



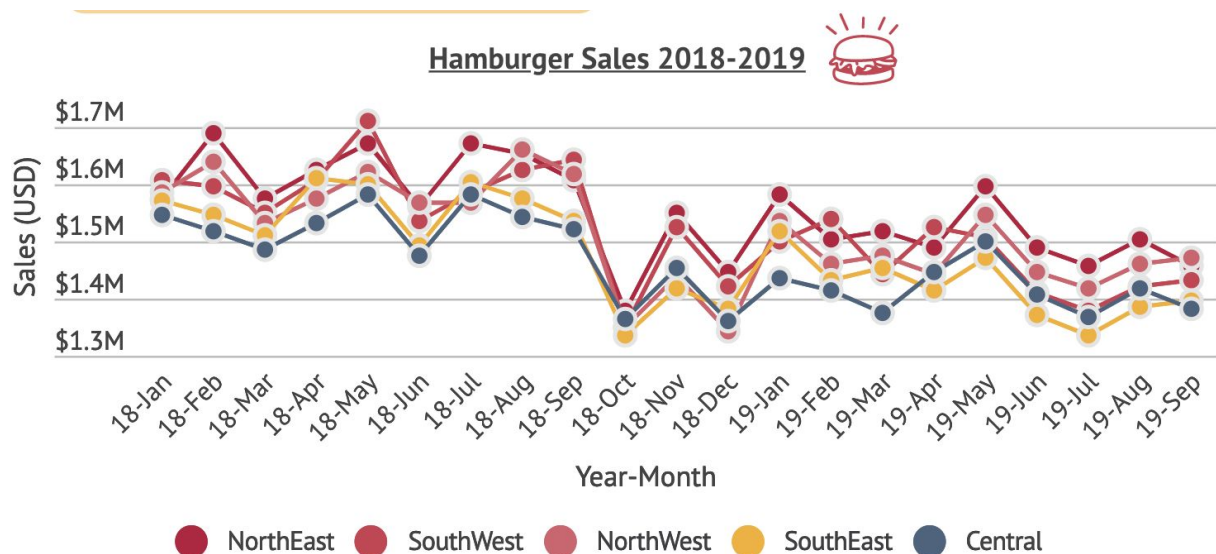
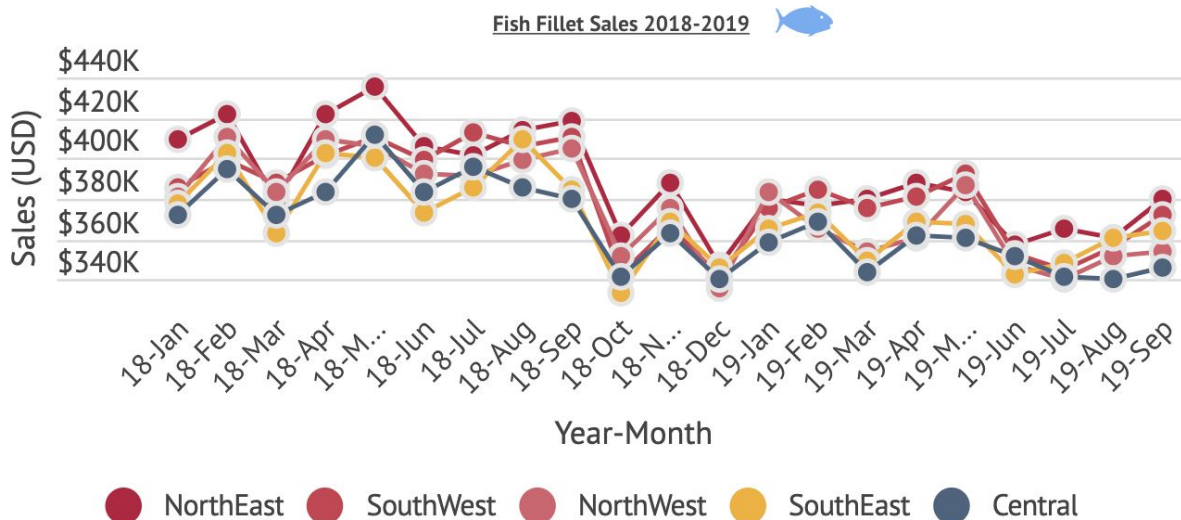
McDonald's Report

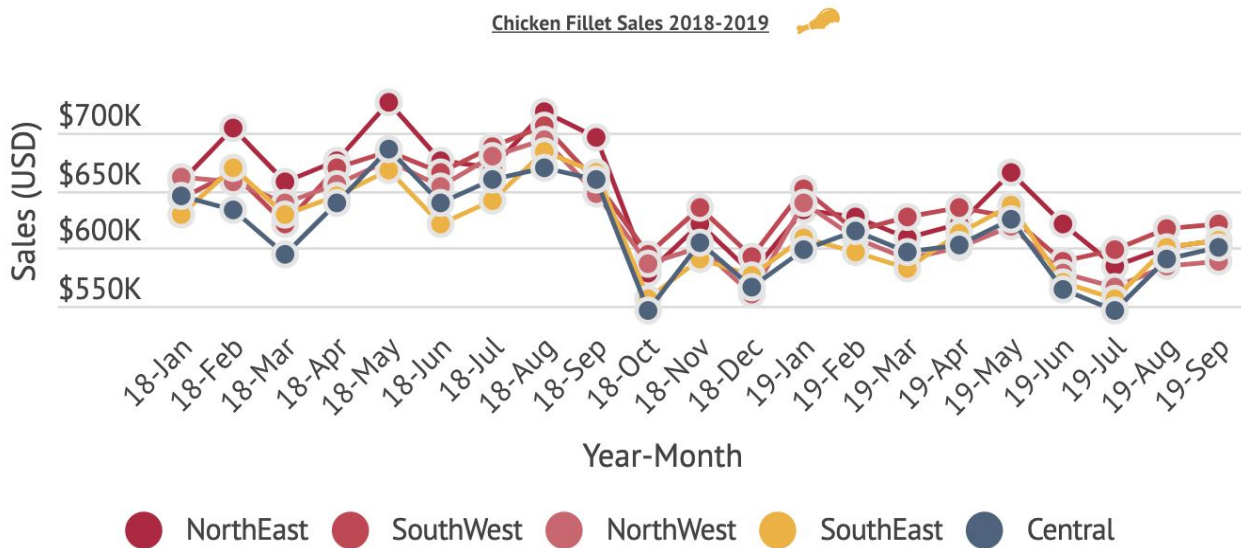


Michael Kusnadi (A15228296)

In October 2018, Burger King introduced the Impossible Burger which has greatly affected McDonald's and their sales. This report will examine its effects as well as explore new strategies in order to improve overall sales for McDonald's.

Regional Product Report



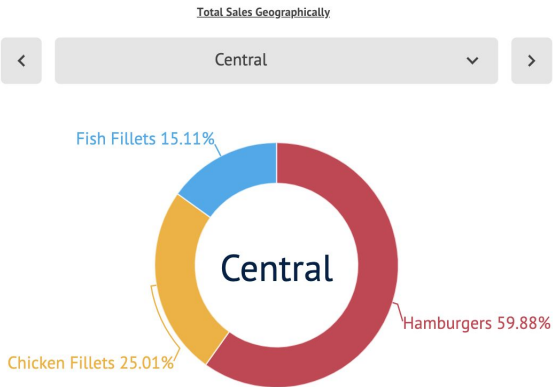
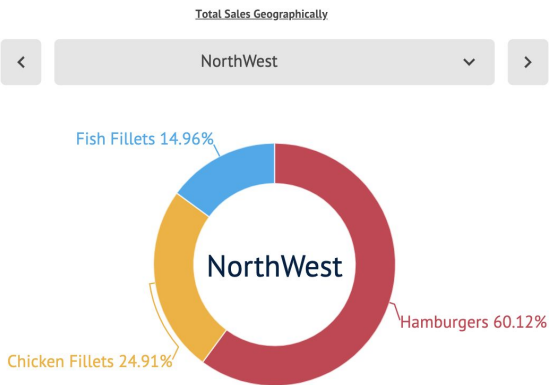
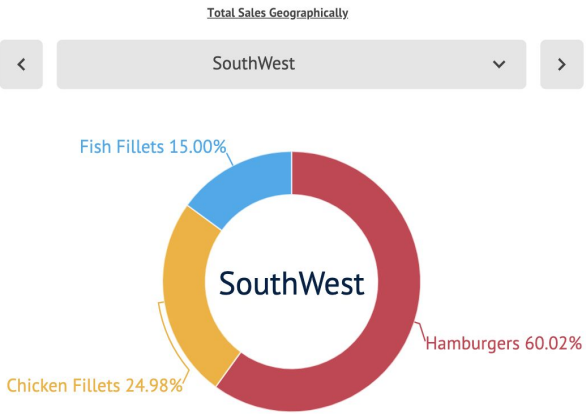
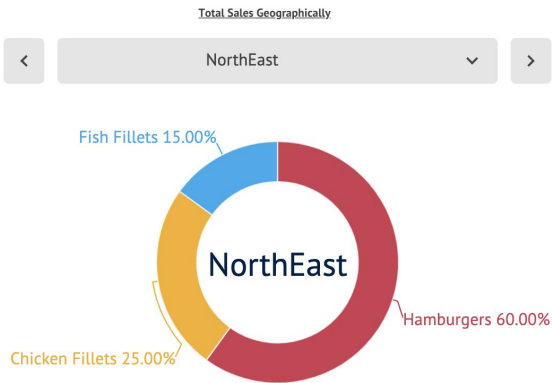
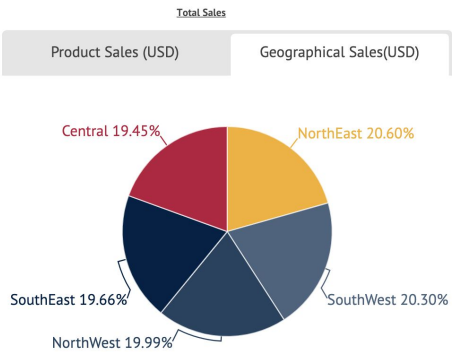
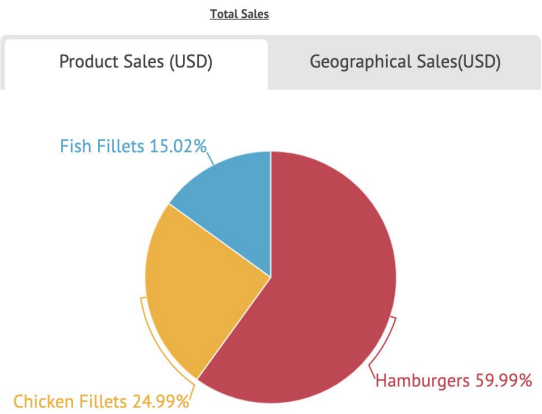


The Impossible Effect

As seen from the data above there was a significant drop in McDonald's burger sales as soon as Burger King's Impossible Burger was launched in October 2018. This is a problem as the average sales did not recover even after almost a year. So this shows that the Impossible Burger affected McDonald's burger sales drastically.

Fish and Chicken Fillet Sales also plummeted with the introduction of the Impossible Burger. As can be seen through the two graphs above. This shows us that the Impossible Burger does not simply affect burger sales for McDonald's but is causing sales to drop in all aspects of the products. This goes to show that many customers switched out to Burger King and their other products when the Impossible Burger was introduced. The effects are long-lasting as sales have not recovered yet.

Overall Sales



The graph above on the top shows the overall sales in terms of product as well as location. Based on this, we can see that the burgers are the main revenue source for McDonald's and this is one which we should focus on trying to improve at the moment in terms of sales. Furthermore, the geographical sales data shows that sales are similar throughout different regions. To further this study, I decided to graph each region's sales based on products which are represented by the doughnut graphs above. From this, it can be concluded that sales between regions are similar in terms of sales and product proportion. This is an important fact as future decisions can be implemented generally and McDonald does not need to specialize promotions based on regions as they are all similar. This will save time and money for the company.

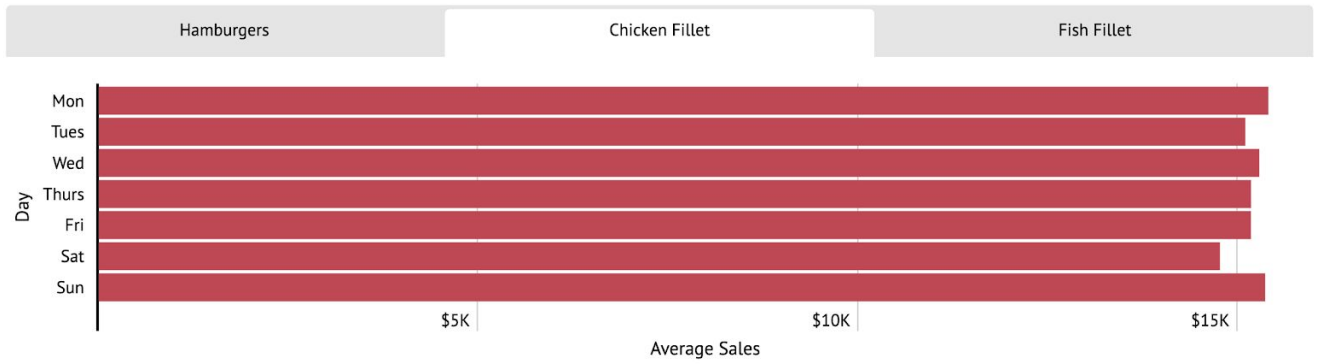
Micro Analysis

Fish Fillet Fridays

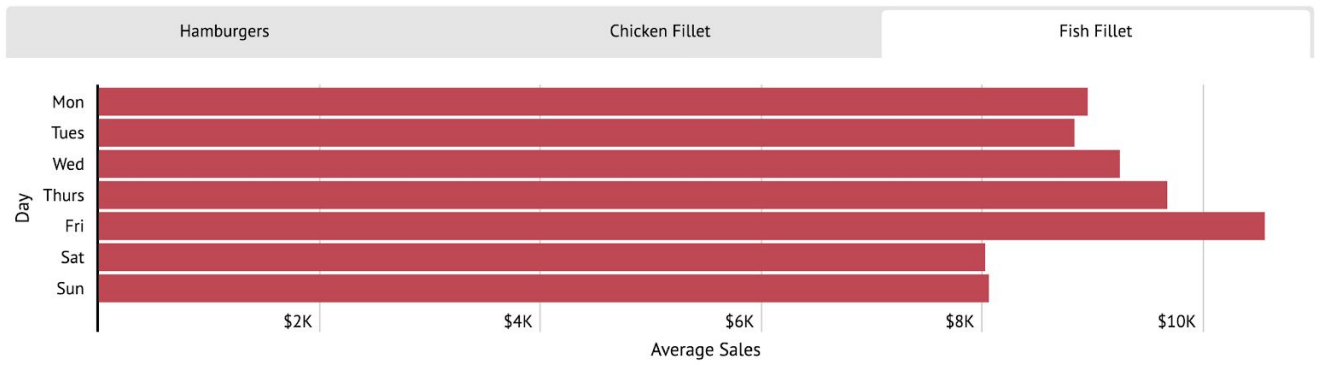
Based on the daily sales report I was given, I was able to create a micro analysis of sales that happen each day. Because this sales report was based in 2016, we must be careful about how much we depend on this data. Nonetheless, it is helpful for us to understand how our business runs on a more micro day-to-day level. The graph above shows the average sales of the products for each day of the week. For hamburgers and chicken fillets, there are very little differences for each day of the week. Fish fillets, on the other hand, have a significant increase in sales on Fridays. Because of this, I decided that it is important to find out this increase in more detail and thus I plotted the graph on the right which shows the

Because of this I decided to explore this increase in sales in more detail. In order to do this, I plotted the bar graph on the right which shows the sales of fish fillets by day on each region, and I found out that all regions had a significant increase of fish fillet sales on Fridays except for the NorthEast region. This will then be an opportunity to increase sales by giving promotions on fish fillets on Fridays.

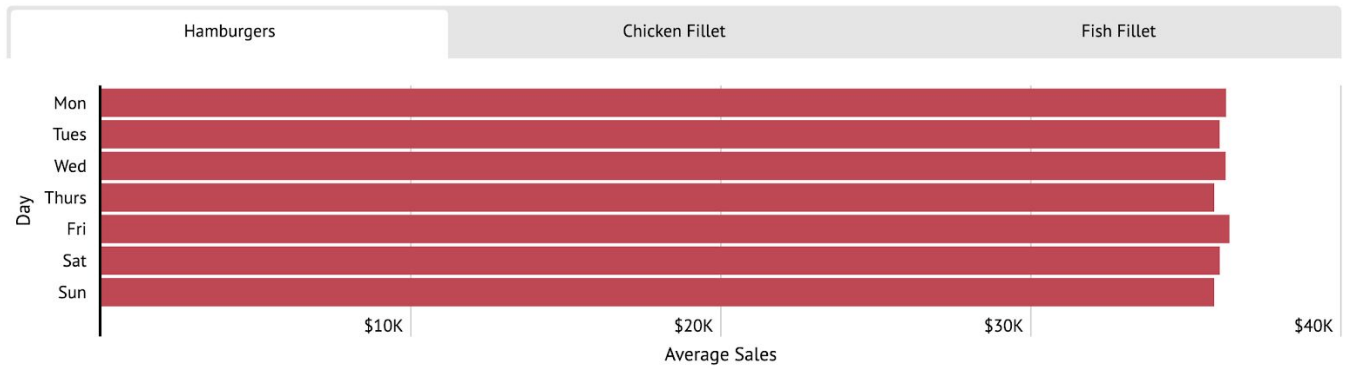
Average Daily Sales Jan-16



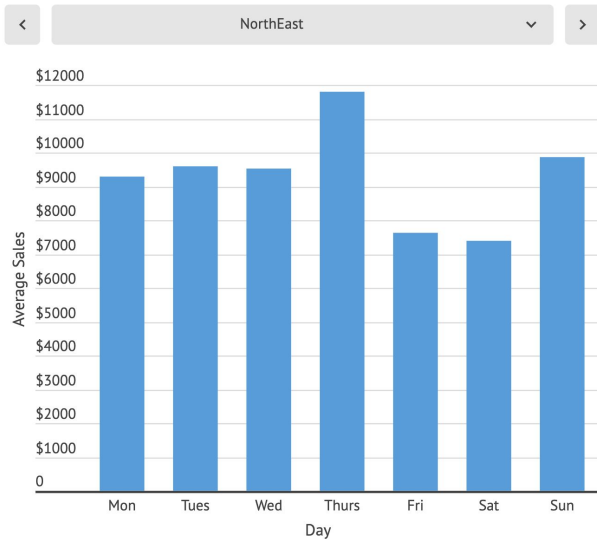
Average Daily Sales Jan-16



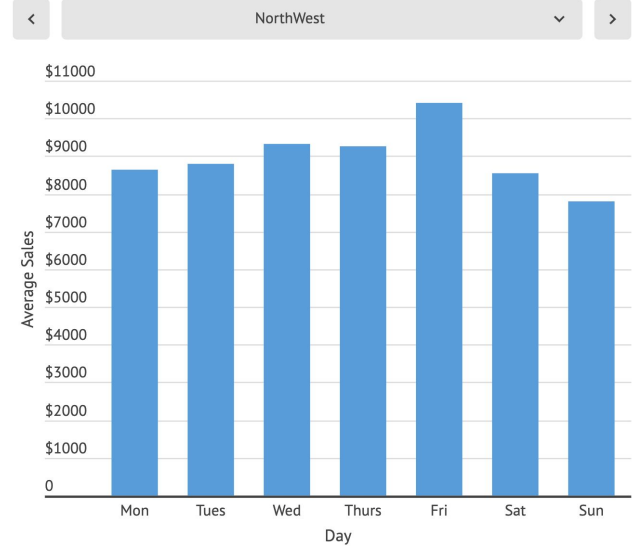
Average Daily Sales Jan-16



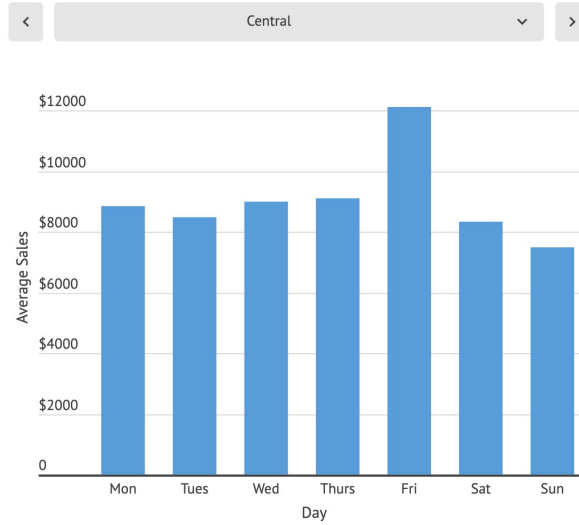
Average Daily Fish Fillet Sales Jan-16



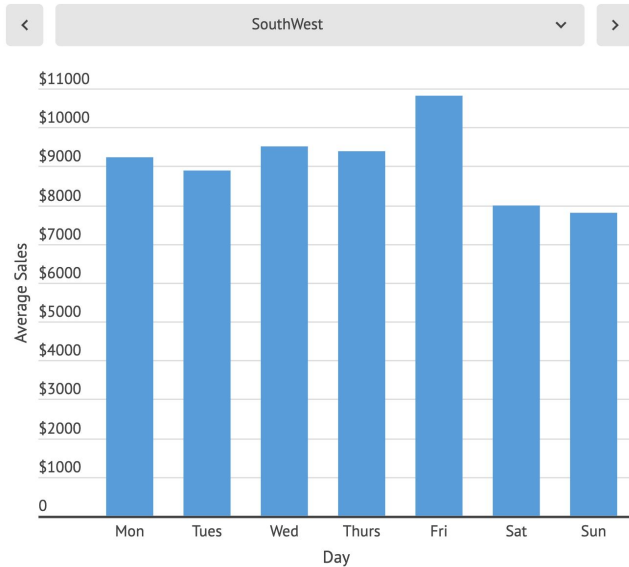
Average Daily Fish Fillet Sales Jan-16



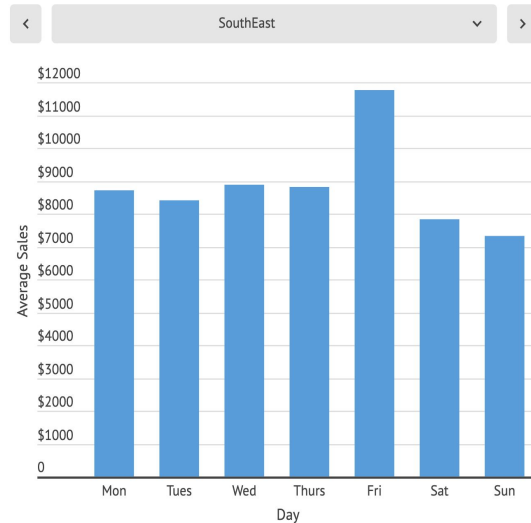
Average Daily Fish Fillet Sales Jan-16



Average Daily Fish Fillet Sales Jan-16



Average Daily Fish Fillet Sales Jan-16



Final Recommendations

In conclusion, we have found that the Impossible Burger that burger had introduced a huge problem for McDonald's sales and found that sales have not yet recovered. In order to improve this, we must employ new strategies and products that may be able to boost sales. One possible promotion would be to make a promotion for fish fillets on Fridays in order to regain our customers and boost sales as well. After that, we should also create new burgers and menus that are interesting and would be able to attract customers and retain them as well.

Enjoy your business trip to Milan!