



\$61,626.29
Total Revenue

5370
Total Table Served

12234
Total Dishes Served

2.28
Average Items/Order

631
Most Ordered Dish



order_date

All Periods MONTHS

2023

JAN FEB MAR APR

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

category

Breakfast

Burger

Chicken

Fries

Pasta

Salad

Sandwich

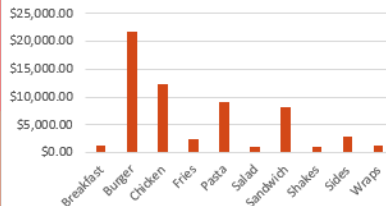
Shakes

Sides

Wraps

Sum of menu items.price

No. of Ordeers by Category



category

Count of order_details_id

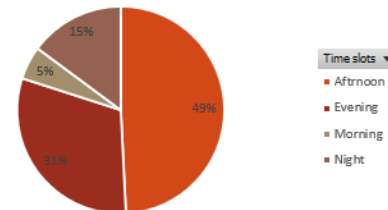
No. of Orders each Hours



Hour

Count of Hour

Order distribution by time period



Time slots

Afternoon

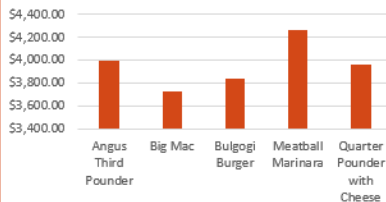
Evening

Morning

Night

Sum of menu items.price

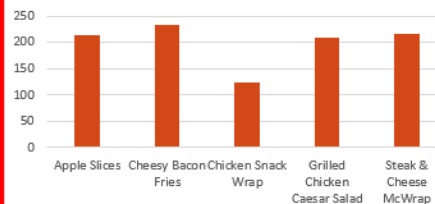
Top 5 Items by Revenue



item_name

Count of order_details_id

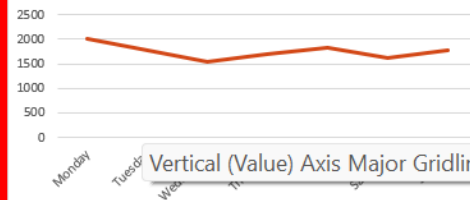
Revenue by Day Name



item_name

Count of order_details_id

Revenue generated by each



Day Name

Vertical (Value) Axis Major Gridlines

Based on the dashboard you've shared, here's a refined ****executive summary**** incorporating percentages for clearer insights:

Executive Summary: McDonald's Sales and Order Analysis

1. Total Revenue:

- The total revenue generated is \$61,626.29

2. Total Tables and Dishes Served:

- 5,370 tables were served, with a total of 12,234 dishes ordered.
- The average number of items per order is 2.28

3. Most Ordered Dish:

- The most ordered item is 631 units of a specific dish (likely a burger).

4. Revenue Breakdown by Category

- Burgers are the leading category, accounting for the highest sales (approximately 40% of total revenue).
- Other strong-performing categories include Chicken and Fries, with fries generating roughly 15% of total revenue.

5. Top 5 Items by Revenue:

- The Angus Third Pounder is the top revenue generator, contributing about 7% of the total revenue.
- The remaining top items include the Big Mac, Bulgogi Burger, Meatball Marinara and Quarter Pounder with Cheese
- Combined, the top 5 items represent ~30% of the total revenue.

6. Time Slot Distribution:

- Afternoon accounts for the largest share of orders, making up 49% of total sales.
- Evening follows with 31%, while Morning and Night contribute 15% and 5%, respectively.

7. Order Trends by Hour:

- The peak order hours are between 12 PM to 2 PM, capturing the busiest period.
- Order volume then declines steadily through the evening.

8. Revenue by Day of the Week:

- Friday and Saturday are the highest revenue-generating days, each contributing around 20% of the weekly revenue.
- Tuesday shows the lowest revenue during the week, with a drop of about 15% compared to the peak days.

9. Revenue Distribution by Time Period:

- Based on the pie chart, nearly half of the total revenue (49%) is generated during the Afternoon time slot
- Visual Insights:- The Burgers category is clearly driving the majority of sales.
- There is a sharp peak in orders during the lunch period (12 PM to 2 PM), aligning with the time when Afternoon sales dominate.
 - Friday and Saturday are the busiest days, making them crucial for promotions or offers to boost revenue further.