



# MCDONALD'S RESTAURANT SALES ANALYSIS

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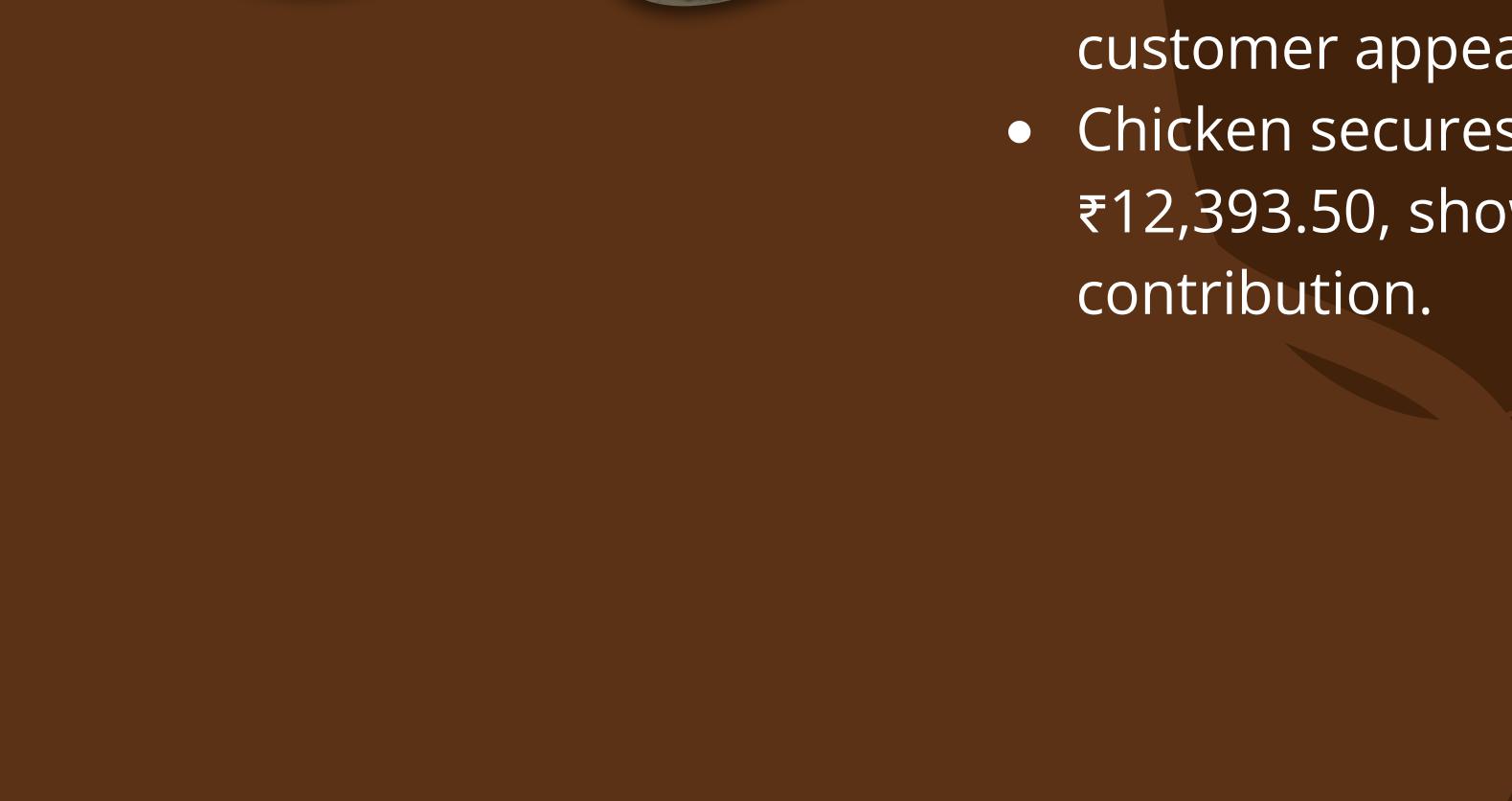
# PROBLEM STATEMENTS



- What is the total sales revenue for each category of menu items?
- How many orders are placed each day?
- Which menu item is the most frequently ordered?
- What is the total revenue generated by menu items?
- How does the revenue of each category compare over months?
- What is the average number of items per order?
- How do order volumes vary by time of day?
- How do sales trends differ across weekdays and weekends?
- How does the sales performance vary by category over different months?
- Compare the sales of top 5 menu items.

# DASHBOARD FROM DATA TO DECISIONS: A PEEK INTO SALES INSIGHTSD





### Top Revenue Generators:

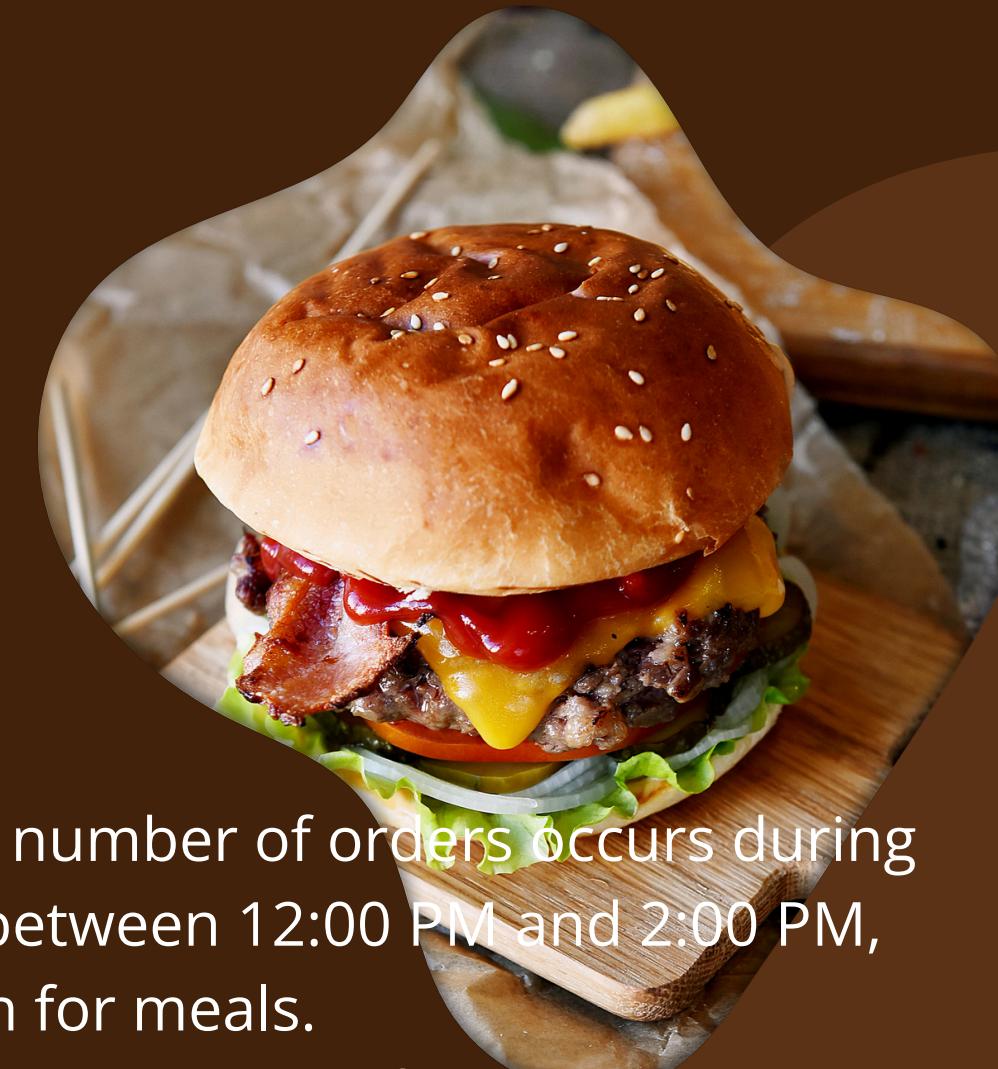
- Burger tops the chart with a revenue of ₹21,639.01, highlighting its strong customer appeal.
- Chicken secures second place with ₹12,393.50, showing significant sales contribution.

# TOTAL SALES REVENUE FOR EACH CATEGORY OF MENU ITEMS

Row Labels	Sum of price
Breakfast	1286.19
Burger	21639.01
Chicken	12393.5
Fries	2510.2
Pasta	9223.05
Salad	1147.41
Sandwich	8241.95
Shakes	1082.38
Sides	2876.98
Wraps	1225.62
<b>Grand Total</b>	<b>61626.29</b>

# DAILY ORDER TRENDS

Row Labels	Count of order_details_id
10	5
11	630
12	1672
13	1575
14	968
15	751
16	1054
17	1370
18	1307
19	1085
20	889
21	608
22	309
23	11
<b>Grand Total</b>	<b>12234</b>



- Peak Hour: The highest number of orders occurs during lunchtime, specifically between 12:00 PM and 2:00 PM, suggesting a major rush for meals.
- Low Activity: Early morning hours (before 9:00 AM) show minimal order volumes, indicating limited breakfast sales.

# MOST FREQUENTLY ORDERED MENU ITEMS



## Key Insights:

1. Top Item: The Side Salad is the most frequently ordered menu item with 631 orders, indicating its strong appeal—possibly as a healthy or complementary choice.
2. Close Competition:
  - o Big Mac follows closely with 623 orders, reinforcing its status as a classic favorite.
  - o Bulgogi Burger and French Fries (Large) also perform well, with 592 and 586 orders, respectively.

Row Labels	Count of order_id
Big Mac	623
Bulgogi Burger	592
French Fries (Large)	586
Quarter Pounder with Cheese	584
Side Salad	631
<b>Grand Total</b>	<b>3016</b>

# TOTAL REVENUE GENERATED

- The total revenue generated across all menu items and orders is ₹61,626.29.
- This represents the cumulative sales performance over the analyzed period.

revenue
sales
\$61,626.29



# MONTHLY REVENUE COMPARISONS

Sum of price	Column Labels											
Row Labels	Breakfast	Burger	Chicken	Fries	Pasta	Salad	Sandwich	Shakes	Sides	Wraps	Grand Total	
February		396.18	6941.28	3960.28	757.14	2998.44	351.36	2589.67	313.95	899.54	470.71	19678.55
January		471.51	7444.05	4135.35	862.38	3071.35	367.83	2699.51	388.7	1015.05	368.99	20824.72
March		418.5	7253.68	4297.87	890.68	3153.26	428.22	2952.77	379.73	962.39	385.92	21123.02
Grand Total		1286.19	21639.01	12393.5	2510.2	9223.05	1147.41	8241.95	1082.38	2876.98	1225.62	61626.29

## Key Insights:

1. Revenue Distribution:
  - a. The category with the highest revenue across all months is Burger, showing consistent popularity.
  - b. Chicken and Fries also contribute significantly to the overall revenue.
2. Month-Wise Trends:
  - a. March has the highest total revenue, indicating stronger sales performance compared to January and February. This could be due to seasonal factors, promotions, or higher demand during that period.
  - b. February has the lowest revenue, suggesting a potential opportunity to boost sales during this month.

# ORDER VOLUME PATTERNS

Row Label	Count of order_details_id
Afternoon	6020.00
Evening	3762.00
Morning	635.00
Night	1817.00
<b>Grand Total</b>	<b>12234.00</b>

## Business Implications:

- Peak periods (Afternoon and Evening):** Allocate more staff and resources during these times to handle higher demand effectively.
- Opportunities in Morning:** Introduce breakfast promotions or exclusive morning deals to boost engagement.
- Late-night potential:** Consider extending hours or offering late-night discounts to further capitalize on night sales.

# WEEKDAY VS WEEKEND SALES

## Key Insights:

1. Weekdays dominate sales: Total revenue from weekday sales is ₹44,475.75, which is significantly higher compared to weekends.
2. Weekend sales performance: Weekend sales contribute ₹17,150.54, making up around 28% of the total revenue.
3. Grand total: Combined sales across both weekdays and weekends amount to ₹61,626.29.

Row Labels	Sum of price
weekday	44475.75
weekend	17150.54
Grand Total	61626.29



# SALES OF TOP 5 MENU ITEMS

Row Labels	Sum of price
Quarter Pounder with Cheese	3965.36
Meatball Marinara	4261.26
Bulgogi Burger	3842.08
Big Mac	3731.77
Angus Third Pounder	3995
<b>Grand Total</b>	<b>19795.47</b>

Key Insights:

1. The item with the highest sales is Meatball Marinara with ₹4,261.26, followed closely by Angus Third Pounder at ₹3,995.
2. Burger classics like Big Mac and Quarter Pounder with Cheese also perform strongly, reinforcing their popularity.



# CONCLUSION

Summarize key findings:

- Burgers and Chicken dominate revenue; afternoon and weekdays are peak sales times.
- Top items like Side Salad and Big Mac show consistent demand.
- Seasonal trends highlight March as the strongest revenue month.

Suggest next steps:

- Leverage promotions for top items and categories.
- Introduce targeted offers during low-sales periods.

# THANK YOU FOR YOUR TIME AND ATTENTION!



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