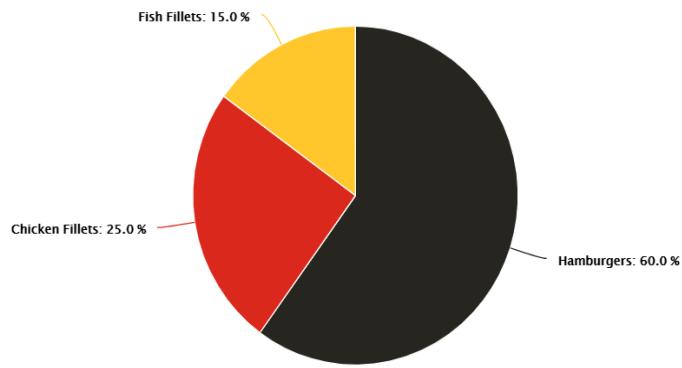


Breakdown of Revenue Sources

2016–2019 Revenue Breakdown

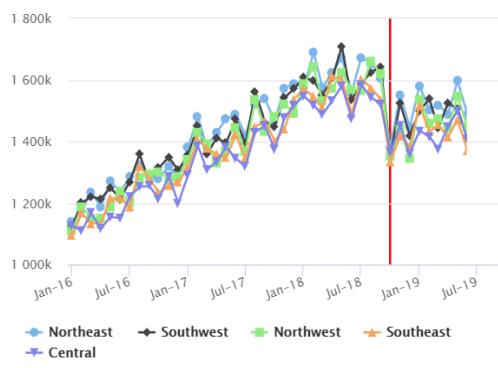


Highcharts.com

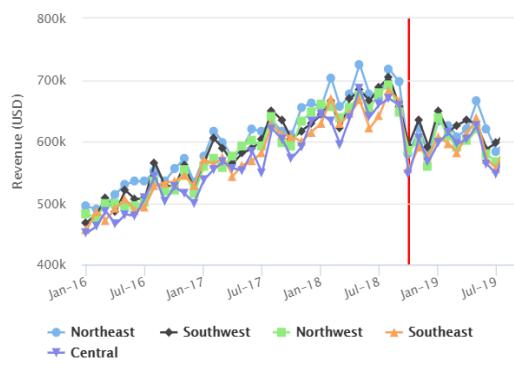
Hamburgers account for over half of the revenue generated by these three items, with chicken fillets as the next popular, followed by fish fillets.

Monthly Sale Numbers

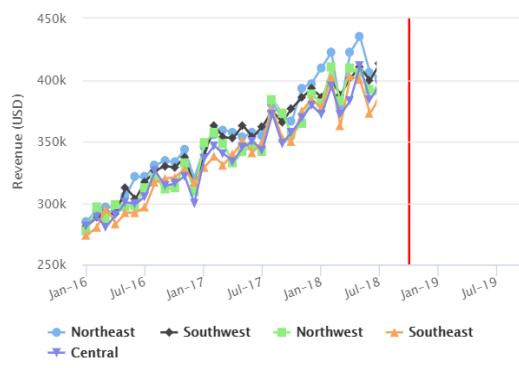
Monthly Hamburger Sales by Region from 2016–2019



Monthly Chicken Fillet Sales by Region from 2016–2019



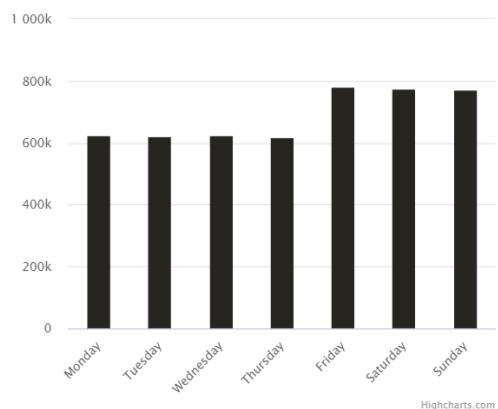
Monthly Fish Fillet Sales by Region from 2016–2019



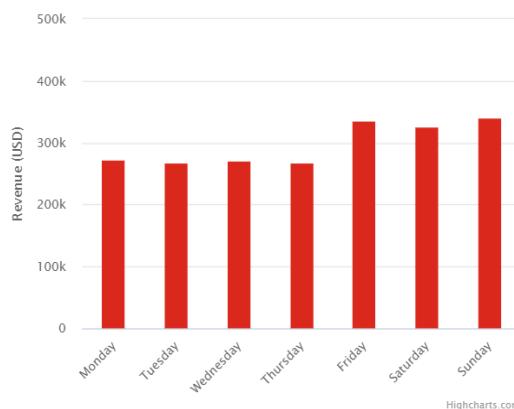
The red line indicates October 2018, the month Burger King introduced their Impossible Whopper. Before that month, burger, chicken fillet and fish fillet sales in all regions were trending upwards. The introduction of the Impossible Whopper coincided with a 13–16% drop in revenue from the previous month 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)

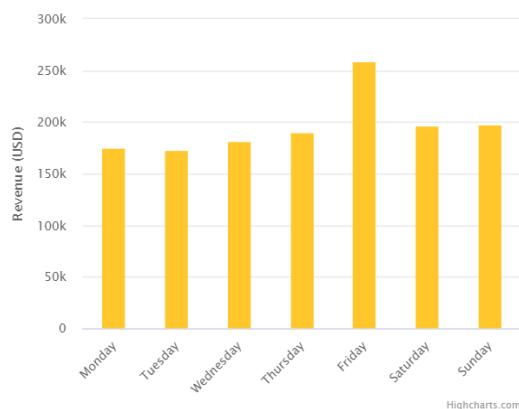
Cumulative Hamburger Sales



Cumulative Chicken Fillet Sales



Cumulative Fish Fillet Sales



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.