McDonald's Sales

Create an interactive and dynamic dashboard in Excel using the McDonald's sales dataset to analyze various aspects of sales performance, item popularity, customer preferences, and time-based trends. The dashboard should provide actionable insights and allow for easy data exploration.

Dataset Link: Dataset

Before performing analysis, check for duplicates and in case of null values, utilize forward/backward fill.

Questions:

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.

Feel free to add a few more insights from your end.
Also, generate an executive summary of the solutions.

Submission guidelines:

Upload a PDF/PPT file having the screenshot of the dashboard with the executive summary summarizing your key findings and insights.

Happy analyzing!

Your goal for this Module - Submit your Project by end of this Week**.**

Do not forget - Done is better than perfect! ✨