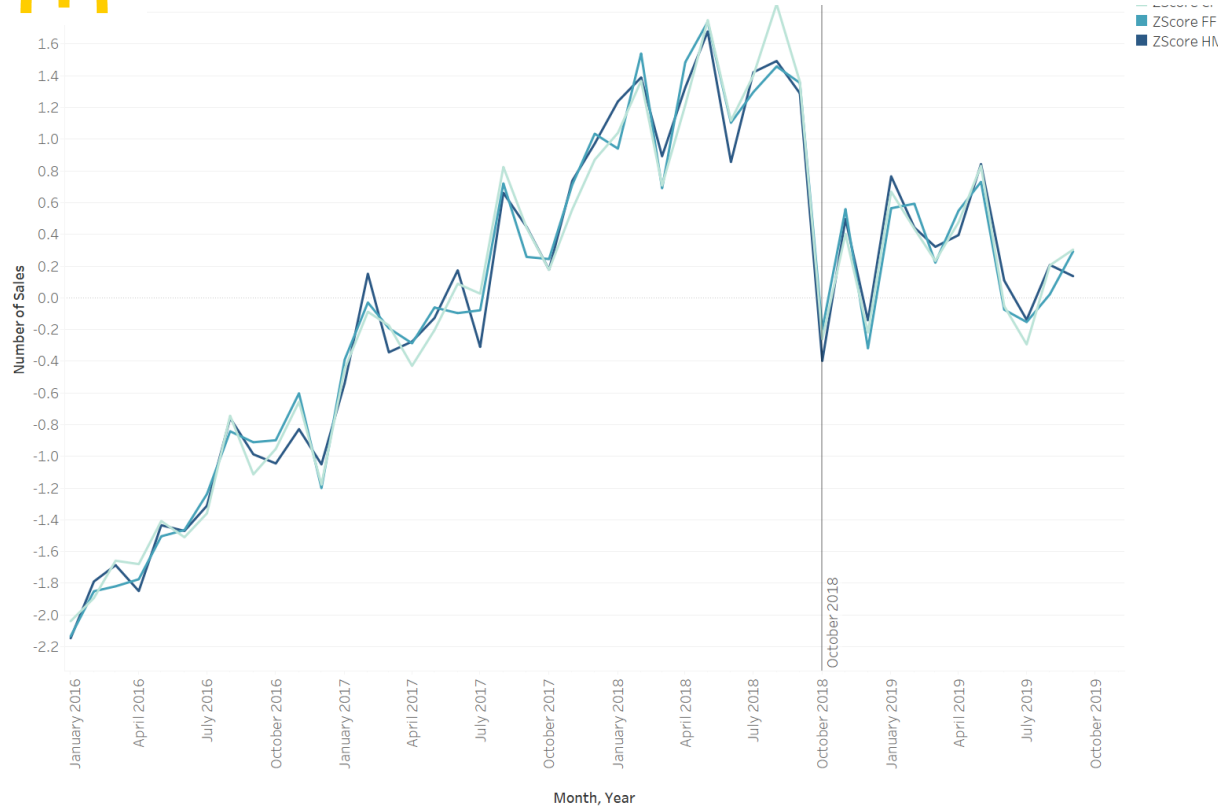




**Hi, McWelcome to McDonald's, can I McTake your McOrder?**

**Overall Sandwich Sales**



The trends of ZScore CF, ZScore FF and ZScore HM for Month, Year. Color shows details about ZScore CF, ZScore FF and ZScore HM. Details are shown for ZScore CF, ZScore FF and ZScore HM.

As you can see from this graph, the overall trend in sales has not changed depending on the type of sandwich sold (Chicken Fillet, Fish Fillet, Hamburger). We have standardized the number of sales for each type of sandwich. A lot of words, I know, but let's dig in!

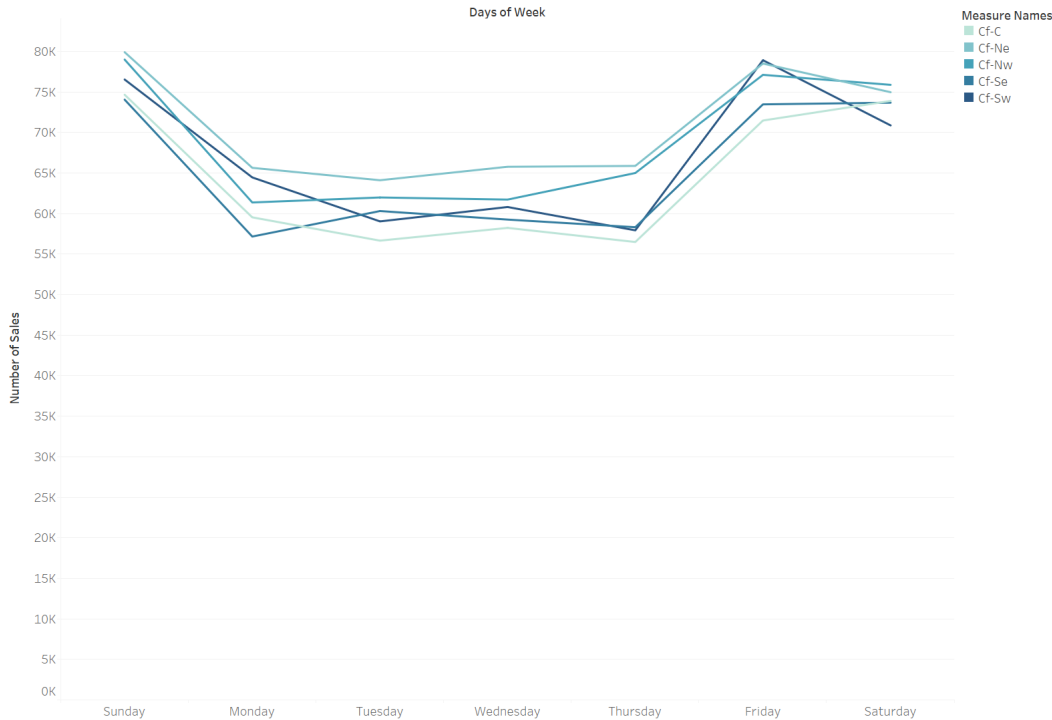
Essentially, hamburgers have a lot more sales than chicken fillets or fish fillets. By standardizing the number of sales, we "level the playing field" for the kinds of sandwiches. This way, we can focus on the trend instead of the

number.

From these trends, we see a big downfall in our sales in October 2018. Burger King launched their Impossible Burger at this time. It seems that their burger drop has affected our sales. However, the sales have not been consistently dropping. We may have only lost a subset of our customers, and we are not losing customers anymore. I recommend that we release our own new vegetarian options to bring this crowd back. More variety will bring in a whole new crowd and bring us more sales!

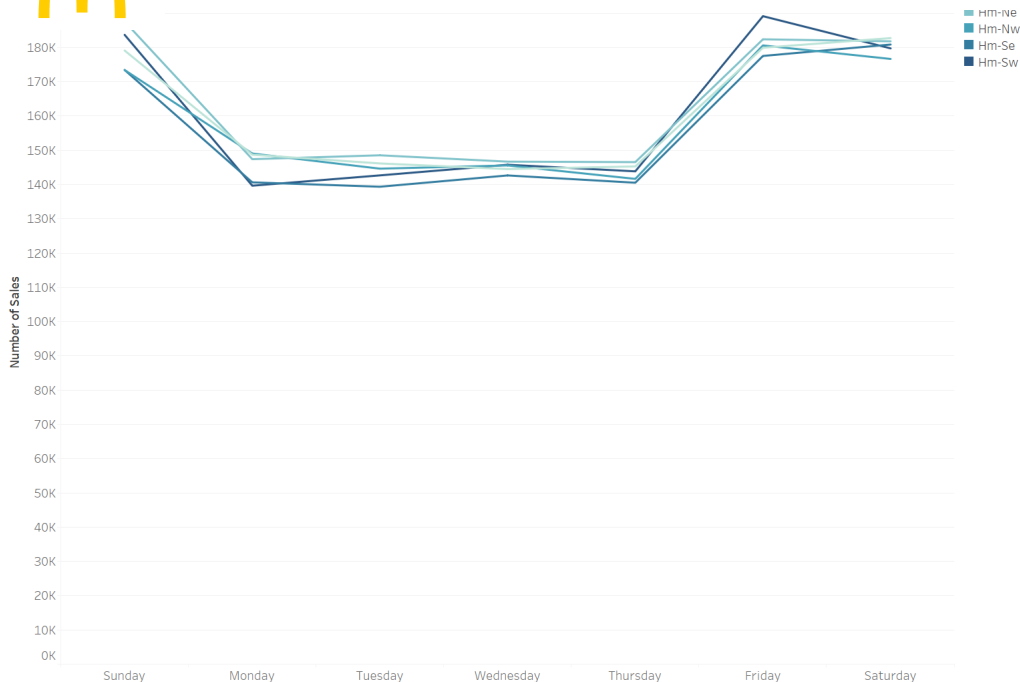


Chicken Fillet Sales by Region



The trends of CF-C, CF-Ne, CF-Nw, CF-Se and CF-Sw for Days of Week. Color shows details about CF-C, CF-Ne, CF-Nw, CF-Se and CF-Sw.

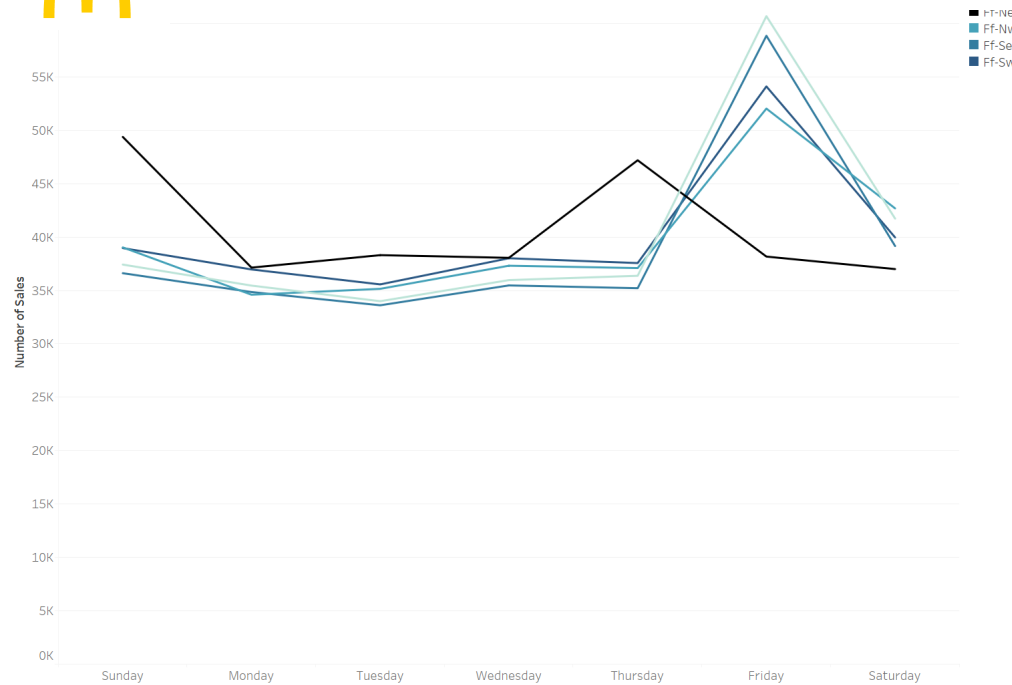
**Good news! All regions have about the same number of sales and the same trend for chicken fillets. Everything we do to advertise the chicken fillets by region is working.**



The trends of Hm-C, Hm-Ne, Hm-Nw, Hm-Se and Hm-Sw for Days of Week. Color shows details about Hm-C, Hm-Ne, Hm-Nw, Hm-Se and Hm-Sw. Details are shown for Hm-C, Hm-Ne, Hm-Nw, Hm-Se and Hm-Sw.

have about the same number of sales and trend in each region.

**There's an interesting discovery here! We see that in the Northeast, there is a peak of fish fillets on Thursday, rather than the Friday in every other region. The Northeast is known to be picky about seafood, so maybe the weekend is reserved for fresher foods. Let's work on bringing a good variety of fish!**

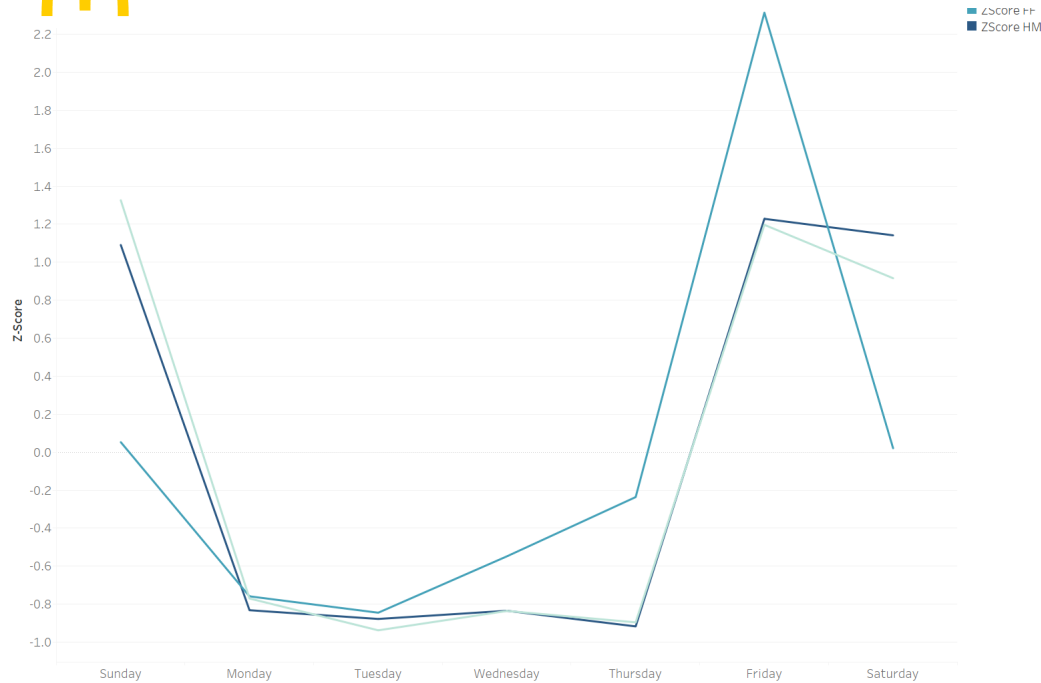


The trends of FF-C, FF-Ne, FF-Nw, FF-Se and FF-Sw for Days of Week. Color shows details about FF-C, FF-Ne, FF-Nw, FF-Se and FF-Sw. Details are shown for FF-C, FF-Ne, FF-Nw, FF-Se and FF-Sw.

## Sandwich Sales by the Week

This graph shows the standardized number of sales between the three different kinds of sandwiches. You can also see that our sales peak starting on Friday, the beginning of the weekend.

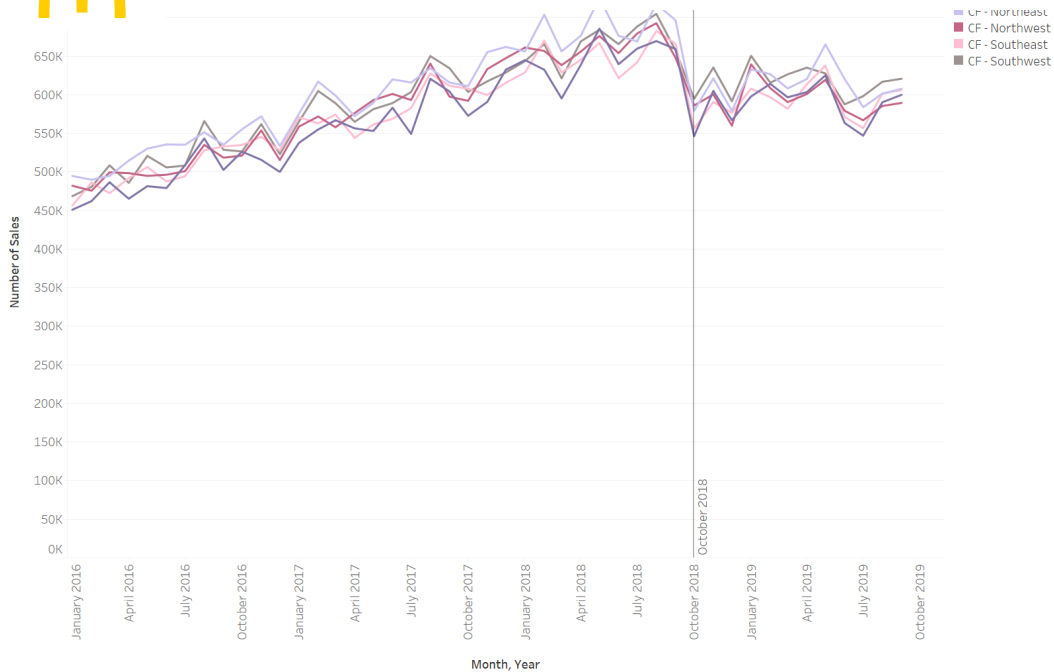
We are maintaining our reputation to be a fun place to have a treat. However, people normally only get treats on the weekends. With healthier options on the menu, people may view McDonald's as a viable place for a regular lunch, increasing our weekday sales.



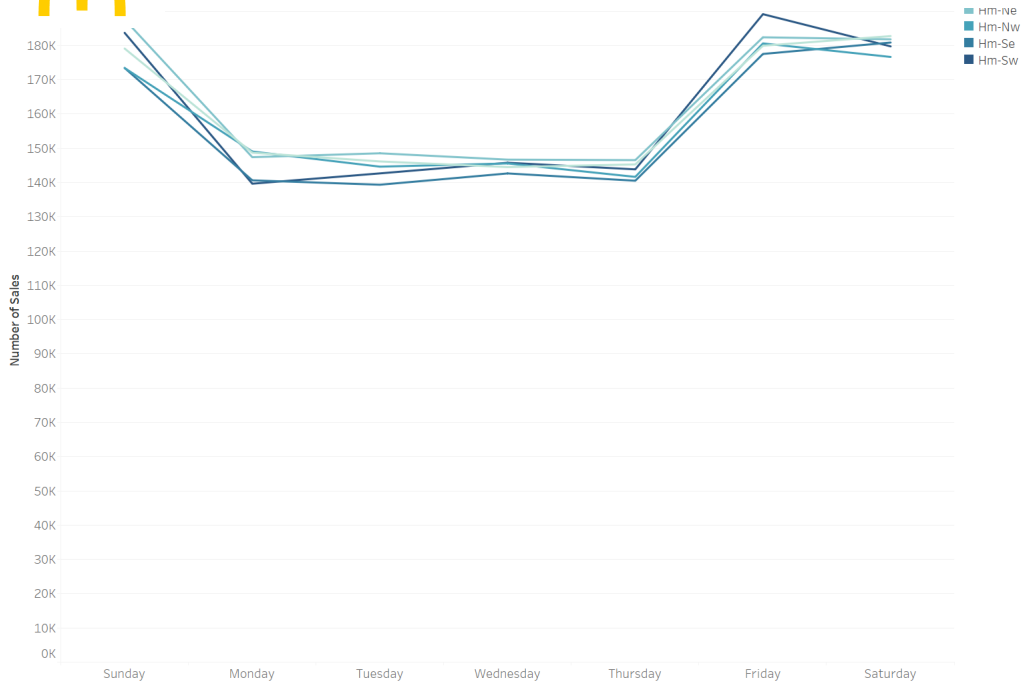
The trends of ZScore CF, ZScore FF and ZScore HM for Days of Week. Color shows details about ZScore CF, ZScore FF and ZScore HM. Details are shown for ZScore CF, ZScore FF and ZScore HM.

## Sandwich Sales by the Region, Monthly

**Good news once again! All regions have about the same number of sales and the same trend for chicken fillets, fish fillets, and hamburgers. However, you can see the drop in sales in October after the release of the Impossible Burger. However, we will work on adding some more veg options!**

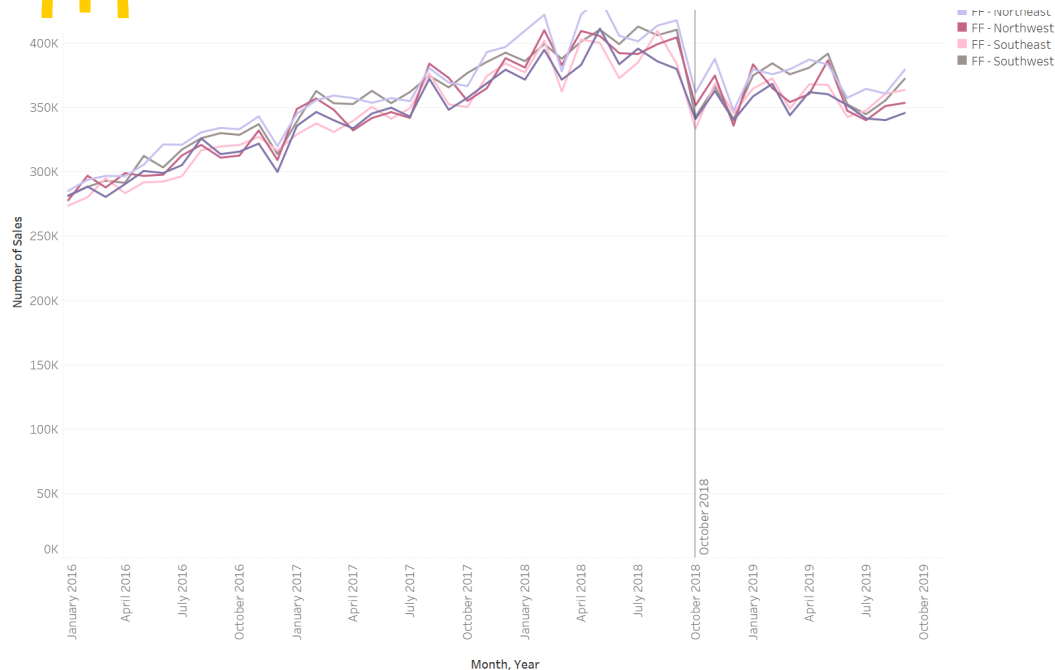


The trends of CF - Central, CF - Northeast, CF - Northwest, CF - Southeast and CF - Southwest for Month, Year. Color shows details about CF - Central, CF - Northeast, CF - Northwest, CF - Southeast and CF - Southwest. Details are shown for CF - Central, CF - Northeast, CF - Northwest, CF - Southeast and CF - Southwest.



The trends of Hm-C, Hm-Ne, Hm-Nw, Hm-Se and Hm-Sw for Days of Week. Color shows details about Hm-C, Hm-Ne, Hm-Nw, Hm-Se and Hm-Sw. Details are shown for Hm-C, Hm-Ne, Hm-Nw, Hm-Se and Hm-Sw.

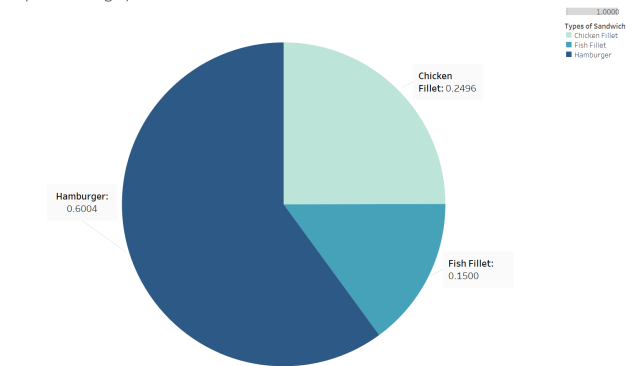




The trends of FF - Central, FF - Northeast, FF - Northwest, FF - Southeast and FF - Southwest for Month, Year. Color shows details about FF - Central, FF - Northeast, FF - Northwest, FF - Southeast and FF - Southwest.

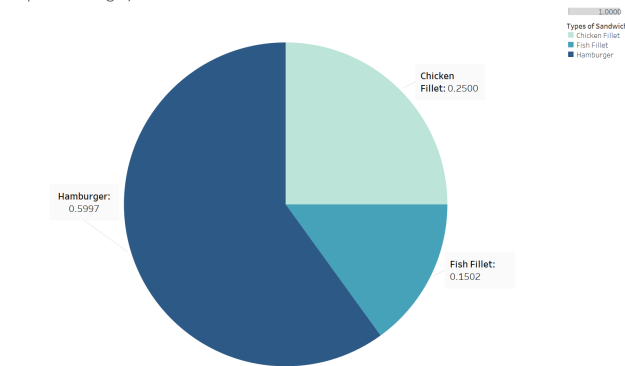
# Sandwich Sale Distribution

Distribution of Chicken Fillet, Fish Fillet, and Hamburger Sales (After Introduction of Impossible Burger)



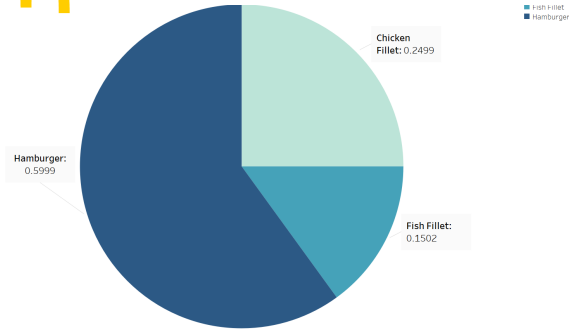
Chicken Fillet, Fish Fillet and Hamburger (color) and Chicken Fillet, Fish Fillet and Hamburger (size).

Distribution of Chicken Fillet, Fish Fillet, and Hamburger Sales (Before Introduction of Impossible Burger)



Chicken Fillet, Fish Fillet and Hamburger (color) and Chicken Fillet, Fish Fillet and Hamburger (size).

So, you just found out that sales dropped after Burger King released their Impossible Burger. You might be wondering, will



Chicken Fillet, Fish Fillet and Hamburger (color) and Chicken Fillet, Fish Fillet and Hamburger (size)

specifically seeing hamburger buyers, chicken buyers, fish buyers?

**Don't worry, the ratio of hamburger customers to chicken fillet customers to fish fillet customers is not greatly affected! The ratio of type of sandwiches sold before October 2018, the launch of the Impossible Burger, from after October 2018, and from both before and after the launch were all very similar. We sell about 60% hamburgers, 25% chicken fillets, and 15% fish fillets. It looks like when our sales dropped, no specific group was specifically affected.**