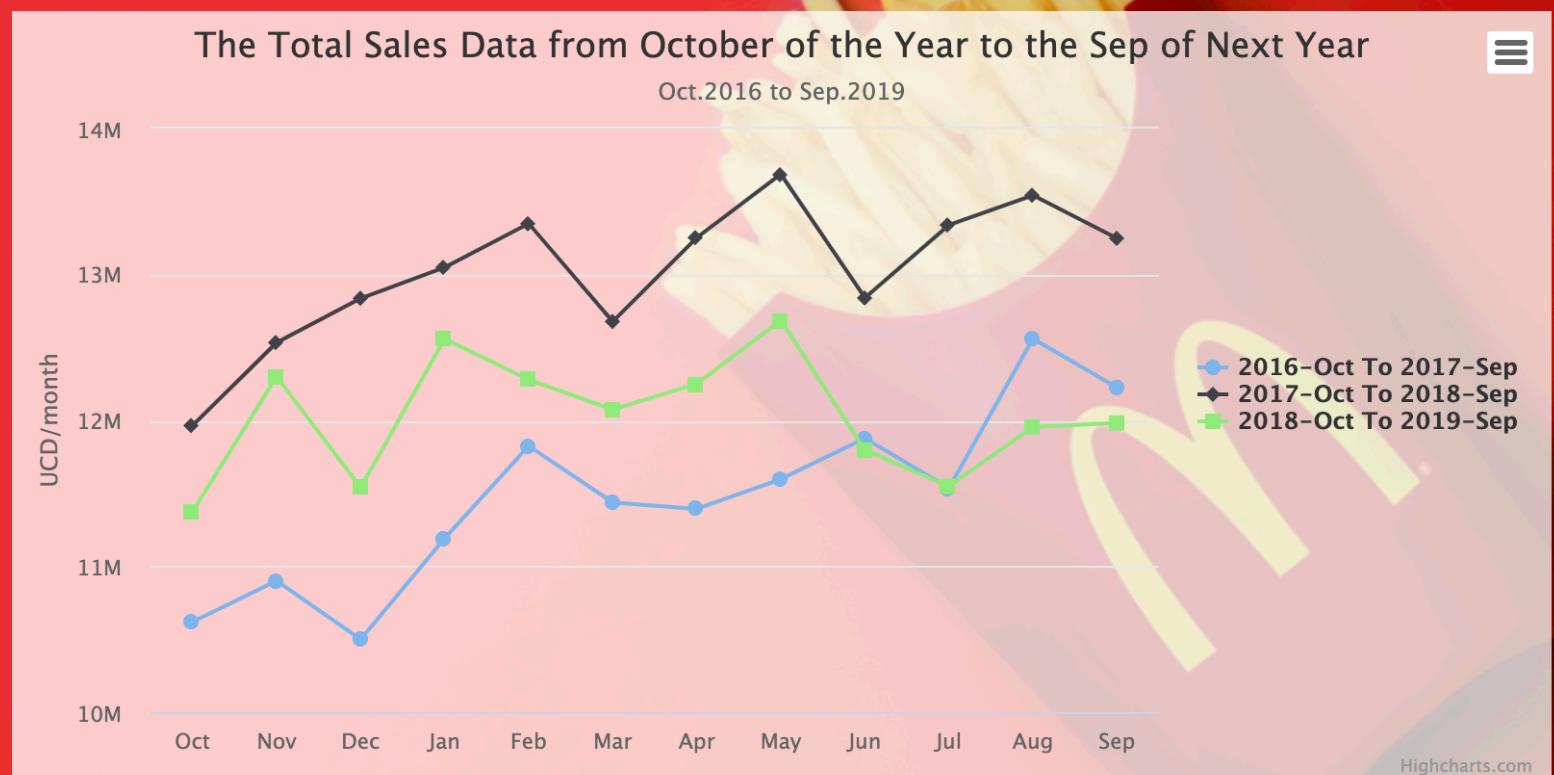


Sales Data Analysis of McDonald's By Shuliang Mai

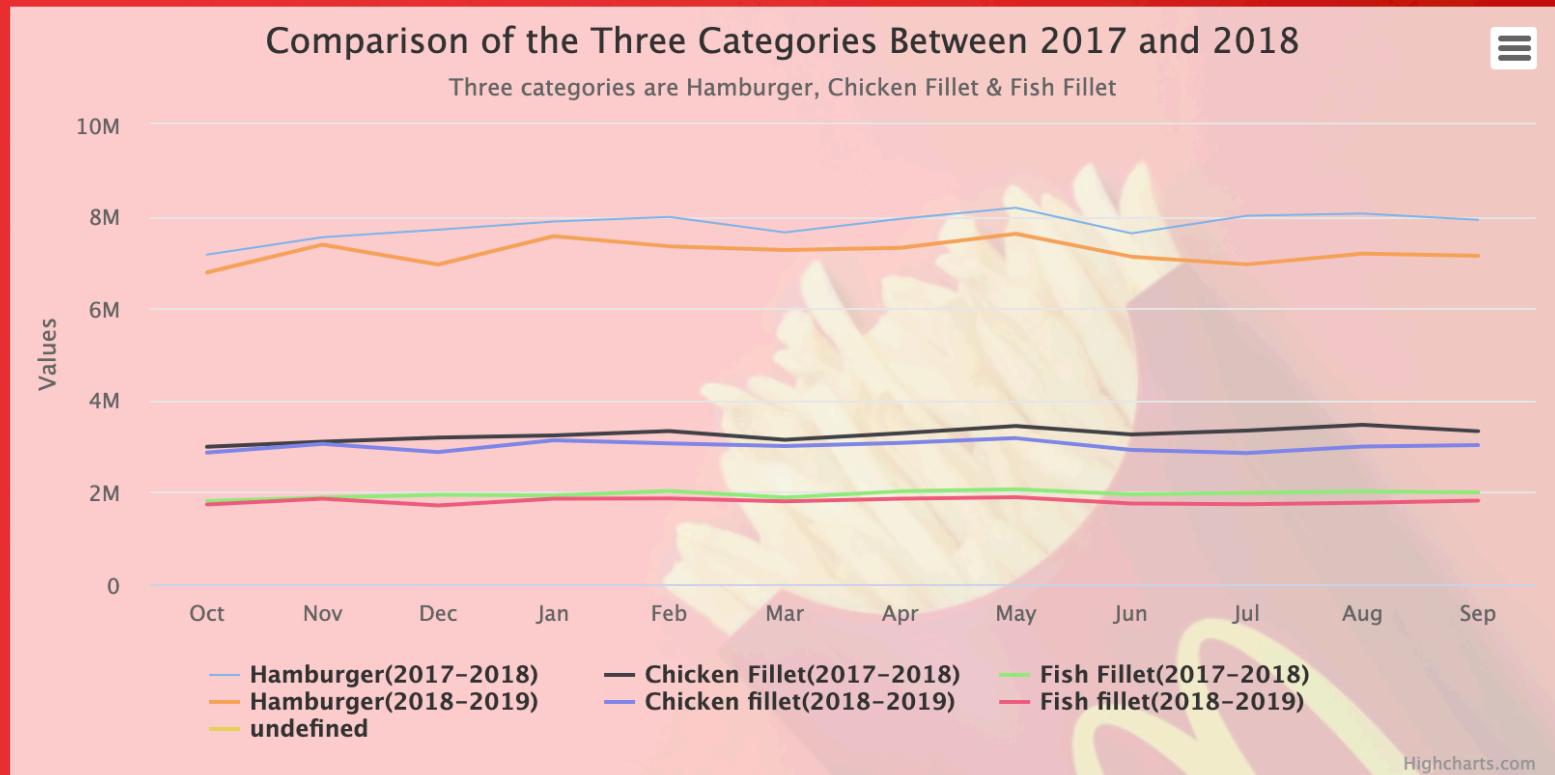
[Link for CEO to Download the Analyze](#)

Dear CEO, for the purpose of analyzing the impact that Burger King has made on us we should start 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.



From the graphs we can saw that from the Oct.2016-Sep.2017 to Oot.2016-Sep.2017 there is an better 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.

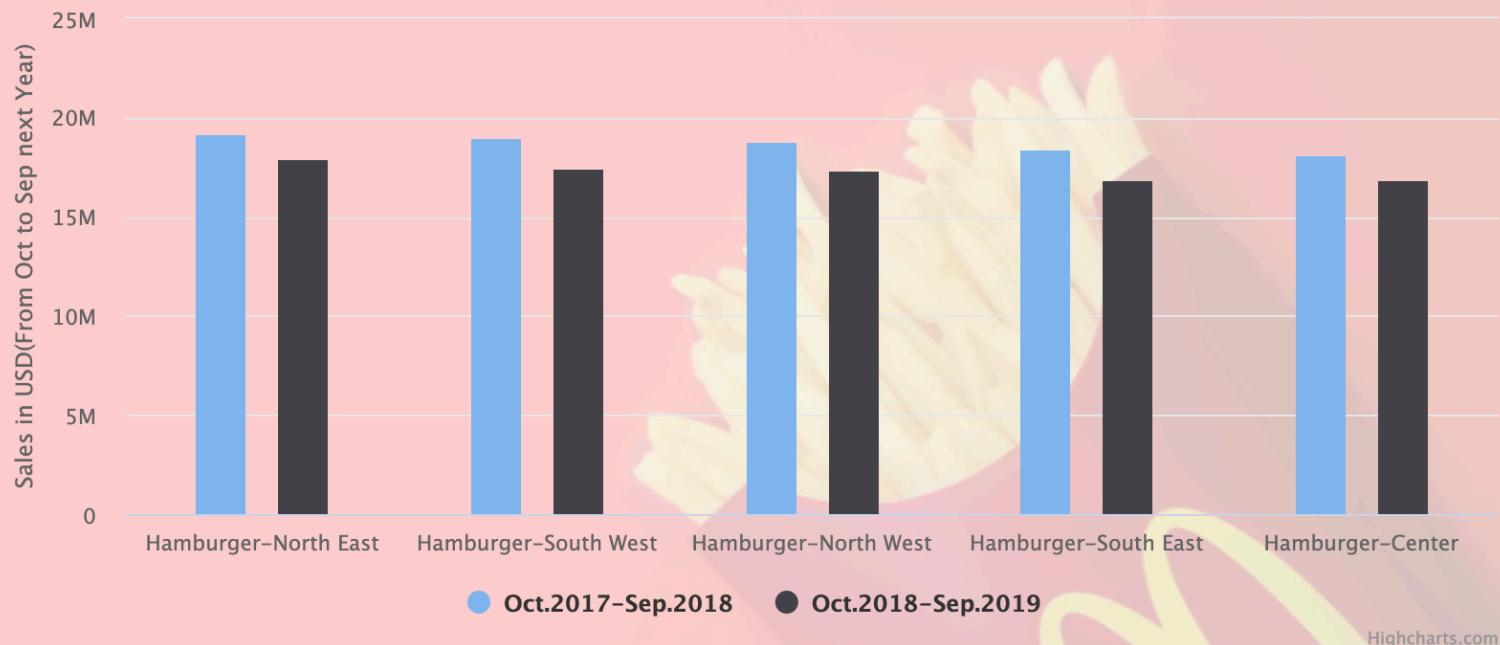
Now let's look at which categories of hamburger brings the most difference between these two years.



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 influenced by the Impossible Buger.

But let's also check the performance of each kind of burger in different area.

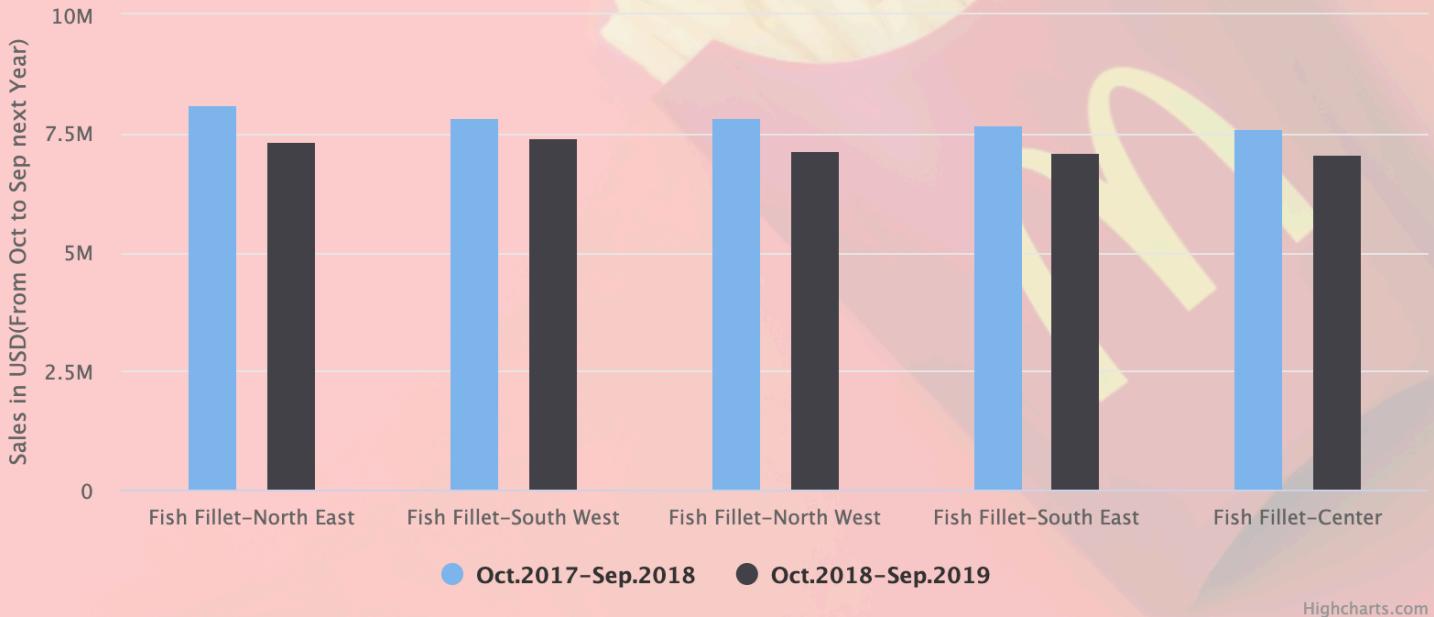
Comparisons of Hamburger Sales Data Between Areas & Between 2017-2018 and 2018-2019



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



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



All categories almost have the same amount of performance as we can see from the graph. In conclusion, the sales of each kind of hamburger did drop since the Burger King comes out with the Impossible Burger. This all supports the conclusion that Impossible Burger does impact the performance in a negative way. But it can also because of other effects, for example, people just go to less fast food restaurants.