



# MCDONALDS

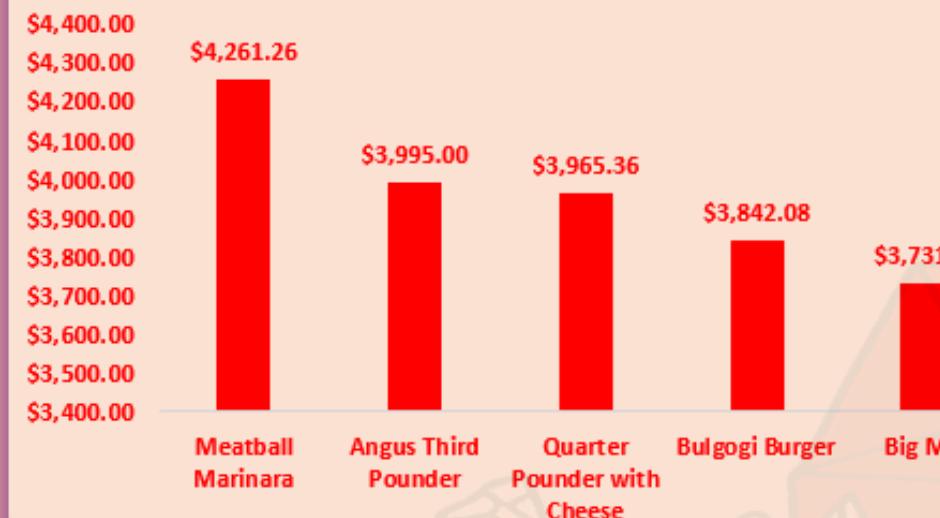
## DASHBOARD

## PRESENTATION

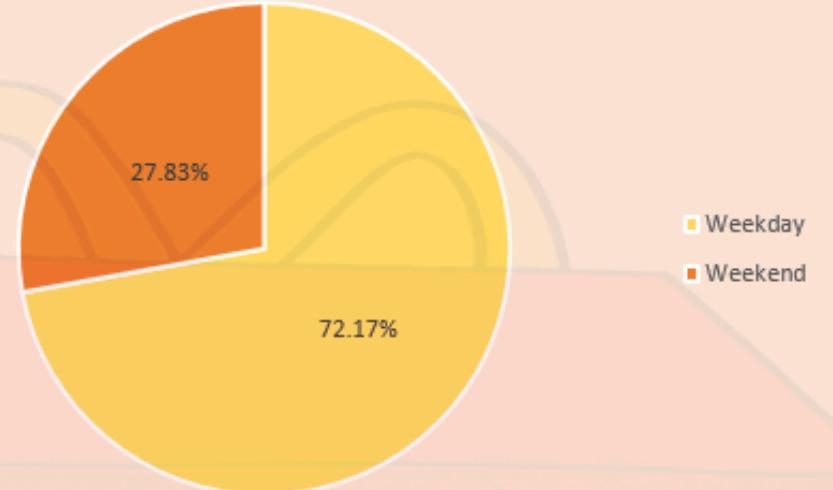
# DASHBOARD

Analyzing McDonald's Sales Trends Through Data Visualization 🍔📊

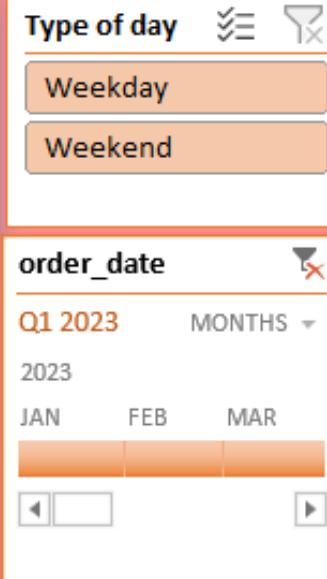
Comparison of Product Prices by Top 5 Items



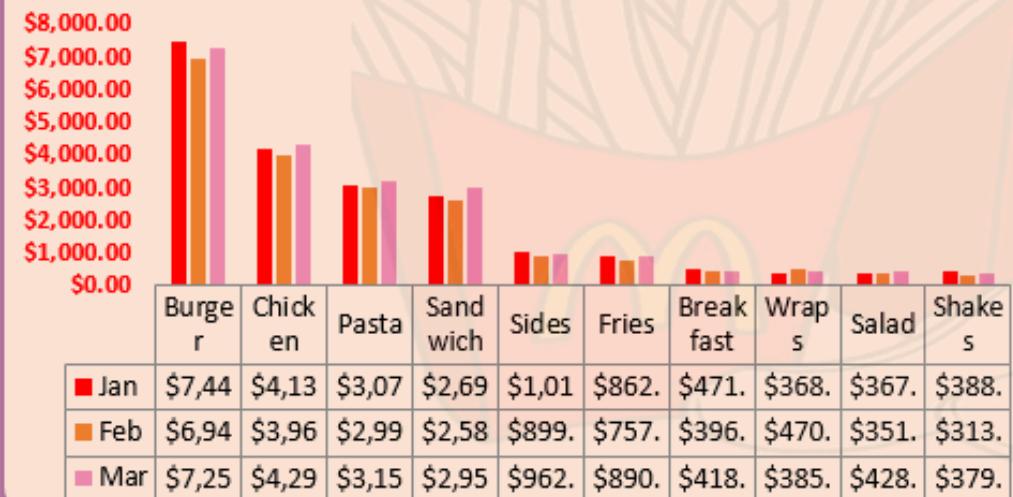
Total Sales by Day Type



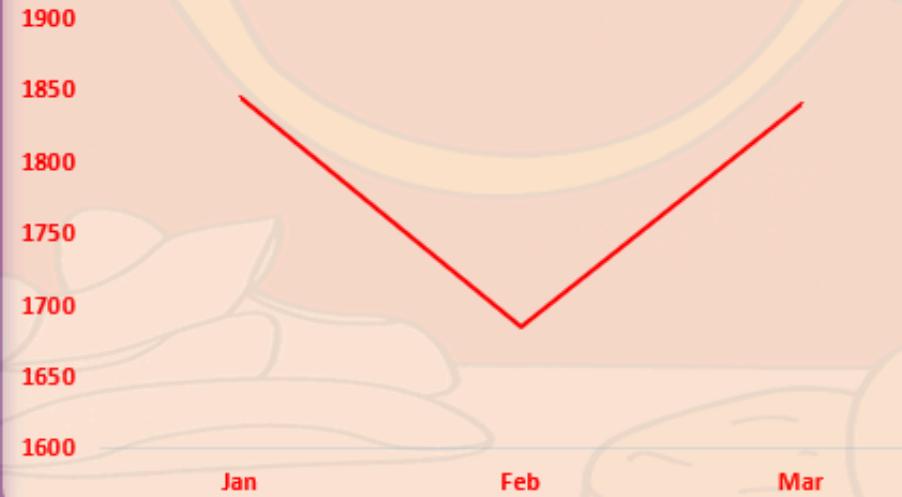
Orders Distribution by Hour of the Day



Sum of Prices by Category and Month



Monthly Trend of Total Orders



Weekly Sales Analysis



\$61,626.29  
Total sales

5370  
Total Order

2  
Avg Per Order



# OVERVIEW

Created an interactive Excel dashboard to analyze McDonald's sales data, focusing on category-wise performance, item popularity, and time-based trends.

The project provides actionable insights on total sales, top items, daily and hourly order patterns, and weekday vs. weekend trends after data cleaning and preparation.

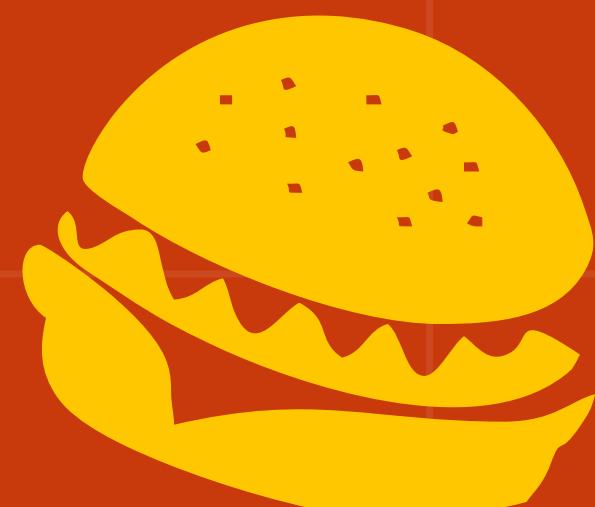


# PROBLEM

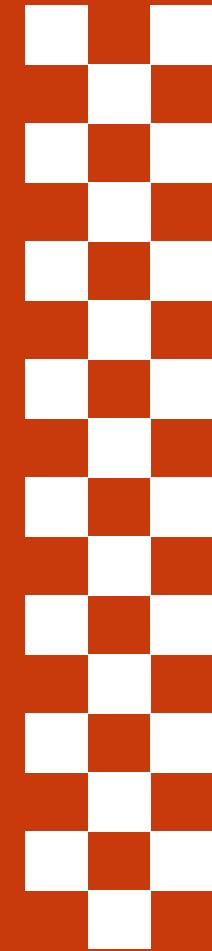


McDonald's sales data shows fluctuating performance, with a noticeable dip in February sales compared to other months.

Without a clear view of item-wise, category-wise, and time-based trends, it's challenging to identify what's driving sales changes.



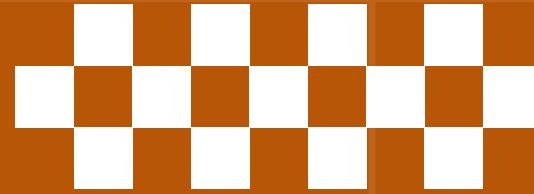
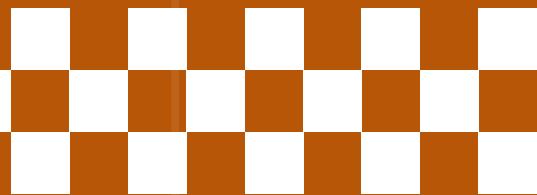
An interactive Excel dashboard was needed to visualize trends, track performance, and uncover insights for better decision-making.





# APPROACH

- Collected and cleaned McDonald's sales data by removing duplicates and filling missing values.
- Created an interactive Excel dashboard to visualize key sales metrics.
- Used charts (bar, line, and pie) to analyze category-wise, item-wise, and time-based performance.
- Identified low sales in February through monthly trend analysis.
- Compared weekday vs. weekend and hourly order patterns to find peak sales periods.
- Highlighted top-performing items like Meatball Marinara and high-selling days like Monday.





# TARGET AUDIENCE

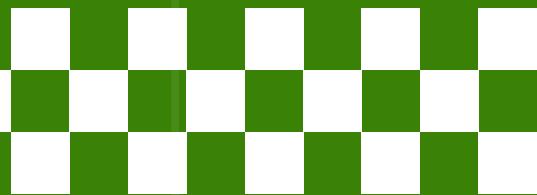
- McDonald's Management Team: To monitor overall sales performance and identify improvement areas.
- Marketing & Strategy Teams: To analyze item popularity, customer buying patterns, and plan promotions.
- Operations Managers: To optimize staffing and inventory based on peak hours and weekdays/weekends trends.
- Data Analysts / Business Analysts: To gain insights and support data-driven decision-making.

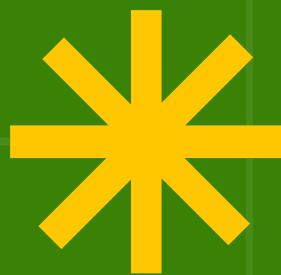




# SOLUTION \*

- A sales dip in February, helping identify potential seasonal or operational issues.
- Weekdays contributing over 70% of total sales, indicating higher weekday demand.
- Peak order hours between 12 PM to 2 PM, useful for staffing and promotions.
- Top-selling items like Meatball Marinara and Angus Third Pounder, guiding product focus.
- Category-wise and monthly comparisons for better sales performance tracking.

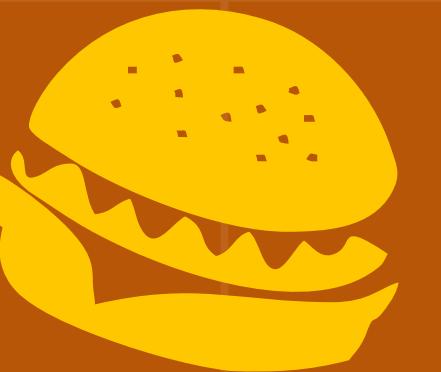




# HIGHLIGHTS

- 💰 Total Sales: \$61,626.29
- 📜 Total Orders: 5,370
- 🍔 Top Item: Meatball Marinara (\$4,261.26)
- 📈 Lowest Sales Month: February
- 📅 Weekday Sales: 72% of total revenue
- ⏳ Peak Hours: 12 PM – 2 PM
- 📅 Best Performing Day: Monday
- 📊 Average Items per Order: 2





# KEY TO SUCCESS

- Clean and well-structured data ensured accurate insights.
- Interactive visualizations made trends easy to understand.
- Time-based analysis helped identify peak hours and low-performing periods.
- Product-level insights guided focus on top-selling items.
- Actionable findings supported data-driven decision-making.
- Simple and user-friendly design enhanced dashboard usability.





# CONCLUSION \*

The McDonald's Sales Dashboard provided valuable insights into overall sales performance, item popularity, and customer behavior.

It helped identify issues like low sales in February and highlighted key growth opportunities during weekdays and peak lunch hours.

By using data-driven analysis, McDonald's can now optimize operations, plan promotions effectively, and enhance overall sales performance.





# THANK YOU

Hope you enjoyed exploring my McDonald's Sales  
Dashboard!

Drop your feedback below and share your favorite  
burger –

I'm team Cheese Burst Burger all the way! 🔥

