

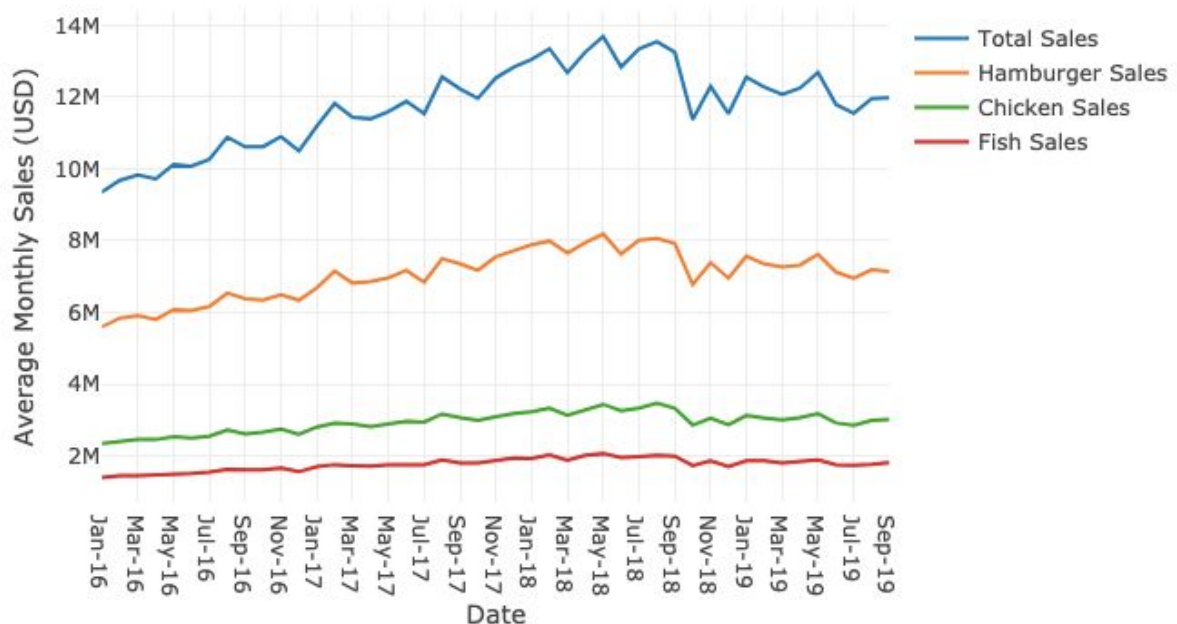
They're (Still Kinda) Lovin' It: McDonalds' Sales Report

Recovering from the Impossible (Burger)

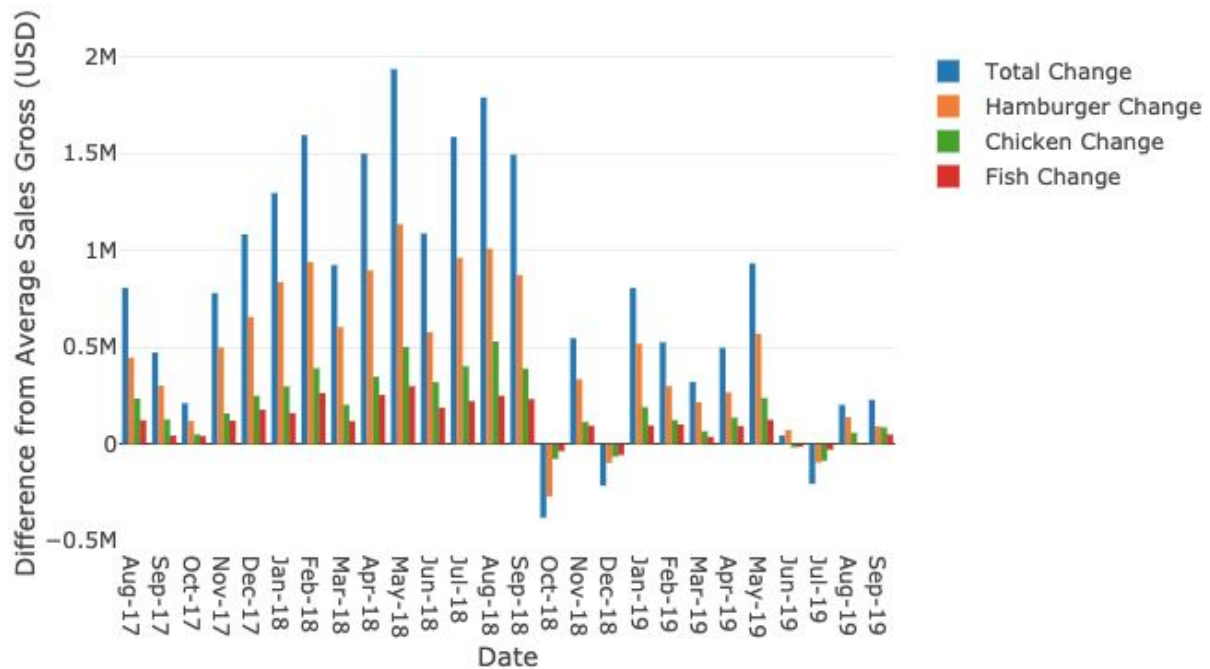
Overview

From January 2016 to October 2018, McDonalds' sales experienced a steady rate of growth, often selling more every month with few lulls that had little impact on our profit trend. Starting in August 2017, McDonalds has constantly sold more than our average sales, in total and for each of the three menu items. However, when Burger King released the Impossible Burger in October 2018, we experienced our first serious drop in sales, which occurred again in December 2018 and July 2019. I recommend looking into events surrounding these months to find the cause of these drops. However, do not fret; since then, our sales have still consistently been above our sales average for the most part, but there's always more money to be made.

All Together: Monthly Sales



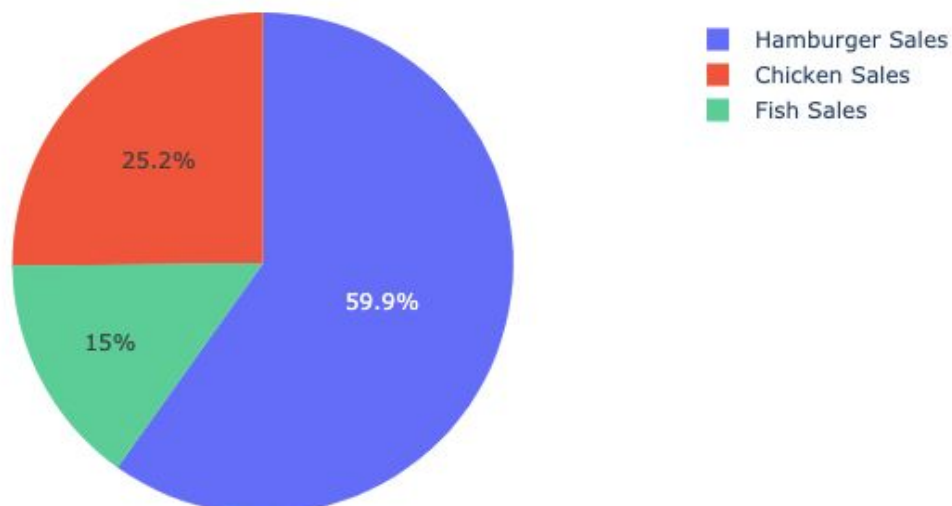
Back to Basics: Monthly Difference from Average Sales



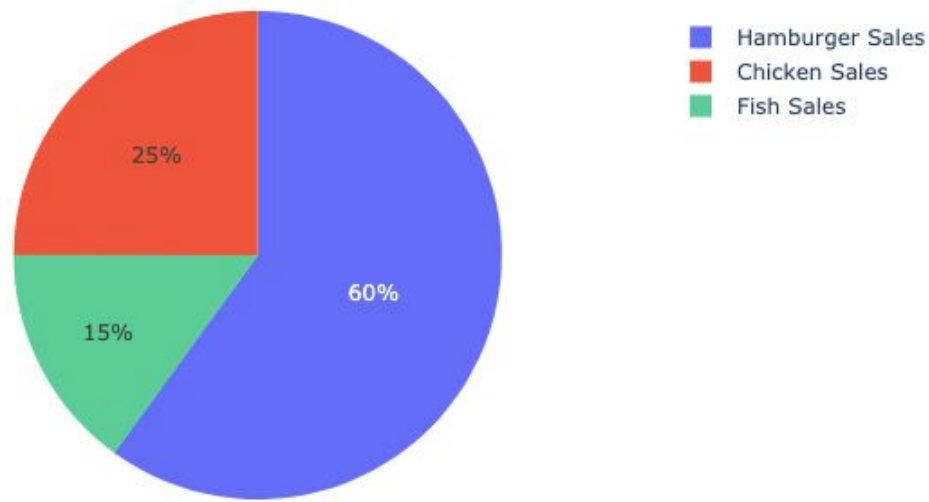
Bringing in the Bank: Sales Distributions

Hamburgers make up about 60% of McDonalds' sales on both a daily and a monthly scale. Following behind is Chicken Filet at about 25% and Fish Fillet at 15%. These distributions are relatively similar across regions (as seen in Menu Dash below) and across both daily and monthly sales.

Tried and True: Average Daily Sales Breakdown



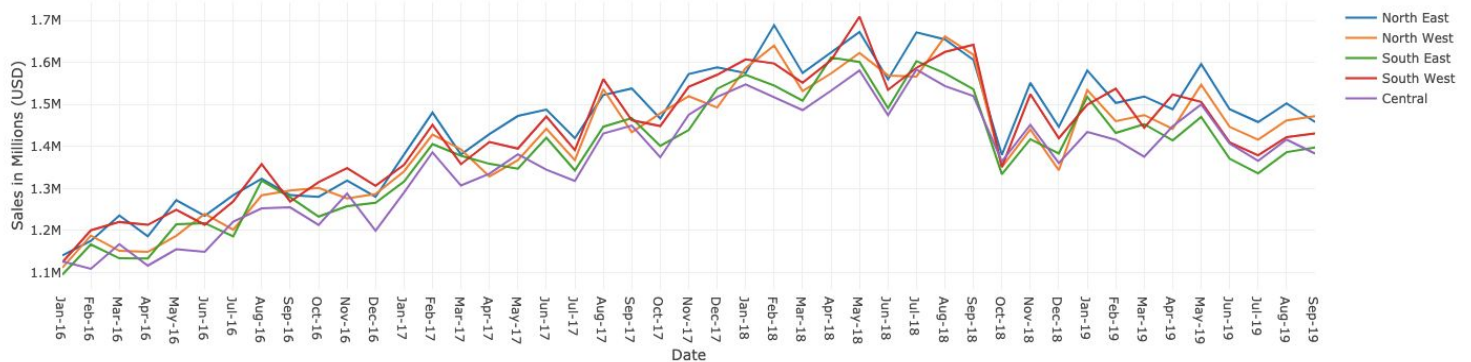
Same Old Same Old: Average Monthly Sales Breakdown



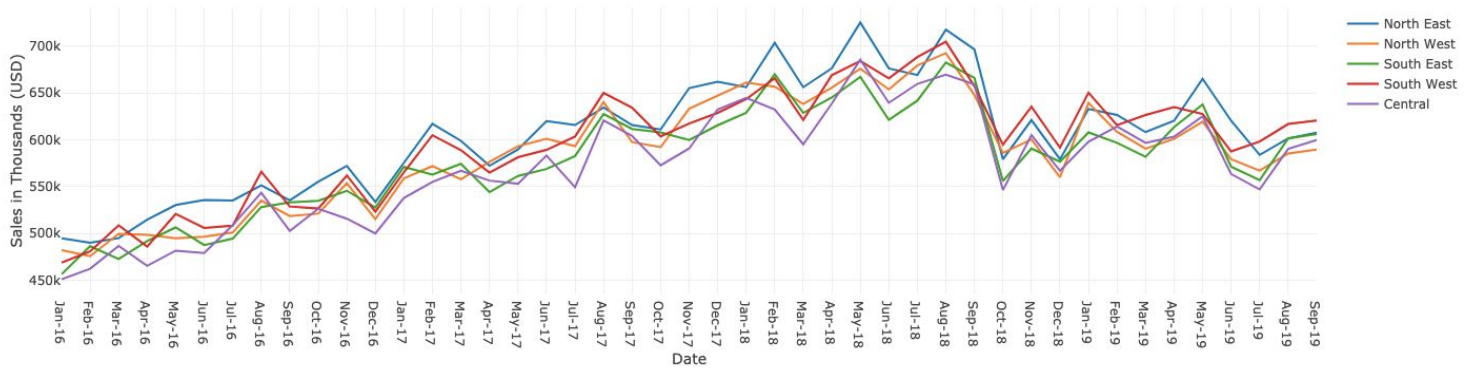
Menu Dash: Monthly Sales for Menu Items by Region

All three menu items have similar trends of sales, though at different rates (similar patterns, different numbers). The North East typically leads the regions in sales for all three menu items. Since the trends are relatively similar among regions and items, a generalized nationwide strategy, such as hamburger deals in the springtime, could prove effective to raise profit margins.

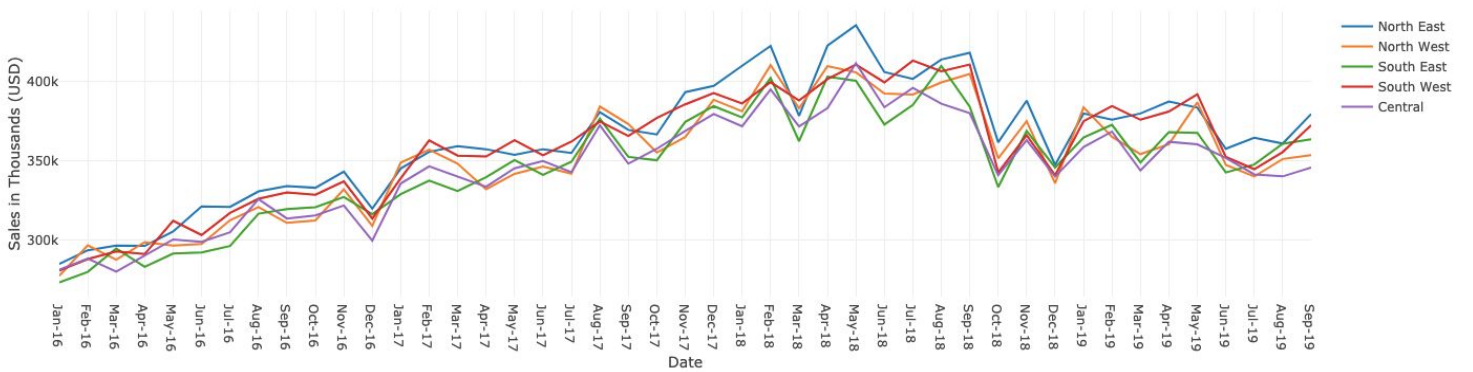
Burgers Make Bucks: Monthly Hamburger Sales



Flightless Sales: Monthly Chicken Filet Sales



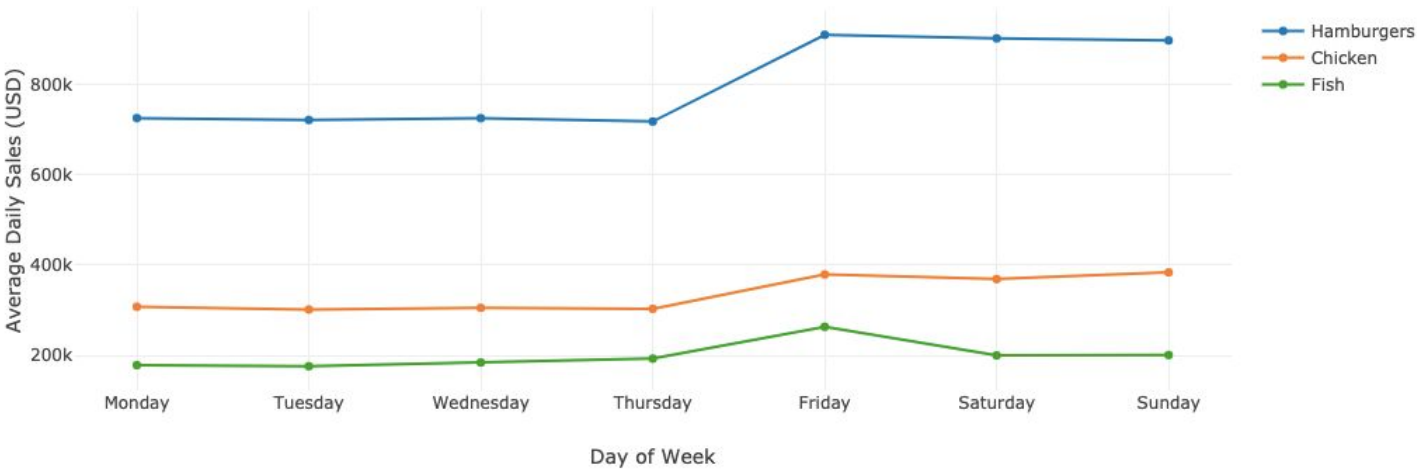
Fish Out of Water: Monthly Fish Filet Sales



Daily Double: Daily Item Sales Averages

Although Fish Filet sales are always lower than Hamburger and Chicken Filet sales, sales for Fish Filets peak on Fridays, so I recommend trying to monopolize on this existing trend by offering Fish Filet-based deals on Fridays. During the weekend (Friday through Sunday), sales of all three items are typically the lowest they are out of the entire week for certain regions. To combat this, I recommend taking a look at the peak and weak days listed in the table below and reducing (for weak days) the listed food in the listed region.

Daily Duty: Daily Sales



		Average Peak	Average Weak
food	region		
CF	C	Sunday	Thursday
	NE	Thursday	Saturday
	NW	Thursday	Saturday
	SE	Tuesday	Monday
	SW	Monday	Saturday
FF	C	Friday	Sunday
	NE	Thursday	Saturday
	NW	Friday	Sunday
	SE	Friday	Sunday
	SW	Friday	Sunday
HM	C	Monday	Sunday
	NE	Sunday	Saturday
	NW	Monday	Sunday
	SE	Saturday	Sunday
	SW	Friday	Monday