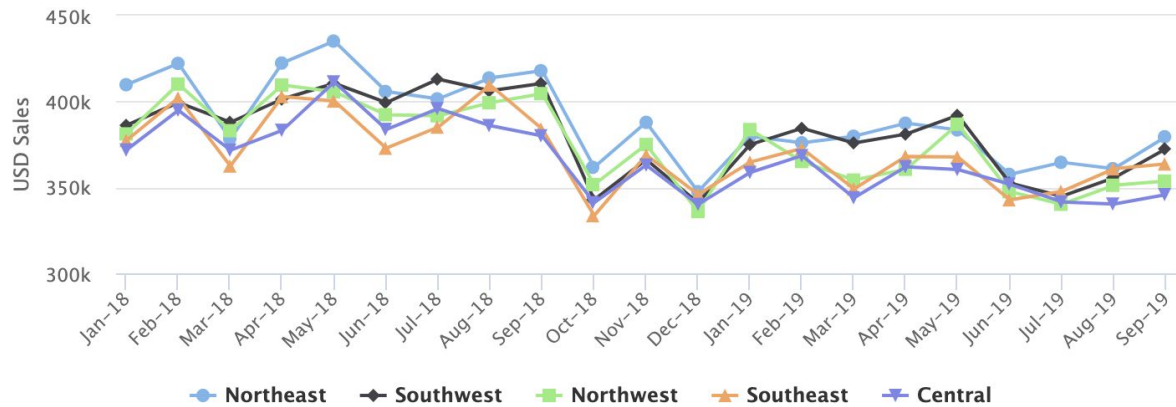


McDonald's Decision Analysis

Should McDonald's be selling the Impossible Burger?

Short Answer: No.

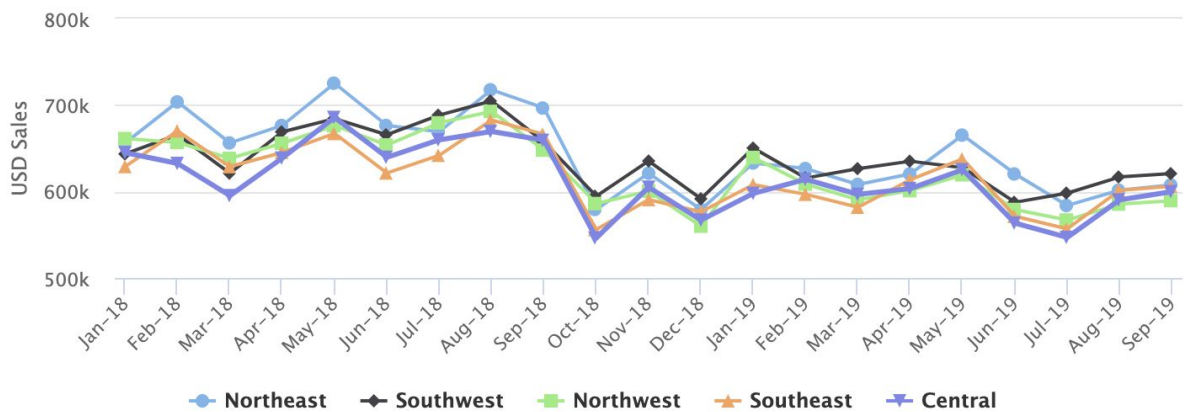
Fish Fillet Sales Jan '18 to Sep '19



Highcharts.com

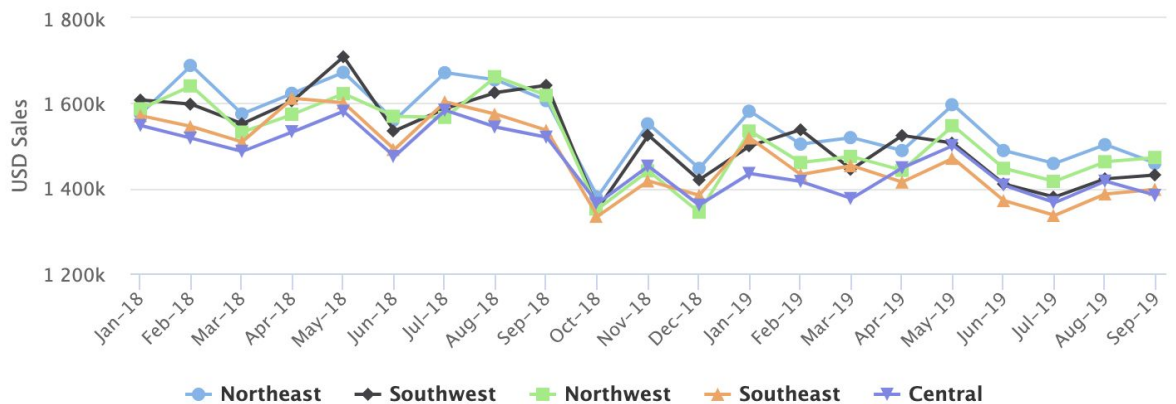
Highcharts.com

Chicken Fillet Sales Jan '18 to Sep '19



Highcharts.com

Hamburger Sales Jan '18 to Sep '19



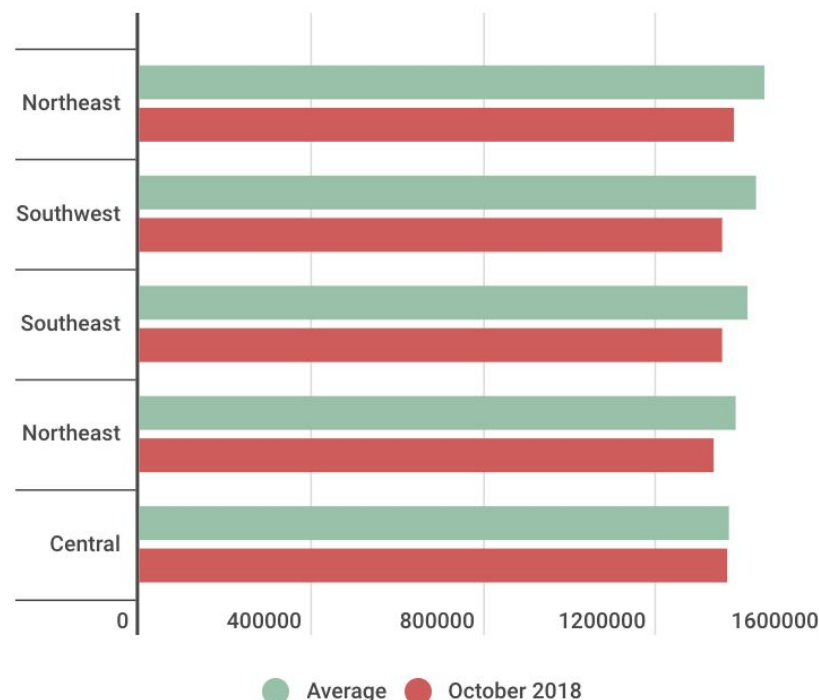
Highcharts.com

Explanation:

The introduction of the Impossible Burger in October 2018 had a drastic **negative** effect on sales overall.

Hamburger **sales** took a **large hit**, same with chicken fillet and fish fillet sales. This trend did not crop up anywhere else, so it is clear that the introduction of the new product had something to do with it.

Sales did seem to pick back up again post-introduction of the Impossible Burger, but it seems that it may be good to leave it aside and **continue** our **original approach**, for the sake of ~~your yacht~~ the company.

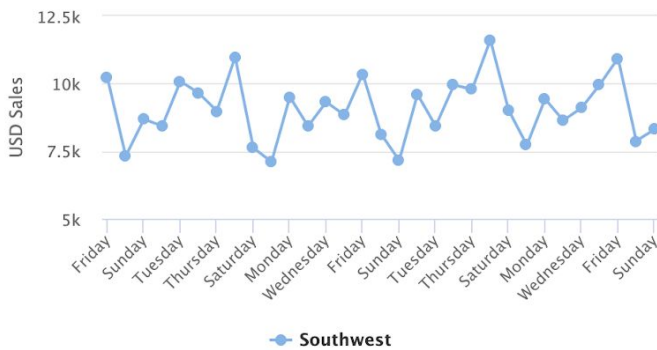


You can see that for every region, the October 2018 sales were **lower** than the average sales for each region.

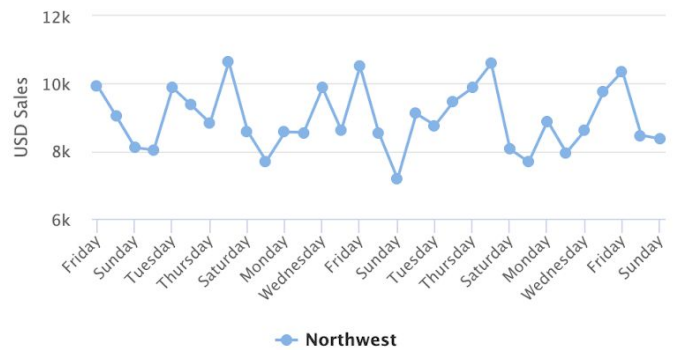
Sales Idea: Fishy Fridays

People appear to enjoy going in to McDonald's on Fridays and ordering a fish fillet. There is a **spike** in **sales** in the Northwest, Southwest, Southeast, and Central areas. If we target these places with a special deal, we could **increase profits**.

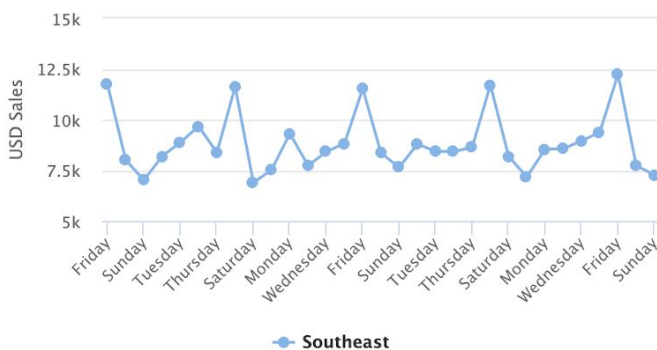
Fish Fillet Sales Jan '16 for the Southwest



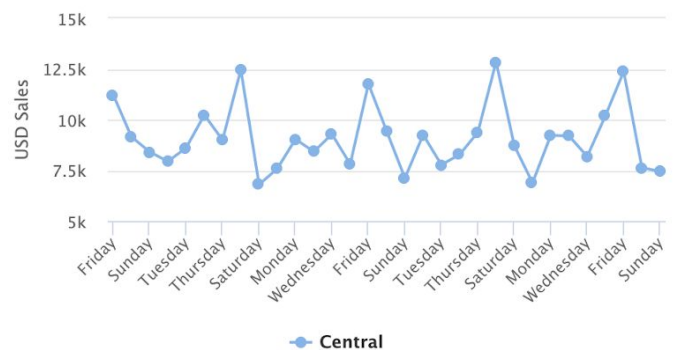
Fish Fillet Sales Jan '16 for the Northwest



Fish Fillet Sales Jan '16 for the Southeast



Fish Fillet Sales Jan '16 for Central



General Sales Trend

Our most **popular** item is clearly the **hamburger**. We should be prioritizing sales and promotional events related to this product, as it is clearly working. Switching to things like the Impossible Burger is not what our customers want.

Total USD Sales across Regions

