultimate Big Mac' was not offered*

Deliverables

Analyse, summarize findings and be prepared to present your recommendations in a 15 min presentation - there are no limitations on tools / approaches.

1. Did the 'Ultimate Big Mac' meet the business objectives?
2. What other data would you curate to enhance the data set? How would you approach it?
3. What recommendations would you make to McDonald's in future?
4. How can the analysis be expanded? What impacts would it have on the recommendations?

NOTE: Please feel free to bring your presentation on a USB key or you can send in advance to james.fok@ca.mcd.com. Alternatively, you can bring your own laptop or print out the presentation.