



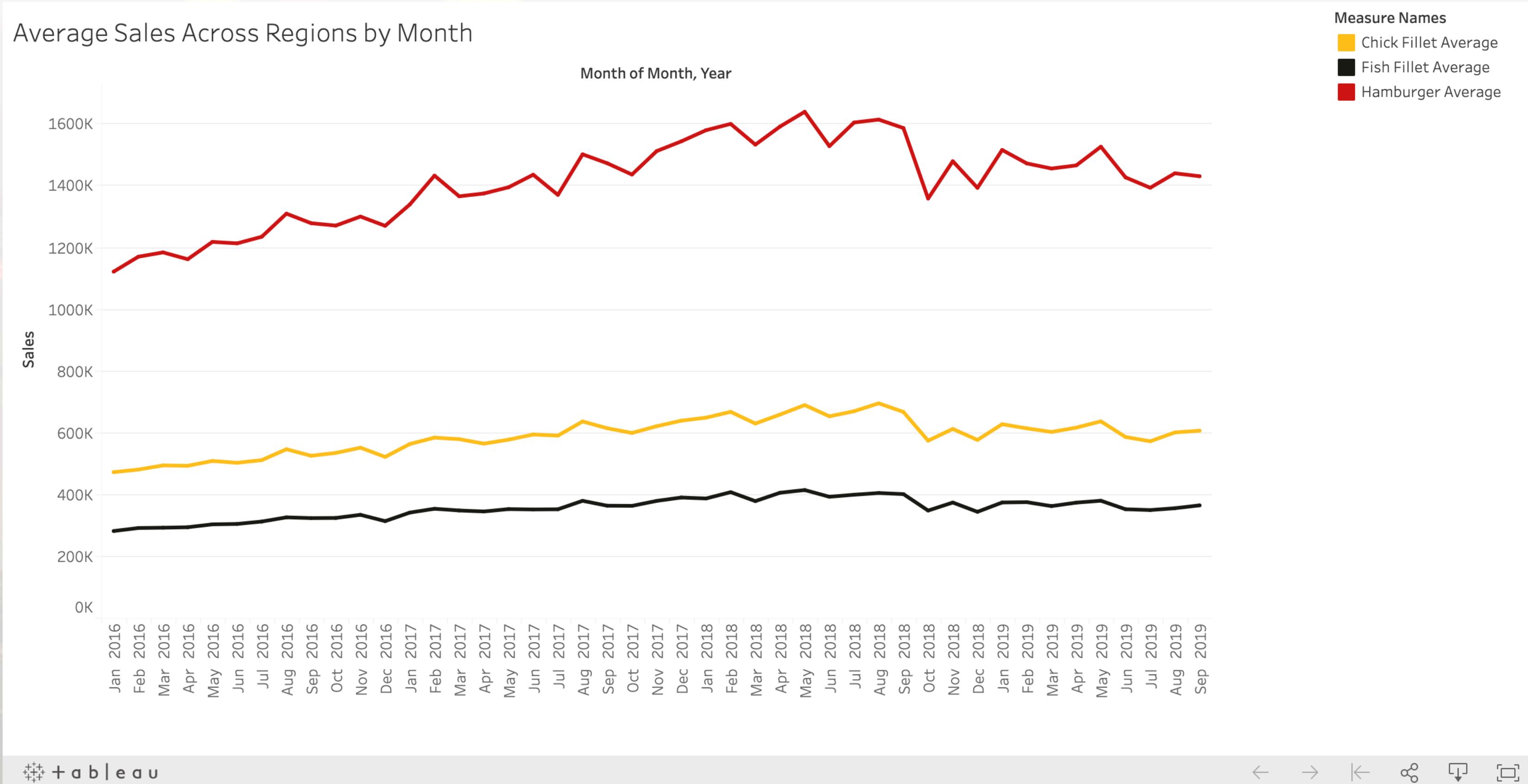
i'm loving it

(it being data viz)

sales analysis by Alex Luo



How are things?



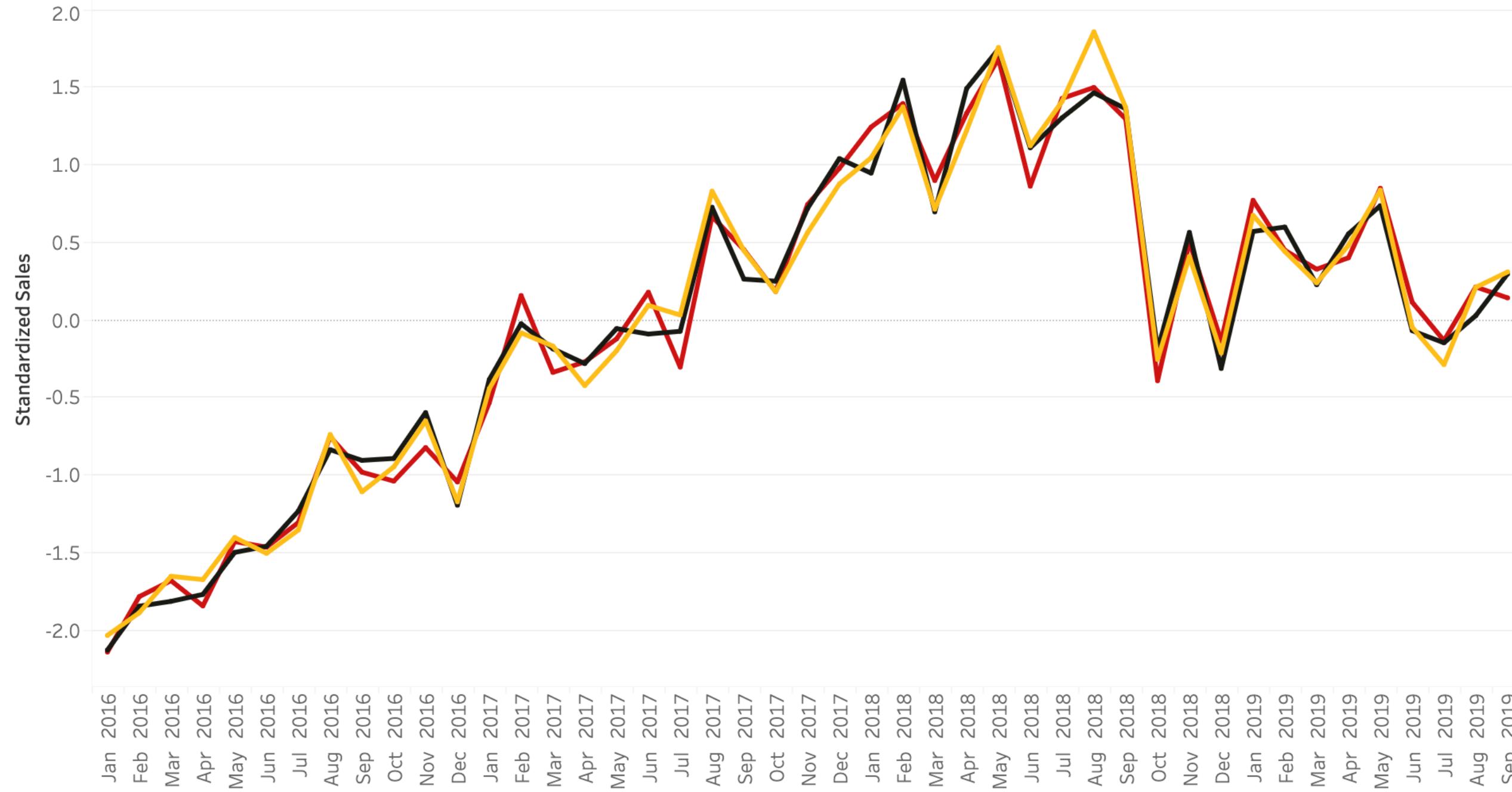
Looks consistent!

On a macro scale across regions, our sales seem to be doing quite well! Relatively consistent and with a slight incline...but does it seem like a dip may have occurred? Let's take a closer look:



Standardized Sales Across Regions by Month

Month of Month, Year



Jh oh. A Problematic Dip?

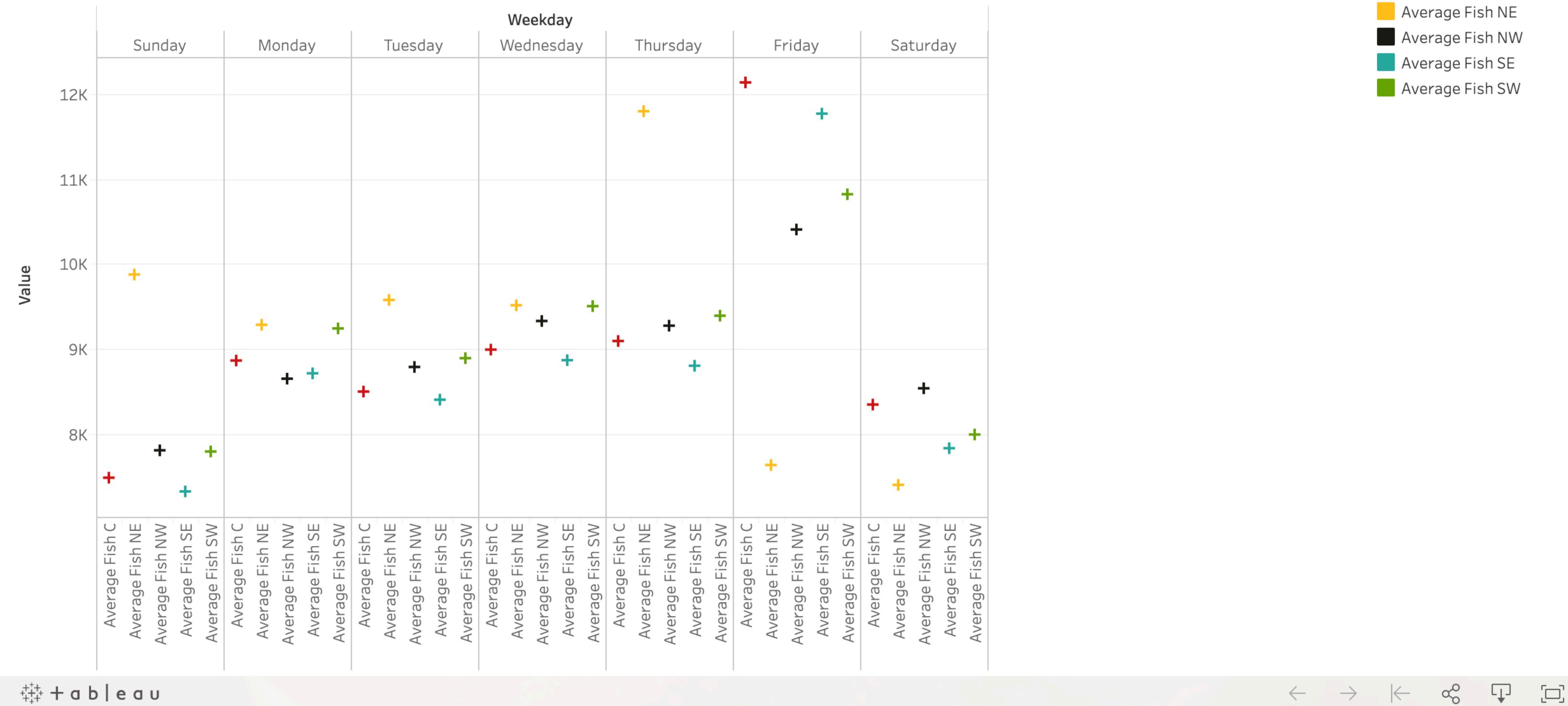
By standardizing the values we can see more clearly, controlling for the type of sandwich. Unfortunately, in October 2018 our sandwiches took a rather significant dip in sales, unprecedented in scale over the past 2 years.

It may be the case that Burger King's Impossible Burger was responsible for enticing loyal McDonald's customers from our delicious meat buns. Not just that, but it appears that we have not fully recovered from this devastation since. I suggest immediate counterplay against the sinister self-proclaimed king of burgers.



Fish Facts

Fish Fillet Micro Trends



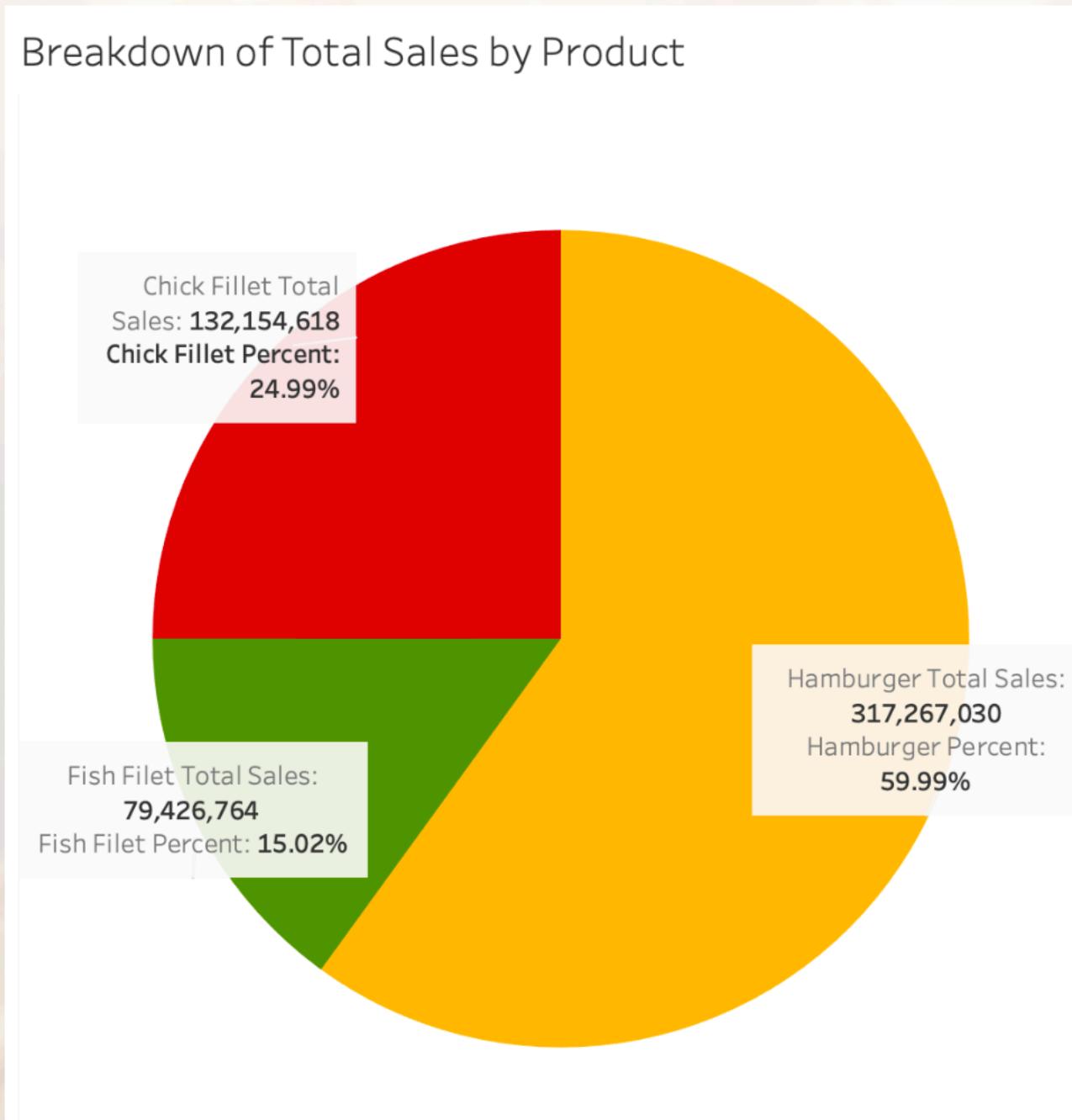
Fish Filet Fridays

Our bread-cushioned fish fluffs are a big hit—especially on Fridays! This micro level trend is nationwide, with the exception of the Northeast region, who prefers their fried fish filets on Thursdays instead.

To capitalize on this trend, we could potentially offer fish filet combo deals on Fridays (and Thursdays for the Northeast), bringing additional profits from the heightened consumer presence. The decision is, of course, yours.

Pie to Me

Breakdown of Total Sales by Product



Meat Matters

While the friday fish observation is notable, the fact of the matter is that a huge majority of sales come from hamburgers.

Fish filet actually creates the smallest amount of revenue in comparison to the other two products.

This could mean that:

hamburgers are much more worthwhile to focus on,

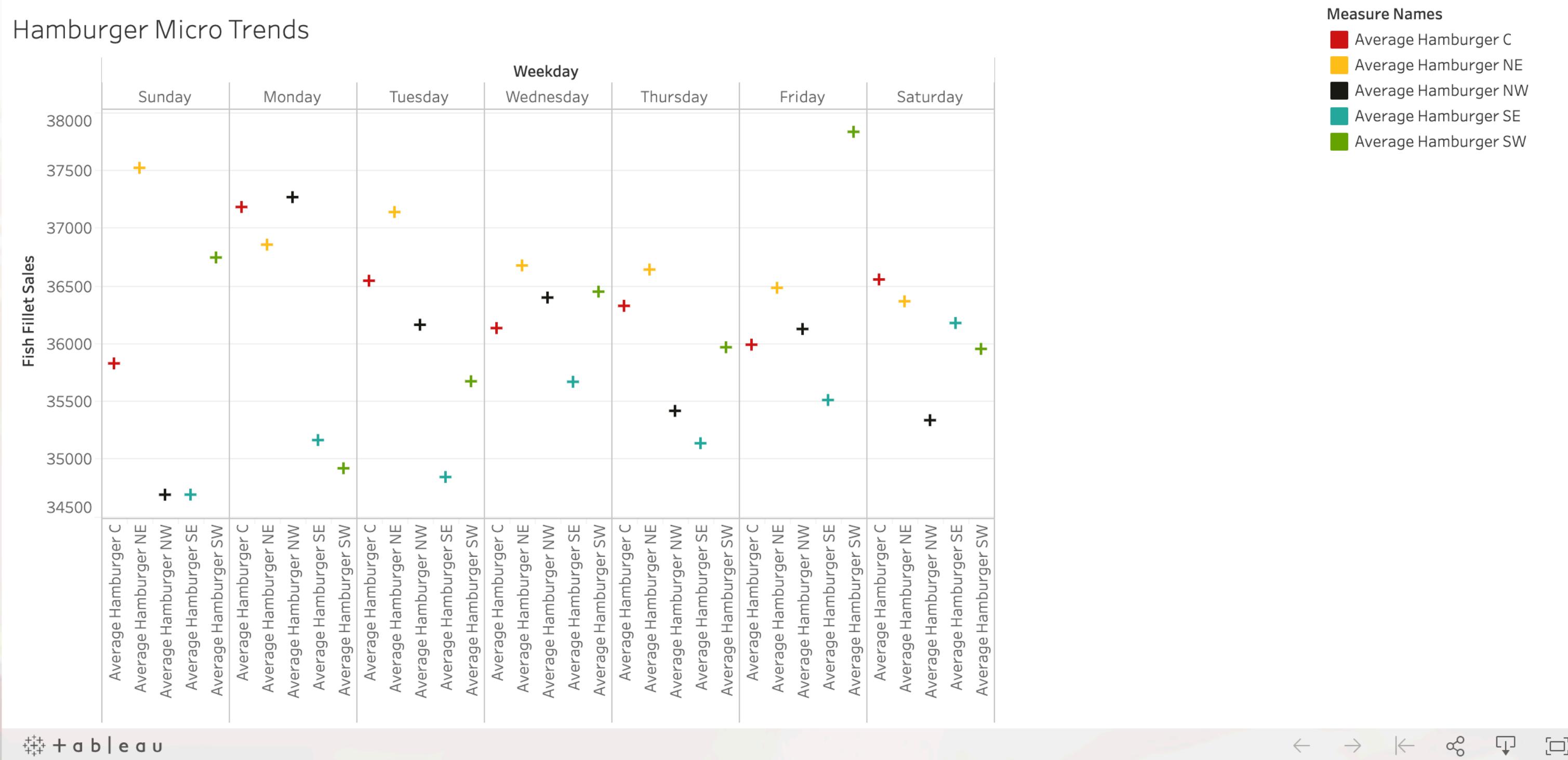
or

there should be marketing energy placed into bringing the other sandwiches up to speed.



Beef Week

Hamburger Micro Trends



Southwest is Best

Knowing that the hamburgers are instrumental for our profits, we can examine what stands out about eating habits on a weekly basis. Most notably, the Southwest region eats significantly more hamburgers on Friday than any other day. The Northeast region comes close with their burger consumption on Sundays. Perhaps there are opportunities here!