

Notes regarding the report:

I mainly separated my data into two parts in order to discover both micro and macro trends of McDonald's sales. From the daily data set given, we figured out that on an average day, there was no significant difference between a weekday and a day on weekend. Therefore, we said that the reason was that customers didn't necessarily tend to go to McDonald's more often on weekends. However, the pitfall here is that, since we only have one month's daily data set, the sample does not necessarily represent the whole trend within three years. Another thing worth to be pointed out is that the month data set is collected in the first month; therefore, since it was collected long time ago, it doesn't represent the current trend well. Especially with the introduction of the Impossible Burger, the daily data set will not capture this change.

Secondly, from the monthly data set, I tried to find if there was a trend worth noting. After looking at three different products and across all five different regions in the country, we figured out that the sales of hamburgers was the most popular among all five regions. The profits from selling burgers was also twice as much as that of both chicken fillet and fish fillet combined. However, we did see a significant decrease in sales around September 2018. The main reason could be that customers started buying more Burger King's Impossible Burgers. By looking into five regions' data separately, we further discovered that no region was not influenced. Compared to the decrease of sales of chicken fillet and fish fillet, that of hamburgers was also the biggest. Although we see a slight increase of the sales following the downfall, the overall trend still didn't match that before the impact. However, we should not conclude the impact is still affecting since we have only data from the past year after the impact. We should still keep collecting the data and then make further analysis to see the actual impact.

link to the website:

<http://127.0.0.1:5500/mcd.html>

link to the downloadable PDF:

<https://github.com/ferniefq/DSC106-HW2/blob/master/Menu%20Display%20page.pdf>

link to the source code:

<https://github.com/ferniefq/DSC106-HW2>