Sales Data Analysis of McDonald's By Shuliang Mai
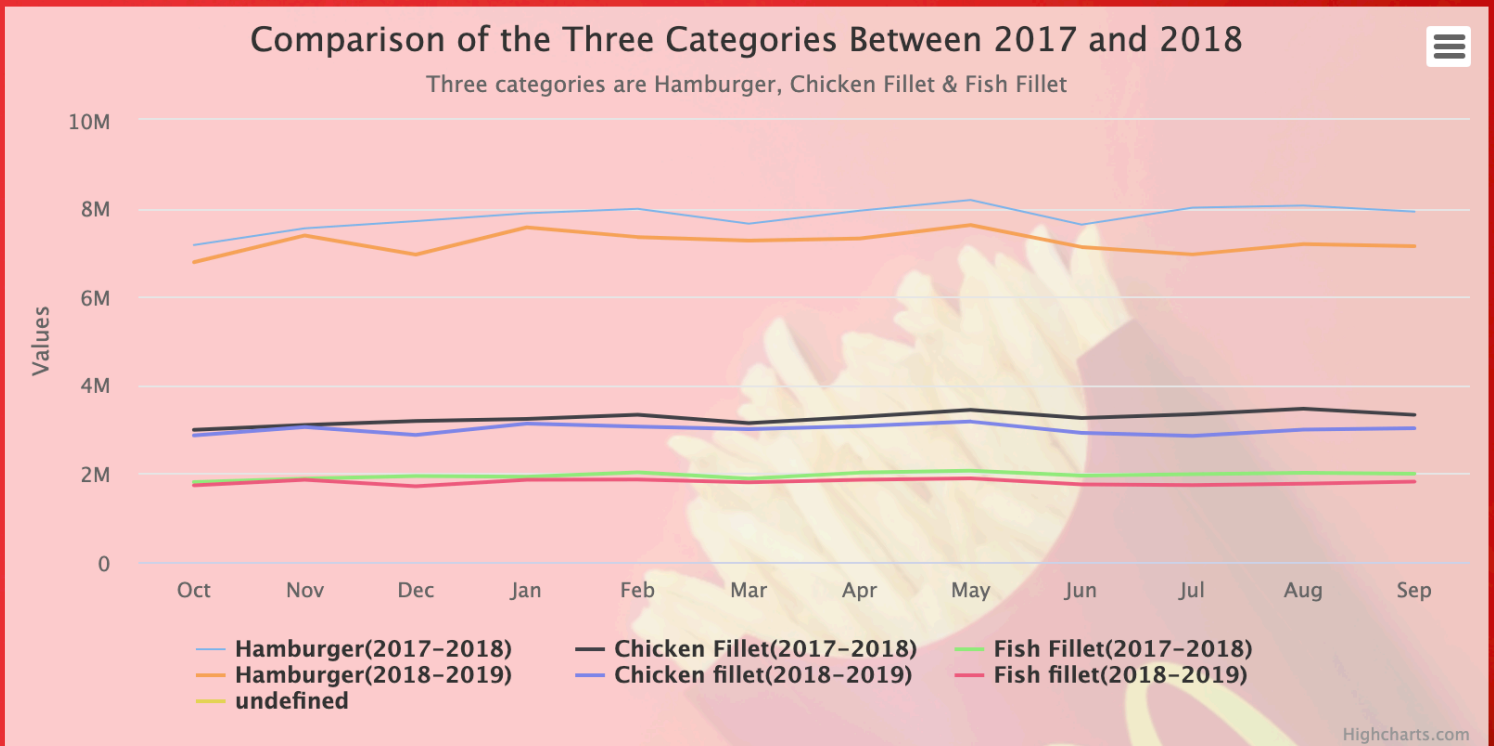
Dear CEO, for the purpose of analyzing the impact that Burger King has made on us we should started compare the performance of the sales date after Burger King started selling the Impossible Burger. Since the Burger started on last Octomber, we want to compare the performance from the same month on past year to Sep of the following year, let's make these comparison.
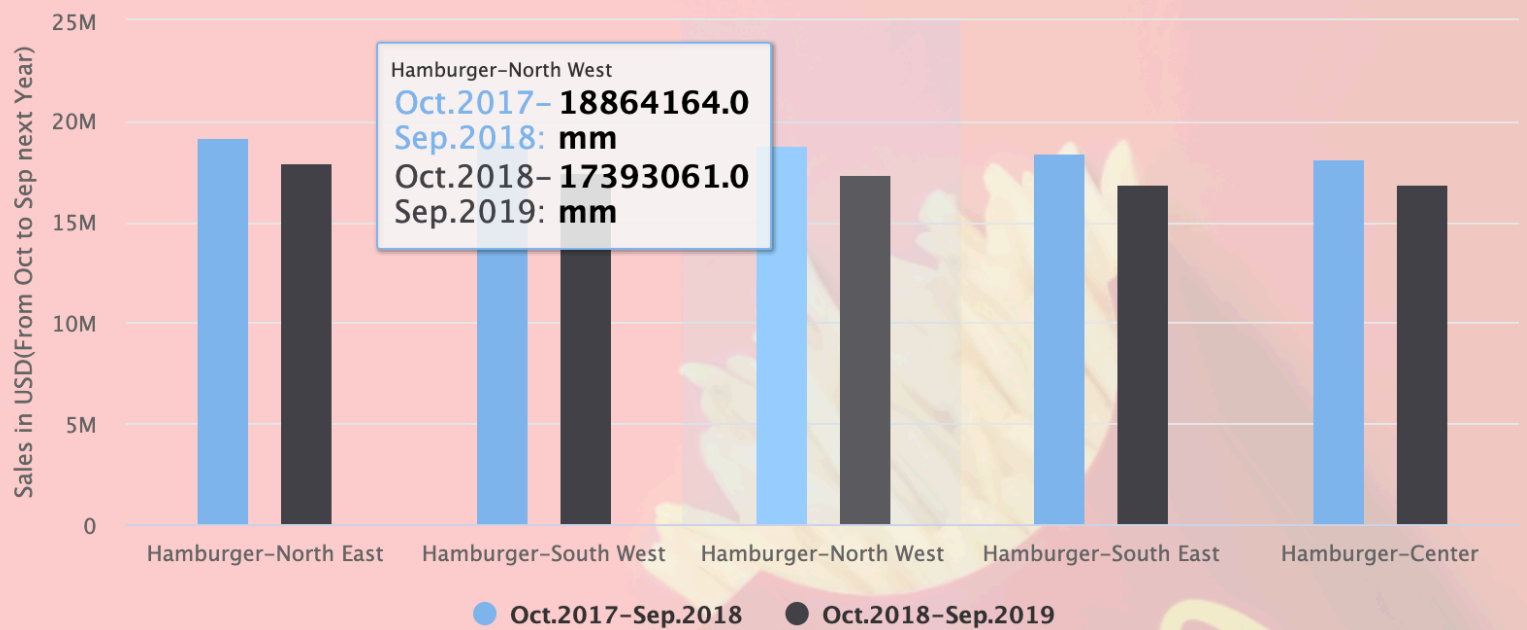
The Total Sales Data from October of the Year to the Sep of Next Year
Oct.2016 to Sep.2019

Legend:
- 2016–Oct To 2017–Sep
- 2017–Oct To 2018–Sep
- 2018–Oct To 2019–Sep

y-axis: UCD/month (10M, 11M, 12M, 13M, 14M)
x-axis: Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep

Highcharts.com
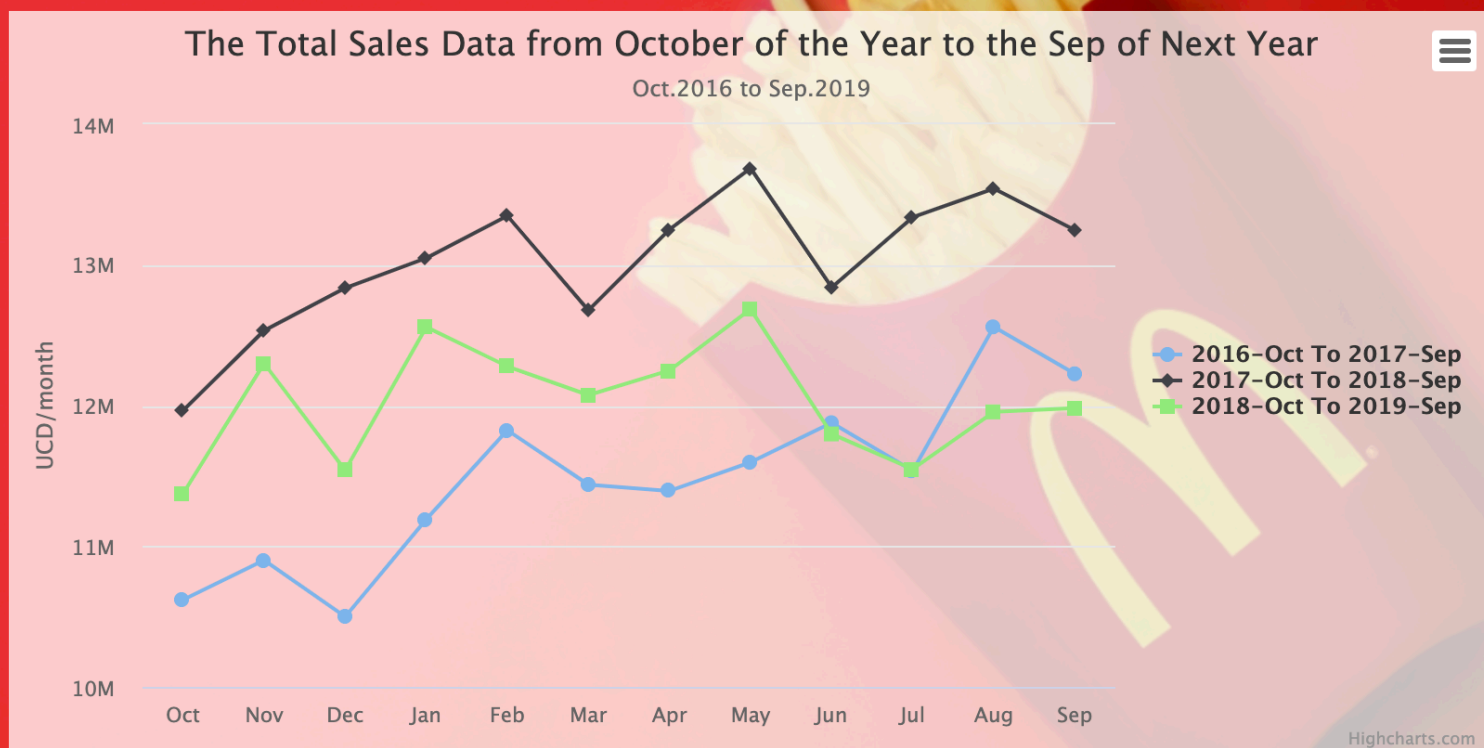
From the graphs we can saw that from the Oct.2016-Sep.2017 to Oot.2016-Sep.2017 there is an bettere performance on the total sales of each month for the later year. Everything seems doing well before the Oct of last year. We can see that there is indeed a decrease from the same month of 2017 and thereafter.

Now let's look at which categories of hamburger brings the most difference between these two years.

Comparison of the Three Categories Between 2017 and 2018

Three categories are Hamburger, Chicken Fillet & Fish Fillet

Values

| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |

- — Hamburger(2017-2018)
- — Chicken Fillet(2017-2018)
- — Fish Fillet(2017-2018)
- — Hamburger(2018-2019)
- — Chicken fillet(2018-2019)
- — Fish fillet(2018-2019)
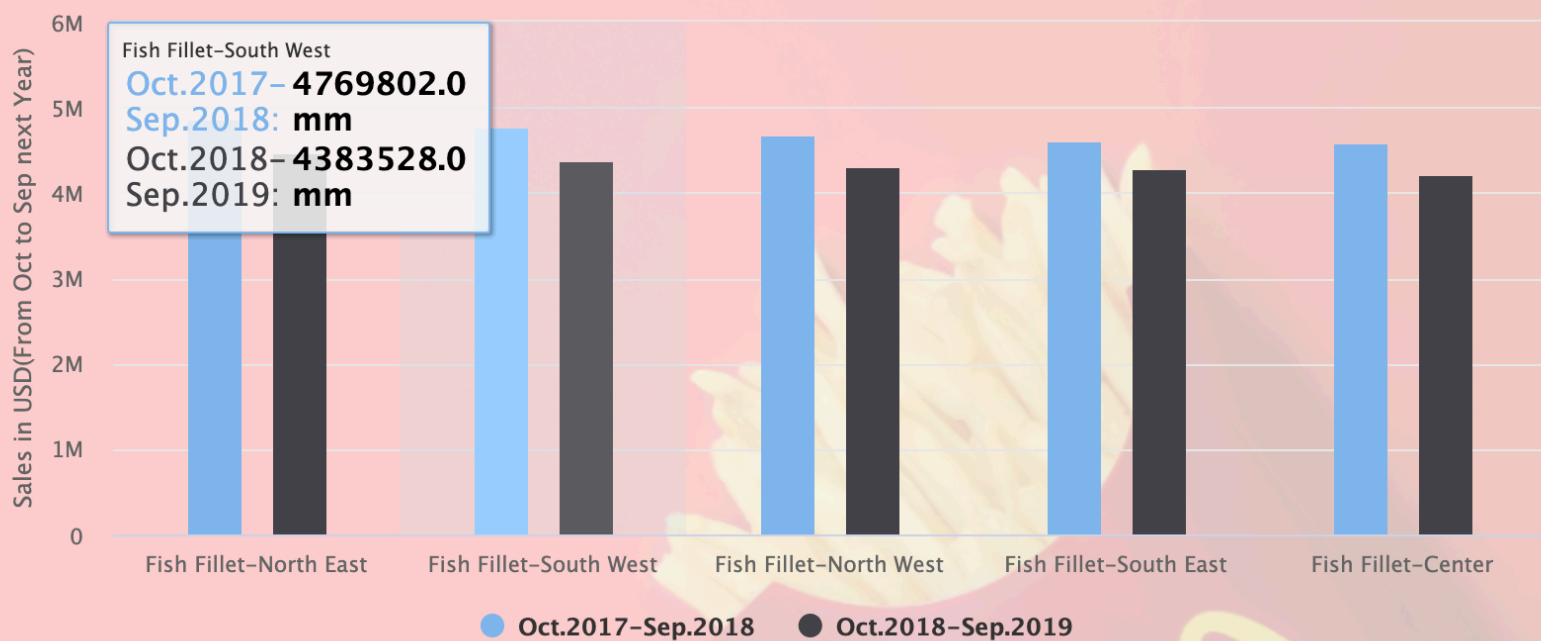- — undefined

Highcharts.com

It seems like the Hamburger decrease the most by just looking at the graphs comparison between these 2 years. However, If we calculate the percentage, we see every category decreased by about 1/8 without clear difference. It potentially telling us that this might becuase

Comparisons of Hamburger Sales Data Between Areas & Between 2017–2018 and 2018–2019

Sales in USD(From Oct to Sep next Year)

25M

20M

15M

10M

5M

0

Hamburger–North West
Oct.2017– **18864164.0**
Sep.2018: **mm**
Oct.2018– **17393061.0**
Sep.2019: **mm**

Hamburger–North East   Hamburger–South West   Hamburger–North West   Hamburger–South East   Hamburger–Center

● Oct.2017–Sep.2018   ● Oct.2018–Sep.2019

Comparison of Fish Fillet Sales Data Between Areas & Between 2017-2018 and 2018-2019

Sales in USD(From Oct to Sep next Year)

Fish Fillet-South West
Oct.2017-**4769802.0**
Sep.2018: **mm**
Oct.2018-**4383528.0**
Sep.2019: **mm**

6M

5M

4M

3M

2M

1M

0

Fish Fillet-North East   Fish Fillet-South West   Fish Fillet-North West   Fish Fillet-South East   Fish Fillet-Center

● Oct.2017-Sep.2018   ● Oct.2018-Sep.2019

Comparison of Chicken Fillet Sales Data Between Areas & Between 2017–2018 and 2018–2019