

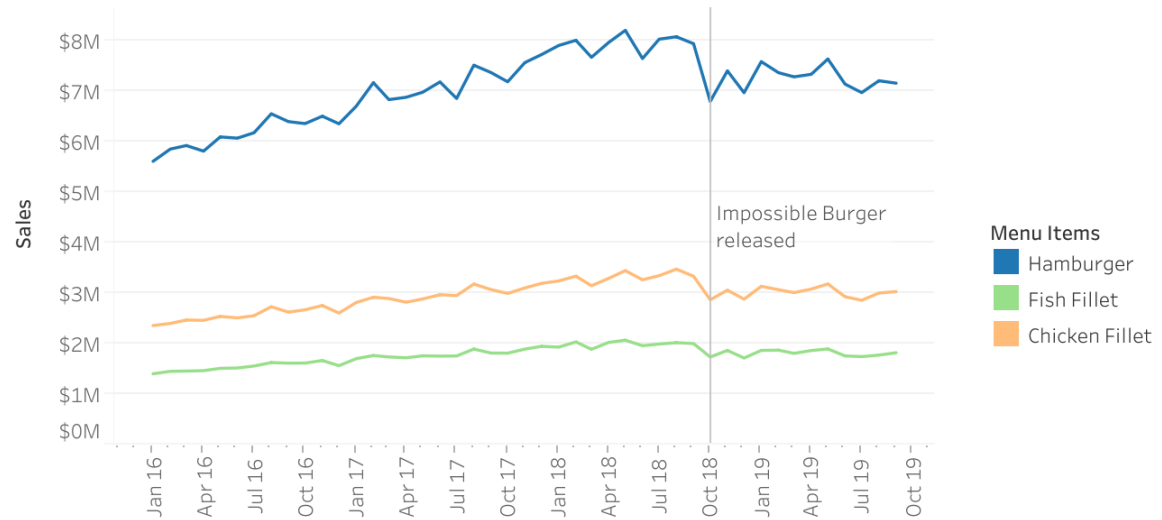
Total Monthly Sales

Here, monthly sales data for three menu items is summed across all regions. There is a drop in sales of each item around the time of the Impossible Burger's release (Oct. 2018)—the most drastic drop experienced for each menu item during this time period (Jan. 2016 - Sept. 2019).

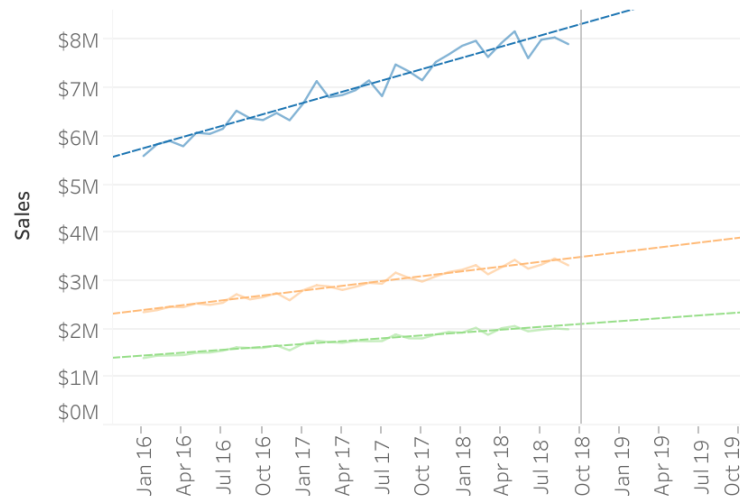
As can be seen below, the general upward trends in sales experienced prior to October 2018 have flattened, and sales have yet to return to pre-October 2018 levels.

Mouse over the data points for exact values.

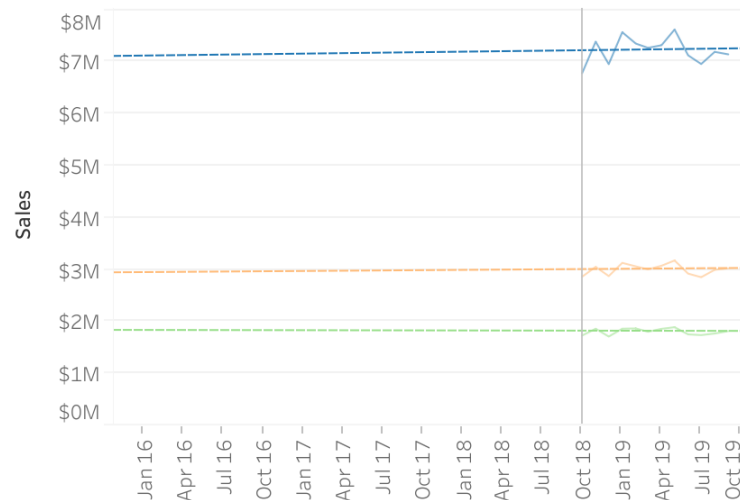
Total Monthly Sales Per Menu Item



Pre-October 2018 Sales Trends



Post-October 2018 Sales Trends



Please note: There are more data points prior to month of October 2018 than after it for fitting the trend lines; as a result, the first trend lines are likely more accurate than the second.

[Regional Sales >](#)

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Regional Sales

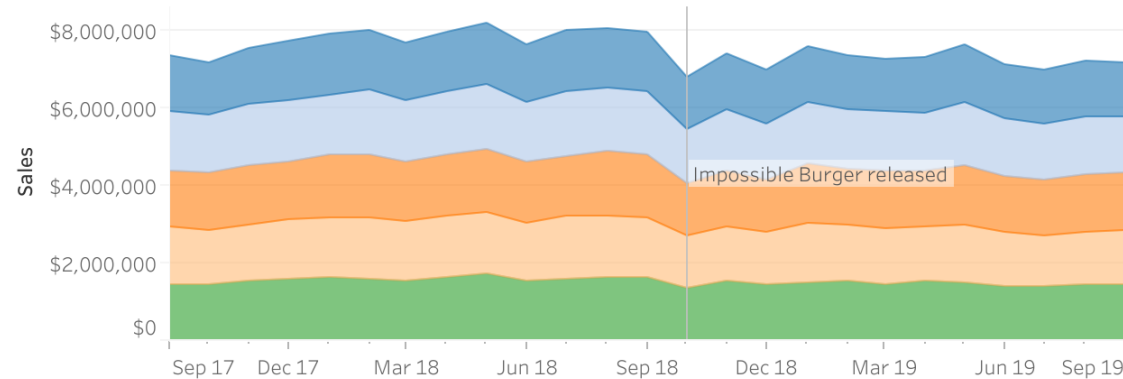
Here, monthly sales data is grouped by menu item and then further by geographic region of the United States. Each menu item experiences a dip in Sales across all regions around October 2018.

The menu items' sales seem to follow similar trends (do notice the different scaling of the Sales axes, though). Additionally, each menu item's sales are split fairly evenly amongst the regions, indicating there don't appear to be strong regional preferences for particular menu items.

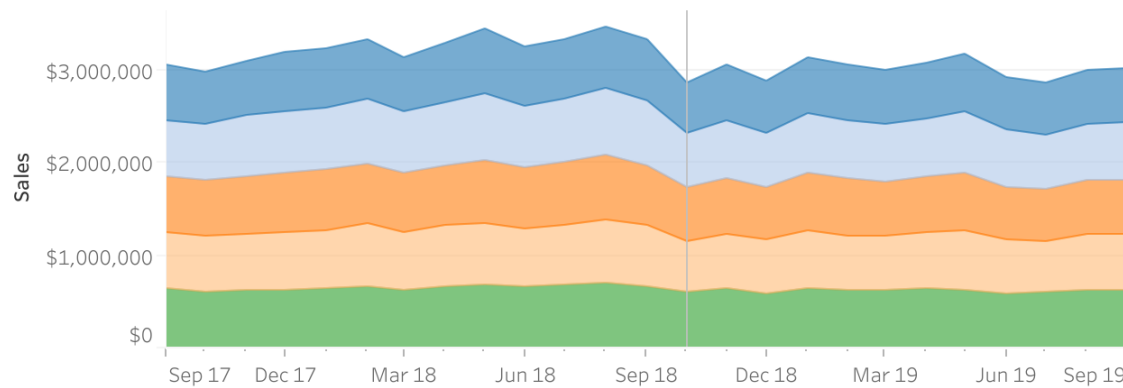
< Total Sales

Please note: More context is needed to determine if the Oct. 2018 drop in sales was caused by the release of the Impossible Burger. It could be that consumers bought less fast food in general around that time, for example.

Hamburgers



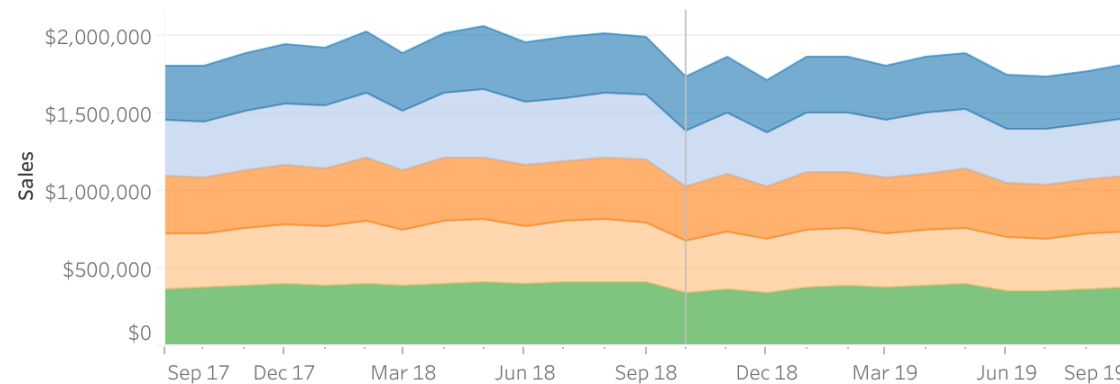
Chicken Fillets



U.S. Region

- Central
- Northeast
- Northwest
- Southeast
- Southwest

Fish Fillets



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