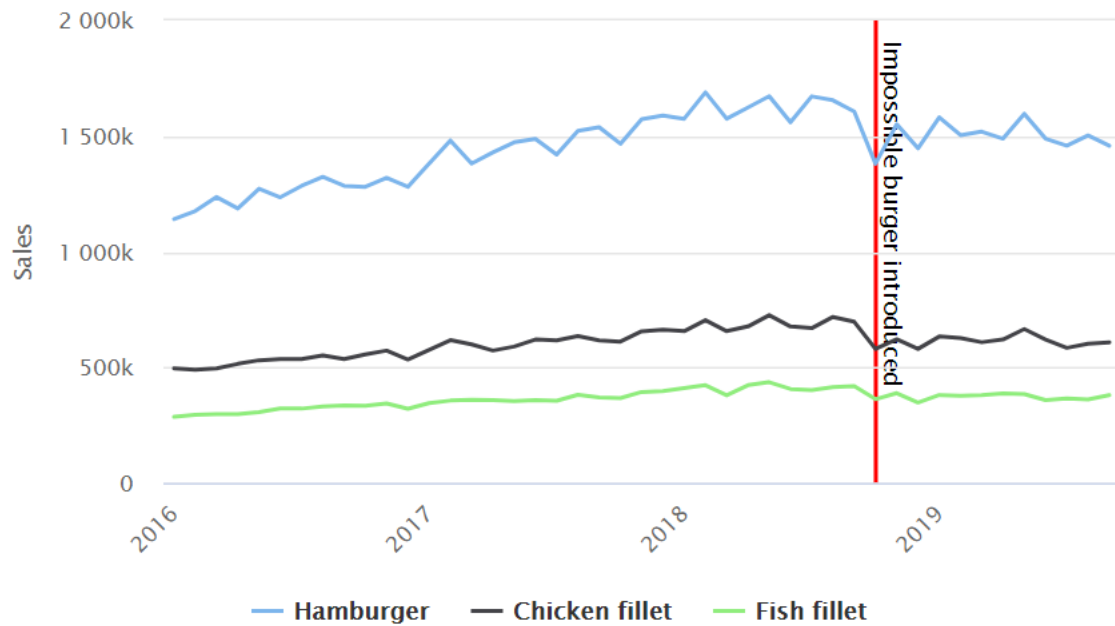
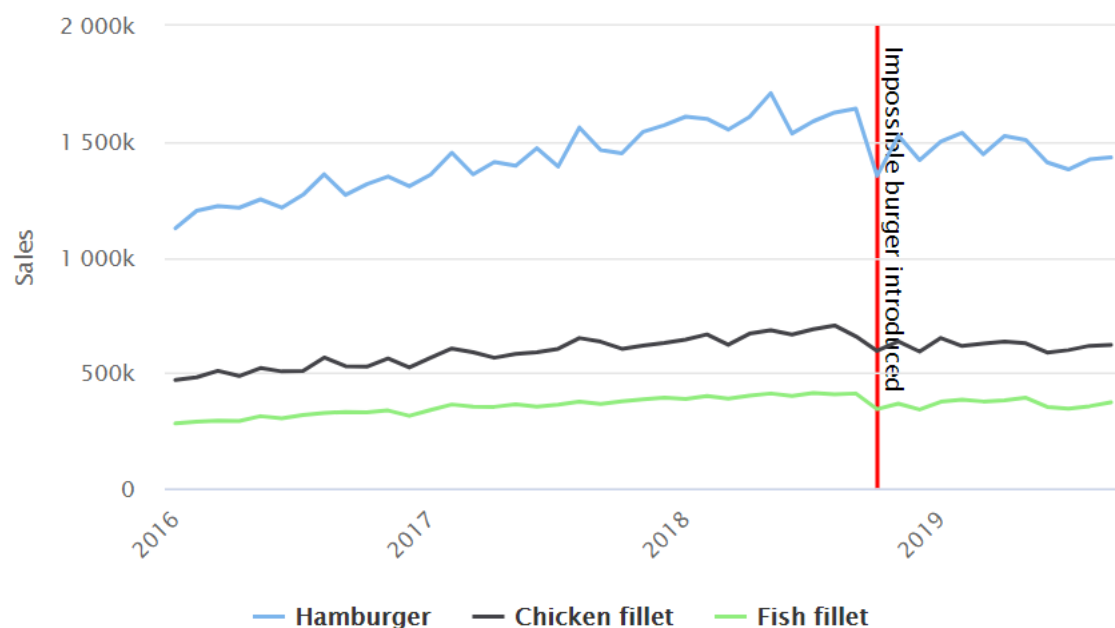


Monthly Sales From January 2016 To September 2019 - North East



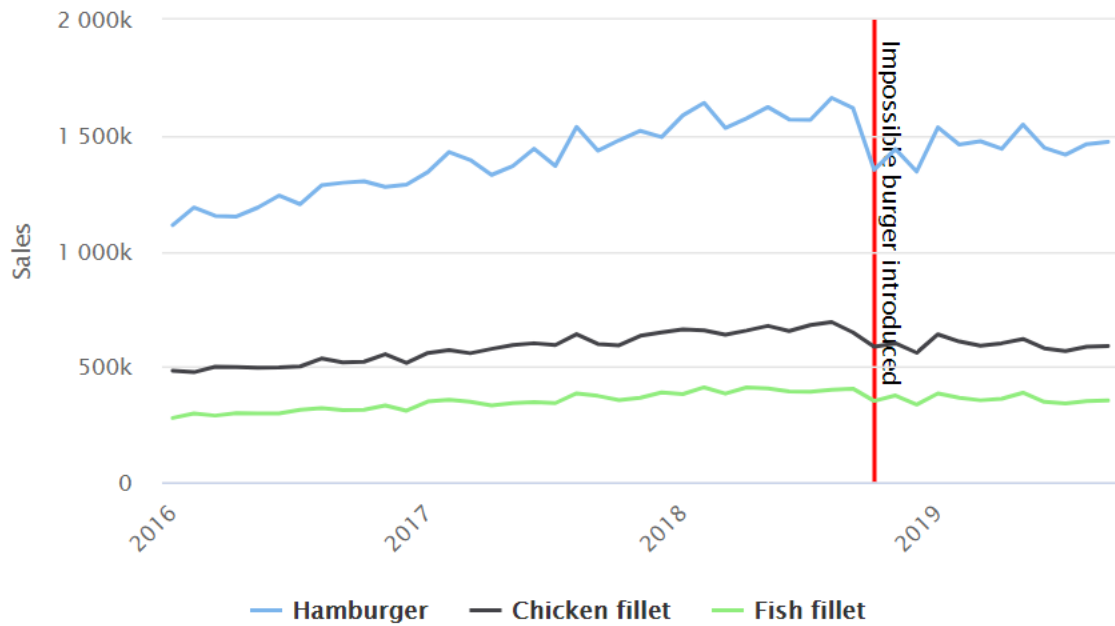
Highcharts.com

Monthly Sales From January 2016 To September 2019 - South West



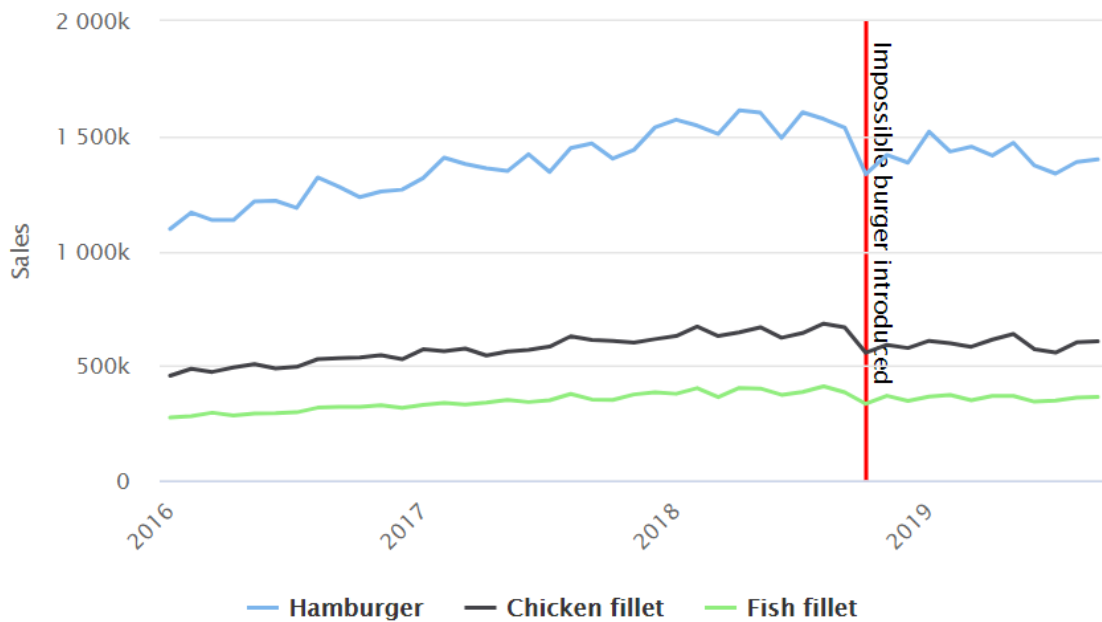
Highcharts.com

Monthly Sales From January 2016 To September 2019 - North West

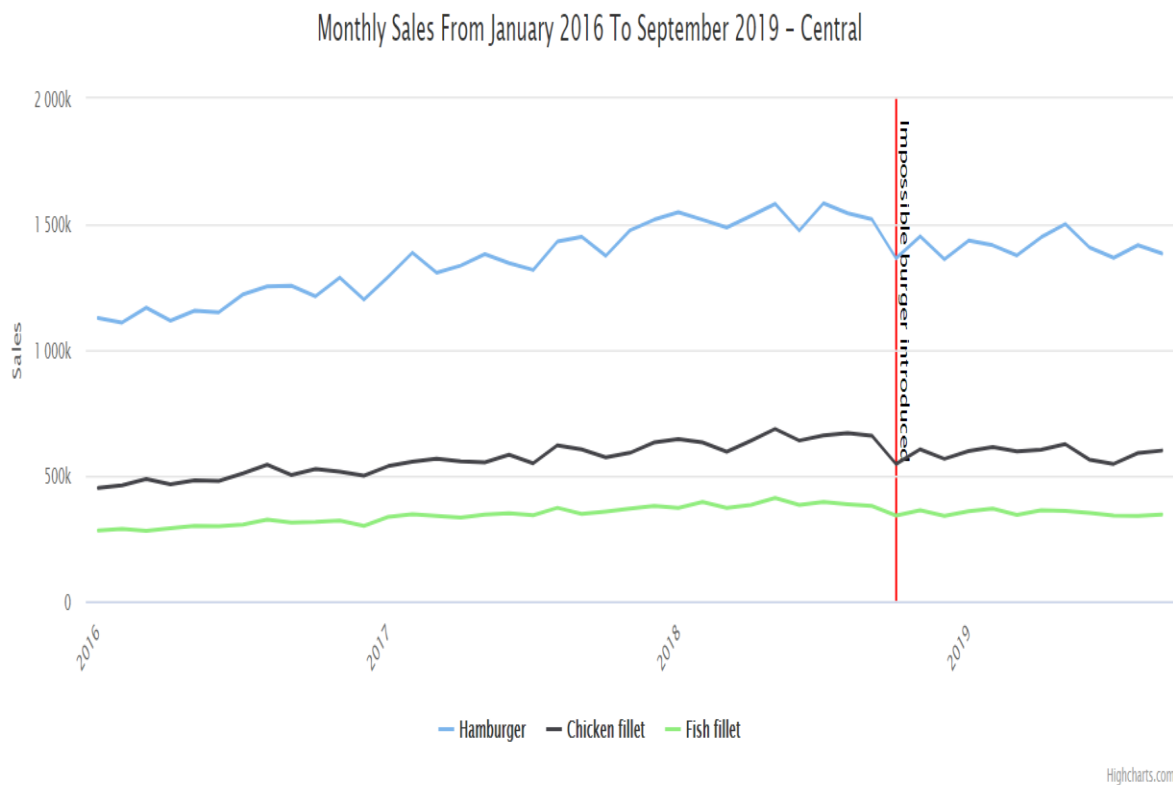


Highcharts.com

Monthly Sales From January 2016 To September 2019 - South East



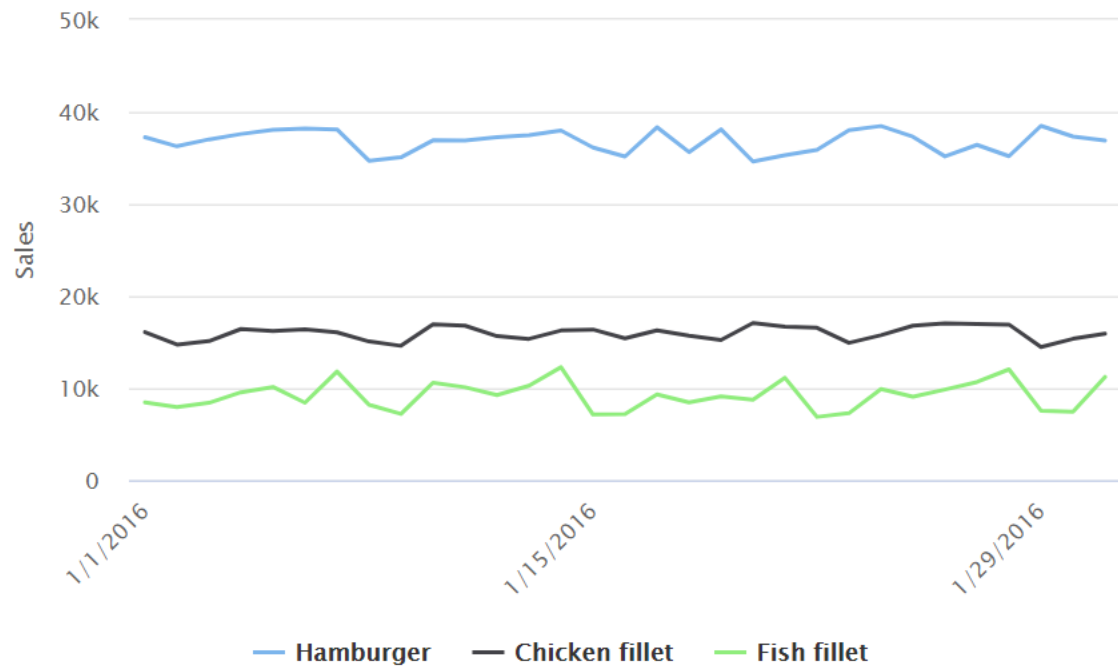
Highcharts.com



Understand Impact Of the Impossible Burger:

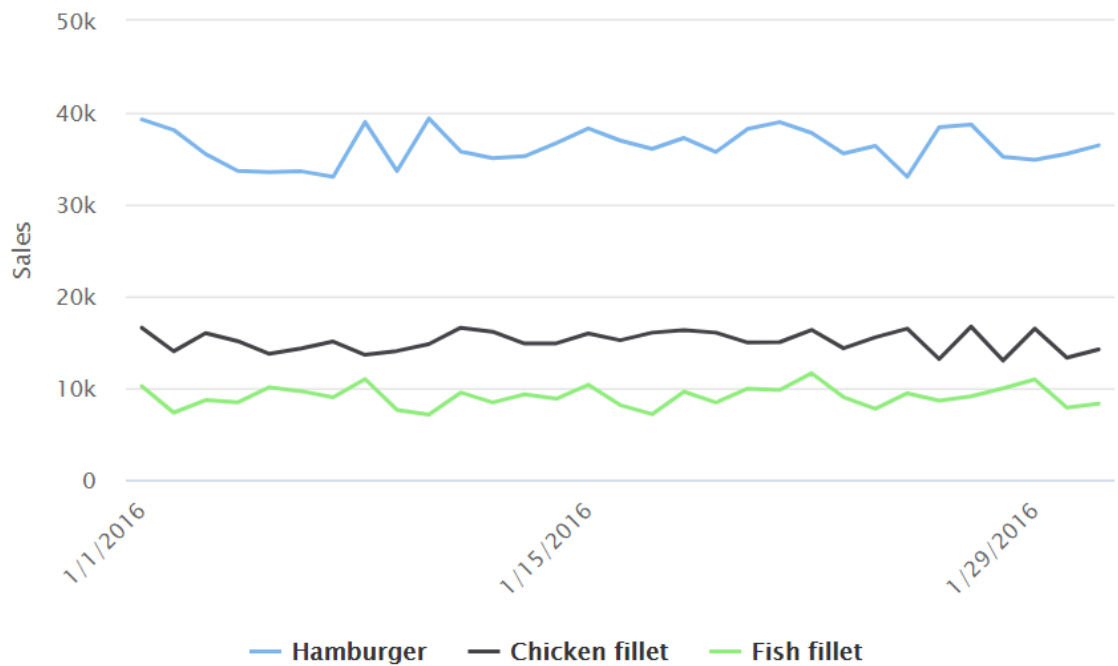
There is clear indication that the Impossible Burger has decreased sales for hamburgers, chicken fillet and fish fillet. In every graph above, there seems to be a clear dip in sales when the Impossible Burger was introduced (as shown by the red marker in the graphs). Hence, the Impossible Burger has definitely impacted sales.

Daily Sales For January 2016 – North East



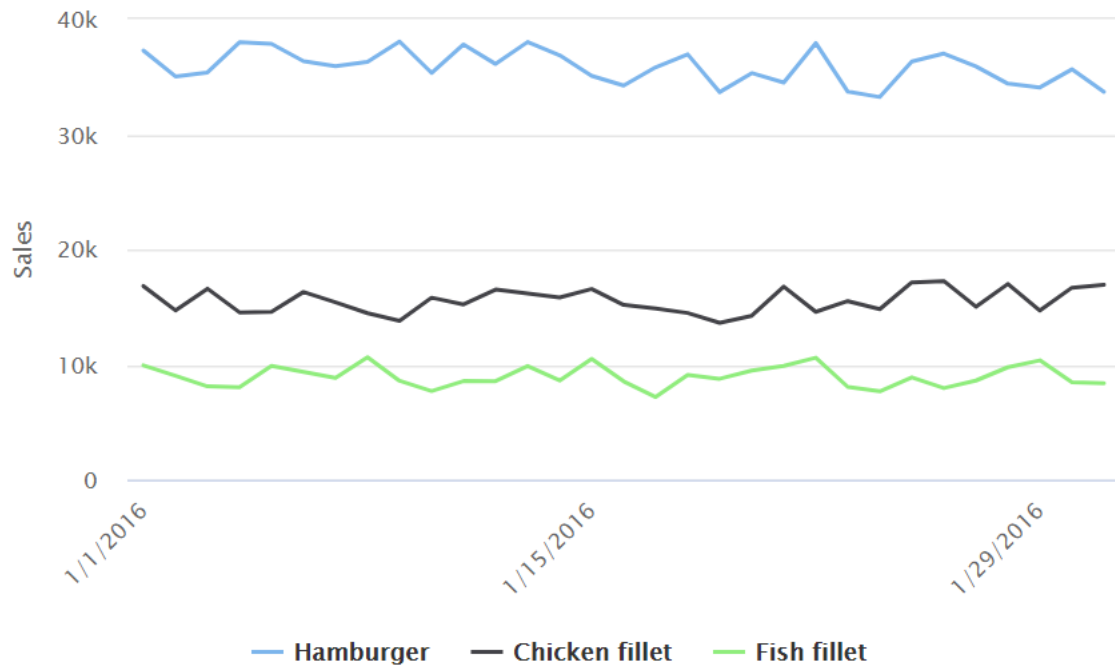
Highcharts.com

Daily Sales For January 2016 – South West



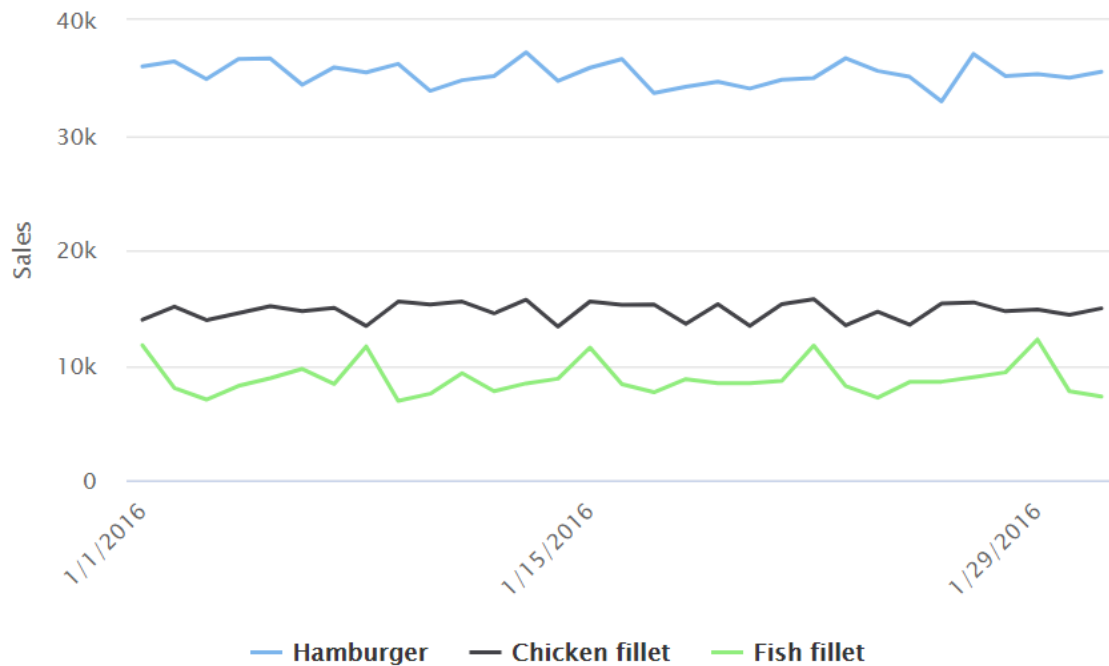
Highcharts.com

Daily Sales For January 2016 – North West

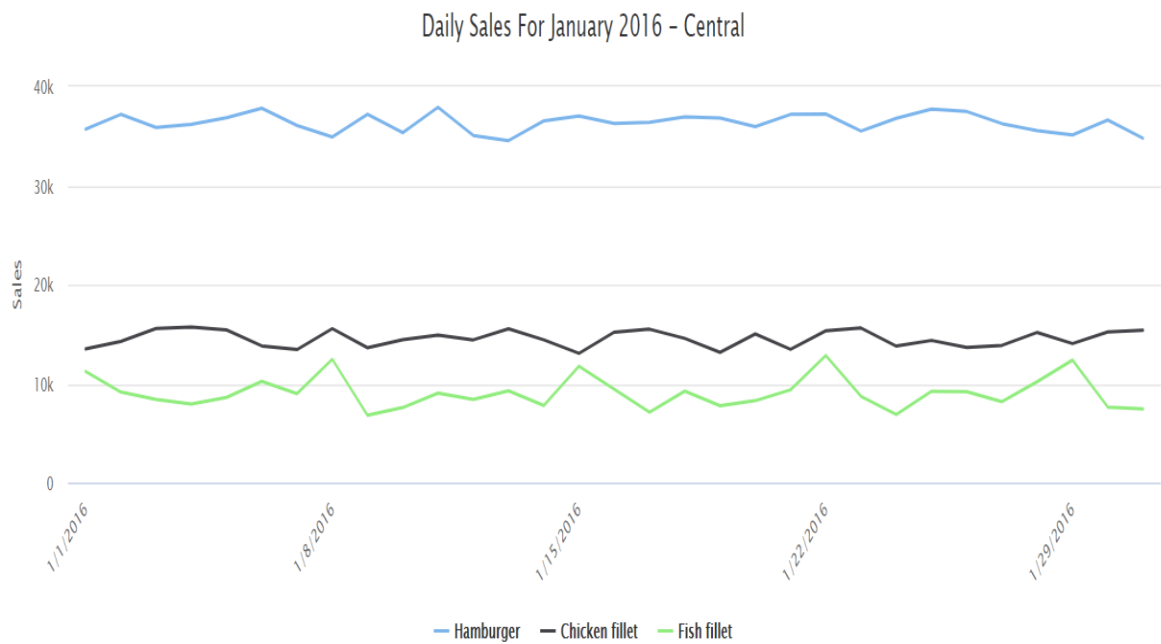


Highcharts.com

Daily Sales For January 2016 – South East



Highcharts.com



Highcharts.com

Understand Business Trends In The Short-term:

It seems like the general trend with the daily sales is that there seems to be little fluctuation of the sales.

It also seems like every Thursday and Friday there seems to be a little dip in sales but it is barely noticeable.