Story 1

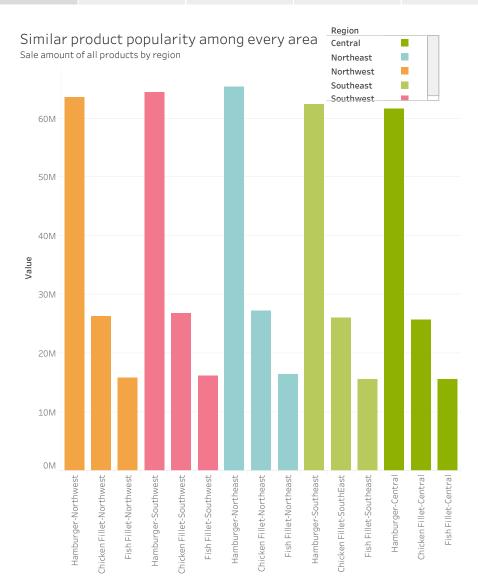
Overview of sales of past 3 years

BK's Impossible Burger Part 1

BK's Impossible Burger Part 2

Daily microtrends Part 1

Daily microtrends Part 2



Overview of sales of past 3 years

BK's Impossible Burger Part 1

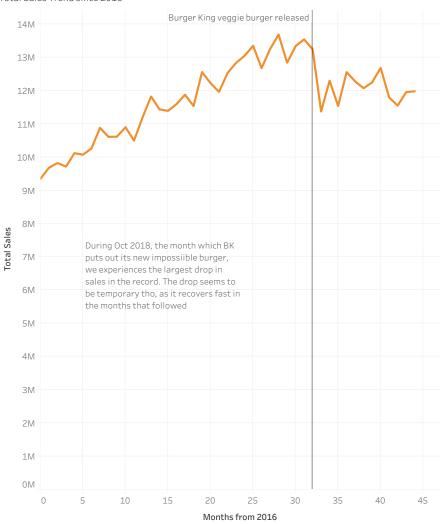
BK's Impossible Burger Part 2

Daily microtrends Part 2

Daily microtrends Part 2

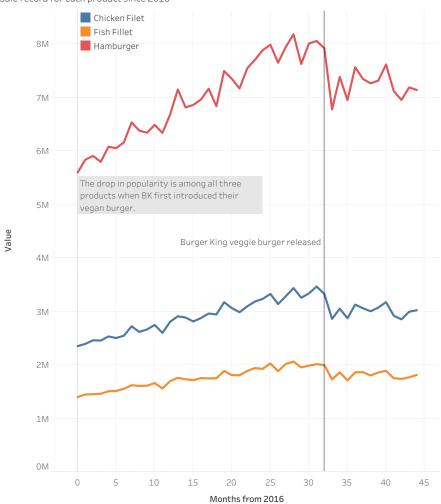
BK had us with that damn vegan burger

Total Sales Trend since 2016



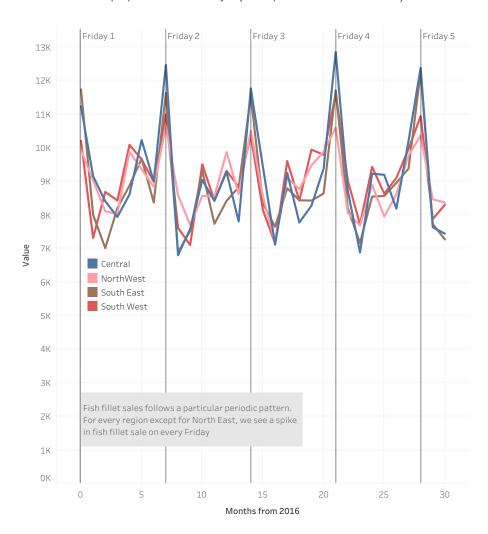
Overview of sales of BK's Impossible Burger BK's Impossible Burger Daily microtrends Part Daily microtrends Part past 3 years

All products are influenced by the impossible burger $_{\mbox{\scriptsize Sale}}$ record for each product since 2016



Overview of sales of part 1 BK's Impossible Burger Part 2 BK's Impossible Burger Part 2 Daily microtrends Part 2 Daily microtrends Part 2

Fish Fillet are popular on Fridays (except in Northwest US)



Overview of sales of past 3 years

BK's Impossible Burger

BK's Impossible Burger Daily microtrends Part

Daily microtrends Part

Fish Fillets in Northwest US are popular on Thursdays

