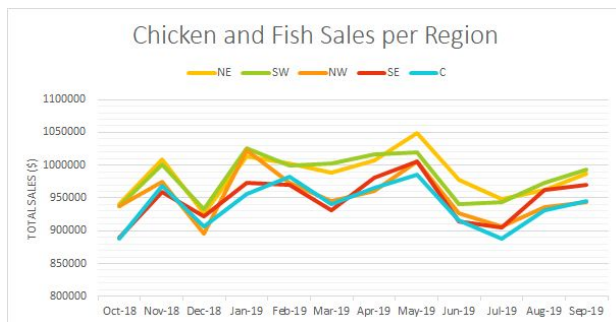
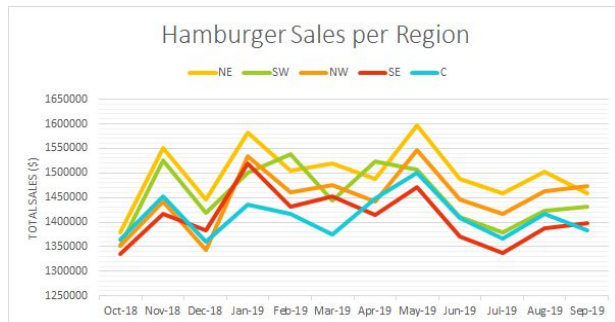


Importance of Burgers

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?

Despite rises in sales across the board for all types of sales in all regions, in NE and C, hamburger sales are down in the last month by 2.94% and 2.36% respectively. These decreases indicate that these specific markets may need a new product introduced that could boost hamburger related sales such as the impossible burger

Weekly Sales Improvements

Weekly data shows that sales are significantly lower on Tuesdays, Saturdays, and Sundays. In each week, the three lowest sales days are always those days of the week. More data needs to be gathered on these days to reveal the source of the problem and find potential solutions.

