McDonald's

MCDONALD'S SALES PROJECT

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About McDonald's

McDonald's Corporation is an American multinational fast food chain, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States. They rechristened their business as a hamburger stand and later turned the company into a franchise, with the Golden Arches logo being introduced in 1953 at a location in Phoenix, Arizona. In 1955, Ray Kroc, a businessman, joined the company as a franchise agent and, in 1961, bought out the McDonald brothers. Previously headquartered in Oak Brook, Illinois, it moved to nearby Chicago in June 2018. McDonald's is also a real estate company through its ownership of around 70% of restaurant buildings and 45% of the underlying land (which it leases to its franchisees).
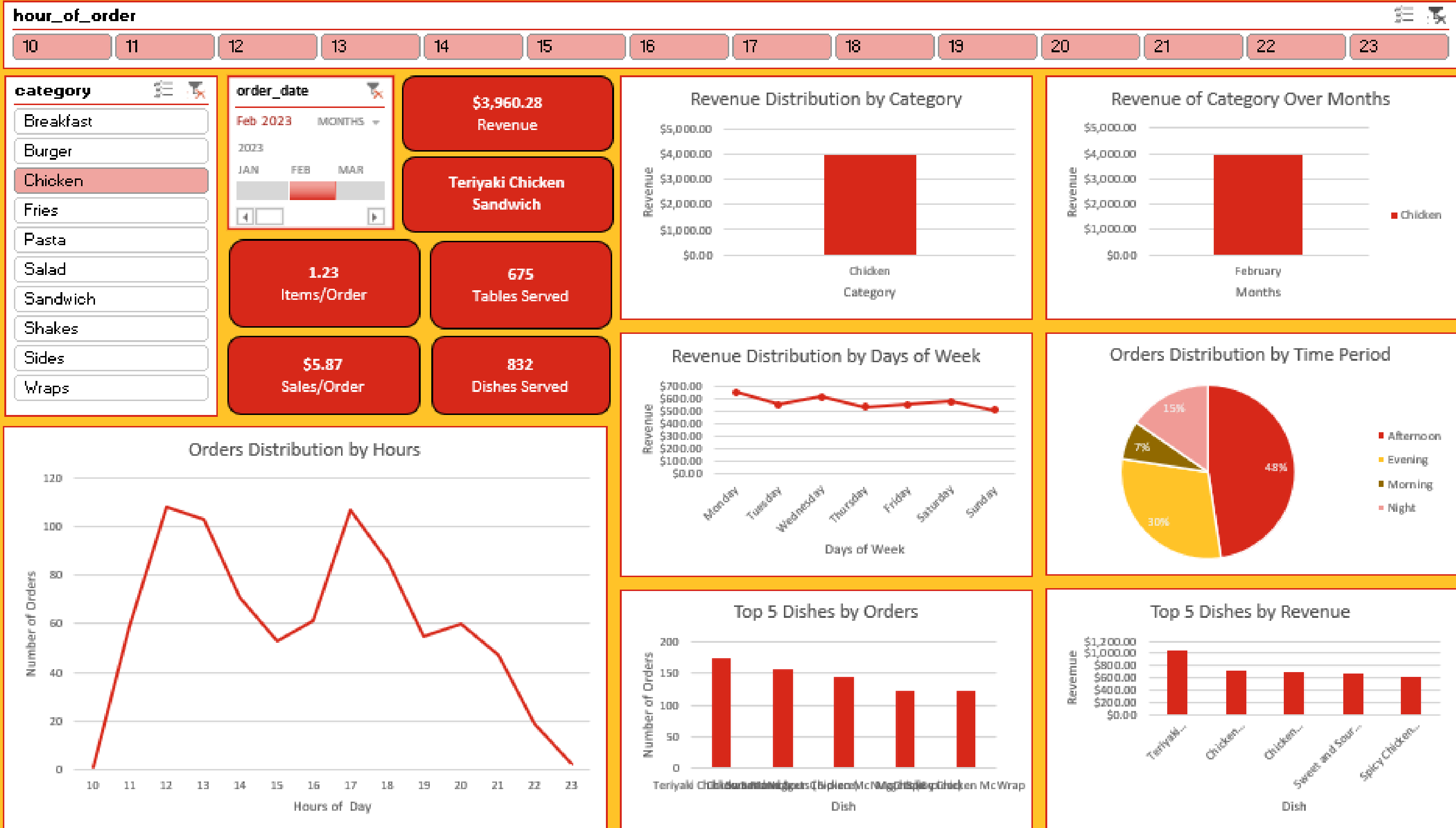
Problem Statement

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.

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.

Dashboard of McDonald's Sales

hour_of_order

| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |

category

- Breakfast
- Burger
- Chicken
- Fries
- Pasta
- Salad
- Sandwich
- Shakes
- Sides
- Wraps

order_date

Feb 2023   MONTHS

2023

JAN   FEB   MAR

$3,960.28
Revenue

Teriyaki Chicken Sandwich

1.23
Items/Order

675
Tables Served

$5.87
Sales/Order

832
Dishes Served

Revenue Distribution by Category

Revenue of Category Over Months
■ Chicken

Revenue Distribution by Days of Week

Orders Distribution by Time Period
- ■ Afternoon 48%
- ■ Evening 30%
- ■ Morning 7%
- ■ Night 15%

Orders Distribution by Hours

Top 5 Dishes by Orders

Top 5 Dishes by Revenue

Executive Summary: McDonald's Sales Analysis

Click on the image above for Executive Summary

Thank's For Watching

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