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DATA ANALYSIS OF MC DONALD'S SALES



PROJECT DESCRIPTION

Create an interactive and dynamic dashboard in Excel using the McDonald's sales dataset to analyse various aspects of sales performance, item popularity, customer preferences, and time-based trends. The dashboard should provide actionable insights and allow for easy data exploration.





Sales Dahboard

561.626.29
Totalisales

5370
Tables Served

12234
Dishes Ordered

2.28
Avg Items /Order

11.48
Avg Sale/Order

Side Salad
Most Ordered

Month Name

January

February

March

March

Doy Name

Bacon

Burger

Cracker

Rosetta

Sandwich

Shakes

Wraps

Hour

7

11

12

13

14

15

16

17

18

10

20

24

22

33



order. date

January 2023



Category

Breakfast

Burger

Chicken

Pasta

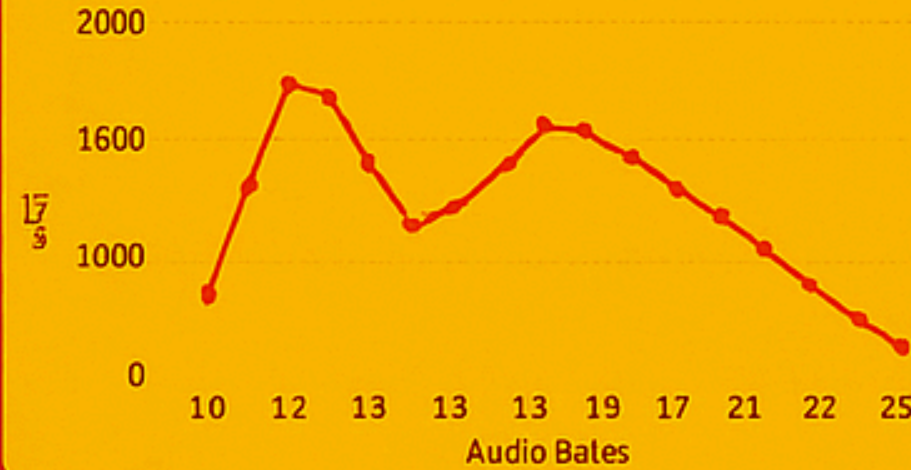
Sandwich

Shakes

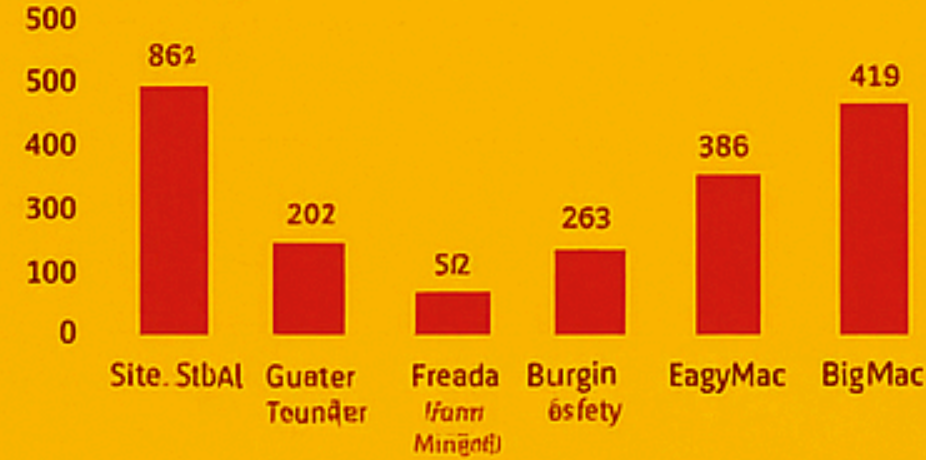
Sides

Wraps

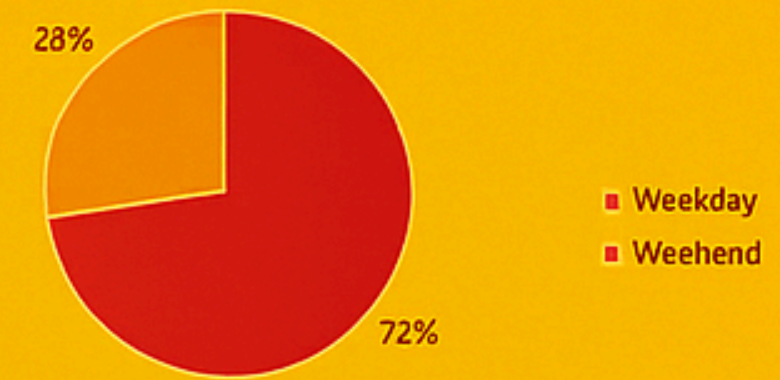
Orders Based on Hours



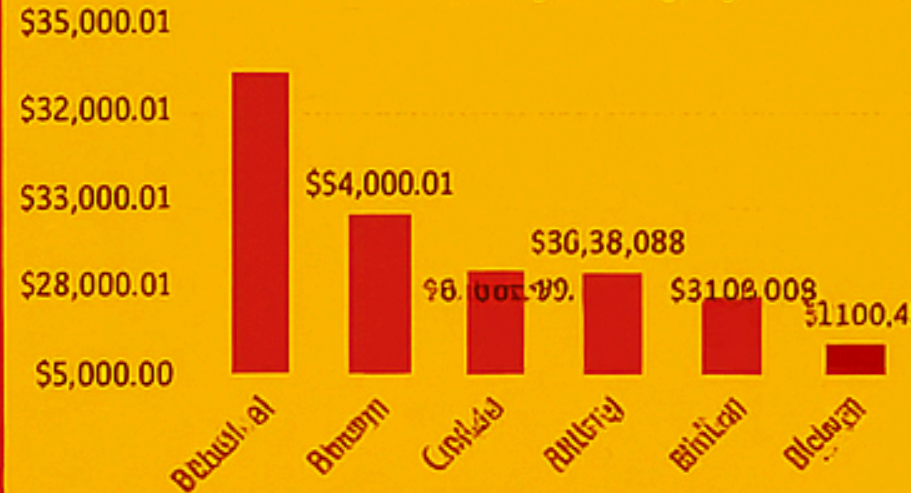
Top 5 Products Based on Order



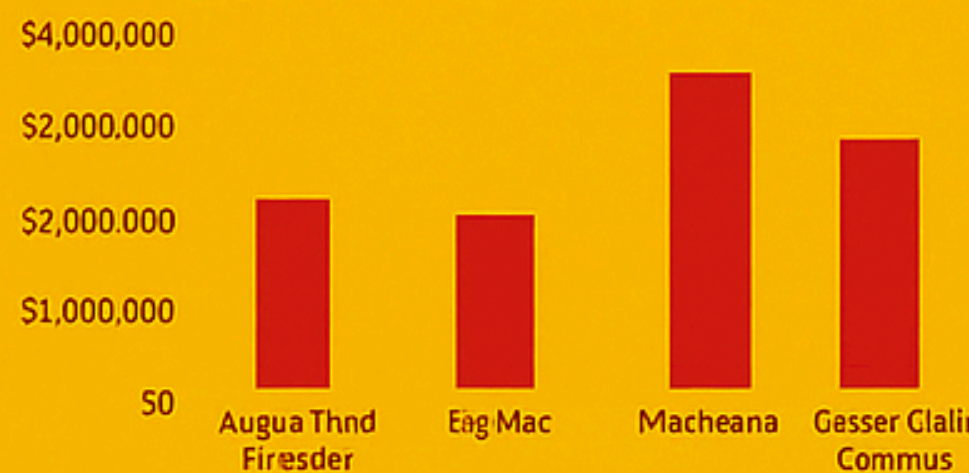
Weekday and Weekend Sales Comparison



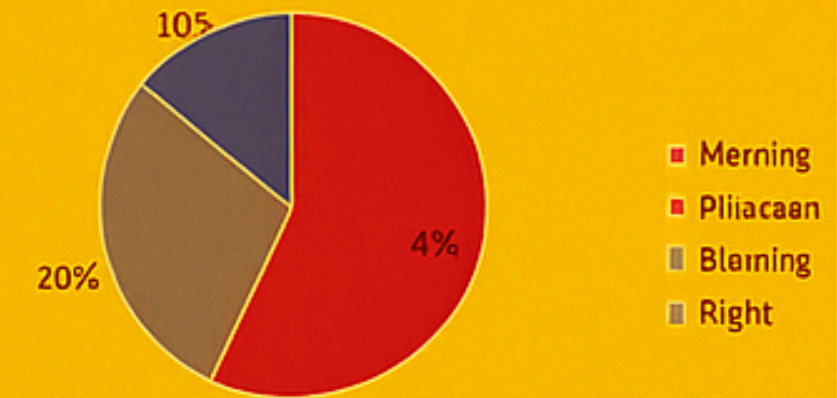
Total Sales By Category



Top 5 Products Based on Sales



Order Distnibution By Time Period



MC DONALD'S SALES DASHBOARD SUMMARY

- The McDonald's Sales Report Dashboard provides a detailed overview of sales and order data. The total sales amount to \$61,626.29, with a total of 5,370 orders recorded.
- On average, each order includes 2.28 items, and the most frequently ordered item is the Side Salad. The top five dishes by sales are Meatball Mannara with Cheese, Quarter Pounder, Big Mac, Angus Third, and Bulgogi Burger, with a grand total sales figure of \$80,000 based on the monthly breakdown.
- Sales by hour peak in the afternoon and decline towards the night.
- Weekend sales, at \$18,000, slightly exceed weekday sales, which are at \$16,000.
- The sales distribution by category includes \$30,170 from burgers, \$36,941.51 from breakfast, \$9,073 from chicken, \$1,135 from fries, \$80.23 from pasta, \$44.05 from salads, with no sales recorded for sandwiches, shakes, sides, or wraps. The dashboard also breaks down data by time of day, including morning, afternoon, evening, and night.



Thank You!!!

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