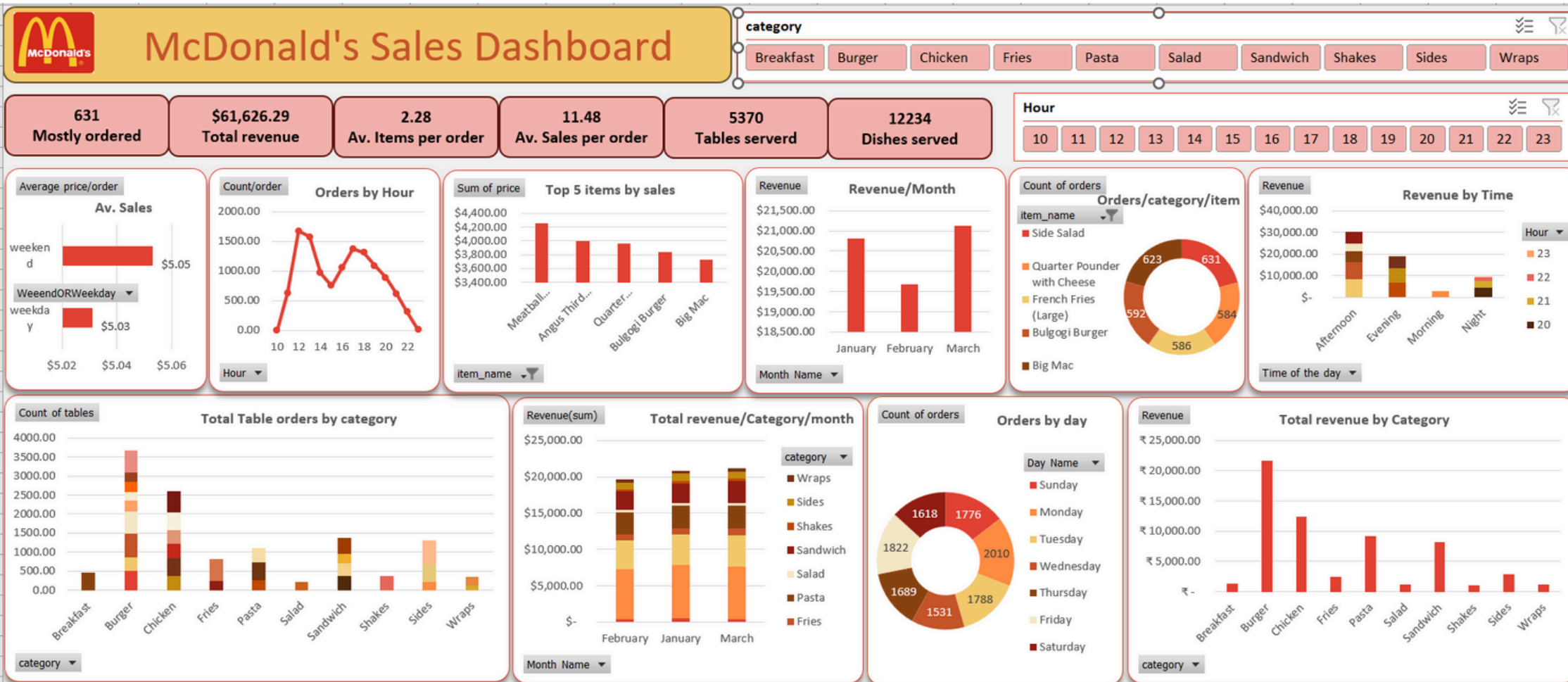


MCDONALD'S SALES

" Optimizing Sales Strategy: A Dynamic Dashboard
Analysis of McDonald's Performance "



[Link to Uncleaned
Dataset](#)



Key Insights:

- **Top Revenue-Generating Items:** The Meatball Marinara is the top-selling item, contributing significantly to overall revenue.
- **Category Performance:** Burgers lead in revenue, followed by Chicken and Fries, indicating strong customer preference.
- **Time-Based Trends:** Sales peak during lunch and dinner hours, with evening orders generating substantial revenue.
- **Day of the Week:** Weekends, especially Saturdays, see the highest sales, while midweek sales, particularly on Wednesdays, lag behind.

Strategic Recommendations:

- **Price Optimization:** Review pricing for top-selling and high-volume items to maximize profitability.
- **Promotional Focus:** Introduce targeted promotions for underperforming categories like Shakes and Sides.
- **Midweek Promotions:** Develop special offers to boost sales on slower days, particularly Wednesdays.

FOR DETAILS ----->>>

[Link to Executive Summary](#)