



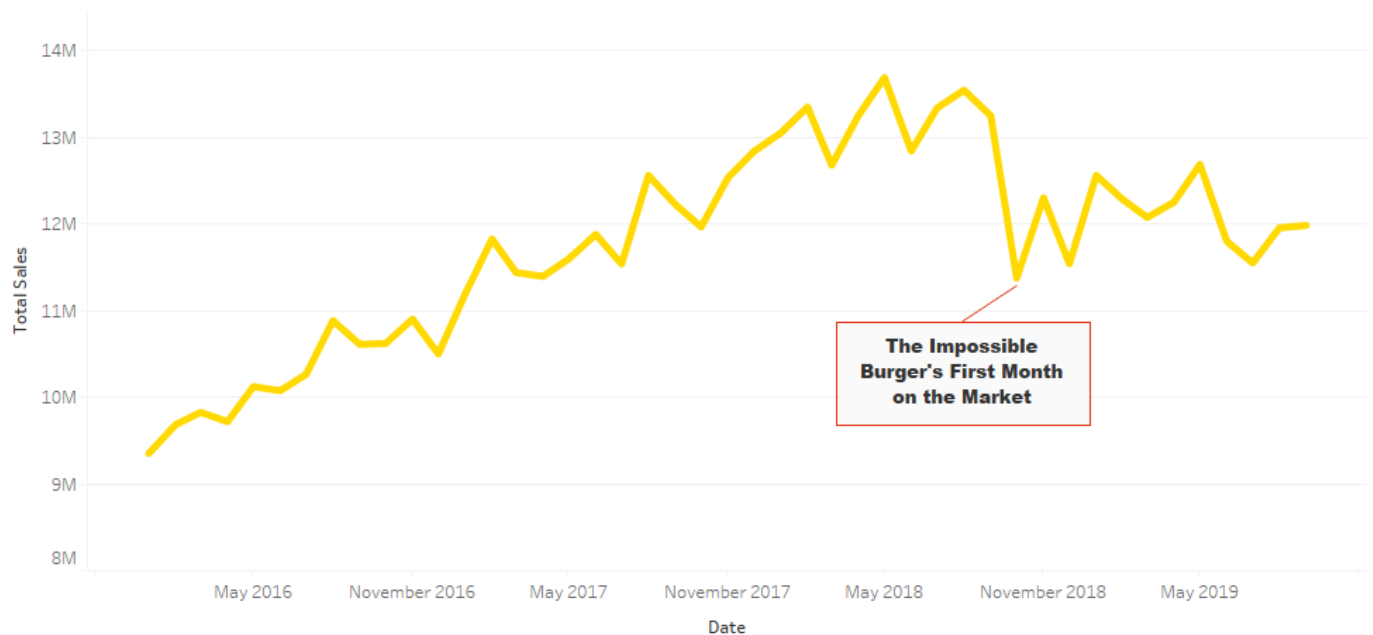
Insights from the Given Data

The Impact of the Impossible Burger

Our food is enjoyed by millions of Americans every month, and for the most part this number only grows as time goes on. However, it appears that when the Impossible Burger was introduced in October 2018, it impeded the growth that our company knows and loves.

Based on the data, I highly recommend that we create a plant-based burger of our own in order to return to our original rate of growth, keep investor confidence high, and continue to help millions of Americans love McDonald's.

Impossible Burger Keeps Down Growth

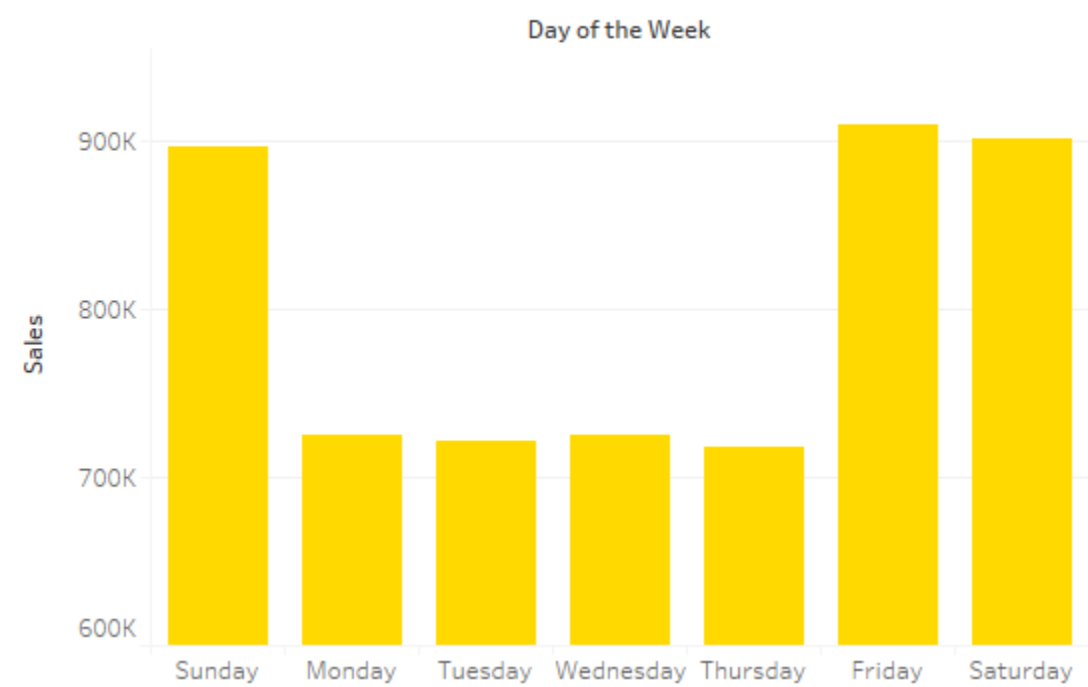


The trend of sum of All for Month, Year Month.

Other Micro-Trends

Within a given month, most Americans go for our burgers from Friday through Sunday, with the majority opting for Friday. This micro-trend can be especially useful for introducing a McDonald’s plant-based burger onto the market. If we release it on a Friday, we can make sure that we get this new burger to as many people as we can, enjoying a great opening weekend.

Hamburger Sales Peak Friday through Sunday



Geographic Insights

The regions of the US with the most Americans enjoying our food appear to be the Northeast and the Southwest. We can use this trend to our advantage by, when introducing any new food of ours, allocating most of our resources to the regions with the most customers; that way, we can make the biggest impact we can and introduce our food to as many Americans as possible.

Most Customers in the Northeast or Southwest

