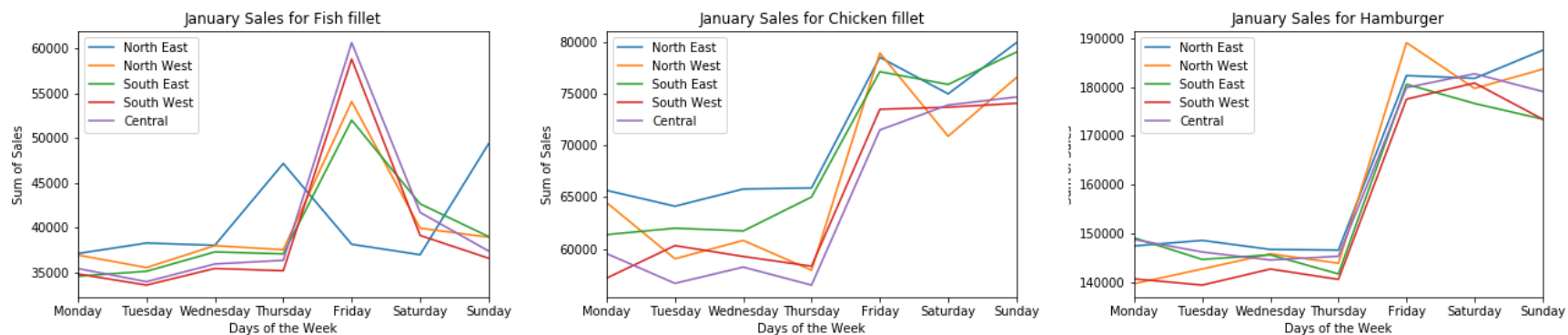


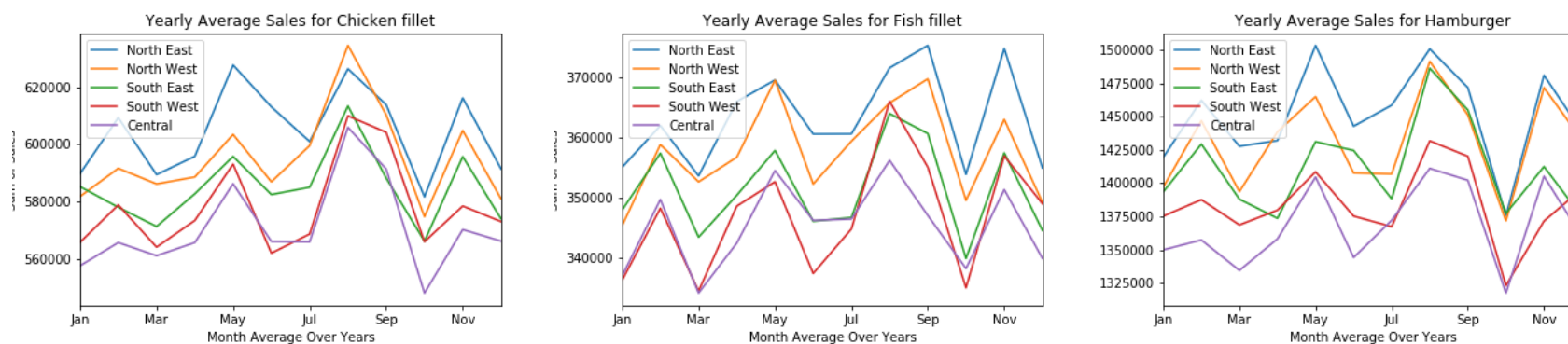
# Anaylsis of McDonalds Sales and Impossible Burger Insights

**First, we looked at the most busy days during the week.**

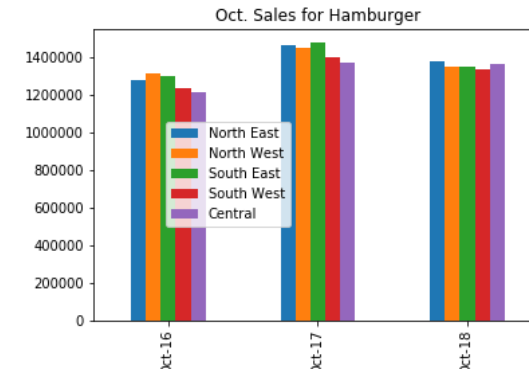
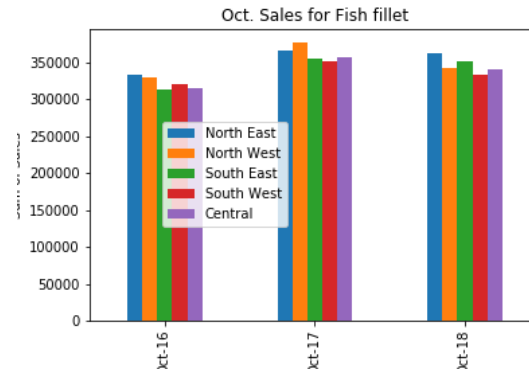
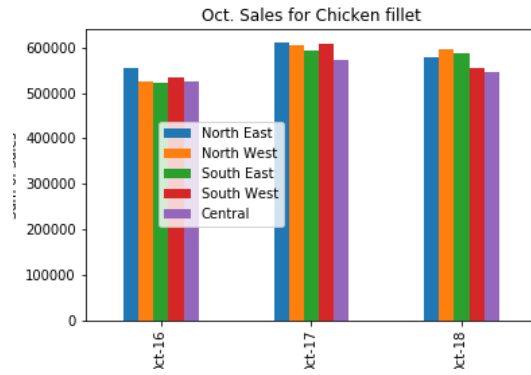


As you can see, the amount of sales spikes for the weekends; however, you can the extent can be affected by region. In addition, with the fish fillet, it seems that Fridays are a popular day for their consumption, which is suprising to see since this data is from Janauray and the religious holidays that affect fish consumption have not yet started.

## Now to go into Impossible Burger Analysis



***Looking at the average, notice the massive drop in the average sales in October. Adding a new item might help attract customers.***



**To make sure that sales did not go down to the time Impossible Burger was added, we looked at the overall sales over the years; however, there was no indication that the sales of Impossible Burger cut into our sales in the Chicken fillet, Fish fillet, and Hamburgers. That means the sales of the Impossible Burger would have only added to our sales, according to this data**