





# McDonald's Sales Dashboard – Executive Summary

## Overview

The sales dashboard provides a detailed analysis of McDonald's sales performance, including total revenue, order trends, popular items, and sales distribution across different categories and timeframes.

## Key Metrics

- **Total Revenue:** \$61,626.29
- **Total Orders:** 5,370
- **Average Items per Order:** 2.28
- **Most Frequently Ordered Item:** Side Salad

## Sales Performance by Category

- **Top-Selling Categories:** Chicken, Burger, and Fries generate the highest revenue.
- **Sales by Category Over Time:** Chicken and Burger sales remain consistent across months.

## Top 5 Dishes by Sales

1. Meatball Marinara
2. Angus Third Pounder
3. Quarter Pounder with Cheese
4. Bulgogi Burger
5. Big Mac

## Order Trends & Customer Behavior

- **Peak Order Hours:** Highest sales volumes occur between 12 PM and 8 PM, with a notable peak around lunch and dinner hours.
- **Sales by Day Type:**
  - **Weekdays:** \$44,475.75
  - **Weekends:** \$17,150.54

- **Sales Distribution Across the Week:** Orders remain steady across all days, with no major drop-offs.

### **Insights & Recommendations**

- **High Demand for Chicken & Burger:** Focus on promotional offers for these categories to maximize sales.
- **Strong Lunch & Dinner Sales:** Optimize staffing and inventory for peak hours.
- **Side Salad as a Popular Item:** Consider bundle deals with other meals to increase overall order value.
- **Weekend Sales Improvement:** Introduce weekend-specific deals or promotions to increase weekend revenue.

This summary provides a quick yet comprehensive view of McDonald's sales data, offering actionable insights for business growth.