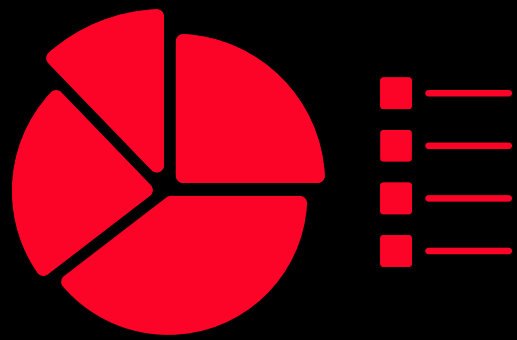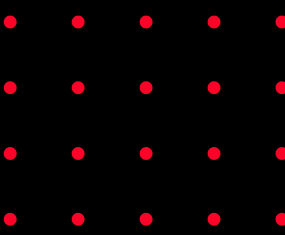# McDonald's Sales Dashboard

BY : CHINMAY SINGOLE

INTRODUCTION

McDonald's is one of the world's largest and most recognizable fast-food chains, serving millions of customers daily across over 100 countries. Founded in 1940 by Richard and Maurice McDonald in San Bernardino, California, the company revolutionized the food industry with its fast-service model. With a menu featuring iconic items like the Big Mac, French fries, and McNuggets, McDonald's continues to dominate the quick-service restaurant market. Its success is driven by a strong brand, global presence, and continuous innovation in customer experience and menu offerings

BY : CHINMAY SINGOLE

QUESTIONS TO ANSWER
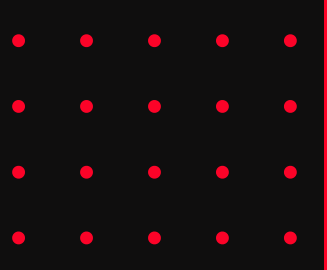
1. What is the total sales revenue for each category of menu items?
2. How many orders are placed each day?
3. Which menu item is the most frequently ordered?
4. What is the total revenue generated by menu items?
5. How does the revenue of each category compare over months?
6. What is the average number of items per order?
7. How do order volumes vary by time of day?
8. How do sales trends differ across weekdays and weekends?
9. How does the sales performance vary by category over different months?
10. Compare the sales of top 5 menu items.

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McDonald's Sales Dashboard
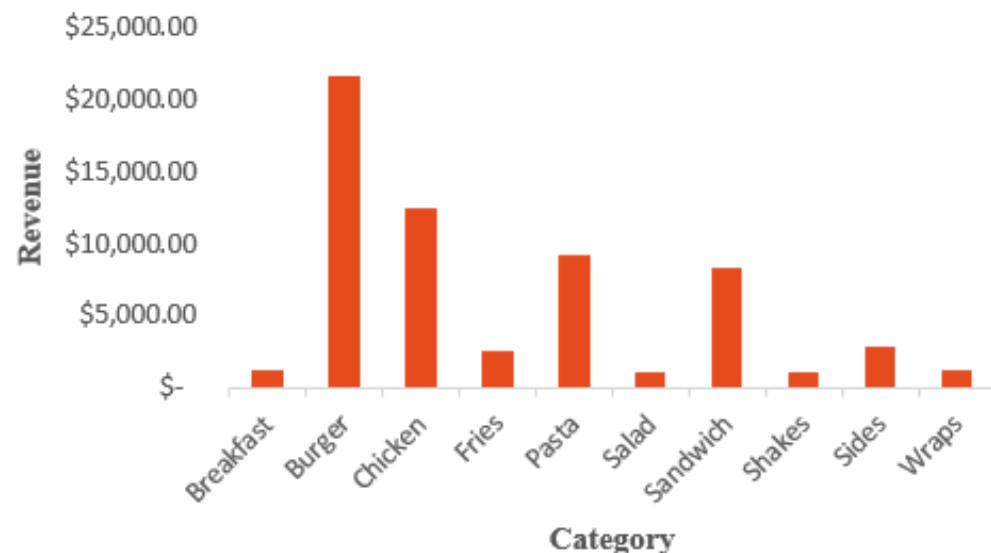
$61,626.29
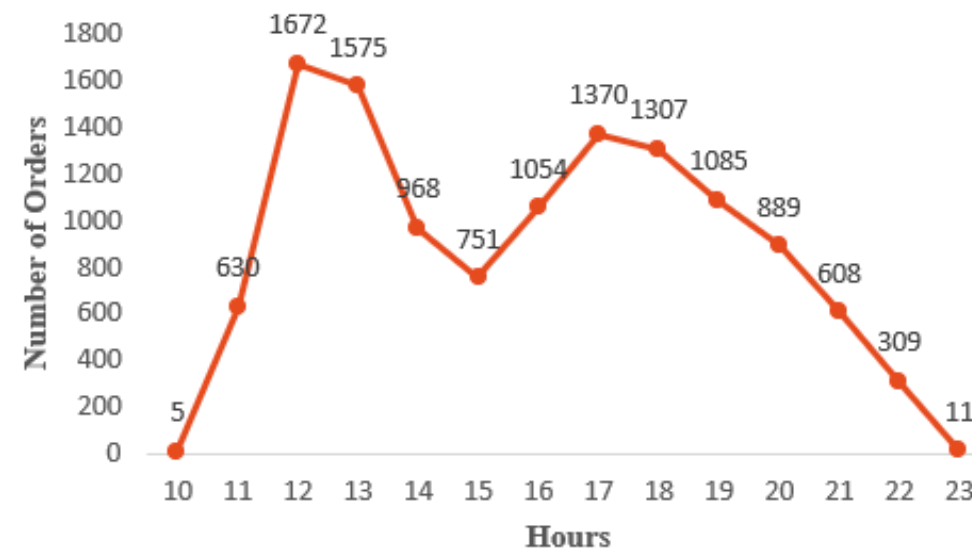Total Revenue

5370
Total Table Served

2.28
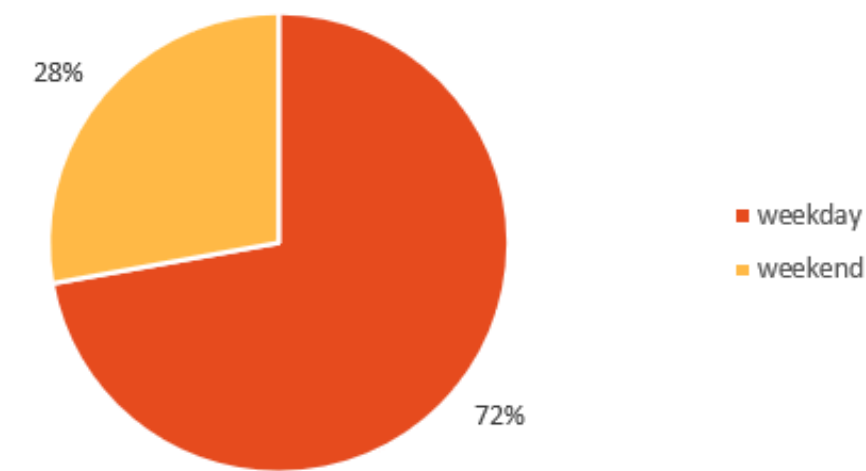Average Items/Order

12234
Total Dishes Served

Side Salad
Most Ordered Dish

Revenue by Category

Orders by Hours

Weekends and Weekdays Sales Comparison

- weekday
- weekend

28%

72%

order_date

All Periods — MONTHS

2023

JAN FEB MAR APR M

Time Slot

- Afternoon
- Evening
- Morning
- Night

Top 5 Items based on Revenue
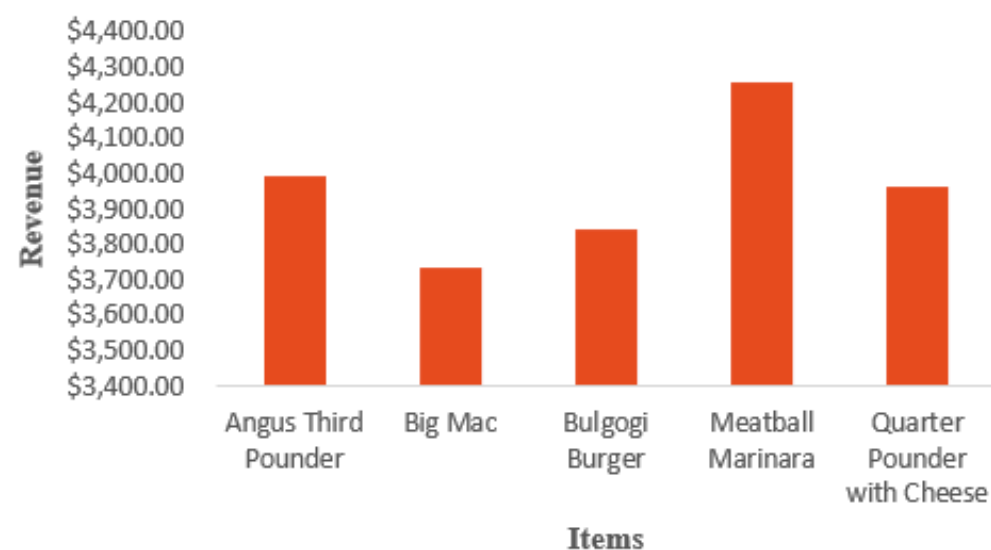
Bottom 5 Items Based on Orders

Number of Orders by week Day's

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Executive Summary

Overview

The sales performance dashboard for McDonald's showcases key insights from sales data, covering revenue, order distribution, and customer preferences. The total revenue generated is $61,626.29, with 5,370 tables served and 12,234 total dishes ordered. The average number of items per order is 2.28.

key Insights

- Top-selling item: Side Salad is the most ordered dish.

- Revenue breakdown by category:

  i)Burgers lead revenue generation, surpassing $20,000.
  ii)Chicken and Fries contribute significantly to revenue.

- Sales trend by hours:

  i)Peak hours are 12 PM (1,672 orders) and 1 PM (1,575 orders).
  ii)A secondary peak occurs at 6 PM - 7 PM with over 1,300 orders each

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Executive Summary

key Insights

- Top revenue-generating items:

  i)Meatball Marinara generated the highest revenue (~$4,400).
  ii)Other top sellers include Angus Third Pounder, Big Mac, and Quarter Pounder with Cheese

- Bottom 5 least ordered items:

  Chicken Snack Wrap had the lowest number of orders.
  Apple Slices and Grilled Chicken Caesar Salad also had relatively low demand.

- Weekday vs. Weekend Sales: Weekday sales account for 72%, indicating higher demand during the week compared to weekends.

- Lunch hours (12 PM - 1 PM) and evening hours (6 PM - 7 PM) are the busiest times, indicating peak customer flow.

- Burgers drive the highest revenue, making them a key focus for sales and promotions.
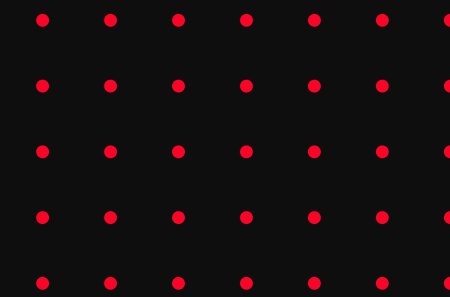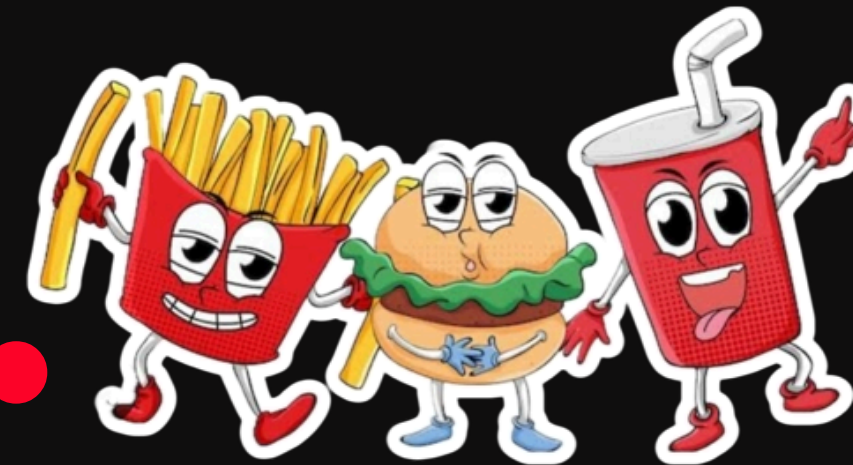
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Recommendations

- **Optimize staffing during peak hours (12 PM - 1 PM & 6 PM - 7 PM) to enhance efficiency and customer experience.**

- **Increase weekend promotional offers to boost sales on Saturdays and Sundays, given the lower contribution (28%).**

- **Revise marketing for low-performing items (e.g., Chicken Snack Wrap & Apple Slices) by either introducing new variations or bundling them with popular items.**

- **Leverage the popularity of burgers by offering meal combos or limited-time burger promotions to drive further revenue.**

BY : CHINMAY SINGOLE

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