



# McDonald's

## CHARTS

Figure A

### Quarterly Reserves

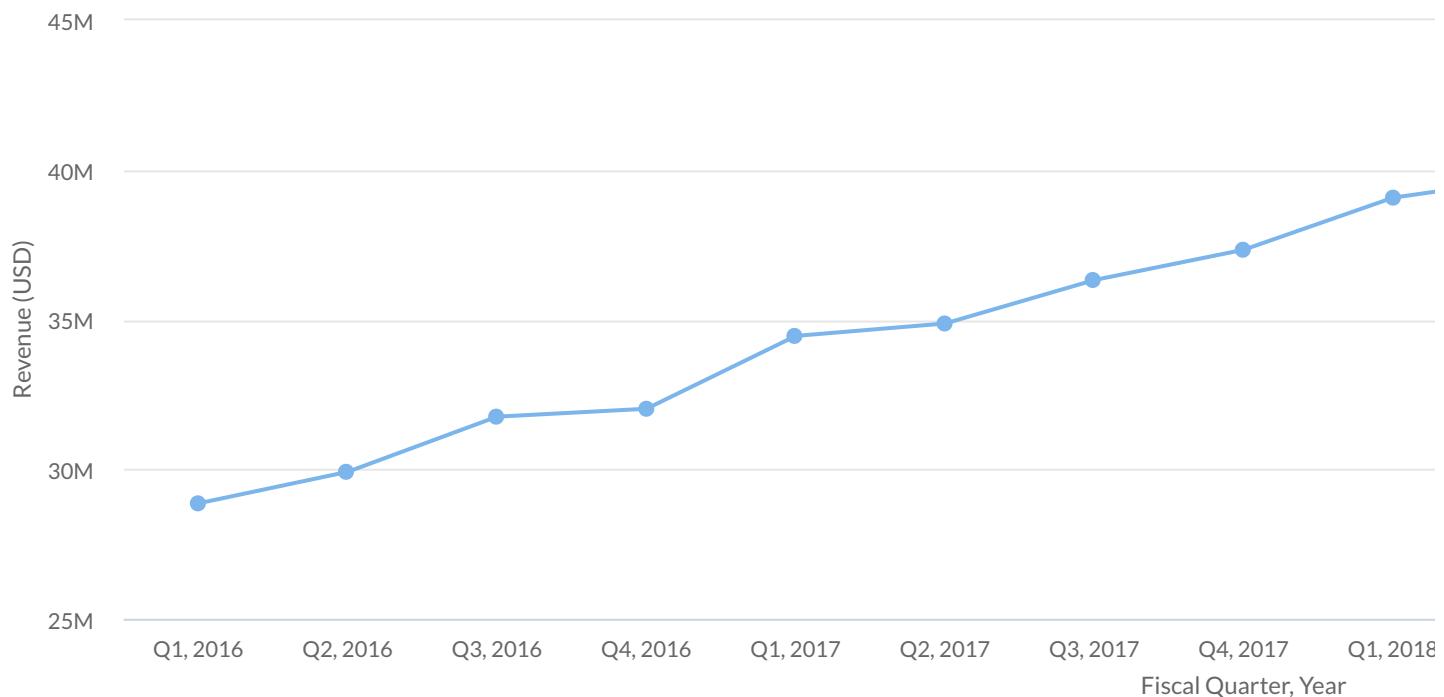
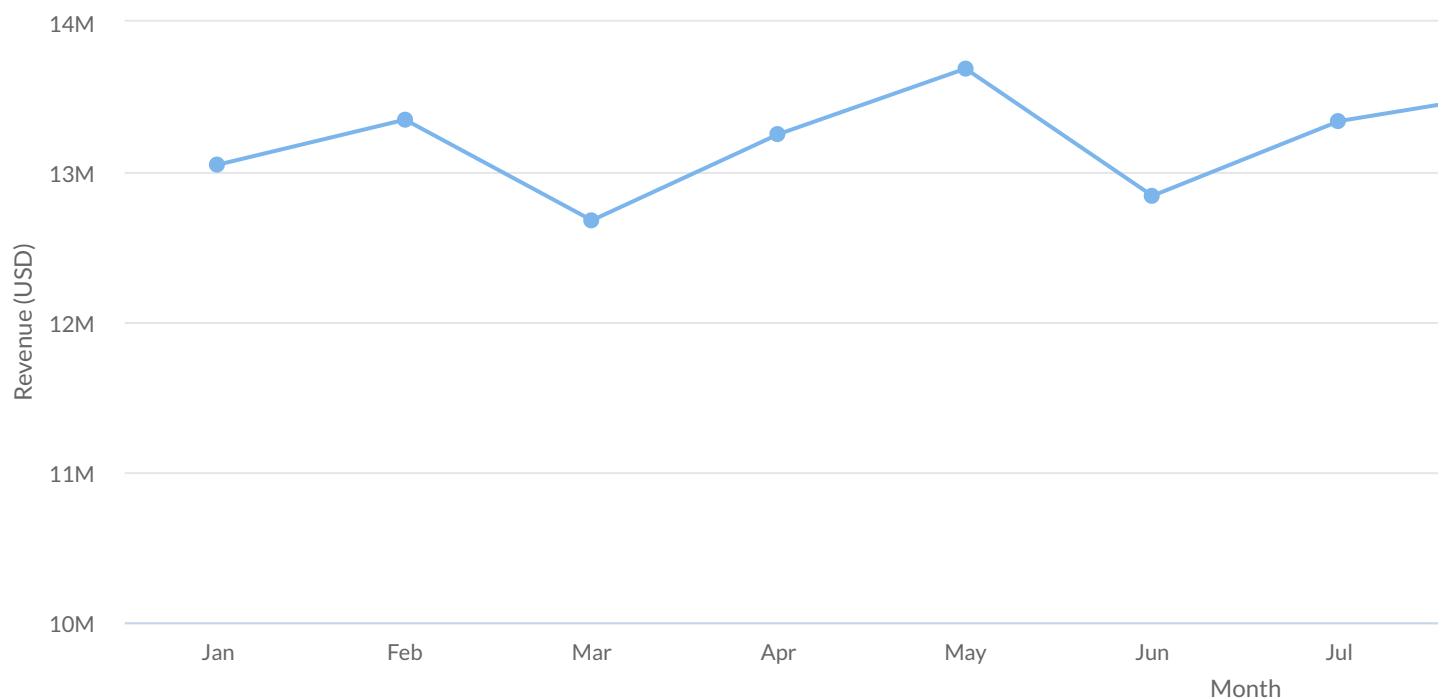


Figure A groups three months into a quarter and includes data from January 2016 to September 2019. This chart shows our company's revenue was steadily increasing and peaking at the third quarter of 2018 and then it experienced a steep decrease in the fourth quarter of 2018. This quarter includes October, November, and December of 2018. Since then, our company has been slowly recovering.

Figure B

## Monthly Revenues of 2018



To investigate the sudden steep decrease in revenue in the fourth quarter of 2018, I wanted to focus on our revenues in 2018. Figure B confirms that our company's lowest point of 2018 is October, which also happens to be the same month Burger King released their Impossible Burger.

Figure C

## Monthly Revenue of 2018, Grouped by Month

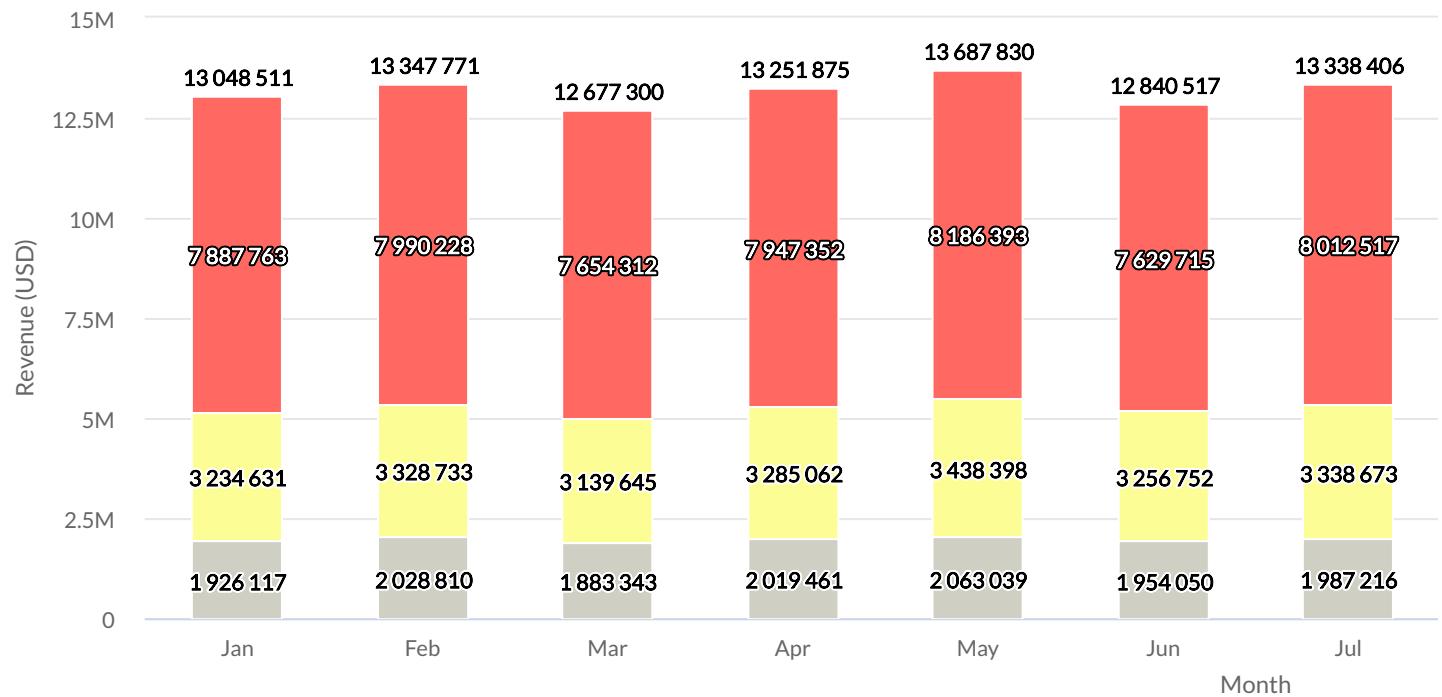


Figure C, like Figure B is also a chart of the company's monthly revenue in 2018. However, Figure C also shows the distribution of how much sales of each menu item make up of each month's revenue. This chart

shows that hamburgers are the most popular item by far. It also shows that while sales of all three items went down on October 2018, hamburger sales, suffered the most with a decrease of 1 million sales. No other decrease in sales in 2018 has ever reached 1 million.

Figure D

Monthly Revenue of 2018, From July to December,

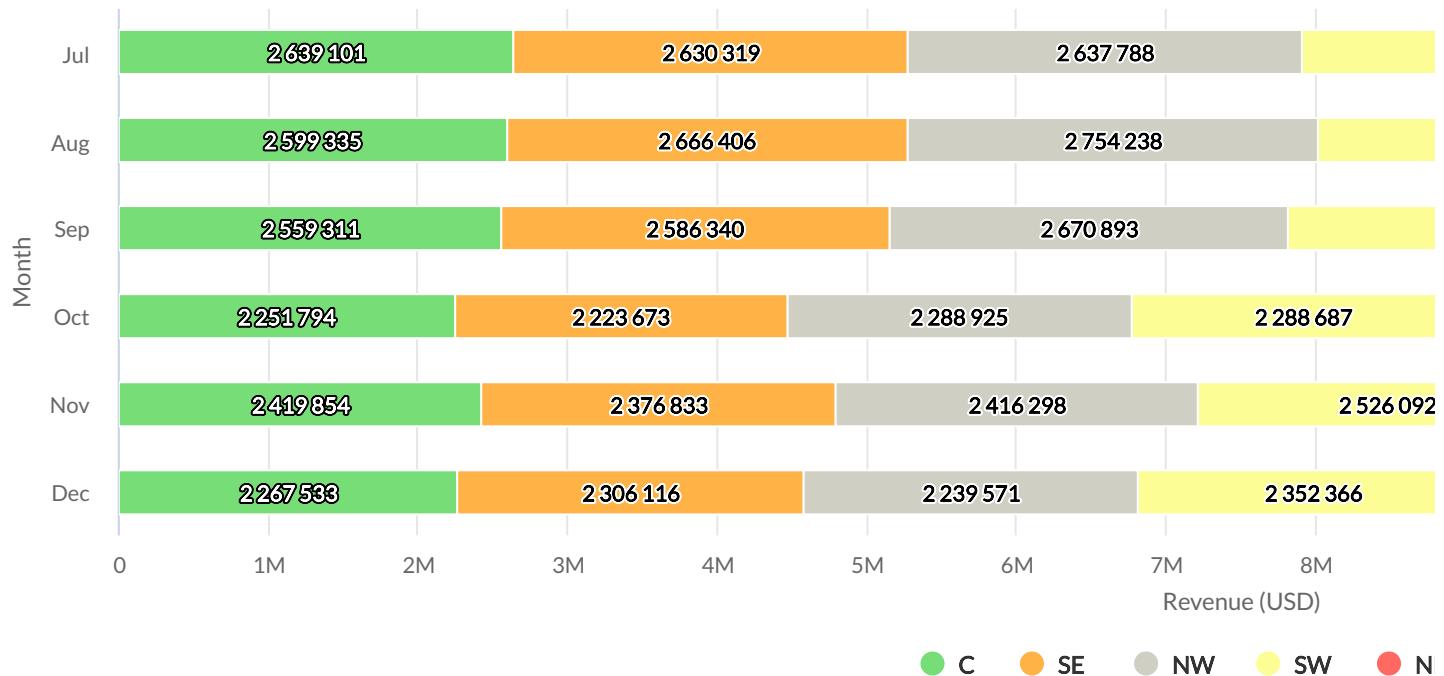


Figure D is similar to Figure C but it only shows the company's monthly revenue from July 2018 to December 2018 and the data is grouped by region. The chart shows us that NE contains the most of our sales. Besides that, this chart also shows that all region's sales have decreased by a similar range (about 300000-500000), meaning that our revenue decrease in October is not dependant on region.

## ANALYSIS

I believe that Burger King's Impossible Burger really did affect our sales since our sales have tanked in the same month the impossible burger came out. Since our hamburgers lost the most sales out of our other menu items, I believe that many of our hamburger customers have flocked to the Impossible Burger, which Burger King claims to taste like real beef.

## SOLUTION

I believe that a possible solution to increasing our sales is to offer more deals or offer weekend exclusive deals. As shown in Figure A, our revenues were at their highest during the third quarter of 2018 (July, August, September). I was curious as to why our sales were so high for those three months and

found that our company offered a lot of promotions and savings for our customers during that time period.

The screenshot shows a promotional banner at the top with the text "Discover delicious deals in OUR APP". Below it are three images: a double cheeseburger, four McCafé coffee cups, and five McCafé coffee cups. Each section has a title and a "Only on our App" note. The "GET A SANDWICH FOR \$1" section includes a small text about the offer being valid only on the app. The "BUY A MED OR LARGE McCAFÉ, GET 1 FOR \$0.01\*" section includes a small text about the offer being valid only on the app. The "GET 1 FREE" section includes a small text about the offer being valid only on the app.

Discover delicious deals in OUR APP

GET A SANDWICH FOR \$1  
Only on our App

Offer valid thru 9/30. Excludes tax. See McD App for details. Excl. Double QPC and Signature Crafted sandwiches. McD App download and registration required. Mobile Order & Pay at participating McDonald's. ©2018 McDonald's

BUY A MED OR LARGE McCAFÉ, GET 1 FOR \$0.01\*  
Only on our App

Offer valid 7/2-9/30/18. Excludes tax. Excludes Hot Brewed and Iced Coffee. Valid 1x/day. McD App download and registration required. Mobile Order & Pay at participating McDonald's. ©2018 McDonald's

GET 1 FREE  
Buy 5 McCafé® beverages get 1 free with our App\*\*

Offer valid 7/2-12/30/18. McD App download and registration required. Mobile Order & Pay at participating McDonald's. ©2018 McDonald's

The image above is a picture of our website in July 2018. The website shows a promotion where customers can buy our sandwich menu items for only \$1. This deal went from July 2018 to the end of September.

The image features a large red "2 for \$5" logo with "Mix & Match Deal" below it. It shows three main sandwich options: the Big Mac (a double cheeseburger), the Filet-O-Fish (a fish sandwich with cheese and tartar sauce), and the Classic Chicken Sandwich (a sandwich with chicken, lettuce, and pickles). To the right, there is a pile of 10 pc. Chicken McNuggets with dipping sauces. The McDonald's logo is in the top right corner.

2 for \$5  
Mix & Match Deal

Big Mac®

Filet-O-Fish®

Classic Chicken Sandwich

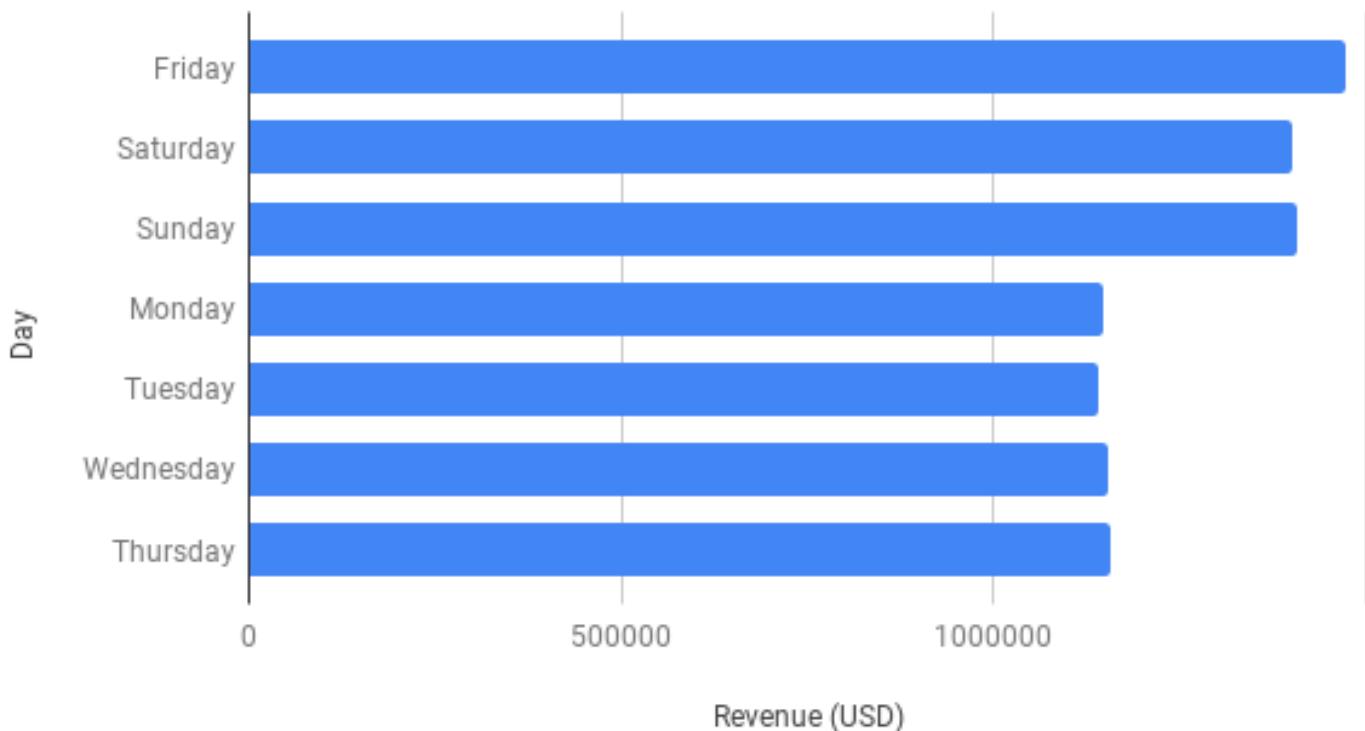
10 pc. Chicken McNuggets®

August 2018 was when our company introduced our "2 for 5" deal where customers can get two of our menu items for just \$5. Combined with the ongoing deal from July, it makes sense why our revenue from

August was the highest in the third quarter of 2018 and the ongoing deal shows why all three months did well and why our revenues were so high in the third quarter of 2018.

Figure E

### Daily Revenues of Jan 2016, Grouped by Day



I looked into the provided daily sales data of January 2016 and as shown in Figure E, our sales show significant increase during the weekend compared to weekdays, and that Friday has the most sales. From this, one can see that more people are willing to go buy our products during the weekend.

## CONCLUSION

To conclude, the data supports the claim that the release of Burger King's Impossible Burger has decreased our sales especially the sales of our hamburgers. Since our revenues peaked in the third quarter of 2018 because of the promotions that were offered during that time, our sales will increase by offering more deals for customers or at least offer weekend exclusive deals because more people buy our products during the weekend.