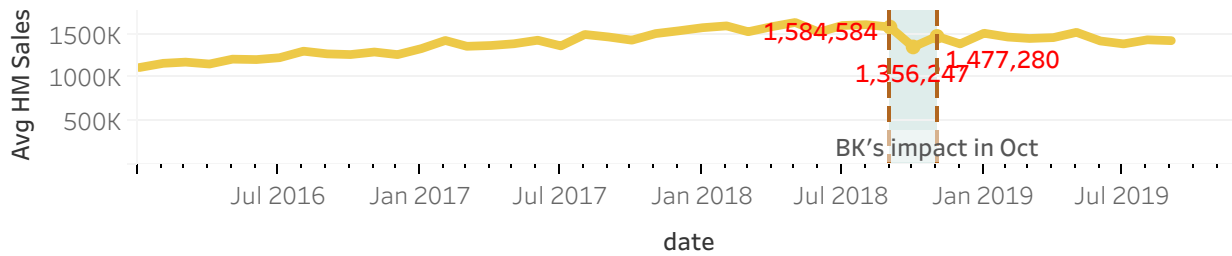
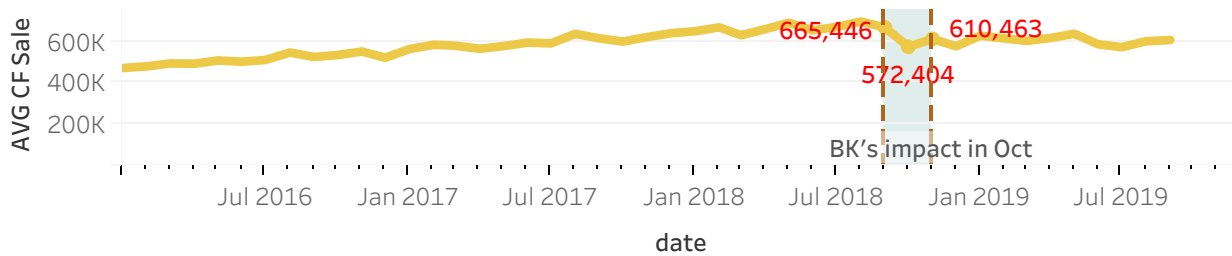


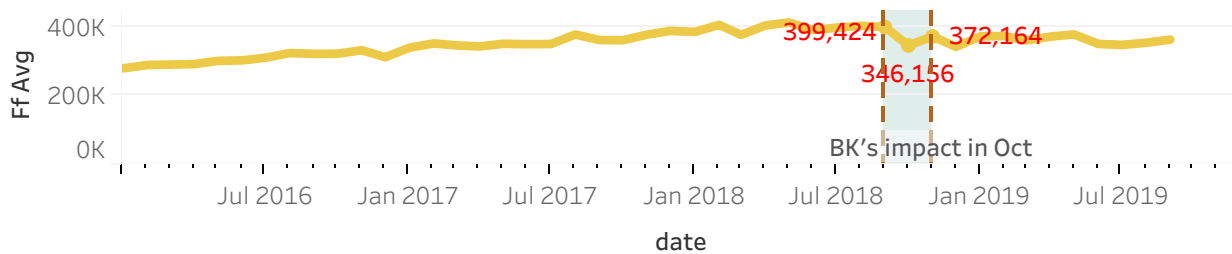
## Impossible Burger's impact on Hamburger



## Impossible Burger's impact on Chicken Fillet

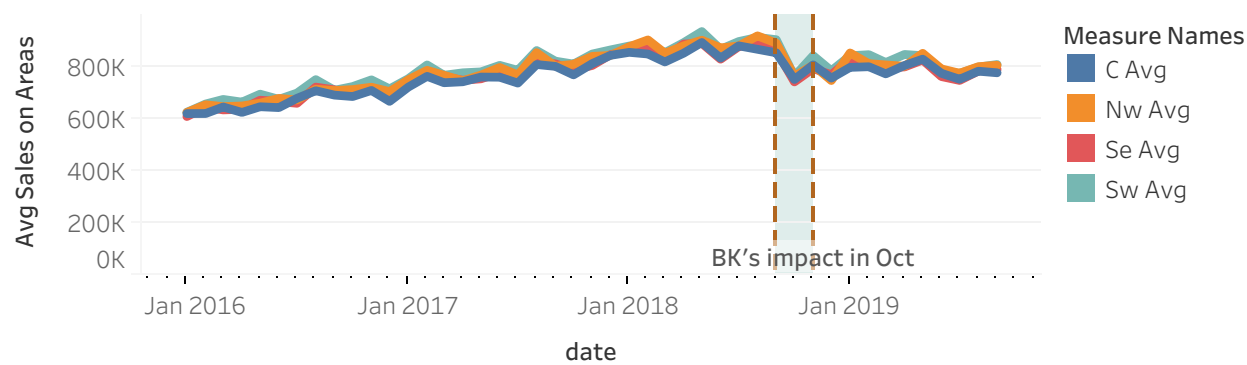


## Impossible Burger's impact on Fish Fillet



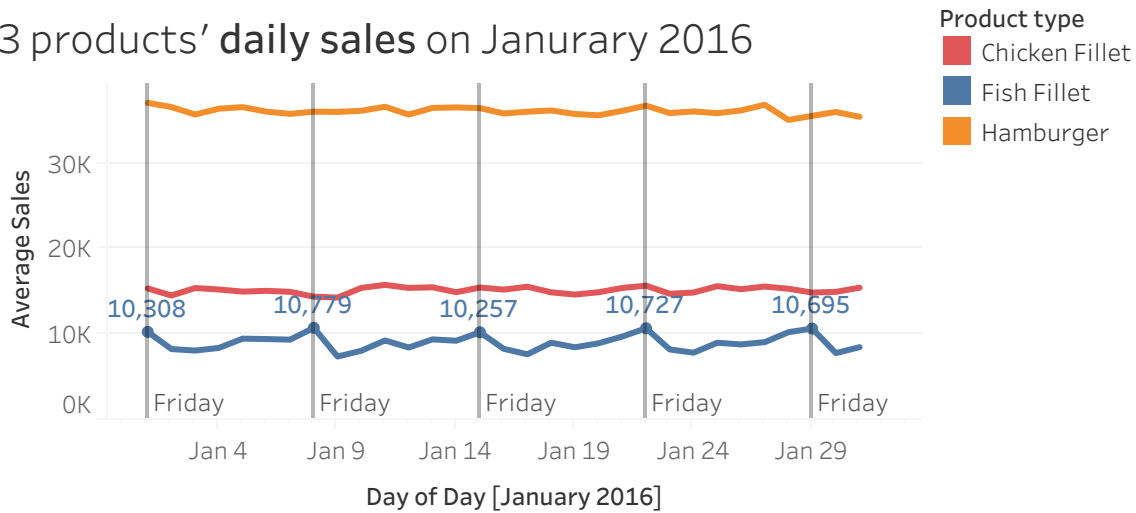
1. Impossible burger released on October 2018, but impact started in the beginning of September 2018.  
All three kinds of burgers' have a significant drop in Sales. Hamburger was impacted the most, which suffered about 230,000 in average sale. Chicken fillet decreased about 90,000 in average sale, and fish fillet dropped about 60,000 in average sale from September to October.
2. After the release of impossible burger, sales across all three products become stable and constant till now.  
Before the release, sales kept growing in a steady rate. We might conclude that some of the sales are absorbed by the impossible burger. Some consumer would like to try the veggie burger due to their marketing or other factors. Fortunately, there is still loyalty of old consumers for our products, which hold the sales constant and not decreasing.

# Impossible Burger's impact on all areas

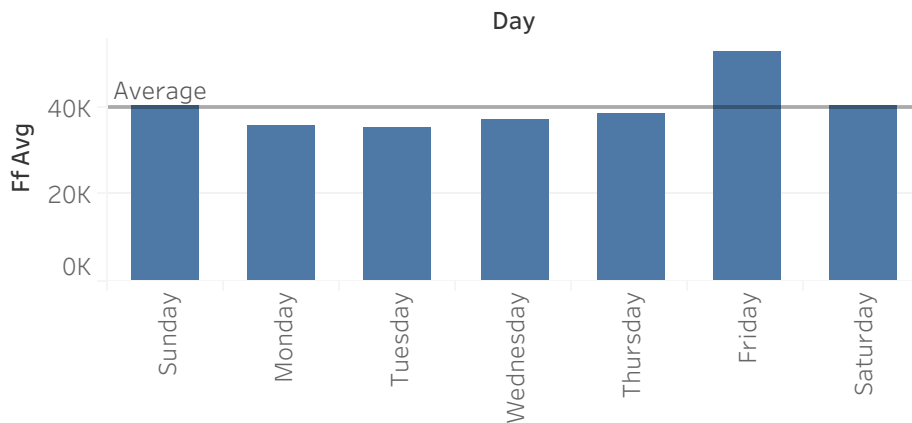


3. The impossible burger affected all areas, we see similar pattern of drop across all regions. Each region's average sale shows exactly the same pattern as all three products' sale have demonstrated.

### 3 products' daily sales on January 2016

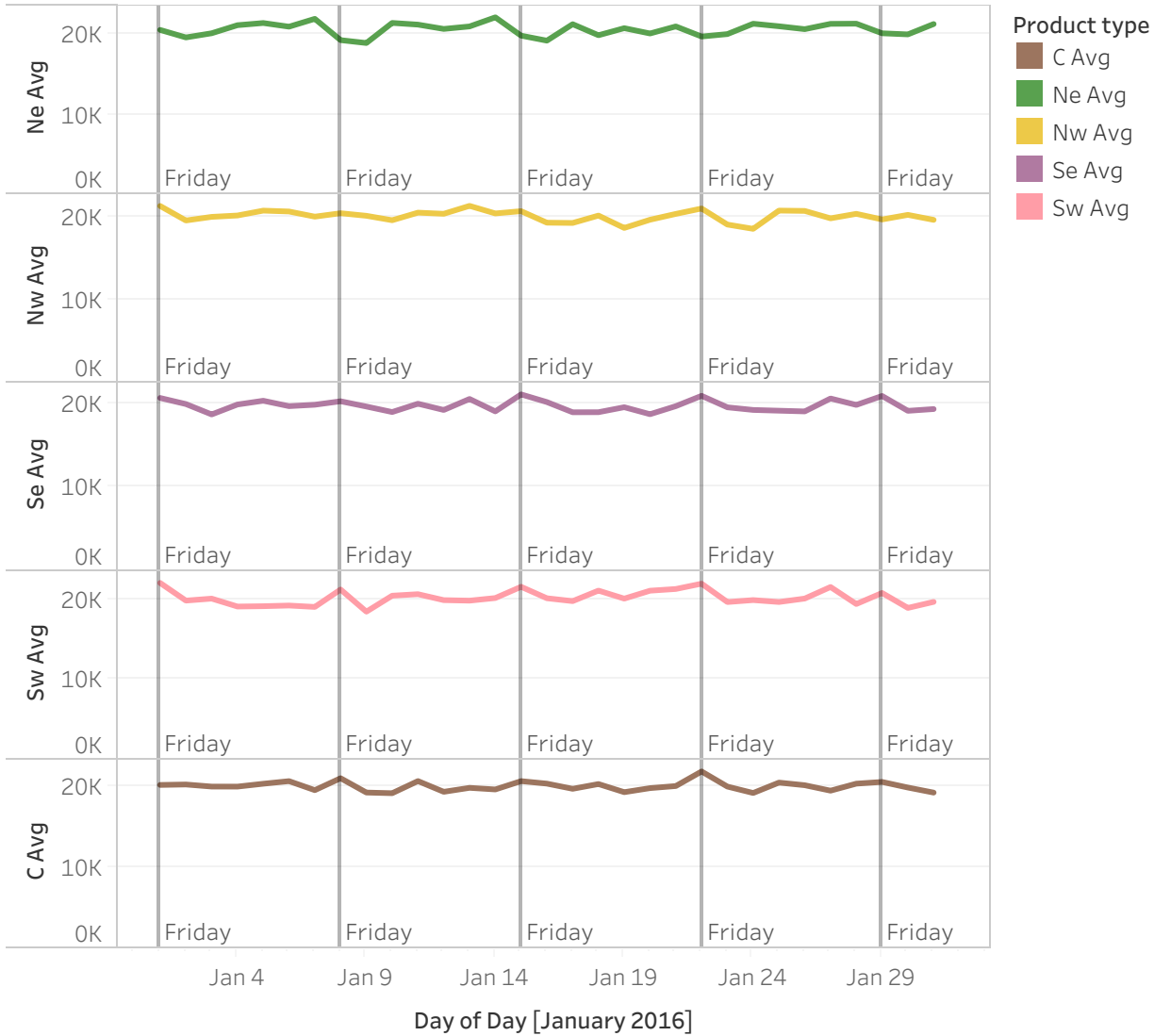


### Fish Fillet's sales by day of the week



4. By analyzing the daily data in January 2016, we see hamburger and chicken fillets' sales are stable and constant, while Fish fillet's is more turbulent. We would see the biggest sale of fish fillet happens on every Friday in the January 2016 and then with a drop on every Saturday. We need more data to find out why fish fillet has this kind of pattern.

## regional daily sales on Janurary 2016



5. Regionally speaking, all areas have more sales on weekends. However, We see Center and South area follow the same pattern as the fourth insight points out. North area tends to have an different trend. Especially, for North East, Friday becomes one of the lowest sale of every week, while Sunday is more popular. Selected patterns are shown next page.

# Typical patterns of regional sale on Janurary 2016

