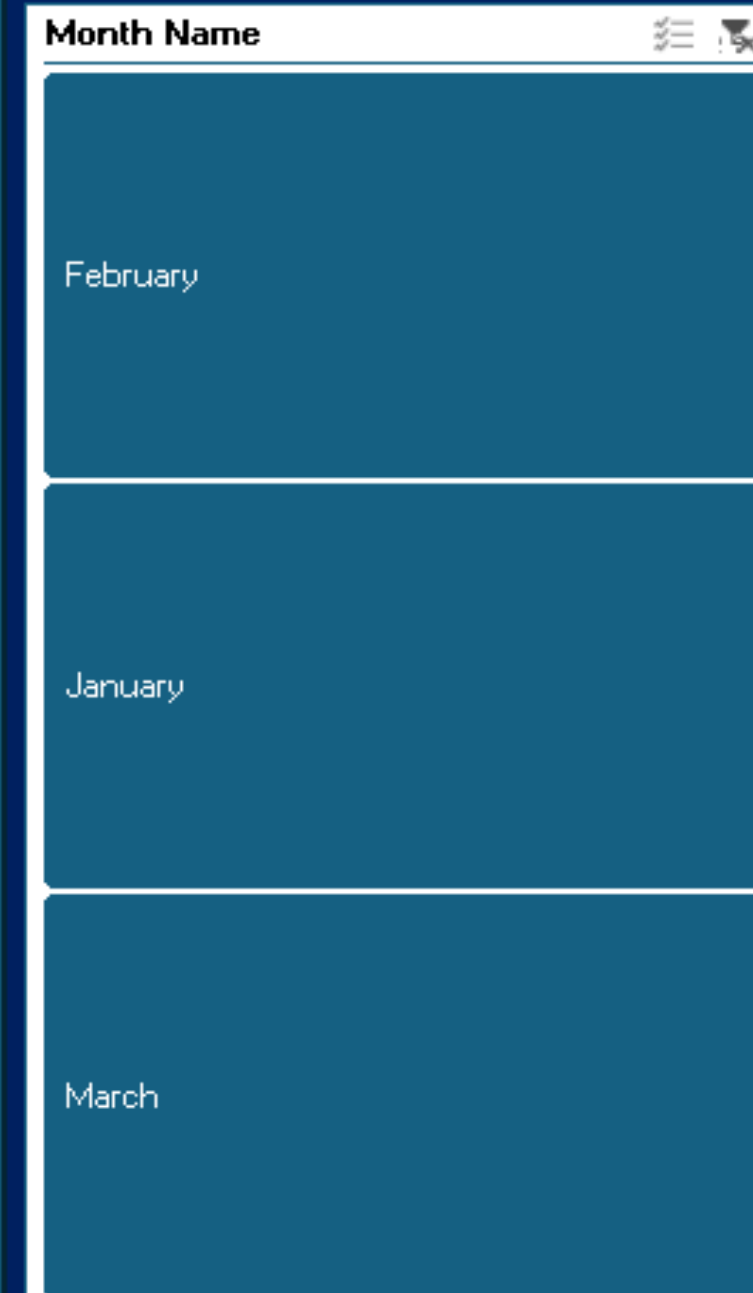
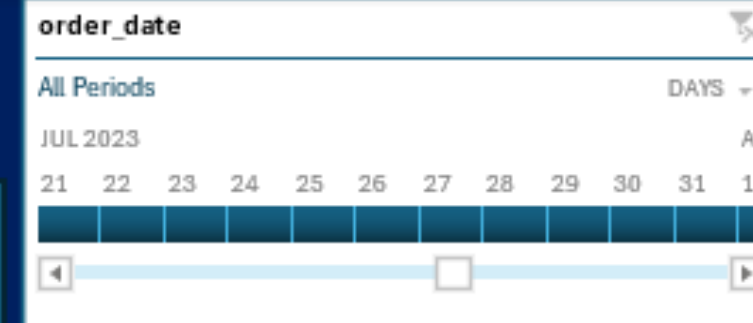
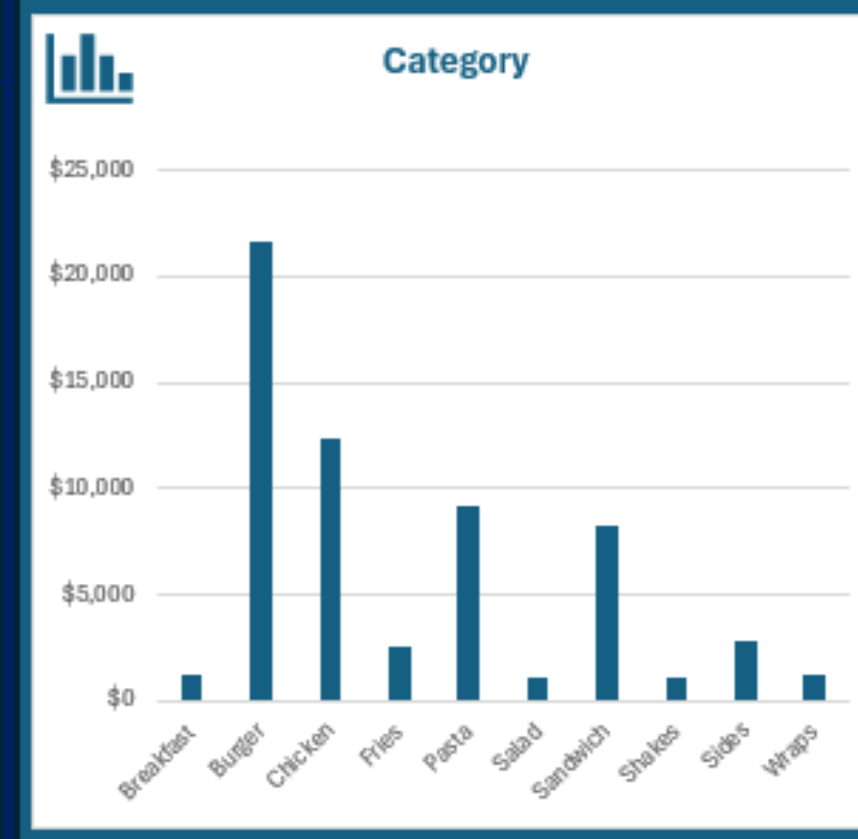
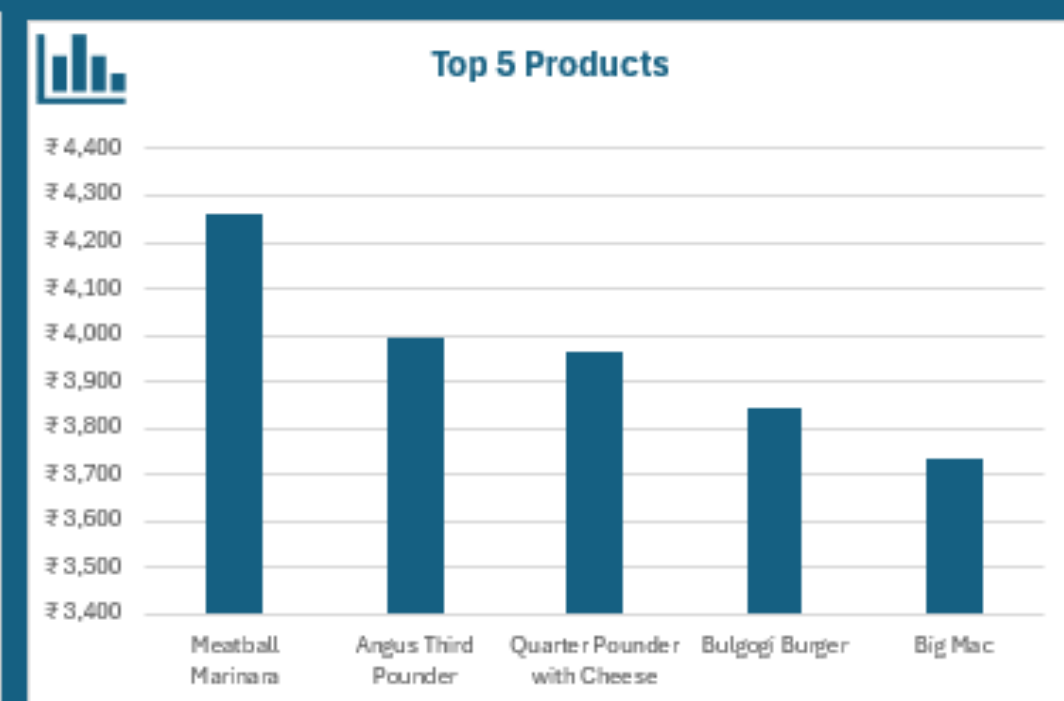
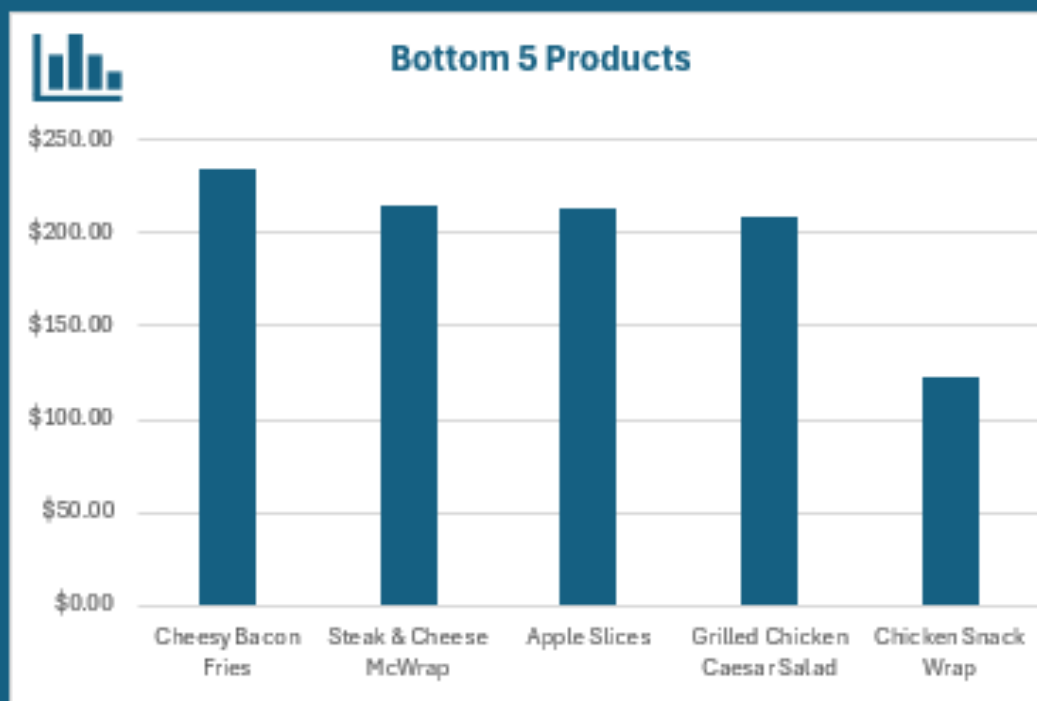
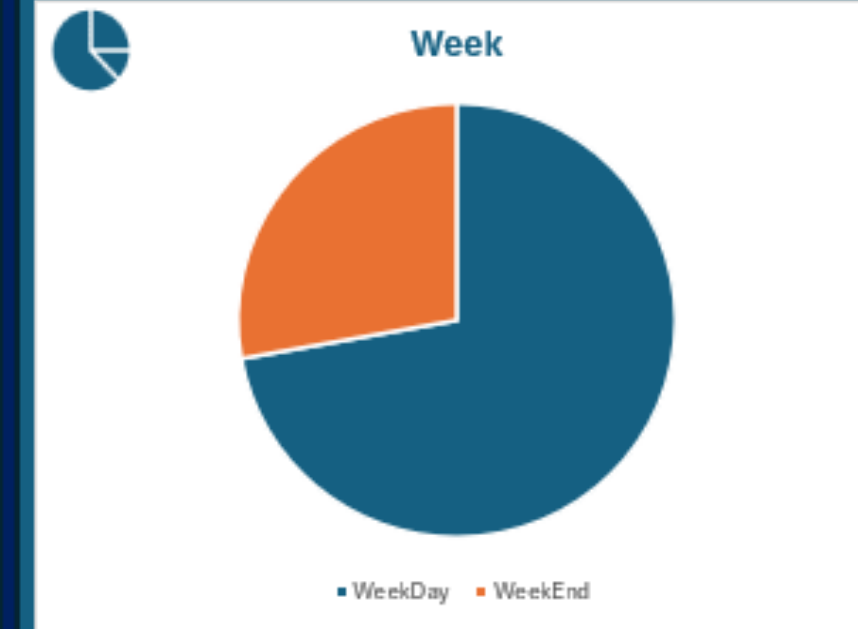
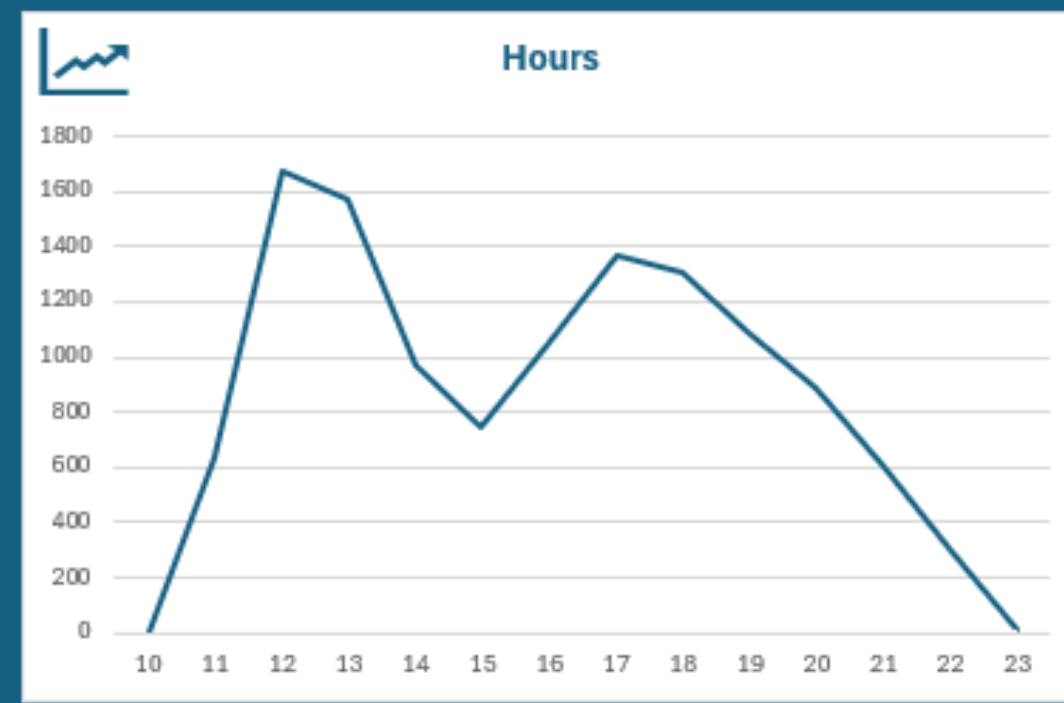
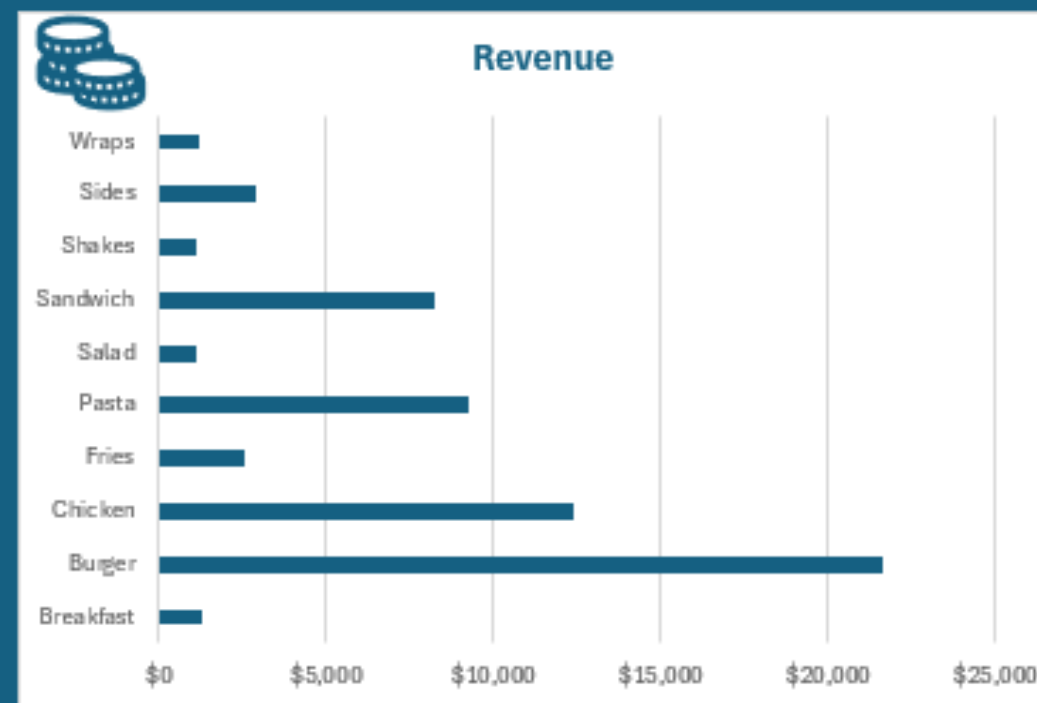




MCDONALD'S SALES PROJECT







Executive Summary

This report provides a comprehensive analysis of McDonald's sales performance, leveraging data extracted, cleaned, and transformed using Power Query in Excel. The data set covers key metrics such as revenue distribution, order patterns, and menu item performance, providing valuable insights into customer behavior and sales trends.

Data Extraction and Cleaning

The data was meticulously prepared through a series of steps:

- 1. Headers & Data Types:** The first row was converted to headers, and data types were standardized to ensure consistency.
- 2. Date Formats:** Dates were reformatted to align with the correct international standard.
- 3. Duplicates & Null Values:** The data was checked for duplicates, and null values were filled to maintain data integrity.



Data Transformation

Key transformations included:

- **Merging Queries:** Menu item data was merged with order details to enhance the richness of the analysis.
- **New Columns:** Columns were added to categorize data by weekday, month, time of day (morning, afternoon, evening, night), and whether the day was a weekend or weekday. These transformations allowed for deeper insights into customer behavior patterns.

Data Modeling & Dashboard Creation

The data was modeled to connect menu items with order details using item IDs. This modeling facilitated the creation of various visual elements:

- **Pivot Tables and Charts:** Key metrics such as revenue distribution by category, day, and time period were visualized.
- **Slicers and Measures:** Interactive features were added to allow users to filter and explore data by hours, categories, and other variables.



Key Insights from the Dashboard

- **Revenue Highlights:** The total revenue amounted to \$61,626.29, with burgers being the highest revenue-generating category.
- **Top Performing Items:** The Meatball Marinara was the top-performing dish, followed closely by other popular items like the Angus Third Pounder and Quarter Pounder with Cheese.
- **Order Patterns:** The highest number of orders were placed during the afternoon hours, with a significant drop-off during the evening and night periods.
- **Category Performance Over Time:** Revenue from various categories remained relatively stable across the first three months of the year, with slight variations.
- **Day of Week Impact:** Sales were relatively consistent across the week, with a slight dip on Wednesday and a recovery towards the weekend.
- **Time of Day:** Most orders were concentrated in the morning and afternoon, with the afternoon being the peak time for sales.