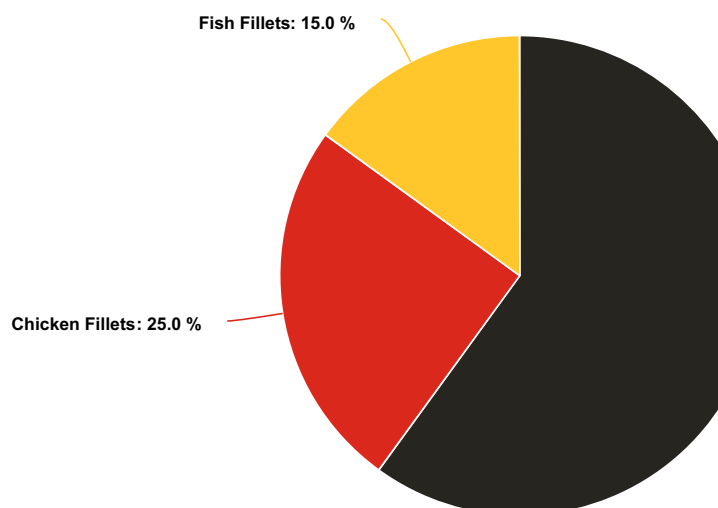


Breakdown of Revenue Sources

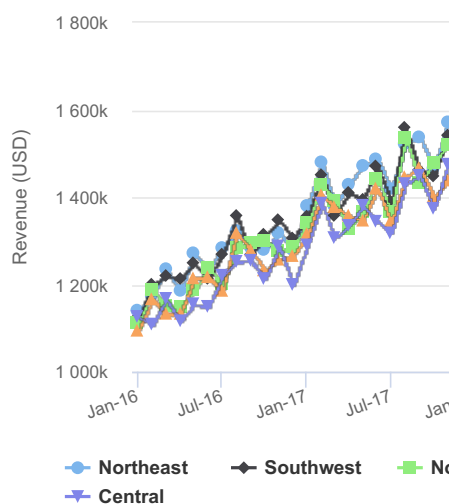
2016-2019 Revenue Breakdown



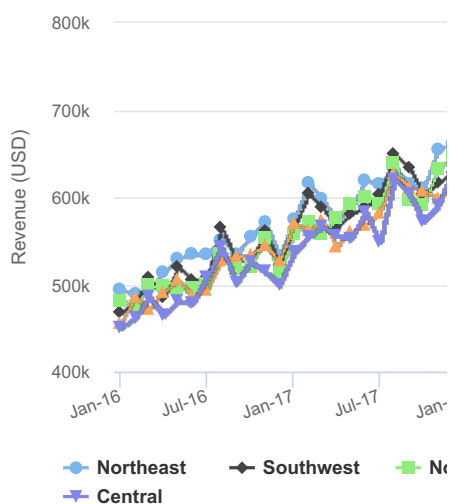
Hamburgers account for over half of the revenue generated by these three items, with chicken fillets as the next popular, followed by fish fillets.

Monthly Sale Numbers

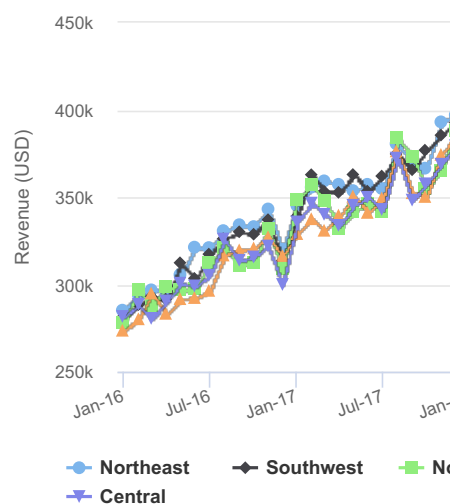
Monthly Hamburger Sales by 2019



Monthly Chicken Fillet Sale: 2016-2019



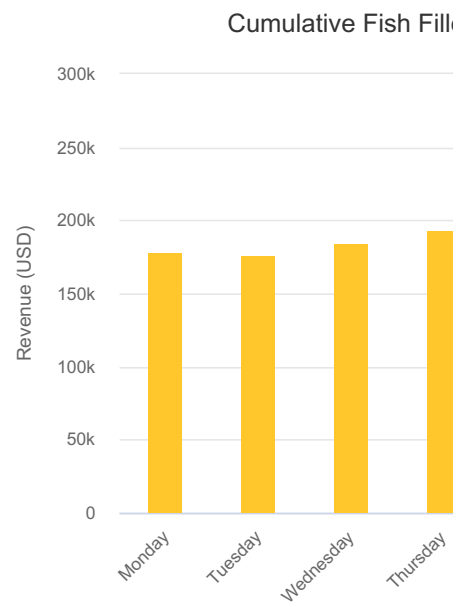
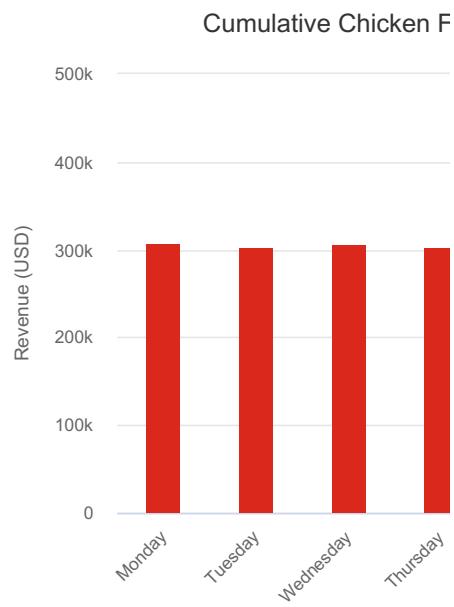
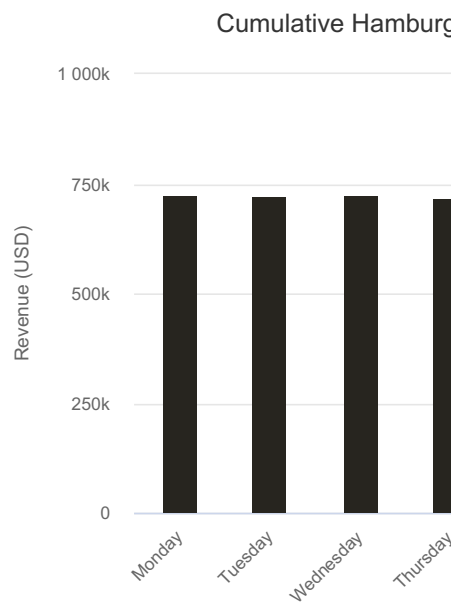
Monthly Fish Fillet Sales by 2019



The red line indicates October 2018, the month Burger King introduced their Impossible Whopper. Before that month, burger, chicken fillet and fish fillet sales in all regions were trending upwards. The introduction of the Impossible Whopper coincided with a 13-16% drop in revenue from the previous month for all three items. Sales have consistently stayed at this lowered level into 2019, never reaching the peak sales seen in September 2018. Burger King's new Whopper is certainly affecting McDonald's revenue.

Sales Over Days of Week (Jan 2016, Nationwide)

Hamburgers, chicken fillets and fish fillets all pulled in more revenue on weekends. An interesting fact is the spike in revenue for fish fillets on Fridays, which can be attributed to the promotions on the item on Fridays in certain regions. From Monday to Thursday, revenue for all three items stayed



relatively constant.

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