



# DATA ANALYSIS PROJECT



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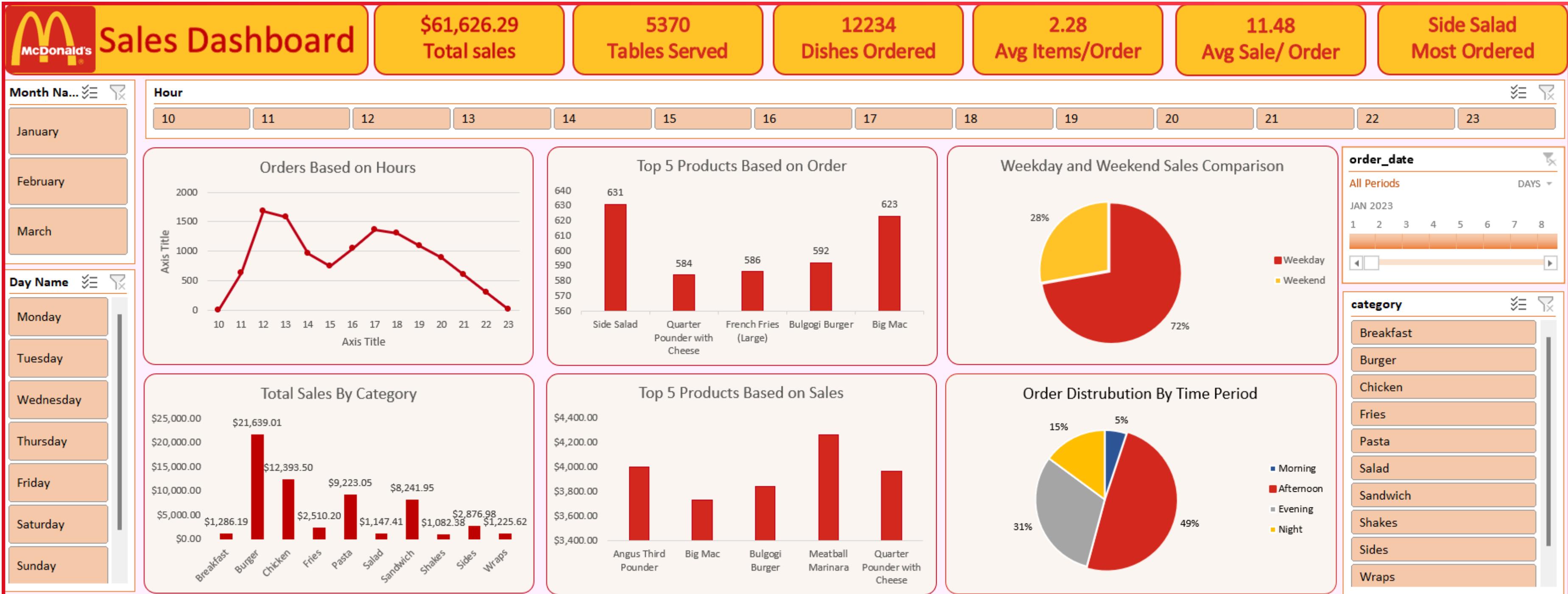
# PROJECT INTRODUCTION

McDonald's, one of the world's leading fast-food chains, continuously strives to improve its customer experience and operational efficiency through data-driven insights. This project focuses on analyzing McDonald's sales data by creating an interactive and dynamic dashboard in Excel. The aim is to examine various aspects of sales performance, item popularity, customer preferences, and time-based trends. By cleaning and preparing the dataset for insightful analysis, this project will help McDonald's make informed decisions to enhance menu offerings, optimize sales strategies, and ultimately increase customer satisfaction.

# PROJECT GOALS

1. Calculate total sales revenue for each menu category.
2. Analyze daily order counts to identify sales trends.
3. Identify the most frequently ordered menu item.
4. Determine total revenue generated by each menu item.
5. Compare monthly revenue across different menu categories.
6. Calculate the average number of items per order.
7. Examine how order volumes vary by time of day.
8. Compare sales trends between weekdays and weekends.
9. Compare the sales of the top 5 menu items.

# DASHBOARD: SALES & PERFORMANCE ANALYSIS



# EXECUTIVE SUMMARY: KEY INSIGHTS

- Total Sales Revenue: The dashboard shows total sales of \$61,626.29, with 5,370 tables served and 12,234 dishes ordered.
- Top Categories by Revenue: The highest sales come from the Burger category, generating over \$21,639, followed by Chicken at \$12,393.
- Top Ordered Items: The most frequently ordered item is Side Salad, with 631 orders, while Angus Third Pounder tops in sales revenue.
- Weekday vs. Weekend Sales: Weekday sales account for 72%, indicating higher demand during the week compared to weekends.
- Order Patterns: Orders peak between 11:00 AM and 1:00 PM, with lower volumes in the evening.
- Average Items per Order: Each order averages 2.28 items, with a total sale per order averaging \$11.48.

# EXECUTIVE SUMMARY: RECOMMENDATIONS

- Boost Weekend Sales: Consider introducing special promotions or discounts on weekends to balance the weekday-weekend sales disparity.
- Focus on High-Performing Items: Continue promoting the Side Salad and Angus Third Pounder, as they contribute significantly to orders and revenue, respectively.
- Target Peak Hours: Strengthen staffing and inventory during peak hours (11 AM - 1 PM) to manage the increased demand efficiently.

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