



MC DONALD'S®

SALES ANALYSIS

Presented By Abhinandan kr








EXECUTIVE SUMMARY

in this Project entire overview of McDonald's® sales performance and operational efficiency over a selected time frame, segmented by product category, day, hour, and item type many more..



Key Highlights:

- Total Sales Revenue: \$61,626.29
 - Total Orders Placed: 5,370
 - Total Dishes Prepared: 12,234
 - Average Items per Order: 2.28
 - Top-Selling Item: Side Salad (as identified in the KPI box)
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Category Performance Analysis:

- Burgers, Chicken, and Pasta were the top revenue-generating categories.
 - Shakes, Wraps, and Salads showed lower sales volume but may hold potential for combo promotion strategies.
 - Category-wise sales were tracked across January, February, and March, showing consistent performance trends.
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Time-Based Trends:

- Hourly Sales Peak: Between 12 PM to 2 PM, with a sharp spike at 1 PM (1,672 dishes), indicating strong lunch demand.
 - Lowest Activity: After 9 PM, suggesting reduced footfall during late hours.
 - Day-wise Revenue: Monday saw the highest revenue at \$10,132.77, while Wednesday had the lowest at \$7,625.56, highlighting the potential for mid-week promotions.
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1. WHAT IS THE TOTAL SALES REVENUE FOR EACH CATEGORY OF MENU

Dashboard Summary :

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- Top Selling Item: Burger (\$21,639.01)
 - Least Selling Item: Shakes (\$1,082.38)
 - Total Revenue: \$61,626.29
 - High Performers: Burger, Chicken, Pasta
 - Low Performers: Shakes, Wraps, Salad

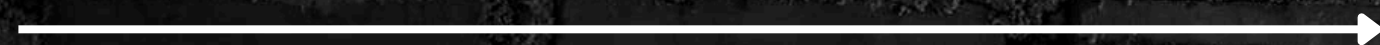
Row Labels	▼	Sum of price	Sales
Breakfast		\$1,286.19	\$1,286.19
Burger		\$21,639.01	\$21,639.01
Chicken		\$12,393.50	\$12,393.50
Fries		\$2,510.20	\$2,510.20
Pasta		\$9,223.05	\$9,223.05
Salad		\$1,147.41	\$1,147.41
Sandwich		\$8,241.95	\$8,241.95
Shakes		\$1,082.38	\$1,082.38
Sides		\$2,876.98	\$2,876.98
Wraps		\$1,225.62	\$1,225.62
Grand Total		\$61,626.29	\$61,626.29





2. HOW MANY ORDERS ARE PLACED EACH DAY?

Dashboard Summary:



Monthly Orders Placed:

- January: 1,845 orders
- February: 1,685 orders
- March: 1,840 orders

• Total Orders (3 months): 5,370 orders

Row Labels



OrderPlaced2

Jan

1845

Feb

1685

Mar

1840

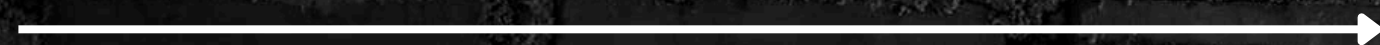
Grand Total

5370



3. WHICH MENU ITEM IS THE MOST FREQUENTLY ORDERED?

Dashboard Summary :



The most frequently ordered menu item is Side Salad, with a total of 631 dishes prepared.

Row Labels



dishprepard

Side Salad

631

Grand Total

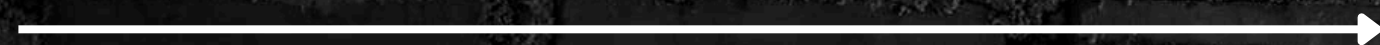
631





4. WHAT IS THE TOTAL REVENUE GENERATED BY MENU ITEMS?

Dashboard Summary :



- The total revenue generated by menu items, as shown in the Excel dashboard, is: \$61,626.29

This value is displayed under the "Sales" column.

Sales	dishprepared	OrderPlaced
\$61,626.29	12234	5370





5. HOW DOES THE REVENUE OF EACH CATEGORY COMPARE OVER MONTHS?

Dashboard Summary :

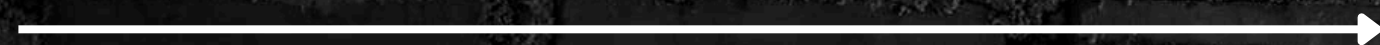
- Highest Revenue: Burger (35% of total sales)
- Most Consistent Categories: Chicken, Pasta, Sandwich
- Lowest Performing: Shakes, Salad, Wraps, Breakfast
- Peak Month: March (\$21,123.02)

Sales	Column Labels			
Row Labels	January	February	March	Grand Total
Breakfast	\$471.51	\$396.18	\$418.50	\$1,286.19
Burger	\$7,444.05	\$6,941.28	\$7,253.68	\$21,639.01
Chicken	\$4,135.35	\$3,960.28	\$4,297.87	\$12,393.50
Fries	\$862.38	\$757.14	\$890.68	\$2,510.20
Pasta	\$3,071.35	\$2,998.44	\$3,153.26	\$9,223.05
Salad	\$367.83	\$351.36	\$428.22	\$1,147.41
Sandwich	\$2,699.51	\$2,589.67	\$2,952.77	\$8,241.95
Shakes	\$388.70	\$313.95	\$379.73	\$1,082.38
Sides	\$1,015.05	\$899.54	\$962.39	\$2,876.98
Wraps	\$368.99	\$470.71	\$385.92	\$1,225.62
Grand Total	\$20,824.72	\$19,678.55	\$21,123.02	\$61,626.29



6. WHAT IS THE AVERAGE NUMBER OF ITEMS PER ORDER ?

Dashboard Summary :



The average number of items per order is:
2.28 items per order

dishprepard / OrderPlaced =
= 12234 / 5370 \approx 2.28

dishprepard	OrderPlaced	peritemorder
12234	5370	2.27821229





7. HOW DO ORDER VOLUMES VARY BY TIME OF DAY?

Dashboard Summary:

Peak Hours:

- 12 PM – 1 PM (Lunch time)
- 5 PM – 7 PM (Dinner hours)

Low Activity:

- Early morning (10 AM) and late night (after 9 PM)

Traffic Trend:

- Steady rise from 11 AM to 1 PM
- Dip in mid-afternoon (2–3 PM)
- Rises again during 4–7 PM
- Gradual decline after 8 PM

Row	Label	dishprepard
10		5
11		630
12		1672
13		1575
14		968
15		751
16		1054
17		1370
18		1307
19		1085
20		889
21		608
22		309
23		11
Grand Total		12234



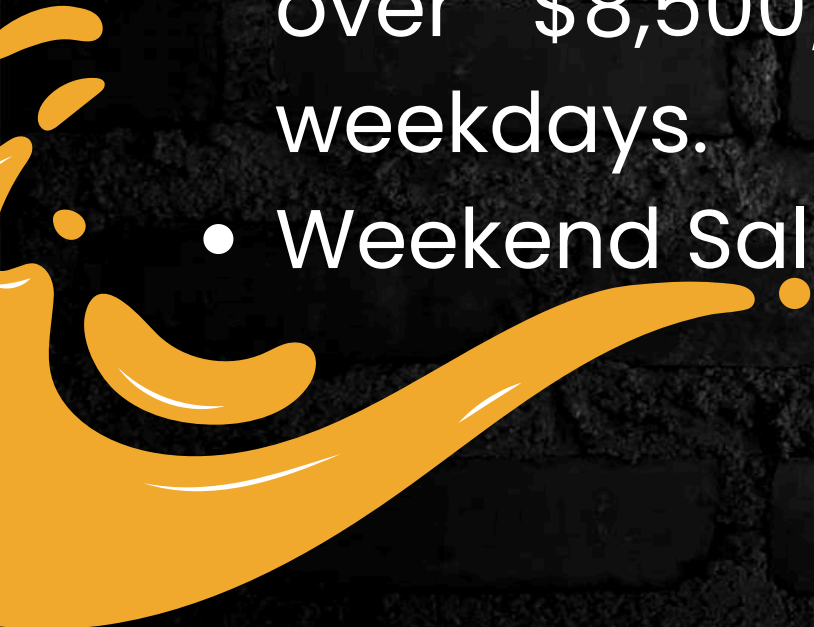
8. HOW DO SALES TRENDS DIFFER ACROSS WEEKDAYS AND WEEKENDS?

Dashboard Summary :



- PWeekdays generate ~72% of total revenue.
- Monday is the busiest sales day.
- Wednesday sees the lowest sales among all days.
- Weekends (Sat–Sun) still perform well, averaging over \$8,500/day, but slightly lower than most weekdays.
- Weekend Sales (Saturday–Sunday) Total \$17,150.54

Row Labels	↕	Sales
Sunday		\$8,909.44
Monday		\$10,152.77
Tuesday		\$9,046.91
Wednesday		\$7,625.56
Thursday		\$8,450.05
Friday		\$9,200.46
Saturday		\$8,241.10
Grand Total		\$61,626.29





9. COMPARE THE SALES OF TOP 5 MENU ITEMS.

Dashboard Summary :



- Meatball Marinara is the top seller, contributing over 21.5% of total sales in the top 5.
- All five items perform closely, each contributing around 18%–21%, showing strong consistency in popularity.



Row Labels	Sales
Angus Third Pounder	\$3,995.00
Big Mac	\$3,731.77
Bulgogi Burger	\$3,842.08
Meatball Marinara	\$4,261.26
Quarter Pounder with Cheese	\$3,965.36
Grand Total	\$19,795.47

ANALYSIS DASHBOARD !



MCDONALD'S® SALES DASHBOARD ANALYSIS

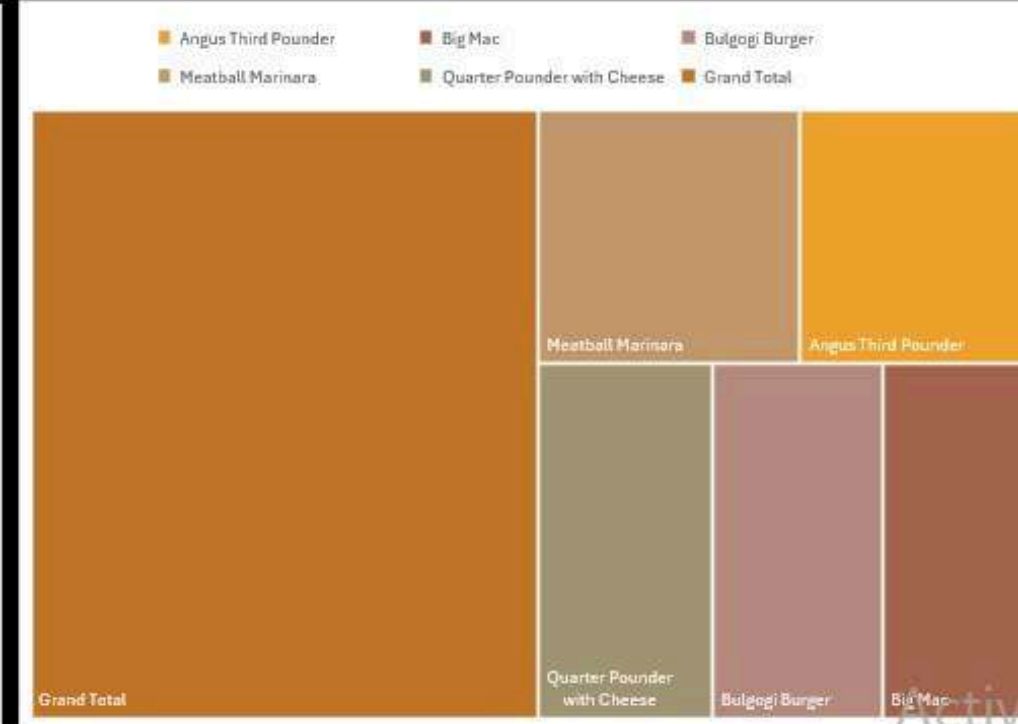
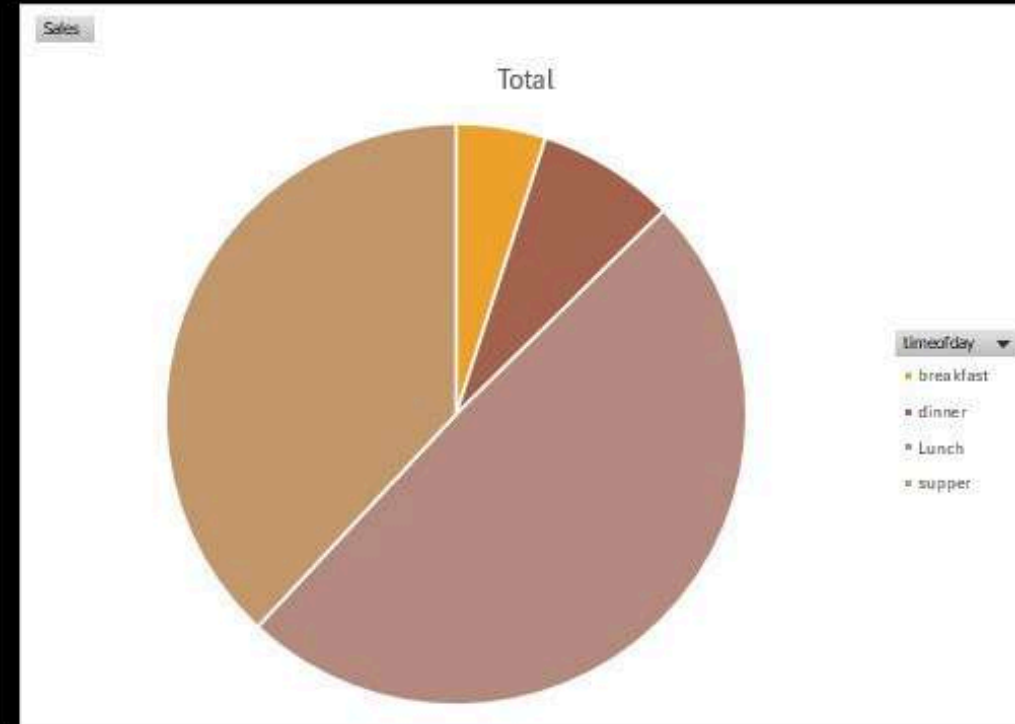
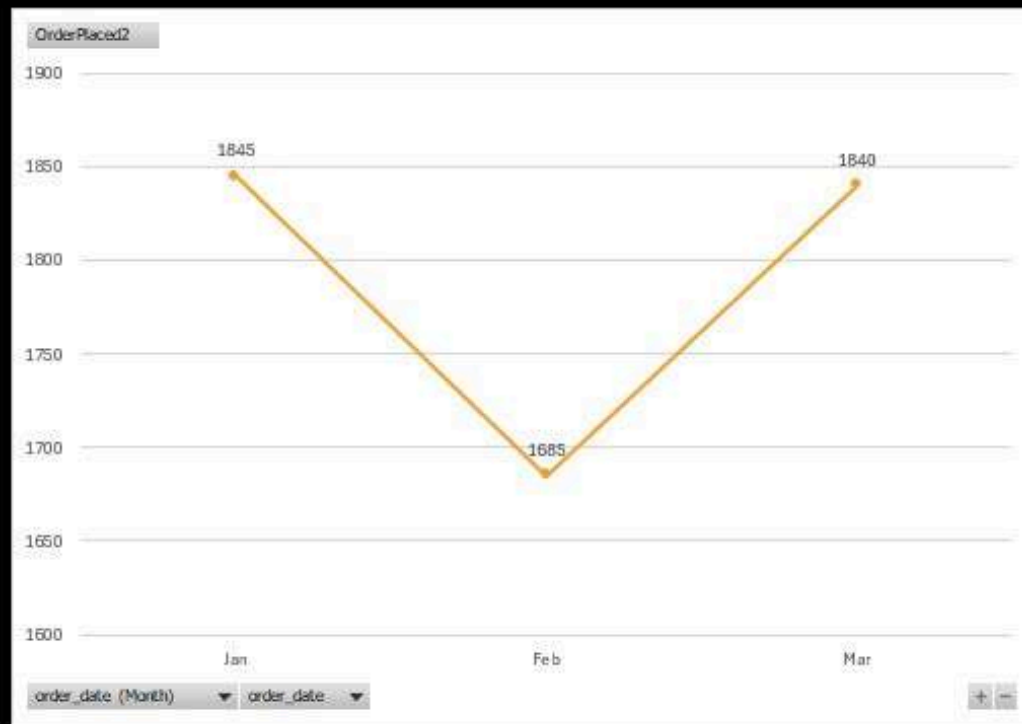
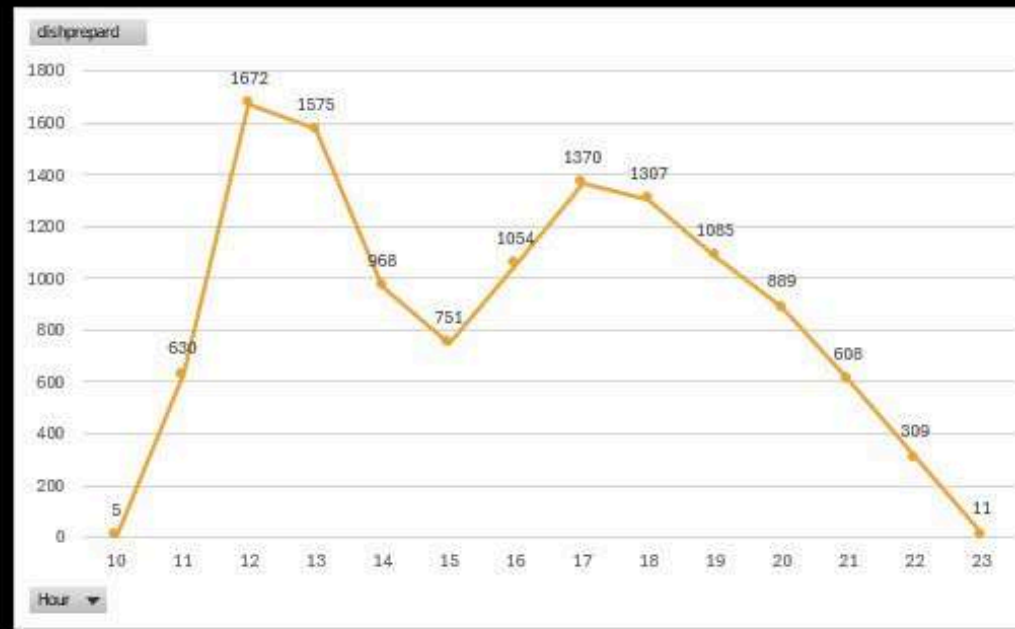
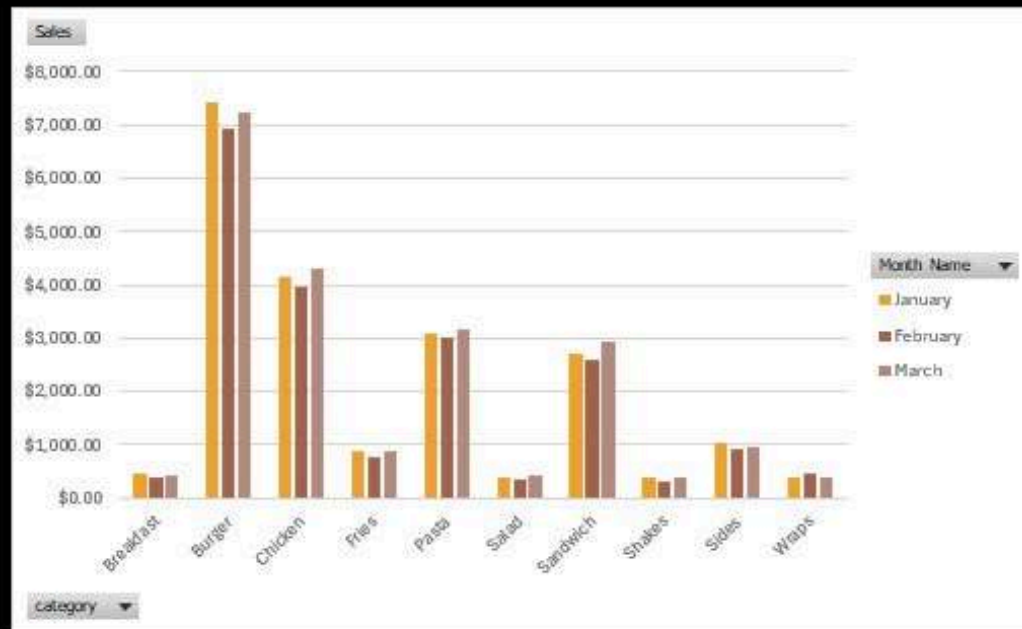
\$61,626.29
TOTAL SALES

5370
ORDERD PLACED

12234
DISHES PREPARD

2.278212291
ITEM PER ORDER

SIDE SALAD
HOT SELLING





KEY FINDING



Overall Performance Metrics

- Total Sales: \$61,626.29
- Orders Placed: 5,370
- Dishes Prepared: 12,234
- Items Per Order (Average): 2.28



Side Salad is the highest-selling item, indicating strong demand possibly due to healthy eating trends.



- Top Revenue Categories:
- Burger (Consistently highest across Jan, Feb, and March)
- Chicken, Fries, and Salad follow.
- Least Revenue Categories: Shakes, Sides, and Wraps.




Peak Ordering Hours:

- 11 AM: 1672 orders (Highest)
- 12 PM: 1575 orders
- Drops significantly after 9 PM.
- Best operational staffing should be focused around 11 AM – 2 PM.



- Best Sales Day: Monday (\$10,152.77)
- Lowest Sales Day: Wednesday (\$7,625.56)
- Suggests strong early-week demand, potential for mid-week promotions.



- Lunch and Dinner generate the highest share of total sales.
 - Breakfast and Supper contribute relatively less.
 - Marketing efforts may be optimized for lunch and dinner periods.
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INSIDES & RECOMMENDATION



Leverage peak lunch and dinner times with targeted promotions.



Promote lesser-selling items (like wraps and shakes) during low-sales hours.



Consider mid-week promotions to boost Wednesday sales.



Maintain high stock and prep levels for Side Salad and top burgers.

THANK YOU



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