

Sales Performance Dashboard – MacDonald's Sales 2022 in South America

A PROJECT REPORT

Submitted by

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BONAFIDE CERTIFICATE

Certified that this project report “**Sales Performance Dashboard – MacDonald’s Sales 2022 in South America**” is the bonafide work of “**HARVINDER SINGH (23MCA20664)**” who carried out the project work under my/our supervision.

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INTERNAL EXAMINER

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ACKNOWLEDGEMENT

With the submission of this project, we would like to express our gratitude towards all the people who provided us with their valuable assistance during completion of the project.

It gives us immense pleasure in submitting this project “**Sales Performance Dashboard – MacDonald’s Sales 2022 in South America**”. We have developed this project as a minor project for 3rd Semester.

We are highly grateful to the esteemed University faculty for giving us required knowledge to finish our project and we wish to express our profound gratitude and sincere thanks to **PROF. JAVED ALAM** (The Project Supervisor), our project guide, without whose valuable guidance and constructive criticism this project would have been impossible. We are highly grateful to other faculty members of University Institute of Computing as they are the one who taught us the basics of project making.

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At last, but not the least we consider ourselves proud to be a part of University Institute of Computing, Chandigarh University.

Thank You

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1. Introduction:

This Business Analytics project presents an interactive and data-driven Sales Performance Dashboard, built in Excel, to evaluate McDonald's sales data across South America for the year 2022. Designed to empower strategic decision-making, the dashboard provides a detailed analysis of key sales metrics, including revenue trends, monthly performance fluctuations, and regional comparisons. By utilizing advanced Excel functions and data visualization techniques, the dashboard offers a user-friendly interface where stakeholders can explore sales patterns and identify factors contributing to performance variations.

Key components include trend analyses that track changes in sales over time, detailed breakdowns by regions and product categories, and visual tools to quickly highlight top-performing areas and potential growth opportunities. This dashboard serves as a critical resource for McDonald's South American management team, helping them make informed choices on promotional strategies, resource allocation, and regional expansion. Ultimately, this project demonstrates the power of data analytics in refining business strategies and supporting McDonald's in achieving sustainable growth across South America.

2. Design and Implementation:

The design and implementation of the Sales Performance Dashboard for McDonald's South America involved a structured approach to data collection, processing, and visualization, ensuring accuracy and usability for business insights.

Design: The dashboard was thoughtfully designed to provide clear and actionable insights at a glance. Key design considerations included user accessibility, intuitive navigation, and efficient data representation. Excel was chosen as the platform due to its robust data processing capabilities and wide range of visualization tools, which allowed for a balance

between flexibility and user-friendliness. The layout emphasizes ease of interpretation, grouping related metrics together for a cohesive view of performance trends. Each section, from monthly sales breakdowns to regional comparisons, was tailored to highlight critical insights, supporting both high-level overviews and detailed analysis.

Implementation: The implementation phase began with cleaning and structuring the raw sales data from 2022 to ensure accuracy and consistency across all calculations. Excel's advanced functions, including SUMIFS, AVERAGEIFS, and VLOOKUP, were employed to streamline data retrieval and dynamic updates. Pivot tables were heavily utilized to summarize and categorize sales by region and product type, facilitating rapid comparisons across multiple dimensions. For visual representation, a combination of line charts, bar charts, and conditional formatting was applied to highlight trends, outliers, and critical areas.

To enhance interactivity, slicers were incorporated, allowing users to filter data by month, region, or product category. This interactive component enables stakeholders to dive deeper into specific areas without overwhelming them with static data, making the dashboard adaptable to various analytical needs. The project's successful implementation demonstrates the effective use of Excel as a tool for dynamic business analytics, enabling McDonald's management to monitor performance, identify growth opportunities, and make data-informed decisions.

3. Online Platform:

GitHub: <https://github.com/Sudo-Harsh-learner/Sales-Performance-Dashboard>

4. Conclusion:

The Sales Performance Dashboard for McDonald's South America serves as a valuable analytical tool that provides an accessible and comprehensive view of sales trends across the region for 2022. By utilizing Excel's powerful data processing and visualization capabilities, this dashboard enables stakeholders to quickly identify high-performing areas, detect patterns in sales, and uncover potential growth opportunities.

Ultimately, this project underscores the impact of data analytics in supporting operational efficiency and strategic growth, highlighting the critical role that well-designed dashboards play in modern business environments. By transforming raw data into actionable insights, the Sales Performance Dashboard provides a model for future analytical tools aimed at fostering informed, impactful decision-making within McDonald's and beyond.

