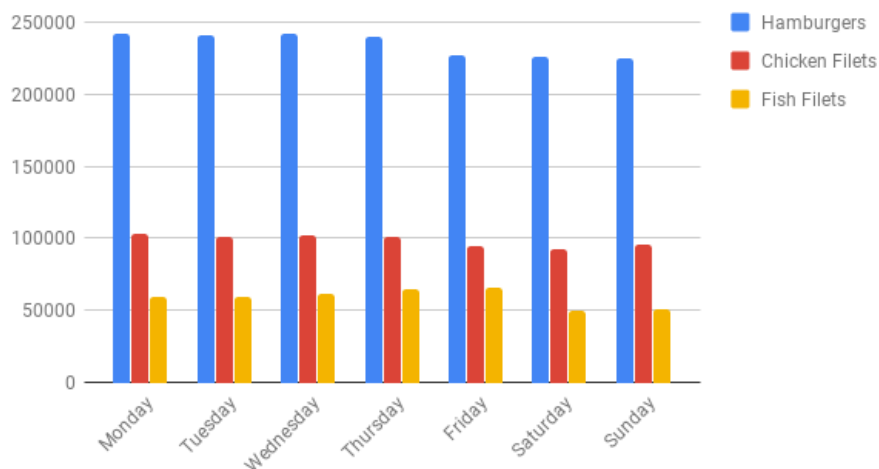


# McDonald's Data Conclusions

## Sales by Day of Week (Jan 2016)

Average Units Sold by Day (All Regions)

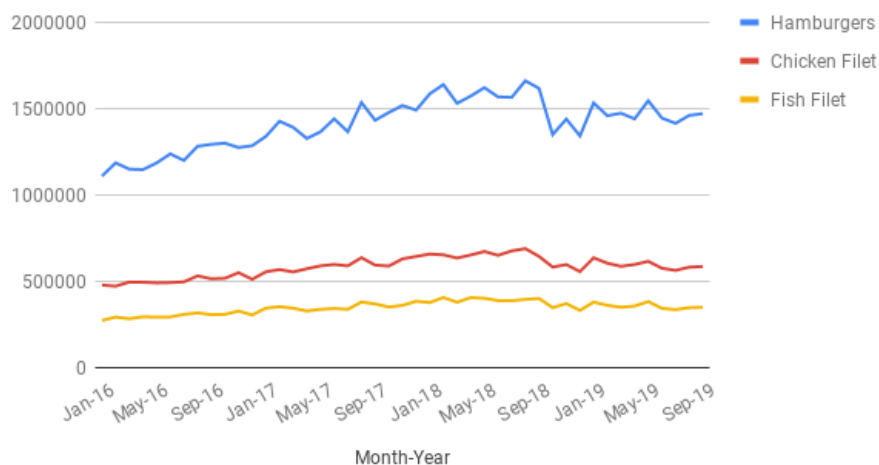


The daily sales show some interesting trends. The weekdays are more popular for all items and we observe a universal trough in sales from Friday to Sunday. This does appear to be with the exception, however, of fish filets on Friday being as popular, if not more popular than the other days. It's probable that this is due to Catholics giving up meat on Fridays (often during Lent, but they might engage the habit regardless).

## Regional Sales Trends

### Northwest Region

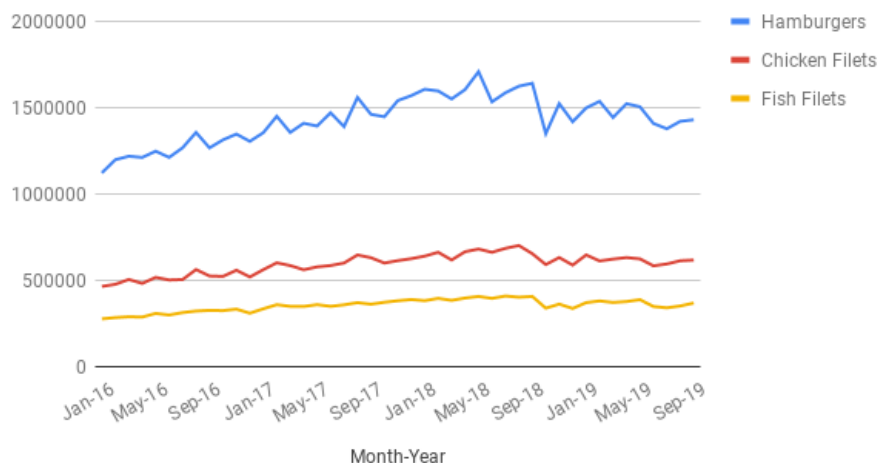
Units Sold (Northwest Region)



The Northwest region saw the quickest plunge in sales of hamburgers following the release of Burger King's Impossible Burger. Chicken filet sales also took a dip. We may need more time to gauge where these numbers will eventually settle, but it should be noted that this region seems uniquely vulnerable to changing their diets.

### Southwest Region

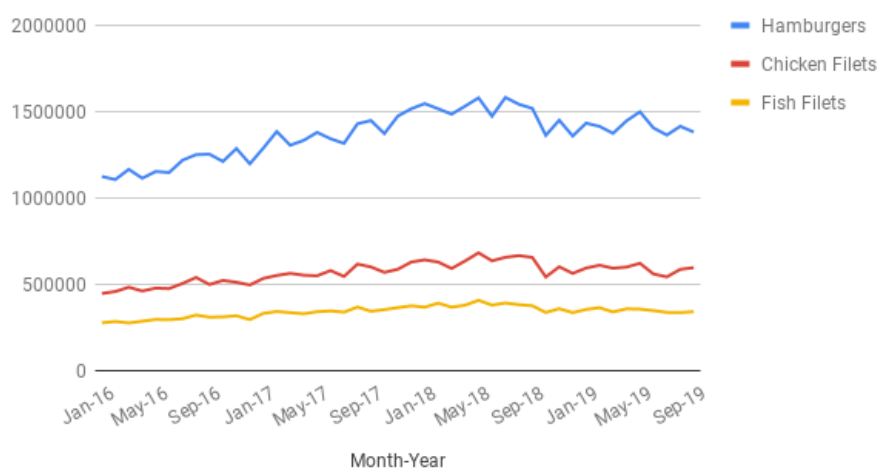
## Units Sold (Southwest Region)



The Southwest Region's chart looks generally similar to the Northwest Region's, with a dip in hamburger and chicken sales in October 2018. The market for hamburgers did seem to recover somewhat more efficiently than in the Northwest, though. As this region at one point had the best hamburger sales, it is important that we implement an effective recovery process.

## Central Region

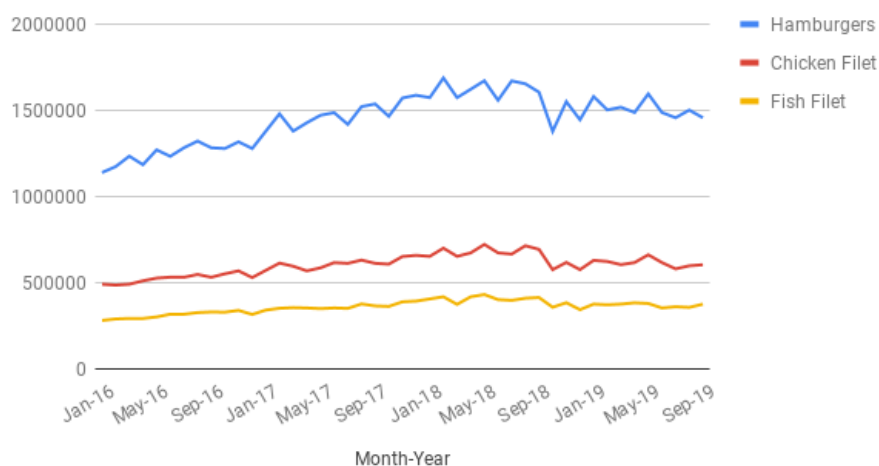
### Units Sold (Central Region)



The Central Region is more rigid than the others and seems less susceptible to change. The chicken sales barely took a dip in October 2018, and the burger sales' drop was not nearly as drastic as in other regions.

## Northeast Region

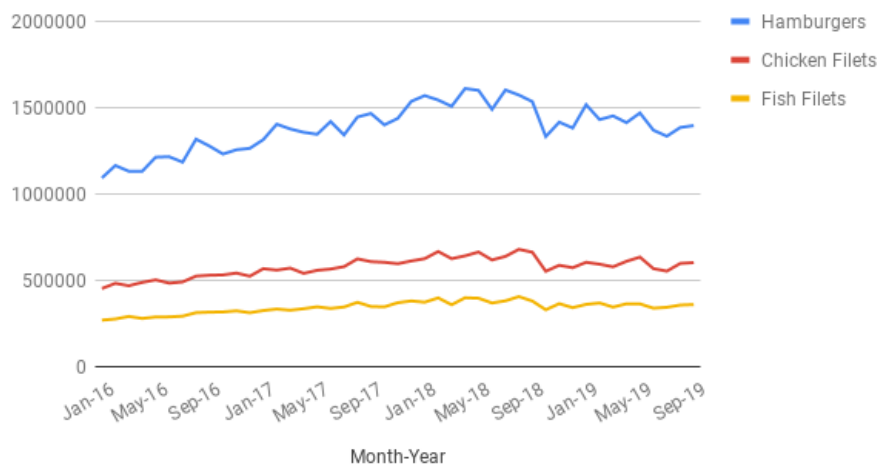
### Units Sold (Northeast Region)



The Northeast Region's sales saw a quick recovery after October 2018, but since then sales have at best stagnated and at worse seem to be slightly declining. In the meantime, chicken filet sales have not recovered to prior levels and fish filet sales don't seem to be increasing in its place.

## Southeast Region

Units Sold (Southeast Region)



Burger sales in the Southeast Region are particularly dire. They hardly recovered following the release of the Impossible Burger, and since then seem to be steadily declining. Chicken and fish filet sales also seem to be settling into a consistent number, which is not enough when we are constantly faced with new competition and problems.

In conclusion, we have found a few important trends by which to direct our marketing campaigns in the coming months. Consumers tend to eat McDonald's sandwiches mostly on weekdays, perhaps when they don't have time to cook at home. To combat this, we might be able to present these meals as ideal to supplement weekend activities. Improved associations with things like beach days, youth sports games, or housekeeping could boost our weekend sales. We should also pay more attention to religious observances. It is clear that the religious population has incredible sway on our sales and any holidays that favor certain meats over others could allow us to predict sales numbers before they occur.

Further, we have found that the Northwest and Southwest regions seem especially susceptible to change, so we might want to focus extra advertising in those regions. We really need to find a way of halting the decline of hamburger sales in the Northeast and Central regions, specifically, which have not only not recovered from the release of the Impossible Burger, but are still declining. Chicken sales seem to follow the same trends as hamburgers, so it might be worth an effort to distinguish them in terms of health, environmental impact, or moral consequence of eating meat.

I hope these conclusions will be helpful to directing your marketing strategies. Good luck Mr. CEO!