McDonald's Sales-DashBoard

REVENUE — $61,626.29

Table Served — 5370

Dishes Served — 1223

Sales/Order — $11.48

Item/Order — 2.28

Most Ordered Dish — Side Salad

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

order_date

All Periods | MONTHS

2023

JAN | FEB | MAR | APR

category

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

Revenue Distribution By Category

Y-axis: Revenue ($-, $200.00, $400.00, $600.00, $800.00, $1,000.00, $1,200.00, $1,400.00, $1,600.00, $1,800.00, $2,000.00)

X-axis (Category): Breakf..., Burger, Chicken, Fries, Pasta, Salad, Sandw..., Shakes, Sides, Wraps

Revenue of Category over Months

Y-axis: Revenue ($-, $200.00 ... $2,000.00)

X-axis (Months): January, February, March

Legend: Wraps, Sides, Shakes, Sandwich, Salad, Pasta, Fries, Chicken, Burger

Total

Sum of price

Y-axis: $3,400.00, $3,600.00, $3,800.00, $4,000.00, $4,200.00, $4,400.00

X-axis: Meatball Marinara, Angus Third Pounder, Quarter Pounder with Cheese, Bulgogi Burger, Big Mac

Legend: Total

item_name

Orders Distribution by Hour

Y-axis: Order id (0, 500, 1000, 1500, 2000)

X-axis (Hours): 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Revenue Distribution by Days of a Week

Y-axis: Revenue ($-, $200.00, $400.00, $600.00, $800.00, $1,000.00)

X-axis (Days): Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Order Distribution by Time Period

Count of order_details_id

Pie chart values: 928, 8%; 635, 5%; 6020, 49%; 4651, 38%
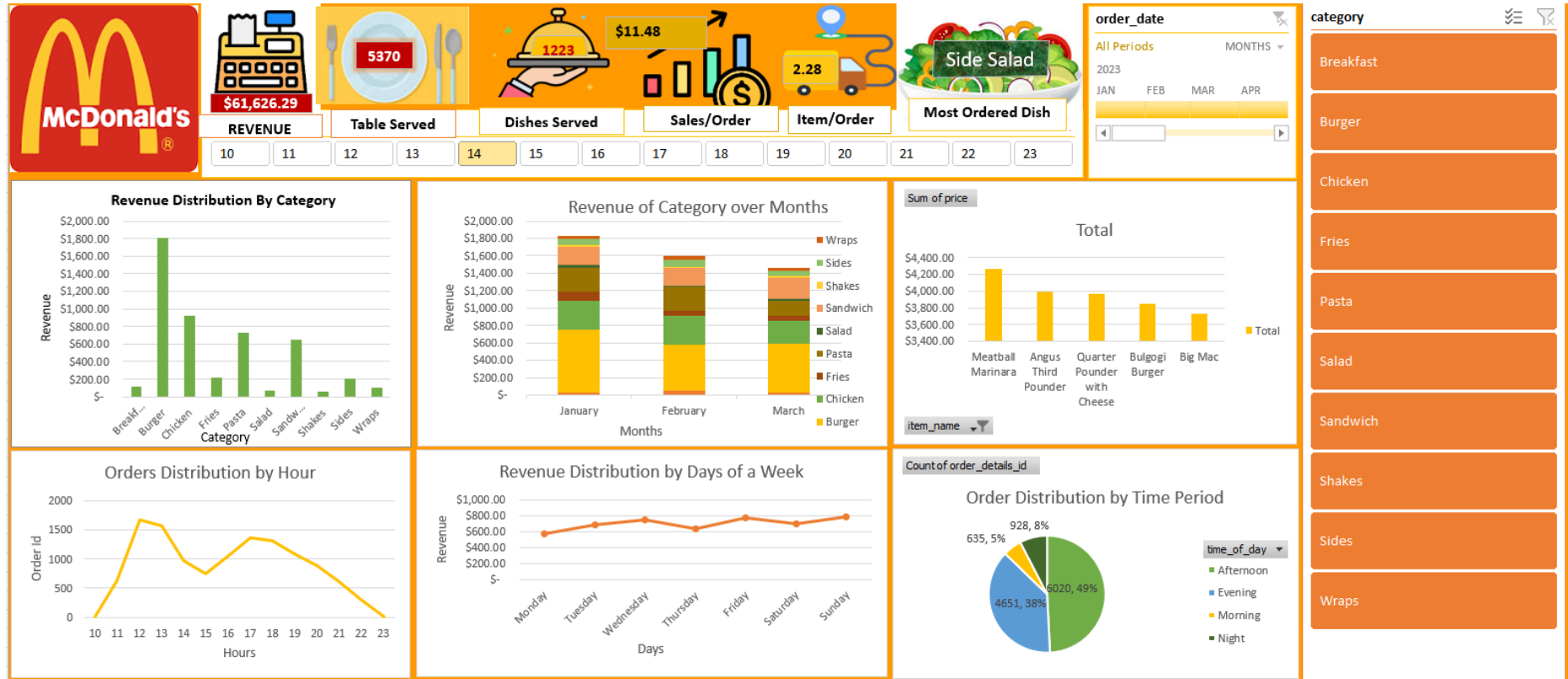
time_of_day

Legend: Afternoon, Evening, Morning, Night

Executive Summary for McDonald's Data Analysis Dashboard

This report highlights the key insights derived from analyzing McDonald's operational and customer behavior data. Using Power BI, an interactive dashboard was created to uncover trends and provide actionable recommendations for driving revenue and operational efficiency.

Data Analysis Journey:

- **Data Cleaning:** The dataset underwent comprehensive cleaning in Power Query, including converting headers, fixing data types and formats (from US standards), removing duplicates, and imputing null values.

- **Transformation:** Key features such as weekday, time of day, and specific time categories (morning, afternoon, evening, night) were extracted to better understand patterns.

- **Modeling and Dashboarding:** Datasets were merged, and measures, slicers, and visuals were created to build a robust and visually engaging dashboard.

Key Insights and Observations:

1. **Revenue and Sales Performance:**

   - Total revenue generated: **$61,626.29**, with **5,370** **total orders served**.

   - The average revenue per order stands at **$11.48**, indicating strong sales efficiency.

   - **Burgers** dominate as the top revenue-generating category, while **Side Salad** emerges as the most frequently ordered dish.

2. **Category Performance:**

- Among individual items, **Meatball Marinara** leads with the highest revenue contribution, followed by premium items like **Angus Third Pounder** and **Quarter Pounder with Cheese**.

- Categories like **Fries, Chicken, and Shakes** also significantly contribute to revenue, showing customer preference for combo options.

3. **Temporal Patterns:**

- **Time of Day Analysis:**

  - Peak activity occurs in the **afternoon (49%)** and **evening (38%),** with orders significantly tapering off during the night and morning.

  - Afternoon hours (12 PM - 2 PM) contribute the most to revenue, making lunch promotions a strategic focus.

- **Day of the Week:**

  - Revenue trends are relatively stable across weekdays, but Sundays experience a slight dip, likely due to reduced foot traffic or operational adjustments.

4. **Order Distribution and Trends:**

- **Order Volume by Hour:** The busiest hours are between **12 PM and 2 PM**, showcasing lunchtime as the peak period.

- **Consistent Demand:** Categories like burgers, fries, and salads maintain consistent popularity across different times, underscoring their reliability as menu staples.

5. **Interactive Dashboard Features:**

o The dashboard includes dynamic slicers and filters for date, time period, and category breakdowns, providing in-depth, customizable insights.

o Visuals like bar charts, stacked column graphs, and pie charts make it easy to identify trends and explore data from different perspectives.

Strategic Recommendations:

1. **Boost Off-Peak Sales:**

   o Introduce **late-night or early-morning deals** to drive traffic during quieter hours.

   o Launch targeted **happy hour promotions** for the evening period to increase customer inflow.

2. **Maximize Popularity of Top Items:**

   o Leverage marketing campaigns focusing on top revenue contributors like **Meatball Marinara**, **Angus Third Pounder**, and **Side Salad.**

   o Expand combo meal options featuring these items to capitalize on their popularity.

3. **Enhance Weekend Performance:**

   o Offer **weekend-exclusive discounts or meal bundles** to attract more customers on Sundays.

   o Create campaigns promoting family-friendly deals to target groups dining out on weekends.

4. **Refine Menu and Promotions:**

   o Analyze low-performing categories and consider adjustments to pricing, portion sizes, or seasonal offerings.

- Highlight fast-moving items like **Burgers, Fries, and Shakes** through upselling techniques and prominent menu placement.

5. **Data-Driven Decisions:**

- Use the dashboard regularly to track progress, identify new patterns, and refine strategies based on updated insights.

Conclusion:

The analysis highlights McDonald's operational strengths, peak periods, and high-performing menu items. By leveraging the insights from the dashboard, McDonald's can further optimize its operations, enhance customer satisfaction, and sustain revenue growth. This dashboard is a strategic asset that empowers decision-makers to act on meaningful data and stay competitive in the fast-food industry.