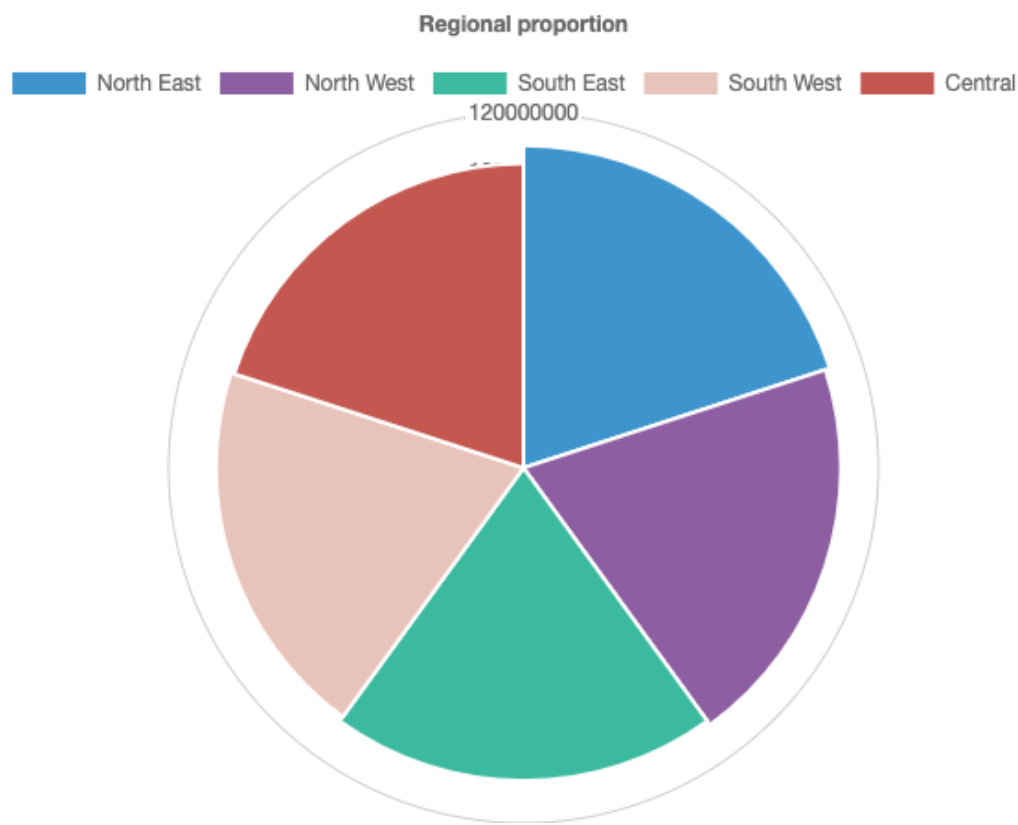


McDonald's Sale Analysis

Analysis of the influence of Burger King's New Burger at 2018 Oct

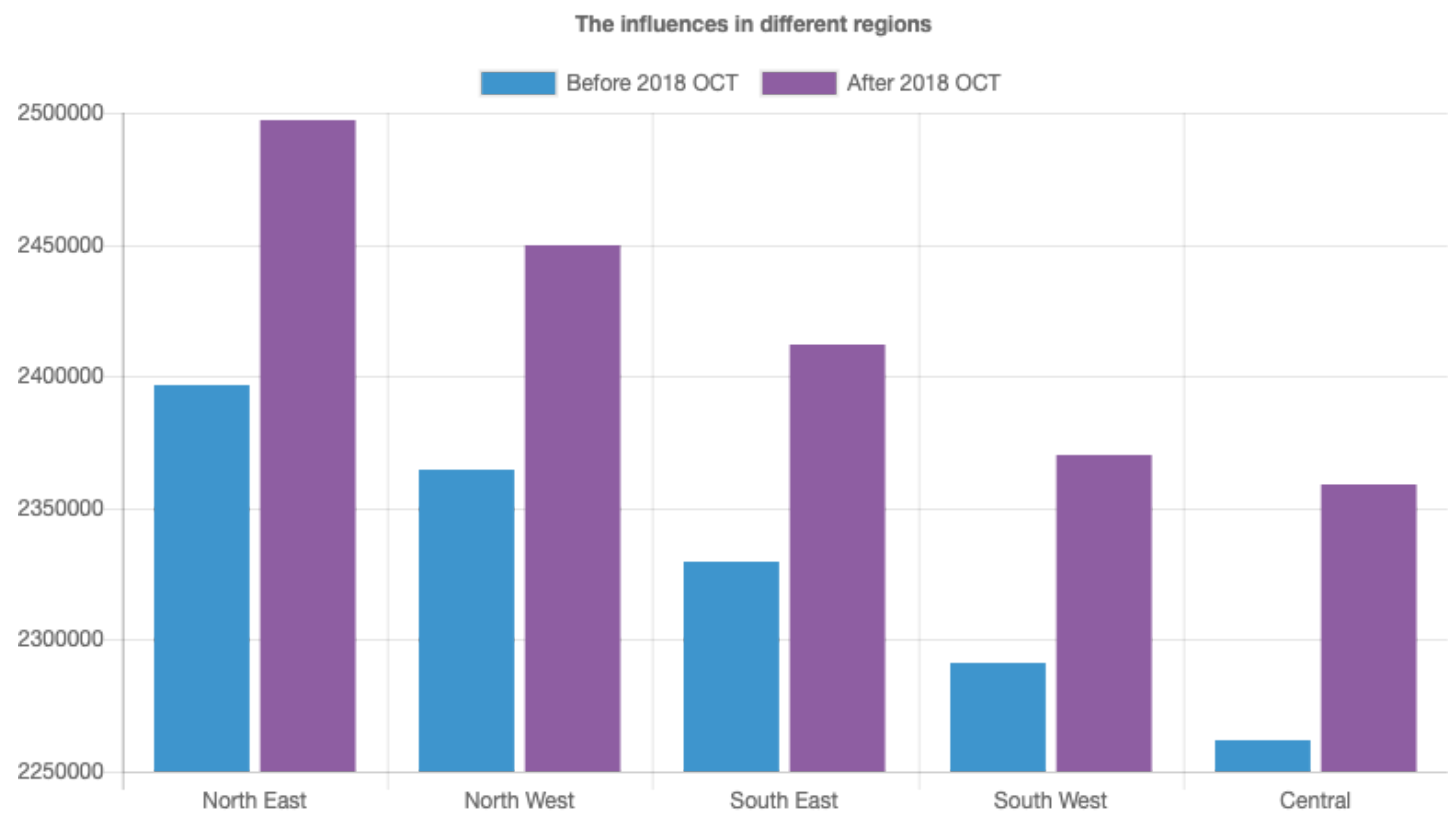
This analysis will figure out How Burger King's impossible Burger affect McDonald's sale

Let's first start at the influence of different regions. The following graph is the distribution of different regions



The five regions seems almost equal.

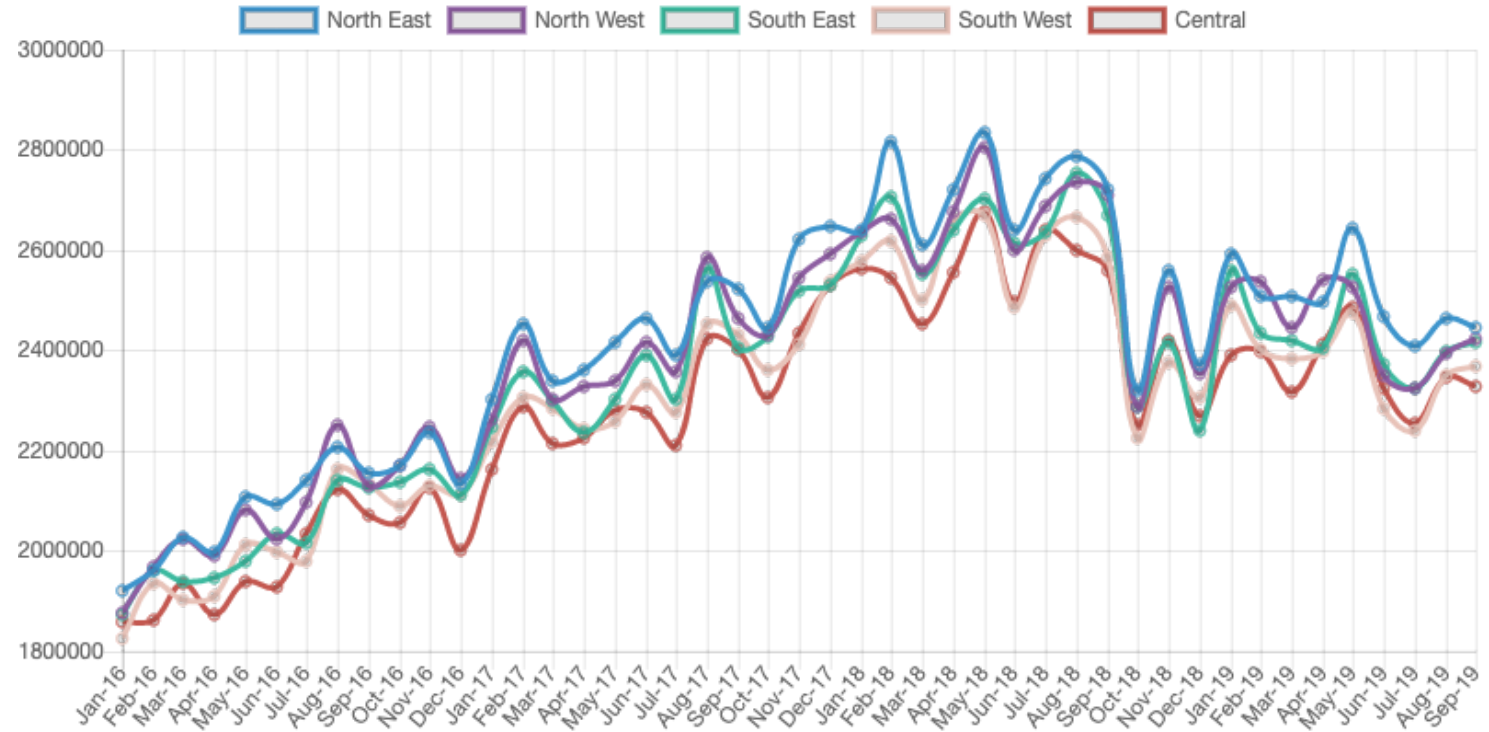
The following graph is the average sales before and after 2018 Oct in different regions



The average sales after 2018 Oct is all greater the sales before the date. But is that mean the influence is positive? It is possible that the the mac trend of sales is increasing, but Burger King's new burger slow the increasing rate or even change it to negative.

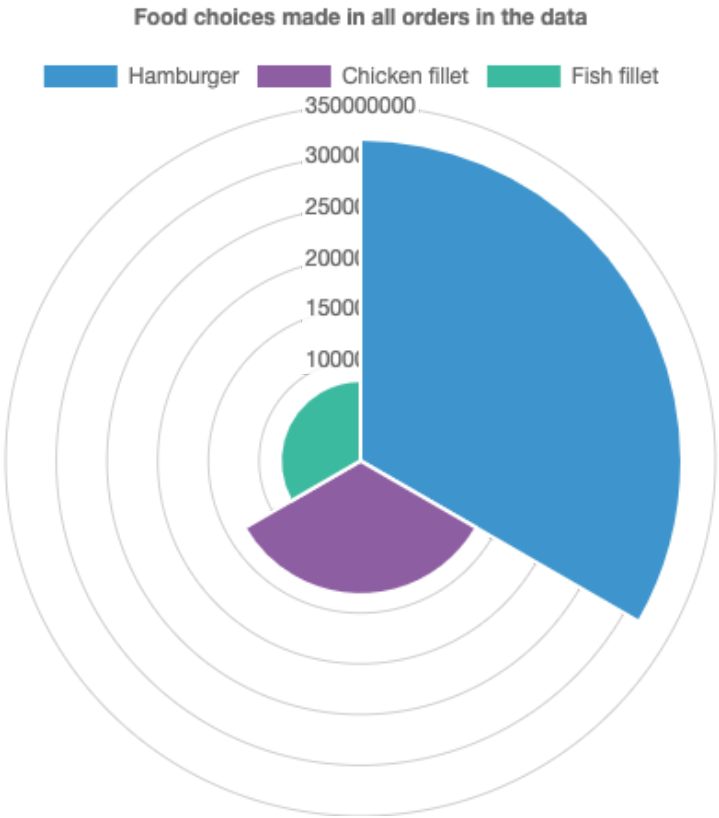
Let's see the following line chart

Sales of different regions

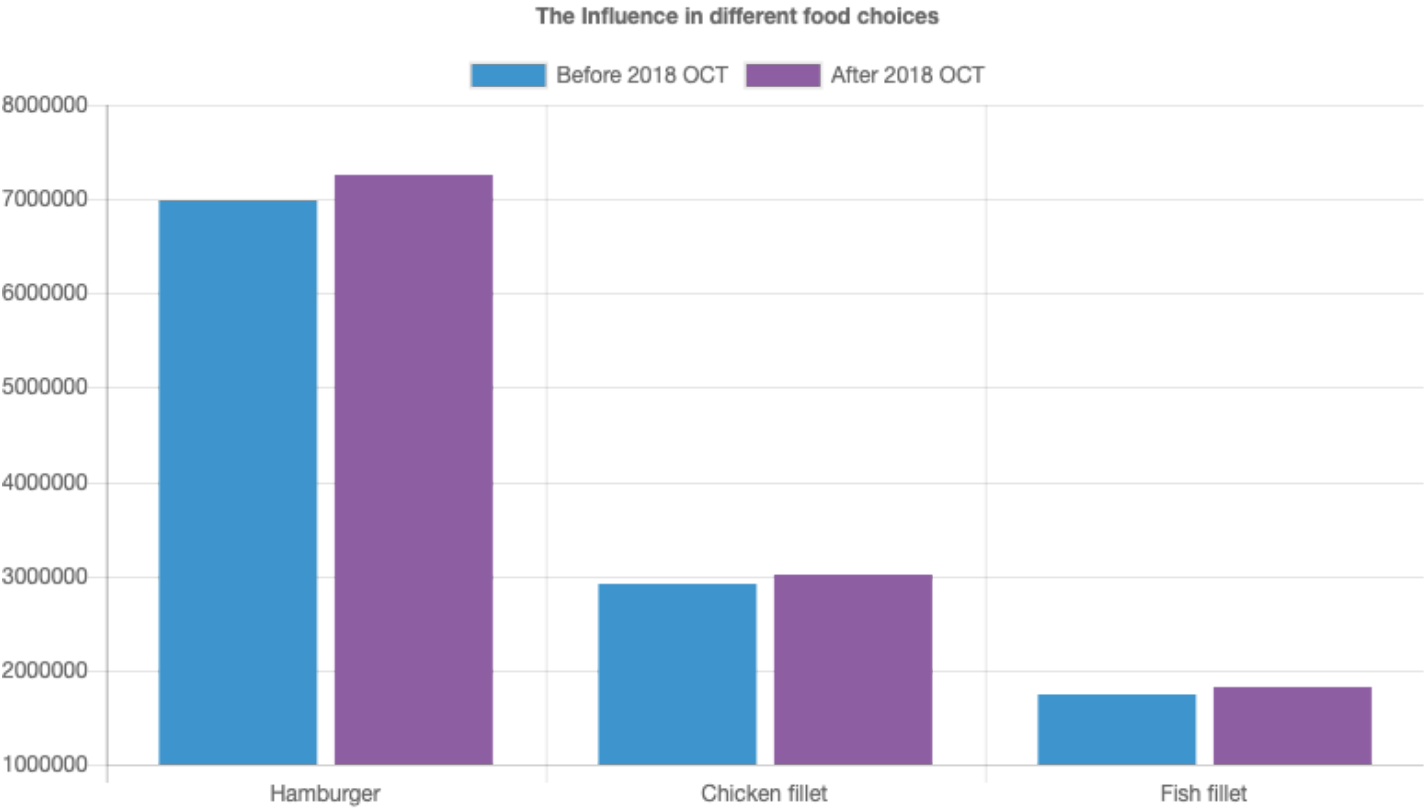


The line chart shows the sales almost increase before 2018 Oct, while the sales almost decrease after 2018 Oct.

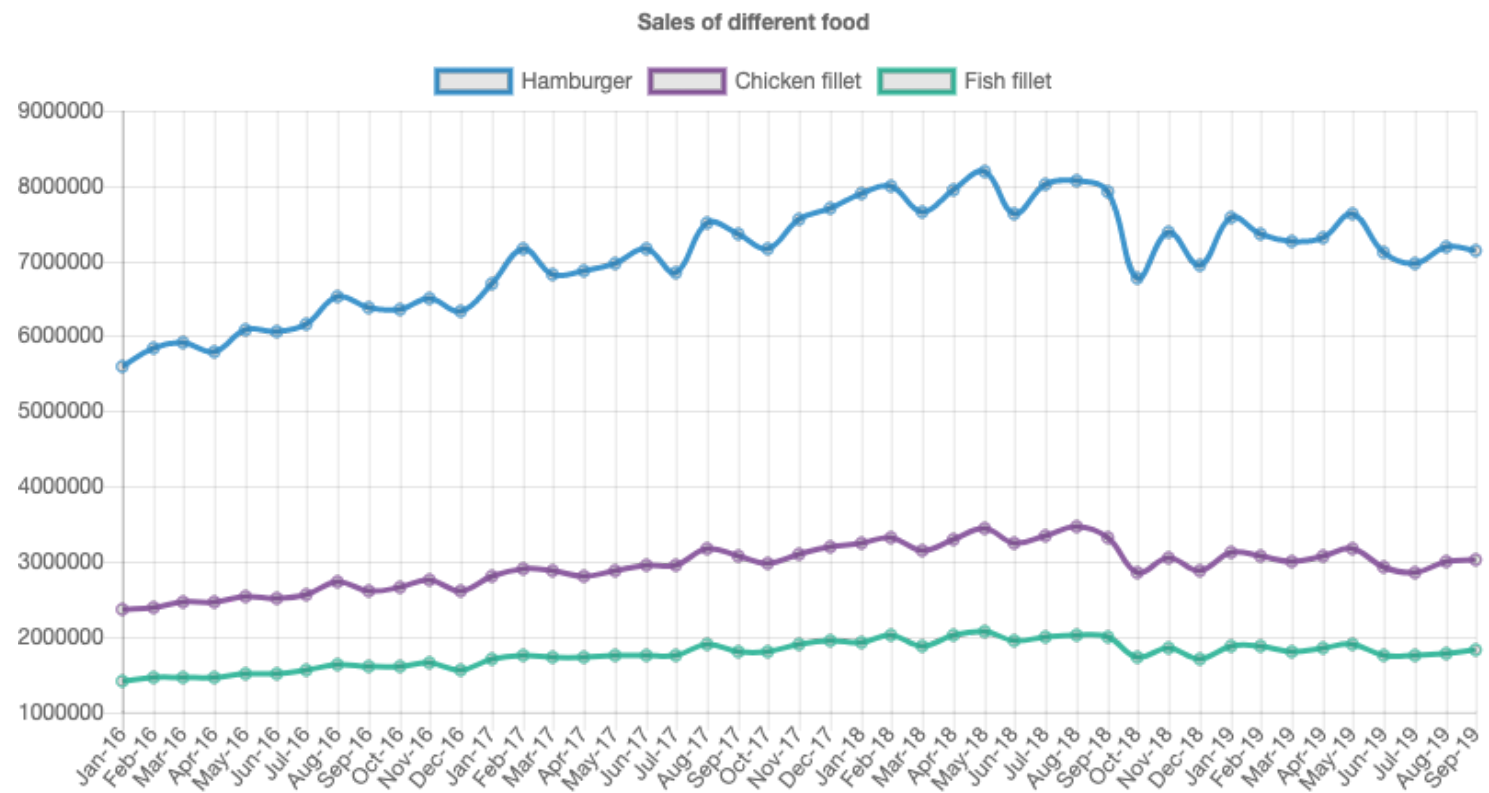
Let's change to the influences in different food choices



The distribution of different food products have a great influence

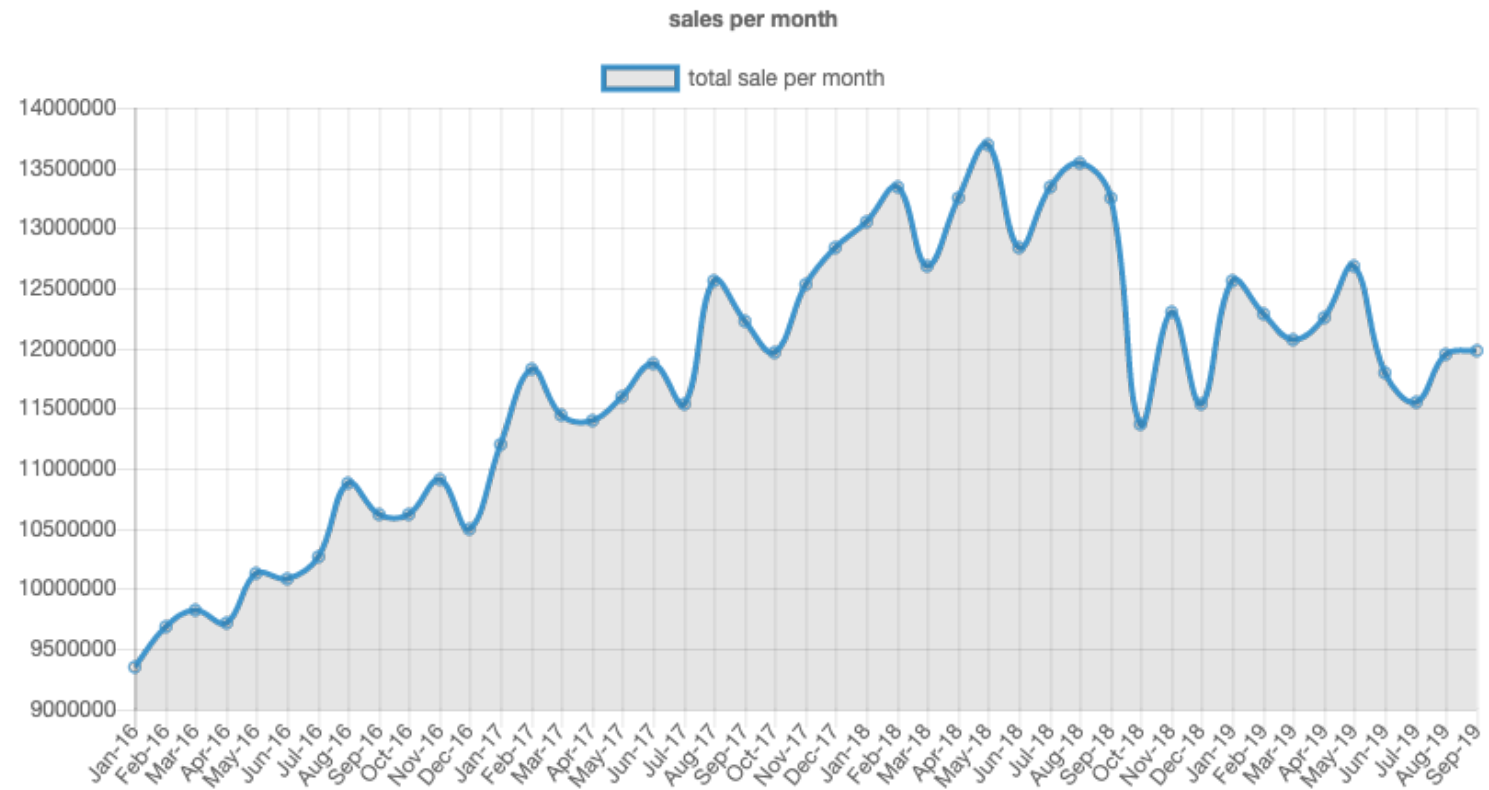


The average sales after 2018 Oct is all greater the sales before the date. This is similar with previous part



The results is similar with previous part but the differences are noscript so obvious

Let's see the line chart of total sales per month



In the above group, the sales almost increase before 2018 Oct, while the sales almost decrease after 2018 Oct

Here we got the conclusion. Berger King's impossible Burger negatively affect McDonald's sale