

McDonald's Sales Dashboard

➤ Executive Summary: McDonald's Sales Dashboard first quarter of sales.

McDonald's had strong sales in the first quarter of 2023, with total revenue of \$61,716.91. Burgers and chicken were the top-selling categories, and weekdays were the busiest days. The most popular item was the Big Mac, and the peak hours were 12 PM to 1 PM. The summary suggests that McDonald's could improve by focusing on weekend sales and increasing average order value.

➤ Executive Summary: McDonald's Sales Dashboard - February 14, 2023.

McDonald's achieved \$669.24 in sales on February 14, 2023, with burgers, chicken, and pasta driving revenue. The Big Mac was the top-selling item, and sales peaked during the lunch hour (12-1 PM). With 55 total orders and an average of 2.35 items per order, the day showed strong performance. Recommendations include optimizing inventory, marketing top sellers, and ensuring adequate staffing during peak times.

➤ Executive Summary: McDonald's Sales Dashboard - January 26, 2023

On January 26, 2023, McDonald's January 26, 2023 sales reached \$571.92 from 54 orders, with an average of 2.07 items per order. Burgers, chicken, and pasta were the top-selling categories. The Angus Third Pounder, Meatball Marinara, and Quarter Pounder with Cheese were the top revenue generators. Sales peaked during the lunch hour (12-1 PM), and weekdays significantly outperformed weekends. The Big Mac was the most frequently ordered item. Recommendations include optimizing inventory and staffing for peak times, focusing marketing on top sellers, and implementing strategies to boost weekend sales.

➤ Executive Summary: McDonald's Sales Dashboard - March 2023

McDonald's March 2023 sales reached \$20,348.15 from 1,813 orders, with an average of 2.20 items per order. Chicken and burgers were the top-selling categories, and the Big Mac was the most frequently ordered item. The Meatball Marinara, Bulgogi Burger, and Big Mac were the top revenue generators. Sales peaked during the lunch hour (12-1 PM), and weekdays significantly outperformed weekends. Recommendations include optimizing inventory and staffing for peak times, focusing marketing on top sellers, and implementing strategies to boost weekend sales.