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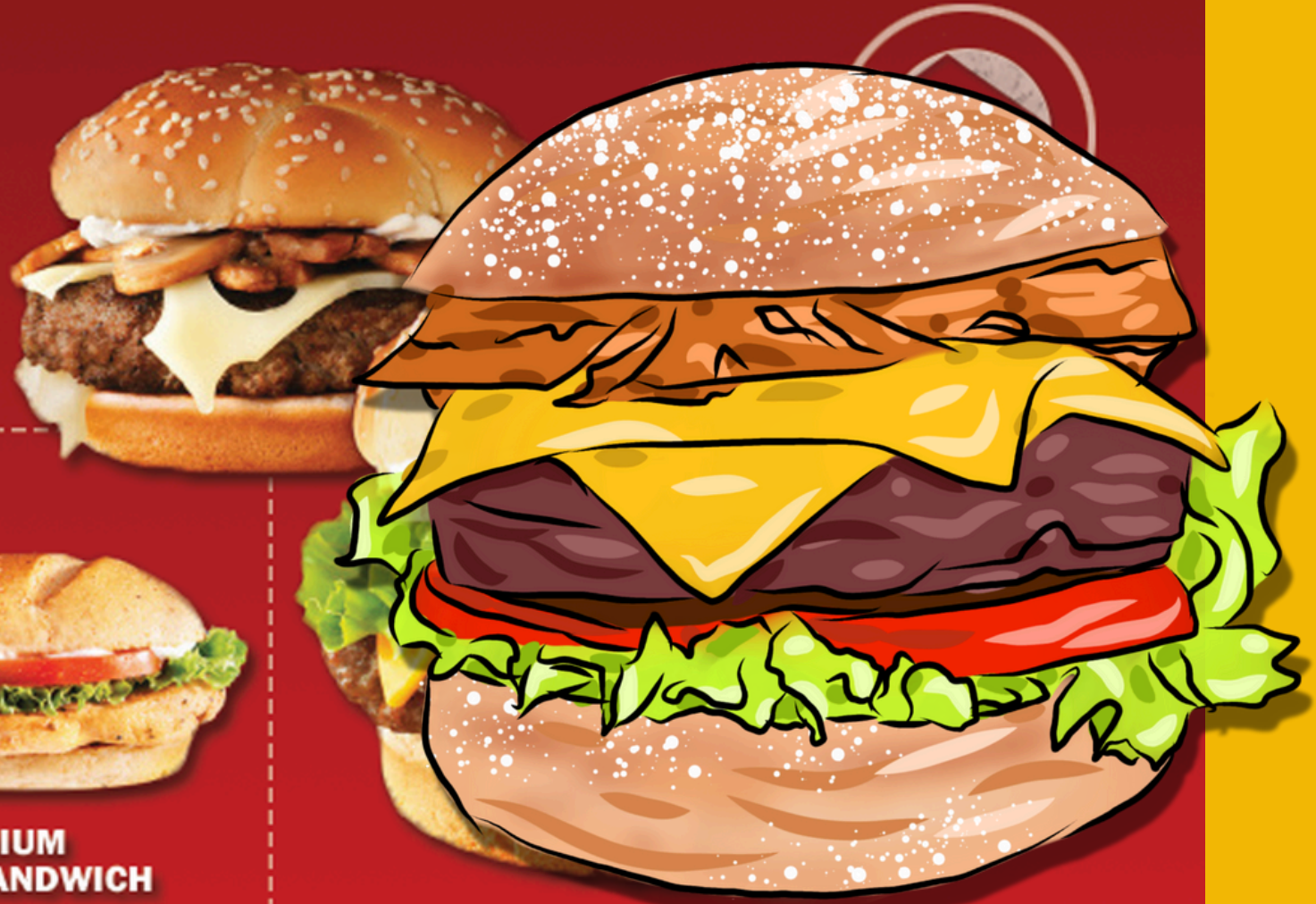
THE ANGUS THIRD POUNDER...GET YOURS TODAY!



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FREE PREMIUM CHICKEN SANDWICH

WITH PURCHASE OF SAME *GRILLED OR CRISPY

GET A FREE BIG MAC® WHEN YOU VISIT LIMCDONALDS.COM AND REGISTER!

McDonald's Sales Report

Pivot | Dashbord 1 | Dashbord

Executive Summary: McDonald's Sales Report

Timeframe Analyzed: January - March 2023

1. ## Key Metrics
   - Total Orders: 5,370
   - Total Revenue: $61,626.29
   - Most Ordered Dish: Side Salad
   - Average Items per Order: 1.06
2. ## Top Performing Categories by Revenue:
   - Chicken: $21,630.01
   - Burgers: $12,893.50
   - Sandwiches: $8,241.95
3. ## Top 5 Dishes by Revenue:
   - Angus Third Pounder: $4,191.26
   - Big Mac: $4,095.00
   - Bulldog Burger: $3,742.00
   - Marshall Mountain: $3,671.77
   - Quarter Pounder with Cheese: $3,665.36
4. ## Revenue Trends:
   - Peak Revenue Month: March
   - Revenue by Day: Weekends perform better than weekdays, with consistent sales throughout.
   - Hourly Revenue Trends: Sales peak during evening hours (5 PM - 8 PM).

Recommendations

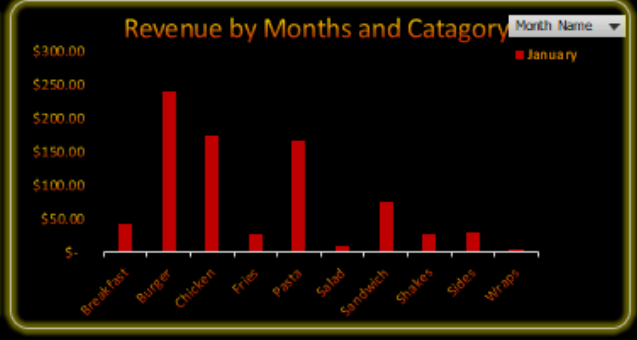
1. **Focus on High-Revenue Items:**
   - Promote the Angus Third Pounder, Big Mac, and Chicken items through targeted campaigns to capitalize on their popularity.
2. **Increase Average Items per Order:**
   - Bundle high-performing dishes with complementary items (e.g., drinks or sides) to boost average revenue per order.
3. **Optimize Peak Hours:**
   - Increase staff and inventory during evening hours to handle higher order volumes effectively.
4. **Weekend Promotions:**
   - Launch weekend-specific deals to further leverage higher sales trends.
5. **Target Underperforming Categories:**
   - Analyze and revamp the menu for Wraps and Pasta, as they contribute the least to overall revenue. Consider introducing new variants or running promotions.
6. **Seasonal Campaigns:**
   - Utilize the upward trend in revenue during March to plan and execute seasonal promotions or limited-time offerings.
7. **Customer Engagement:**
   - Implement loyalty programs for frequent customers to encourage repeat orders, particularly for high-revenue items.

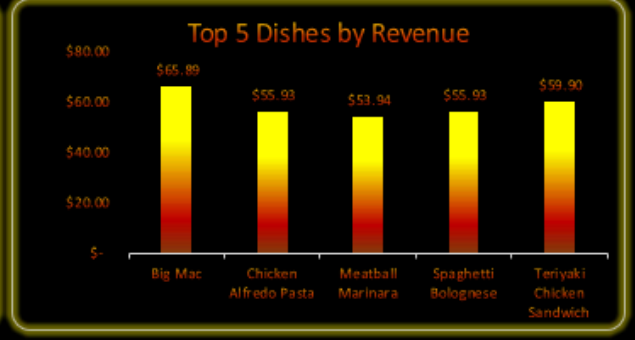
Sales Analysis for January 1, 2023

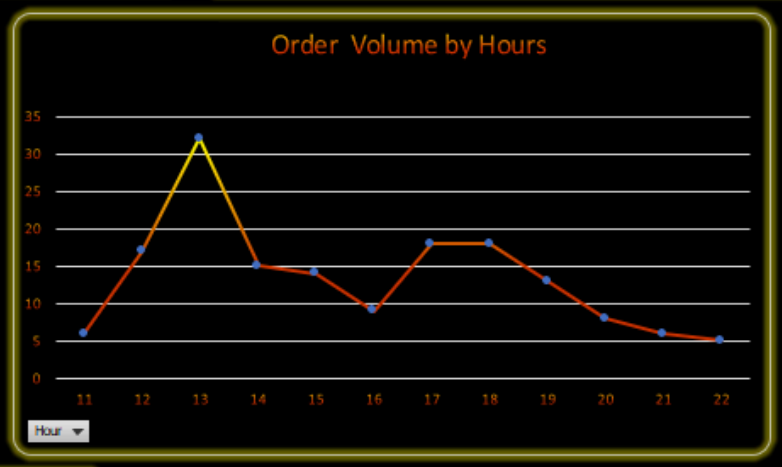
Dashboard : SALES REPORT McDonald's

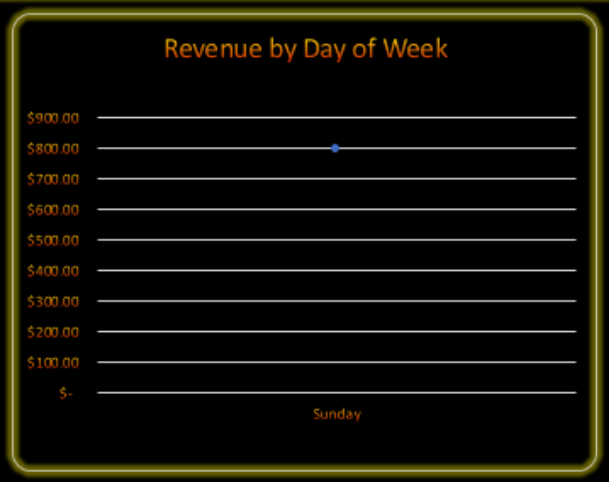
Ayan Ghosh

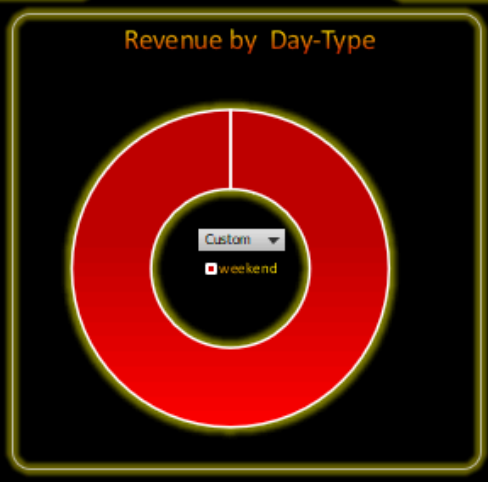
69	Breakfast Burrito	$797.73	1.15
Total Orders	Most Orderd Dish	Total Revenue	Avg Items/order

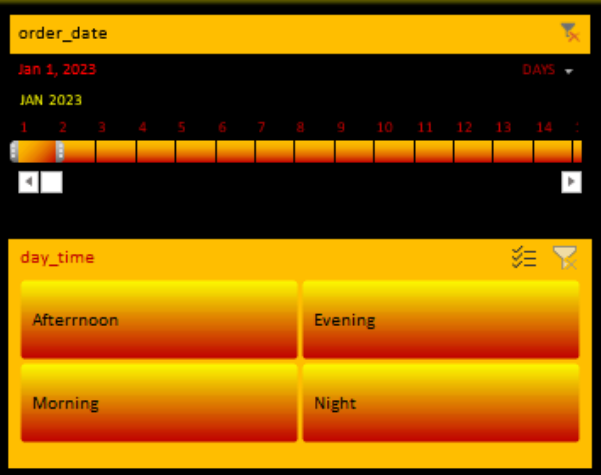












Pivot | Dashbord 1 | Dashbord

Analysis for January 1, 2023 - McDonald's Sales Report

1. **Key Metrics:**
   - Total Orders: 69
   - Total Revenue: $797.73
   - Average Items per Order: 1.15
   - Most Ordered Dish: Breakfast Burrito
2. **Revenue Distribution by Category:**
   - Top Revenue-Generating Categories:
     - Burgers: $240.79
     - Chicken: $174.84
     - Fries: $165.80
   - Low-Performing Categories:
     - Wraps: $3.99
     - Salads: $30.89
3. **Top 5 Dishes by Revenue:**
   - Big Mac: $60.99
   - Chicken Alfredo Pasta: $55.03
   - Meatball Marinara: $53.48
   - Spaghetti Bolognese: $50.00
   - Teriyaki Chicken Sandwich: $50.00
4. Order Volume by Hours:
   - Peak order volume was observed between 12 PM and 2 PM, with a decline in the evening.
5. **Revenue by Day Type:**
   - Custom/Weekday vs. Weekend: The report suggests this day might be a holiday (custom date), but further validation is needed.

Recommendations for January 1, 2023:

1. **Focus on Morning and Afternoon Orders:**
   - Since the Breakfast Burrito is the most popular dish, enhance morning menu promotions to boost sales.
2. **Leverage Popular Dishes:**
   - Capitalize on the demand for items like the Big Mac and Chicken Alfredo Pasta by running discounts or combo offers.
3. **Address Low-Performing Categories:**
   - Revise offerings for Wraps and Salads to increase their appeal or remove underperforming items to optimize the menu.
4. **Maximize Midday Traffic:**
   - Enhance staffing and inventory during peak hours (12 PM - 2 PM) to meet demand and improve customer experience.