Milestone Project 1
Mcdonald's Sales

Sales & Order Insights

Period Covered: January–March 2023

Total Orders: 5,370

Total Revenue: $61,626.29

Items Prepared: 12,234

Average items/Order: 2.28

Total Sales Revenue by Category

- The total sales revenue across all menu categories is **$61,626.29**. The majority of this revenue is concentrated in a few high-performing categories:

- **Top Revenue Categories:**

  - **Burger:** $21,639.01 (**35% of total revenue**)

  - **Chicken:** $12,393.50

  - **Pasta:** $9,223.05

- **Mid-Tier Performers:**

  - **Sandwiches:** $8,241.95

  - **Sides:** $2,876.98

  - **Fries:** $2,510.20

- **Lower Revenue Categories:**

  - **Wraps:** $1,225.62

  - **Breakfast:** $1,286.19

  - **Salads:** $1,147.41

  - **Shakes:** $1,082.38

- **Insights:**

- Burgers alone account for over **1/3 of total sales**, indicating a strong customer preference.

- Chicken and pasta categories also contribute significantly and may benefit from upselling strategies.

- Lower-performing categories like shakes and salads may need promotion, repositioning, or menu reevaluation.

Total Sales Revenue by Category
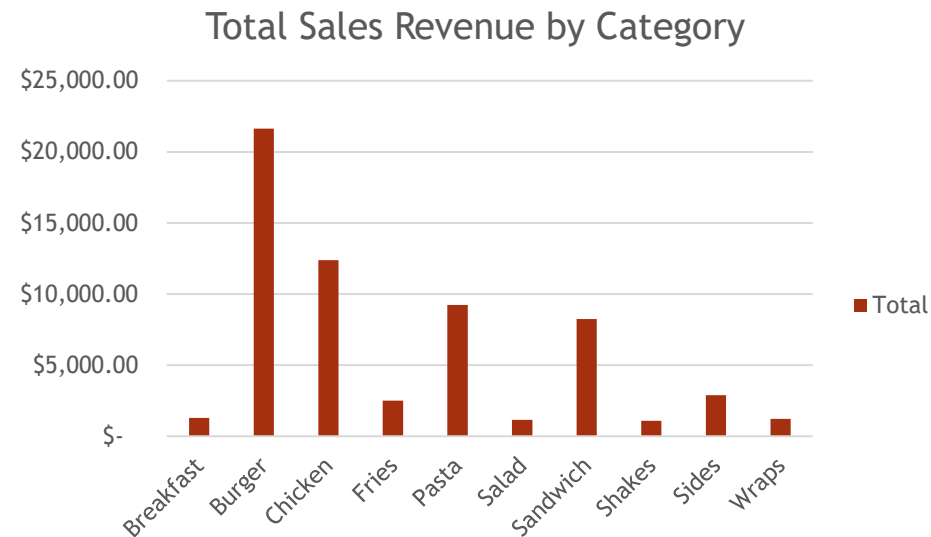
Daily Order Volume Analysis (Jan–Mar 2023)

From January to March 2023, a total of **5,370 orders** were recorded over **90 days**, averaging **~60 orders per day**.

- **January:** 1,825 orders (avg. 59/day)

- **February:** 1,664 orders (avg. 59/day)

- **March:** 1,881 orders (avg. 61/day)

Peak day: Feb 1 (87 orders)
  Lowest days: Feb 22 & Mar 22 (37 orders)

Action Points:

- **Maintain staffing and inventory** levels to support a steady ~60 orders/day.

- **Investigate low-order days** (Feb 22, Mar 22) for potential service or demand issues.

- **Leverage high-order patterns** (e.g., early-month spikes) for targeted promotions.
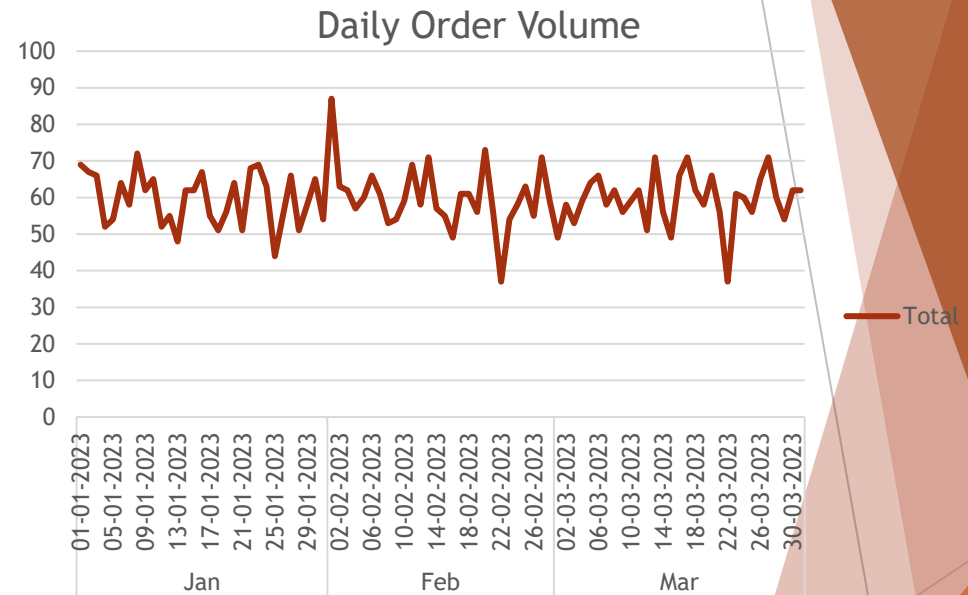
Most Frequently Ordered Menu Item

▶ **Most Ordered Item:**
• **Side Salad** leads with **631 orders**, making up **~5.2%** of total volume.

▶ **Likely Reason: Lower Price Point**
• The Side Salad is likely among the **least expensive menu items**, making it:

  ▶ An easy add-on to meals

  ▶ A go-to option for budget-conscious customers

  ▶ Attractive for health-aware diners at a low cost

▶ **Operational Insight:**
• High volume may not mean high revenue — this item's **low unit price** could limit profitability.
• However, its popularity offers value as a **traffic driver** and **up-sell opportunity** (e.g., part of meal deals or bundles).

▶ **Strategic Recommendations:**
• Monitor margins: Ensure pricing covers prep and packaging costs.
• Leverage popularity: Pair Side Salad with premium items to raise average order value.
• Expand healthy, low-cost sides if demand for value + nutrition continues.

Monthly Category Revenue Trends

► **Total Sales:** $61,626.29

► **Top Revenue Categories:** Burgers, Chicken, and Pasta (~70% of total).

► **Best Month:** March ($21.1K); Lowest: February ($19.7K).

► **Underperforming Categories:** Shakes, Salads, Wraps — potential for targeted growth.

► **Notable Trends:**

► • Fries and Sides are steadily growing — great for combos.

► • Wraps spiked in February — investigate why.

► **Recommendation:** Focus on top sellers, boost low performers with promotions, and replicate March's success factors.

Month Over Month Sales Revenue by Menu Category
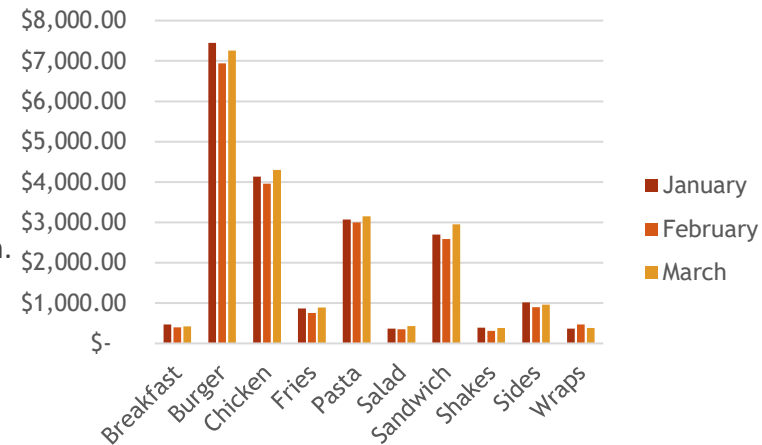
Order Volume by Time of Day

- **Peak Hours:**

  - **12 PM – 1 PM**: Highest demand (1,672 & 1,575 dishes).

  - **5 PM – 7 PM**: Strong dinner traffic (avg. 1,250+ dishes/hour).

- **Lunch Rush (11 AM – 2 PM):**

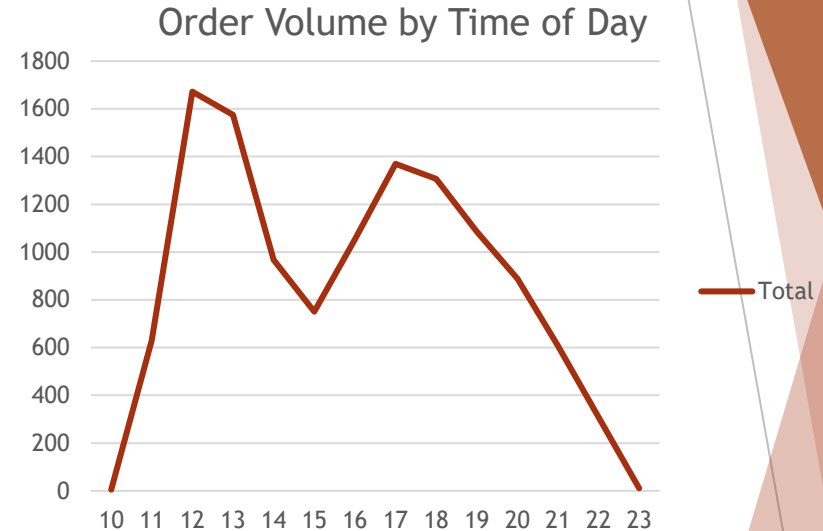 - Accounts for **~40%** of total daily volume.

- **Dinner Rush (5 PM – 8 PM):**

  - Makes up **~31%** of orders.

- **Low Activity Periods:**

  - **Before 11 AM** and **after 9 PM** contribute less than 10% combined.

- **Operational Insight:**

  - Focus staffing, promotions, and kitchen resources during **11 AM–2 PM** and **5 PM–8 PM**.

  - Opportunity to streamline costs outside of peak periods.

Order Volume by Time of Day

Sales Trends: Weekdays vs Weekends

▶ **Sales Overview**

▶ • **Weekday Sales (Mon–Fri):**

▶ • Total: $44,475.75
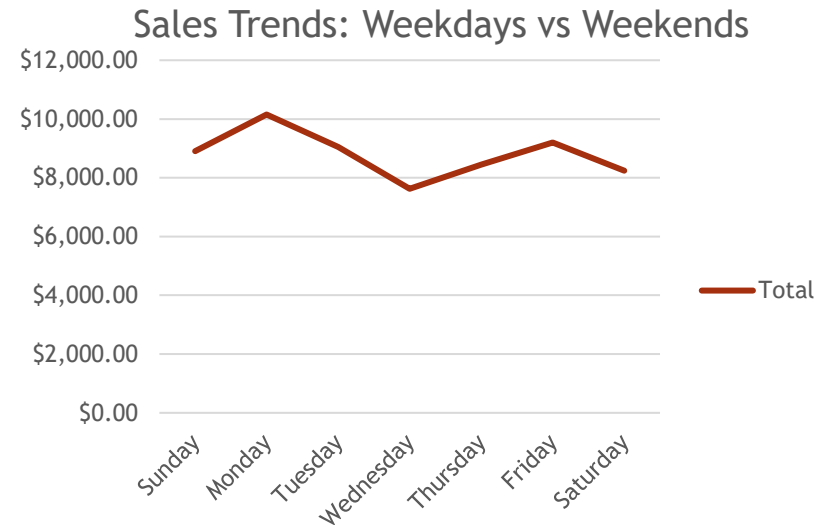
▶ • Avg/day: $8,895.15

▶ • **Weekend Sales (Sat–Sun):**

▶ • Total: $17,150.54

▶ • Avg/day: $8,575.27

▶ _____

▶ **Key Insights**

▶ • Weekdays outperform weekends in total and average daily sales.

▶ • Monday is the top sales day ($10,152.77); Wednesday is the lowest ($7,625.56).

▶ • Weekend sales are steady but slightly lower, suggesting strong weekday demand (likely from workday traffic).
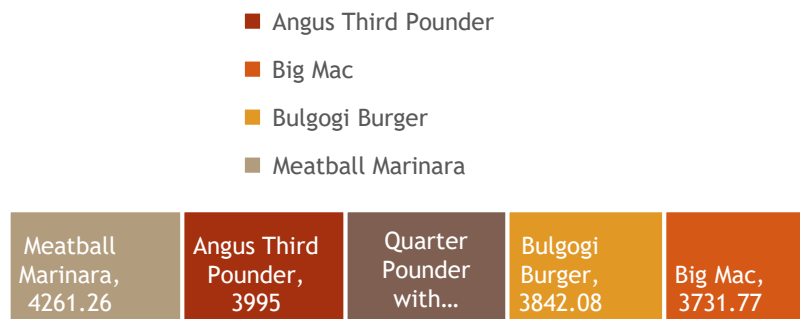
▶ _____

▶ **Recommendations**

▶ • Introduce midweek promos to lift Wednesday sales.

▶ • Maintain weekday staffing/inventory for consistent volume.

▶ • Test targeted weekend offers to narrow the weekday–weekend gap.

Sales Trends: Weekdays vs Weekends

A line chart titled "Sales Trends: Weekdays vs Weekends" with y-axis from $0.00 to $12,000.00 and x-axis showing Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday. The "Total" line peaks at Monday (~$10,000) and is lowest at Wednesday (~$7,600).
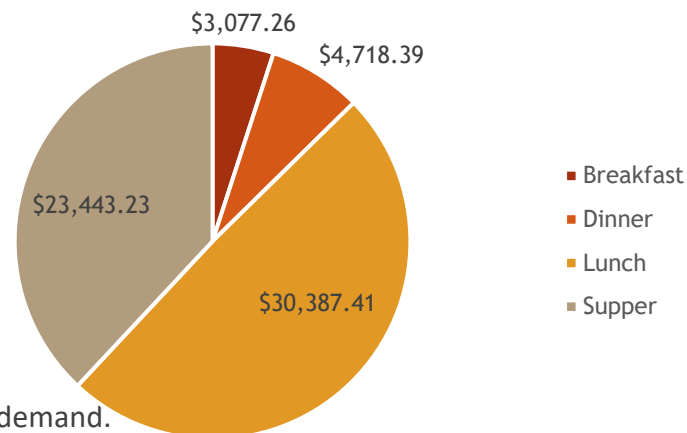
Sales of Top 5 Menu Items

▶ **Meatball Marinara** is the highest-grossing item with **$4,261.26** in sales.

▶ **Angus Third Pounder**, **Quarter Pounder with Cheese**, and **Bulgogi Burger** show strong burger demand.

▶ **Big Mac**, a classic favorite, contributes solidly with nearly **$3,732** in sales.

▶ Together, these top 5 items generated **$19,795.47**, accounting for **about 32%** of total sales revenue.

▶ **Key Insights**

▶ Burgers are clear customer favorites, dominating the top-selling items.

▶ These items are critical to the menu's performance and should be prioritized for marketing and inventory.
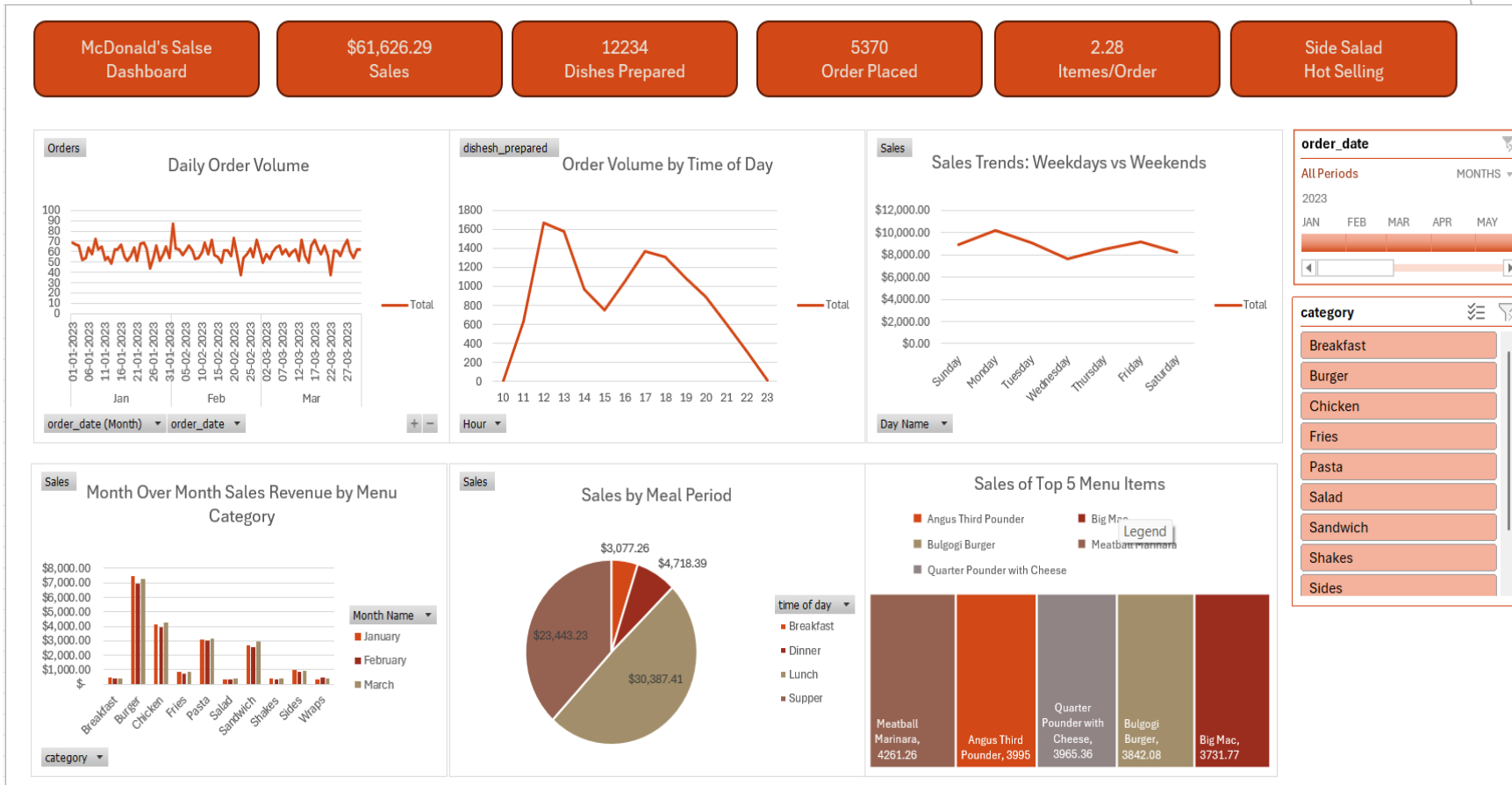
Sales of Top 5 Menu Items

■ Angus Third Pounder

■ Big Mac

■ Bulgogi Burger

■ Meatball Marinara

| Meatball Marinara, 4261.26 | Angus Third Pounder, 3995 | Quarter Pounder with… | Bulgogi Burger, 3842.08 | Big Mac, 3731.77 |

Sales by Meal Period

- **Revenue Breakdown**
- **Lunch** is the top-performing period with ~49% of total sales ($30,387.41).
- **Supper** follows closely, contributing ~38% ($23,443.23).
- **Breakfast** and **Dinner** together make up only ~12% of total revenue.
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- **Key Insights**
- Clear **sales peaks during Lunch and Supper**, indicating strong midday and evening demand.
- Breakfast and Dinner are underperforming, possibly due to limited traffic or shorter service windows.
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- **Recommendations**
- Focus staffing, prep, and marketing on Lunch and Supper periods.
- Launch targeted offers to grow Breakfast and Dinner sales.
- Analyze low-traffic periods for unmet customer needs or scheduling adjustments.

Sales by Meal Period

$3,077.26
$4,718.39
$23,443.23
$30,387.41

- Breakfast
- Dinner
- Lunch
- Supper

Mcdonald's Sales Dashboard

Final Recommendations

▶ **Focus on peak hours (12–2 PM, 5–8 PM)** with strong staffing and kitchen throughput

▶ **Reinforce top sellers** with bundles and promotions to maximize per-ticket revenue

▶ **Promote underperforming categories** like shakes or salads during low-traffic hours

▶ **Target mid-week lulls** (especially Wednesday) with special deals or campaigns

▶ Maintain strategic consistency across weekdays, while nudging weekend volumes upward

THANK YOU