**McDonald's could improve the nutritional profile of their menu.**

* Include information on allergens and ingredients to cater to customers with dietary restrictions.
* Remove food items which are very high in calories or reduce its proportion
* Food with very low protein you can items with it to have protein consumption.
* Implement a system for customers to provide feedback on the nutritional information provided. This can be through surveys, app reviews, or in-store feedback forms.
* Can give discount or reduce price on healthy meals.
* Keep price of unhealthy meals a little higher.