



# McDonald's Sales Dashboard Project

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# *About McDonald's*

*McDonald's Corporation, founded in 1955, is a leading global fast-food chain celebrated for its signature burgers and fries. With over 36,000 locations across 100+ countries, it serves millions of customers daily.*

*Committed to quality, service, and innovation, McDonald's continuously adapts its menu and operations to meet diverse customer preferences worldwide.*





# Project Objective

*This project delivers actionable insights through analysis of sales performance, item popularity, customer preferences, and time-based trends using an interactive dashboard, focusing on:*

- *Identifying top-selling products for targeted strategies.*
- *Analyzing customer behavior to refine marketing.*
- *Enhancing operational efficiency through data-backed recommendations.*
- *Enabling strategic decisions for revenue growth.*



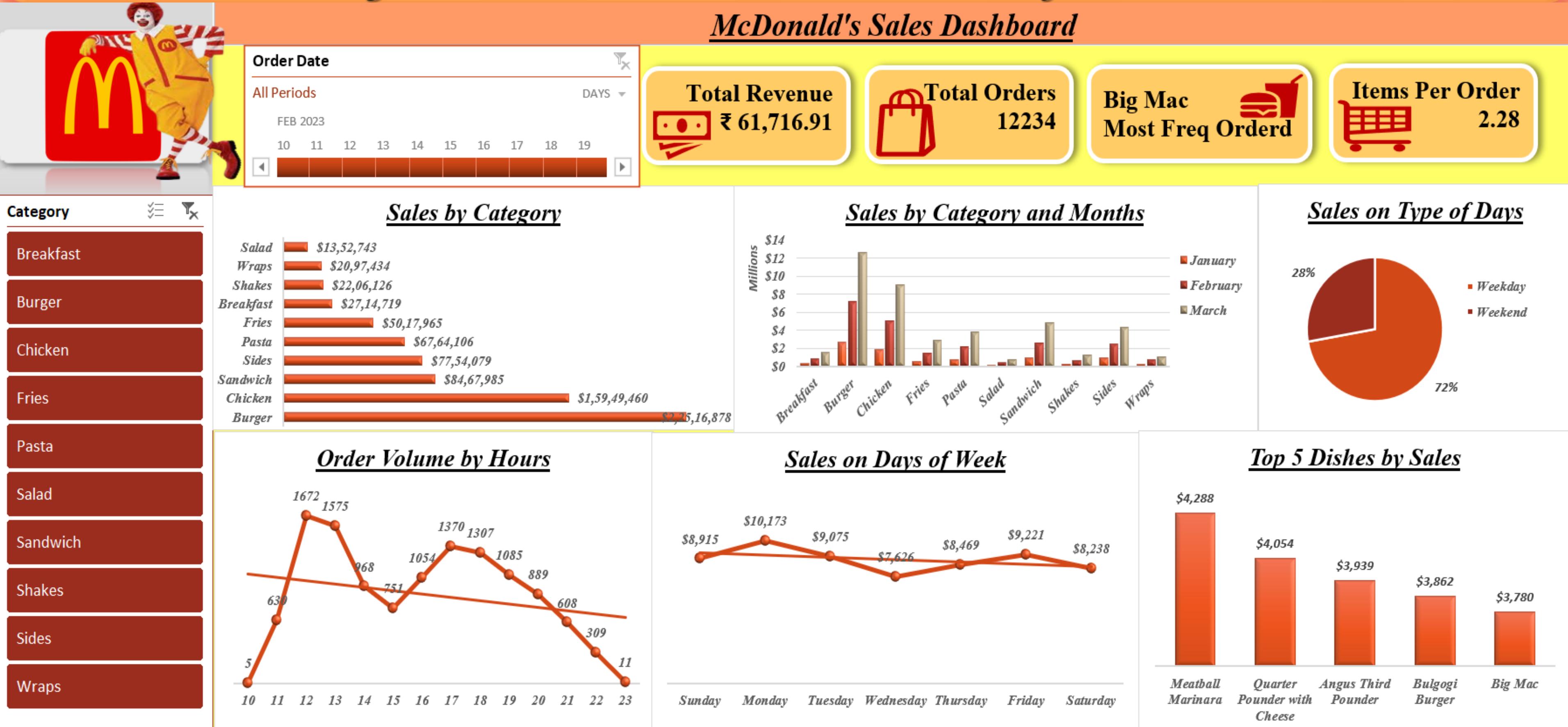
# Pivot Tables Overview



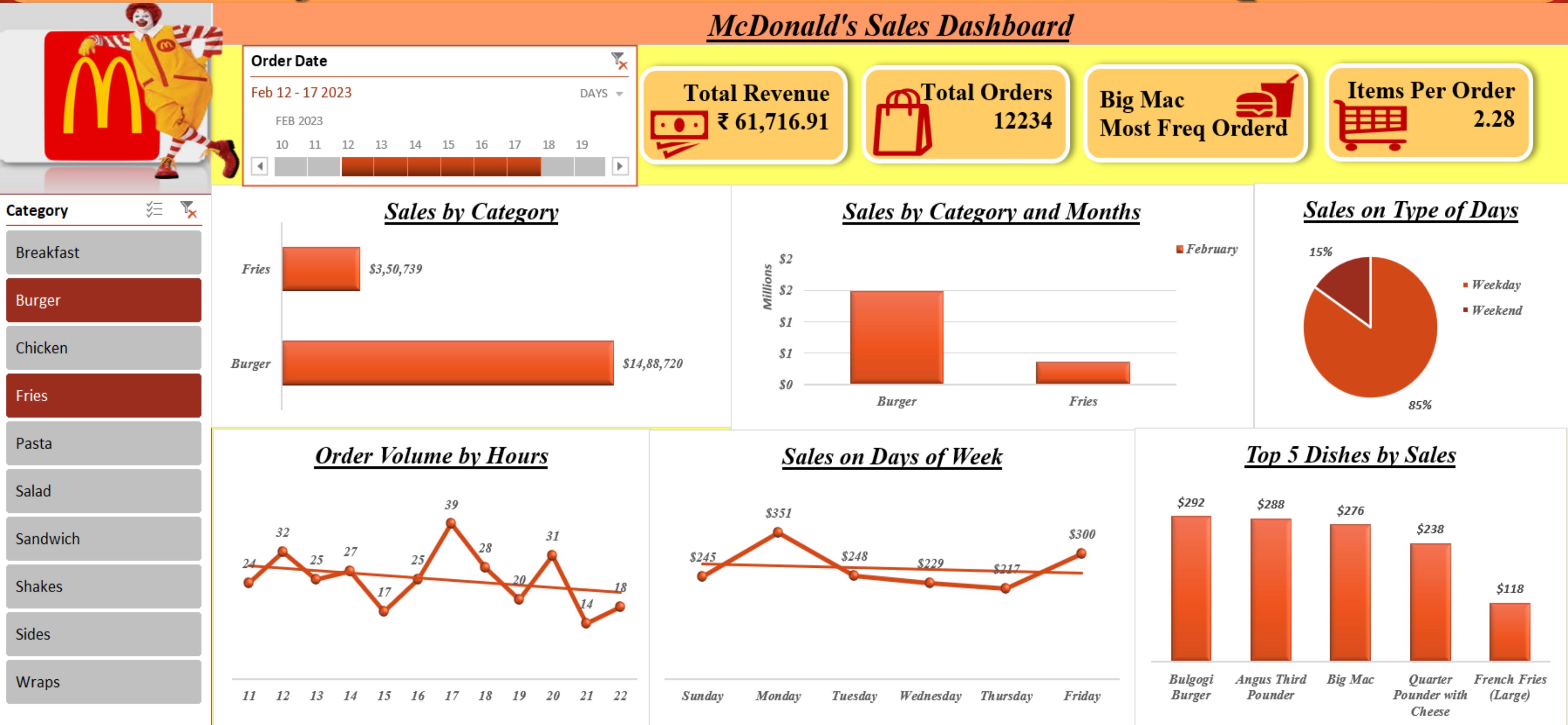
This image illustrates the use of Pivot Tables through a fast-food-themed visual metaphor. The background features a large, appetizing burger and a side of golden fries. In the top corners, there are two bags of McDonald's french fries, each with a prominent 'M' logo.

Row Labels	Sum of order_details_id	Sum of order_details_id	Column Labels			
Burger	\$ 2,25,16,878.00		January			
Chicken	\$ 1,59,49,460.00		February			
Sandwich	\$ 84,67,985.00		March			
Sides	\$ 77,54,079.00		Grand Total			
Pasta	\$ 67,64,106.00					
Fries	\$ 50,17,965.00					
Breakfast	\$ 27,14,719.00					
Shakes	\$ 22,06,126.00					
Wraps	\$ 20,97,434.00					
Salad	\$ 13,52,743.00					
<b>Grand Total</b>	<b>\$ 7,48,41,495.00</b>					
Total Orders	Total Revenue	Items Per Order				
12234	\$ 61,716.91	2.28				
Row Labels	Count of order_details_id		Row Labels	Count of order_details_id	Row Labels	Sum of price
Big Mac	631		10	5	Weekday	\$ 44,563.27
<b>Grand Total</b>	<b>631</b>		11	630	Weekend	\$ 17,153.64
Row Labels	Sum of price		12	1672	<b>Grand Total</b>	<b>\$ 61,716.91</b>
Meatball Marinara	\$ 4,288.23		13	1575		
Quarter Pounder with Cheese	\$ 4,053.63		14	968		
Angus Third Pounder	\$ 3,939.07		15	751	Row Labels	Sum of price
Bulgogi Burger	\$ 3,861.55		16	1054	Sunday	\$ 8,915.44
Big Mac	\$ 3,779.69		17	1370	Monday	\$ 10,173.14
<b>Grand Total</b>	<b>\$ 19,922.17</b>		18	1307	Tuesday	\$ 9,075.20
			19	1085	Wednesday	\$ 7,625.76
			20	889	Thursday	\$ 8,468.61
			21	608	Friday	\$ 9,220.56
			22	309	Saturday	\$ 8,238.20
			23	11	<b>Grand Total</b>	<b>\$ 61,716.91</b>
				Grand Total	12234	

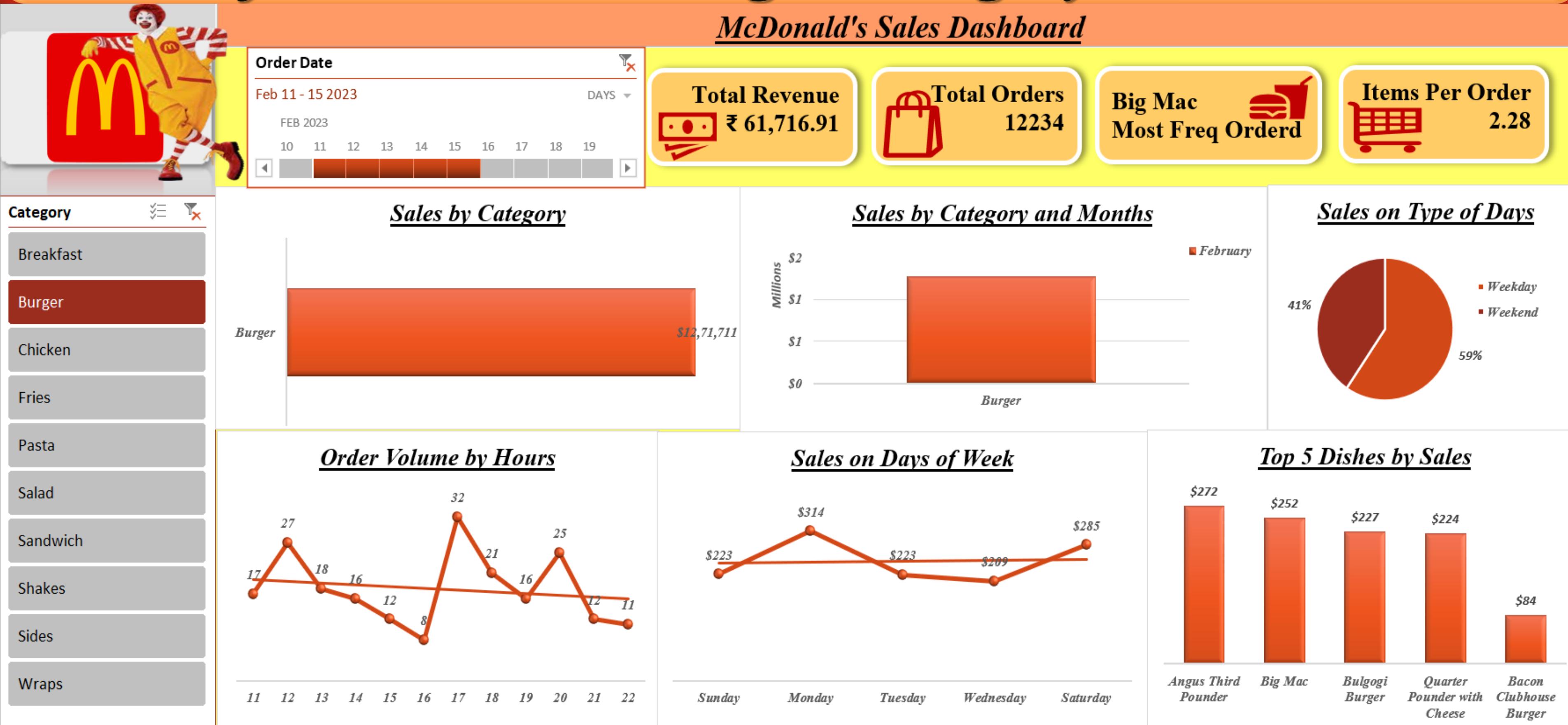
# February 2023 McDonald's Sales Overview: Performance Trends and Key Drivers



# Mid-February McDonald's Sales Analysis: Category Performance and Valentine's Week Impact



# Early February McDonald's Sales: Weekday Performance and Burger Category Dominance



# Executive Summary

## KEY FINDINGS:

### Overall Sales Performance:

- Total revenue: ₹61,716.91 from 12,234 orders.
- Average items per order: 2.28.
- **BIG MAC** was the most frequently ordered item.

### Category Performance:

- Early February: Burgers dominated sales with significant weekday purchases.
- Mid-February (Valentine's Week): Fries saw a surge in sales, with a shift towards weekend dominance (85% weekend sales vs. 15% weekdays).
- Overall February: Burgers remained the highest revenue-generating category, followed by sandwiches and fries.

# Executive Summary

## □ Sales Trends:

- Weekdays accounted for a higher share of sales except during Valentine's week, which saw an increase in weekend orders.
- Peak order volumes were observed in the evening hours (16:00 - 21:00).
- The highest sales days varied, with notable spikes on Fridays and weekends in mid-February.

## □ Top-Selling Dishes:

- The Big Mac, Angus Third Pounder, and Quarter Pounder with Cheese consistently ranked among the best-selling items.
- French Fries (Large) saw a surge during Valentine's week.

# Executive Summary

## ACTIONABLE RECOMMENDATIONS:

### Leverage Weekend Sales Opportunities:

- Implement targeted promotions for weekends, especially around seasonal events like Valentine's week.
- Bundle high-selling items (e.g., Big Mac + Fries) to maximize order value.

### Optimize Evening Peak Hours:

- Ensure adequate staffing and stock during peak hours (16:00 - 21:00).
- Consider exclusive limited-time offers to further boost sales during this period.

### Strengthen Burger & Fries Marketing:

- Capitalize on the consistent dominance of burgers and fries by enhancing promotional campaigns.
- Introduce loyalty rewards for high-frequency burger buyers.

### Seasonal Campaigns & Personalized Offers:

- Implement time-sensitive deals during high-demand periods like Valentine's week.
- Utilize data-driven insights to push customized app notifications for customer retention.



*“Scan this QR Code to watch  
Dashboard in action!”*

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collaborations!



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comment, or share my work!

