



MCDONALD'S

MCDONALD'S SALES PROJECT



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MCDONALD'S

ABOUT US

McDonald's is one of the world's leading global foodservice retailers, serving over 69 million customers daily in more than 100 countries. Founded in 1940, the brand is known for its consistent quality, quick service, and iconic menu items like the Big Mac, McChicken, French Fries, and Happy Meals. With its customer-first approach, McDonald's has revolutionized the fast-food industry through innovation in service, menu customization, and affordability.



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QUESTIONS:

- 1.What is the total sales revenue for each category of menu items?
- 2.How many orders are placed each day?
- 3.Which menu item is the most frequently ordered?
- 4.What is the total revenue generated by menu items?
- 5.How does the revenue of each category compare over months?
- 6.What is the average number of items per order?
- 7.How do order volumes vary by time of day?
- 8.How do sales trends differ across weekdays and weekends?
- 9.How does the sales performance vary by category over different months?
- 10.Compare the sales of top 5 menu items.

SUMMARY



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Objective:

To analyze 3 months of McDonald's sales data and uncover actionable insights on item performance, customer behavior, and revenue trends using Excel Power Query and Pivot Charts.

🛠 Tools & Techniques:

- Excel Power Query – for data transformation, merging, and enrichment
- Pivot Tables & Charts – for analysis and visualization
- Time-Based Features – added columns for Month, Day Name, Hour, Time of Day, and Weekday/Weekend

📁 Data Preparation Steps:

1. Imported data using the Folder option (Menu & Order_Details files)
2. Changed data types (e.g., price to currency, order_date to time, item_id to whole number)
3. Fixed null values in item_id by using Fill Down
4. Merged price from Menu to Order_Details using item_id as key
5. Added new columns: Month Name, Day of Week, Hour, Time of Day, Weekday/Weekend
6. Ensured no additional cleaning was required – data was already clean

✓ and revenue vary across months and time of day

🧠 Outcome & Learning:

This project developed strong skills in:

- Data transformation using Power Query
- Creating dynamic dashboards using Pivot Charts
- Deriving meaningful business insights from raw data
- Structuring and automating a scalable data analysis workflow

🌟 Key Insights:

- 🥗 Side Salad emerged as the most frequently ordered item
- 🍟 Revenue peaks during afternoon and evening hours
- 📅 Weekends show slightly higher order volumes than weekdays
- 💎 Category performance and revenue vary across months and time of day



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CLEANING PART BY USING POWER QUERY

MENU TABLE

APPLIED STEPS

- Source
- Navigation
- Imported Excel Workbook
- Sheet1_Sheet
- Promoted Headers
- Changed Type
- Removed Blank Rows
- Changed Type1

These steps applied in the menu table to make it clean n ready to work.

ORDER DETAILS TABLE

Name
Order_details

All Properties

APPLIED STEPS

- Source
- Navigation
- Imported CSV
- Promoted Headers
- Filtered Rows
- Changed Type with Locale
- Changed Type
- Filled Down
- Merged Queries
- Expanded Menu
- Inserted Month Name
- Inserted Day of Week
- Inserted Day Name
- Added Custom
- Inserted Hour
- Added Conditional Column

Applied Steps for Order_details table



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MOST ORDERED ITEMS

SIDE SALAD

Side Salad emerged as the most frequently ordered item during the 3-month sales period. Its consistent popularity across all time slots and days highlights its strong customer preference. This insight helps McDonald's understand customer trends and optimize menu strategies accordingly.

BIG MAC

Big Mac stands out as one of the top-selling and high-revenue-generating items on the menu. Known for its iconic taste and strong brand presence, it consistently drives significant sales, especially during lunch and evening hours.

BULGOGI FRIES

Bulgogi Fries gained attention as a popular side item, contributing notably to overall sales. Its unique flavor makes it a customer favorite, especially during late afternoons and weekends, boosting both order volume and customer satisfaction.



CUSTOM & CONDITIONAL COLUMNS (POWER QUERY STEPS)

Custom Column

Add a column that is computed from the other columns.

New column name

Week Type

Custom column formula ⓘ

```
= if [Day of Week] >=1 and [Day of Week] < 5 then "Week Days"  
else "Weekend"
```

Available columns

- order_details_id
- order_id
- order_date
- order_time
- item_id
- price
- Month Name

<< Insert

Learn about Power Query formulas

No syntax errors have been detected.

OK Cancel

Add Conditional Column

Add a conditional column that is computed from the other columns or values.

New column name

Time Slot

	Column Name	Operator	Value ⓘ	Output ⓘ
If	Hour	is less than or equ...	ABC 123 12	Then ABC 123 Morning
Else If	Hour	is less than or equ...	ABC 123 17	Then ABC 123 Afternoon
Else If	Hour	is less than or equ...	ABC 123 20	Then ABC 123 Evening
Add Clause				
Else ⓘ	ABC 123	Night		

OK Cancel

FINAL DASHBOARD



\$61,626.29
Total Revenue

12234
Total Dishes Served

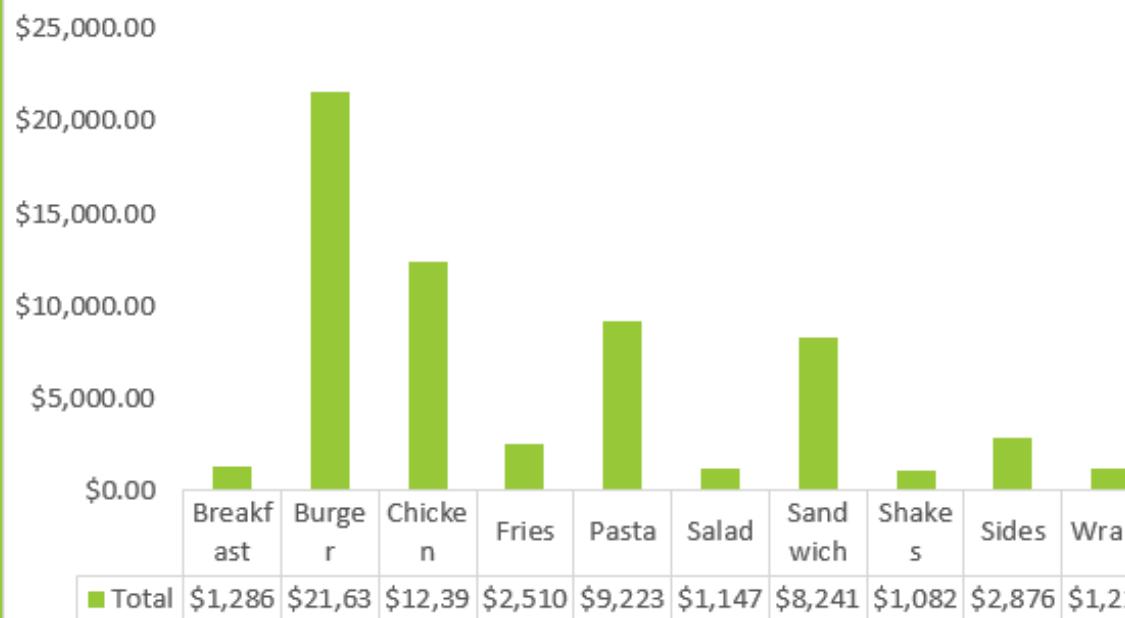
5370
Total Tables Served

2.28
Average Items/Order

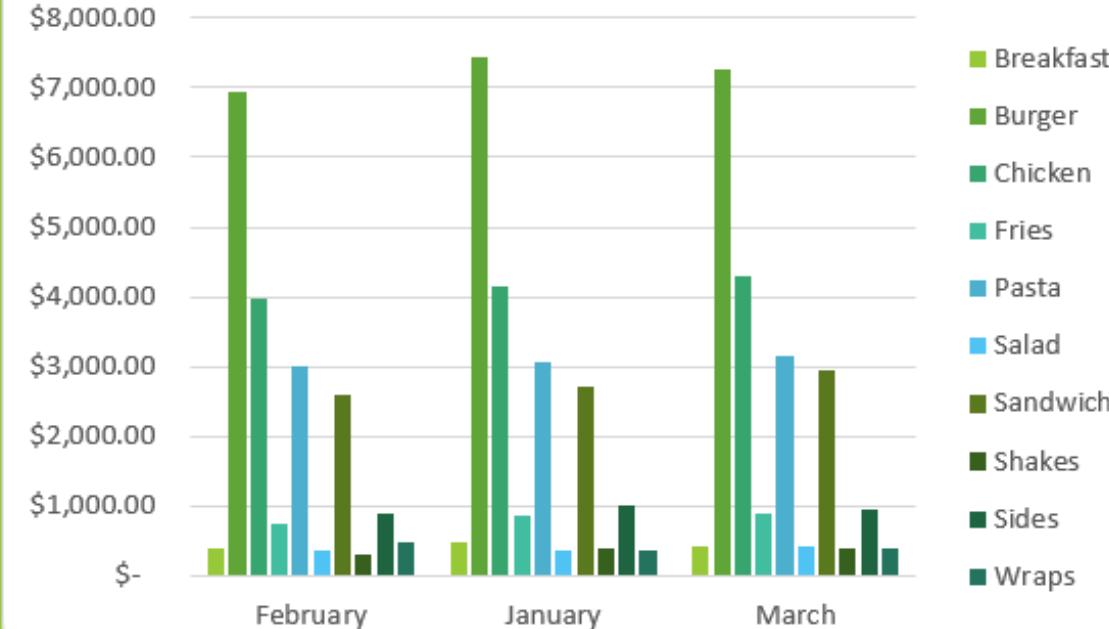
Side Salad
Most Ordered Dish

\$21,639.01
Highest Revenue Dish

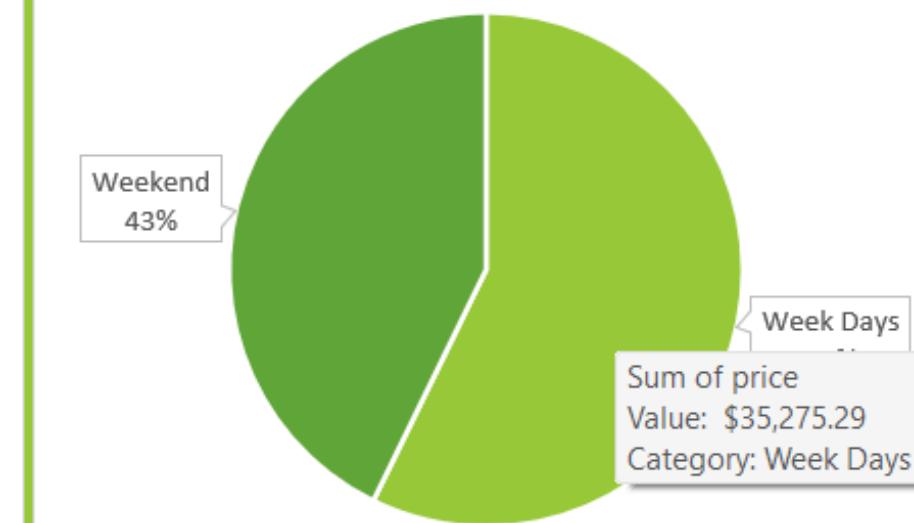
Sale by Category



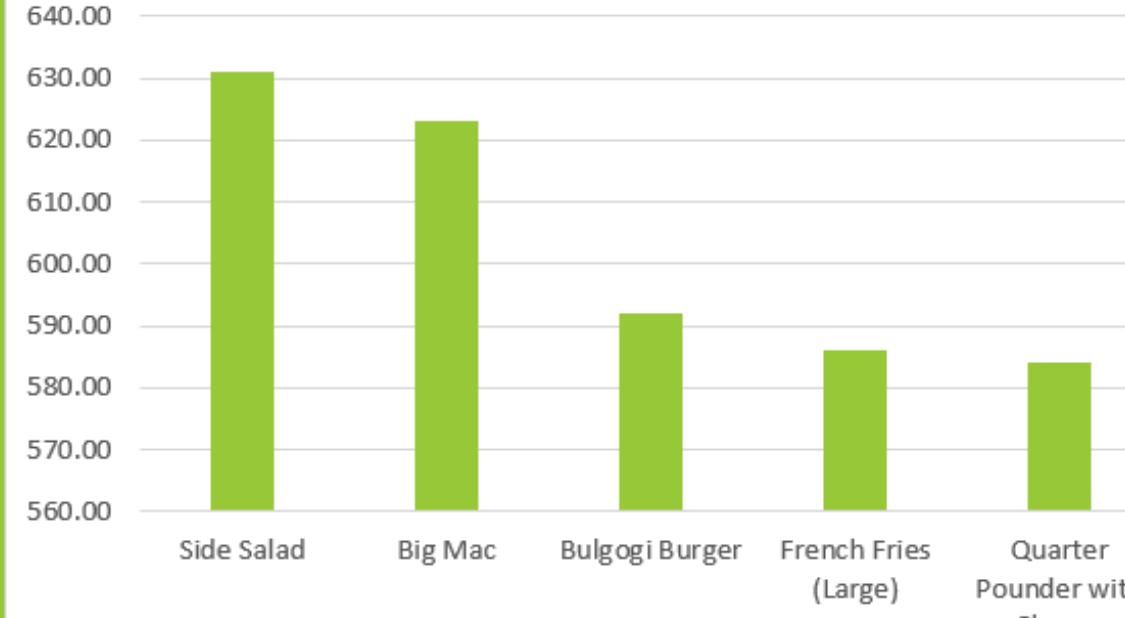
Monthly Sale by Category



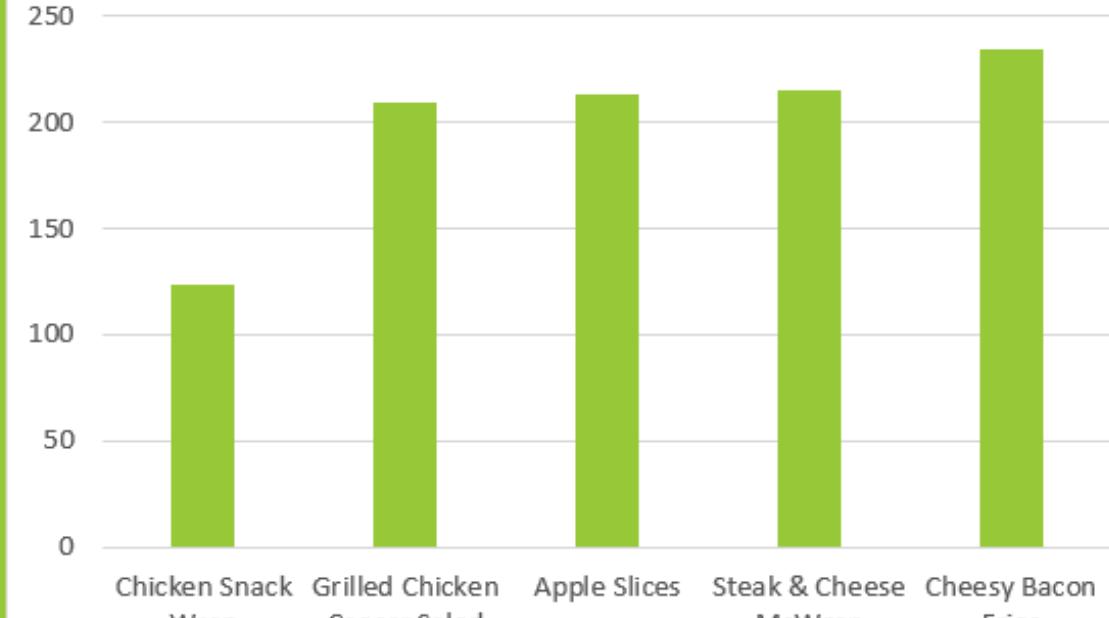
Sale Trend: Weekend vs Weekdays



Top 5 Menu Items by Order Count



Bottom 5 Items by Order Count



Order Count by Time Slot(hourly)



order_date

All Periods

MONTHS

2023

JAN

FEB

MAR

AP

Time Slot

Afternoon

Evening

Morning

Night



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THANK YOU

