



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.

Product Category Analysis

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

Temporal Patterns

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

65%

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

12%

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

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

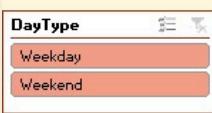
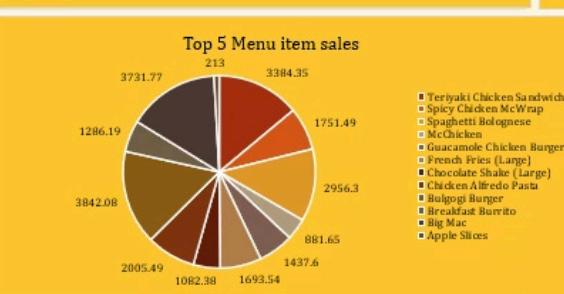
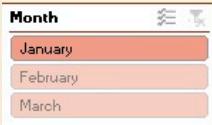
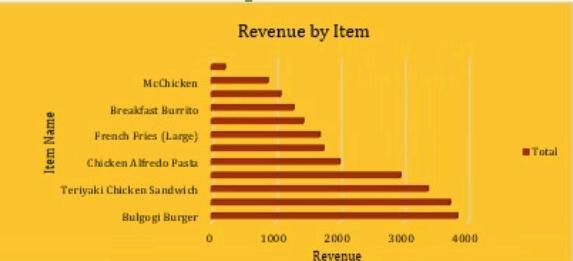
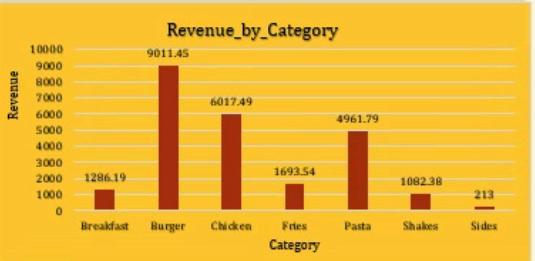
Total Revenue
24,265.84

Total Orders
3348

Avg Items per Order
1.5

Most Ordered Item
Big Mac

Peak Sales Hour
12 P.M.



See Data

Thank You

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