



McD

HOME

ABOUT

DASHBOARD OVERVIEW

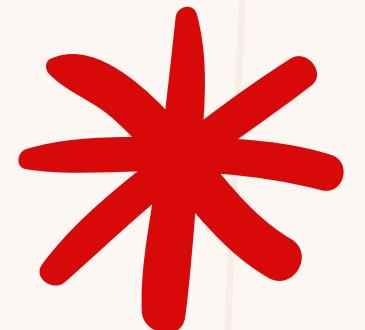
McDonald's Burger

"I'm Lovin' It"



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McDonald's Sales



" Optimizing Sales Strategy: A Dynamic
Dashboard Analysis of McDonald's
Performance "





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OVERVIEW



Category
Breakfast
Burger
Chicken
Fries
Pasta
Salad
Sandwich
Shakes
Sides
Wraps

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

\$61,626.29
TOTAL REVENUE



74,841,495
TOTAL ORDER IN A DAY



5370
TOTAL TABLE SERVES



12234
DISHES ORDERED



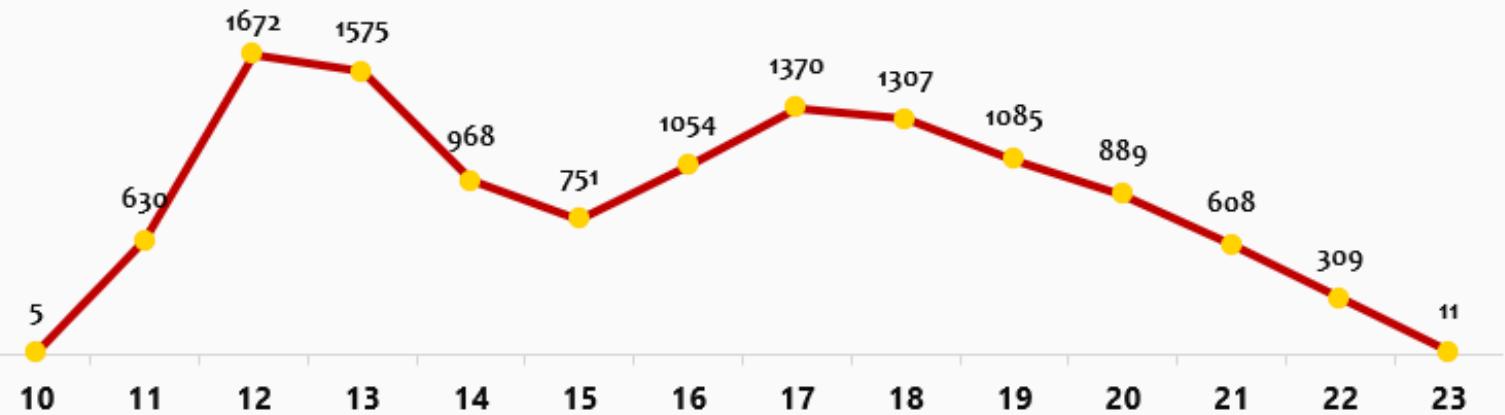
2.28
AVG ITEM/ORDER



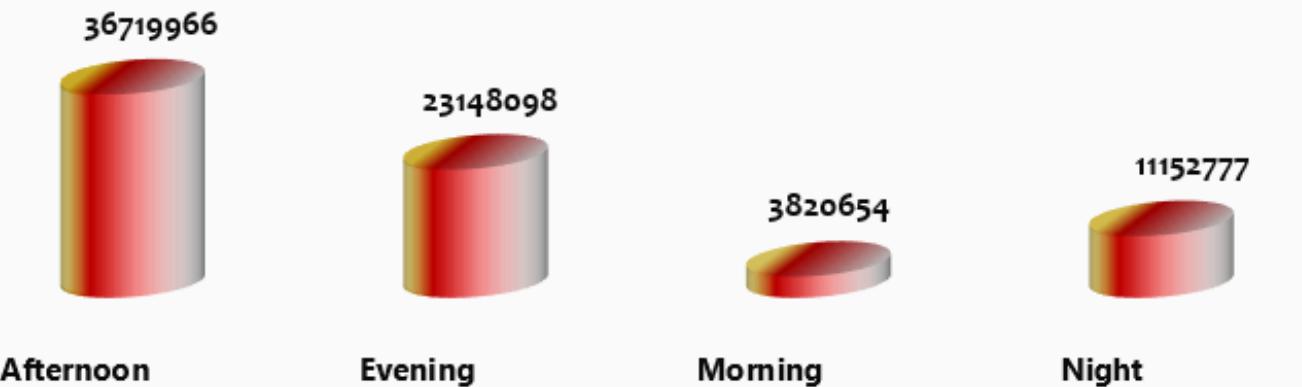
\$11.48
AVG SALES/ORDER



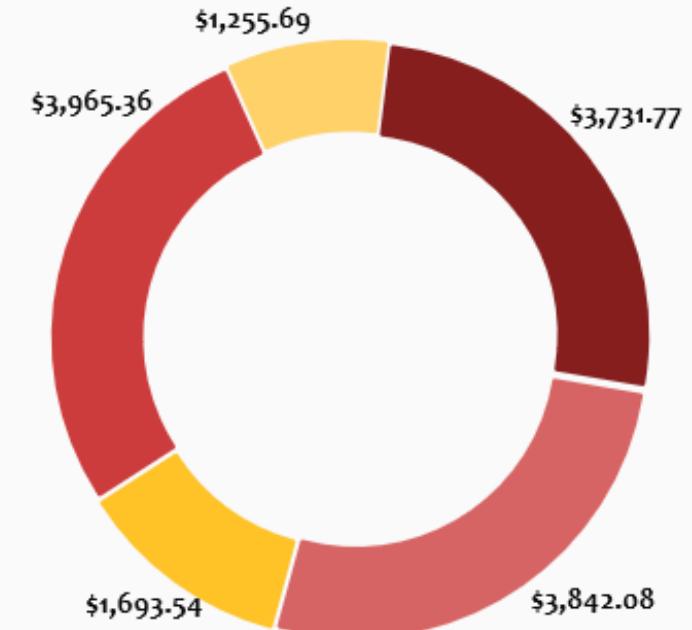
Orders By Hour



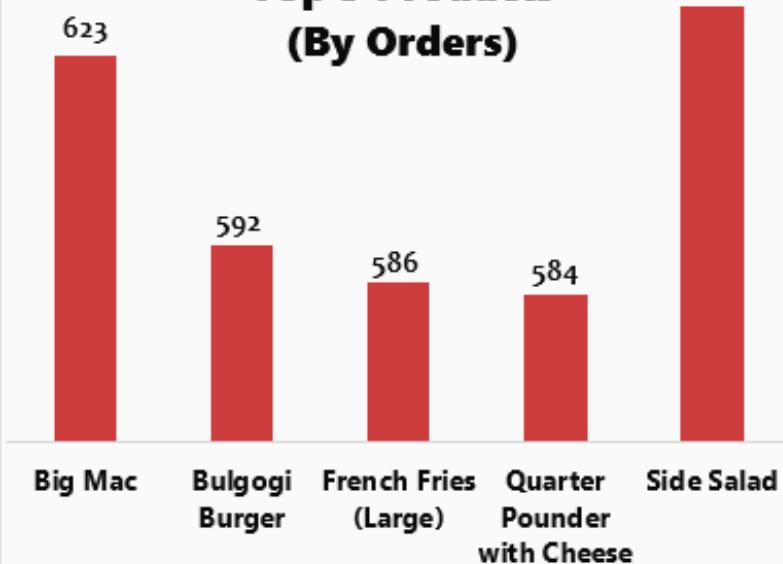
Order Distribution By Times Of Day



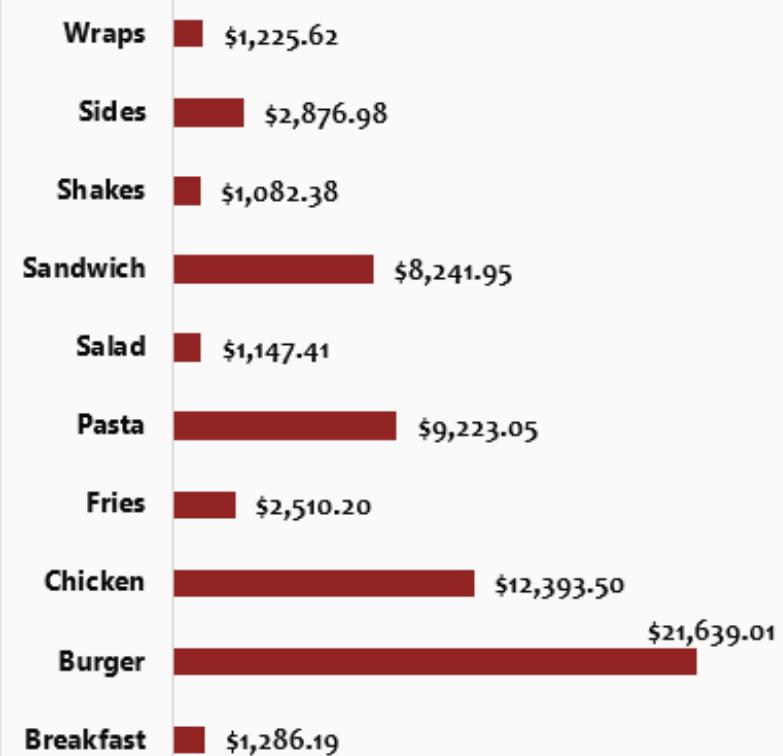
Top 5 Products By Revenue



Top 5 Products (By Orders)



Revenue By Category





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CONTENT

OVERVIEW

Key Insights:

- **Top Revenue-Generating Items:** The Meatball Marinara is the top-selling item, contributing significantly to overall revenue.
- **Category Performance:** Burgers lead in revenue, followed by Chicken and Fries, indicating strong customer preference.
- **Time-Based Trends:** Sales peak during lunch and dinner hours, with evening orders generating substantial revenue.
- **Day of the Week:** Weekends, especially Saturdays, see the highest sales, while midweek sales, particularly on Wednesdays, lag behind.

Strategic Recommendations:

- **Price Optimization:** Review pricing for top-selling and high-volume items to maximize profitability.
- **Promotional Focus:** Introduce targeted promotions for underperforming categories like Shakes and Sides.
- **Midweek Promotions:** Develop special offers to boost sales on slower days, particularly Wednesdays.