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A Brief analysis and data visualization of MacDonald

Introduction:

In order to figure out the influence of our product on the recent market and help improve our company's service, me and my team will use data visualization as well as Python Pandas library to analyze and provide intuitively analysis using the given monthly/daily sales data.

This following report will use python with pandas library to revise csv file and trying to find out the micro, macro or even geographical trend of fast food market. After the graphs comes out, I will use visual presentation to show our insights and some hypothesis.

Day of week **vs** location on different burger types (Micro):

In this section, I will use line charts to show different regions' average sales in each day of week. In this way, we can not only see each region's daily sale situation, but also can compare among all this regions' sales amount.

Hamburger:
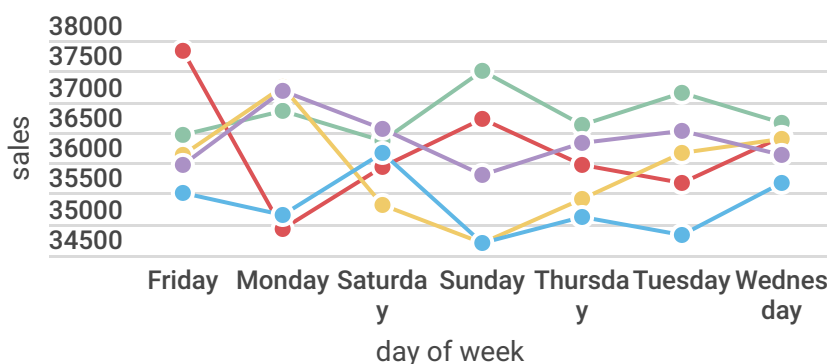
For example, the North east region seems to have the highest over all amount of sales, and peak of its sales appears to be on Sunday.
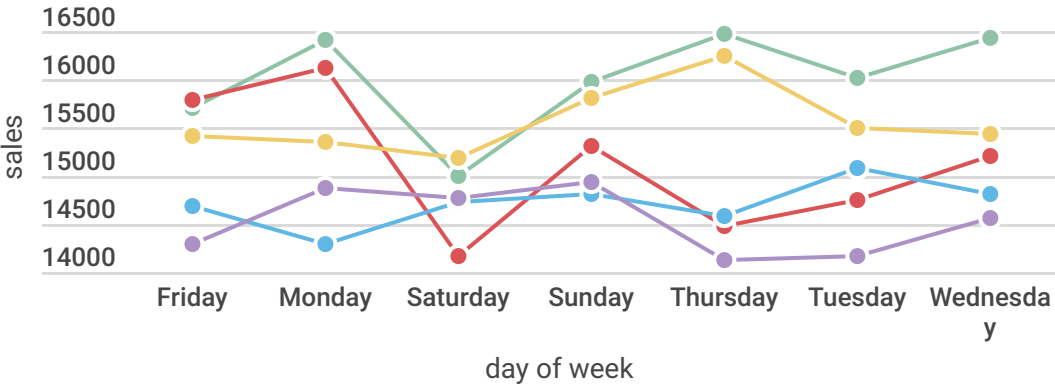
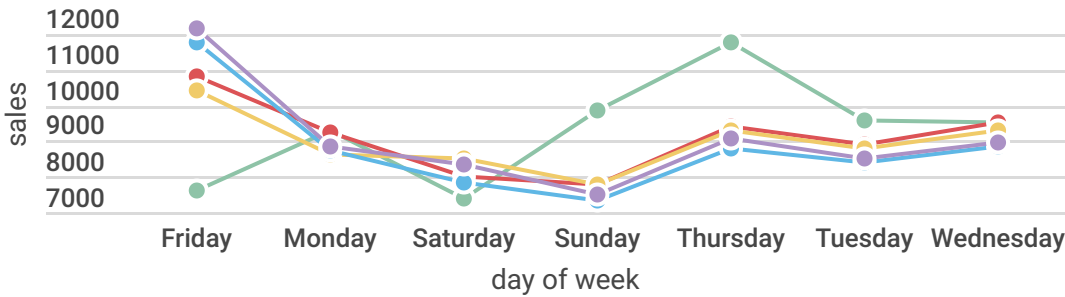HM-NE   HM-SW   HM-NW   HM-SE   HM-C

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Chicken Fillet:

CF-NE   CF-SW   CF-NW   CF-SE   CF-C

Fish Fillet:

FF-NE   FF-SW   FF-NW   FF-SE   FF-C
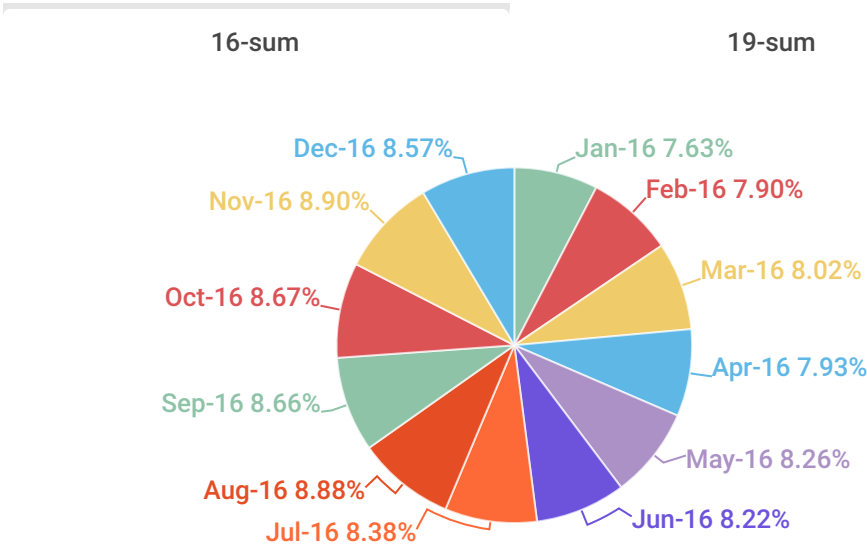
Now we can see that the North East part has the highest overall sales, I suggest we can make use of this information to prepare material and adjust workers' schedule, More specifically North East region should prepare more hamburger on Sunday and let most of the employees to take their day off on Saturday.We can also even deduct that the working area in that city is at North East or South Wast because the sales increase at weekends.
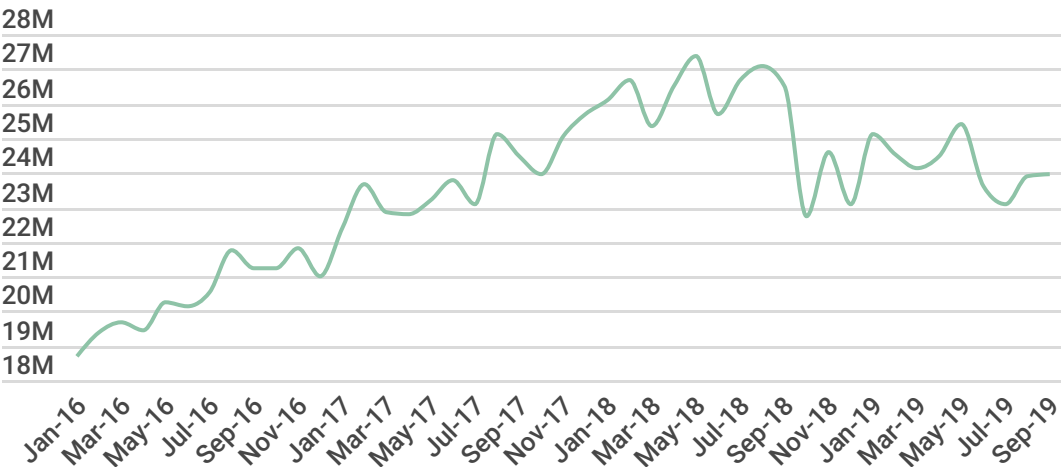
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Macro Trend of MacDonald sales:

sales in 2016 vs sales in 2019:

16-sum   19-sum

Dec-16 8.57%   Jan-16 7.63%
Nov-16 8.90%   Feb-16 7.90%
Oct-16 8.67%   Mar-16 8.02%
Sep-16 8.66%   Apr-16 7.93%
Aug-16 8.88%   May-16 8.26%
Jul-16 8.38%   Jun-16 8.22%

From the two pie charts above, we can see the sales percentage apparently increase in the first five months. Considering the 'impossible burger' came out at October 2019, we need further examination of how those burgers influence our sales.

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How does the 'impossible burger' influence our sales?

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In the above line chart, I select a few months from each of the year to see the macro trend of our sales. Overall, our business thrive until September 2018 and start to fall down since then. According to the daily line charts, we can see the burgers participate the most in daily sales, So the impossible burger surely have some major influence on the market. To deal with this situation, I highly suggest creating new burger product to offset the influence of impossible burger, and the best place to promote the new kind of burger is North East region.

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