



Dashboard Link - <https://github.com/Keshab5300/McDonalds-s-Dashboard>

## Executive Summary: McDonald's Revenue and Operational Dashboard

This executive summary provides an analysis of key performance indicators for McDonald's over a three-month period, derived from a comprehensive dashboard analysis of sales data. The data was meticulously prepared using the Power Query editor and modelled to provide a clear visualization of business metrics, leading to the insights outlined below.

### Detailed Insights from Dashboard Analysis

#### 1. Revenue and Order Highlights:

- **Total Revenue:** \$61,626.29
- **Total Orders:** 12,234
- **Average Sales per Order:** \$11.48
- **Orders per Table:** 2.28

#### 2. Category and Item Performance:

- **Burgers:** Dominant revenue driver with over \$20,000 in sales, indicating strong customer preference.
- **Chicken and Fries:** Also significant contributors, suggesting a focus on popular fast-food items.
- **Low-Performing Items:** Breakfast and wraps generated minimal revenue, highlighting areas for potential menu innovation or targeted promotions.

#### 3. Dish-Specific Revenue Analysis:

- **Meatball Marinara:** Top revenue-generating dish, suggesting a potential specialty item or customer favourite.

- **Angus Third Pounder and Quarter Pounder with Cheese:** Other high performers, indicating their strong market appeal.

#### 4. Temporal Order and Revenue Trends:

- **Peak Hours:** Significant order activity during lunch (12-14 hours) and dinner (17-19 hours), correlating with meal times and customer availability.
- **Low Activity Periods:** Notable dips in order volume during morning and late-night hours, suggesting an opportunity to attract customers during these times with special offers or breakfast promotions.

#### 5. Daily Revenue Consistency:

- Despite minor fluctuations, revenue remained relatively stable throughout the week, with no significant downturns, implying a steady customer base across all days.

#### 6. Time Period Order Distribution:

- **Afternoon Dominance:** With 49% of orders, the afternoon is the busiest time, indicating a prime period for maximizing revenue through promotions and efficient service.
- **Evening Orders:** Accounted for 31%, reinforcing the importance of the dinner menu and possibly extended evening hours.
- **Mornings and Nights:** Lower order volumes highlight a potential area for growth, perhaps by diversifying the breakfast menu or introducing late-night options.

### Strategic Recommendations

1. **Menu Optimization:** Capitalize on the popularity of burgers and chicken items by introducing new variations or combos. Consider revising or enhancing the breakfast and wraps offerings to stimulate sales in these underperforming categories.
2. **Marketing and Promotions:** Develop targeted marketing strategies to increase foot traffic during the morning and late-night hours. This could include special discounts, loyalty programs, or limited-time offers tailored to these quieter periods.
3. **Operational Efficiency:** Given the peak in orders during lunch and dinner, ensure optimal staffing and resource allocation during these times to maintain service quality and customer satisfaction.
4. **Customer Insights:** Further analysis into customer demographics and preferences can provide deeper insights, enabling McDonald's to tailor its offerings and promotions more effectively.

The dashboard serves as a powerful tool for strategic decision-making, providing McDonald's with actionable insights to enhance performance, customer satisfaction, and profitability. By addressing the highlighted opportunities and implementing the recommendations, McDonald's can further strengthen its market position and operational success.