

# For the Desk of the McDonald's CEO

**From: Thomas Evans-Barton**

Enclosed is the requested analysis of sales in the United States over the past few years. I have included several different trends that I believe you may find interesting, as well as some advice as to how I would go about taking advantage of said trends. Hope you are enjoying your business trip to Milan.

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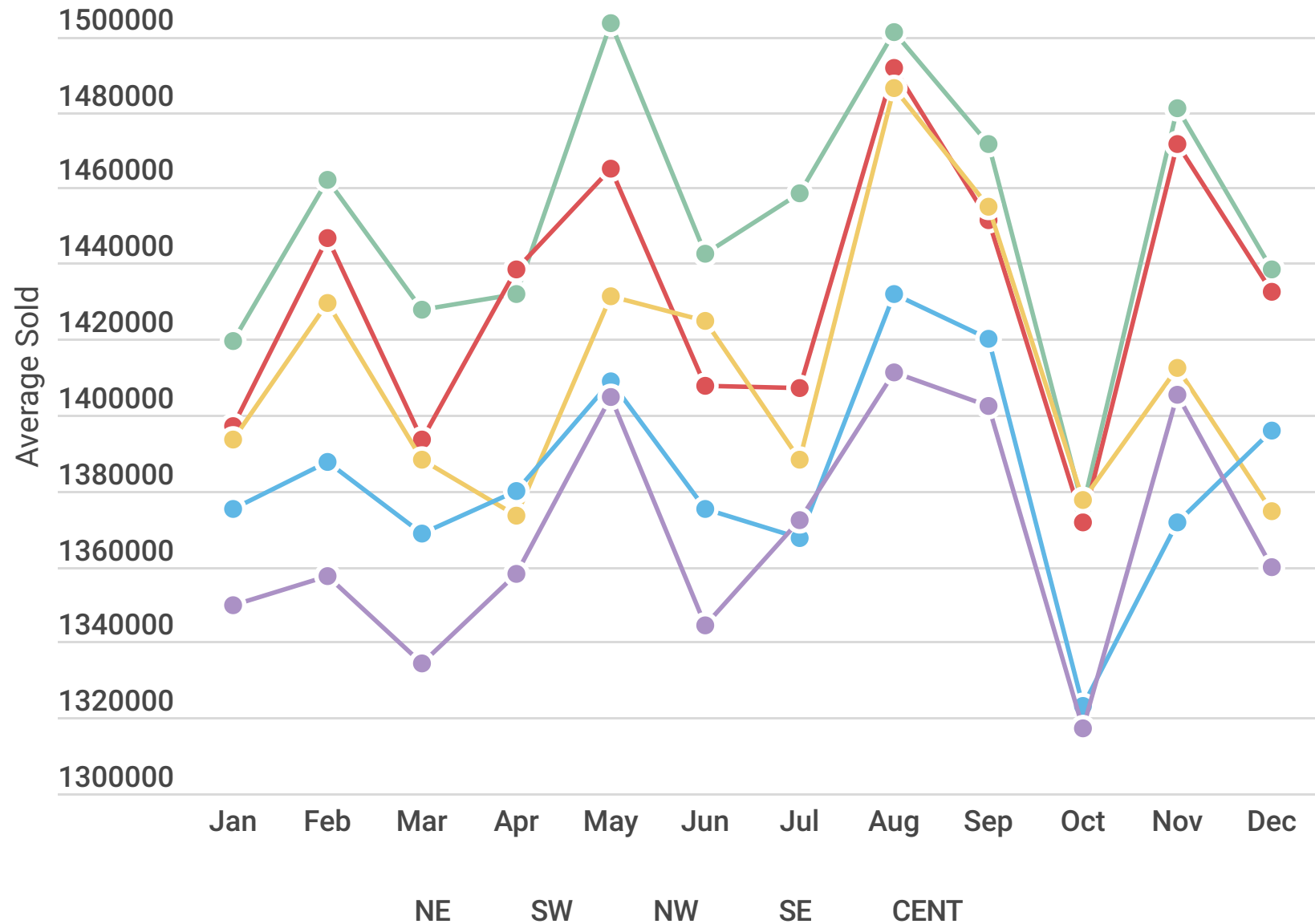
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# Analysis of Impossible Burger Impact

## Average Hamburger Sales by Region

1520000

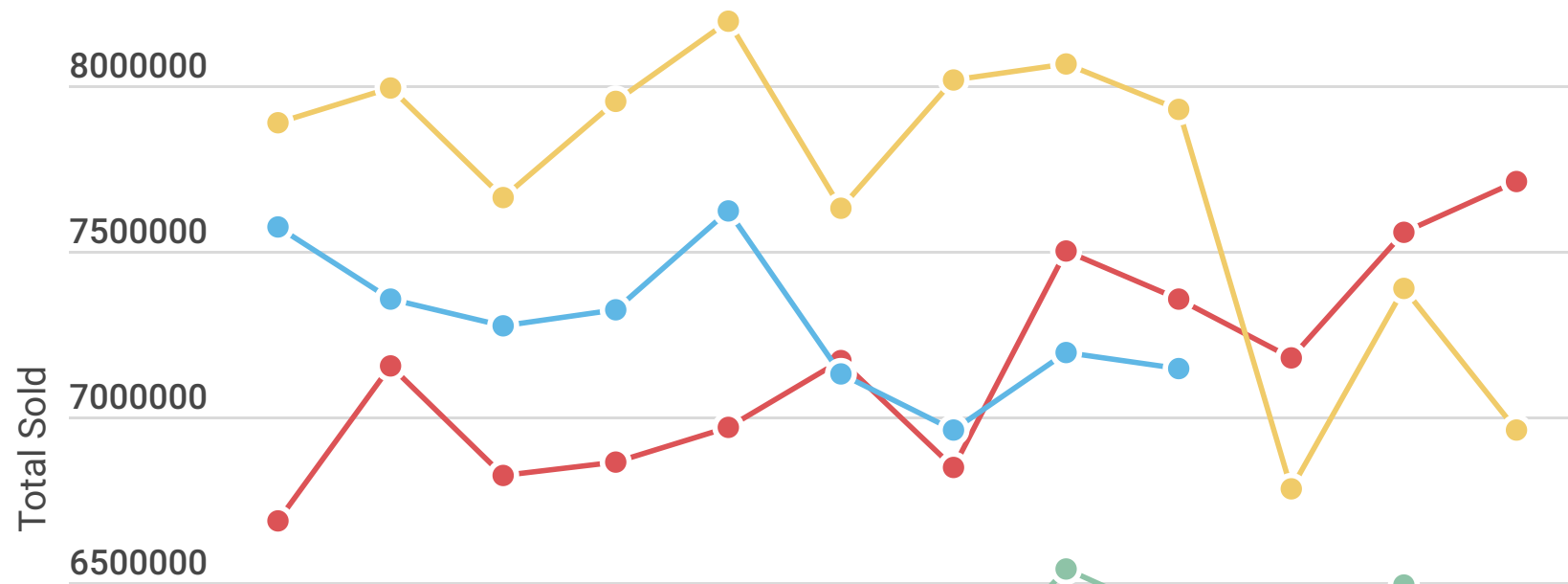
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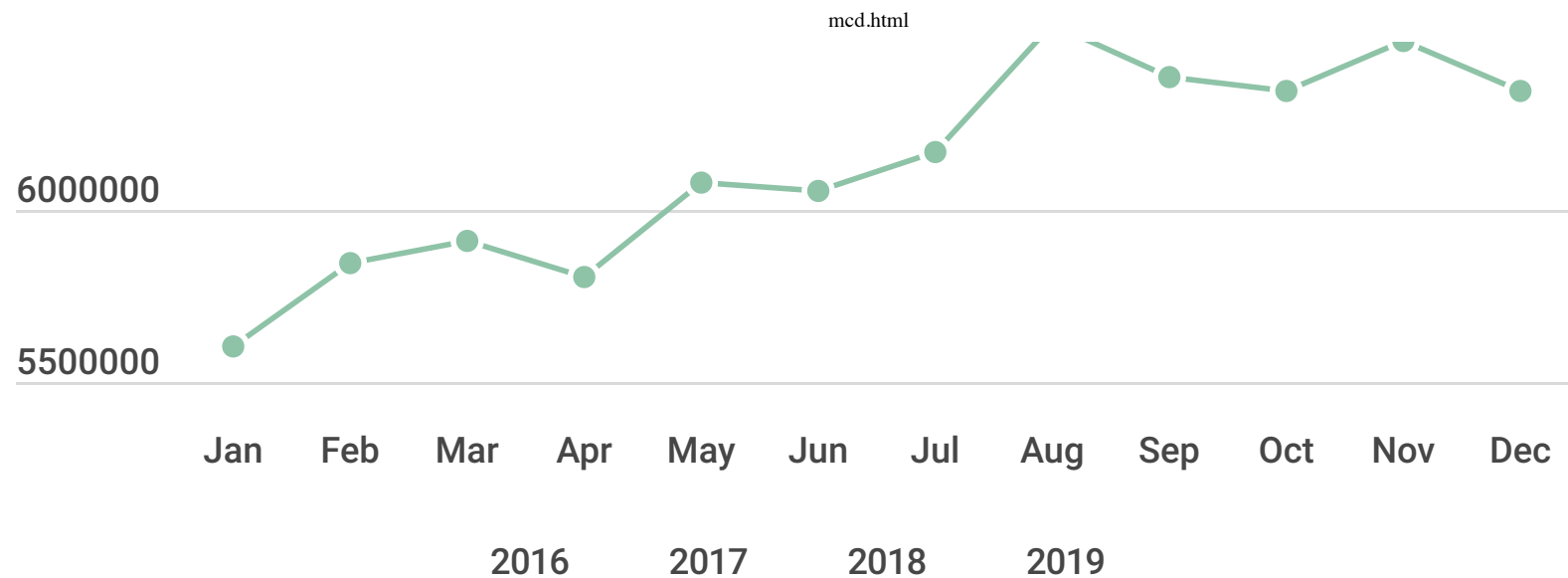


On initial viewing of our average hamburger sales per month over the last four years, we can see that there is a very clear and definitive dip in how many hamburgers we were able to sell in the month of October for every region (the month in which Burger King

released their "Impossible Whopper" in 2018). However, this could be merely a trend in overall eating habits in the United States in this time period; people may simply spend less time eating out in October as they save up for the holidays for instance. In order to verify where this impact came from, we will have to see how these trends look in independent years.

## Total Hamburger Sales by Year





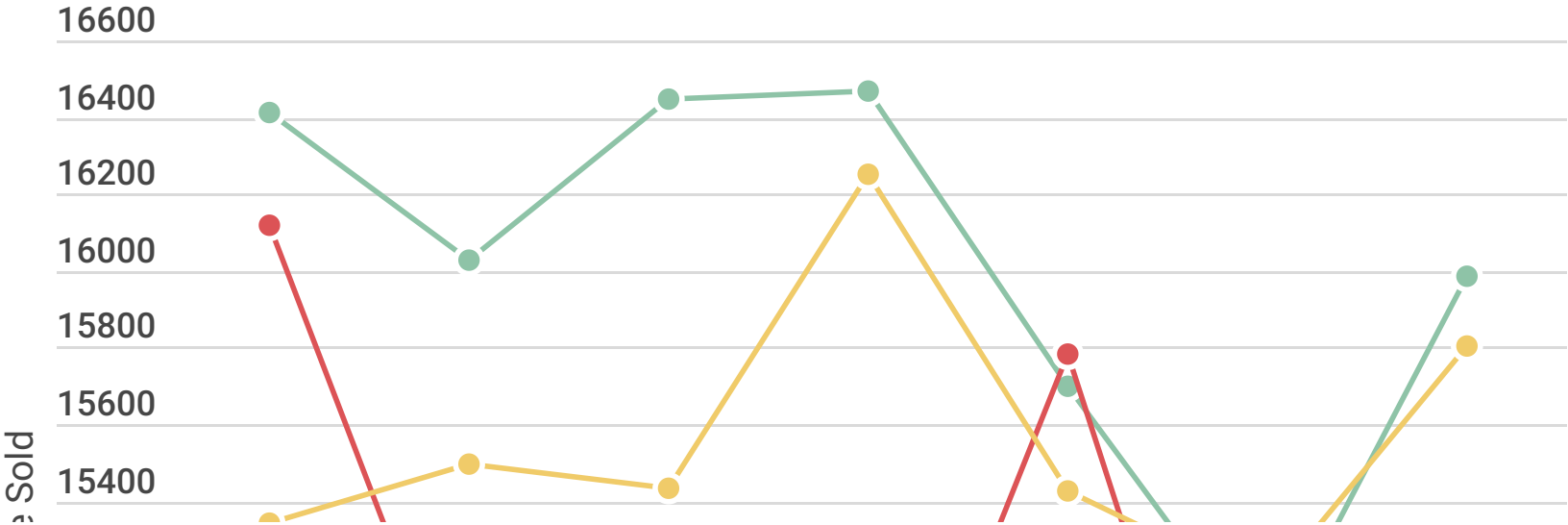
What we end up seeing is that there is a dip in 2018 hamburger sales that is unprecedented across all other years, most likely due to the introduction of the "Impossible Whopper" by our competition. However, while there is a clear correlation and likely causation, I advise that it is not truly an issue for us to be worried about here at McDonald's; as you can see in our charts, our sales spiked back up in November of 2018, and so far in 2019 have been back to approximately normal levels, showing that while there was a negative impact on our product, it was not permanent, and didn't have any more presence than that of a passing fad. In conclusion, the introduction of the impossible burger only had short-term impact, and should we introduce one of our own, we should not expect a different result. However, if our goal was to boost sales for a single quarter or month, than it would be perhaps a prudent idea to roll out such an item to our franchises, depending on the increase in operating costs.

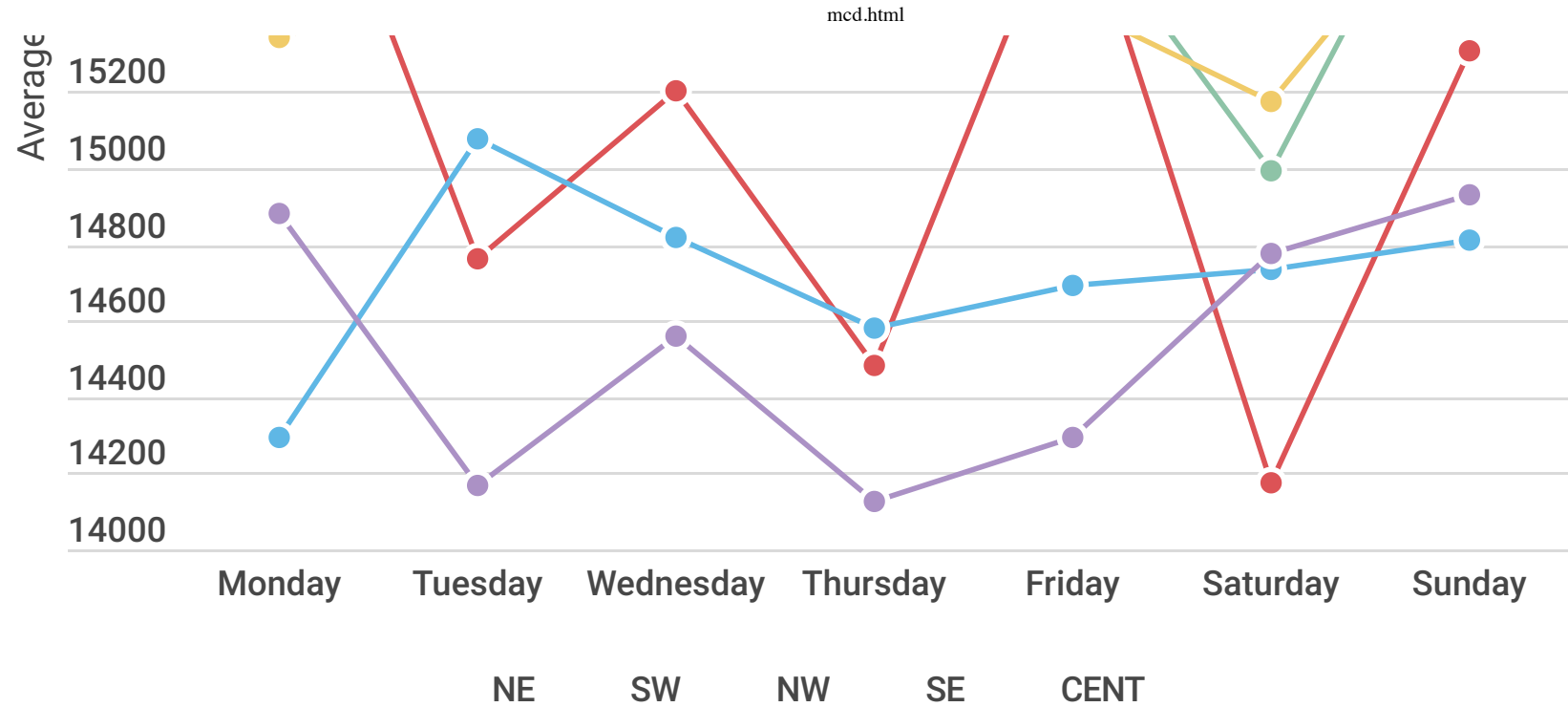
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# Day-to-Day Sales Trends Analysis

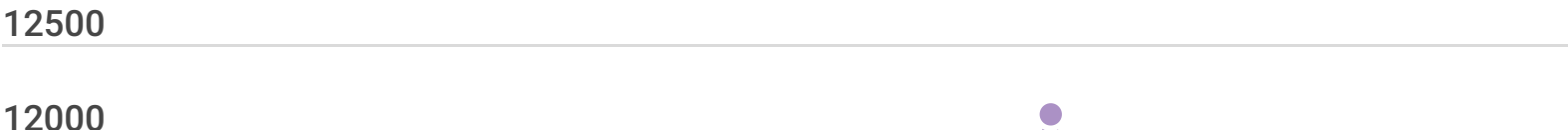
## Chicken Trends by Region

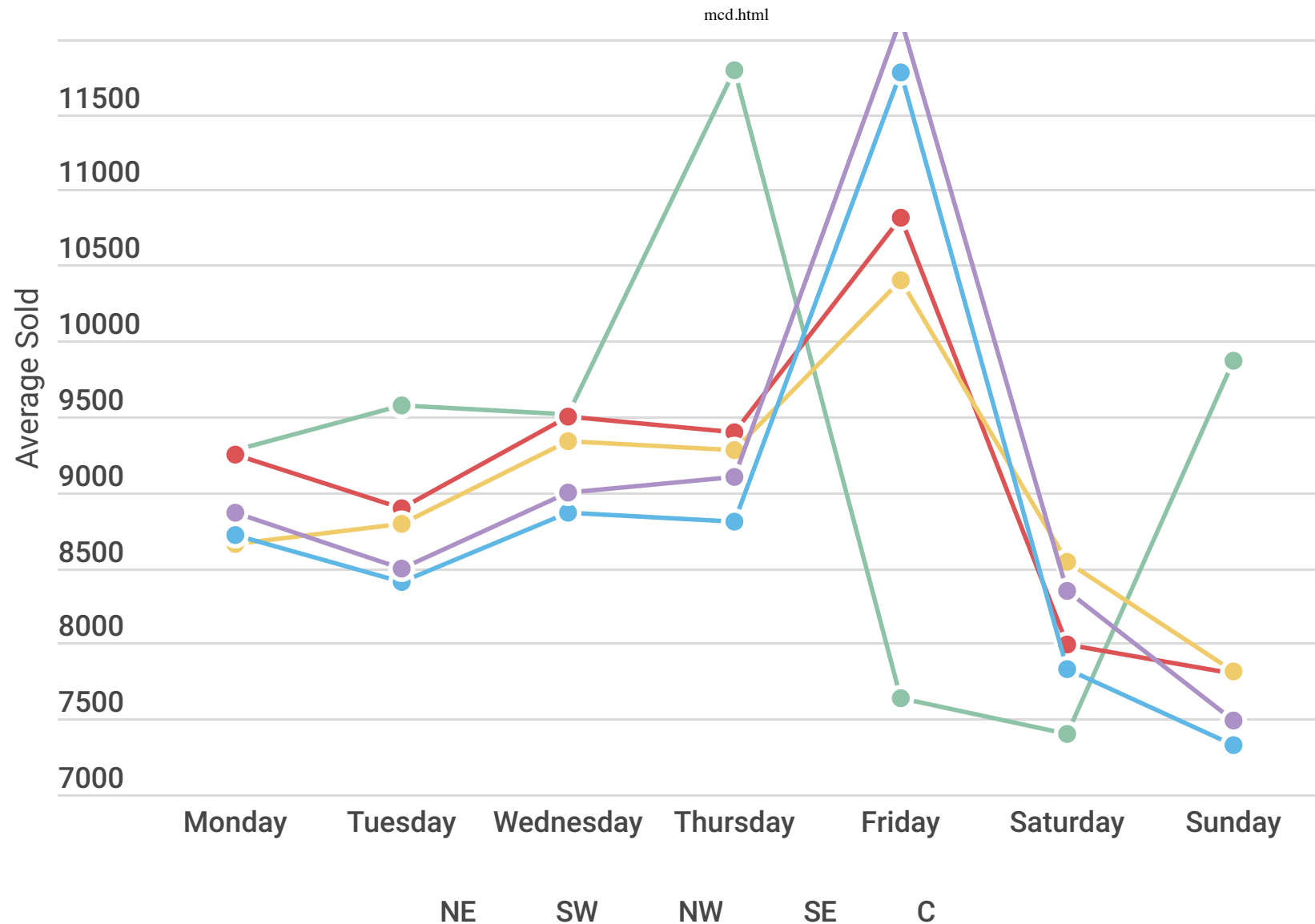




Through this visualization of our day-to-day chicken sales, we can see there are certainly some issues that can be addressed. The first of these is the heavy dips experienced on Saturdays in the North East, South West, and North West regions. As you can see, there are significantly lower sales, which come right back up to normal on Sundays; an interesting phenomenon to keep an eye on. My only thought to combat this issue would be to create some kind of deal for Saturdays in these regions in order to entice more customers.

# Fish Trends by Region

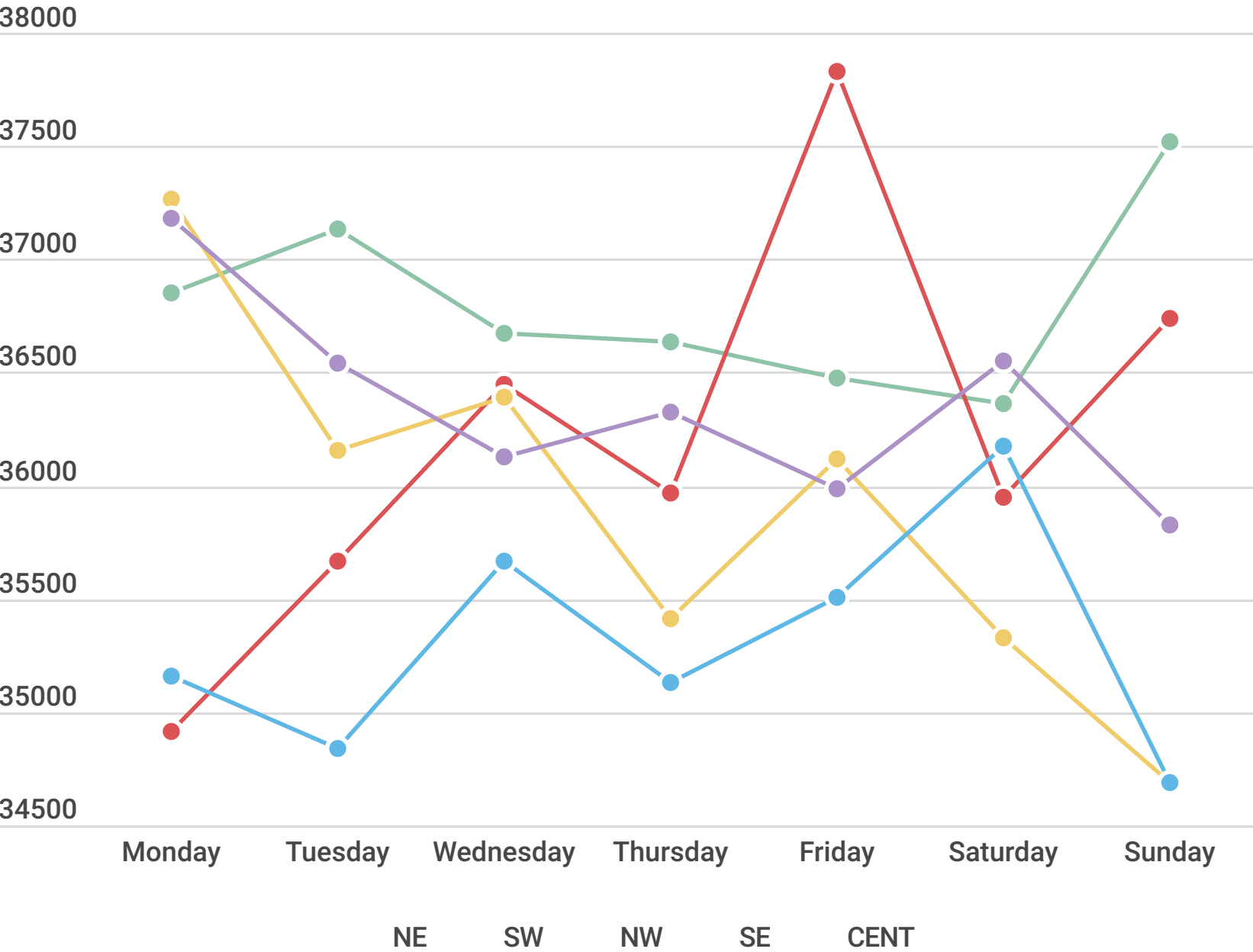




The chart of Fish Filets sold by day also provides some interesting trends. While in almost every region sales spike on Friday (most likely due to the cultural tradition of Fish Fridays in many religions), in the North East, this spike occurs a day earlier, on Thursdays. This is merely something to note, however there is some troubling issues with our weekend fish sales, as they plummet in every region on Saturday, and every



region except the North East on Sundays. This is an area for improvement, where we will need to either market more heavily, or find a way to incentivize purchases such as was suggested above for our chicken sales.



Hamburger sales overall are probably our most consistent day to day, however there are

some interesting dips on Sundays in the South East, North West, and Central sections. This could be due to more people having family meals on Sundays, which would be hard to combat, but if not, then we might want to press for more breakfast options on Sundays, as this is the most popular day for breakfast as a family in America, and with more options our breakfast may be able to carry the lack of support during Lunch and Dinner lost to religious families.

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