For the CEO, Mac J. Donald
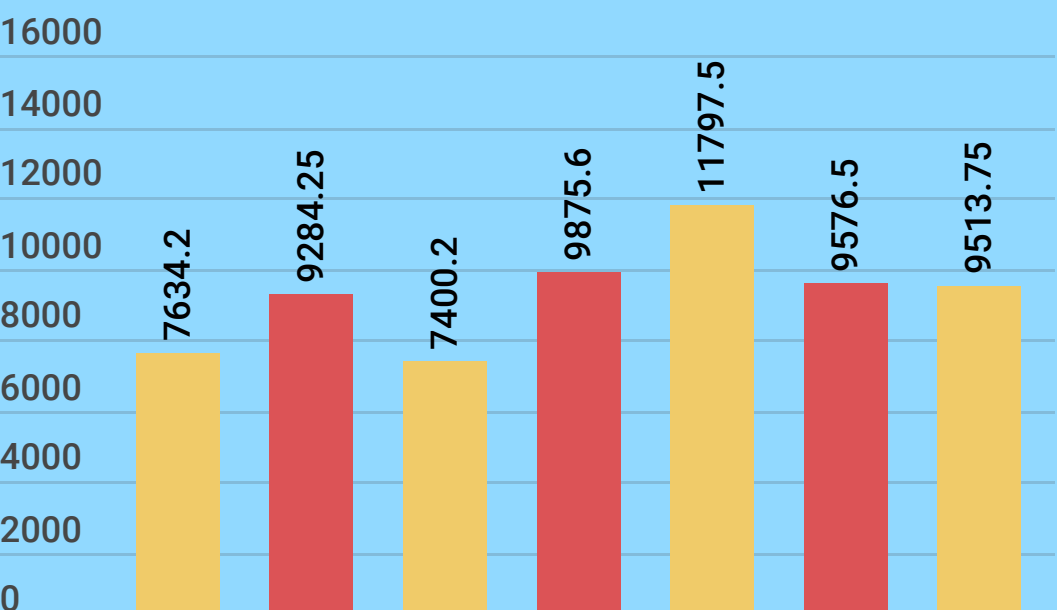
A brief analysis of our recent sales

Richard Duong   BOOM

Filet O' Fish Sales - Northeast

16000	
14000	
12000	
10000	
8000	
6000	
4000	
2000	
0	

7634.2   9284.25   7400.2   9875.6   11797.5   9576.5   9513.75

What Day O' Fish?

Thursdays!

In the Northeast at least. I found that contrary to other regions, which had most of their sales on Fridays of this month, the NE had most of their weekly Filet O' Fish sales on Thursdays.

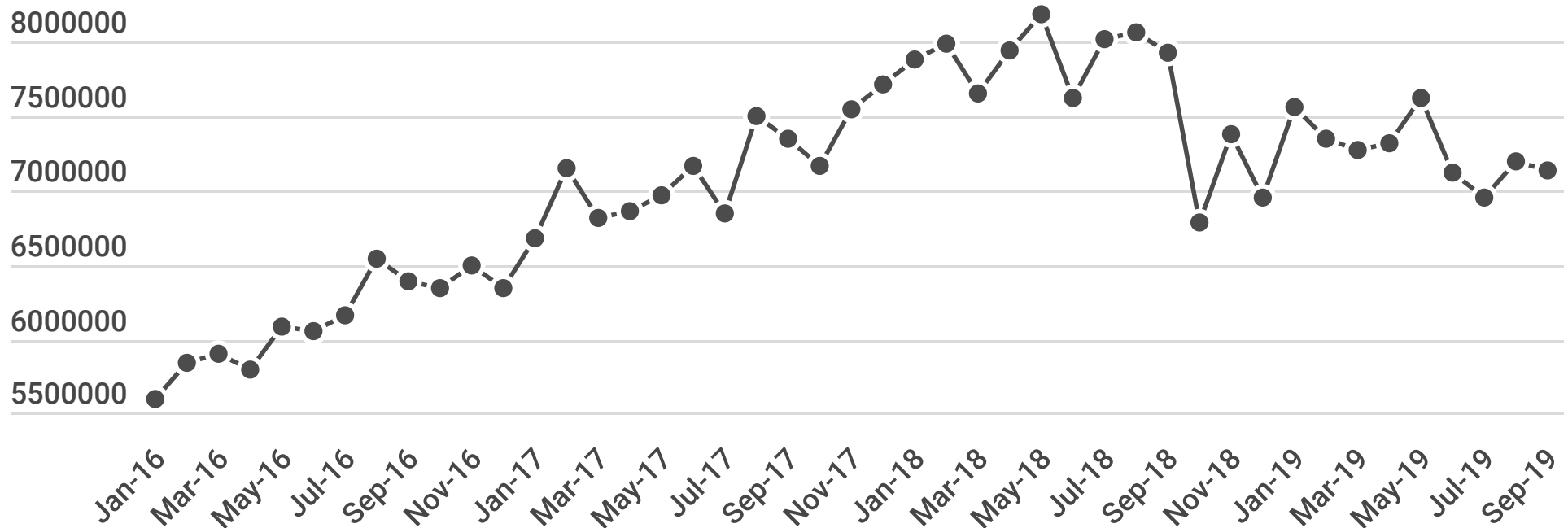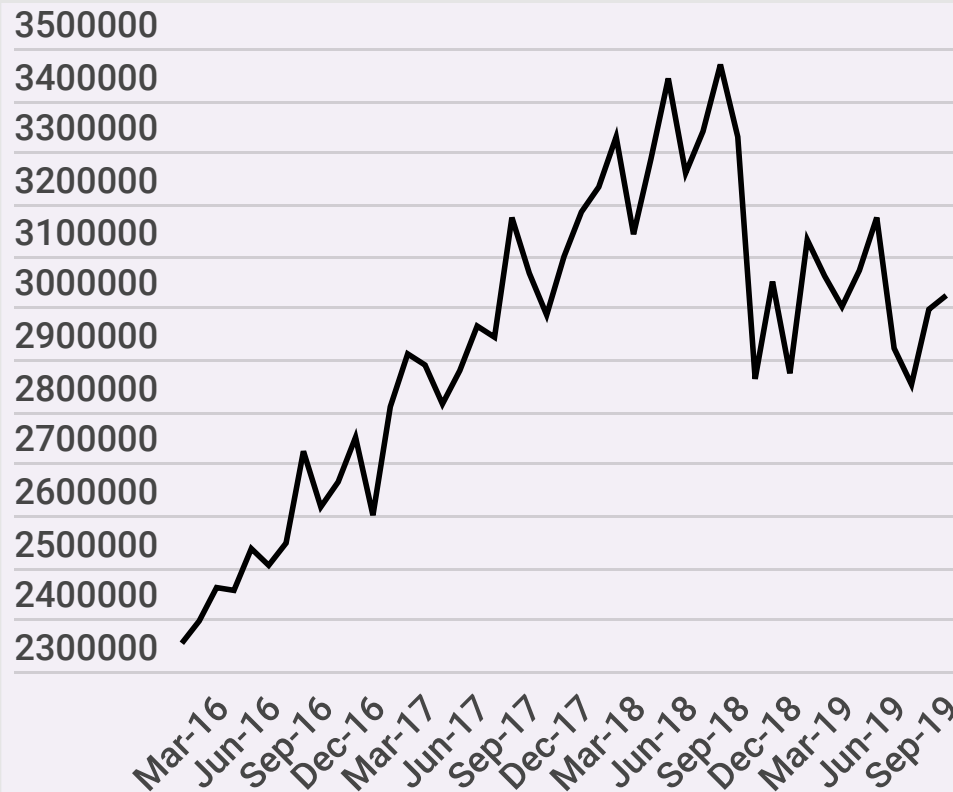Friday   Monday   Saturday   Sunday   Thursday   Tuesday   Wednesday

Let's get to the meat of it... (or not?)

Below is a graph of our hamburger sales overtime. It seems as though Burger King's release of the 'Impossible Whopper' did take a hit on our hamburger sales. It could be due to other confounding factors, but what we experienced from September to October 2018 was a historic 14.4% drop in hamburger sales, which is completely unprecedented in recent years. The next worse drop in hamburger sales was May 2019 to Jun 2019 the following year, at 6.5%; which is still nothing compared to the drop from Sept to Oct 2018.
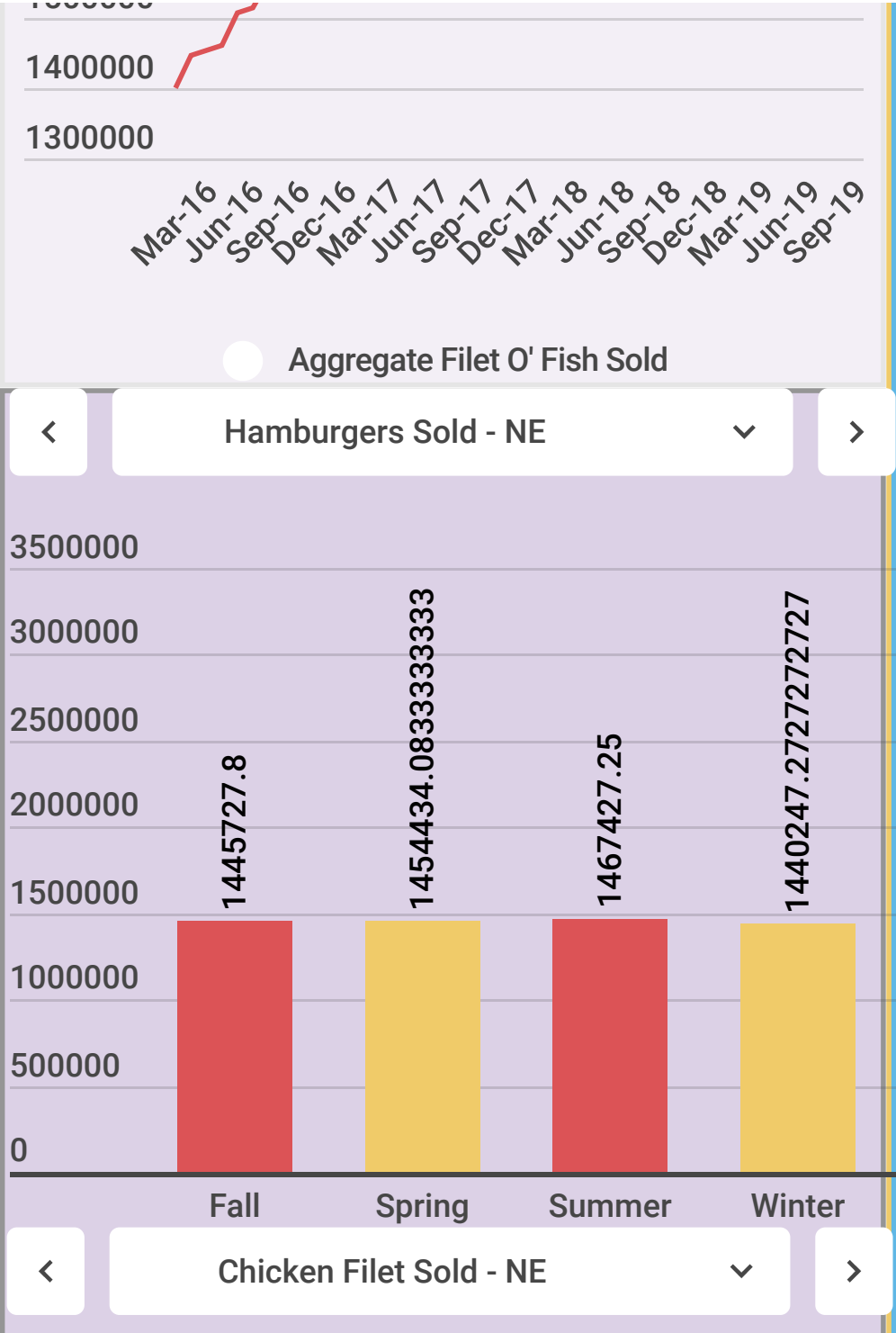
Aggregate Hamburgers Sold

Aggregate Chicken Filet Sold

Additionally, one thing that I thought could have been a confounding factor to the unprecedented drop in hamburger sales during that period was a possible increas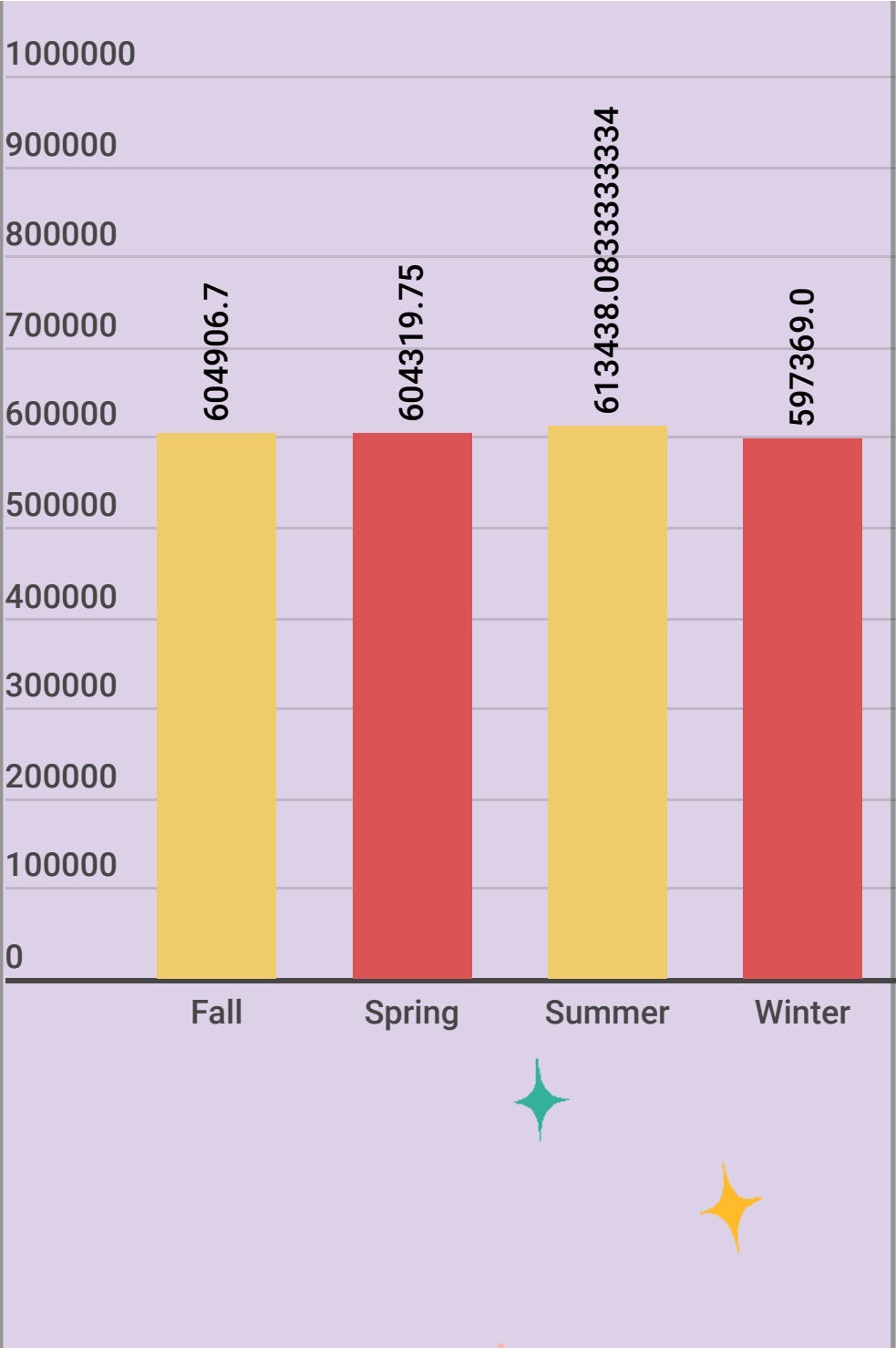e in the sale of other sandwiches to compensate. However, what I ended up finding was that not only did the largest drop in hamburger sales occur during that period, but the largest drops in Chicken Filet and Filet O' Fish sales also occurred in the same period. (13.98% and 13.33% drops respectively). Minding other factors (possibly just an overall drop in sales), with the data at hand, I think that we have reason to believe that Burger King's introduction of the Impossible Burger was a factor in the 14.14% drop of total sales of these three sandwiches.

1400000

1300000

Mar-16 Jun-16 Sep-16 Dec-16 Mar-17 Jun-17 Sep-17 Dec-17 Mar-18 Jun-18 Sep-18 Dec-18 Mar-19 Jun-19 Sep-19

◯ Aggregate Filet O' Fish Sold

< Hamburgers Sold - NE ∨ >

3500000

3000000

2500000

2000000

1500000

1000000

500000

0

Fall	Spring	Summer	Winter
1445727.8	1454434.0833333333	1467427.25	1440247.2727272727

< Chicken Filet Sold - NE ∨ >

No Seasonal Change

🍔 I had a suspicion that the amount of hamburgers sold would change based on the season. I predicted that Winter would bring down the amount of hamburgers sold because of the possible inaccessibility of Mcdonald's during harsh weather. So with the data set I aggregated all of the hamburger sales data based on season. What I ended up finding however, is that there are no significant difference in mean hamburger sales despite the differences in season. So Santa, the Easter Bunny, Turkey,

and hungry out-of-school students are all equally eating good.

Similar results were found for Filet O' Fish and Chicken Filet. There were no significant changes throughout the seasons, though I expected there to be, again, mostly in the regions with more than 2 real seasons. However, there were none. It seems as though Americans are relentless in their pursuit of all-American classics.
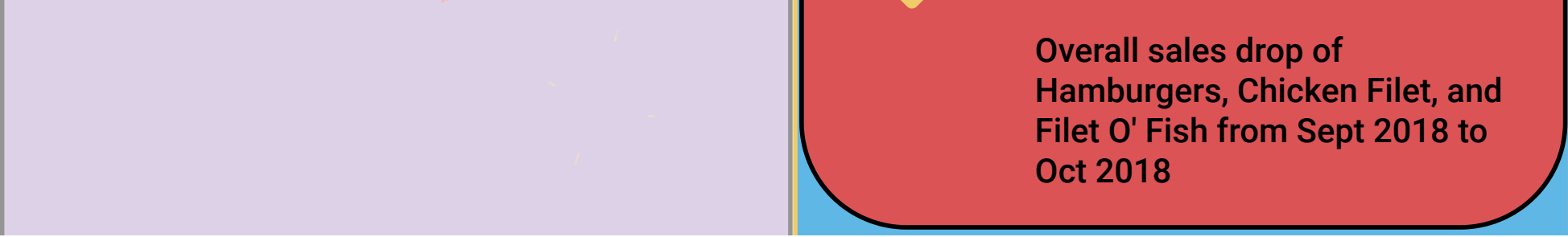
▼ -14.4

In hamburger sales the month that the 'Impossible Whopper' dropped.

▼ -14.1%

Chart bar values:
- Fall: 604906.7
- Spring: 604319.75
- Summer: 613438.0833333334
- Winter: 597369.0

Y-axis: 0, 100000, 200000, 300000, 400000, 500000, 600000, 700000, 800000, 900000, 1000000

Overall sales drop of Hamburgers, Chicken Filet, and Filet O' Fish from Sept 2018 to Oct 2018

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