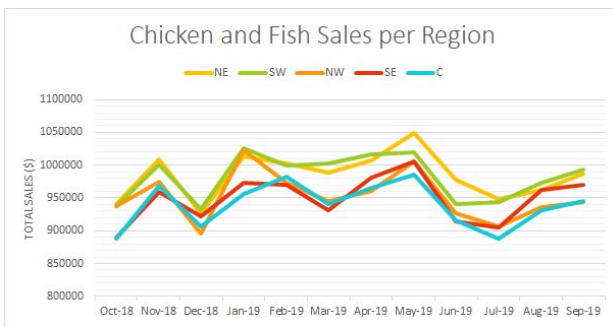
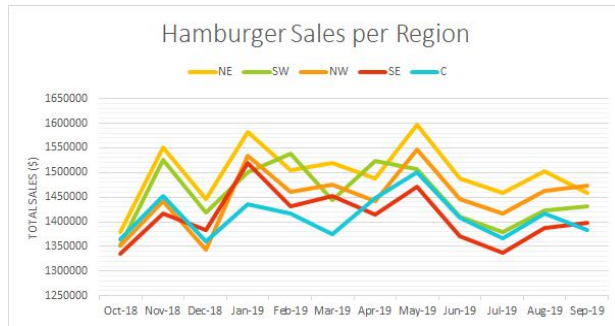


Importance of Burgers

Beef has consistently represented the largest percentage of sandwich sales across all regions consisting of 60% of all sales with hamburgers remaining the staple item of choice for McDonald's customers. We need to keep careful track of data relating to burger sales and think about ways to improve them potentially through the impossible burger.



What Does this Mean for the Impossible Burger?

Looking at the graphs, which contains sales data from the past year we notice a disturbing trend in the past 2 months. While overall sales are going up, we notice that hamburger sales in the NorthEast (NE) and Central (C) regions are on the decline. We know that this is not simply a sign of overall decline in sales from other factors because we see in the second graph that chicken and fish sales are going up in those regions.' Looking closely at the data shows a 2.94% and 2.36% decline in hamburger sales in the NE and C regions. While the exact reason is difficult to extrapolate just from this data, we can still look to improve sales in these areas. This decline actually presents a good opportunity to add the impossible burger to our menu which can be tested in these regions with struggling burger sales. Rolling in the burger into these markets first will be able to test its popularity among a population which appears based on the data to be shifting away from beef consumption. Doing so will allow McDonald's to enter the market in plant based burgers which could not only boost sales, but also further bolsters some of McDonald's key food philosophies of "Commitment to Quality" and maintaining a "Variety of Choices", keeping up with an ever-changing society.

Weekly Sales Improvements

During my investigation, I looked at a microlevel at the sales data across days in a week and found an area of improvement. While as expected, there is variability in total sales across weeks in a month, each week had the same trend, sales on the weekend (Saturday and Sunday) as well on Tuesday were consistently lower than the rest of the week. In each of the 5 weeks sampled here, the three lowest totals were always on those three days of the week, with Saturday being especially weak. Though this data is from three years ago, these trends may still continue to this day. I would suggest looking more into the causes for these trends and look to improve sales on Tuesdays, Saturdays, and Sundays.

