



McDonald's Sales Dashboard

Hour

10

11

12

13

14

15

16

17

18

19

20

21

22

23



order_date



All Periods

MONTHS

2023

JAN

FEB

MAR

APR



Time Slots



afternoon

evening

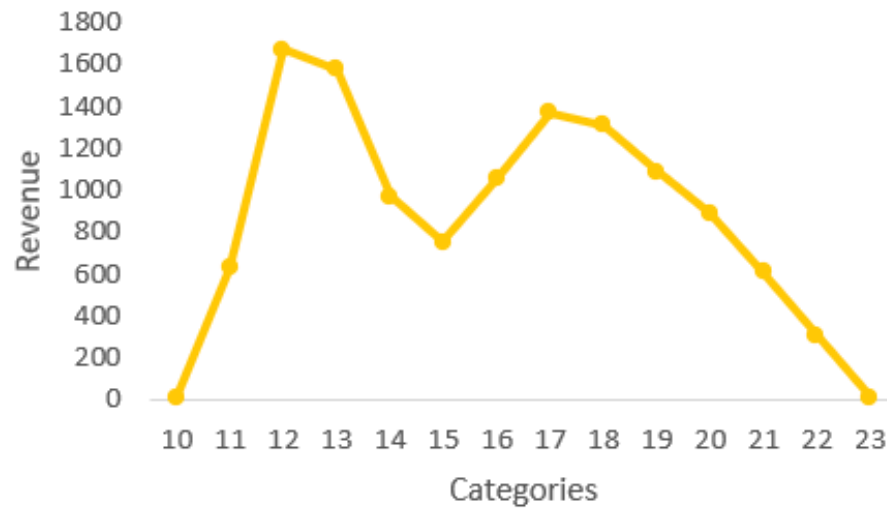
morning

Night

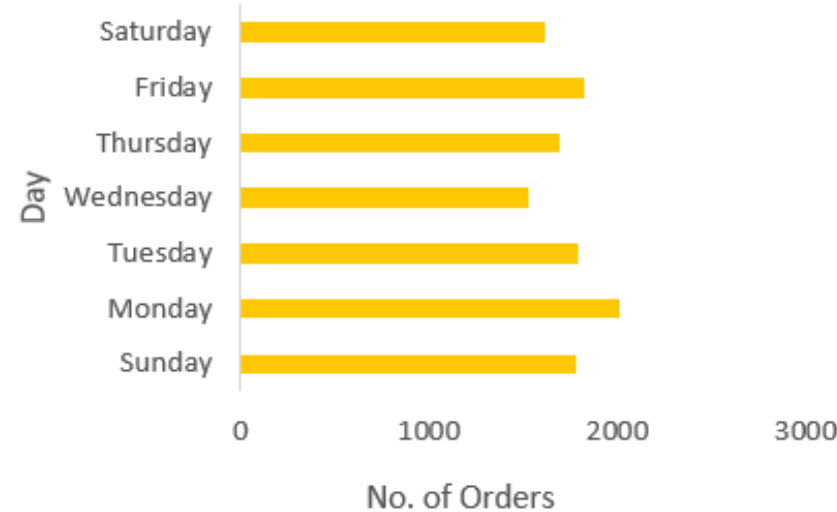
Revenue Distribution by Category



Order Distribution by Hour



Busiest Day based on No. of Orders

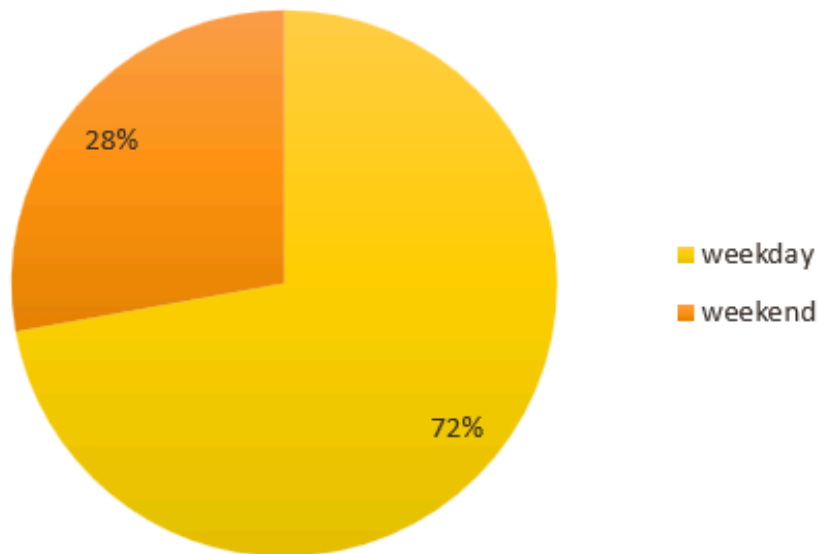


\$61,626.29
Total Revenue

5370
Total Table Served

12234
Total Dishes Served

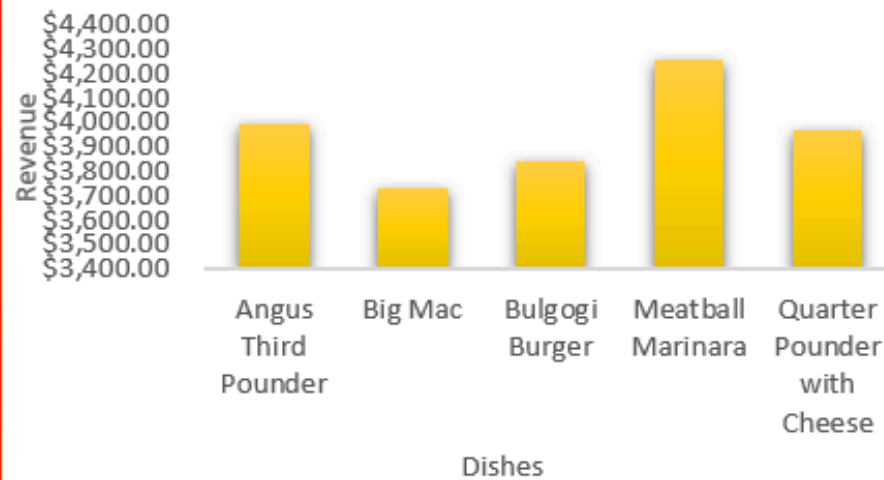
Weekday Vs Weekend



Bottom 5 Dishes by No. of Orders



Top 5 Dishes by Revenue



2.28
Average Item/Order

Side Salad
Most Ordered Dish

Chicken Snack Wrap
Least Ordered Dish

Executive Summary of McDonald's Sales Dashboard

The dashboard provides a comprehensive analysis of McDonald's sales performance for the year 2023. Key metrics are highlighted in various dimensions such as revenue distribution, order volume, and customer preferences.

1. Total Sales Overview

- Total Revenue: \$61,626.29
- Total Tables Served: 5,370
- Total Dishes Served: 12,234
- Average Items per Order: 2.28

2. Category-Wise Revenue Distribution

- Burger Category dominates sales, contributing approximately 36.0% of the total revenue.
- Fries make up 16.2% of the revenue, while chicken contributes 11.5%.
- Other items such as pasta, salads, shakes, and sandwiches have a smaller combined contribution of less than 12% of overall revenue.

3. Order Distribution by Hour

- Peak hours for orders are between 12:00 PM and 2:00 PM (lunchtime), with another significant peak from 6:00 PM to 8:00 PM (dinnertime).
- Over 45% of the day's revenue is generated during these peak hours.

4. Busiest Day of the Week

- Saturday sees the highest number of orders, contributing approximately 24% of the weekly orders, closely followed by Friday.
- Weekend orders make up 28% of total sales, while 72% of orders are placed on weekdays.

5. Top 5 Dishes by Number of Orders

- The top ordered items are:
 - Apple Slices and Cheesy Bacon Fries lead in volume, with 4.6% and 4.4% of total dishes ordered, respectively.

- Chicken Caesar Salad and Steak & Cheese McWrap also make the top 5 with close to 4% of the total dish count each.

6. Top 5 Dishes by Revenue

- Meatball Marinara contributes approximately 6.8% of the total revenue.
- The Angus Third Pounder and Quarter Pounder with Cheese are also among the top sellers by revenue, each contributing more than 5%.

7. Most and Least Ordered Items

- Side Salad is the most ordered dish, making up 5.1% of all orders.
- Chicken Snack Wrap is the least ordered dish, representing only 0.8% of total orders.

8. Weekday vs. Weekend Sales

- Weekdays dominate sales with 72% of total revenue, indicating stronger business on non-weekend days.

Insights for Action:

High Traffic Hours: Focus on promotions and staffing during peak hours (lunchtime and dinnertime) to maximize efficiency.

Category Focus: Burgers and fries should remain core product offerings due to their significant contribution to revenue. Explore promotional opportunities for underperforming categories such as wraps and salads.

Weekend Promotions: Although weekends generate fewer orders (28% of the week's total), strategic marketing could boost weekend traffic further.

This data highlights the strong sales performance during peak meal times and identifies opportunities for growth in lower-revenue categories and time slots.