Classified and Confidential

This directive has been issued from the office of the CEO for the Data Science Team (you!) at McDonald's Corporation.

Folks,

As the CEO of McDonald's, I take great pride in the food we serve, and the number of people to whom we serve it.

For several years now we've done things the good ol' fashioned way, but our shareholders are concerned that we are not keeping with the times. To keep ~~my yacht~~ investor confidence high, we have incorporated your team to derive data driven insights.

Last October, Burger King introduced the Impossible Burger. It is unclear to me how the markets responded to this, and if we should be doing anything about it.
I'd also like to know if there are any micro-trends in the way customers interact with us, and if ~~I~~ McDonald's can benefit from this.

To aid you in your exploration, I've instructed our Data Engineering team to provide you with Sales data that contains the following

1. Monthly sales data for each menu item from Jan '16 to date

    The data is divided into several regions
    NE – North East
    NW – North West
    SE – South East
    SW – South West
    C – Central

    The menu items are as follows
    HM – Hamburger
    CF – Chicken fillet
    FF – Fish fillet

2. Daily Sales data for one month following the same conventions as above.

I'd like your team to look at the data, and provide several visualizations for me to draw insights (macro, micro, geographical, or otherwise -- I will leave this up to your expertise!) from on our website.

Please do note that I will be traveling on ~~vacation~~ work to Milan, so I would like to have the ability to download your infographics to a PDF file, but depending on my schedule, I might also be accessing it from the website as well. Do note as you all know how busy I am, I am not here to do your job. I want your best answers on the impact of these Veggie burgers, and any other trends you think help me understand what to do. As always, I assume that we respect the culture and brand that McDonald's has striven to build over the last 60 years in all things we do, and that the presentation reflects that. I want to be lovin what I look at and what is revealed!

You will have one week (until 10/21 11:59 PM) to provide this information to me! Make sure you include the website link, source code (we are embracing the open source culture), and a brief write up about your methodology/ pitfalls/ successes (for future engineers to learn from.)