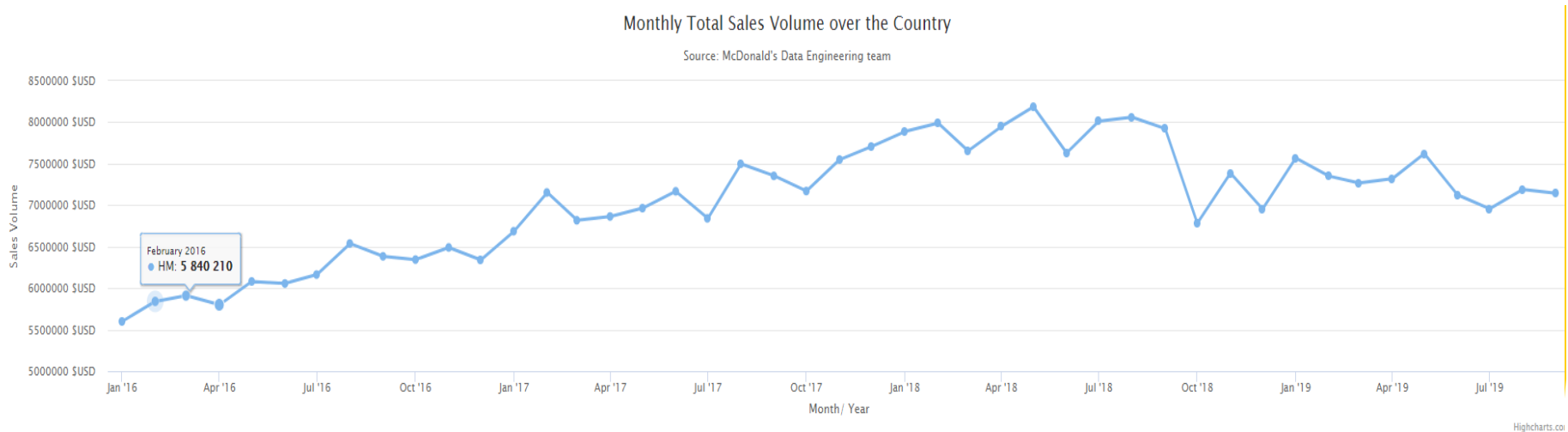


McDonald's Burgers Data Analysis

Data Science Team @ McDonald's



How did the Impossible Burger influence us?

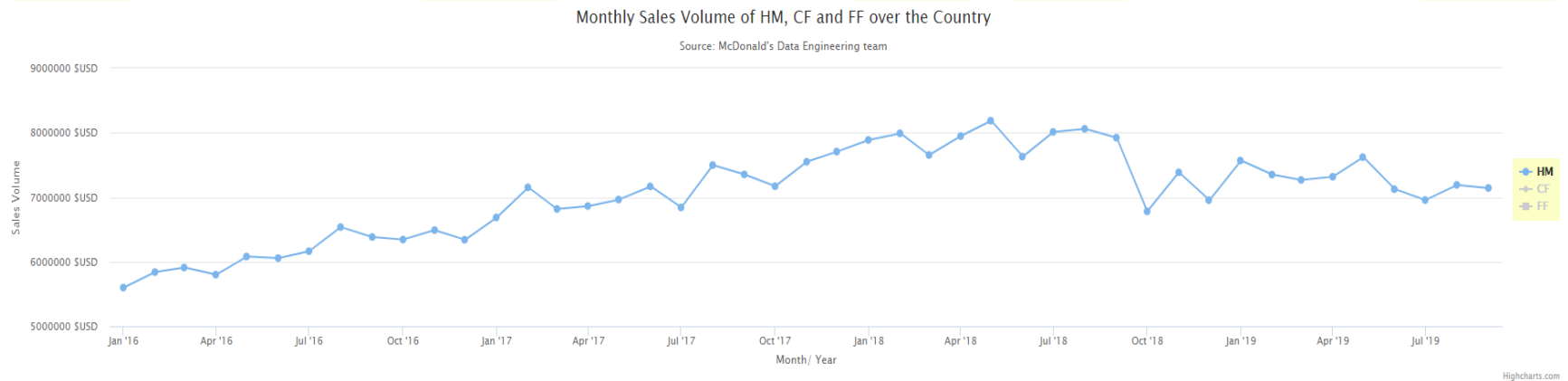


- From the chart above, the good news is that our sale volume has been in a consistently increasing trend over the last three years. Good job folks! However, we observed an obvious drop compared to the general increase trend of our sales volume at **2018 October** , when Burger King Introduced their Impossible Burger. However, there remains the question how wide was the influence? **Was it for a specific kind of burger? Was it just for a specific region?**

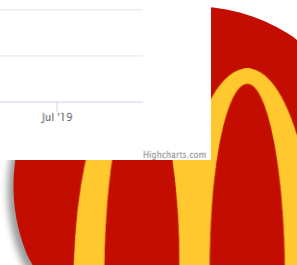
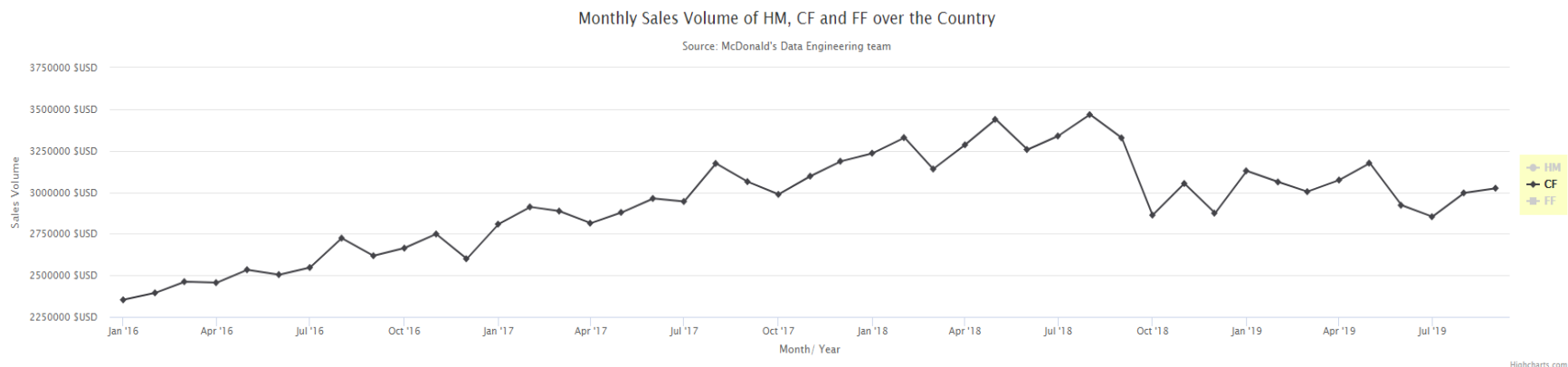


Which product did it influence?

- Hamburger

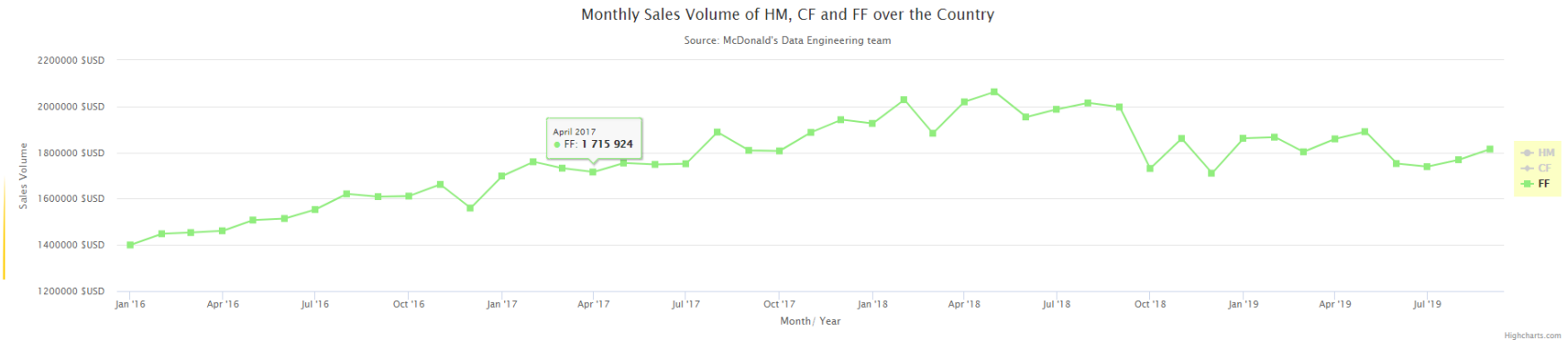


- Chicken Fillet



Which product did it influence?

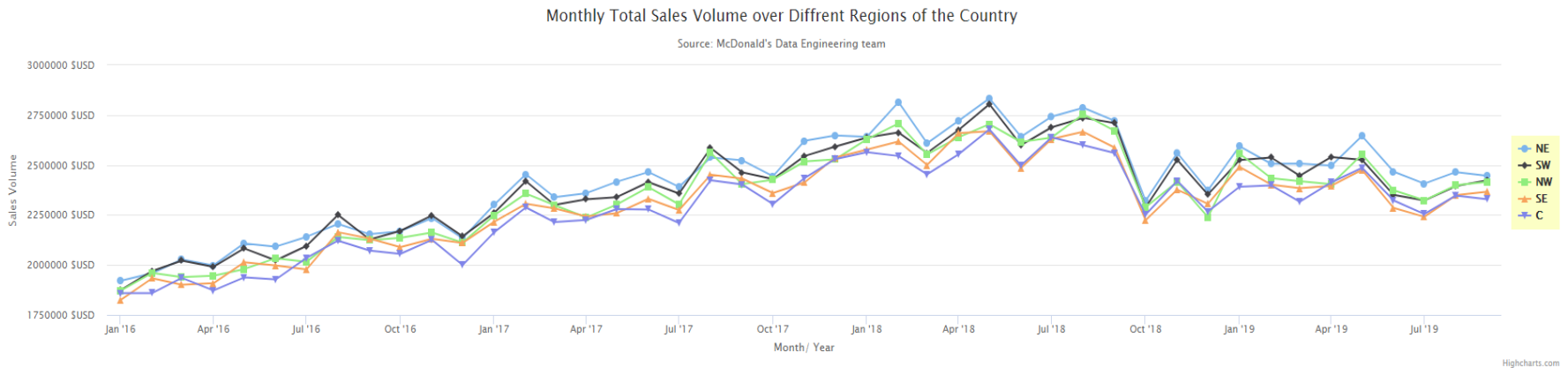
- Fish Fillet



- From the three charts above, we can see that all three of our major products were similarly influence by the introduction of Impossible Burger.



Which Region?



- The lines for the five regions in the chart shows similar patterns at 2018 October – a major drop.



Let's beat Impossible Burger!

- The two pages above show that the Impossible Burger **negatively** influenced all our products in every region. We can see that the major drop patterns at 2018 October are similar for different products or regions. This means that the market does have demands in **veggie burgers** and we really need to take actions in the field!
- **Let's introduce the best Veggie Burger to revenge!**

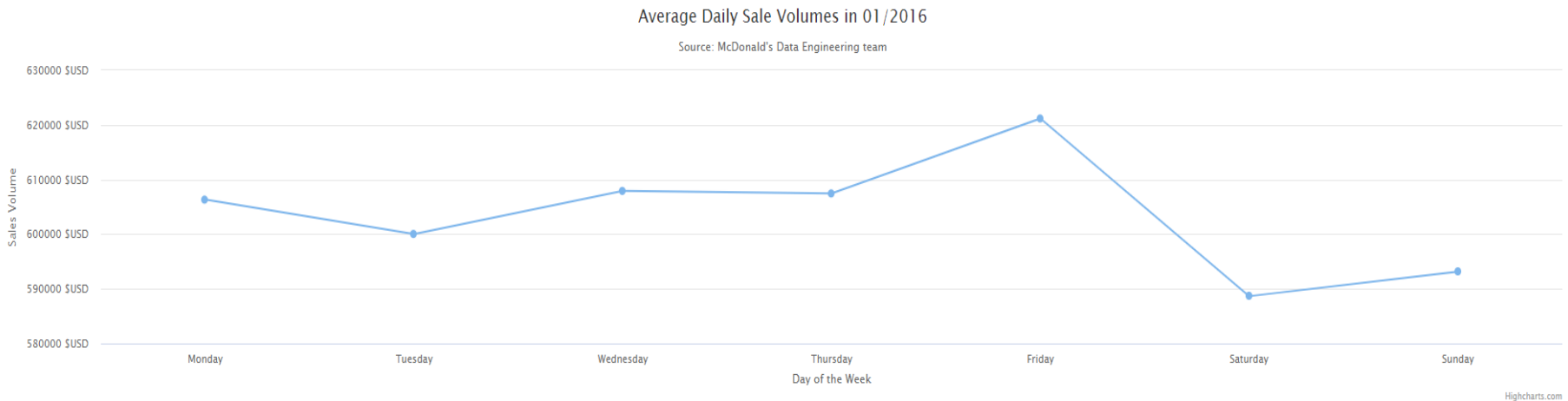


What else can we learn from the data?

- When are people more likely to eat at McDonald's?
- How different are the tastes and consumption abilities of the consumers in different regions?



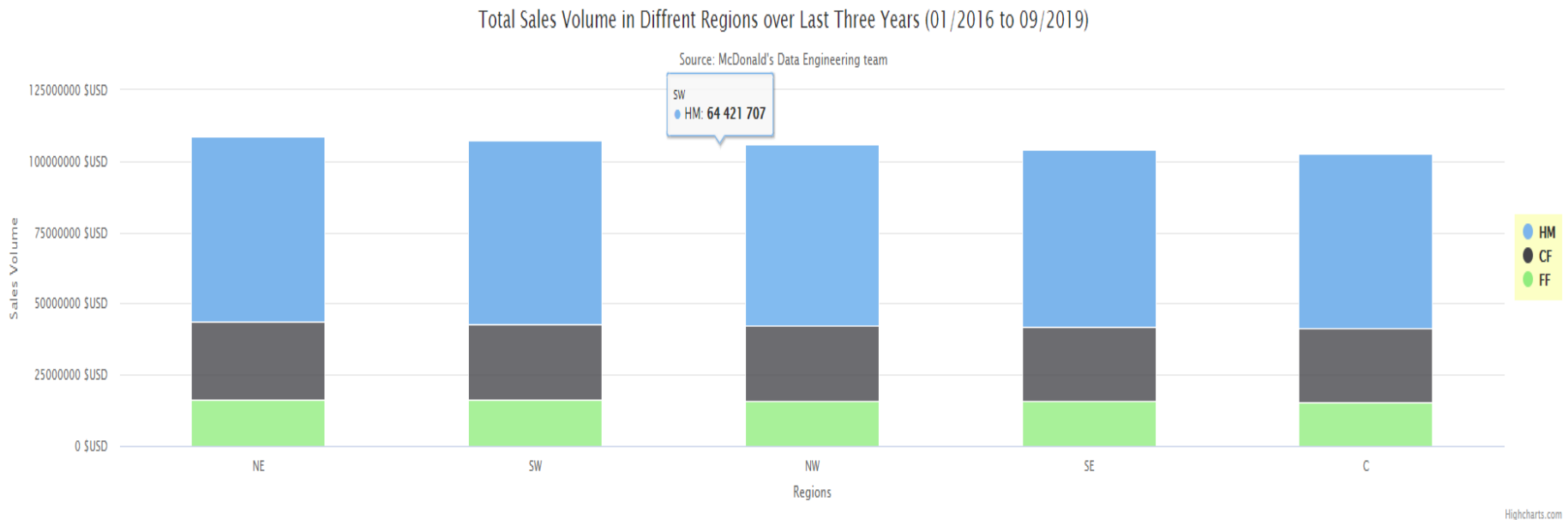
When are people more likely to eat at McDonald's?



- From the daily data of January 2016, we noticed that people go to our restaurants more often on weekdays rather than weekends. To achieve a better performance, our marketing team should focus on some kinds of the weekends promotions to bring the families to McDonald's during the weekends or even the holidays.



Regional factors?



- Over last three years, the total sales volume at our five different regions are almost the same. And the proportions of different products are similar among these regions as well. These lead to the fact that the consumers over the nation have similar tastes and consumption power. Therefore, customizing business or marketing plans for different regions become less necessary. Focusing on one general plans should be helpful.



Thanks for Watching!

Data Science Team @ McDonald's

