



# MCDONALD'S RESTAURANT SALES ANALYSIS

A strategic review of sales, category performance, and customer trends.

**"SMILES SERVED. INSIGHTS DELIVERED."**

# INTRODUCTION TO MCDONALD'S

The World's Leading Global Food Service Retailer

- **Global Presence:** Over 40,000 restaurants in more than 100 countries.
- **Core Business:** Operates a high-volume business model focused on speed, value, and consistency.
- **Project Focus:** This analysis examines sales transaction data to uncover key trends in product performance, customer ordering patterns, and peak business hours to inform strategic decision-making.



# PROJECT OBJECTIVE & DATASET

## PROJECT OVERVIEW

This project involved creating an interactive and dynamic Excel dashboard to analyze McDonald's sales data. The goal was to uncover key business insights to drive strategic decision-making.

## KEY OBJECTIVES:

- Analyze sales performance and revenue trends.
- Identify popular menu items and customer preferences.
- Understand time-based patterns (daily, monthly, weekday/weekend).
- Provide an interactive tool for ongoing data exploration.

## DATASET & PREPARATION:

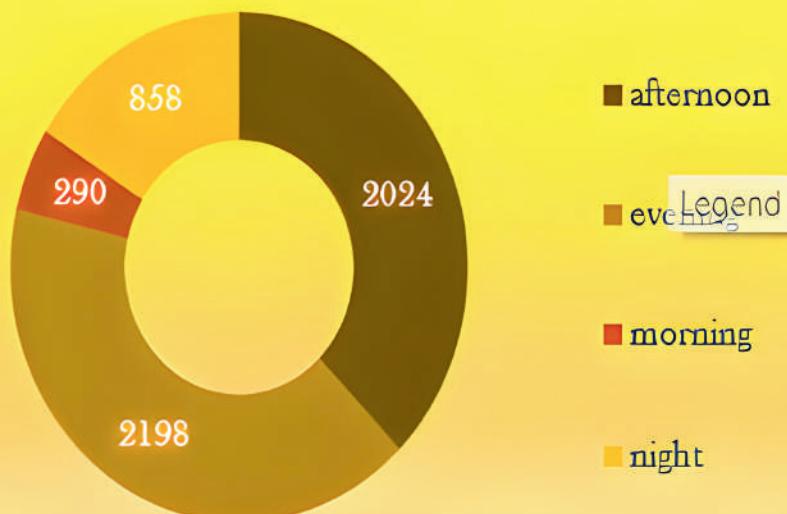
- Sourced from the provided dataset link.
- Data cleaning performed to ensure accuracy:
  - a. Checked and removed duplicate entries.
  - b. Addressed null values using forward/backward fill methods.





# McDonald's - Sales Analysis Dashboard

Order volumes by time



Total sales by category

Wraps \$1,225.62

Sides \$2,876.98

Shakes \$1,082.38

Sandwich \$8,241.95

Salad \$1,147.41

Pasta \$9,223.05

Fries \$2,510.20

Chicken \$12,393.50

Burger \$21,639.01

Breakfast \$1,286.19

Most Order Dishes

631

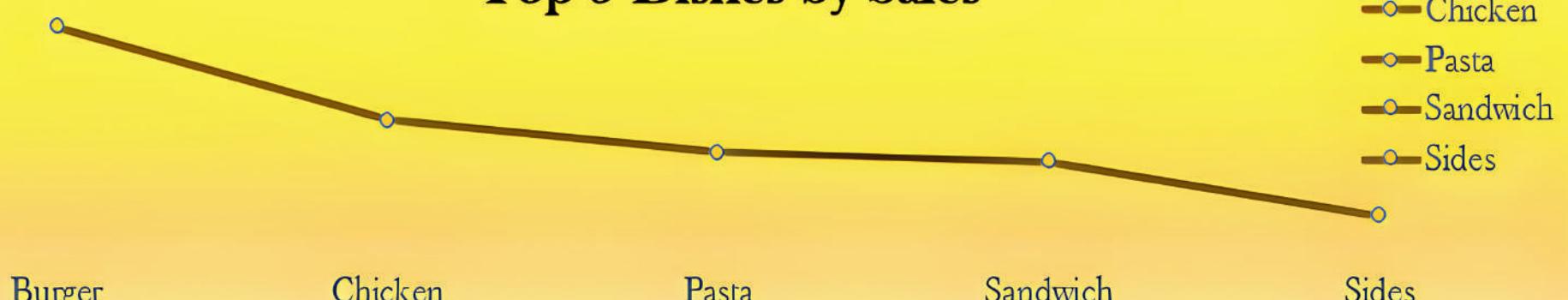


Avg No.of Item Order

2.28



Top 5 Dishes by Sales



Order\_per\_Day

59.67

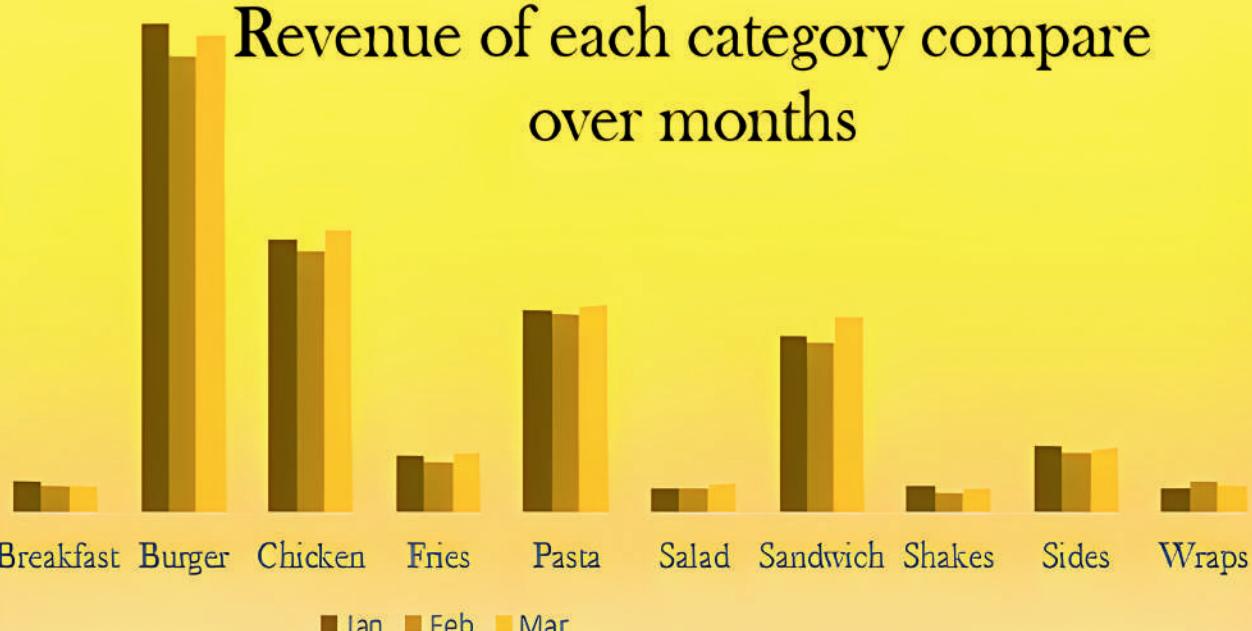


TOTAL REVENUE

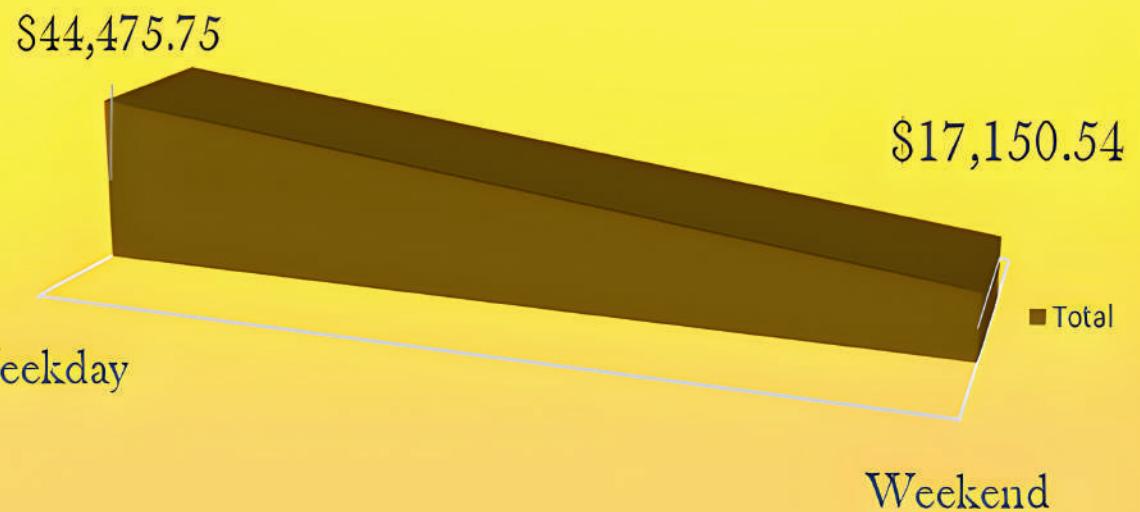
\$61,626



Revenue of each category compare over months



Total Sales: Weekday vs Weekend



category

Breakfast

Burger

Chicken

Fries

Pasta

Salad

Sandwich

Shakes

Sides

Wraps

order\_date (...)

Jan

Feb

Mar

Custom

Weekday

Weekend

# KEY INSIGHT #1: CATEGORY PERFORMANCE & REVENUE DRIVERS

## WHERE DOES THE MONEY COME FROM?

The sales breakdown by category reveals a clear hierarchy, crucial for menu strategy and inventory planning.

### TOP 3 REVENUE-GENERATING CATEGORIES:

1. Burger: \$21,639.01 (The core product, driving the business)
2. Chicken: \$12,593.50 (A vital and high-performing category)
3. Pasta: \$9,222.05 (A surprising strong performer)

### STRATEGIC IMPLICATION:

Focus marketing efforts and ensure supply chain efficiency for Burger and Chicken items, as they are the primary revenue pillars.





# KEY INSIGHT #2: TEMPORAL SALES TRENDS

## WHEN DO CUSTOMERS SPEND?

Understanding sales patterns by time is key for staff scheduling and promotional timing.

### TOP 3 REVENUE-GENERATING CATEGORIES:

Weekday vs. Weekend Analysis:

- a. Weekday Sales: \$44,475.75
- b. Weekend Sales: \$17,150.54

### INSIGHT:

Contrary to common assumptions, weekdays are the primary revenue drivers, generating ~72% of total sales. This could be due to lunchtime traffic from workers and students.



# KEY INSIGHT #3: UNDERSTANDING CUSTOMER BEHAVIOR

## ORDER VOLUME ANALYSIS

- Average Orders/Day: 59.67
- Peak Order Times: Lunch (12-2 PM) and Dinner (6-8 PM)

## UNDERPERFORMING CATEGORIES

- Breakfast: \$1,266.19
- Shakes: \$1,082.88
- Wraps: \$1,225.62

## OPPORTUNITY:

Focus on boosting underperforming categories through promotions and bundling.





# ACTIONABLE RECOMMENDATIONS

## 1. MAXIMIZE WEEKDAY DOMINANCE

- Optimize staffing during peak weekday hours
- Create express lunch combos for working customers

## 2. BOOST WEEKEND PERFORMANCE

- Introduce weekend-specific family bundles
- Run "Weekend Special" promotions

## 3. CATEGORY OPTIMIZATION

- Leverage burger popularity with premium offerings
- Create cross-category bundles (e.g., burger + shake combos)

## 4. MENU STRATEGY

- Consider reducing underperforming items
- Promote high-margin items during peak hours

# CONCLUSION & NEXT STEPS

## Key Takeaways:

- Burgers are your core business driver
- Weekday lunch traffic is your golden hour
- Significant opportunity to grow weekend sales

## Recommended Next Steps:

- Conduct customer surveys to understand weekend preferences
- Analyze profit margins per category (not just revenue)
- Track promotional campaign effectiveness
- Monitor monthly trends for seasonal patterns



# THANK YOU

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