

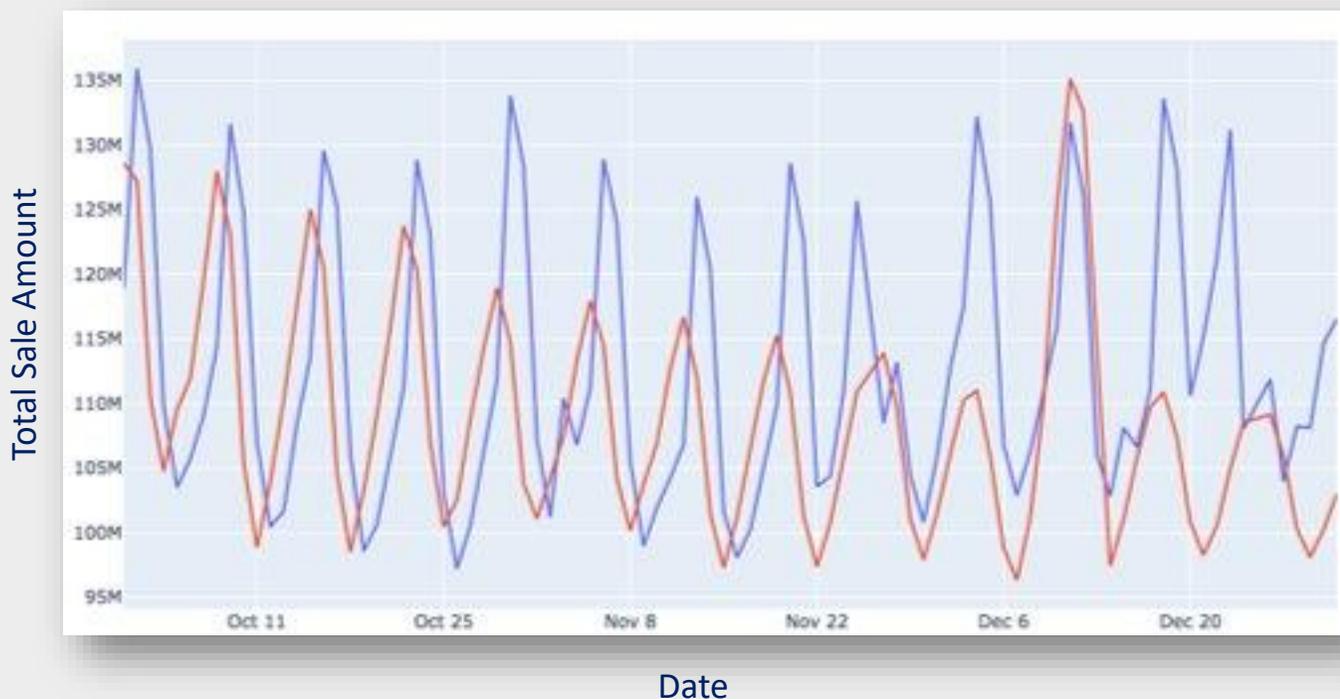
PROJECT

McDonald's partnered with the **WCA Analytics Accelerator** to explore the impact **organic and paid social media** activities had on **sales, social media engagement, sentiment, and brand affinity**.

INNOVATIVE SOLUTION

Among their findings, the student team discovered that a **time-based model** had the most **predictive power** on organic social media and sales. After optimizing the model, they identified which predictors had a statistically significant effect on sales – **length of post, media type, and product associations** (i.e., Big Mac and combo meals). McDonald's is now using these predictors to inform their organic social media content strategy to **optimize sales**.

Actual and Predicted Total Number of Sales Overtime



McDonald's is the largest restaurant chain by revenue serving 69 million customers daily in over 100 countries.

"The results from our project were truly outstanding. We were so impressed with our student team. What was delivered was actionable and well thought out. McDonald's is eager to implement the students' recommendations and assess the impact."



Jola Oliver

Director of Global Social Listening & Measurement
McDonald's Corporation