

Breakdown of Revenue Sources

Created with Highcharts 7.2.0
2016-2019 Revenue Breakdown
Hamburgers: 60.0 %Hamburgers: 60.0 %
Chicken Fillets: 25.0 %Chicken Fillets: 25.0 %
Fish Fillets: 15.0 %Fish Fillets: 15.0 %

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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

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Revenue (USD)
Monthly Hamburger Sales by Regionfrom 2016-2019

Northeast
Southwest
Northwest
Southeast
Central

Jan-16
Jul-16
Jan-17
Jul-17
Jan-18
Jul-18
Jan-19
Jul-19
1 000k
1 200k
1 400k
1 600k
1 800k

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Revenue (USD)
Monthly Chicken Fillet Sales byRegion from 2016-2019

Northeast
Southwest
Northwest
Southeast
Central

Jan-16
Jul-16
Jan-17
Jul-17
Jan-18
Jul-18
Jan-19
Jul-19
400k
500k
600k
700k
800k

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Revenue (USD)

Monthly Fish Fillet Sales by Region from 2016-2019

Northeast

Southwest

Northwest

Southeast

Central

Jan-16

Jul-16

Jan-17

Jul-17

Jan-18

Jul-18

Jan-19

Jul-19

250k

300k

350k

400k

450k

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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)

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Revenue (USD)

Cumulative Hamburger Sales

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

0

200k

400k

600k

800k

1 000k

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Revenue (USD)

Cumulative Chicken Fillet Sales

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

0

100k

200k

300k

400k

500k

Highcharts.com

Wednesday Revenue: 305 797



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.