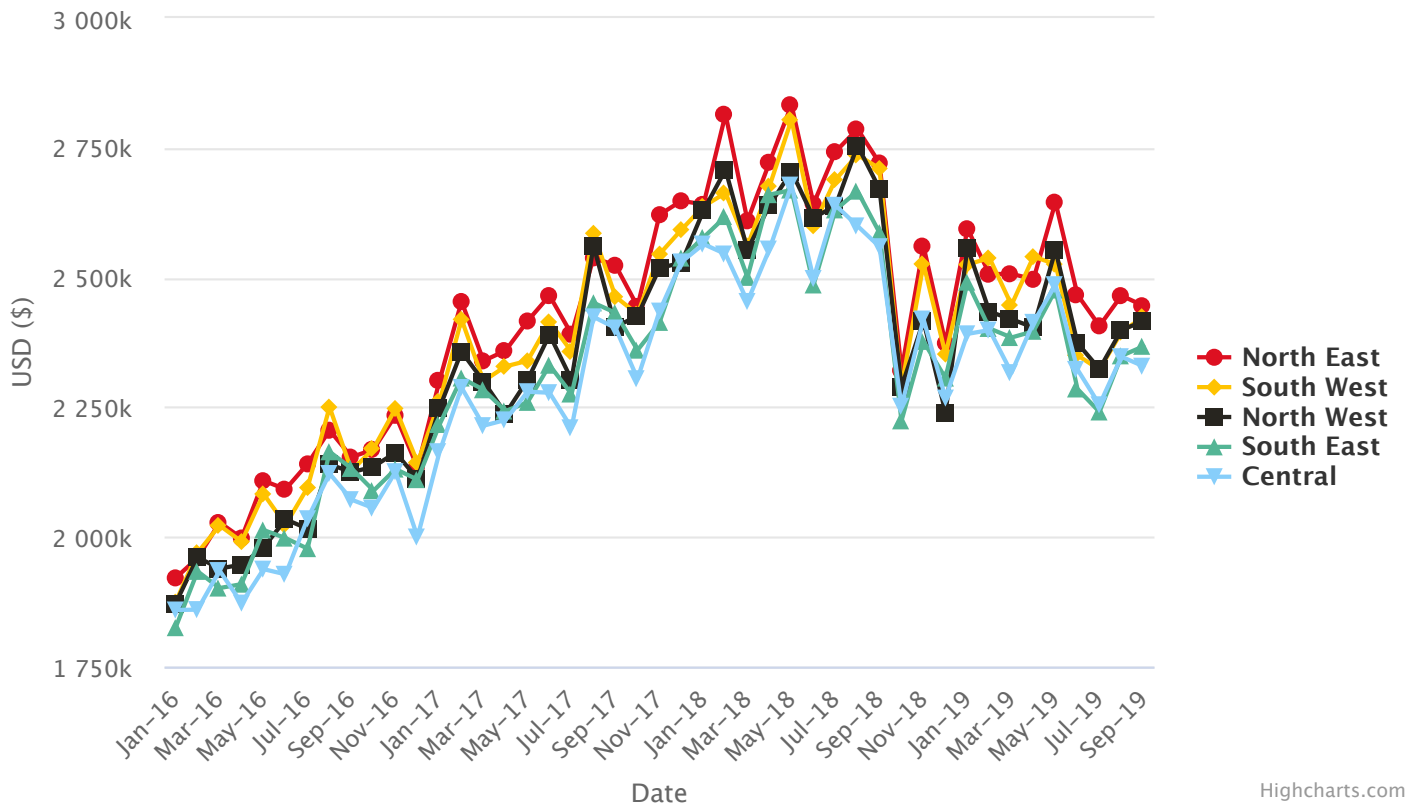




# McDonald's Report

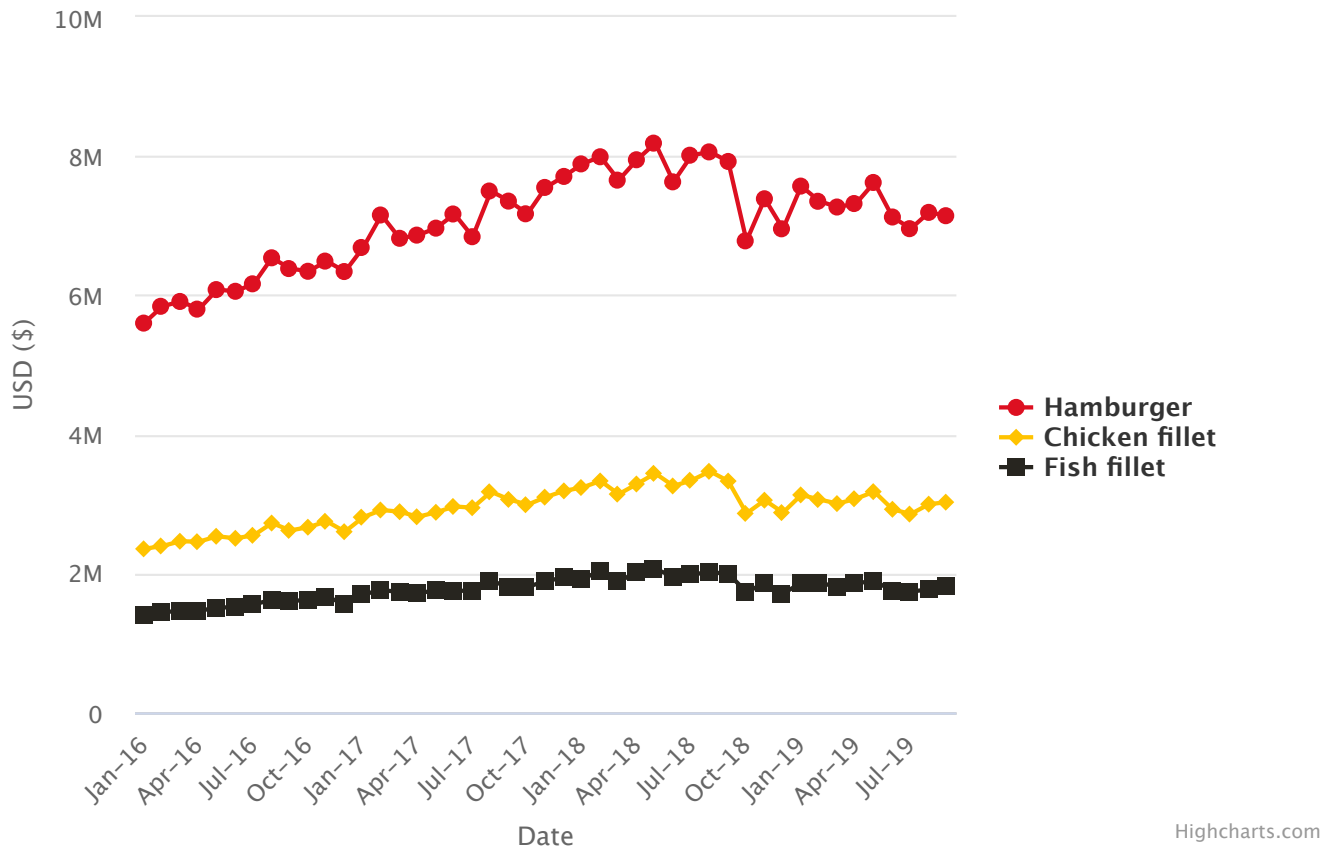


## Distribution of Sales in the Regions



From 2016 to September 2018, the sales of McDonald's increases throughout the time. However, there is a descreasing trend of the total sales of the three items across all five regions in **October 2018**. This can be linked to the impact of Burger King's Impossible Burger.

## Total Sales of the Three Items

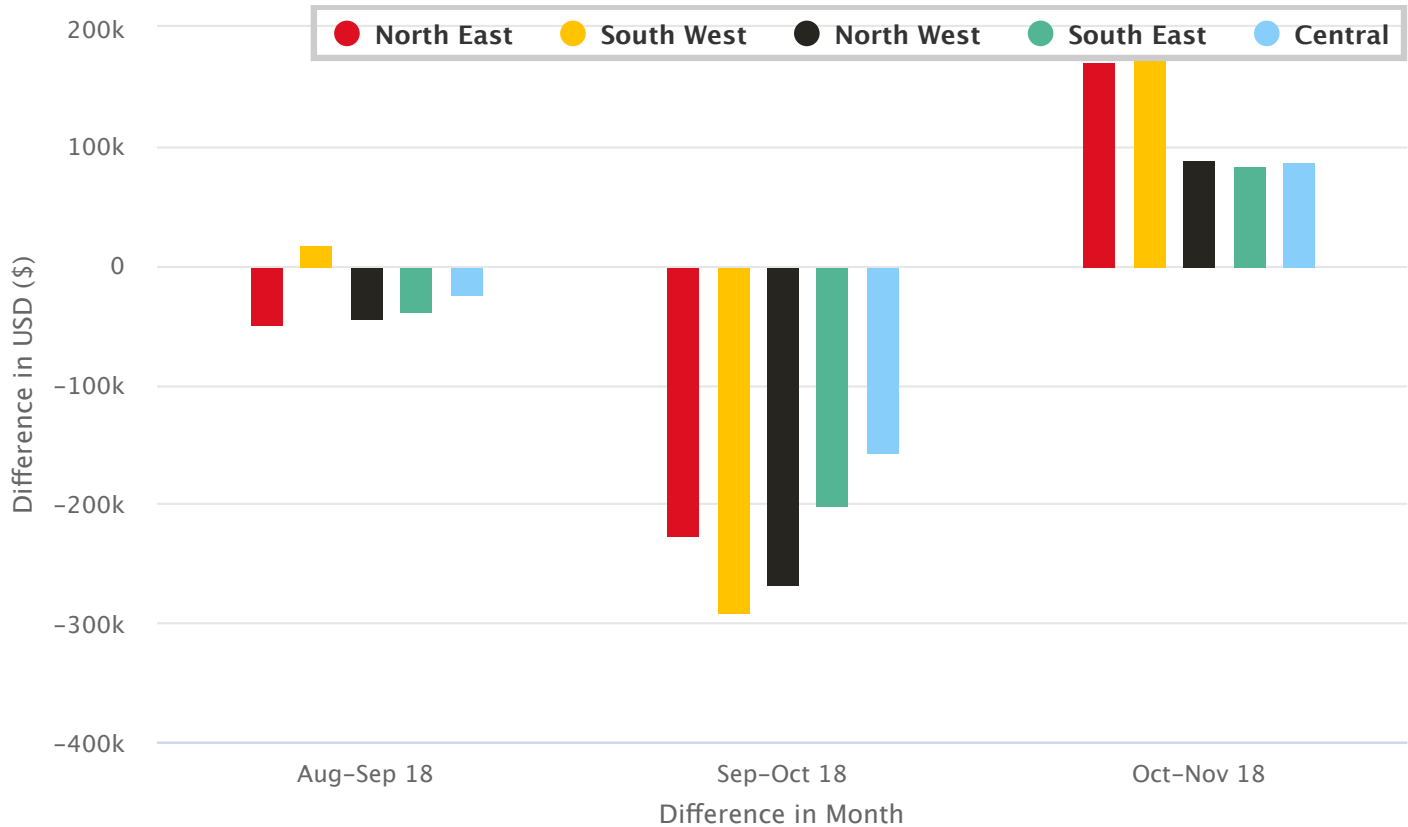


From 2016 to September 2018, the sale of **hamburger** is in a increasing trend. However, in **October 2018**, there is a steep descreasing slope. Besides hamburger, chicken fillet and fish fillet also increases throughout the years and have a small descreasing trend in October 2018. However, the sale of chicken fillet does not varies that much comparing to the hamburger.

Besides it, as the graph shows, United States tend to have more sales on hamburger. Because it is similar to Impossible Burger, it is affected by itthe most when it is released (October 2018).

**Suggestions:** The trends for chicken fillet and fish fillet do not increase throughout years. Therefore, I would suggest that McDonald's to introduce new chicken fillet and fish fillet to gain more sales. Besides this, I would also recommend McDonald's to introduce new burger that is similar to the Impossible Burger to bring back the consumers.

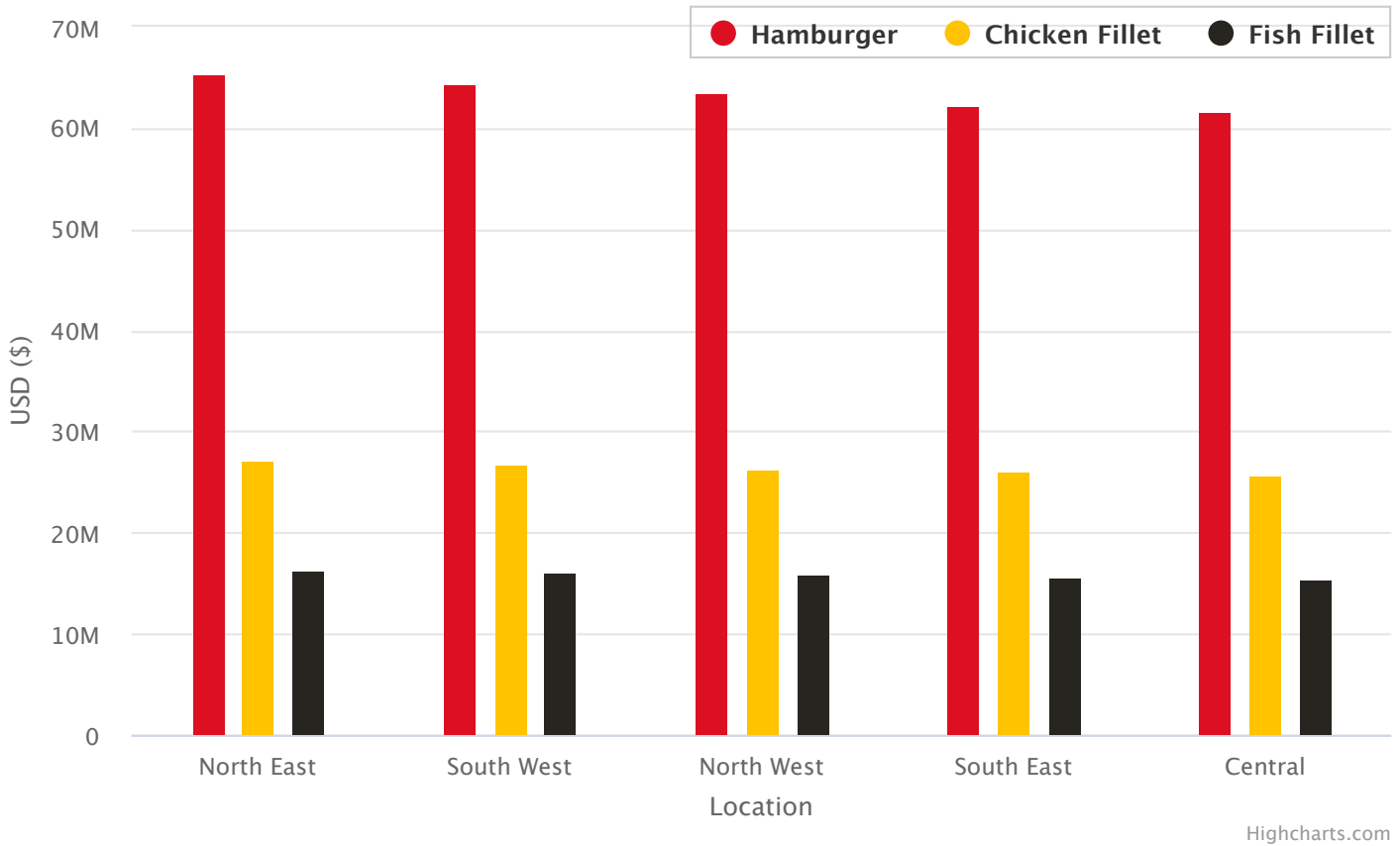
## Trend of Hamburger's Sale



As the Impossible Burger released in October 2018, the sales of the hamburgers in McDonald's significantly **decreases** from September to October. Fortunately, in the next month, the sales of the hamburger brings a little bit back.

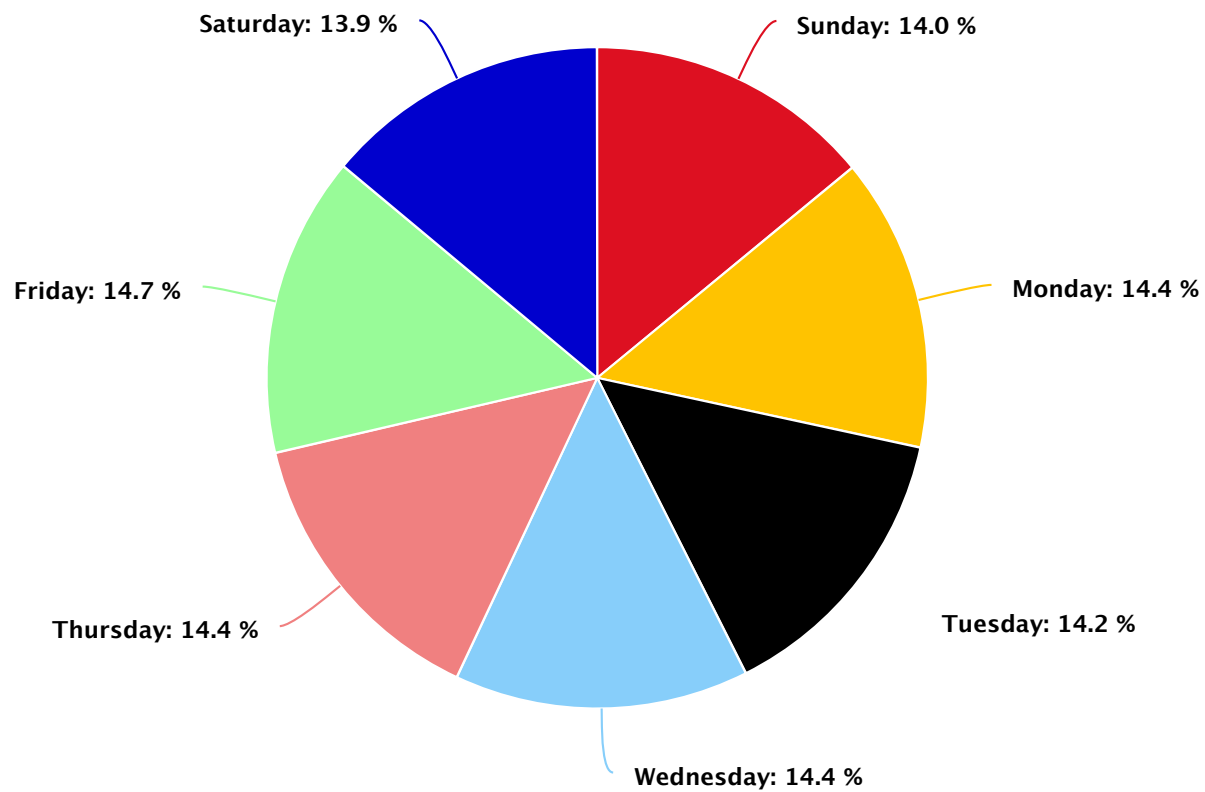
However, looking back to the first graph, the total sales still do not go back to the status of sales before September 2018. The sales of the McDonald's are still affected by the Impossible Burger.

## Sales in Different Locations



The distributions of the three products have the **similar** trends. From January 2016 to September 2019, the hamburger is the most popular item among chicken fillet and fish fillet in all five regions in the United States.

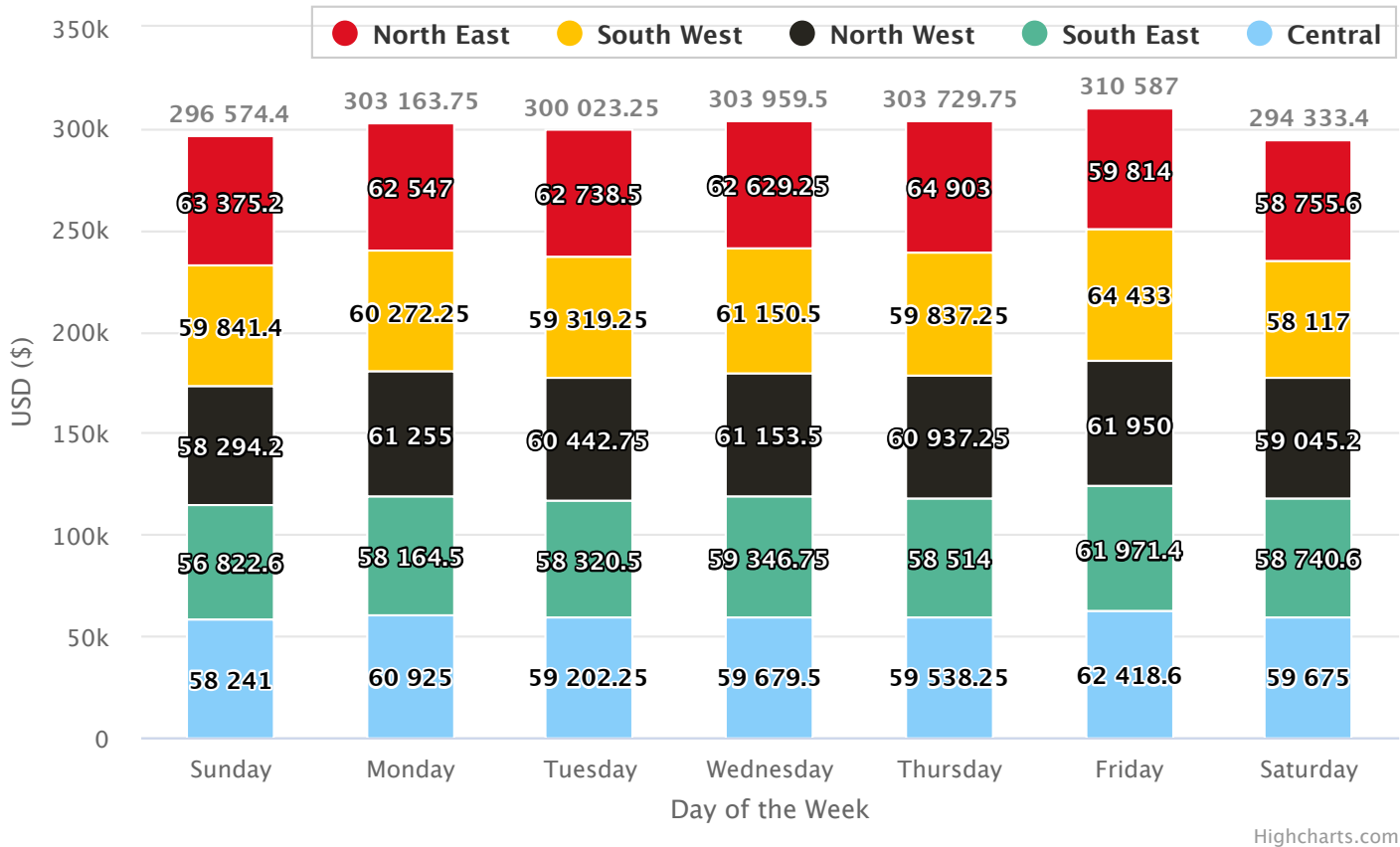
## Average Sales in the Day of the Week



Highcharts.com

It presents that in January 2016, the average sales across the U.S. in different day of a week do not vary a lot. It is almost evenly distributed.

## Average Sales in the Day of the Week in 5 Regions



The total average sale of the days in a week in all the regions do not vary a lot. Looking at each region, the sales of the products across the days are about the same.

**Conclusion:** The Burger King's Impossible Burger still bring affects to the McDonald's in the long term. The total sales do not bring back to the point before October 2018 and stay in the lower sales. Therefore, I would suggest McDonald's should introduce a burger that is similar to the Impossible Burger to gain the consumer. Besides this, the chicken fillet and fish fillet do not gain sales over the years. So, McDonald should also introduce new versions of these two to gather more consumers.



Yu-Chieh Chen ©