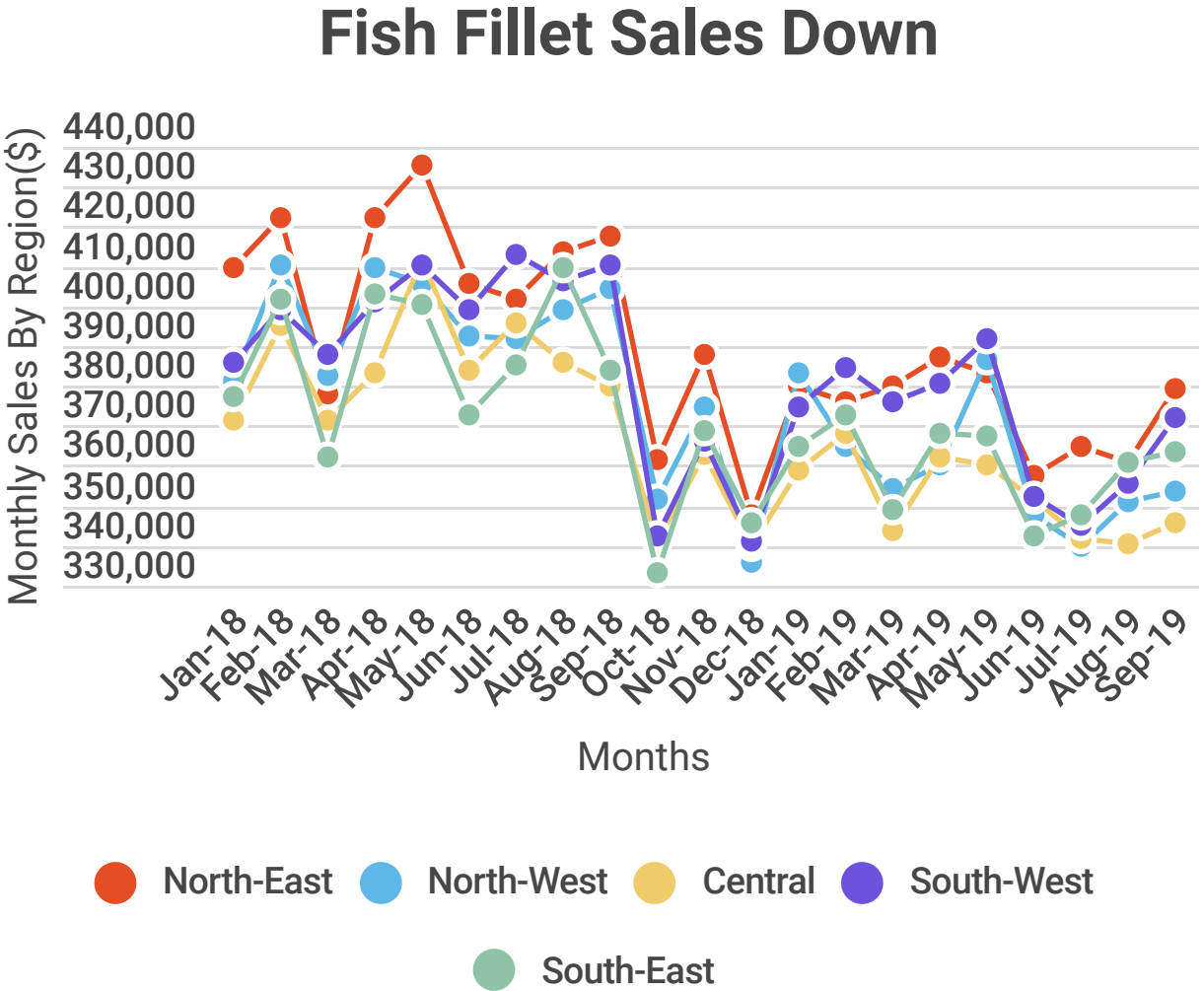
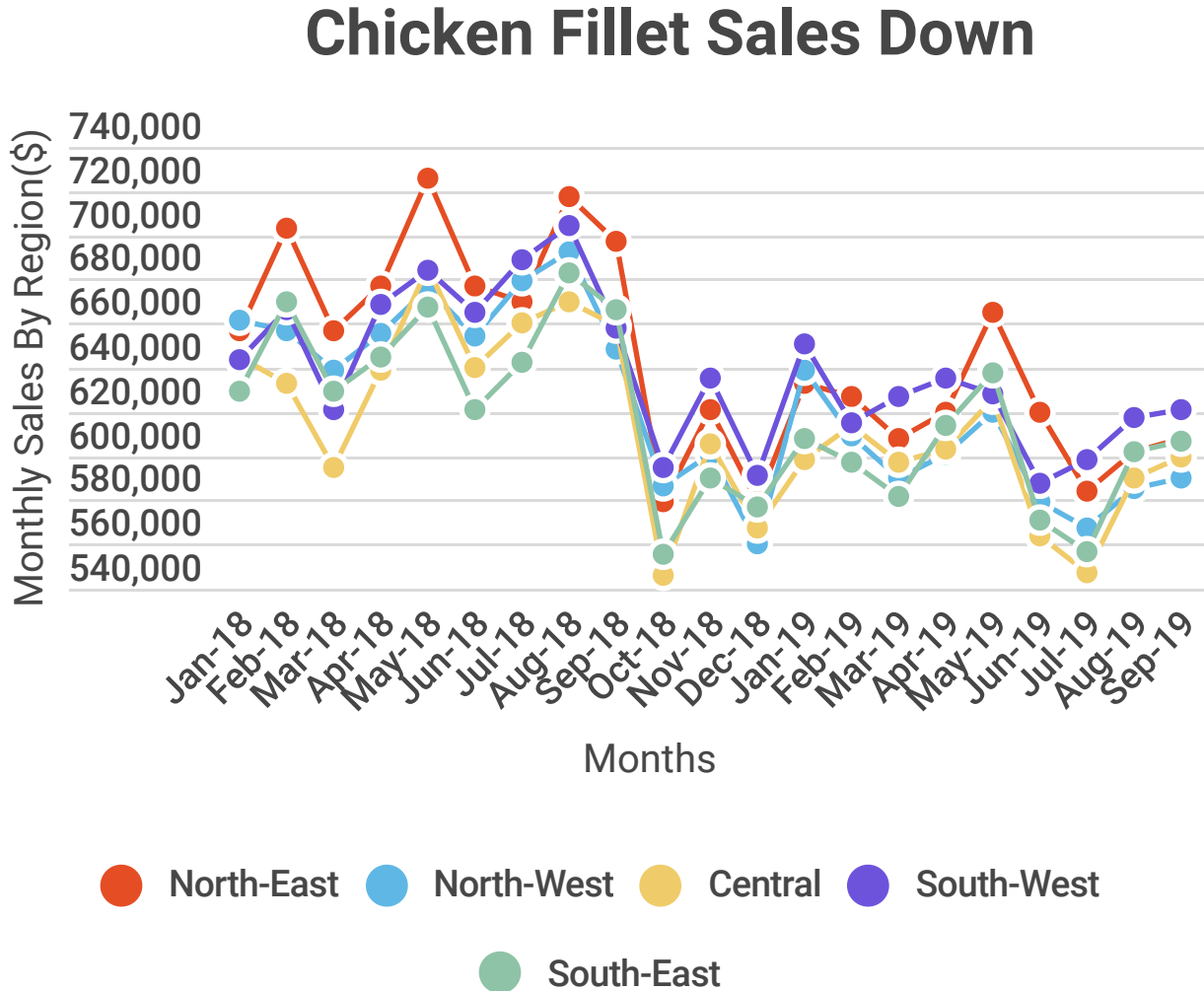
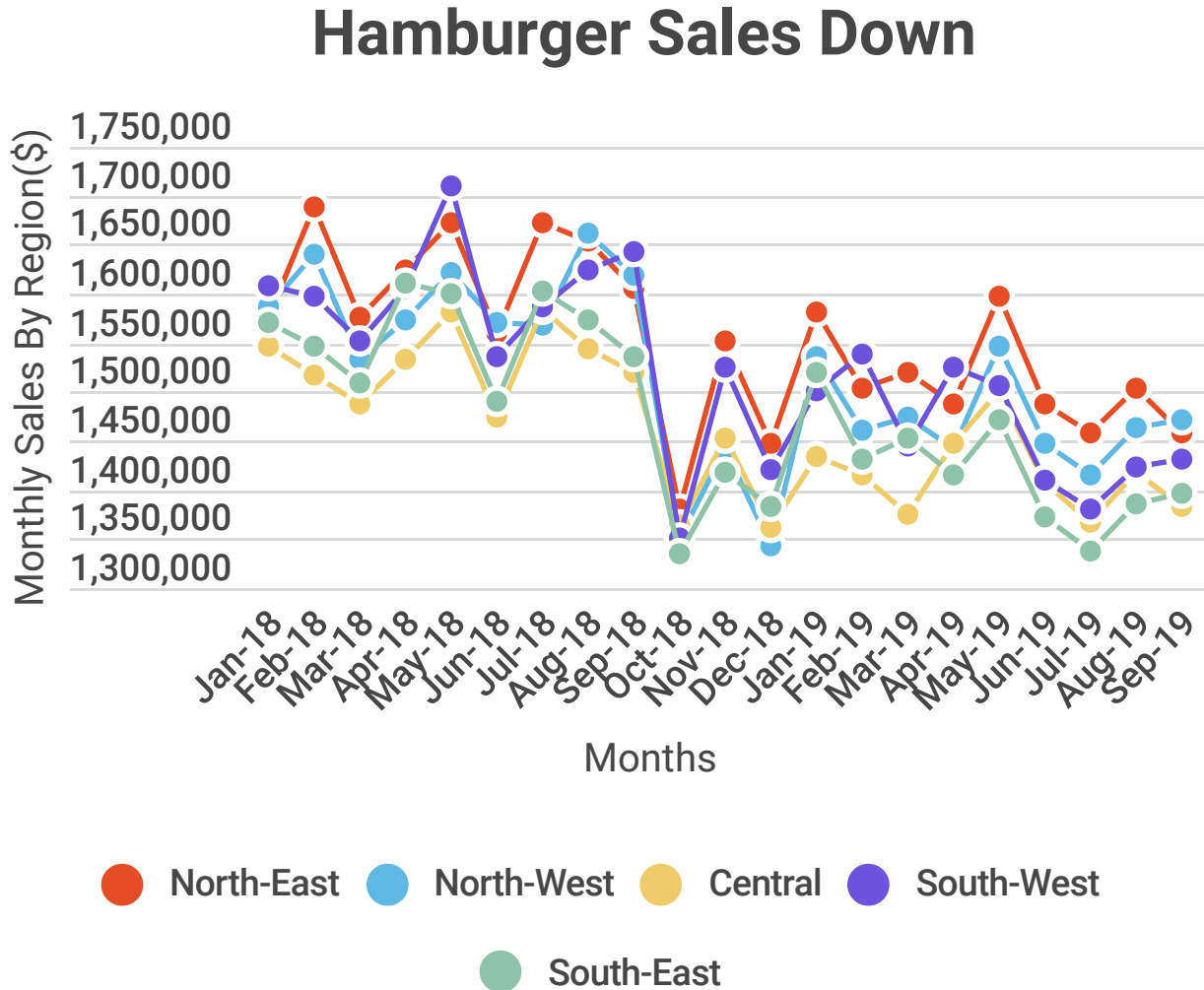


Hamburger Sales Hit Hardest as Sales Decrease Wholesale



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▼ \$1,150,000

Decrease in Hamburger sales from September 2018 to October 2018

▼ \$450,000

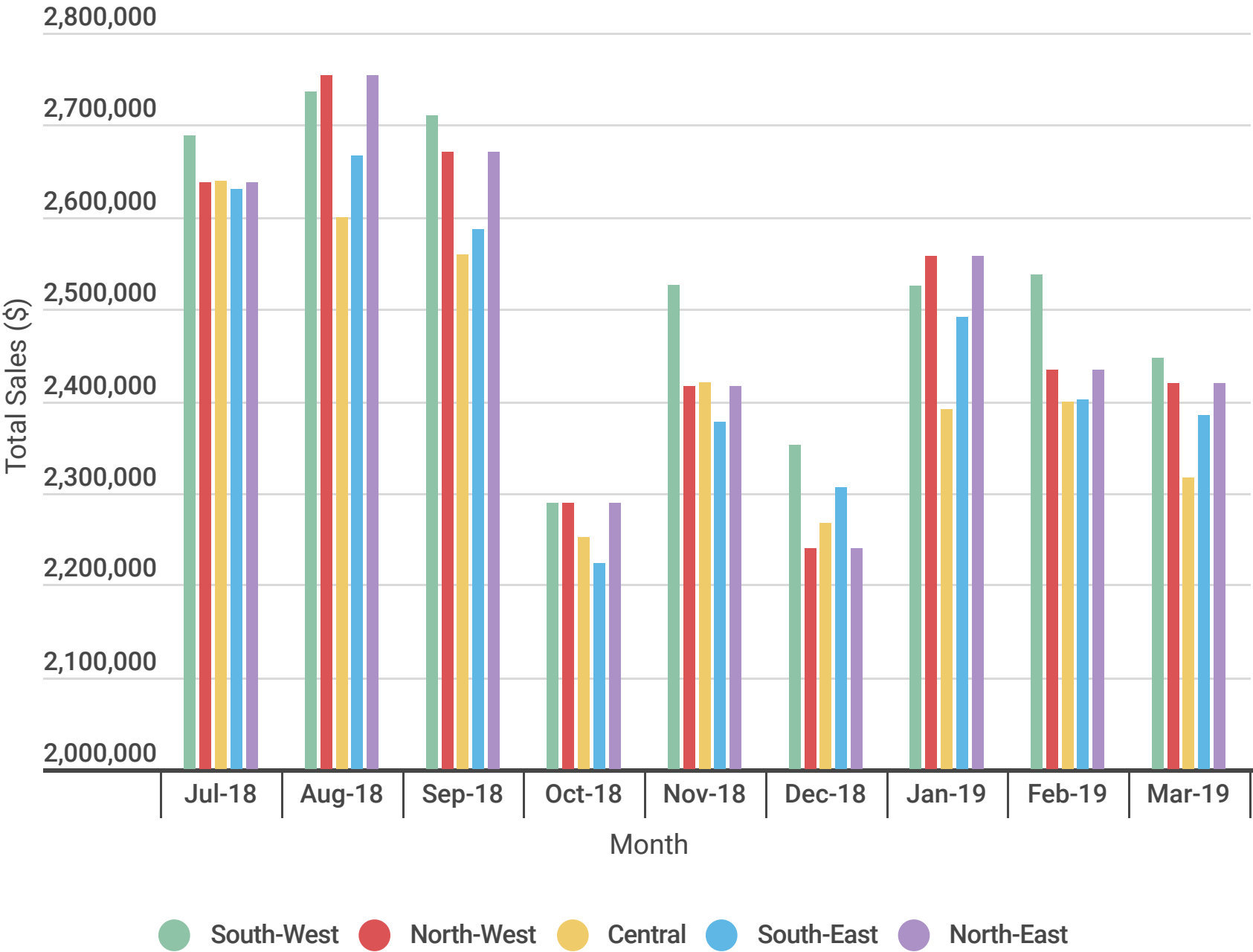
Decrease in Chicken Fillet sales from September 2018 to October 2018

▼ \$275,00

Decrease in Fish Fillet sales from September 2018 to October 2018

Western Regions Hit Harder by Veggie Burger Introduction

Total Sales per Month for Each Region



\$

\$285,000

Decrease in total sales for the South-Western region from September 2018 to September 2019

\$

\$250,000

Decrease in total sales for the North-Western region from September 2018 to September 2019

\$

\$250,000

Decrease in total sales for the North-Eastern region from September 2018 to September 2019

\$

\$230,000

Decrease in total sales for the Central region from September 2018 to September 2019

\$

\$220,000

Decrease in total sales for the South-Eastern region from September 2018 to September 2019

While every product and every region has had its sales decrease, the **Western Regions** and the **Hamburger** are the regions and product, respectively, that appear to have been hit the hardest by the introduction of the Veggie Burger. Targeted advertising intended at informing Western region customers about the health benefits of meat and that McDonald's uses on the most reliable, humane sources of meat might help bring sales back up. In addition, the introduction of a Veggie burger, specifically to the Western region, might cater to the increasingly large Vegetarian and Vegan customer base.