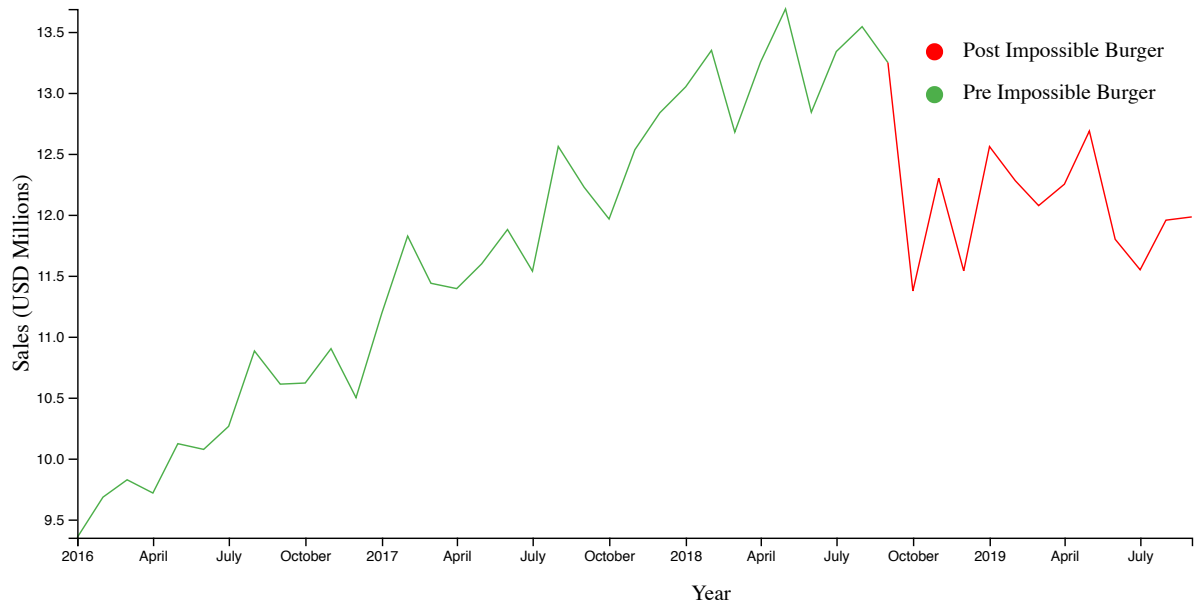




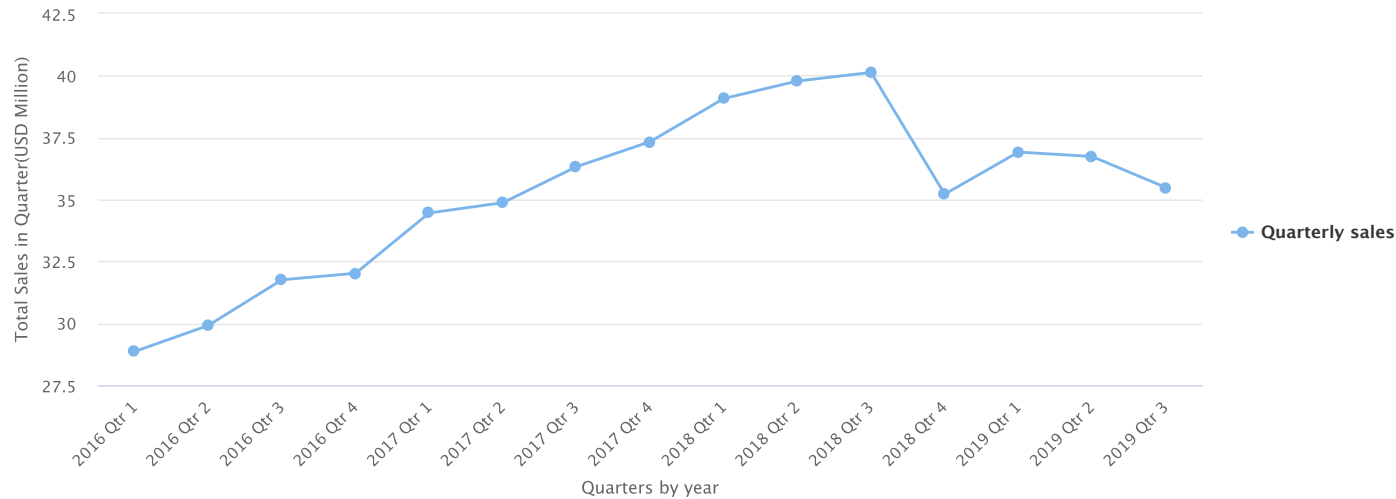
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Hit on sales from BK's Impossible Burger  
Total Revenue from all burgers by the month



The Impossible burger is a plant based substitute for meat products.  
We can see in the graph that our customers chose to switch to the healthier option.  
We experience a **16.5%** drop in sales, the highest in the last three years.  
We can see a slight improvement in sales after October, but we must roll out the **McPossible Burger** to compete with Burger King!  
In the chart below, we can see that our quarterly sales drops in 4th quarter of 2018 and we have not seen an improvement since then.

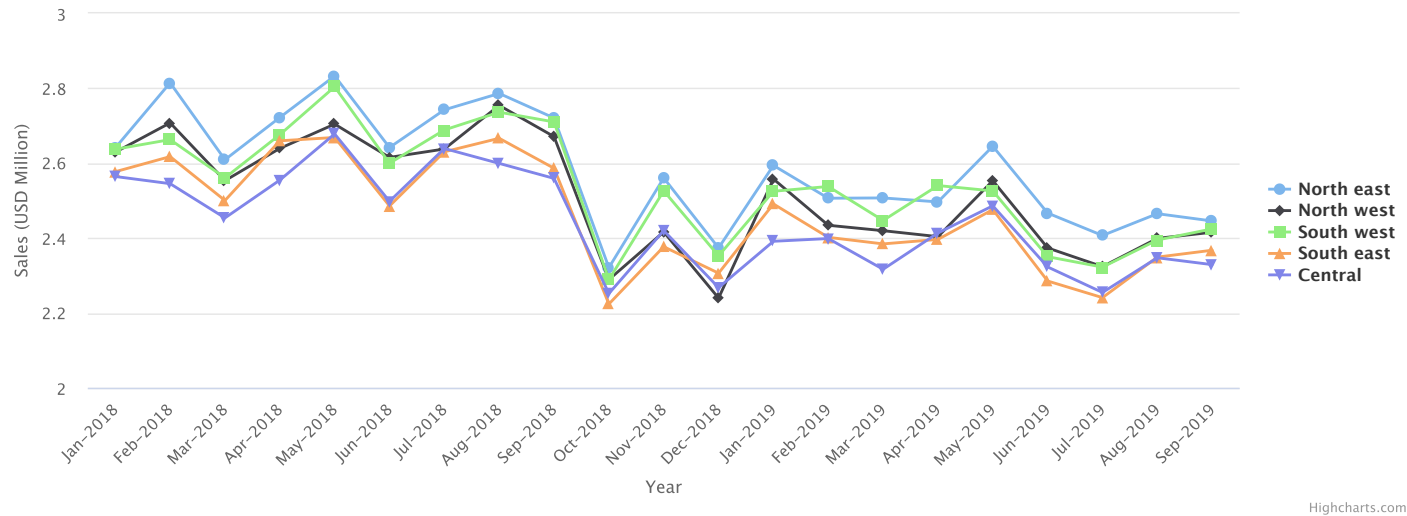
Decline in Sales by quarter after the impossible burger



Highcharts.com

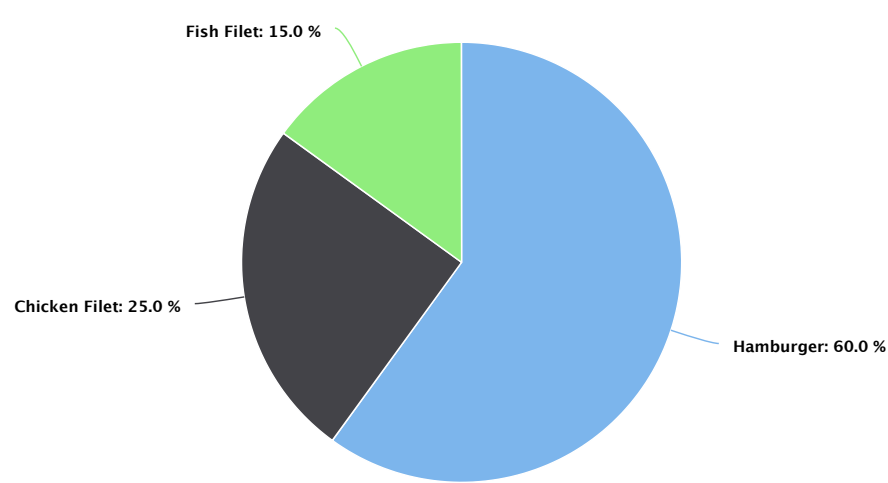
In the chart below, we can see that all regions faced the same trend.  
We faced the biggest drop in sales in the **South-West**.  
If we were to release the McPossible Burger, we should first pilot it in the South-West, since they seem to be the most health conscious.

Downward trend of overall sales due to the introduction of the impossible burger by region



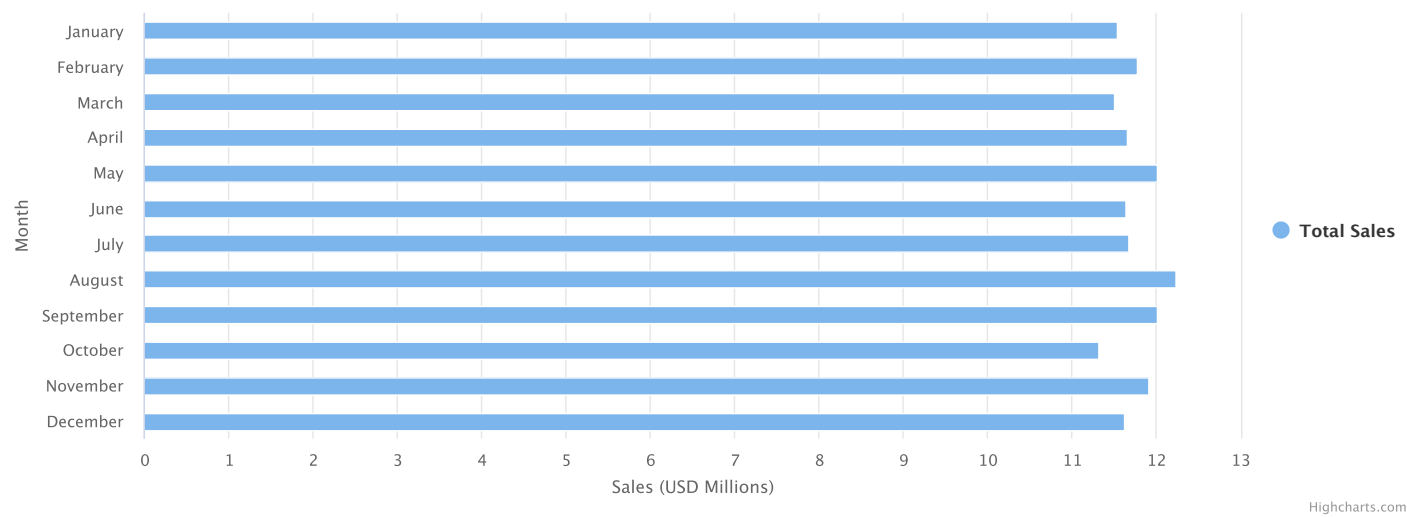
The Impossible burger is a direct substitute for beef.  
Given that almost **60%** of our sales are from Hamburgers, we must adapt to the Impossible burger.  
We will be able to open up to a whole new market of **Vegetarian** customers.

Percentage of Sales by product

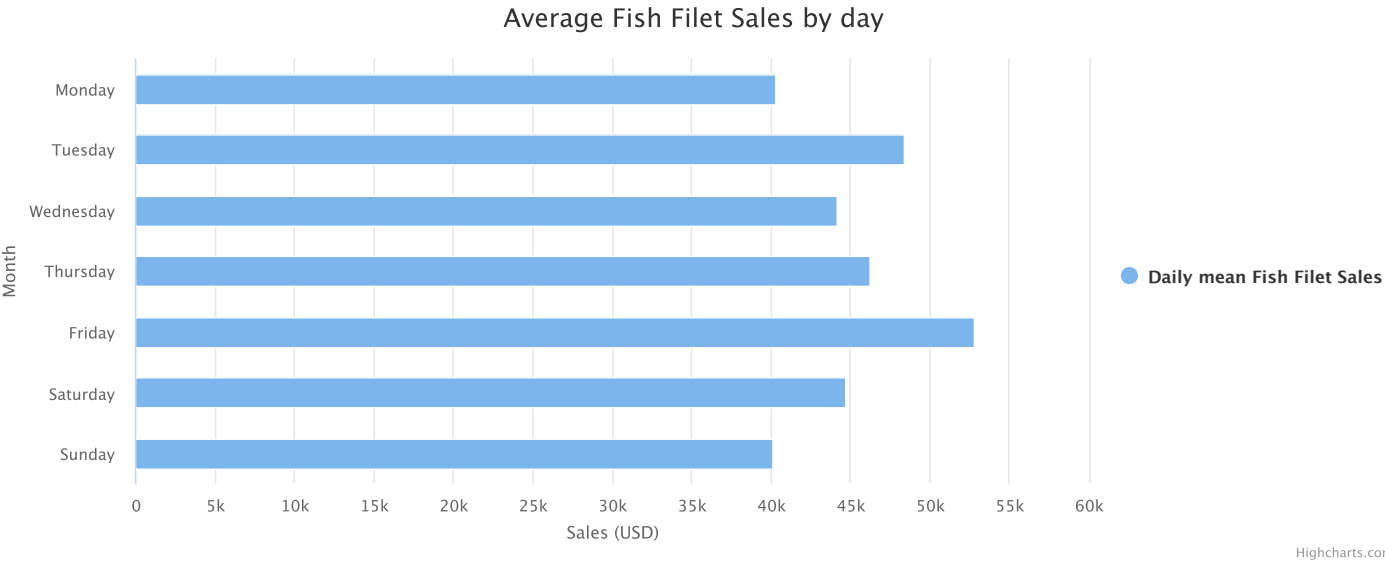


The average sales in October is due to the effect of the Impossible Burger.  
Generally **January** and **March** are our worst months.  
People make **New Years resolutions** to eat better and move away from hamburgers.  
By releasing the McPossible Burger January 2020, we can help our customers with their New Years resolutions.

Average Sales by month



Our Fish-Filet Burgers tend to sell well on Fridays.  
The sales continue to drop through the weekend until Tuesdays.  
The reason for this is that **pescatarians** don't have any other alternatives at McDonalds.  
We can provide deals on the McPossible Burger over the weekend to compensate for the drop in sales of the Fish Burger.



FINAL VERDICT

If we want to keep this yatch afloat we need to develop the recipe for the McPossible Burger.  
18% of greenhouse emissions are due to the meat industry.  
It is time that McDonalds paid greater importance to saving our planet.  
Not to forget the long term health of our customers