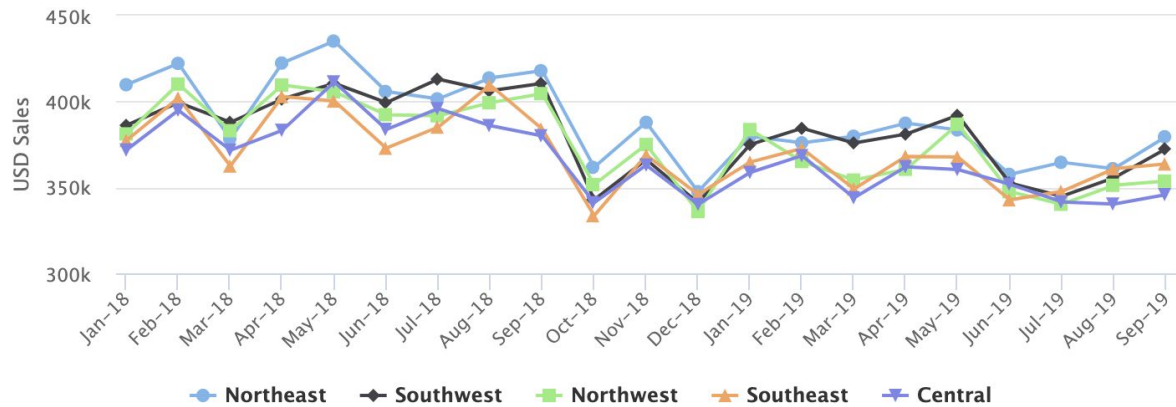


McDonald's Decision Analysis

Should McDonald's be selling the Impossible Burger?

Short Answer: **Yes.**

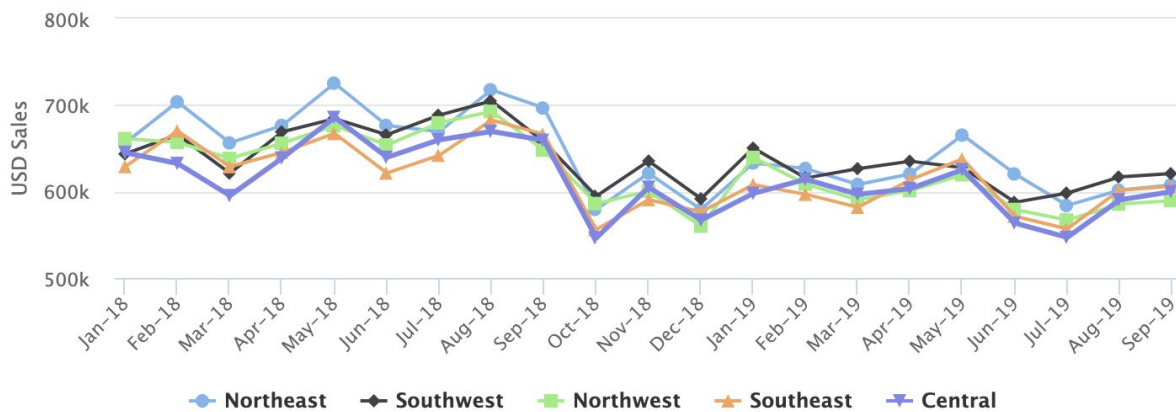
Fish Fillet Sales Jan '18 to Sep '19



Highcharts.com

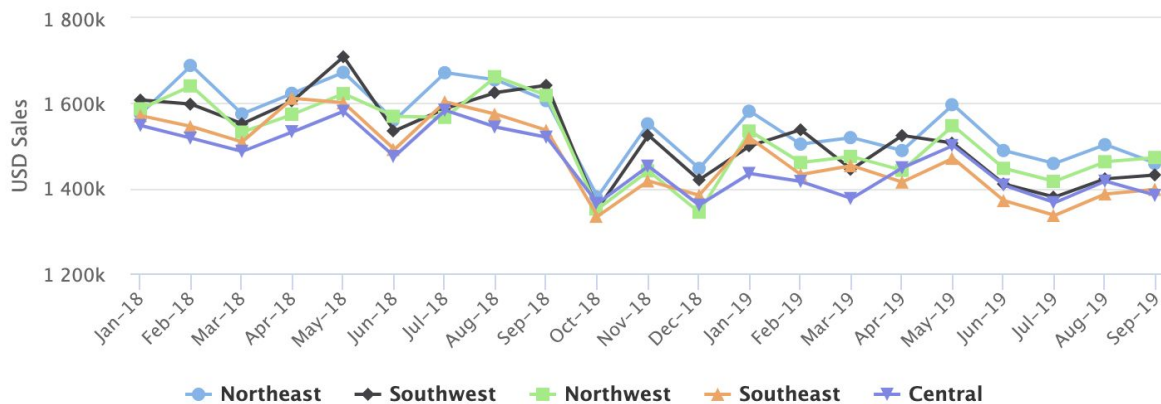
highcharts.com

Chicken Fillet Sales Jan '18 to Sep '19



Highcharts.com

Hamburger Sales Jan '18 to Sep '19



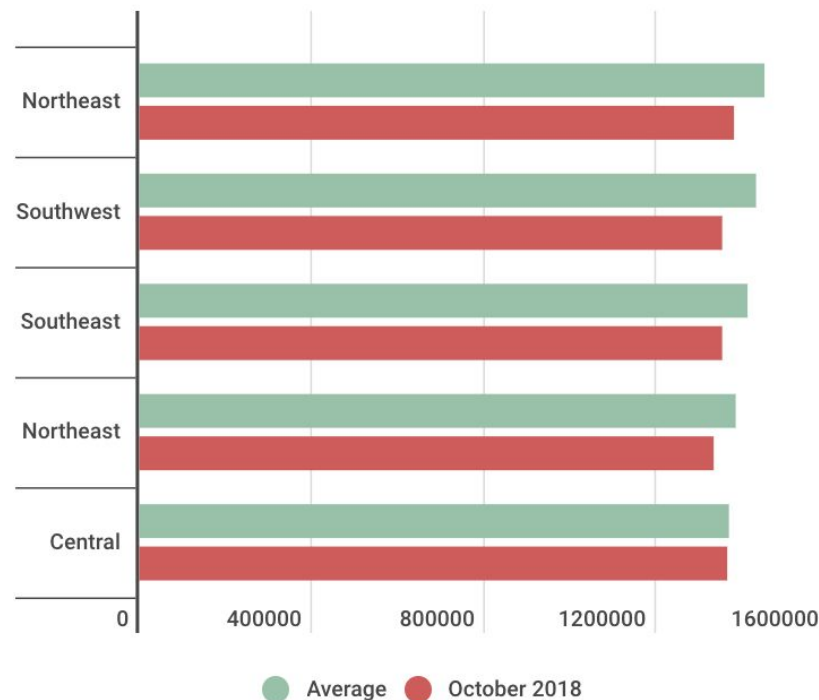
Highcharts.com

Explanation:

The introduction of the Impossible Burger in October 2018 by Burger King 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 begin to pick back up again post-introduction of the Impossible Burger, but we should likely introduce it as a product under our brand to meet the **demand**. Although it could be a fad, we would gain a good amount of **positive** publicity, as well as sales.

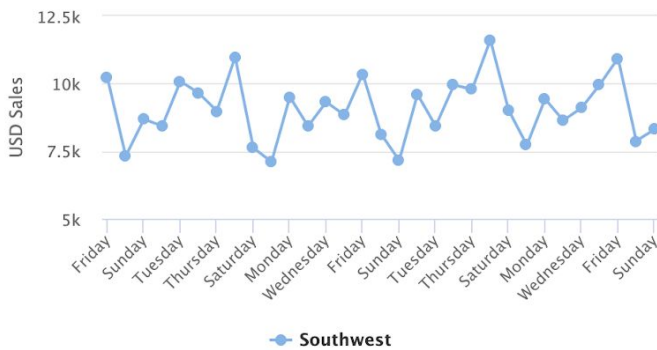


You can see that for every region, the October 2018 sales were **lower** than the average sales for each region.

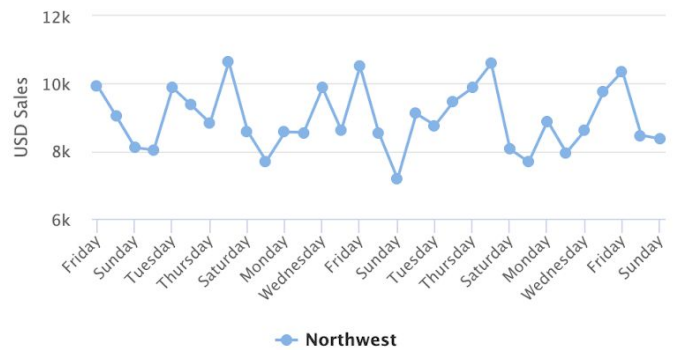
Sales Idea: Fishy Fridays

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**.

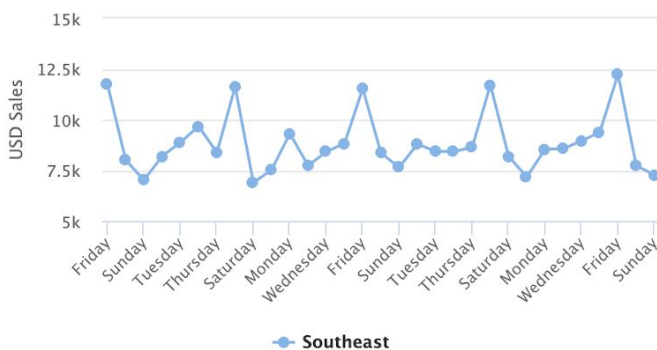
Fish Fillet Sales Jan '16 for the Southwest



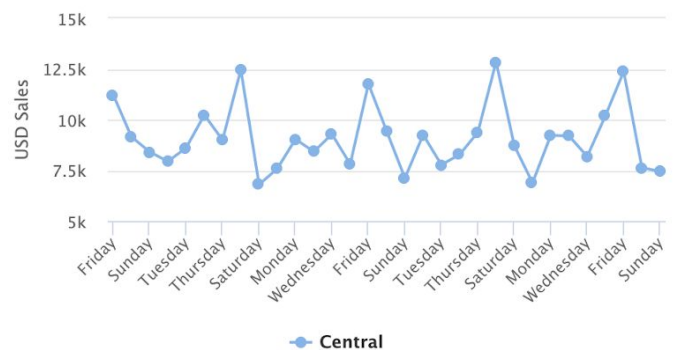
Fish Fillet Sales Jan '16 for the Northwest



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 could be a great idea as seen by Burger King's success.

Total USD Sales across Regions

