

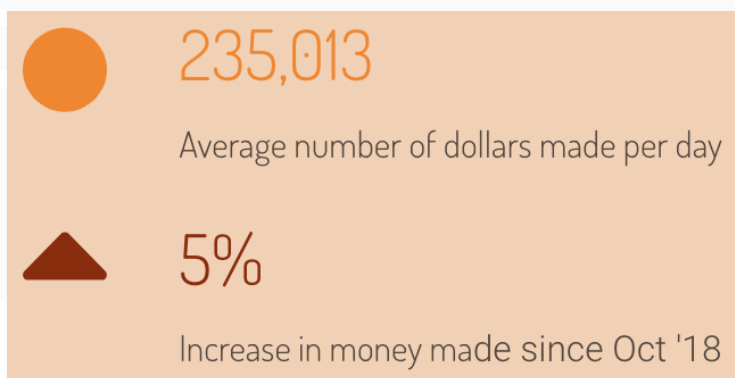
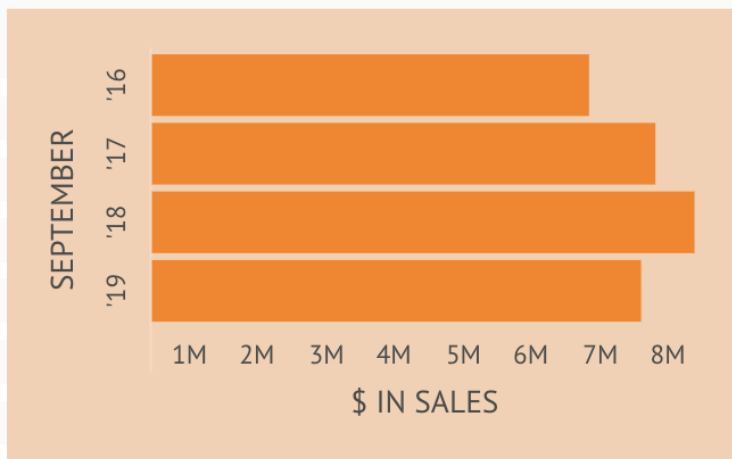
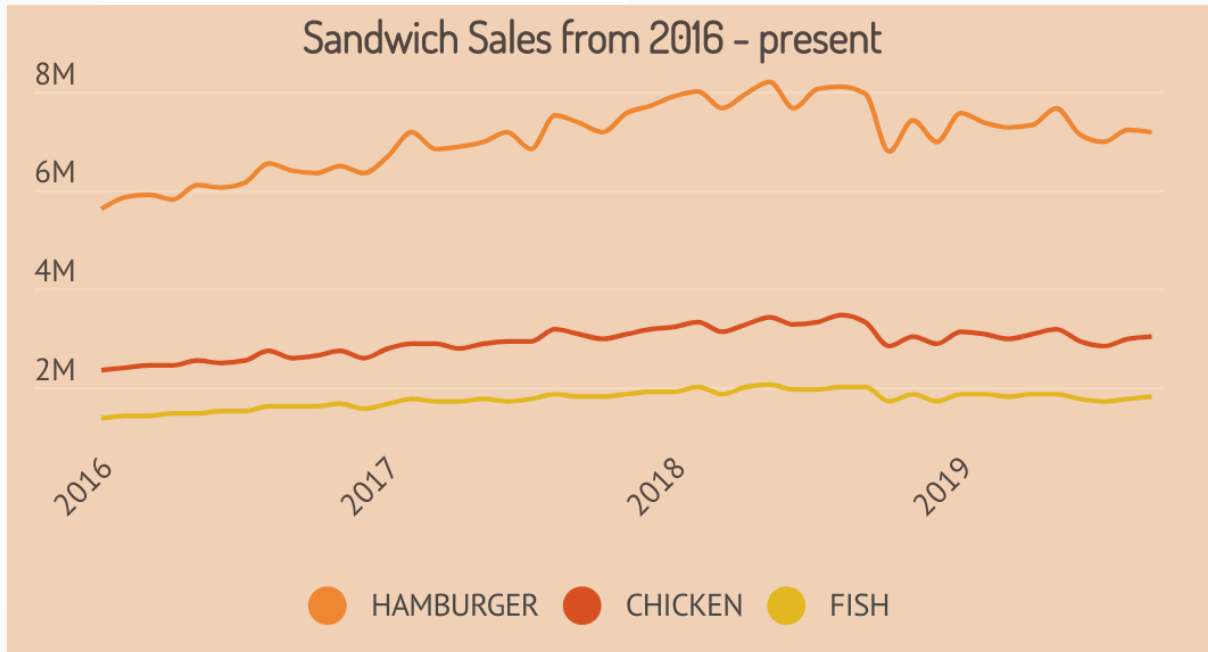
Alex Kim

Data Science Team at
McDonalds Corporation



RISE IN SANDWICH SALES 2016-PRESENT

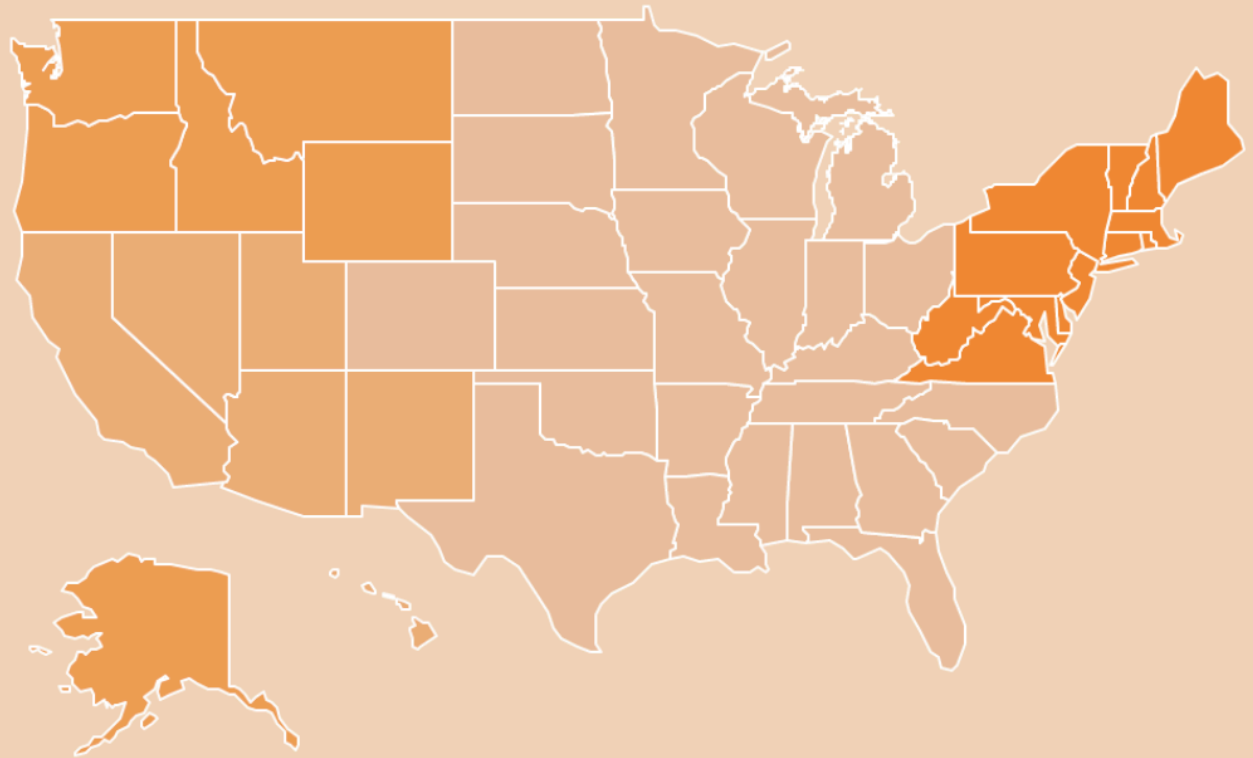
Traditional hamburger sales steadily increase



The release of the Impossible Burger in October 2018 caused a slight dip in the sales of all three sandwiches: hamburgers, chicken fillets, and fish fillets. Since then, there has been a steady increase to bounce back this year.

With a 5% increase in sales since the release of the Impossible Burger, we are continuously moving upwards. People wanted to try the Impossible burger, but now they are headed back to the comfort of the traditional Big Macs.

Coasts Mc'Loving our Burgers



2019 Hamburger Profits



Central Hamburgers: Our next steps

The East Coast makes half a million dollars more in sales than the Midwest; a likely number considering the population differences in cities versus farmlands. Though, we must continue to market our comforting, traditional hamburgers towards those in Central USA. We should push our other sandwich options to the coasts in hopes of increasing the fish and chicken fillet sales. Since we know the hamburger sales are already solid, we can try pushing our other variety options to those on the coasts.