

# MC FACTS

MCDONALD HAS BEEN ONE OF THE MOST POPULAR FAST-FOOD RESTAURANTS FOR YEARS. NEARLY 69,000,000 GUESTS VISIT IT EVERY DAY.

## HOW IT ALL STARTED?

The first McDonald's restaurant was opened in the 1940s by the McDonald brothers in the United States. A decade later, thanks to Ray Kroc, McDonald's became a national franchise, and soon after, restaurants began to appear in countries in North and Central America, Australia and Europe. McDonald's is now present in more than 100 countries around the world, with the most recent restaurants opening in Vietnam.

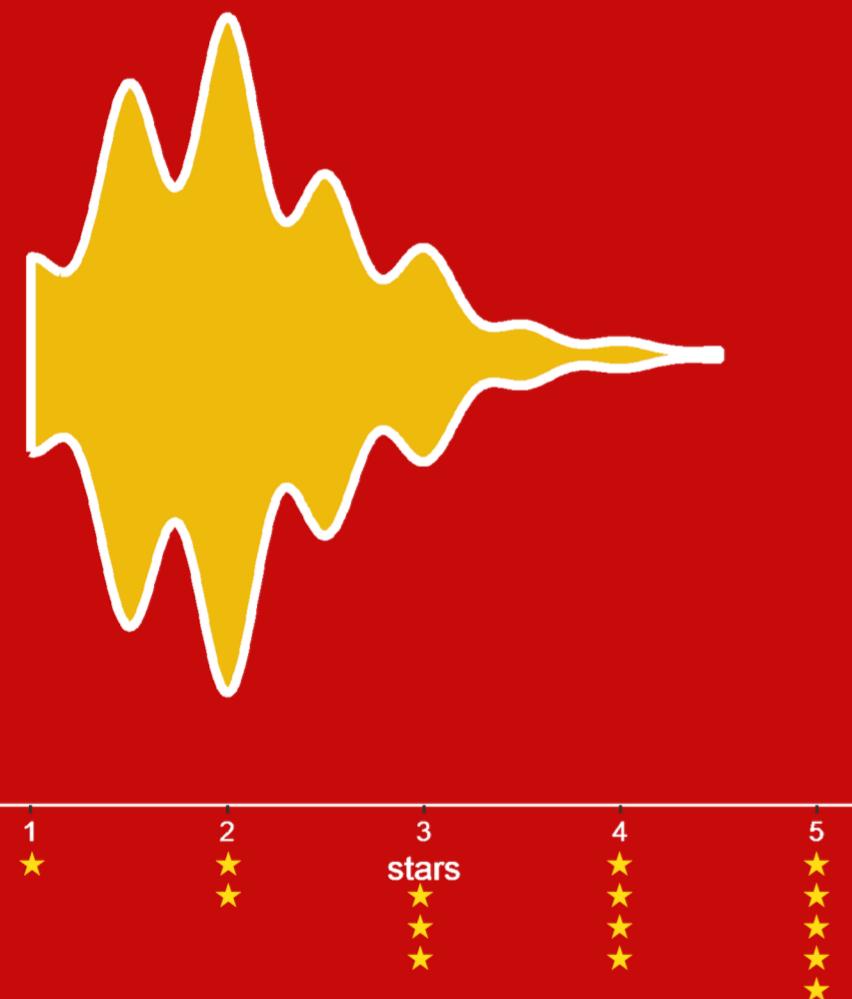
On the map, the colors of the countries represent the year the first restaurant opened, and the green dots symbolize countries where McDonald's eventually closed. The last country where the restaurants closed is Russia. This was done in reaction to the invasion of Ukraine in 2022.

McDonald's has the most systemwide sales of all fast food restaurants in the USA: almost twice as many as the second restaurant in this ranking.

## THE YEAR WHEN FIRST MCDONALDS RESTAURANT WAS OPENED IN EACH COUNTRY AND PLACES WHERE IT WAS CLOSED



## AVERAGE NUMBER OF STARS GIVEN



## HOW DO PEOPLE RATE MCDONALD'S?

Despite the company's success, McDonald's restaurants do not have the best reputation. Using the reviews aggregator yelp.com, reviews of various McDonald's restaurants in the US and the UK were collected. On the left side, a violin chart is shown showing the number of stars given by reviewers - the most frequently given were 2 or 1.5 stars.

## FOR WHAT REASONS PEOPLE DISLIKE MCDONALD'S?

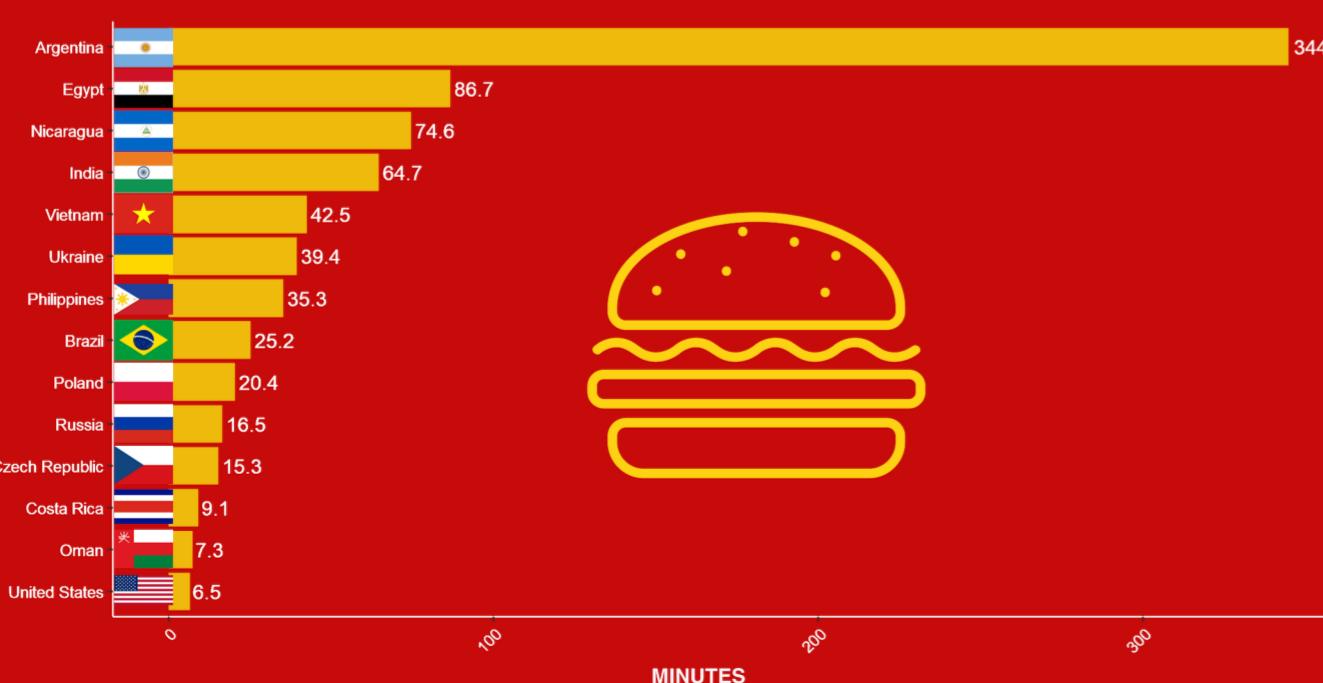
What is the reason for these negative reviews? The radar chart on the right shows the 6 most common problems. The most prominent problem appeared to be complaints to the staff that they were unpleasant (33% of negative comments mentioned this) or too slow (24% of comments). Other problems included: high prices, poor quality or taste of food, problems with ordering and filthy restaurants.

## THE MOST POPULAR REASON FOR COMPLAINTS FROM YELP.COM



## HOW AFFORDABLE IS MCDONALD'S?

### AVERAGE TIME NEEDED TO EARN A BIGMAC IN 2022



The fact is that McDonald's restaurants are common, but are they as affordable? For this purpose, we compared the price of a BigMac in different countries to average earnings. In this way, it was calculated how much one had to work in 2022 in a given country to earn one BigMac.

In Poland it is about 20 minutes, in the US it is 6.5 minutes, and in Argentina it is almost 6 hours.

The cheapest McMeal is in the UK and South Africa (more than 2 times cheaper than a meal at an inexpensive restaurant) and the most expensive in: Sri Lanka, Thailand, Nepal (more than 2 times more expensive than a meal at an inexpensive restaurant). In Poland, this ratio is 0.8 and in USA 0.5.

DATA SOURCES:



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