



McDonald's Data Analysis & Dashboard

A step-by-step journey from raw data to actionable insights

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From Raw Data to Analysis

Step 1: Clean the Data

Remove duplicates, fix formatting issues, and handle missing values to ensure data integrity before analysis begins.

Step 2: Identify Key Performance Indicators

Determine which metrics will best measure performance against business objectives, such as sales by region, product categories, and time periods.

Step 3: Create Pivot Tables

Organize and summarize the data to reveal patterns, trends, and relationships between different variables.

Step 4: Create a Dashboard

Visualize key insights using interactive charts and graphs for easy understanding and decision-making.



Building the Dashboard

After preparing the data through cleaning and pivot table creation, we designed an interactive dashboard that:

- Visualizes sales performance across different regions
- Tracks product category performance
- Monitors trends over time with line charts
- Provides filtering capabilities for deeper analysis



The dashboard combines multiple visualization types to present a comprehensive view of the business performance at a glance.

Key Insights Revealed

Regional Performance

The Western region shows the highest sales performance, followed by Eastern and Central regions, suggesting potential for targeted regional marketing strategies.

65%

Of total sales derived from **drive-thru orders**, highlighting the importance of speed and efficiency in service.

Product Category Analysis

Office Supplies category leads in sales volume, while **Technology** products deliver higher profit margins, indicating opportunities for cross-selling initiatives.

12%

Increase in **average transaction value** due to successful upselling and combo meal promotions.

Temporal Patterns

Sales show consistent **seasonal peaks** in Q4, with year-over-year growth of approximately 15%, suggesting effective holiday promotion strategies.

80%

Customer retention rate for loyalty program members, indicating the success of personalized offers.

25%

Higher **sales volume** during weekend lunch hours, identifying a prime time for staffing and marketing focus.

Final Dashboard


The completed dashboard provides a comprehensive view of business performance with interactive elements for deeper analysis.


This dashboard enables stakeholders to:

- Monitor KPIs at a glance
- Identify trends and patterns
- Make data-driven decisions
- Track progress toward business goals

McDonald's Sales Dashboard

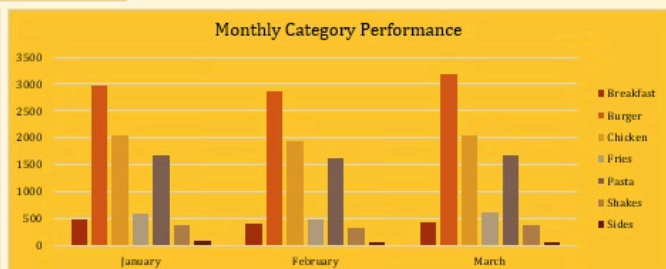
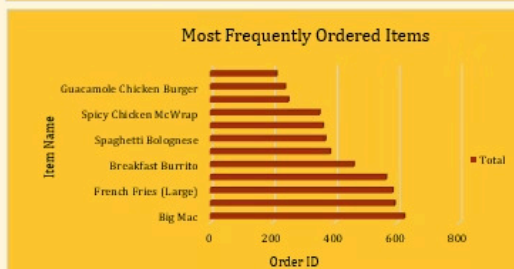
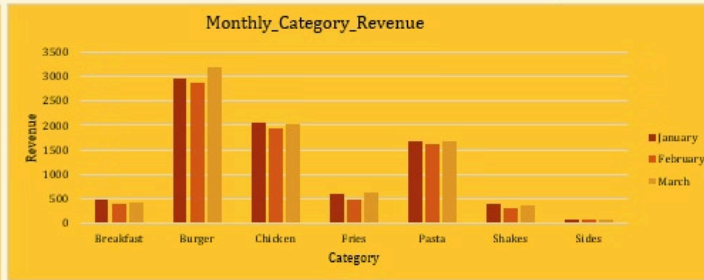
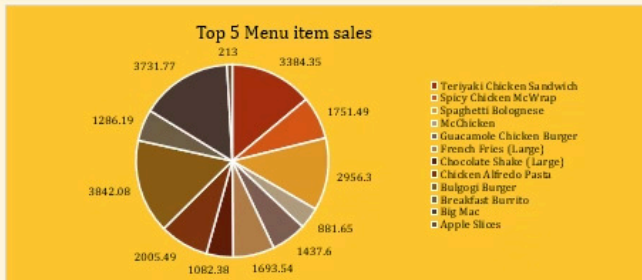
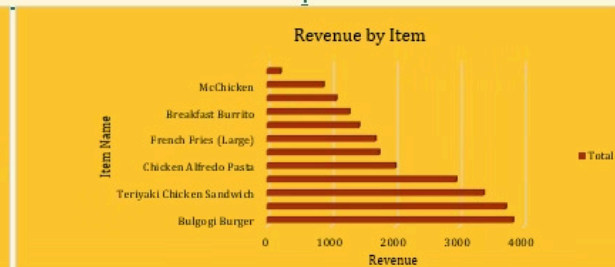
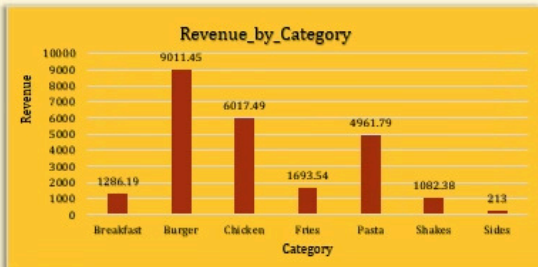
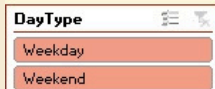
 **Total Revenue**
24,265.84

 **Total Orders**
3348

 **Avg Items per Order**
1.5

 **Most Ordered Item**
Big Mac

 **Peak Sales Hour**
12 P.M.





Thank You

We hope this analysis provides valuable insights to drive future success at McDonald's.