

McDonald's Analysis

Quarter Analysis by Menu Item

Quarterly Sales Percentage by Menu Items from Q2 2016 - Present



Overall, there is no difference between the various menu items. There was a significant drop during October 2018 (or Q4 2018). But, the next quarter, the sales percentage increased dramatically.

Quarter Analysis by Region

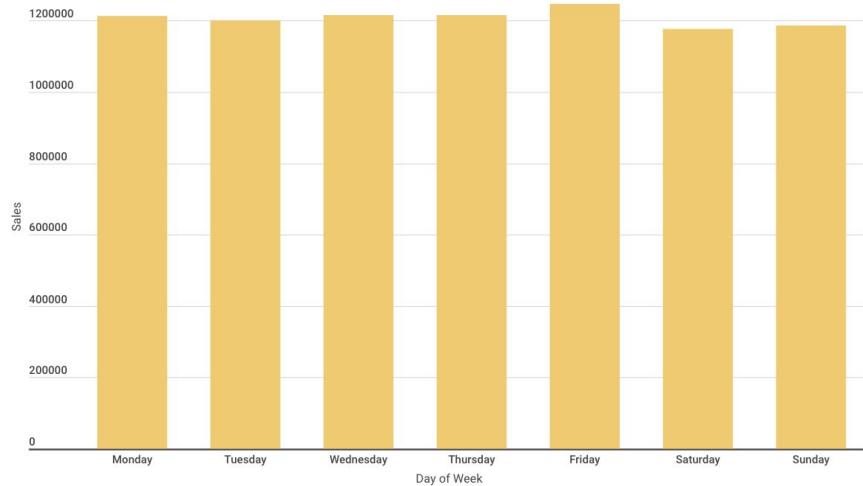
Quarterly Sales Percentage by Region from Q2 2016-Present



Each region has been pretty consistent with the sales percentages.

Weekly Sales Summed Together

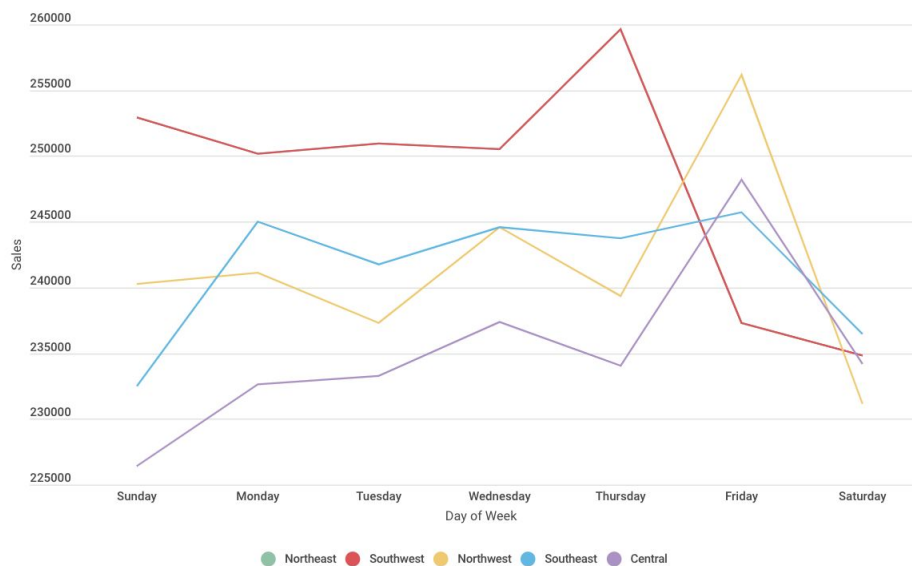
Sales by Day of Week for January 1-28



I decided to not include the 29-31st because that would automatically increase the sales for those three days. But, there has been a decrease in sales for Saturday and Sunday, so I would suggest adding a promotion or something during those two days.

Weekly Sales by Region

Sales by Day of Week for January 1-28 for Each Region



There is really no consistency between the various regions. But, there could be specials or promotions done to various regions.

Conclusion

Overall, on the macro level, there does not need to be really anything that needs to be done. The impossible burger did have an effect on sales, but not one large enough that would make a change. From the weekly sales, there could be an increase in sales from the weekends, so possibly running a promotion would increase weekend sales.