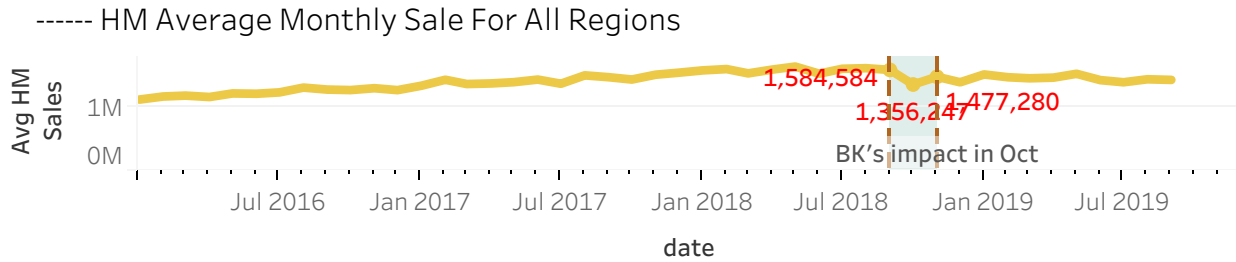
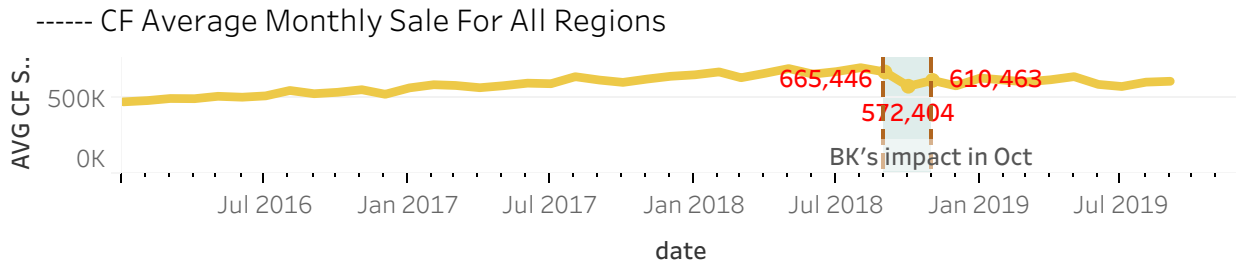


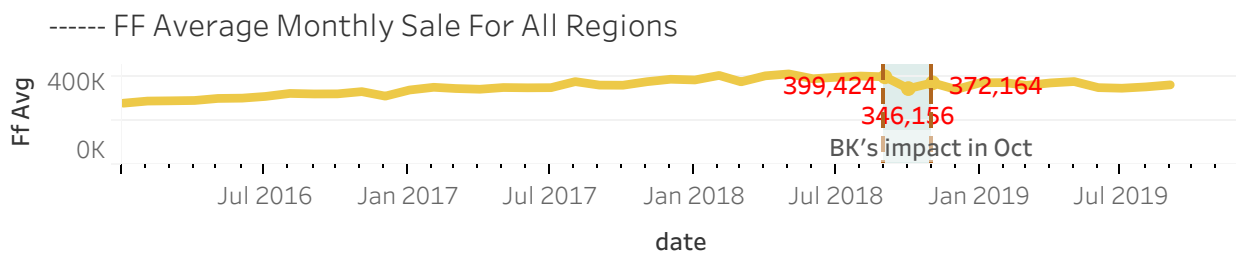
Impossible Burger's impact on **Hamburger**



Impossible Burger's impact on **Chicken Fillet**



Impossible Burger's impact on **Fish Fillet**



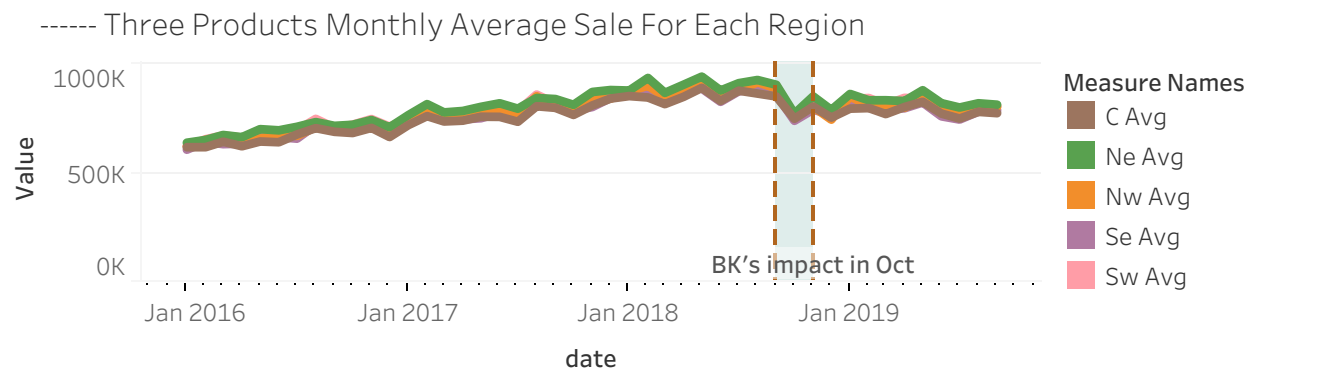
1. Impossible burger released on October 2018, but impact started in the beginning of September 2018.

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

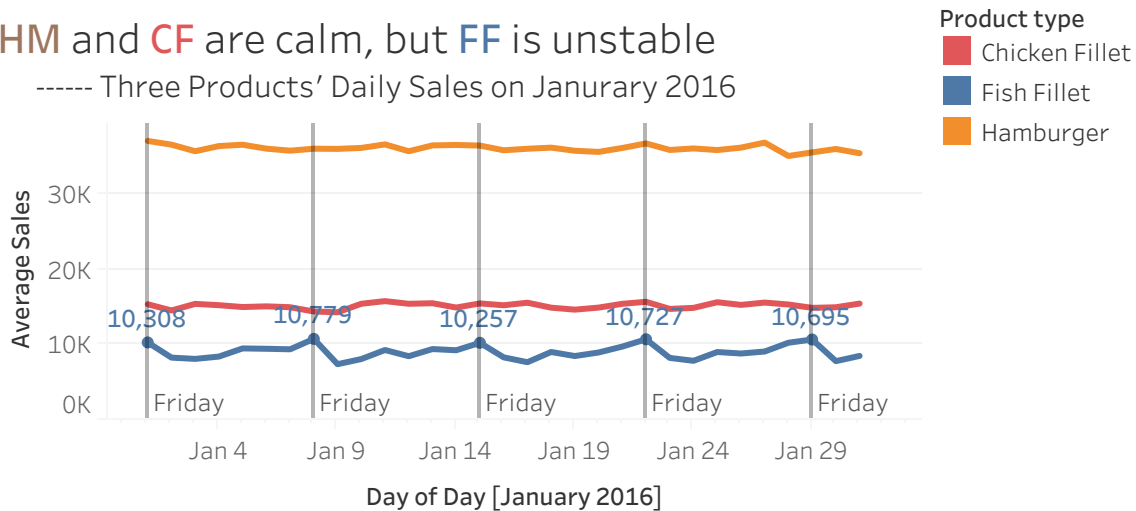
Impossible Burger's impact on all areas



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.

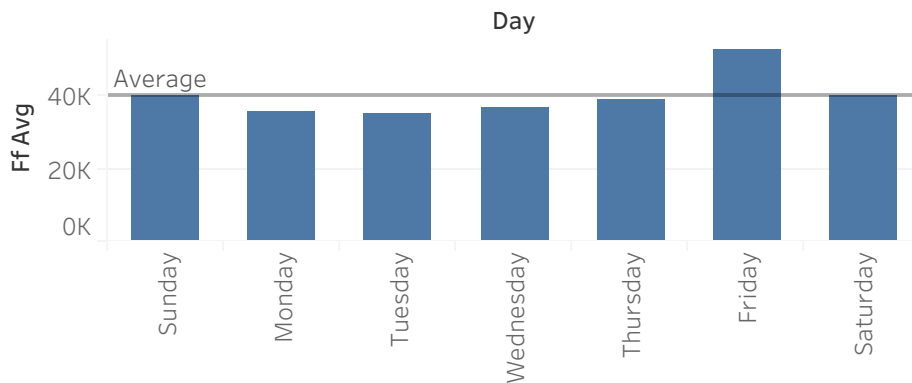
HM and CF are calm, but FF is unstable

----- Three Products' Daily Sales on January 2016



People like to eat Fish Fillet on Friday

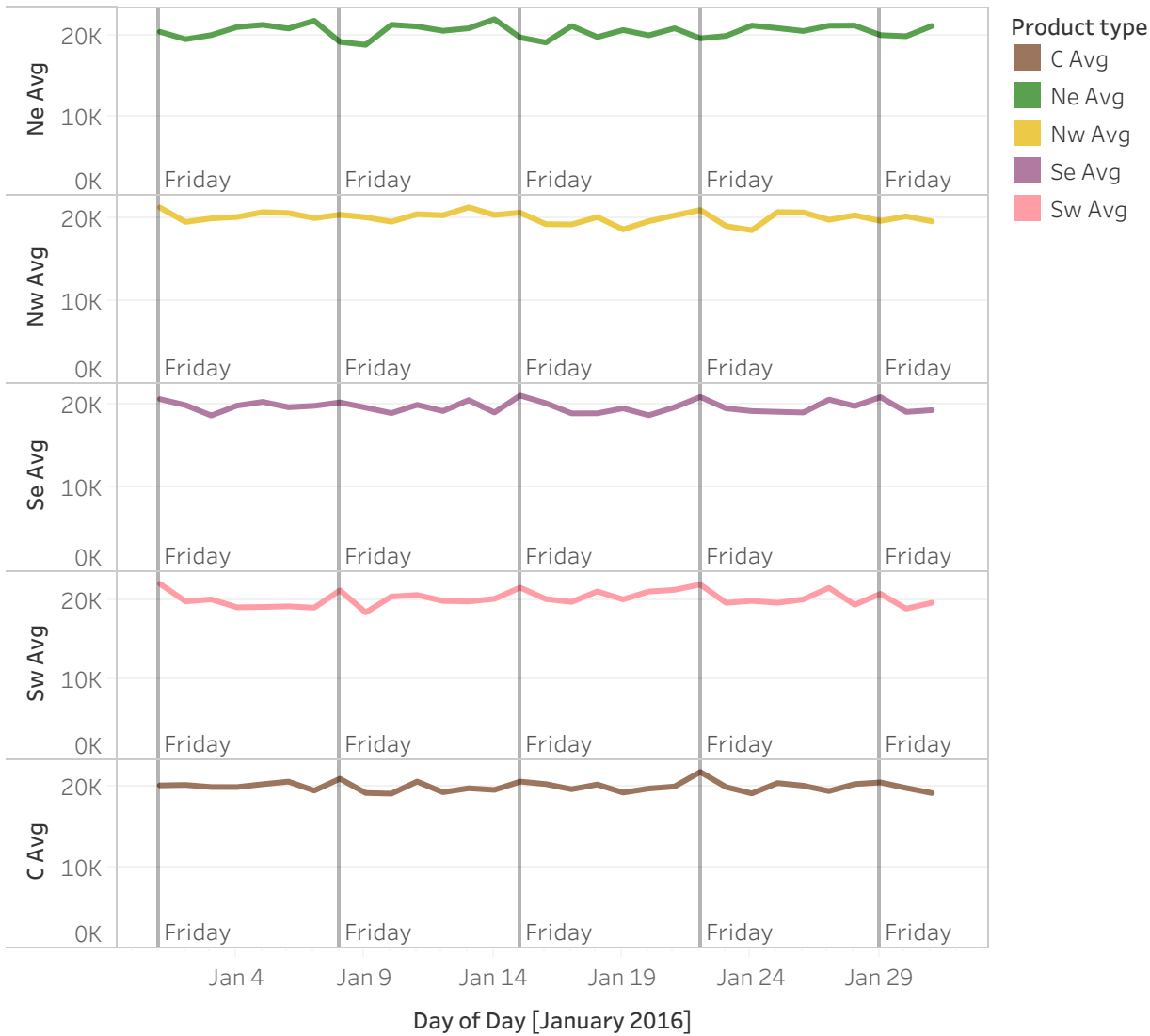
----- Fish Fillet's Average Sales By Day of the Week In Jan 2016



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.

C, SE, and SW share pattern, But NW and NE Don't

----- Average Daily Sales on All Five Regions



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.

Sunday is Northern Areas Best Day, Friday is Other Areas Best Day

----- Typical Pattern of Average Daily Sales (selected NE and SE)

