

# McDonald's Sales Dashboard

## McDonald's Sales Analysis

Top Food Category  
Burger

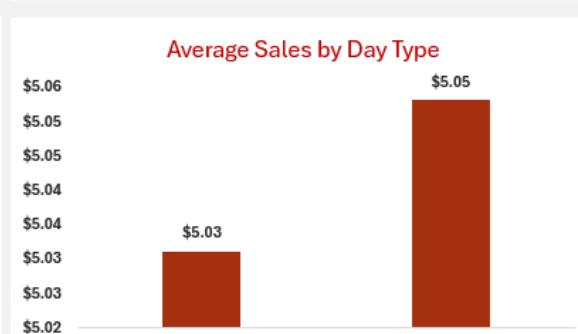
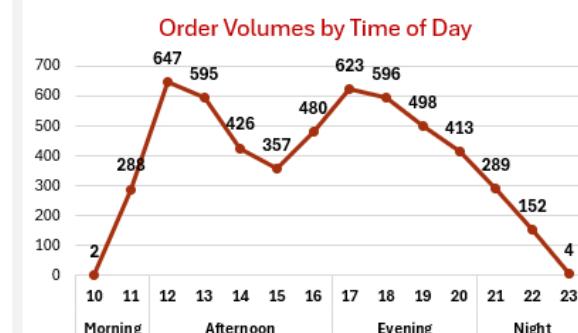
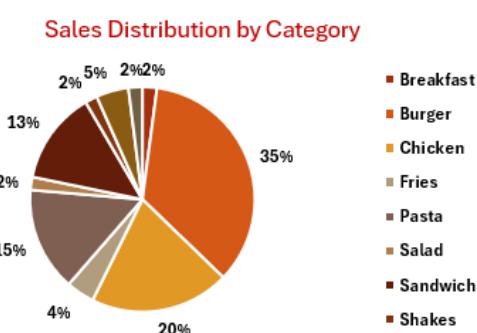
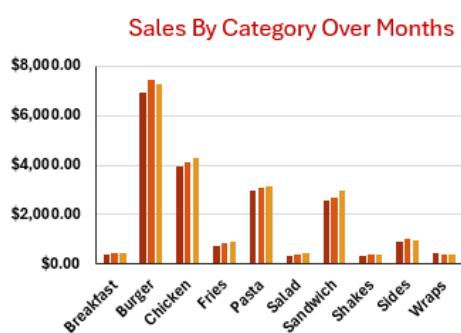
Total Sales  
\$61,626.29

Total Orders  
5370

Average Order Value (AOV)  
\$2.28

Our Hot Selling Item  
Side Salad

Peak Order Time  
Afternoon



Category: Salad, Sandwich, Shakes, Sides, Wraps

order\_date: All Periods, JAN 2023

Timing: Afternoon, Evening, Morning, Night



# McDonalds Executive Summary

## Introduction

This interactive and dynamic sales dashboard provides a comprehensive overview of McDonald's sales performance over a defined time period. Built using Excel, the dashboard captures key metrics such as total sales, order volume, category-wise revenue, time-of-day trends, and item popularity. The aim is to equip decision-makers with actionable insights to optimize menu offerings, streamline operations, and enhance customer satisfaction.

## Overview

*By analyzing detailed sales data across multiple dimensions—time, category, and customer preferences—the dashboard enables users to:*

- *Track total sales and order volumes.*
- *Identify peak ordering times and high-performing menu items.*
- *Evaluate the performance of various food categories across months.*
- *Examine how sales trends vary across weekdays and weekends.*
- *Compare the performance of top-selling items.*

*The insights derived from this dashboard can assist in making data-driven decisions related to marketing strategies, inventory planning, staffing, and menu design. Filters have been embedded to allow users to explore the data interactively based on category, date, and time, thereby enhancing usability and analytical depth.*



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## Key Components of Dashboard:

- *High-Level Metrics (KPIs):* Displays total sales revenue (\$61,626.29), total number of orders (5,370), average order value (\$2.28), and identifies the top food category (Burger) and best-selling item (Side Salad).
- *Sales by Category Over Months:* A bar chart comparing monthly revenue for each food category (January to March), enabling trend analysis and seasonal performance tracking.
- *Sales Distribution by Category:* A pie chart highlighting the proportional contribution of each category to total sales, with Breakfast (35%) and Burger (20%) as leading segments.
- *Order Volumes by Time of Day:* A line chart showing customer activity throughout the day, revealing Afternoon as the peak order time.
- *Total Orders by Day of Week:* A line graph illustrating order distribution across weekdays, with Monday showing the highest volume.
- *Average Sales by Day Type:* A comparison of weekday vs. weekend sales, showing slightly higher average sales on weekends.
- *Top 5 Dishes by Sales:* A treemap visualization of the highest-grossing menu items, led by the Angus Third Pounder and Bulgogi Burger.
- *Interactive Filters:* Users can explore data based on category, timing, and specific date ranges for deeper insights.



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## Customer Behaviour Insights:



- **Sales by Day of Week:**
  - Monday leads in total order volume with 885 orders, suggesting strong weekday performance.
  - Midweek (Tuesday & Wednesday) shows a dip, while activity picks up again on Thursday and Friday.
- **Day Type Performance:**
  - Weekend sales show a slightly higher average value (\$5.05) compared to weekdays (\$5.03), indicating potential for targeted weekend promotions.
- **Order Volume by Time of Day:**
  - Sharp increase in orders from 10 AM to 1 PM, peaking around lunch hours.
  - Gradual decline in the evening and very low engagement at night.
- **Sales on Special Days:**

**Valentine's Day – February 14**

  - A key date for couples; promotions on meals, desserts, or themed combos can increase sales. On This Day Sales of Pasta Saw a Rise of 4% compared to Average Days. Meanwhile Chocolate Shake (Large) was ordered the most.



THANK  
YOU!

